

The Billboard

The World's Foremost Amusement Weekly

AUGUST 9, 1941

15 Cents

Vol. 53. No. 32



Bruno
Hollywood
N.Y.C.

DOLLY DAWN

And Her Dawn

Patrol Boys

BLUEBIRD RECORDS

Broadcasting Nightly

WJZ Blue Network

Personal Management:

George Hall

Direction: General
Amusement Corporation



CHIPS OF WISDOM from a PIECE BY WOOD

Here's an interesting piece of literature we've just received from the singing star of the Lucky Strike Hit Parade and Victor recording artist, Barry Wood. We're taking the liberty of picking up a few of the chips of wisdom from Mr. Wood's letter and commenting and elaborating on them.

Barry Wood

The Billboard
1564 Broadway
New York, N.Y.

Gentlemen:

Thought you'd be glad to know that my advertising in Billboard's record section seems to have done the trick on my recordings.

Talking to quite a few operators in and around New York has convinced me that the Billboard plays an important role in deciding their choice of the records they buy for the automatic phonographs. Any success my new Victor recordings are having is due, I believe, in great measure to the promotions I have been running in Billboard.

Thanks again for your help and cooperation.

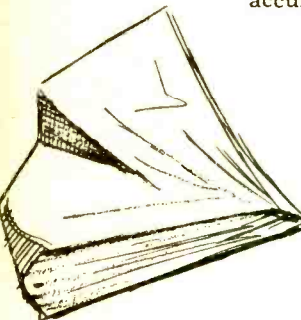
Sincerely,

Barry Wood



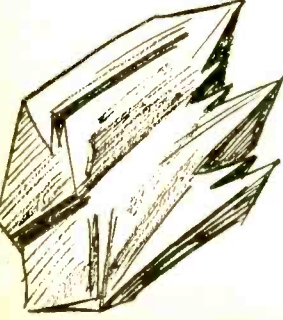
"... my advertising in The Billboard's record section seems to have done the trick on my recordings."

Right, Barry, only it isn't a trick. It's simply that you cut a bunch of swell sides and told music machine operators about them in the only medium every important operator reads every week . . . and reads carefully for the latest and most accurate information about recording artists and songs.



"... talking to operators has convinced me that The Billboard plays an important role in deciding their choice of the records they buy for the automatic phonographs. . ."

Lots of record artists know this, Barry, but many underestimate the tremendous importance of getting their records into the phonographs. They don't stop to realize that there are almost a half million of these music machines and that getting their records into a large percentage of these phonographs results not only in increasing their record sales generally, but in building their box-office value on location dates, theaters, one-nighters, etc.



"... any success my new Victor recordings are having is due, I believe, in great measure to the promotions I have been running in The Billboard."

If you think the record section in regular weekly issues of The Billboard has done a job for you, Barry, wait until you see what your large announcement in the big TALENT AND TUNES ON MUSIC MACHINES supplement will do for you. All the appeal of The Billboard for automatic phonograph operators is concentrated and intensified in this big special section. It's the best buy in record promotion for any artist today!

B'WAY HOUSE MGRS. WAIL

Least Publicized Club Is --- Club of Professional Publicists

NEW YORK, Aug. 2.—With the same industrial ineptitude that is noted in barbers who are constantly in need of a haircut, a group of top-flight press agents, seeing the need for organized tolerance among themselves, banded together in a group that is now two years old—but forgot all about publicizing it.

The Publicity Club of New York, Inc., as the organization is known, has roughly 150 members who pay dues of \$10 a year and attend a weekly feed at the Hotel Delmonico at one buck a head, strictly dutch treat. There they listen to guest speakers and discuss problems common to the industry, and generally fraternize as they have seldom done before.

Group is composed of a combination of press agents and deep thinkers, and is very well mannered for a bunch that is traditionally noisy. During the cracker-barrel sessions they've had speakers ranging from State Senator Phelps to Bert MacDonald, feature editor of the *World-Telegram*. When they haven't guest speakers, they usually conduct a forum that is pretty informative—if there aren't too many flacks around with competitive accounts.

Some of the boys are slightly pontifical about the aims and ideals of the club, while it is also evident that a lot of them are around just to watch each other. One of the rules is that members cannot bring in their own accounts as guest speakers. The harmony that they have achieved, however, was not without bloodshed, because, at the inception of the organization, all of the boys came around with chisels in their pockets and

didn't hesitate to use them. They even fought about where they should eat, and since there were many hotel p. a.'s in the outfit fuel was added to the fire.

A number of the space-grabbers then took a walk, leaving the others to a peaceful routine of complimenting each other, sending weekly mash notes in the form of a house organ, *Clippings*, and making tie-ups with each other. There are tie-ups of all kinds, including the impending marriage of Bob Lodge (British-American Ambulance Corps) and Tommie Edwards (Brown Vintners). In some instances they get jobs for each other.

Club started out peopled by show business p. a.'s, but they are no longer (See *Least Publicized Club on page 15*)

Gas Restrictions in Canada Help Nabes, Hurt Roadhouses

DETROIT, Aug. 2.—Serious restriction on the sale of gasoline in Canada and its effect on show business provide a foretaste of what may shortly be in store for large sections of this country if Secretary Ickes' predictions come true. Detroit citizens have been carefully studying the situation in Windsor, across the river.

Here, Too

NEW YORK, Aug. 2.—Enforcement of the Ickes edict banning the opening of gas stations thruout the East after 7 p.m. seven nights a week, which starts tomorrow (3), is something that is giving roadhouse, resort, and theaters dependent upon widespread patronage much to worry about.

In the metropolitan areas it is believed that the major sufferers will be de luxe downtown houses, while roadhouses will be hardest hit of all night clubs.

Anyone starting out on a jaunt will have to make sure that the gas buggy contains sufficient fuel to get back. The ban comes at a time when gas sales are at their peak because of summer wanderlust.

Nabe spots are seen as the only beneficiaries, since recreational activities will probably be confined within a short radius of the home.

Restrictions stop the sale of gas after 7 p.m. every day, and all day Sundays. Night theater business was not seriously affected, according to reports reaching

Have Tough Time Spotting Phony Critics, Seat Slashers, Nuts, Pass Chiselers, Pickpockets, Etc.

By PAUL DENIS

NEW YORK, Aug. 4.—Pickpockets, seat-tilters who steal women's purses, sleepers, drunks, loud-mouths, women who won't remove large hats, people who slash seats or stick gum to seats and walls, people who demand refunds on passes or after seeing a full show, patrons who sue on phony accidents, and actors, relatives, agents, phony critics, and others who want to get in free are among the headaches of Broadway theater managers. Of course, the pests are not numerous when compared to a theater's total attendance, but there are enough to keep house managers and their staffs constantly on their toes.

Most theaters nowadays are organized to service the average patron without a hitch—but it is the screwball, the chiseler, and the unexpected emergencies that put a Broadway house manager to the test.

For example, when a man fell into the lobby fish pond of a theater the manager loaned him socks, shirt, and tie, and had his suit and shoes dried at a cleaner's within the hour. The man left proclaiming his appreciation of such courtesy—and two weeks later sued the theater, but lost.

Picking three Broadway houses as typical—the State, vaudefilmer managed by Al Rosen; the Capitol, first-run movie house managed by Herman Landwehr, and the Gayety, burlesquer manager by Sam Funt, the following are at-random examples of patrons' screwball antics:

The Mystery Beauty

A beautiful woman came in often at the Capitol, always with male companion, and always left immediately thereafter, demanding a refund. When the theater staff realized she made a regular business out of it they stopped giving her a refund. The same woman then shifted to the State, where the manager soon caught on and questioned her. She explained that she was a widow supporting three children and that she "earned" as much as \$7 a day by picking up men, asking them to take her to a movie, excusing herself for a moment, and then scrambling out of the theater after getting a refund on the excuse that she had already seen the film.

A man entered a theater, slipped on the steps to the men's room, and displayed a swollen, broken wrist. He sued, but the (See *B'WAY HOUSE on page 19*)

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RB Is Big Draw At Opening of 9-Day Chi Stand

CHICAGO, Aug. 3.—Presaging a record nine-day Chicago engagement, the Ringling Bros. and Barnum & Bailey Circus opened yesterday on the lake front near Soldier Field to the biggest opening-day business it has done here in many years. Matinee was better than a two-thirds house and at the night show practically every seat was filled. Weather, which had been terrifically hot for a week, moderated Saturday, and the big top was quite comfortable for the night show.

Show arrived from South Bend, Ind., about 5:30 a.m., but because of a breakdown of a stake-driving machine there was some delay in setting up and the matinee started half an hour late. Night show got under way about 8:40 and ran to 11:30. One accident marred the night performance. A horse in the Cristiani Liberty horse act struck a guy wire and broke its neck.

A meeting of Ringling directors was held here Saturday but there was no announcement of what transpired.

Quick Weddings Okeh For Showfolk in Michigan

DETROIT, Aug. 2.—The five-day waiting period required before a marriage license may be issued in this State may be waived for show people, upon due cause, according to ruling of Judge John D. Dalton in Probate Court at Grand Rapids last Friday.

The court granted a special license to marry immediately to Bert Lynn on the ground that his professional bookings made it difficult or impossible for him to comply with the five-day clause. The bride was Blanche Hendricks, of Minneapolis.

Sands' Heavy S. Amer. Bookings; Urca Changes to Part Ice Revue

NEW YORK, Aug. 2.—South American sailings have taken a spurt with the dispatching of several acts to Rio de Janeiro casinos. Hal Sands, local booker, has placed Carroll and Sherod, dancers, to open at the Casino Vincenti, Santos, and later at the Atlantico in Rio; Ethel Smith, organist, for 16 weeks and options at the Copacabana; Johnny Barnes, dancer, for the Atlantico; Bob DuPont, juggler, for the Atlantico, and the Jack Cole Dancers, four people, for the Copacabana. All but DuPont and the Cole Dancers sailed aboard the S.S. Brazil, Friday (1).

Sands is also scheduled to make a South American trip. He will probably sail August 18.

The Casino De Urca is readying its facilities to change its entertainment

policy from a complete ice show to a partial icer. Arrangements are being made to cover the rink after the ice revue is over, enabling non-ice entertainment to go on. William Morris Agency, thru Sol Shapiro, booked the show.

Sailing for the Morris office to the Urca are Del Val, Merle, and Lee; Ann Taylor, Judy Starr, and Gene Theslof and Ann Taylor. With the sailing of this show, it is indicated that the Urca will continue to use some ice entertainment until October 1. Guy Owen and Maribel Vinson, who sailed in the original ice cast, have returned for bookings in the larger ice shows here.

The Morris office has also booked the Three Martels and Mignon for an October 5 sailing to the Urca.

Spectacular "Ice-Capades" Opens In Atlantic City; Record Gross

ATLANTIC CITY, Aug. 2.—With three large searchlights throwing their beams into the sky as about 7,600 persons

"Ice-Capades" 1st Week Gross a Record \$25,000

John H. Harris, president of Ice-Capades, Inc., which operates Ice-Capades, says the show grossed \$25,000 for its first week at Conventional Hall in Atlantic City. Running night performances only, this is the biggest gross ever done by any show in Atlantic City, Harris points out.

Harris says, "In fact, \$11,000 was tops for any ice show heretofore, and that was only achieved on the third week. In our first week we will equal the best gross done by any show in three weeks. We have added over 600 seats to the present seating arrangement in order to take care of the demand."

deposited 85 cents, \$1.10, and \$1.65 at the Convention Hall box-office last Friday (25), Ice-Capades of 1942 had a Hollywood opening here. Boasting a record advance sale for the annual ice

DOLLY DAWN

(This Week's Cover Subject)

IT IS less than two months since Dolly Dawn joined the ranks of name band leaders, but for more than six years she has been included among the top band vocalists of the North American Continent.

Miss Dawn got her first break eight years ago while attending school in her native city of Newark, N. J. It was George Hall, the veteran band leader, who was responsible for this and it is Hall who has been her professional mentor ever since. The Newark school-girl won an amateur contest staged in connection with Hall's engagement at a local theater. The prize was \$50 and the contract went back to her studies and Hall continued on his tour. It was two years later when they met again. The vocalist of the Hall band left and Hall was holding auditions at his perennial stand, the Hotel Taft, New York, when Theresa Anna Maria Stabile, the Newark amateur, appeared on the scene. She sang a few bars of a tune and was hired while surrounded by a coterie of aspiring professionals.

From the beginning of her career with the Hall band Miss Dawn's rise was steady and, at times, meteoric. It was not long before she headed what is believed to be one of the few bands within a band in professional ranks, Dolly Dawn and Her Dawn Patrol, organized by Hall for recordings exclusively. Miss Dawn started on the Bluebird label, switched to Okeh, and is now back on Bluebird. In 1937-'38 she was recognized as the No. 1 seller on Bluebird records.

Hall decided to retire and on July 4 this year he turned his baton over to Miss Dawn, who is ideally equipped to carry on the Hall tradition in the orchestra field. Miss Dawn plays piano and was trained for this even before becoming a vocalist. She sings any type of song with superb salesmanship and is equally at home vocally in Italian, Spanish, and French. The Dawn Patrol Boys, led by their old colleague, are touring presently and broadcasting on a sustaining program for NBC, piped out of WJZ over the Blue Network. George Hall is still very much with the organization as its personal manager.

show, the new production, which stays thru September 1, was also the most colorful and spectacular.

Belita (Belita Jepson Turner) more than upheld her headlining designation. A blond beaut hailing from Britain, she scored heavily with sensational lutz jumps and sit spins. Attractive settings enhanced her Garden of Roses and Blue September ballets, George Byron giving story body in song for the latter number and Belita deservedly rating the plaudits as a premiere ballerina on blades.

Also hailing from London, Megan

Taylor proved a gay blade queen with a graceful routine giving choreographical concept to Tchaikovsky's *Francesca da Rimini*. Moreover her father, Phil Taylor, proved in his still-skating to be a great trouper. For his inning he involuntarily demonstrated just how he manages to get up on those skates, about two feet off the ice. Skating on in an old English gentlemen costume, he hit a rough spot on the ice and parted company with his monocle, stovepipe hat, and equilibrium. Refusing aid, he climbed to his feet himself, evoking cheers from the pewholders.

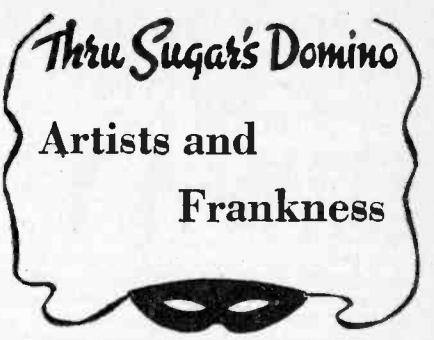
Ice-Capades is overwhelmingly peppered with fair lassies, the ferns giving it that added touch of Ziegfeld splendor. Vera Hrubá, charming Czech blonde, elicited huzzas with her dance of the (See "Ice-Capades" Opens on page 27)



THE publishers of *Goodbye Dear, I'll Be Back in a Year* are wondering what effect pending army legislation will have on their tune. They're trying to decide whether they should retitile it *Goodbye Dear, I'll Be Back in Two Years* or *Goodbye Dear, I'll Be Back in ——— (fill in your own date here)*. . . . Plenty of discussion in film and legit circles over the series of films being run at the Museum of Modern Art, showing pictures from the earliest silent era to the present. To date, the series has reached around 1920, and most of the discussion has probably centered around *Genere*, a short piece showing the beautiful work of Duse, and *Male and Female*, the 1919 deMille super-special that shows not-so-beautiful work all around. Gloria Swanson, attending the rewinding of her old masterwork, looked much prettier in person than she did on the screen. . . . Ham isn't necessarily confined to actors. Recently Dave Vine got up a lobby display at the Hurricane for his son, Billy, and used pictures of and quotes from local night club reviewers—and when the display went up the reviewers started yelling about position! Vine had to explain that he used their quotes chronologically, as each review came out. . . . If midsummer announcements mean anything, it looks like a better legit season than any in the last decade. Summer activity is approaching the levels of 10 years ago, and announced opening dates are, in general, much earlier than they've been in the past. It looks like a good season—maybe. . . . How superstitions start: Eddie Leonard and Julian Eltinge, both of whom passed on recently, had the same dressing room when they played the Diamond Horseshoe.

SPEAKING of early legit starts, there's talk that *Johnny Belinda*, now touring the stock circuit, may take a week's layoff at most, and then open immediately in Philadelphia for the start of a transcontinental tour. That would make the Philly opening August 18 or thereabouts. Philly hasn't heard about it, tho. . . . Latest burn on the part of recognized night club p. a.'s comes from a new practice used by sharpies trying to break into the racket. These lads keep scrapbooks on successfully publicized clubs and personalities, and then go around trying to sell their services on the basis of the excellent breaks. . . . Music-Is-International Dept.: One of the few Greek pop songs ever adapted to American dance rhythms is *Misirliou*, which Xavier Cugat is recording for Columbia in beguine tempo. The same song has been recorded by Standard Phonograph Company with Yiddish lyrics, with the original Greek lyrics, as a bolero, and also as a rumba. . . . Frank Dailey's Meadowbrook, which used to be known as the Meadowbrook Country Club, is so widely publicized on a national scale via airlines, etc., that hordes of hinterlanders figure that it's a summer resort. Dailey has batches of letters and telegrams asking for weekly rates of room with bath, whether American or European plan is used, and similar queries. Actually, of course, the Meadowbrook is simply a dine-and-dance spot. . . . Recently MGM sent this department a carefully addressed envelope containing a single blank sheet of paper. Maybe it was a slip-up on the part of the mimeograph machine—or maybe MGM figured that it would experiment with a radical improvement on the usual film press release.

THE Savoy Opera Guild still continues successfully two nights a week at the tiny Cherry Lane Theater in Greenwich Village, serenely overriding difficulties that would be disastrous to most larger and more commercial outfits. It recently lost its leading tenor to the army; its leading baritone left to teach in a Southern university; its leading soprano decided she wanted a month's vacation. But the Guild, without visibly turning a hair, continues to present outstandingly fine versions of the Gilbert and Sullivan operettas. It's one of the major theatrical miracles of the season. . . . Joe Merrill, brother of Joan, who has been anxious to make a start in the show business, has finally made it. He's gone down to Florida to manage a night club. . . . Lansing Carpenter, who used to review shows for New England papers, is up in Nantucket working on a double job—writing a play and perfecting his rope-twirling, which he learned while in Nevada last year. . . . The crew at the Glen Rock Playhouse is still shouting the praises of Sally O'Neil, who played there a couple of weeks ago in *Penny Wise*. One day she grubbed some grub from the backstage boys, instead of going all the way into town for some—and the next day she showed up with a mammoth cake, and she and the crew had a party. . . . Also still shouting, but not precisely in praise, is the crew at the Bucks County Playhouse, where Harpo Marx made his speaking debut last week in *The Man Who Came to Dinner*. It seems that Harpo has an irresistible penchant for the gesture made famous by Lou Holtz and his cane; and everybody, from director to prop men, suffered.



STILL fresh in our mind are impressions retained from a bull session we recently had with an executive of one of the major record companies. The theme was set by the record company man. He contended that after several years in the business he has come to the realization that one of the basic faults of men who contact artists for record companies is that frankness is hardly ever employed. He stated that he has tried a different technique—that of talking straight from the shoulder to artists—and altho his results have not been phenomenal, he is willing to stack them up against his colleagues and place a good bet on his standing from the angle of progress made.

There is much to be said along general lines of relations with artists in favor of the executive's frankness as against the conning and evasiveness of his older and more experienced colleagues. This discussion can apply as well to relations with all types of artists and the men who buy, sell, or have any connection at all with the marketing of talent. However, show business, as conducted today and as it has been carried on as far back as any of us can remember, is not quite as jumbled a proposition as it is frequently cracked up to be by wisecracks who are filled up with theory but have had no actual experience in the market stalls.

It is a fact that men who handle talent are as a class lacking in frankness in their dealings with artists. But there is a valid reason for this. The technique has been developed thru necessity because talent handlers have found that more often than not artists demand that they be conned. Artists are unbusinesslike as a class; vacillating in their judgment on business matters and sensitive to an abnormal degree concerning their box-office power and ability. Agents, managers, and bookers have found altogether too often that it is not possible to talk facts to an artist about his own work without opening up emotional sores. What it would take two hard-fisted business men to discuss in a few minutes it might take hours to discuss by a devious route with an artist when the topic is his own work or, in the case of many band leaders, his band. It happens, too, that because of the unbusinesslike approach given their personal problems by a superabundance of artists, certain problems are never discussed with them at all, with resultant losses to them. In short, talent handlers prefer in many situations to avoid discussing them with artists and regretfully sacrifice opportunities for improvement and economic progress.

Our friend, the record company executive, has a man-sized job cut out for himself. It is possible that he might succeed. But it will take many factors that are not now operating, to our knowledge, to change artists. Increasingly, in recent years, artists have hit the top who are just as good business men as they are performers, who regard themselves with cold objectivity, and who can teach their managers a few tricks about handling talent. This is a start but a modest one. The artist who demands frankness, who complains that he is being conned by men who buy and sell his services, has only himself, or rather his colleagues collectively, to blame. As soon as the artist shows himself to be capable of being spoken to and treated like a man he will receive that treatment.

Dorothy Lewis in Minn.

MINNEAPOLIS, Aug. 2. — Dorothy Lewis, heading her own ice show unit, opened Friday (1) at the Nicollet Hotel here. In the unit are the Heasley Twins, Norah Gale, Harriet Haddon, Bernice Stewart, and Lucille La Mar. Miss Lewis just completed *Ice-Capades* for Republic Films in Hollywood.

<p>SPECIAL PRINTED ROLL OR MACHINE</p> <p>100,000</p> <p>FOR \$20.00</p> <p>ELLIOTT TICKET CO.</p>	<p>TICKETS</p> <p>RESERVED SEAT — PAD — STRIP COUPON BOOKS — RESTAURANT CHECKS — SALES BOOKS AND ALL ALIES FORMS</p> <p>409 LAFAYETTE ST., N. Y. C. 82 W. WASHINGTON ST., Chicago 615 CHESTNUT ST., Phila.</p>	<p>STOCK ROLL TICKETS</p> <p>ONE ROLL \$.50 TEN ROLLS 3.50 FIFTY ROLLS 15.00 ROLLS 2,000 EACH</p> <p>Double Coupons, Double Price No C. O. D. Orders Accepted</p>
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No Hope for Mass. Blue Law Changes For Two Years

BOSTON, Aug. 2.—With the Legislature scheduled to prorogue within the next 10 days, all hope for legislation changing the existing blue laws regarding Sunday entertainment in Massachusetts seems to have died for the next two years. Even if a special session is called for next year, there is no hope of entertainment legislation being considered.

Under existing laws many acts are unable to work on Sundays and, in consequence, most night clubs are closed Sunday nights. As a result of loopholes, some club owners have been able to present "Theatrical Guest Nights," but these situations are few and far between. Vaude is allowed, but dance routines, among other things, are cut.

The Restaurant Owners' Association attempted to foster progressive legislation at the beginning of the session this year, and there has been public protest at various times, but the Legislature was in no mood to hear complaints.

H. W. Schraut TMA Grand Lodge Prez

CHICAGO, Aug. 2.—The 28th biennial meeting of the Grand Lodge of the Theatrical Mutual Association was held recently at the Congress Hotel. Harvey William Schraut, who served as president of Chicago Lodge No. 4 for seven terms, was elevated from first vice-president to Grand Lodge president. Other officers elected were: First vice-president, Philip Hitter, of Long Island Lodge 67; second vice-president, Nate Stein, Chicago Lodge 4; third vice-president, Wallace E. Young, New York Lodge 1; fourth vice-president, Charles Sauer, Cleveland Lodge 9; fifth vice-president, Marcus Rattiner, New York Lodge 1; sixth vice-president, Charles M. Ring, Cincinnati Lodge 33; seventh vice-president, Charles W. Mueller, Chicago Lodge 4. Harry Service, of Cincinnati 33, was named Grand Marshall, and James Ryan, of Cleveland 9, Grand Tyler.

Meeting was one of the largest held in recent years. It opened Sunday (13) with a reception at the Congress. On Monday night members and their wives enjoyed a moonlight cruise on the lake, and Tuesday night a banquet was staged at the Celebrity Club. A grand ball and entertainment was held at the Congress Wednesday night.

The TMA is a sick and death benefit and social organization of theatrical employees, formed November 25, 1883, and has done much for the welfare of employees in all branches of the theater.

More Time-for-Space Swaps

PHILADELPHIA, Aug. 2.—WDAS grabs off the lead among local stations in space in the local dailies on time-for-space swaps. In closing a swap with *The Evening Bulletin*, station now gets agate lines from four of the five local papers, having co-operative deals of long standing with *The Daily News*, *Philadelphia Record*, and *Evening Ledger*. Station has deal on fire to close a swap with *The Philadelphia Inquirer*, fifth of the local sheets. WDAS is fourth station to swap time for space with *The Bulletin*, last of the local papers to recognize radio. Now completely sold on the air medium, *Bulletin* recently arranged for swaps with WPIL, KYW, and WPEN.

ANYONE KNOWING THE WHEREABOUTS
WILLIAM CRAMER
please have him communicate with
RUTH BOSWELL
CARROLL HOTEL, LYNCHBURG, VA.

CORNEASE
25c means **HAPPY FEET**
At Drug Stores OR YOUR QUARTER BACK
or Postpaid from CORNEASE, 71 Renwick, Newburgh, N.Y.

Possibilities



CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For LEGIT MUSICAL

JERRY BERGEN—pint-sized comedian caught recently at the 885 Club, Chicago, where he is a riot with his discourse on world topics in double-talk and nonsensical pantomime stuff. His mannerisms and appearance are laugh-provoking and his delivery excellent. Should have no trouble carrying a comedy assignment in any legit musical.

For FILMS

SKIPPY BAXTER—outstanding skater now appearing in *It Happens on Ice* at the Center Theater, New York. With no show-business background outside of his ice appearances, he still manages to click with a solid and likable personality. He's now 21 years old; when he was 13 he was novice speed skating champ of California; at 17 he was figure skating champ of that State. Would be a terrific bet for a skating film in view of his outstanding ability and fine personality. It would be a smart idea for a film company to build up a male skating figure to go with the femme icers now getting the play, and Baxter is a good bet for such a build-up.

Music Merchants Meet; See Upswing

NEW YORK, Aug. 2.—The 40th annual music industries convention and trade show was held at the Hotel New Yorker here, from July 29 to August 1. Most of the activity was confined to meetings of participating trade groups forming the National Association of Music Merchants. There was more trading than usual at this convention due to the desire of dealers to protect themselves against shortages; 188 exhibitors showed their lines.

America has taken the leadership in music, according to the men who make and sell musical instruments. Dealers pointed out that, tho fall dollar volume will be only 25 per cent over last year, a larger percentage of goods sold will be of American make. Producers of band instruments stated that the increased (See *Music Merchants Meets* on page 16)

WDRS Mail Promotion

BRIDGEPORT, Conn., Aug. 2.—WDRS, Hartford, Conn., has begun a promotion to assist listeners writing in to the station for requests. More than 20,000 post cards, an initial printing, were prepared with the station's address and sent to all persons writing in to WDRS. Commercial Manager William F. Malo says the summer business for the station this year has established a record.

SESAC's Anni Catalog

NEW YORK, Aug. 2.—A 10th anniversary catalog listing 1,000 recordings suitable for radio broadcasting is being sent by the Society of European Stage Authors and Composers to its affiliates. The issue is a revised edition and contains a selected list from the approximately 60,000 titles registered with SESAC.

There are about 750 stations signed with SESAC.

NBC Artist Bureau Sales Talks With MCA To Be Resumed

NEW YORK, Aug. 2.—With negotiations on the sale of the NBC Artist Bureau dropped temporarily by NBC because of its concentrating on the ASCAP problem, possibilities are that talks on the sale of the Artist Bureau to MCA may be resumed the early part of the week.

The deal was temporarily stymied in haggling over the price, when NBC wanted to retain several shows. In that event, it was agreed that the price would go down. However, NBC didn't think the cuts on the shows it wanted to keep were proportionate.

Bill Goodheart, MCA exec, says that at the moment, "There is nothing blazing about the deal." But, he continued, there remains the possibility that NBC resume negotiations at any moment.

One of the major headaches involved would be the transfer of NBC talent to another agency. AFRA feels that the artists involved could, if they so desire, secede from the deal.

Price for the bureau is believed to hover around \$175,000.

Changes Proposed In FCC Set-Up

WASHINGTON, Aug. 2.—A bill to dilute the powers of the Federal Communications Commission was introduced in the Senate Thursday (31) by Senator Wallace H. White Jr., Maine Republican, who proposed to re-establish a division of duties within the commission, three men handling common carriers and the three men deciding broadcast matters, with the chairman acting as spokesman. Such an arrangement was applied to the FCC a few years ago, until continued criticism forced former Chairman McNinch to abolish the system for administration by all seven members.

Senator White's bill proposes to revise the language in sections of the act treating appeal of FCC rulings to federal courts and in other ways to crystallize and freeze interpretation of the law. Background for the new bill is found in recommendations from lawyers practicing before the FCC and, to a certain extent, from suggestions in the attorney-general's committee on administrative procedure. In respect to the latter, however, it is argued by many legalists that, if reform is to be achieved, it should come as a result of a law standardizing procedure before all government bodies and avoiding separate legislation for each agency.

Altho need for clarification of the communications act is conceded, not too much weight is given to the White Bill in view of the Senator's Republican affiliation and the lukewarm administration attitude.

Vaude in Pennsy

HONESDALE, Pa., Aug. 2.—Ritz and Hawley theaters here will run vaude shows one day a week for the rest of the summer. Idea was successfully tried last year.

So You Want To Lead a Band

NEW YORK, Aug. 2.—When Brad Reynolds was fronting a band three years ago in the Middle West he didn't realize that he'd have to pay thru the nose because of one stranding. But he did.

Reynolds, an NBC sustaining singer doubling at the One Fifth Avenue Bar, just made his final payment on a diamond ring he hocked three years ago in Waukegan, Ill., to move his band on to a date in Dubuque, Ia. He not only paid the original \$75 back but an additional \$95 in interest.

Which, he says, is more money than Waukegan ever got from Jack Benny in his most philanthropic mood.

Few Alien Acts Now in Sweden

NEW YORK, Aug. 4.—Delayed reports from Sweden reveal that, while all the usual summer vaude spots are open, only a limited number of alien acts are being used and most of these are from Germany or Nazi-dominated countries.

The China Theater in Stockholm has been open since May, offering rather copious bills but few well-known acts, aside from local favorites. Vaude and circus acts are also used at Stockholm's two amusement parks, Grunelunds Tivoli and Nojesfaltet.

At the Liseberg amusement park in Gothenberg good vaude bills, changed bimonthly, are presented in the Cabaret Hall, while circus numbers are offered on open-air stages. In former years, well-known American and English acts were featured in practically all programs of both the Stockholm and Gothenberg spots.

Evidently Germany is permitting certain acts, apparently all fems, to play foreign engagements. The 12 Scala Girls, from the Scala, Berlin, were at Liseberg for the entire month of June. One of the acts at the Liseberg Cabaret Hall is the Rolandi Sisters, juggling-acrobatic routine.

Harold Peary's Own Show

HOLLYWOOD, Aug. 2.—Harold Peary, the Throckmorton P. Gildersleeve of the Fibber McGee and Molly program, will be starred in a program of his own, *The Great Gildersleeve*, beginning August 31 at 2:30 p.m. PST, over NBC-Red. Kraft's Parkay Margarine is the sponsor.

William Randolph will conduct the music and Cecil Underwood will direct. Needham, Louis, & Brorby, Inc., the agency.

WBOS Ups Schedule

BOSTON, Aug. 2.—WBOS, powerful Westinghouse shortwaver here, this week began an hour of music and news to Great Britain daily. Brings station's total operating hours to nine a day.

Additions to the schedule already planned include an hour of Portuguese beginning Monday (28) and a second French hour beginning August 4. Second English hour will get under way August 11.

WESTERN UNION
FOR MEN IN CAMPS, TRAVELERS, STUDENTS AWAY FROM HOME, GIVE THEM WESTERN UNION TELEGRAPH STAMPS WHICH ARE GOOD FOR ALL TELEGRAPHIC SERVICES. SOLD IN CONVENIENT BOOKS OF \$2.50 AND \$5.00.

STOCK TICKETS
ONE ROLL . . . \$.50
FIVE ROLLS . . . 2.00
TEN ROLLS . . . 3.50
FIFTY ROLLS . . . 15.00
100 ROLLS . . . 29.00
ROLLS 2,000 EACH
Double Coupons,
Double Price.
No C. O. D. Orders
Size: Single Tick., 1 1/2" x 3 1/2"

Day In and Day Out You Want Service. We Give It. Let Us Make Your
TICKETS OF ANY DESCRIPTION
For You Now and Avoid Delays in the Future.
THE TOLEDO TICKET COMPANY
TOLEDO (The Ticket Town), OHIO

SPECIAL PRINTED Roll of Machine
10,000 \$ 6.95
30,000 \$ 9.85
50,000 \$ 12.75
100,000 \$ 20.00
1,000,000 \$ 150.00
Double Coupons,
Double Price.

ASCAP, NBC CLOSE TO DEAL

Settlement Set Except for Formal Contract; CBS Expected To Sign On Same Terms; MBI Continuing

NEW YORK, Aug. 2.—The National Broadcasting Company and the American Society of Composers, Authors, and Publishers yesterday came to terms that will return ASCAP music to that chain following a seven-month absence. NBC and ASCAP attorneys are now drafting a formal contract to run to December 31, 1949.

It is expected that the new pact, which will be signed as soon as ratification is received by NBC from its affiliates, will be okehed before the end of the month. Wires have gone out to affiliates telling them of the terms and advising them that they can negotiate separately if they so desire.

In contrast to the 5 per cent of the gross business which ASCAP received from the nets prior to 1940, the new fees provide for 2½ per cent from NBC and 2¼ per cent from its affiliates.

NBC is to pay \$200 annual fee for each managed and affiliated station, while affiliates are to pay 12 times the half-hour card rate on their local sustaining business if their receipts are over \$150,000. Stations grossing between \$50,000 and \$150,000 will pay 12 times the quarter-hour rate. Stations grossing under \$50,000 will pay a flat \$12 annual fee.

The pact also covers frequency modulations and international short-wave stations. Television will be negotiated separately.

Chief hold-up in the negotiations after fees had been arrived at were payments from stations in States where anti-ASCAP laws are in effect. Thus, stations in Nebraska and Florida will be exempt from paying. Prior to that, an ASCAP group, headed by Irving Caesar, had been holding out for more coin, arguing that the take upon which they agreed was only half of what they could have gotten last December, just by picking up a phone.

The network contract will not be signed until all the affiliates have agreed to refund to NBC 2½ per cent of the stations compensation from network business, except in those States where anti-ASCAP legislation is in effect.

When the NBC deal is completed, the Columbia Broadcasting System will be the only major net without ASCAP music. It is believed that CBS will start negotiations for similar terms as soon as it is approached by ASCAP.

The deal, according to present indications, does not affect the status of Broadcast Music, Inc., which was set up as a substitute for ASCAP by the chains when the ASCAP stalemate was imminent. It is believed that the presence of BMI on the broadcast music scene will pay for itself in acting as a reminder that the chains can draw upon BMI tunes in the event that trouble starts again. Also BMI would serve as a clearing house for music coming from aspiring writers and publishers not affiliated with ASCAP.

The solid front maintained by the chains during the heat of the fight, which resulted in the ASCAP blackout, was first broken by the Mutual Broadcasting System, when it signed with ASCAP for a blanket 3 per cent for four years and after that 3½ per cent. The pact was to run until January 1, 1950.

With the signing of the NBC, Mutual's terms will refer to a par with NBC. ASCAP expects Columbia to sign at the

same terms as NBC.

With the signing of the ASCAP-Mutual treaty in May, it was at first believed that MBS would be able to get a jump in gross business because of its ability to offer the 1,250,000 ASCAP titles. ASCAP believed that all it needed was one chain to get its songs to the radio public. Both, as was proved since, were wrong, as the pact brought Mutual no substantial increase in business, and ASCAP tunes made no recovery on the music popularity charts.

Should CBS sign on the same terms as NBC, ASCAP believes that within a short time its annual income would be up to \$5,000,000. ASCAP predicates its estimate upon the facts that radio billings are on the increase, and that television and frequency modulation stations, also on the increase, will add to its revenue.

However, ASCAP makes no mention that increases in the amount of free time being donated to the government by the nets will deeply cut into radio receipts for some time. Radio's gifts to defense propaganda will probably increase as time goes on and slice proportionately into radio grosses.

BMI spokesmen maintain that their relationship with the nets is unchanged, and that they will remain on the radio scene.

It is estimated that ASCAP lost about \$2,500,000 during its network freeze-out. During 1940 ASCAP received around \$4,500,000 for its radio licenses.

British Propaganda For Radio Polished

NEW YORK, Aug. 2.—The British Broadcasting Company has instituted a mail campaign to attract American audiences for its short-wave broadcasts directed to this country. Brochures mailed out include listings of all BBC airers, including BBC reports over Mutual, direct short-wave broadcasts, Canadian and independent shots.

Also send questionnaire asking listeners type of program preferred and whether they want more. Expanded use of mail-radio propaganda is part of all-out British propaganda drive which recently began under the leadership of Sir Gerald Campbell.

Lansing's WMAS Post

SPRINGFIELD, Mass., Aug. 2.—Jerry Lansing has been appointed program manager of WMAS in Springfield, Mass., succeeding F. Turner Cooke, who has been called to service as a lieutenant, junior grade, U. S. Navy. Lansing came here from Station WTRY, Troy, N. Y.

So What Do Most Interviewers Get?

PHILADELPHIA, Aug. 2.—Howard Jones, WIP's inquiring reporter, found himself in a spot last Saturday (26) during his regular broadcast from suburban Bucks County Playhouse. Having interviewed authors George S. Kaufman and Moss Hart, who were appearing in their own play, *The Man Who Came to Dinner*, Jones next called upon the program's star, Harpo Marx. Jones never gave a thought to the movie character that Marx has portrayed for years, that of a mute.

Jones began to ask questions and all he could get from Harpo was a loud toot on his prop horn or a shrill whistle. And so Jones continued the interview with himself for five minutes, with only the occasional toot of Harpo's horn for an answer.

Philly Stations Make Changes

PHILADELPHIA, Aug. 2.—Arthur Simon, WPEN general manager, on leaving this week for a New England vacation, announced numerous staff changes at the station. Phil Frankenberger, formerly assistant, takes over the publicity portfolio, with Ira Walsh moving over to the special events desk. Announcing staff gets two new voices in Frank Kent, from WHOM, Jersey City, N. J., and Harry Wood, from KYW, here. Gene Kern, production chief, left yesterday (1) to return to the legit field, joining the summer stock group at Newport, R. I., and announcer Bob Roberts was tested for the Army Air Corps last week.

At the other local stations, KYW adds Catherine King and Janie Simmet to the program department; Joseph Corr comes up from WBAB, Atlantic City, for the WDAS announcing staff; Frederick Pollock, formerly with WTEL here, is the newest announcing voice on WHAT; Ed Allen, formerly of WFBG, Altoona, Pa., has joined the WIBG announcers; Mike Blar, completing his sub assignment on WIP, remains in town for free-lance producing and script-writing, and Tom Gill, of the WIP office staff, is now Private Gill.

Curtler WBAB Manager

ATLANTIC CITY, Aug. 2.—Press-Union Publishing Company, owning and operating WBAB, CBS link here, announced appointment of Hugh Mercer Curtler as commercial manager of the station. Radio vet of 11 years' standing, Curtler was for six years general manager of WCHV, Charlottesville, Va., and for three years prez of the Virginia Broadcasting System, seven-station regional which he organized in January, 1936. After the sale of WCHV he joined the Joseph Katz Advertising Agency in Baltimore.

News Comments Top Iowa Survey; "Fibber" Leads Individual Shows

DES MOINES, Ia., Aug. 2.—News broadcasts top all other types of programs in listener preference, with comedian shows second, and audience participation third, according to an Iowa audience survey released by the Central Broadcasting Company, operators of Station WHO here.

The survey was made by H. B. Summers, of Kansas State College, and F. L. Whan, of the University of Wichita, who collaborated on similar surveys the last three years.

The info concerning listening habits was secured from personal interviews with adults. Representatives of 9,246 families, of which 8,761 were families having radio sets in their homes, were interviewed.

News broadcasts headed the list with a percentage of 77.3; comedians had 71.5 per cent; audience participation, 49.2;

pop music, 42.7; variety shows, 33.7; complete drama, 33.7; serial drama, 32.2; sports broadcasts, 21.6; old-time music, 23, and religious music, 22.8 per cent.

Fibber McGee topped the specific programs with 45.1 per cent, while *The Aldrich Family* had 26.2 per cent; Jack Benny, 25.3; Bob Hope, 24.7; WHO news broadcasts, 22.1; Chase & Sanborn, 16.9; Major Bowes' Amateurs, 16.8; *Dr. I. Q.*, 15.4; *Lux Radio Theater*, 11.7; *Kraft Music Hall*, 11.1; Kay Kyser, 10.9; *One Man's Family*, 8.1; *Pot o' Gold*, and *Ma Perkins*, 7.1 per cent.

The survey also revealed that only 21.8 per cent of the radio sets had been turned on by 7 a. m.; 45.9 per cent by 7:30 a. m., and 51.9 per cent by 8 a. m. This did not mean that 51.9 per cent of the radios were still on at 8 a. m., but that percentage had been turned on for at least one program.

WBYN Cuts Foreign Stuff to 20 Per Cent; \$350 a Week Talent

NEW YORK, Aug. 2.—Since consolidation of four of Brooklyn's stations, WARD, WLTH, WBBC, and WVFW, into one station, WBYN, Brooklyn, 20 per cent of the station's programs are foreign language broadcasts. Prior to unification, the four stations devoted 95 per cent of their air time to foreign language programs.

Previously the stations had not employed any live talent on their English-speaking broadcasts, all were recorded programs. WBYN now employs live talent on an average of four hours a day and devotes eight and one-half hours to recordings, the rest of the time being spent on foreign language broadcasts and special events.

Station now spends \$350 a week on live talent. Five announcers each receive \$30 a week; Joe Congress, news commentator, receives \$50 a week, and Penny Wise and Buck Mason, both of whom conduct recorded programs, receive respectively \$100 and \$50 weekly.

Also station has only been operating as a single unit since May, station execs indicate plans are already being formulated to employ a studio orchestra some time in the future.

WQXR Sales, Up 66%, Set Record

NEW YORK, Aug. 2.—Sales on WQXR for the first five months of the year boomed 66 per cent over the corresponding months of 1940 and gave the station, for the first time, total billings running into six figures. The 1941 advances were somewhat short of the 1940 gains over 1939, when the station scored a terrific increase of 97 per cent.

WQXR claims fifth place in listening audience, with its peak between 8 and 9 p. m.

New sponsors signed between January and July of this year include *Reader's Digest*, Welch Grape Juice, Franklin, Simon Company, Ben Marden's Riviera, Eastern Steamship Lines, Browning King, Warner Brothers, Conde Nast publications, Thomas Cook & Sons, Jergens, Seaboard Railway, Quebec Tourist Bureau, *American Mercury*, and *The Herald-Tribune*.

Scheduled to start in September are General Foods and Steinway & Sons.

Welles for Lady Esther CBS Show

HOLLYWOOD, Aug. 2.—Orson Welles has been signed for the Lady Esther program over CBS beginning September 15. Phil Sisson flew in from New York to represent Pedlar & Ryan Agency at the pacting. Program will originate here.

Welles is aboard King Vidor's yacht writing a screen play.

Saboteur Ties Up Station Switchboard; Ruins Program

WILMINGTON, Del., Aug. 2.—Diamond State Telephone Company officials are investigating "ghost" telephone calls which have disrupted a 15-minute program on WDEL, *Mr. Goodwill*.

J. Gorman Walsh, manager of the station, explained that the caller dials WDEL's phone number at 9:45 a. m. when the thrice-weekly program, featured by awards to listeners, begins. The radio station's employees have been unable to induce any conversation, but occasionally hear "a silly giggle." The station's line is tied up for the entire length of the program, preventing WDEL's operators from calling anyone and awarding the prizes.

Walsh said that, altho the "ghost" concentrated on the morning program, other calls-without-conversation have been received by the station thruout the day.

Or by Caxi-Tab?

GLENSIDE, Pa., Aug. 2.—Tom Moore, WIBG announcer, didn't have to wait until he returned from his vacation to sport a sun-tanned flushed face around the studio. His was plenty red on the day he left for his vacation.

On his last scheduled announcement of the week, Moore hit this classic fluff:

"Their store is easily available by truss, bolley, and elevated."

Program Reviews

EDST Unless Otherwise Indicated

Penny Wise

Reviewed Wednesday, 1-2 p.m. Style—Talk, music (recorded), and singing. Station—Sustaining on WBYN (Brooklyn).

A full hour of recorded music, conducted daily by Penny Wise. In addition to records, she entertains with an occasional vocal, accompanied by a recording, plus a little chatter here and there.

Show opens with the theme, *Penny Serenade*. This is followed by a series of recordings, with Miss Wise accompanying some of them with vocals. She also entertains with bits of informal chatter and reads an occasional fan letter of request, all with the able assistance of Announcer Allen Stratton. She renders the vocals nicely.

Show is informal and entertaining and should be a good spot for commercials. Elliott Colfer.

"Clipper Gangplank"

Reviewed Monday, 10:15-10:30 p.m. CST. Style—Interviews. Sponsor—Wisconsin & Michigan Steamship Company. Station—WTMJ (Milwaukee).

Bob Heiss does a good job of handling this program, which is a take-off on an old standby, the sidewalk reporter. Persons making the trip on the S.S. Milwaukee Clipper, which leaves Milwaukee each noon for Muskegon, Mich., and returns the same night, are queried as they prepare to mount the gangplank. For their co-operation they are handed a picture postcard of the new streamlined luxury liner.

Recordings are made of the interviews and aired the same evening. On program caught, Al Buettner, music maestro aboard the pleasure craft, supplied information concerning the musical preferences of passengers. Informality and spontaneity are chief attributes of the program, which is aired every Monday, Wednesday, and Friday.

H. C. Brunner.

Buck Mason

Reviewed Friday, 12:05-12:45 p.m. Style—Talk and music (recordings). Station—Sustaining on WBYN (Brooklyn).

A daily program of recorded Western music with Buck Mason "in the saddle." Show, altho not too good, shows promise. Mason impresses with the informal atmosphere he lends the show and with his ad libbing.

With the exception of Mason show is entirely recorded, but he gives the listening audience the impression that the program has a large cast by talking to members of an imaginary cast and to studio officials.

At this listening, Mason played recordings of *St. Louis Blues* and such Western favorites as *Gold Coach Express*, *You Are My Sunshine*, and *Sally, Let Your Hair Hang Down*. Most of numbers played are requests from listeners whose letters are read by Mason.

Mason proves amusing with his bits of nonsensical chatter. During the show he plugs a phony sponsor. Elliott Colfer.

"Harold Teen"

Reviewed Tuesday, 7:30-8 p.m. CDST. Style—Comedy drama. Sponsor—Horlick's Malted Milk Corporation. Agency—Erwin, Wasey & Company. Station—WGN (Chicago, Mutual network).

The radio debut of the newspaper comic strip was surprisingly good, and it looks as if Chicago has produced another program of major caliber. A competent cast gave the show smoothness and refreshing naturalness, and the breezy comedy was of the sort that makes enjoyable listening. Fred Kress has done a bang-up job on the script, and Blair Walliser has done a splendid production job. Carl Ed, author of the newspaper strip, acted in an advisory capacity.

Opening episode concerned Harold Teen with a double date on his hands and his futile efforts to extricate himself from the embarrassing situation. Charles Flynn was perfect in the title role, and the support was exceptionally good. It included Bob Jellison, Loretta Poynton,

Willard Waterman, Rosemary Garbell, Beryl Vaughan, and Marvin Mueller. Jess Kirkpatrick is the announcer. Bob Trendler and his studio orchestra furnish incidental music.

Show gives every indication of developing into a popular network feature.

Nat Green.

"Joe Congress"

Reviewed Thursday, 10:15-10:30 p.m. Style—News commentary. Station—Sustaining on WBYN (Brooklyn).

An interesting and informative news commentary conducted by Joe Congress, WBYN's news commentator, Monday, Tuesday, Thursday, and Saturday. On the Monday, Tuesday, and Saturday broadcasts Congress sticks to straight news comments. On Thursdays, beginning with this broadcast, he interviews foreign news editors of New York dailies. At this listening Congress interviewed Alexander Uhl, foreign news editor of PM.

It would be difficult to judge Congress on the basis of this broadcast as most of the comments were made by Uhl. In reply to queries asked of him by Congress, Uhl answered such questions as, "What is the fifth front?" and "What is the origin of the fifth column?" All his comments were complete, clear, and to the point.

Uhl and Congress both commented on the British "V" campaign and discussed ways and means by which the Axis powers were being ridiculed and fought against in the conquered lands. Congress spoke in an authoritative manner and seemed to know his stuff.

Elliott Colfer.

"It Happened Today"

Reviewed Wednesday, 8:45-9 p.m. Style—Dramatized news. Sustaining on WPEN, Philadelphia.

No doing things half way when this station busted out with its first honest-to-gosh dramatization. Initial effort town. Skedded thrice weekly, stanza takes the day's news headlines and brings them to life. In some instances it means merely the announcer reading a war communique with the same sentence then getting an authentic foreign accent in its redelivery.

Best bit, spotted near end of program just as it was beginning to sag, was a dramatization of a letter to FDR from a foreign-born citizen explaining why he was glad he was an American. Lends itself beautifully to dramaturgy, and both scripter and cast handled it to best advantage.

Organ fanfares and backgrounds, with Rocco Stanco at the console, embellish. Stanza caught needed no ties. Got off at a fast clip and continued the pace thruout to make for a punchy quarter-hour of listening.

Bob Bloomfield pens the spot news script and Gene Kern produces, latter also casting as narrator. Others, all airplane vets here, are Timme Hindman, Edward Phelbin, Jason Johnson, and Soderberg. An inspired bit of announcing is turned in by Bob Roberts.

Morris Orodener.

"The Lamplighter"

Reviewed Friday, 4:45 to 5 p.m. PST. Style—Commentary. Sustaining on KHJ, Hollywood.

The Lamplighter is named after a column appearing in *The Los Angeles Daily News*, giving talent and prices charged in night clubs. Reservations can be made thru the *News*, and several times during the broadcast the telephone number and a plug for the service are given. Program includes guest artists. This time it was Tommy Gleason and the Royal Guards, current at the Biltmore Bowl.

With Wall Ramsay announcing, Ted Yerxa, who is *The Lamplighter* on the *News*, handles the plugs for the clubs. There is little information that could not be obtained by calling the particular club one planned to attend. On show caught plugs were for Sardi's, Hollywood Cafe, Glenn Wallach's Music City, *Jump for Joy*, Jimmy Contratto's Trianon, and the USO Benefit set for the following Monday.

Yerxa is no commentator. While con-

Revamping of Constitution, Tele Jurisdiction, Further Organizing Are AFRA Convention Problems

NEW YORK, Aug. 2.—According to present indications, amendments to the constitution will be the major concern of the American Federation of Radio Artists' annual convention, scheduled for the Book-Cadillac Hotel, Denver, starting August 14.

AFRA execs expect that problems concerning television will occupy only a small portion of their time, since a committee consisting of AFRA, Screen Actors Guild, and Equity reps is handling tele organizational problems. Should a demand from the floor be made regarding the tele jurisdiction, it is expected that a strongly worded resolution pressing control of the field may be passed.

Another problem that may be discussed is the organizational job that is to be done. AFRA has about 300 contracts with stations, transcription firms,

and artist bureaus. Since there are approximately 750 commercial stations in this country, it is evident that the organizing of the unsigned stations may be discussed. AFRA already has contracts with the major nets and the larger independents, but the presence of a large number of unorganized stations is regarded as a menace to the security of the existing pacts.

Among the proposed amendments to the constitution will be one to increase the national board membership to 60; another to give locals the right to elect successors of board members who die, resign, or are removed, and others defining election procedure. Another amendment would make it impossible for the national board to act contrary to any resolution passed by a two-thirds vote at any annual or special convention.

2 Florida Stations Join Mutual System

NEW YORK, Aug. 2.—Mutual has lined up two more affiliates, its first in Florida. It gets WJHD, Jacksonville, 1,320 kilocycles and 250 watts, unlimited, owned by *The Jacksonville Journal*, and also WTSP, St. Petersburg, 1,380 kilocycles, 1,000 watts daytime and 500 watts evenings, unlimited, owned by *St. Petersburg Times*.

Mutual's George Fisher, its "Hollywood Reporter," has landed Mar-o-Oil Shampoo as sponsor and goes on 80 MBS stations Sunday, 1:15 to 1:30.

Confession at the Mike

NEW YORK, Aug. 2.—Edna Spaulding, telephone operator at the Telephone Exchange, the agency which takes calls for radio talent, is going to get her chance to tell of her angle of the business when she gets her turn in *Behind the Mike*. The show should be a beauty should she elect to tell all.

Fortunately for the talent involved, there's always the producer's blue pencil.

Storm To Special Events

HOLLYWOOD, Aug. 2.—Joy Storm, for four years NBC announcer here, has been appointed special events director. He succeeds Don Thompson, who has been called to active duty in the U. S. Navy.

tinuity is supposedly designed to let the listeners in on the ground floor, it falls flat. His style is tiresome and hard to stand for even 15 minutes. Ramsay does all right for his part.

Program would have been totally uninteresting had not Tommy Gleason and Edna Fox come on for a medley from *New Moon*.

Next guest of honor, Woody Herman, currently at Hollywood Palladium.

Tickets to various events are given if a question is answered correctly. This time it dealt with USO Benefit. First six calling in were rewarded.

Sam Abbott.

"Burger Liars' Club"

Reviewed Monday, 7:15-7:30 CDST. Style—Tall tales. Sponsor—Burger Distributing Company, Montgomery. Station—WSFA (Montgomery).

This program of tall tales has caught the fancy of Montgomerians in a big way. The genial Colonel Burger is besieged with first-class lies which senders hope will be read on the program and win for them a dozen beverage glasses appropriately engraved "Charter Member Liars' Club, Post No. 1."

Three stories are read each night, with the emcee drawing them out in a very "Colonelish" voice. Recorded music precedes each tale, as does a plug for Burger beer. Recorded applause and laughter, often not too well timed, follow each story. The Colonel does some amusing ad libbing about the yarns he reads and about the people who write them.

On Sunday nights the quarter-hour is devoted entirely to recorded music, since the Colonel maintains, "Ain't right to tell lies on the Sabbath."

Robert Huger.

WPEN's Love Mender

PHILADELPHIA, Aug. 2.—Bob Roberts, WPEN announcer, has innocently earned the sobriquet of the "Beatrice Fairfax of radio." In signing off his *950 Club* the other day, in addition to the usual call for birthdays, anniversaries, and request tunes, he added: "And if you have any broken love affairs that you want fixed up, write in." And that's what the lovelorn, always on the lookout for advice, are doing.

Roberts now can't live down his role as "Cupid's assistant." Letters request *I Understand*, *All Alone and Lonely*, *The Things I Love*, and the like. Listeners are sure that if their partners hear these tunes all will be serene again.

Hub Radio-Newspaper Tie

BOSTON, Aug. 2.—A unique spot announcement series plugging the merits of *The Boston Herald* and *The Boston Traveler* has been worked out between the Herald-Traveler Corporation and the Yankee Network.

Over 60 transcribed spot announcements have been cut, plugging the merits of the sheets and their exclusive features, byline writers, and comics. Announcements include minute interviews with various byline personalities to acquaint the public with the people who make up the paper.

Campaign is believed to be the first of its kind in the country.

Bayuk Expands Network

NEW YORK, Aug. 2.—Bayuk Cigar Company, thru Ivey & Ellington, is expanding its Philles program, *Inside of Sports*, from 30 to 74 stations, beginning August 5. This move takes advantage of Mutual's volume discount plan. Sponsor is also adding another program, Cal Tinney's *Sizing Up the News*, on 74 stations Mondays and Wednesdays, 8-8:15 p.m., beginning August 4.

Tele Fashion Commercial

NEW YORK, Aug. 2.—The National Broadcasting Company has signed with Norman D. Waters and Associates for the first sponsored television fashion show in radio history, according to Alfred H. Morton, vice-president in charge of television for the NBC.

New program will be called *Fashion Discoveries in Television* and will be televised over WNBT for the first time September 4. Present contract calls for a minimum of 13 weeks, with customary renewal clauses.

Burrelle's
ESTABLISHED 1888
PRESS CLIPPING BUREAU, Inc.
World-Telegram Building
125 Barclay St., New York, N. Y.
BARCLAY 7-5371

Rise Expected in Employment of Live Talent on Hub Local Stations

BOSTON, Aug. 2.—Live talent employment on the Hub's four independent radio stations held its own during the past six months for the first time in years. The percentage of time allotted to recordings and transcriptions remained fairly constant for the first time in about three years.

On the basis of figures available from three of the four indie stations, live talent may get a substantial break in the fall. The fourth station, WHDH, which uses many recording shots, would give out no information.

WORL, which has a daily 10-hour record show, believed to be the longest in the country, reports that the amount of time devoted to the records varies only in the winter, when the station's total broadcasting hours are decreased by the local

sundown regulation.

WMEX is concentrating on live talent more now than before, altho the time devoted to recordings is more or less fixed. About 30 per cent of the station's 112-hour weekly broadcasting schedule is taken up with classical and pop records. WMEX, however, prefers to use live talent for emergency programs and has several artists on tap for any eventualities beyond existing schedules. In the past few months WMEX has increased its number of live talent shows.

WCOP also reports approximately six hours daily are devoted to recordings and two and one-half hours Sundays. Station operates 14 hours daily. Biggest recording shot is *Radio Orchestral Hall*, a classical program in the afternoons.

Advertisers, Agencies, Stations

NEW YORK:

ADAM HATS will sponsor the Montgomery-Kaplan welterweight bout from Shibe Park, Philadelphia, August 25, over the NBC-Blue network. Glicksman Advertising is the agency. . . . Betty Shay, in charge of auditions in the NBC Production Division, is spending five weeks at Chatham, Mass., where she is doing production work for the Monomoy Summer Theater. . . . *Your Marriage Club* will be replaced by a new show, *Maudie's Diary*, over 48 stations of the CBS net, starting August 14. Program will be sponsored by the Continental Baking Company in behalf of Wonder Bread and Hostess Cake. Ted Bates, Inc., handled the deal.

BEGINNING September 28, Eversharp, Inc., will add six Columbia stations to its *Take It or Leave It* program heard over the CBS net on Sunday nights. . . . Richard Linkkrom, formerly operations supervisor of the CBS production department, has switched to the network's program service department. . . . Fulton Lewis Jr., Mutual's analyst of national affairs, is vacationing at his farm in Southern Maryland. During his absence Frank Blair is pinch-hitting. . . . Joe Bier, WOR announcer, has been appointed farm editor of WOR. . . . Stan Shaw, who conducts WNEW's *Milkman's Matinee*, celebrates the sixth anniversary of his program August 6. . . . Dr. Shirley Wynne's *Food Forum*, current over WMCA, will move to WHN September 15. Program, sponsored by the American Institute of Food Products, will be aired five times a week. . . . Ben Gross, who conducts a weekly news commentary over WMCA, has suspended his series for the summer. Will return in the fall.

ILKA CHASE'S *Penthouse Party* over the Columbia network will be broadcast from the stage of the Westport Country Playhouse, Westport, Conn., on August 8. . . . Maurice C. Dreiser, WINS's news commentator, has been appointed secretary of the Radio Committee of the National Morale Committee. . . . Perry Le Roy, piano instructor, has signed with WINS for 14 quarter-hour periods a week, Monday thru Sunday, for 13 weeks. Business was placed direct.

CHICAGO:

E. R. BORROFF, NBC Blue network Central Division sales manager, attended the ceremonies at the opening of Station WISH, Indianapolis, Wednesday (30). . . . Burrige D. Butler, owner of WLS, and Glenn Snyder, manager, are mixing business with pleasure on a trip to Arizona. After visiting stations of the Arizona network they plan a camping trip that will take them along the rim of the Grand Canyon. . . . Noxzema Chemical Company, thru Ruthrauff & Ryan, has extended the *Brain Battles* program on WBBM for nine weeks, to run thru September 29. . . . Associates of A. B. Ulrich, NBC director, are extending sympathy to him on the death of his mother, Mrs. Ottilie Ulrich, who died July 28. . . . Norman Barry and Don Dowd, NBC announcers, and Tom Hotan, superintendent of sound effects, are among NBCers starting vacations this week. . . . New business announced by WJJD includes Kass Clothing Company, thru D. Weiss Advertising Agency, 8:45-9 a.m. strip, Monday thru Saturday, for 52 weeks; Fred J. Walsh Company, thru Burton Browne, Inc., signature for 10:45-11 a.m., Sundays, for 13 weeks; Waltham

Pens, thru United Advertising Companies, 15-minute daily participation in *Supertime Frolic*, effective August 18, for 13 weeks, and Fox-Head-Waukesha Corporation, thru Van-Auken, Ragland, Inc., six announcements weekly. . . . P. A. Starck Piano Company has signed for a new series of seven piano programs per week, all quarter-hour, over WBBM. . . . WLS added another to its series of Army Air Corps programs Saturday (2) with a broadcast from Selfridge Field, Michigan. . . . New *Harold Teen* program on WGN, sponsored by Horlick's Malted Milk Company, will run for 26 weeks. . . . *Giattime Melodies*, sponsored by Hurley Machine Company, has been renewed on WGN for 13 weeks, thru the E. H. Brown agency.

PHILADELPHIA:

CHESTER A'BCKET rings up 10 years as a WHAT announcer. . . . Wesson Oil, using spots for the first time, testing a chain-break series on KYW. . . . Della Norella set for a guest spot this month on the CBS Colgate stanza. . . . Ellen Mitchell re-signed for WFIL's *Breakfast Club* when it returns to the air in the fall. . . . Joe Hough, local nitery warbler, set to get a radio builder-upper next month. . . . James Felix, of the cast of KYW's *Lost Continent*, called to the army, while Tinnie Hindman, show's only fem member, goes to the New York air factories. . . . Pete Taylor and his Bar T Ranch gang pass their fourth continuous year on WHAT. . . . John P. Reese, formerly with H. J. Heinz Company, has joined Ivey & Ellington ad agency as merchandising director. . . . Gray & Rogers gets the Commercial Solvents Corporation anti-freeze account, and the North Bros. Manufacturing Company for its household tools. . . . John Ballantyne, Philco treasurer and director, elected to the board of International Machine Tool Corporation, Indianapolis. . . . Manhattan Soap Company, first to sponsor AP news on KYW, renews its program thru Franklin Bruck.

LOS ANGELES:

HAL RORKE, CBS publicity head, is on vacation. Holly Noble is sitting in for him. . . . TED ALLAN, CBS photographer, is back on the job after a two-week vacation during which he painted his house. . . . Nesbitt Fruit Products, Inc., Los Angeles, has signed a contract with KECA for 26 quarter-hour programs, three a week, at 5:30 p.m., called *John Nesbitt, the Passing Parade*. Fruit products will be plugged by means of this program from July 29 to September 25. Waler K. Neill, Inc., handled the deal. . . . Desmond's, Los Angeles department store, has signed for a 35-word announcement on KHJ for August 14. Leo Ringer was the agency. . . . Over KGB, Kellogg's Ant Paste will plug its product with 30 participations in the 8:30 a.m. news broadcast five-a-week from July 25 to September 4. Agency was W. C. Jeffries Company. . . . KECA has a deal with the Supreme Bakery Company, Los Angeles, to plug Town Talk Bread from August 19, 1941, to August 13, 1942, with 156 quarter-hour programs, *Dearest Mother*, to be transcribed three-a-week. Ollan Advertising Company, St. Louis, set the deal. . . . Bill Ratigan, formerly of KOA, Denver, replaces Albert Orrlick in the NBC Hollywood Radio City newsroom, effective immediately. . . . Kellogg's Ant Paste, thru W. C. Jeffries Company, has also contracted for 30 five-a-week participa-

Radio Talent

New York

By IERRY LESSER

PAUL HARTMAN and **CHARLIE BUTTERWORTH** had a sad day at the race track last week. As Paul put it: "Our horses didn't come in first, but we came in sickened." . . . The six baby sea lions which have cavorted during the past month in the Prometheus Fountain at Rockefeller Center will return to their Bronx Zoological Park home August 15, and 16 penguins will take their place to bow to the oglers. . . . A furrer attempted to interest the Rockefellerers in allowing him to stage his broadcasts from the Promenade Cafe in front of the fountain, with the seals as a natural tie-up—but **NELSON ROCKEFELLER** said no. Now a national cigarette advertiser, using a penguin as a trade-mark, wants to inaugurate a broadcast from the same locale, but again Rockefeller has turned a deaf ear. His explanation: "We can't put a flock of birds on our Social Security tax payments—none of the little tykes can sign their names."

CHARLIE SPIVAK and his ork have just landed a much sought-after job, the annual Harvest Moon Ball at Madison Square Garden on August 28. . . . **PAUL BARON**, conducting the Camel program, is rehearsing a large band for night clubs and hotels. . . . **D'ARTEGA**, musical director of the *Saturday Morning Vaudeville Show*, has been signed to do 60 transcriptions for Associated Music Publishers. . . . **ALONZO DEAN COLL**, who wrote *The Witches' Tale*, has written a ghost story, *The Gypsy Hand*, for the Star Spangled Theater for August 3. Appearing in the drama will be **ISABEL JEWELL**, **MICHAEL WHALEN**, and **ROBERT WILCOX**. **BERT LYTELL** is emcee. . . . **CHARES STARK** was interviewed by Dr. Smith on *Where Are You From?* on WOR Wednesday, July 30. . . . **GEORGE BRYAN** is now running the radio gamut. He is heard as newscaster on CBS's 9 a.m. news, as an announcer on *Music in the Modern Manner*, as emcee on *Gold Is Where You Find It*, and has often proved himself a competent actor when he has pinch-hit in cases of emergency.

THERE'S a little old lady in a poke bonnet and velvet cape who "crashes" every Monday evening performance of CBS's *Gay Nineties Revue*. The ushers give her a front row seat and call her the "One-Eyed Connolly of

Radio." . . . **ANN EDEN**, a John Powers model who started an acting career when she was picked by **NOEL COWARD** for *Set to Music*, joins the cast of *Joyce Jordan, Girl Interne* this week. . . . **CHARLES MARTIN**, producer of *Great Moments From Great Plays*, has instructed his sound effects man to use three short knocks and a long whenever doorknocks are called for in the script. . . . **HUMPHREY DAVIS**, after playing a series of characters named Parson Crump, Trimble Comstock, Reverend Hodder, and Newman Purdy, finally gets his first normal name in the part of Mayor Bartlett on the current *Portia Blake* program. . . . **MADLINE GRAY** will use for the third time on her *Bright Idea* program 9-year-old **PHILLIP DUKE SCHYLER**, who has just returned from a concert tour. The child, proclaimed a genius at the piano, has composed more than 85 original compositions and has won medals awarded by the N. Y. Philharmonic. Last year she was selected as one of the 10 outstanding members of the Negro race.

ANN THOMAS, who took a week off from her radio chores and spent a lot of money on a cruise so that she could gain a much-needed 10 pounds, showed up for rehearsal last Monday 10 pounds thinner and \$300 poorer. The ship encountered a heavy storm off Cape Hatteras and Ann, bedded for three days with sea sickness, lost weight instead of gaining. . . . **EDWIN CLAY**, actor and singer, will be "seen double" at the Music Hall beginning August 7, when he will sing with the glee club on stage and appear in the *March of Time* reel on the screen. . . . **UNITED CHINA RELIEF** will sponsor WINS program to originate from Lum Fong's Chinese Restaurant Monday evenings from 8 to 8:30. Initial broadcast July 28 had **GEORGE JESSEL** as emcee. . . . **DON BALL** pinch-hit for **HARRY VON ZELL** on *Baseball Quizzer* while Von Zell tried out his new fishing tackle and rods in the Cape Cod neighborhood.

BETTY RANDALL, the Deep River Boys, Harvey Harding, and Irene Wicker are among those radio performers in television over WNBZ August 7 and 8.

ROSE MARIE, former kid radio performer, will return to the air September 15. Will be aired over the Mutual net for her old sponsor, Tastyeast.

Chicago

By NAT GREEN

BESS FLYNN, author of *Bachelor's Children*, and her son, Charles, of the *Jack Armstrong* and *Harold Teen* casts, will celebrate their 10th year in radio August 31 via long-distance phone. Bess, formerly located in Chicago, now resides in New York, where she writes *Bachelor's Children* for airing from Chicago. . . . **FERN PERSONS**, of *The Bartons* cast, and her husband left Saturday (2) for a two-week fishing trip in Minnesota. . . . **EVA PARNELL**, Ruth Perrott, and Willard Farnum joined the cast of *The Great Gunns* on WGN-Mutual Thursday (31). . . . **TOMMY BALLARD**, Paul Belvedere, and Findley Neal, proteges of Lillian Gordon, made their radio debut last week on *Author's Playhouse*, on WENE. . . . **ED ALLEN**, announcer on the *Tom, Dick, and Harry* show on WGN, is building himself a three-room cottage in Northern Wisconsin. . . . **DICK HOLLAND**, of *Lone Journey*, is back from a hurried trip to New York. . . . **DALE**

EVANS, vocalist on CBS, left Friday (1) for a 10-day vacation in Hollywood, where she will take a screen test at Paramount. . . . **DON MERRIFIELD**, who has been in the cast of *Arnold Grimm's Daughter* since the show's inception April 19, 1937, has retired because of ill health. Phil Lord takes over the assignment. . . . **SHIRLEY MITCHELL** is now a regular on the *First Nighter* dramas. She's also on the *Hap Hazard* show. Another *Hap Hazard* laugh-getter, Alice Sherrie Goodkin, has taken over the femme spieler spot on *Ma Perkins*.

DEBUT of Evelyn Lynne as soloist on the *Dog House* and *College Humor* shows, which was scheduled for August 5 and 8, has been indefinitely postponed. . . . **OLAN SOULE** and Sylvia Lee have been added to the cast of CBS's *Romance of Helen Trent*. . . . **GARRY MOORE**, the Escorts and Betty, the Dinning Sisters, and Ray Suber entertained at a banquet at Burlington, Ia., Thursday (31) in connection with the formal opening of Station KBUR. . . . **HENRY BARBOUR**, WGN continuity writer, and Ruth McKay, author of *Money Without Men*, fiction best seller, have written a play titled *These Are My Jewels*, which will be produced at the Lake Zurich Playhouse, Lake Zurich, Ill., Friday (8). . . . **GUILBERT GIBBONS**, producer of *Right to Happiness* and *Road of Life*, left early this week for a two-week vacation in Michigan. . . . **BURR LEE** has taken over the assignment on the *Midstream* serial vacated by Earl A. Ebl, who return to Hollywood this week as a free-lance m. p. actor.

tions on *Emily Barton* program from July 25 to September 4 over KPRC. . . . Frank Mason, vice-president in charge of information for NBC, visited Hollywood on a tour of the West Coast. . . . McCann-Erickson, Inc., has set deal with KECA for 78 quarter-hours, six a week, from August 18 to November 15, on the 9:30 to 9:45 p.m. news broadcast for Ford Dealer Advertising Fund. . . . Bob Stephenson will replace NBC director Ted Hediger during the latter's leave of absence. Hediger will take up duties as a writer-producer on a temporary basis with the J. Walter Thompson Agency. (See ADVERTISERS on page 13)

PERSONAL MGRS. TALK ORG

Pubs, Diskers Get ASCAP Fever

NEW YORK, Aug. 2.—Imminent settlement this week of the ASCAP-NBC war, with CBS almost sure to follow, had the disk outfits and tune pubs in such a dither that they practically suspended operations to await the final outcome.

Band leaders were already contacting ASCAP publishers to see if they could unload their own tune firms, which they had set up during the ASCAP-BMI feud. One firm had two offers this week from ork men who wanted to peddle their catalogs.

Wax companies were generally holding up all cutting sessions, fearing that their orks might be plattering tunes which would hit limbo before they could get them off the presses. Disk firm music directors figure that if, and when a settlement is reached, popularity status of BMI tunes will be uncertain, especially during the nets' readjustment period.

BMI pubs, however, figure they'll still be enough of a club for the webs not to be entirely left out in the cold.

Goodman Signs for 5 Years With Columbia; Revives Trio

CHICAGO, Aug. 2.—Benny Goodman signed a new five-year contract here this week with Columbia Records. John Hammond was due in town by the end of the week to supervise Goodman's next batch of disks under the new agreement. Terms were not disclosed.

Charlie Christian, Goodman's guitarist, has temporarily dropped out of the ork because of illness, but plans to be back in the line-up by fall. Meanwhile, Goodman will revive his trio to replace the sextet, of which Christian was an integral part. Jazz trio will have Sidney Catlett at drums, Mel Powell on piano, and Johnny Simmons for the bass.

J. Dorsey Rolls \$1,848.60 Into Meyers Lake Coffers

CANTON, O., Aug. 2.—Playing his first one-nighter at Moonlight Ballroom at near-by Meyers Lake Park July 27, Jimmy Dorsey and orchestra attracted 1,626 paid customers in spite of record heat. Admission in advance was \$1.10, majority buying ducats at this price, but 400 paid \$1.25 after the advance sale was discontinued.

Victor Patriotic Division

CAMDEN, N. J., Aug. 2.—Lucy Monroe takes over a newly created post at RCA-Victor. George K. Throckmorton, prez of the waxworks, this week announced the appointment of Miss Monroe as director of patriotic and American music for the record company. Feeling is that, in the present national emergency, greater national unity can be achieved thru song.

Clinton in Eastwood Shift

DETROIT, Aug. 2.—Shift in dates for Eastwood Gardens, Detroit's largest dancery, was forced this week when Guy Lombardo was canceled for the week of August 29. Larry Clinton was booked in to replace Lombardo. Latter's cancellation was caused by his new Saturday air show from New York, making it impossible for him to fill the Eastwood date.

The Rebels Are Comin'

FRANKTON, Ind., Aug. 2.—Hill-billy yodelers, washboard artists, and fiddlers met here last week, answering a call sent out by the local justice of peace for the forming of the American Composers, Entertainers, and Songwriters. The ACES members will work to foster "real American folk songs." "ASCAP can go hang," said Justice Len Trissell, who is also a ventriloquist. Beyond this the new org didn't have much to say concerning a program of action.

Swing Knocks Him Out

NEW YORK, Aug. 2.—Ben Katz, manager of the Gaiety Music Shop on Broadway, was wondering this week if 15 years in the same location might not be too much of a good thing after all. Thursday morning in the midst of business about one-third of the plaster on the shop's ceiling fell with a crash. Ben caught a hunk of it on his head. He can't make up his mind yet just what kind of an omen it was—a "crowning" glory after 15 years or heaven's answer to all the swing-eroo jive dispensed in the place.

Basie Gets First N. Y. Spot in Three Years

NEW YORK, Aug. 2.—Count Basie, who was one of the first band leaders to hit the big time in what was then the cradle of swing, the Famous Door, three years ago, comes back for his first location job here since then, at Uptown Cafe Society, September 16, for a three-month stretch.

Before coming to New York, Basie was discovered in Kansas City by John Hammond, swing oracle, who brought him to the attention of Willard Alexander, then with Music Corporation of America. Between them they set the deal with the Door.

He has since switched his booking office to the William Morris Agency, of which Alexander is band department head. For the past three years Basie has been on the road playing locations and one-nighters.

Rockwell Rehires Art Weems for Chi

CHICAGO, Aug. 2.—Tommy Rockwell, head of General Amusement Corporation, has rehired Art Weems, former manager of the local GAC office, to work with Joe Schribman, present chief here. Weems left GAC some 10 months ago to go into business with his brother, Bob. They have been engaged in the booking and personal management of bands. Bob Weems will continue on his own and concentrate on the personal management angle, he said.

Rockwell, now in Los Angeles, is expected in town in a couple of weeks to straighten out the situation in the local office. Schribman, in the meantime, is leaving on his two weeks' vacation Monday (4) and is expected back before Rockwell's arrival.

HILBERT, Wis., Aug. 2.—The Red Raven Inn stages a farewell party here August 4 for Lawrence Duchow and His Red Raven Ork, which opens a four-week engagement August 6 at the South-ern Mansion in Kansas City, Mo.

Disk-On-Phono "Promoters" Try Chisel on Orks and Music Pubs

NEW YORK, Aug. 2.—Band leaders, music pubs, and band managers around here report that in recent months a wave of petty chiselers, angle guys, and ad solicitors for fly-by-night trade journals have descended upon them with every type of gimmick imaginable for getting their disks and tunes on coin phonos. One ork manager says one of these under-the-table gents offered to get his band's recordings on 10,000 music boxes "for a small percentage of the ork's recording gross."

Many of the Tin Pan Alley ASCAPers have been hit by similar "deals," the phono "experts" probably figuring that ASCAP's from-hunger siege has ripened the pubs for any kind of a soft touch. As far as can be checked, however, there seems to have been very little success attached to these endeavors. As one pub put it, "Most of these phono anglers look so phony I wouldn't trust 'em with a professional copy."

Ork managers say they don't know whether to be worried about this new

AFM Pressure Has 'Em Worried So P.M.'s Feel Need of Assn.

NEW YORK, Aug. 2.—Band personal managers, hit by an AFM ruling that they feel threatens their existence, are meeting secretly over the phone and in hallways and restaurants, and are seriously discussing the formation of a trade association to protect themselves against union rulings, booking agency practices, and against each other.

This is the first reaction to the American Federation of Musicians' purging of band angels a few weeks ago, which is to take effect September 15. Personal managers are up a tree on this ruling, because the union has placed them in the same position as band financiers, who, in many instances, are the managers of the bands they've sunk a wad of cash into.

While the union has assured some personal managers that they will come out of this fracas unscathed and that the executive board passed the law to liquidate a "certain few" who invest money in bands and "draw a mortgage on their future," managers are still skeptical of their standing because of the sweeping

Gordon Ironing Out His AFM Suspension

NEW YORK, Aug. 2.—Gray Gordon, who was suspended from the American Federation of Musicians a couple of weeks ago, this week was in the process of clearing up his financial difficulties. He hopes by the middle of next week to be back in the AFM's good graces and again fronting his ork.

Settlement hinged on getting a release from Consolidated Radio Artists on his contract and paying off a balance on \$3,500 back commissions owed CRA. CRA had filed a claim with the AFM for this amount last March, and in June the union ordered Gordon to start paying off at the rate of \$50 per week. The leader fell behind in payments after leaving his Log Cabin Farm engagement in Armonk, N. Y., claiming that his CRA bookings after that did not allow him to make enough mazuma. He was then suspended from his AFM membership in Local 10, Chicago.

Gordon is now negotiating his release from CRA, but besides paying off the remainder of his back commissions he will have to buy his contract for a cash sum. Gordon's attorney has also been busy placating other creditors, but says most of them will give the ork leader a chance to get on his feet. Band has temporarily broken up, but with the understanding that they'll leave what they're doing when Gordon is reinstated into the union.

powers the rule gives the booking offices on the selection of p.m.'s.

Some of the big guns in the personal management field have been soliciting other managers to think seriously about forming a trade association that would be able to deal with the union and booking offices collectively. On the other hand, some say it is no solution.

No one was willing to be quoted, because of the fear that arises every time the AFM is mentioned. The boys are treading lightly for the time being, hoping that by September 15 the union will clarify the ruling as to just what type of personal manager should be eliminated, if any.

If the situation becomes clarified to this extent, it's possible that the union may set up a system of licensing of personal managers, similar to the one in effect for booking agencies. In that case the union could license whom it pleased and eliminate those whom it considers "unethical, chiselers, and usurers."

Those behind the movement to organize the managers feel that better relations with the union could be achieved if the AFM could deal with an "honest group" that would follow instructions.

It was also brought up that the union might nip this idea in the bud, as it did with the booking offices three years ago when they attempted to set up a trade association. Managers, however, point out that they are not licensed and therefore not subject to having their wings clipped, unless, of course, the union put the heat on the band leaders.

Booking offices hold the trump cards in this situation, with the power vested in them to make their own selection of personal managers. Agencies are now in the position of canning any one they don't like. This is what the boys are afraid of.

AGMA Wins Reversal In Case Against AFM

NEW YORK, Aug. 2.—American Guild of Musical Artists won a decision in the Court of Appeals in Albany, N. Y., Tuesday, in its suit to restrain the American Federation of Musicians from interfering with AGMA members. It was AGMA's first major victory in its battle to prevent James C. Petrillo, AFM prez, from snapping up all concert instrumentalists. Meanwhile, most of the latter have already joined the AFM.

Court of Appeals held that the Appellate Division was in error last January when it granted the AFM's motion to dismiss AGMA's injunction. This latest judicial wrinkle may throw the AGMA-Petrillo dispute back into the courts.

Two Basie One-Nighters Draw \$3,292.50 in Mass.

BOSTON, Aug. 2.—Count Basie, in two one-nighters over the week-end of July 26, established one all-time summer record and set up another terrific gross to take in a total of \$3,292.50. Basie proved an exceptional draw despite the length of time he has been playing dates in this vicinity.

Friday (25) at the Roseland-State Ballroom in Boston, Basie established a new record, drawing 1,915 terpers at 75 cents a head for \$1,435.25.

The following night at Kimball's Starlight Ballroom in Lynnfield, Mass., Basie drew 2,185 dancers at 85 cents a head for another exceptional gross of \$1,857.25.

Songwriter-Prisoner

REFRESA, Calif., Aug. 2.—Bell Music Company, of Chicago, has accepted a song from Ray Seeley, serving a life term at Folsom Prison here. Title is *Try Smilin'*.

Seeley is the second writer within recent months to get a musical break while in prison, Clinton Brewer, serving a term at Trenton Prison in New Jersey, having been added to Count Basie's arranging staff last spring.



The Billboard

WEEK ENDING AUGUST 1, 1941

MUSIC POPULARITY CHART

SONGS WITH MOST RADIO PLUGS

Following are the 15 songs with the most plugs on MBS and on NBC and CBS. Due to the MBS-ASCAP contract, Accurate Reporting Service, source previously for all plug data, now lists only MBS plugs, having temporarily dropped NBC and CBS from its recapitulation.

For duration of this situation, which can be considered temporary until such time as NBC and CBS sign with ASCAP, "independent" plugs (WHN, WMCA, WNEW) will not be listed. Networks' New York outlets used for this recap are WOR (MBS), WEAF, WJZ (NBC), and WABC (CBS).

Table with 4 columns: Position, Title, Publisher, Plugs. Lists top 15 songs with radio plugs on MBS.

NBC-CBS PLUGS

Table with 4 columns: Position, Title, Publisher, Plugs. Lists top 12 songs with plugs on NBC and CBS.

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

This compilation is based upon reports from the following retail stores of their 10 best selling records of the past week. New York City: Center Music Store; Bloomfield Music Shop; Liberty Music Shop; Gaiety Music Shop; Sun Radio Company.

Large table with 3 main columns: NATIONAL, EAST, SOUTH. Each column lists top 10 records with position, title, and artist.

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

This compilation is based upon reports received from the following sheet music jobbers and dealers of their 15 best selling songs of the past week. New York City: Music Dealers' Service, Inc.; Ashley Music Supply Co.

Table with 3 main columns: NATIONAL, EAST, WEST COAST. Each column lists top 15 sheet music sellers with position, title, and publisher.

LEADING MUSIC MACHINE RECORDS

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard for the Record Buying Guide feature that appears in Music Machine Section.

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

GOING STRONG

- MARIA ELENA. (9th Week) Jimmy Dorsey, Wayne King, Tony Pastor. DADDY. (9th Week) Sammy Kaye, Andrews Sisters. THE HUT-SUT SONG. (8th Week) Horace Heidt, Freddy Martin, King Sisters, the Jesters.

COMING UP

- YES, INDEED. Tommy Dorsey. 'TIL REVELLE. Kay Kyser, Bing Crosby. BLUE CHAMPAGNE. Jimmy Dorsey. BOOGLIE WOOLIE PIGGY. Glenn Miller. YOU AND I. Bing Crosby, Kate Smith. THE THINGS I LOVE. Jimmy Dorsey, Barry Wood. KISS THE BOYS GOODBYE. Bea Wain, Tommy Dorsey.

Orchestra Notes

Of Maestri and Men

LARRY CLINTON is no longer personal-managed by Milton Pickman, the latter reveals, since the maestro left the now-defunct Monte Proser dance carnival in Madison Square Garden. In the trade it's talked that Clinton and Pickman had an argument over the Garden fiasco. . . . BENNY GOODMAN'S final summer concert date will be at Chi's fashionable Ravinia Park on August 17. The Budapest String Quartet will be co-billed. Goodman's fee for the date will be donated by the clary king to the Ravinia festival fund. . . . JACK SHERR goes into the Club Bali at Saratoga, N. Y. . . . JOHNNY LONG and ork got their third renewal from Hotel New Yorker since opening June 10. Ork will now remain on the Terrace Room podium until October 8. . . . SHEP FIELDS closed at Sea Girt Inn, N. J., August 6 and takes in a week at the Stanley Theater, Pittsburgh, starting Saturday. . . . SONNY BURKE, arranger for the Charlie Spivak ork now at Glen Island Casino, became the father of twin boys last Saturday (26), born at the New Rochelle, N. Y., hospital. . . . LIONEL HAMPTON is set for his first string of Eastern one-nighters, starting in Washington, D. C., and winding up in Trenton, N. J., August 23. . . . THE STYLISTS combo is now on the stand at Philadelphia's 20th Century Club. . . . BILLY BAER is holding down his fourth engagement at Milwaukee's Schroeder Hotel. Opened July 23 for four weeks. . . . LEE SHELLEY has clicked off his fifth week at the Chanticleer in Baltimore and is set for the remainder of the summer. . . . DAVIS DENNIS and band replace Dick Satterfield at the Hurricane Club, N. Y., Tuesday (5), after a six weeks' run for the latter. . . . BOB ALLEN, ex-Hal Kemp vocalist who is now piloting his own ork, plays his first job at Buckeye Lake, Columbus, O., August 9, for two weeks, then goes to Yankee Lake, Brookfield, O., for another two-weeker. . . . CLYDE LUCAS will leave Music Corporation of America and go under the William Morris banner beginning September 1.

Atlantic Whisperings

ANDRE KOSTELANETZ is being joined by his wife, LILLY PONS, on the Columbia record label, moving over from the Victor camp. . . . HAL PFAFF at Stamp's Cafe, Philadelphia. . . . TED

KRAMER gets the call at the Lawrence Restaurant, Trenton, N. J. . . . TONI GILLARD'S Men of Rhythm do the riding at Atlantic City's Cluquot Club. . . . GABE GELINOS takes a seat in the RAYMOND SCOTT sax section. . . . CHARLIE SMITH set at Steinle's Tavern, near Reading, Pa. . . . MARTY LANDIS has his lads at Rainbow Cafe, Wildwood, N. J. . . . PERC WAGNER at Carlisle Grill, Allentown, Pa. . . . JACK WHITEHEAD, with a rumba band within the band led by TOMAS RIOS, holds for the August month at the Bath and Turf Club, Atlantic City. . . . SAMMY YOUNG'S Royal Dukes do the dance honors at Philadelphia's Modern Cafe. . . . BILL CARSON and the King Rhythms first in for the unshuttering of Hotel Stokton, Trenton, N. J. . . . VICTOR NELSON gets the nod at Philadelphia's 69th Street Rathskeller. . . . EARL DENNY for the dancing at Bernard's Hofbrau, Wildwood, N. J. . . . JACOB SHEETZ, who deserted the ranks of saxophonists as well as his seat with VINCENT LOPEZ to enter Christian Service work, still tootling his horn at the Bible classes in Atlantic City. . . . DON ANTON set at the Sun Ray Gardens, Philadelphia. . . . WYOMA WALES and the Top Hatters head for Die Scheier Restaurant, Sinking Springs, Pa. . . . ROGER KENT new at Park Casino, Philadelphia. . . . MARTY MAGEE'S Royal Guardsmen mark their sixth consecutive year at the Mayfair Room of the Claridge Hotel, Atlantic City. . . . HENRY PATRICK, current at Club Avalon, Anglesea, N. J., will once again be billed as "Romantic Troubadour" when he returns to Philadelphia radio in the fall as a single.

Midwest Murmurs

DON PEDRO starts as the No. 1 band at the Rumba Casino, Chicago, August 20. Deal set by Bob Weems. Canay's Latin outfit is coming in on that date to furnish the afternoon music. . . . LARRY BARNETT, of MCA's band department in Beverly Hills, took in the New York and Chi offices last week. . . . W. H. STEIN, MCA exec, now recuperating in Charlie Miller's home in Tarrytown, N. Y., writes that he expects to be back in action by October. . . . BOB STRONG, closing at the Villa Moderne, Chi, August 8, leaves town for the first time in weeks to play the Meadowbrook Country Club, St. Louis, the last week-end in August. . . . CLYDE KNIGHT moved into the Trianon, Chi, Tuesday (5), to fill in until Lawrence Welk's return August 30. . . . ART JARRETT drew another holdover ticket at Chi's Blackhawk Cafe. . . . GEORGE POSTER took over at the White City Ballroom, Chicago, Saturday (2), replacing Jack Russell, who left on a one-night tour of near-by summer resorts.

New England Circuit

HENRI JOBERT at the International Cafe in the Hub. . . . SAM DONAHUE back in New England for a series of one-nighters, beginning with Fieldston-on-the-Atlantic at Marshfield, Mass. Then to the Aiton Bay Pavilion in New Hampshire and Easton's Beach Ballroom in Newport, R. I. Donahue also is booked for the grand opening of the Lyonnhurst in Marlboro, Mass. . . . BOB POOLEY back at the Riverview Ballroom for a one-nighter. . . . LOU BREESE returns to his home town for a week at the Totem Pole Ballroom. . . . Another Bostonian, Al Donahue, follows Breeze into the Auburndale, Mass., spot. . . . HARDER DOWNING preceded Van Alexander into the Chateau Ballroom in Nantasket, Mass. . . . THE KEARNEY - KALLANDER ork held over at the Hampton Beach Casino in New Hampshire. . . . RANNY WEEKS, Mayfair maestro, dividing his time between his ork work and his radio shots as Massachusetts Civilian Defense Reporter. . . . BERNIE LARKIN at the Raymor Ballroom for a one-nighter. . . . CLAUDE THORNHILL set for the Provincetown, Mass., police ball, followed by a one-night stand at the Lake Bomaseen Ballroom in Rutland, Vt. . . . TOMMY REYNOLDS and HARRY JAMES set for the Old Orchard Pier. . . . COUNT BASIE started a series of one-nighters after his Ritz Carlton date in Boston. . . . MILTON GEORGE held over when Fox and Hounds Club decided to remain open all summer. . . . JIMMY McHALE added to his crew when he took the band upstairs from the Blue Room to the Roof Garden of the Hotel Westminster. . . . ROLY ROGERS in for an indefinite stand at Cappy's in North Easton, Mass.

Pasadena Civic Aud. Turnstile Turns 250,000 in One Year; Grosses \$62,000 on 25c Admish

LOS ANGELES, Aug. 2.—Nearly 250,000 people attended community dances at the Pasadena Civic Auditorium during the fiscal year that ended June 30, and \$34,710 was spent for 46 different bands that played 104 events, according to Robert M. McCurdy, auditorium manager. With a 25-cent admission charge, year's gross was \$62,500. Auditorium has policy of playing every available band in the United States, and during the 10 years the week-end dances have been staged nearly 500 bands have been at the spot.

Kay Kyser, who played the auditorium last September, holds the record with 8,237 admissions. Dances start at 8:15 p.m. and at 9:15 McCurdy requested Kyser to ask the kids to go home so some of the thousands outside could get in. There was a line three and a half blocks long and four abreast. Announcement was made, but not too many went home, keeping Kyser under the 10,000 mark for his one-nighter.

Auditorium operates on a unique policy. No stunts are pulled, jitterbugging to extremes is taboo, and there are no pass-outs. To protect itself, the auditorium management was instrumental in having a city ordinance enacted that makes it unlawful to give out pass checks in the city. Only soft drinks are sold, and if a kid has a beer breath he is told to come back in about an hour. Girls in slacks are not allowed to attend, and boys must wear ties and coats. McCurdy admits that no commercial ball-

room could be operated on the same basis. Community dances are not given for a profit. While they are self-supporting, the city treasury stands ready to underwrite them.

Publicity is secured in news stories that often break on the front page of the local papers. Thursdays the sponsors of the event are announced, including 12 couples who are ushered to a special platform reserved for them on the two nights. List includes big names and as many student leaders as possible. Names of leaders of 76 organizations are on file.

How can it be done for a 25-cent admission? Budget for the year is guesswork, for no one knows what bands will be available. A figure is selected, and McCurdy, with his manager, C. (Larry) Phipps, works with this as a basis. Sufficient name bands are brought in to keep interest in the dances, and now and then a semi-name is run in. Unknown bands are never played.

Sterling Young, Alvino Rey with the King Sisters, and Larry Kent have had repeat dates. The King Sisters, natives of near-by Glendale, used to attend the dances long before they became a famous quartet. Kent has a personality that clicks solidly with the patrons and is soon to play another repeat here.

Bands that have played the auditorium include Wingy Manone, Charlie Marlow, Lud Gluskin, Eddie Dunsmoor, Phil Harris, Bob Crosby, Ted Fio Rito, and Ted Weems. McCurdy wanted Dick Jurgens, but the Casino at Catalina had a "no date" clause in his contract. Ballroom owners in the section are cooperative, believing that the date builds bands for them and creates a desire to dance in a sane way.

Spot has a t. c. Friday at 9 p.m. (PST) over NBC-Blue, and a Pacific Coast wire over NBC-Red Saturday at 10:30 p.m.

Getting a Plug Is A Pipe for Press And Air Biggies

NEW YORK, Aug. 2.—Nobody would have ever thought it could happen, but the ASCAP-BMI fight has made songwriters and song pluggers out of some of the most influential people in show business and the fourth estate.

Not that they need the money, but in recent months some of the embryo tunesmiths that radio has promised to develop in the absence of ASCAP writers and composers turned out to be people like Alfred J. McCosker, president of Station WOR; Kent Cooper, general manager of the Associated Press; the husband of Broadway columnist Dorothy Kilgallen, of *The Journal*, Richard Kollmar; and the wife of radio columnist Ben Gross, of *The Daily News*, Katherine Cotter.

In the case of McCosker, his song, *Give Me Your Answer*, was written in 1925 under the billing of "Hollywood McCosker," but just published by Mills Music. Cooper's first work, *Dirie Girl*, had an auspicious send-off at Radio City Music Hall and has been recorded by several bands. Kollmar, a legit singer and radio actor, is the most persistent pluggers of his songs, which he publishes himself under the label of the Keystone Music Company. He even has a press agent who contacts the press agents of other band leaders for plugs. Miss Cotter, wife of Gross, has just signed a five-year contract with Sammy Kaye's Republic Music Company as a staff writer.

Welk Clicks Off \$2,440.15 On Three Midwest Dates

CHICAGO, Aug. 2.—Lawrence Welk grossed \$2,440.15 during three one-nighters starting July 21. On that night he took in \$935.75 in Schuyler, Neb., playing to 1,570 people. On July 22, 1,118 turned out at Arnolds Park, Ia., and paid a total of \$935. The balance of the three-day total, \$569.40 was scooped up at the Excelsior Amusement Park, Excelsior, Minn., July 23, when 814 people disregarded the 100-degree heat to dance to the Welk tempos.

DUKE DALY

and His Orchestra

Playland Casino, Rye Beach, N. Y.

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IMPORTANT INFORMATION

ABOUT RECORDS AND MUSIC MACHINES

Operators, band and recording artist managers, music publishers and others have recently asked for copies of the first two annual editions of *The Billboard's* big supplement on records, Talent and Tunes on Music Machines. We are therefore offering, without charge, the last remaining supply of these supplements. They contain many interesting feature stories and articles on the recording and music machine industry, and may be had by writing: *The Billboard*, 25 Opera Place, Cincinnati, Ohio.

Just a few left
First come, first served

The Third Annual Edition of the Talent and Tunes Supplement, which will be bigger and better than either of the two earlier supplements, will be published late in September.

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.

CARMEN CAVALLARO (Decca 3899)

"Til Reveille—FT; VC. A Romantic Guy, 1—FT; VC.

THE song selections on both sides leave little to speculation, for both are well on their way up the hit parade ladder. It is the maestro who commands attention, and deservedly so, for Carmen Cavallaro has already caused much comment in musical circles with a sparkling and scintillating style of piano playing that is in a class of its own. Crystal-gazers would place a stamp of stardom here.

He is hardly a newcomer to the recording fraternity; much of his music, packaged in albums, has been aimed at class appeal. More sides like these should find his fans including the masses.

Cavallaro's capabilities center all the attention on his piano playing. And it's a style in which there is no mistaking the artistry. Emphasis is entirely on developing the musical theme, keeping the melodic content intact through, instead of smothering it in the manner of the swing masters. His left hand striking the melody notes in octaves, his right hand cascading the keys, and with a light and classical touch that gives top tonal quality, he creates an impression that it's a two-piano team and not a single soloist. Moreover, his flourishes are varied, rhythmic, and youthful. And most of the time exciting.

The band is small but complete, and the arrangements provide a perfect showcase for the maestro without impairing rhythmic or dance qualities, which are exceedingly high. They make judicious use of the violin for the middle strain of the last chorus in a manner that characterized the recordings of Freddie Rich a decade ago.

The *Romantic* side is set in rhythmic tempo, with "Til Reveille" providing the proper change of pace in a much slower setting. The lyrical expressions of Don Rodney for both sides are in keeping with the musical quality Cavallaro creates.

Of the two sides, "Reveille" is the stronger for music machines, but only because of the song's popularity. In class locations requiring a smart brand of music, the location owner will be thankful for either side. Cavallaro is a worthy entry for any machine, and here is an opportunity for the operator to hop onto a "sleeper." Once he attracts that first nickel, it's a safe bet that the satisfaction will create a steady stream of coins.

CHARLIE BARNET (Bluebird 11223)

Wasn't It You?—FT; VC. Be Fair—FT; VC.

IT IS HARD to believe that this is the same Barnett long associated with the raucous and savage brand of jazz, for both these ballads are on the sweet and smooth side. They show that the maestro has brought his band up to a point of musical flexibility where the sweet songs are as sugary as his jungle music was swifty. Undoubtedly, of the entire coterie of new bands produced in the past few years, Barnett has shown the greatest improvement. If these two sides may be considered a fair example, the band is very much underestimated.

Apart from the band's instrumental proficiency, both sides, in the slow and dreamy dance mood, stand out because of the stellar song selling of Bob Carroll, his smooth baritone blending with the feminine harmonies of the Quintones. Both sides carry the saxophone flourishes of the maestro, but it's the singing that does the selling.

"Be Fair" bids fair for music machine popularity, even tho the companion piece packs all the qualities of a hit-song ballad. The Barnett fans, and there are many, will be pleasantly surprised with this newly acquired polish for the sweet songs. The side puts the spotlight immediately on the singers, and when the band takes over it's already been sold.

HARRY JAMES (Columbia 36255)

I Guess I'll Have To Dream the Rest—FT; VC. I'll Never Let a Day Pass By—FT; VC.

THE fervent and irresistible pleas of Harry's trumpet and Dick Haymes' romantic baritone stamp both of these slow ballad sides as standouts. The *Dream* ditty is all song save for James' phraseology for some 16 bars of the second chorus.

The band's capabilities show to better advantage for the companion piece, starting with a brass choir polished by the string quartet. The strings weave a beautiful background for Haymes' vocal, and James takes it out with more striking and showmanly improvising with muted horn in the higher registers.

The "Never Let a Day" side holds more promise for phono popularity, with added advantage in the fact that the song, with its haunting melody, is from "Kiss the Boys Goodbye" film. Apart from the musical artistry of the James band, its interpretation of this ballad is very high in commercial appeal.

Not since the revival of the phonograph record industry has the manifestation of interest in this music medium been as high as it has been this year. And not since *The Billboard* took time out to collate the industry's achievements in a special Talent and Tunes Supplement has there been as much interest as in this year's Supplement, due late in September. Because of its all-inclusive character, the third annual Talent and Tunes Supplement is awaited with equal eagerness on the part of band leader, booker, recording company, music publisher, and particularly the music machine operator. From the very beginning widely accepted by the trade, it has become the accepted authority of the popular record industry.

LES BROWN (Okeh 6308)

I Guess I'll Have to Dream the Rest—FT; VC. Be Fair—FT; VC.

Here is a band that bears watching. From the record performances Les Brown has been putting in of late, he is definitely on the way that leads to the top of the heap. Both sides are swell ballad bits, offered in the dreamy tempos, with the band chorus matching the baritone singing of Ralph Young. The most striking side is *Be Fair*, the voicings of woodwinds and brass making for a beautiful harmonic blend; and for the second

chorus, the vocal, the band figures provide a fanciful background. The platter's mate is entirely lyrical, save for an ensemble strain to break the two choruses.

Both sides are music machine material, both songs having the opportunity of enjoying long life in the automatics. But since their recorded versions are many, it's the "Be Fair" that holds more promise as a Les Brown entry. (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—

Sonny Dunham

(Meadowbrook, Cedar Grove, N. J., CBS Network, Friday, July 25, 11:30-12:00 midnight)

HEAVILY pounded swing permeates this air shot, and most of it is led by Dunham's lipping on the trumpet and slip-horn. He gets good support from the rest of the instrumentalists and, altho the arrangements are not too varied, there is plenty for the listener to bend an ear to. Balancing of the program could have been much better, leaving out some of the many vocal choruses. Most of these were brought in during the latter 15 minutes of the shot, which only accentuated the top-heaviness.

Ray Kellogg piped most of the lyrics, doing an okeh job. Fem thrush, Diana Mitchell, came in for a couple of sessions, but they added nothing to the quality of the remote. Eight tunes were knocked off by the ork in the half hour; pops, with a sprinkling of strictly swinger instrumental numbers, were included. Ork has a nice drive on the latter, but gets bogged down and draggy on some of the ballads.

On the Stand

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

Count Basie

(Reviewed at Ritz-Carlton Hotel, Boston.)

ON HIS first location in 18 months, Basie is back in Boston, scene of his last location, with a band whose style is definitely aimed at hotel work.

Long known as strictly a jump band, the Count now has an organization that can do hotel work and do it well—but can still kick out when the time is right. During the dinner sessions the band displays some nice sweet arrangements of pops, and an interesting effect is achieved thru use of Buck Clayton's muted trumpet against a strong sax background.

Instrumentation consists of five sax, seven brass, and four rhythm, including the Count's ivory thumping. The brass is divided between four trumpets and three trombones, and the result is an accentuated shading which keeps the band away from the regular hotel band groove.

Altho forte is still the jump stuff, the early evening styling toward the type of music preferred by dinner patrons is cleverly carried out. Outfit plays rumbas and other Latin-type music when desired.

In the later hours here the Basie of old comes forth. Virtually every member of the band is a hot soloist, and the subtle sax phrasings combined with the clear, sharp brass intonations keep the dancers going all the time.

There are a few rough spots which need ironing out from the hotel standpoint. There is regrettably little of Basie's piano during this phase of the band's stint, and the rhythm section suffers somewhat as a result. On the whole, however, Basie's claim to prestige as a hotel crew is ably demonstrated.

On the hot side, such instrumentalists as Clayton on trumpet, Joe Jones on drums, Walter Page on bass, Buddy Tate on tenor, and Tab Smith on alto provide all that is necessary for a good swing crew. Hot arrangements have all the elements needed to appeal to the bouncelovers.

For vocals, Basie features sax man Earle Warren on ballads and Jimmy Rushing for rhythm numbers. Warren, a handsome boy with a clear, deep voice, makes a very favorable impression. Rushing has little to do during the early hours when the dinner music is featured, but when the band steps out the corpulent singer pleases mightily with his renditions. Kaplan.

Ciro Rimac

(Reviewed at Hotel President, Round the World Room, Atlantic City)

A STANDARD name in stage circles for many years, Ciro Rimac, one of the first exponents of the Latin American

music here, is now giving serious attention to a new phase of his career, from a bandstand position. Considering the great demand for Latin lullabies for dancing, especially at the smarter supper clubs and hotels, there is no question that Ciro has made a move in the right direction.

As a dance band Ciro's crew is still in the formative stages, and critical analysis would be unkind at this time. However, he has the makings of an acceptable crew. It's merely a matter of time that must be spent in rehearsals and acquiring a catalog before Ciro should be able to stack up with the best of them.

Moreover, has the added advantage of an established showmanship gloss. Once the spotlight is turned on the band, their exhibitionism leaves nothing to be desired.

Band numbers eight men, using three sax, single trumpet, and four rhythm, with Ciro the ninth member out front. Charlie Roy Rimac completes the sax trio but puts his showmanship qualities to better advantage when singing or banging away at the bongas.

While emphasis is on the Latin lullabies, band also brushes up on the hit parade folios. No fem decor on the stand, but Ciro has a natural from his show entourage in Alzira Camargo, Brazilian beaut of the bombshell variety, replete with vegetable-laden turban, who sells like a million in her own right. Orodanker.

Ray Herbeck

(Reviewed at Elitch's Gardens, Denver)

STYLED primarily as a sweet band, Herbeck is in the process of some changes that will result in his outfit hitting a medium of sweet-swing. Uses four brass, four reeds, and four rhythm, but Wally Neil has been added to the trumpet section, making five brass, and Herbeck himself is scheduled to sit in more at sax, making five reeds. The outfit as it stands puts out a nice brand of danceable tempos and, with the new additions, should hit a fine balance and do much to break up the constant sweet sending.

Vocal department is amply handled by Ray Olson, who takes care of the ballads with a medium pitched set of pipes and whose constant smile is a big sell. George Van takes care of the rhythm tunes in a commendable manner. A quartet composed of Benny Stabler, Carl De Karske, Don Johnson, and George Van handles swing tunes in a nicely balanced manner.

Benny Stabler, featured on the trumpet, can always be depended upon to get some good lead-off licks and, altho at present they are mostly sweet, the lad should do equally well on the hot stuff. Freddie Jagels, pianist who recently joined the band, is one of the finest ivory mixers to come this way in many a day. Tom Toddonio, bass, is another new addition. George Winslow is responsible for arrangements, but is leaving the band soon.

Herbeck is a personable fronter whose smile and looks are nice assets. He does practically no baton work at present, because shortly he'll be kept plenty busy with his sax. Altho the outfit at present is lacking in jive, the new set-up should give it a fine boost and enough variety to please almost any terp taste. Trackman.

Lyle Carlyle

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

THIS band has made surprising strides upward since it last appeared in these parts about a year ago. Carlyle at that time fronted a very sugary crew, but now he emerges with a versatile outfit, dishing out enough full-bodied, solid rhythm to keep the patrons of a big ballroom contented.

By changing several of his men and adding the lift and sock of real swing offerings, but without losing the melodious quality of the former style, Carlyle has managed to build up a very excellent danceable and listenable unit.

Despite its miniature size of seven men, the Carlyle ork fills this large room to the last corner, and without offending (See ON THE STAND on opposite page)

Graystone Ballroom, Ace Detroit Dansant, Drops Traveling Names on One-Nighters

DETROIT, Aug. 2.—Policy of playing one-nighters has been practically dropped by Graystone Ballroom, which was the outstanding spot here to use traveling names on a year-round policy, according to Carl Forsythe, manager. Aside from bookings by private groups who have leased the ballroom for the night, only three one-nighters have actually been booked since the first of the year. Of these, Jan Savitt did good business, while both Larry Clinton and Will Bradley drew low crowds, Forsythe said, resulting in the change of policy.

Ballroom normally has used regular house bands on a four-week policy during the winter season, but is currently changing bands weekly, running four nights a week, and doing a normal weekly business for the summer with around 3,500 admissions. Average admission, with a flexible scale, is figured at around 55 cents. Winter business is approximately double this figure.

"We do better business and please our public better by buying straight dance bands rather than names, we have found," Forsythe said. "In buying from the bookers, we take only bands that they recommend as good dance bands, regardless of whether they have a name.

Many of them are little known, in the Midwest at least. We have found that our patrons like them better than a band with a big name that will stop their enjoyment of dancing—which is the principal reason they come here—in order to give an hour's show during the evening."

DETROIT, Aug. 2.—Mary Marshall band, playing four nights at the Graystone Ballroom here, drew approximately 4,000 admissions, a little above normal summer business at this spot. At average admission of 55 cents, gross was about \$2,200. Band, with a girl leader, was a novelty for the spot, of a type almost unknown in dance bands in this area.

Tommy Flinn, who followed in, dropped slightly below to about summer normal of 3,500, grossing around \$1,800.

10,000 for Ella Fitzgerald On 2-Weeker at Calif. Spot

LOS ANGELES, Aug. 2.—Ella Fitzgerald played to 10,000 paid admissions during her two weeks' stay at the Trianon in Southgate, Calif. Getting off to a slow start because of a lull following the July 4th holiday, crowds at the end of her engagement were good.

Johnny Scat Davis opened July 22 and will be followed by Ted Fio Rito, who opens August 19. Clyde McCoy comes in September, and Bob Crosby for eight weeks on October 30, which completes the band bookings until Christmas.

Spot is owned and operated by Jimmy Contratto.

Pleasure Beach Takes in a Hefty \$1,700 With James

BRIDGEPORT, Conn., Aug. 2.—Harry James, in a one-night engagement at Pleasure Beach Ballroom Sunday (27), drew a neat attendance of 2,208 persons. With the pasteboards priced at 77 cents, the take totaled \$1,700.16. This was the third largest draw of the season, only orchestras surpassing it being Tommy Dorsey, who drew 2,300 on June 1, and Alvino Rey, who drew 2,380 on July 20.

Tucker Pulls 16,600 on Six Days at Totem Pole

AUBURNDALE, Mass., Aug. 2.—Orrin Tucker drew 16,600 persons to the Totem Pole Ballroom here during a six-day stand from July 3 to 9. He drew 11,000 persons over the holiday week-end for \$7,425, and the last three days pulled 5,600 for a \$3,780 gross at \$1.35 per couple. Gross for the six days was \$11,205.

Claude Thornhill followed Tucker into the Totem Pole for his first engagement at the spot and drew a swell 7,200 customers at \$1.35 a couple for a gross of \$4,860. He drew 1,400 persons Thursday, 2,600 Friday, and 3,200 Saturday.

Glen Gray's "Hot", \$958

DES MOINES, Ia., Aug. 2.—Steam-bath weather and Glen Gray competed at Tom Archer's Val-Air Ballroom here, with 1,452 customers parading past the ticket windows Tuesday, July 29. The gross was above expectations in view of hot weather prevailing. Charge was 66 cents per person plus taxes, for a \$958 gross.

ON THE STAND

(Continued from opposite page)
dancers out front with too much blare. Three tenor saxes, which double soprano sax, are manned by Jack Patten, Americo Bruno, and Sam Milo. Three rhythm instruments double, with exception of drummer Lee Frazier, who instead leaves the hides for vocal spotlight out front. Dave Siegel, bass, switches to violin for the sweet sendings, and Bob Marble moves from piano to the solovox. Carlyle works out front dividing his time between a mellow trumpet and steel guitar, handling both with ease and assurance.

Carlyle boasts a nice ballad voice, which sells, and shares thrashing honors with Frazier, who specializes in swing and lift tunes and novelties. Books carry old-time stuff, Latin melodies, and all standards and pops. Unit still fits a hotel or nitery spot, but won't suffer thru this ballroom experience.

Warner.

"Daddy" Kaye

DES MOINES, Ia., Aug. 2.—Exploitation work reached something of a new height here with Kermit Bierkamp's advance publicity for Sammy Kaye's August 9 one-nighter at the Val-Air.

Bierkamp worked a "Daddy" gag. He dressed up sandwich man Abe Levich in a baby costume and had him pull around a youngster's wagon which displayed signs saying, "Daddy, take me out to hear Sammy Kaye."

Resort Jitterbugs Hoof Farewell to Fading Jiveries

ATLANTIC CITY, Aug. 2.—With the species fast becoming extinct, jitterbugs had their final fling last night (1) at Hamid's Million-Dollar Pier. Under the watchful eye of Ben Segal, manager of the pier's ballroom, the giant dance floor was turned over to the jumping, jiving juves, who hoofed it out violently for cash prizes, titles, and an opportunity to appear in the pier's stagemat this week. Tommy Reynolds was the chief sender for the hep artists.

Otherwise, the jitterbug coterie at the resort this summer is having a tough time giving vent to ballroom acrobatics. Because of the heavy pier attendance here and at Steel Pier, floor space in the ballrooms is at a premium and hardly enough to indulge in acrobatics. Steel Pier frowns on such exhibitionism and it's common to find Walter F. Keegan, manager of that pier's Marine Ballroom, cautioning the gal or the guy not to whirl too much.

Indicative is the fact that the Boardwalk this season doesn't house a single jitterbug parlor. The past two seasons jitterbugs had their own giant parlor on Garden Pier, the Hy-Hat, but spot didn't open this year. Niteries and hotels also frown on the J-bug. At the Dude Ranch nitery, operator Tom Endicott explains, "We don't allow jitterbugs here and stop the music in the middle of a piece when they refuse to stop upon request."

Even at near-by Wildwood, Hunt's Ocean Pier, also offering name bands, frowns on the species in its Starlit Ballroom. The violent hoofing is tolerated only on weekday nights, and even then segregated in a corner of the ballroom. For the week-ends it's absolutely no go for the acrobatics. Sister resort this season has only one jitterbug parlor, the Jitterbug Palace, in the Casino Arcade, but there aren't enough jivers to make it jump.

Father Hines Does \$4,206 On a Cincy-Detroit Double

CHICAGO, Aug. 2.—The two top grosses of Earl Hines's current one-night tour were registered in Cincinnati and Detroit, July 20 and 21 respectively. At the Greystone Ballroom in Cincy, Father Hines came in on a \$400 guarantee with 60 per cent privilege of the gross receipts. Total gross was \$2,017 contributed by 2,635 cash customers. Hines's share was \$1,051.47.

At the Greystone in Detroit, Hines's guarantee was \$600 and 50 per cent of the gross over \$2,000. Total take was \$4,206.75, representing 4,593 tickets. Maestro pulled out with \$1,509.56.

Marion Hutton Returns

NEW YORK, Aug. 2.—Marion Hutton, vocalist for the Glenn Miller band until she quit in January to become a mother, will rejoin the band August 15 when it returns to town to cut records and broadcast.

Miss Hutton replaces Paula Kelly, who substituted during her absence.

ADVERTISERS

(Continued from page 8)

Virginia Damran, secretary to Charlie Vanda, Western program director, produced the August 2 version of *Young Ideas* on KNX.

FROM ALL AROUND:

BILL SPEERS, assistant manager of CKCK, Regina, has moved to Hamilton, Ont., where he will be assistant manager of CKOC. . . . George Broatch added to announcing staff of CHAB, Moose Jaw, Sask. Leo Haydamack is new engineer and operator. . . . Clyde Clem has joined the staff of WSOC, Salisbury, N. C., as an announcer.

Music Items

Publishers and People

MARTY WHITE has authored a song titled *When Sunset Falls on Fallsburg*, and the South Fallsburg (N. Y.) Chamber of Commerce is using it for a local publicity tie-up.

Clarence Stout's *Old Chief Walla Hoo* has been released on the Standard Record label, done by the Barry Sisters with Sammy Meade's ork.

Elmo Russ, of U. S. Music, and Evelyne Love Cooper have collaborated on *The Yoo Hoo Song*. Republic Music has made Russ an offer to take the ditty over, but thus far it's being published by U. S. Music.

Will J. Harris, of Chicago, penner of *Sweet Sue*, has just written a song titled *Dear Mom*.

Floyd Fellows, a New York electrical engineer, wrote the music for "My Girl Loves a Sailor," which has been recorded by the Eton Boys and introduced by Johnny Long and ork at the New Yorker's Terrace Room. Fellows says the only relation he knows of between electricity and his songwriting hobby is that electricity is use of an article having frequency, and to him music is 100 per cent frequency.

Song and Such

MY FOOLISH HEART AND I is the first song off the presses of the new Kelton-Romm Music Company, managed by Frank Kelton and Irv Romm. Harold Barlow penned the ditty.

Moon and Sand, written by Alec Wilder and Bill Enviks and published by Regent, was introduced by Xavier Cugat on the maestro's Camel program.

Leo Corday and Leon Carr have gotten together a new twist on an old theme with their *Peace and Love for All*, which they say is a prayer for moderns. Jimmie Lunceford has recorded it for Decca.

Daisy Never Tells is the newest novelty piece to hit Cleveland and environs. Evan Georgeoff, the publisher, will move his office to New York in the fall.

Now there is *The "V" Song*. Written by Saxie Dowell and Bill Livingston, it has just rolled off the Dash, Connelly presses.

Philly Pickings

E. B. MARKS COMPANY eliciting interest in Victor Hugo's new ballad, *You Don't Care*.

Ray O'Day's new tune, *I Fell and Broke My Heart*, gets its air preen by the Three Lads and a Lassie on the Mutual wires via WIP here.

Rocco Stanco, staff organist at WPEN, has penned *Atmosphere* as his latest in the modern manner.

Bon Bon's latest tune, *Building a Dream*, is introduced by him and the Three Keys at Lou's Moravian Inn.

Material

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TALENT AND TUNES on MUSIC MACHINES

Boston Expects Big Legit Year

BOSTON, Aug. 2.—The Shubert Theater here is expected to unshutter September 1 with Al Jolson's *Hold On to Your Hats*, to usher in what is expected to be the greatest legit season the Hub has ever known. The Jolson piece has been penciled in for that date at the 1,592-seat Shubert house, but it is generally expected the opening will be held for the eighth, so as not to conflict with Labor Day.

With the 1940-'41 season serving as a barometer of good times in prospect, Hub theater men are confident that the '41-'42 season will roll up record-shattering grosses and set an all-time high for a legit take here.

The 1940-'41 season grossed \$1,310,175, and in 43 weeks saw 41 attractions presented in six Hub legit houses. The '41-'42 season probably will not see so many houses open—but there should be, according to pre-season estimates, at least 50 attractions and possibly more.

At least two local houses are expected to be dark as far as legit is concerned for the entire season. The Civic Repertory Theater, which last year enjoyed 22 weeks of capacity business with *Life With Father*, has closed for the summer after presenting film attractions. When it reopens it probably will again offer screen fare. The Copley Theater, controlled by the Shuberts, was open for about six weeks last year for tryouts of new scripts. Tryouts, under Horace Schmidlapp and Joseph Gaites, didn't fare too well and the project was abandoned. It is not expected that the house will reopen, altho there has been talk that a stock company will again take over. Alan Gray Holmes, currently operating the Cowbarn at the Westboro, Mass., town hall, operated the Copley with a stock group during the 1939-'40 season, but was forced to close after 12 weeks.

The Colonial, sole large house not under Shubert management, is expected to get under way by October 1. First attraction probably will be a Theater Guild offering.

Negotiations are reported already under way between theater interests and the stagehands' union, and new contracts are expected to be signed shortly.

Dallas Op Still Big; Two Added

DALLAS, Aug. 2.—Cole Porter's *Gay Divorce*, with Dorothy and Paula Stone and Charles Collins as guest stars, had clear sailing for seven successful performances in the seventh week of the Dallas opera season. Several nights the paid admissions topped the 4,000 mark. However, *Gay Divorce* weekly gross, not yet reported, will not equal that for *The Student Prince* the previous week. Tuesday's performance of *Prince* was a complete sellout when 4,000 seats were reserved by Dallas merchants for their presentation, between acts, of the first fashion show of the Dallas wholesale market season. *Prince's* Saturday night crowd totaled 4,170, while Sunday night pulled 3,642 and Monday 4,607.

With an excellent business chalked up for the seven weeks of J. J. Shubert's Dallas shows, two more operettas have been added to the originally scheduled 10-week season. *Irene* will be presented August 21 and *The Chocolate Soldier* August 28.

"Timpkins" Tryout Starts Row as to Play's Merits

NEW MILFORD, Conn., Aug. 2.—Something different and delightful or inane and repugnant (the critics aren't in accord) was offered when *Mr. Timpkins* was tried out here several weeks ago at the Theater-in-the-Dale. An impressionistic drama, *Mr. Timpkins* has drenched its author, David Carroll, and its producer, Louis Townsend, in a storm of controversy.

Critical reaction to this story of a humble bank clerk who rebels at his routine lot was varied. Victor Payne-Jennings was enthused by the fantasy's delvings into another world to the point of announcing a possible commercial interest. Max Gordon, on the other hand, left after the first act.

The hardly anyone could swear to the author's intent or the play's implications, most of the spectators were pleased by such a display of heterodoxy in a bucolic barn.

BROADWAY RUNS	
Performances to Aug. 2 Inclusive.	
	Opened Perf.
Arsenic and Old Lace (Fulton)	Jan. 10--- 235
Beautiful People, The (Lyceum)	Apr. 21--- 120
Claudia (Booth)	Feb. 12--- 198
Corn Is Green, The (National)	Nov. 26--- 287
Life With Father (Empire)	Nov. 8, '39--- 726
My Sister Eileen (Biltmore)	Dec. 28--- 252
Separate Rooms (Plymouth)	Mar. 23, '40--- 569
Watch on the Rhine (Beck)	Apr. 1--- 143
Musical Comedy	
New Hellzapoppin (Winter Garden)	Dec. 11, '39--- 688
Pal Joey (Barrymore)	Dec. 25--- 253
Panama Hattie (46th St.)	Oct. 30--- 318

Baker "Aunt" Weak in Chi

CHICAGO, Aug. 2.—The Arthur Klein revival of *Charley's Aunt* opened Tuesday (29) at the Studebaker Theater with a cast headed by Phil Baker and got off to an inauspicious start. With the thermometer registering above 90 and no air-conditioning in the theater, the audience sweltered thru three acts of labored farce that only occasionally was funny. The producer appears to have attempted to combine the Victorian atmosphere with modern low comedy, with unsatisfactory results.

Early portions of the show which were played straight gave promise of a charming performance, but Baker's slapstick antics were wholly out of place and failed to register. Baker, who is a very funny man in vaude, is miscast as Lord Fancourt Babberly, a character which, in competent hands, could be very funny. Margaret Mullen gives a superb performance as the real aunt, and excellent work is done by Harold de Becker, as the butler; Edward Harvey, as Sir Francis Chesney; J. W. Austin, as Stephen Pettigrew, and Loraine Beaumont, as Amy Pettigrew. Others in the cast are Thomas Speidel, J. Richard Jones, Jane Huszagh, Sonia Stokowski, John Lund, and Lay Loring. Only spontaneous applause in the show was given Baker when he sat down at the piano and did a caricature of the *Blue Danube Waltz*, proving that he is still popular in his proper sphere.

Green.

CHICAGO, Aug. 2.—*Charley's Aunt* closed tonight (2) and the company dis-

Harpo Talks—and Bucks Co. Almost Plays Him in a Tent

NEW HOPE, Pa., Aug. 2.—Hollywood and Gotham bigwigs, with local regulars, squeezed and jammed into the Bucks County Playhouse here last Monday (28) to hear for themselves that Harpo Marx is wired for sound and can talk right out loud. There was rousing applause as Harpo broke his long-kept theatrical vow of silence and uttered his first on-stage words (with a slight Brooklyn accent), viz., "I can feel the hot blood pounding thru your varicose veins."

The gala circus atmosphere, which even a cloudburst couldn't dampen, was aided by the appearance of Moss Hart and George S. Kaufman in their own play, *The Man Who Came to Dinner*.

The only thing lacking was the circus tent—and the production almost had that. Seating capacity has been upped to 400, over the 296 of last season, but demand for ducats was so strong that plans were made to rig up a circus tent with 1,000 folding chairs to house this spectacle. However, at the last minute it was decided to add two extra matinees, and for the first time in its history the Playhouse offered 10 productions in a week. SRO sign was up before it even started. Several days before opening night every available seat had been sold for all 10 shows. Opening audience exceeded sell-out by at least 100 standees.

Kaufman carried the burden of his own lines in the stellar role of Sheridan Whiteside, and his director's sense of timing stood him in good stead. Hart was easier in his characterization of Beverly Carlton, the precious English playwright and songsmith who might just possibly be Noel Coward.

However, the high spot of the evening occurred in the last act when Harpo

"Wilde" Copyright Case Sets Precedent; League May Act

NEW YORK, Aug. 2.—Producers are eyeing a recent Federal Court decision by Judge Vincent L. Leibel which holds that all persons participating in the production of a copyright-infringing play, playwright and producer alike, regardless of their innocence of the plagiarism, are liable jointly and equally for all damages and profits received in production of the play.

Just how the League of New York Theaters will act to neutralize this danger to the producer who unwittingly contracts to present an infringing play has not yet been determined. While no written clause can be inserted in the producer-playwright contract to overrule a point of law, such a clause might be used as an implement of moral pressure. The League will discuss the situation at its next meeting.

The court ruling arose from a suit brought by Nellie Harris, widow of the late Frank Harris, against Gilbert Miller, Norman Marshall, and Heron Productions, Inc., producers of the play *Oscar Wilde*, and Leslie and Sewell Stokes, the playwrights. Charles S. Rosenschein, lawyer for the plaintiff, contended that, despite the biographical nature of Frank Harris's copyrighted book, *Oscar Wilde, His Life and Confessions*, the Stokes play contained a large number of Harris's own conversations with Wilde. These, Leibel held, were not merely statements of historical fact, but involved authorship, literary quality, and style apart from a recital of facts, and were therefore copyrightable.

Leibel decided that "the act of infringement of the defendants was the production of the play, which I have found was a joint venture of Miller, Marshall, and Heron Productions, Inc., and therefore each of said defendants is not only severally liable for his own share of the profits, but is also jointly liable for what each of the others received as a share of the profits."

Just how much the defendants will be forced to pay back could not be determined beyond the approximate figure of \$80,000. This may be cut down by

banded. Ned Alvord, press agent of the show, paraphrasing a line in the play, facetiously remarked that the show "will return to Brazil where the nuts come from."

\$25,000 if a special master decides that the royalties paid by the producers to the playwrights are a proper expense which could be deducted by the producers in calculating their profits. With the authors, Marshall, and Heron Productions all in England, it is possible that Miller may be held for the full sum of at least \$55,000 unless a contemplated appeal amends the present ruling.

Bucks Co. "Beggar's Op"

NEW HOPE, Pa., Aug. 2.—Bucks County Playhouse here will step out of character for the August 11 week and go operatic. Summer playhouse has scheduled a revival of *The Beggar's Opera*, and for the first time has called for public auditions to cast singing roles and minor speaking parts. Jane Pickens, Walter Cassell, and Richard Hale are set for the leads. Lehman Engel comes in to stage the opera.

Early Philly Bookings

PHILADELPHIA, Aug. 2.—Local 1941-'42 legit season, already characterized by early advance bookings, will also have an early start. Curtain will rise on August 25 at the Forrest Theater for *The Wookey*, war drama by Frederick Hazlett Brennan which will have Edmund Gwenn and Heather Angel in leading roles.

Forrest's second definite date is Katharine Cornell's revival of *The Doctor's Dilemma* for the September 8 week, with George Abbott's musical, *A Young Man's Fancy*, Rosemary Lane in the lead, following on September 15 for two weeks.

Loop Subscriptions Heavy

CHICAGO, Aug. 2.—Advance reservations for the 1941-'42 Theater Guild and American Theater Society series here indicate a record season, according to Thoda Cocroft, in charge of subscriptions. Eighty per cent of last season's subscribers have already renewed their former seat locations, she says.

Among the productions tentatively set are Helen Hayes in *Candle in the Wind*; Ethel Barrymore in *The Corn Is Green*; *Watch on the Rhine*; Katharine Hepburn in a new play by Philip Barry; *Claudia*, and Fredric March and Florence Eldridge in *Hope for a Harvest*.

Springfield Stock On Again

SPRINGFIELD, Mass., Aug. 2.—Springfield will have a summer theater after all, Harold J. Kennedy announced Sunday (27). The theater to be used will be the auditorium in the Trade School, which Kennedy had arranged for early in the year. At that time, after extensive preparations, Kennedy dropped the idea.

Pitt Alvin Reopening

PITTSBURGH, Aug. 2.—Harris Alvin Theater, closed last winter when the roof collapsed, will be reopened in mid-October, rebuilt thruout, President John H. Harris has announced. The theater's rebuilding began last week, after a delay due to scarcity of materials caused by national defense demands.

LEAST PUBLICIZED CLUB

(Continued from page 3)

in the majority. Drumbeaters in the club represent such accounts as Burpee Seeds, La Crosse Nail Polish, Heinz Baked Beans, mushrooms, blueberries, and cheese.

Officers of the club (Bill Maloney, Kate Smith's drummer, is president) have been in contact with government officials in Washington, working out an angle whereby the boys and girls might make themselves useful for propaganda purposes. None of the details of the plan have been bared yet, but many of the members have been doing things on their own.

Rest of the officers include Marian Allen, first vice-president; Dave Albert second vice-president; Bob Lodge, executive vice-president, and Mary Knight, recording secretary. Board of directors consists of Robert Nathans, Bob Robinson, Uriel Davis, Julie Medlock, Tommie Edwards, Robert Demme, Rose Marie Bourdillon and Lodge. They have their own offices at the Delmonico on a tie-up with their weekly lunch, and employ a paid secretary.

M. H. Orodenker.

AUSTRALIA WANTS U. S. ACTS

Oxford Boys Deny Owing Commish on Expired Mgt. Pact

CHICAGO, Aug. 2.—Sid Mogul, attorney for the Oxford Boys, who are being sued by David O'Malley, local agent, for commissions, will file an appearance in Municipal Court Monday (4) on behalf of the act.

Mogul states that O'Malley has no legal claim to commissions beyond the expiration date (May 5) of his personal management contract with the Oxfords, explaining that the act's first season with the road version of *Hellzapoppin* expired June 1. The boys, he said, have paid their commissions thru that date. The act's renewal contract with the show was not negotiated by O'Malley, Mogul said.

O'Malley stated that he is entitled to commissions so long as the boys continue with *Hellzapoppin* because he secured the job for them originally. A trial date is not expected before fall. The boys, in the meantime, left for Los Angeles with the show, following a run at the Erlanger Theater here.

Joe Moss to Phila., Lockman to Florida For Coming Season

ATLANTIC CITY, Aug. 2.—Joe Moss is preparing to return to Philadelphia when the season at the local Bath and Turf Club closes Labor Day. Before coming here Moss had been negotiating to take over the Park Casino, Philadelphia.

Harvey Lockman, vet Philadelphia nitery impresario, who returned to the field after a year's absence at the Hotel President's Round-the-World Room here, is planning to transfer activities to Florida.

Weisfeldt Sues for Six Weeks' Back Pay

MILWAUKEE, Aug. 2.—E. J. Weisfeldt, manager of the Riverside Theater, filed suit July 30 in Civil Court here against the Middle States Corporation, operator of the theater, and the Water-Wisconsin Company, operator of the Empire Building in which the theater is located, claiming \$1,380 due him for six weeks' back pay for the period ending July 31.

Weisfeldt has been manager of the Riverside for eight years and his present contract runs to 1943, according to Robert A. Hess, his attorney, who garnisheed the defendants' funds pending trial of the case set for August 7.

The house, only local flesh theater, went dark July 31.

Borde in Morris Tie-Up on Units

CHICAGO, Aug. 2.—Al Borde, local unit producer, has made a booking affiliation with the William Morris Agency in New York. He says WM will book all his shows, but he will personally supervise the casting and production.

Borde will spend two weeks of each month at the WM quarters in New York. He says he will buy talent from all offices. Among units lined up for next season are *Funzajire* and an all-girl show featuring Ada Leonard (both were on tour during the 1940-'41 season).

Biz Good for Perona

NEW YORK, Aug. 2.—John Perona, who shut his El Morocco for the summer, is operating the Westchester Bath Club, Mamaroneck, N. Y., for the warm period, and has Ernie Holst's band for the music. Business has been excellent.

Chic Farmer, p. a. for El Morocco, is also publicizing and acting as assistant manager of the Bath Club, and sends out a house organ to a mailing list of 12,000 customers.

Joe Frisco's Hecklers

PHILADELPHIA, Aug. 2.—When the ringsiders the other night at Steve Brodie's Cafe were having their moments by tossing pennies at the entertainment, the bad manners boomeranged. It was during emcee Joe Frisco's inning that they started pitching the coins. Others threw nickels and dimes and, after five minutes, Frisco put the rowdies to shame by announcing that the collection was now \$3.65—more than most of the hecklers make all day.

Colony, Chi, To Reopen in October; Rumba Casino Holds

CHICAGO, Aug. 2.—Colony Club, closed for several weeks as a result of evidence secured in a gambling raid, is scheduled to reopen in October. No details are yet available, tho the same Latin policy which proved successful in the room last season is expected to be installed.

Sam Hare gave up the operation of the Club Cherie when he learned that he couldn't use the tag Dells, once a renowned spot in this area. Ralph Pass and Frank Frees are the new managers, and the room is now known as Club Belle. Russ Cole's band continues. No shows.

Rumba Casino will hold the current show for six weeks, changing the talent September 3. Whether another lavish show will be brought in, in addition to two bands, will depend on the business pulled by the current bill.

Hirst Opens 4-Week School for Chorus; 13 Wks. Guaranteed

PHILADELPHIA, Aug. 2.—With the 1941-'42 season promising to be the best in years, there is a lack of available girls. Situation has assumed such proportions for Izzy Hirst's wheel that he is setting up a training school for chorines. Lucrative pay checks in defense industries and heavy demand for fems from the nitery field are the chief causes.

Lacking at least 200 girls for his units for the new season, Hirst is even seeking amateur hoofers. Training school for chorines is being set up at the Alan Hotel here, with Eleanor Cook in charge. Gals will be required to put in four weeks of schooling, and their diploma will be a guarantee of 13 consecutive weeks of employment at Burlesque Artists' Association scale. Gals sticking it out for the 13-week tour will be given a cash bonus at the end of the unit's run.

Threatened scarcity of strip principals is also faced for the coming season, but it is understood that the recent merger of Hirst and Midwest wheels will take care of that.

Bridgeport Club Opens

BRIDGEPORT, Conn., Aug. 2.—The Fairway Restaurant, operated by May Oburchay, opened this week. Matt Lucey is the manager. Opening bill consists of "Bea" Don Court, singing accordionist; Al Snow, singer, and Bobby Kirk, piano.

Two Camden Spots Open

CAMDEN, N. J., Aug. 2.—Two dark spots this week turn on the lights. Russell Utter has unshuttered the Club Royal, with Sally Burke featured, and Ray Bishop opens Ray's Bar at suburban Watsonstown.

Mort Ruby to Casa

HOLLYWOOD, Aug. 2.—Mort Ruby joins the Casa Manana Ballroom and Cafe Monday as party booker, switching over from the Hollywood Palladium.

Clean Comedy, Artistic Girl Acts Offered 15 Weeks and Options; Draft, War Scare Keep Many Away

CHICAGO, Aug. 2.—The prospects of flesh entertainment in Australia are better than ever and American acts are in heavy demand in that country, Wallace R. Parnell, of the Tivoli Circuit, Australia, revealed here last week. Parnell succeeded the late Frank Nell as general manager. He returned to Australia by Clipper this week, following short trips to New York, Chicago, and Los Angeles, where he conferred with Tivoli reps and bought acts for the coming season.

The only danger for American acts lies in the current Pacific turmoil. Should traffic be blocked along those lanes, American acts will not be able to secure passports to leave the country. As it is, the transportation problem is even now a comparatively difficult one. Before the war Canadian and American boats sailed for Australia every two weeks. The only line in operation today is the Matson Line (American), which has one sailing a month. Acts are taken only if there is sufficient room for them. During the last few months the sailings for acts have been averaging about one in six weeks.

Billy Diamond, local Tivoli representative, says Australia is now in need of good, clean comedy acts and artistic girl performers. Neither nudity nor filth is marketable. Semi-nudity goes if built around a production number. Acts Parnell bought here include Renee Villon, who will be featured in her peacock dance; Alyce Serf, tumbler; Dawn Sisters, comedy team, and Frank Evers and Dolores, wire walkers. The last two are repeats.

Diamond says that American acts are now offered a minimum of 15 weeks, with options for holdovers. Most acts stay 20 weeks. The minimum guarantee has recently been raised from 10 weeks, be-

cause the Tivoli chain acquired two additional houses, one in Adelaide, a three-weeker, and one in Brisbane, two weeks. The other dates are at the Tivoli, in Sidney, 10 weeks; and at the Tivoli, Melbourne, 10 weeks. Shows are two a day and last two and a half hours. No pictures.

Will Mahoney a Hit

Examples of successes in Australia are Will Mahoney, who has been there for two years (during his current trip), and Kenny Brenna, now in his 20th week. Mahoney, after finishing the Tivoli run, is good for more time as a feature on his own unit built for the smaller towns. Australians like good hoke comedy, and Brenna's type (formerly of burlesque) is a click. The Tivoli reps are now combing the burly houses for similar comedians. Among other American acts now in Australia are the Littlejohns, Ming and Toy, Marie Hollis, and Bob Dyer. Ade Duval, magician, recently returned from a 20-week tour there and said that acts are treated unusually well.

Tivoli bookers, however, have their problems getting as many acts as are needed. The war situation is scaring many away. The draft board forbids leave of absence to any man within the draft age limit who is subject to call for duty. Don and Jane Ford, recently set by Diamond, were forced to cancel, the draft board having notified Don Ford to remain in this country.

The current standing of the English pound, used in Australia, is also a discouraging factor. Before the war the English pound was worth nearly five American dollars. Its current exchange rate is \$3.26. The tax situation is not bad. American acts are permitted to deduct all expenses from their earnings, and their net income taxes (State and federal) amount to only about 2½ per cent.

The next Australian sailing is set for August 23. Dawn Sisters are scheduled to be on that boat. Transportation per person amounts to \$400, paid by the Tivoli Circuit. It takes three weeks to reach Australia.

Parnell Eyes "Hellzapoppin"

During his stay here Parnell took in several night spots and discovered many possibilities. He also looked at *Hellzapoppin* on the road and in New York. He negotiated plans with Olsen and Johnson in Hollywood for the use of some of the material. There is also a possibility that some of the principals may be brought over next year.

Another Parnell purchase included a book of black-outs gathered by Jimmie Stanton. Tivoli is loading up on black-outs and production ideas, which will be used to a greater degree should it become impossible to transport new acts into Australia.

The Tivoli rep in Los Angeles is Sam Kramer and in New York Charles Allen. Diamond has been doing much business with Dick Henry, of the William Morris office, New York.

Minn. Club Given Higher Scale for Out-of-Town Acts

MINNEAPOLIS, Aug. 2.—Inking of the second contract with a local nitery July 25 is announced by Ted Brown Alch, business agent for Twin City Local 3 of American Guild of Variety Artists. The nitery is Curly's Cafe; first club to sign was the Happy Hour. Curly agrees to pay local talent \$35 for principals and \$27.50 for chorus. However, Curly's, which books acts from Chicago, continues to pay outside talent the Chicago AGVA scale.

Meanwhile, Alch has served the Anglesey Cafe with a 10-day strike notice. Also, Alch said that if Delaney's Club does not sign by August 8 it will not be permitted to have AGVA entertainers.

AGVA in LA Cuts \$1,700 Loss to \$375 Quarterly Net

LOS ANGELES, Aug. 2.—A good turnout marked the first membership meeting of the American Guild of Variety Artists here since Lester Litomy arrived from New York to take charge as executive secretary. Session was held in Musicians' Hall.

Litomy made a report on AGVA activities during the six weeks he's been in charge. He told the group that in the past 90 days the organization had recovered \$1,063, with another \$600 soon to be collected for members. Also, that the local had a net operating surplus of \$375, compared with a \$1,700 loss for the quarter preceding reorganization. Also, during the last quarter, \$3,000 had been paid AGVA national office. This is believed to be the largest amount paid by a local. AGVA local income totaled nearly \$7,500, or a gain of nearly \$3,500 over the previous quarter.

Ken Thomson, Screen Actors' Guild executive secretary, said SAG was behind AGVA in building a strong union. He pointed out that the \$70,000 AGVA indebtedness was for reorganization expenses and claimed it was not spent to ward off threatened infringement by the International Alliance of Theatrical Stage Employees two years ago.

Monroe Club Reopened

MONROE, La., Aug. 2.—The Three-Mile Inn on the De Stard Highway, closed for several years, has been reopened as the Crystal Club, under management of Bill Haynes, of this city. Spot has been redecorated and will operate Fridays thru Sundays, with admission charge of 55 cents for couples and 30 cents for stags. Spot is shunning hard drinks, Haynes says. Tech Collegians ork on opening show.

Club Talent

New York:

DON JULIAN AND MARJORI, now at the Rainbow Room, are rehearsing a dance to Beethoven's *Fifth Symphony*. . . . PADILLA SISTERS are the new Latin importations at El Chico. They are sponsored by C. J. Austin, manager of Wences and Hermanos Williams Trio. . . . JACKIE GLEASON has renewed his contract with Warner pictures.

PATRICIA (HONEYCHILE) WILDER, local glamour gal who recently became a night club performer, has filed a petition in bankruptcy listing liabilities of \$8,212.

Chicago:

LEE WILEY opened at the Drake Tuesday (5) for two weeks, to be followed by Russell Swann for a similar period. . . . JOAN MERRILL held over for six weeks at the Rumba Casino.

DORESE MIDGLEY, dancer, signed by MCA to a personal management contract. Opened at the Club Trocadero, Henderson, Ky., August 2, with Tex Morlessey and Jack Leonard. . . . CHICK AND LEE move to St. Louis August 19 for a two weeks' run at the Meadowbrook Country Club. . . . MOREY AMSTERDAM, comic now at Harry's New Yorker, says he is going to Hollywood this fall to write for Abbott and Costello pictures. His wife, Mabel Todd, is now on the Warner lot working in *New Orleans Blues*. . . . RHODORA HOVELER will join the Winnie Hoveler line in February. . . . JOE E. LEWIS will return to the Chez Paree following the Carmen Amaya show. . . . KEITH HALL goes into the Vogue Theater, Detroit, Friday (8). He is also set for the Palmer House show here, opening September 4. Handled by Eva Turner.

Boston:

THREE WINTER SISTERS back in town at Blinstrub's Village. Bill is headed by Boyd Heathen, singing emcee, establishing new records for long-term stands. . . . MATA AND HARI again held over at the Coconut Grove. . . . MARC BALLERO opens at the Frolics in Salisbury Beach.

Philadelphia:

EARL AND JOSEPHINE LEACH added at Jack Lynch's Waiton Roof. . . . DELLOYD MCKAY returns to Club Bali. . . . JIMMY EVANS, SHANDOR AND MARGOT, and DAVE VANFELD join the new revue at Hopkins' Rathskeller. . . . JEANNE DALE, of the Starlets dance team, to step out as a single. . . . MIMI STEWART takes over the lead at Yacht Club, along with Helen Wilson and Catherine King. . . . CAROL DEXTER at the Embassy Club. . . . MARJORIE HYMAN and the Stylists hold over at the New 20th Century Club. . . . DARLENE returns to Carmen's Lido Venice.

Atlantic City:

DON GIBSON, up from Miami, at the Village Garden Wonder Bar. . . . DOROTHY JOHNSON and HARRY MCKAY added at Frankie Palumbo's Renault Tavern. . . . EDIE LANG new at Cliquot Club. . . . CHADWICKS into the Hotel Traymore. . . . HAROLD BAGGS new publicity chief at Hotel Traymore. . . . JOHNNIE MORGAN new emcee at Hotel President Round-the-World Room. . . . DOROTHY BLAINE at Phil Barr's 500 Club. . . . GINGER FORD, Barbara Belmore, and Patricia Ryan added at Babbette's.

Los Angeles:

DOTTIE MACK'S GIRLS recently closed 16 weeks at Hawaiian Village. . . . NELSON AND KNIGHT are doing two weeks at Jimmy Contratto's Trionan in South Gate, Calif. . . . LES AND POPPY FREDERICK back in town after closing at the Commercial Hotel, Elko, Nev. . . . TED MERRIMAN and frozen alive show, featuring Miss Maryland, are at Pismo Beach Ballroom. . . . FREDDY DEFLEICE emcee at Dad Meek's night club

in San Luis Obispo. . . . RAHN ORMOND and His Parisian Creations are expected here soon from the Paris Inn in San Diego. . . . AH HING AND COMPANY, Chinese mystery act, opened for a week at Howard's Tropics in Fresno. . . . BUGS WILSON is doing emcee work at Hacker's on Catalina Island. . . . PEGGY RUSSELL has been booked for Bob's Cafe, Culver City, Calif.

Miami:

HELEN MORGAN goes into the Roosevelt Hotel in New York from the Dempsey-Vanderbilt, Miami Beach. . . . The Tepee Club has added Marion Marshall. . . . HARRY BERNIE, Sky Club, leaves for Camp Blanding August 13. . . . ALAN CARNEY at Dempsey's from the Olympia Theater. . . . Ditto STATLER TWINS, Charles Vaida, and Towne and Knott, held over at Dempsey's. . . . DON FERRARA goes into the Washington Hotel, Jacksonville, after four weeks at Kitty Davis here. . . . IRIS KAROL moved into Kitty Davis from the Pagopago room. . . . GINGER DULO, at Club Ball, from Park Central Hotel, New York. . . . SUNNY MARSHALL and Marcia Dare added to Jimmie's-on-the-Trail. . . . ARTHUR BLAKE at Wit's End, from the Green Shay, Lancaster, Pa.

Here and There:

BURNS AND BURNACHE, whirlwind dancing team, now in their second month at the Ideal Cafe, Newport, R. I. . . . STIRLING AND RUBIA opened August 1 at the Chi-Am Chateau, Mountaintain, N. J., for a return engagement. . . . MONTROSE AND PEARL also got a return at the Glen Park Barn, Williamsville, N. Y. . . . MARQUE AND MARLYS a holdover at the Top o' the Town, St. Louis. . . . DALE HALL in the Club 45, Butte, Mont. for four weeks with options. PEDRO AND RAFAEL, after a three-week stint at the Chez Ami, Buffalo, are now playing fair dates in Wisconsin and Illinois. . . . FAIRY CUNNINGHAM returned to Chicago after a five-weeker at the Brown Derby, Duluth, Minn.

Vaude-Nitery Talent At Universal Studio; 1st Film a Poor One

San Antonio Rose is the first of a series of Universal Pictures to feature vaude and night club talent. This particular item is nothing more than a two-reeler in slow motion, each lull moment filled with song and dance specialties. The tale revolves around a night club, a perfect set-up for the use of talent. It stars Jane Frazee, formerly of the Frazee Sisters, who is cute and talented, both in song and in the handling of lines. The Merry Macs handle several of their own tunes well and figure in the story, too. Others spotted in the picture are Frank Mitchell, formerly of Mitchell and Durant; Louis DePron, dancer, and Eva Condos, tap dancer and sister of the Condos Brothers.

Other Universal pictures with nitery talent, already completed or in the shooting stages, include *Hold That Ghost* (Abbott and Costello, Andrews Sisters, and Ted Lewis and orchestra), *Sing Another Chorus* (Jane Frazee, Sunnie O'Dea, and Rosario and Antonio), *Moonlight in Hawaii* (Jane Frazee, Merry Macs, Sunnie O'Dea, and Marla Montez), *Hellzapoppin'* (Jane Frazee, among others), *Melody Lane* (Merry Macs), and *Ride 'Em Cowboy* (Abbott and Costello, Merry Macs, and Ella Fitzgerald). S. H.

Miami Clubs Resume Shows

MIAMI, Aug. 2.—Joe Ragozzo, Sky Club op, resumed floorshow policy, putting in a line of girls booked thru the Bill Peck Agency.

The Sky Club, opened last season, dropped its show policy with the exodus of the winter tourists.

Joe Lippe and Oscar Morris, Te-Pee Club ops, have also resumed floorshows, the new policy to continue for the rest of the summer. Opened with Rose Marie Magrill, Miami beauty contest winner and dancer; Emmett Merle, impersonator; Charlotte Bell, singer, and Babs Hayes, skater. Jack Elby's ork supplies the music.

Since the Te-Pee restored a floorshow biz has upped plenty.

B'way House Managers Kept Busy Spotting Screwballs, Chiselers; Must Be Alert for Any Emergency

(Continued from page 3)

house manager recalled seeing the man enter the theater with his wrist bandaged and told this to the theater's legal department, which in turn had its insurance company check on the man. It was found that he was at that very moment suing another theater for the identical "accident." The theater won the case.

A patron once vomited and his false teeth fell out but were finally fished out of the plumbing. He sued for a new set of teeth, but the theater successfully defended itself.

A few years ago the heirs of a 70-year-old man sued a theater for damages, claiming the man died while laughing at a Harold Lloyd comedy. The theater won by proving in court that the man was old and ill at the time of the "accident."

The Seat Slasher

The Capitol once encountered a middle-aged well-to-do man who slashed theater seats with a razor. He was finally caught and it was discovered that he also slashed seats in busses, trolleys, etc. He claimed he never remembered doing such a thing, and, after paying thousands of dollars to those whose property he had damaged, was released by the police in the custody of his daughter.

Broadway theaters, too, have trouble with screwballs who park near the entrance. Every Sunday an old man pauses near each theater carrying six signs with biblical sayings and bellows "Repent!" There are other characters, some of them publicized in Broadway columns, who annoy patrons but against whom the theater is reluctant to press charges for fear of unpleasant publicity. One of them makes as much as \$75 a week begging from people who would rather give her something than be annoyed. She has a smart lawyer who sues anyone who even tries to push her away. Theater managers claim newspapers can co-operate by not publicizing screwball characters and kids who try to crash, as publicity encourages other screwballs.

The Gaiety (burly) employs usherettes, like other local burly houses, as a device to shame male patrons into some dignity—alho a bouncer is always available when this doesn't work. Manager Funt of the Gaiety says transient audiences, especially when there's a large percentage of women, are no trouble at all. Local neighborhood crowds are noisier, he points out. There were a lot of pickpockets around years ago, but not now.

Phony Newspaper Men

Ben Serkowich, Capitol publicity man, says every first-run movie house has the usual number of phony newspaper men trying to get in for nothing. They use phony stationery and press cards, but a smart publicity man can always thwart them by calling back the office the fake newspaper men are supposedly phoning from. A few phonies, says Serkowich,

imitate the voices of established newspaper men (especially that of Walter Winchell) when phoning for passes. Winchell and other by-line newspaper men have asked local theaters never to okeh passes unless they ask in person.

One-third of requests for passes are phonies, says Serkowich. Vaudefilm houses, however, have an added pass problem—performers who have played the house and who drop in thereafter asking to get in for nothing. Relatives of performers and agents, theater circuit employees, and other show business people also give house managers a headache by trying to breeze in without paying. A vaudefilmer estimates that 300 people a week try to get in free on one excuse or another.

Another terrific headache is the person who sees a show, picks up a stub or uses his own stub, and demands a refund. A house manager must be shrewd and diplomatic to separate the phony refund demands from the legitimate ones.

Pickpockets and seat-tilters who grab pocketbooks are still around, but the Broadway detective squad knows all the professionals and catches them quickly. Sergeant Emil Skale and Detectives Schultz and Maloney of the Broadway Squad are known to all Broadway house managers as quick spotters of thieves. The dicks can spot pickpockets by their walk—and from a distance, too.

As one house manager puts it, "You get to know a lot about people and human nature when you watch tens of thousands of people walk in and out of your lobby every week."



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ACTS, SKITS, GAGS MINSTRELS

Gene Arnold's COMPLETE MINSTREL SHOW, \$10. 60 RED HOT PARODIES, \$1; 120 GAGS AND JOKES, \$1; 48 COMIC RECITATIONS, \$1; 36 BITS and BLAFOUTS, \$1; 10 FUNNY MONOLOGS, \$1; 10 New TALKING SKITS, \$1. E. L. GAMBLE, Playwright, East Liverpool, O.

Grande, Amapola, Perfidia, Argentina. Good voice and personality.

The Gae Foster Girls, 24, do an opening hoop and illumination routine, return midway with the 12 Esquires, boys, and are on for the military formation finale based on the *V for Victory* song. V march formations and Arres singing the tune combine to make the number interesting for those who don't resent the intrusion of a political note.

Paul Ash conducts the house band on the stage and does his usual good job. Film is *Charlie's Aunt* (20th-Fox).
Paul Denis.

Earle, Philadelphia

(Reviewed Friday Evening, August 1)

This trip makes the local bow of Vaughn Monroe and his ork, and the maestro makes the most of his preem Philly date to leave a favorable in-person impression as a dance band. That the college lads knew their voting in selecting Monroe "The Band Leader of 1941" in *The Billboard* collegiate band poll this year was much in evidence here. House was well filled at late supper show caught, practically all school youngsters, radio, and records responsible for the local following.

Unfortunately show's surroundings were below established standard set here and with House Manager Hal Seidenberg away on vacation bad balancing of bill and poor routining made for mediocracy as a stage presentation. Show depended too much on the maestro, who is much stronger in the rhythm rather than the show register.

Making for a handsome front with a pleasant pair of vocal pipes Monroe commands a crew of 14 with the accent on the brass. In fact, too much brass. And the lack of tonal color was sorely felt before a half-dozen band numbers were out of the way. When not warbling or waving a left-handed wand Monroe becomes a fourth trumpeter for his brass section that also includes two trombones.

Maestro warbles romancy and lyrical for identical swinging patterns fashioned for *Salud Dinero Amor*, *The Donkey Serenade*, and a medley of *Maria Elena*, *The Things I Love*, and his theme, *Racing With the Moon*, whereas a pause would have been more refreshing, especially when the trio of vocals lead right into a swiny *Pagliucci* in song for the finale. In addition, band took the spotlight for two more fast steppers, *Take It, Jackson* and *Rachmaninoff's Prelude in C-Sharp Minor*. While house patronage has been educated to accept band concerts the cash customers still swear by the hit parade tunes.

Marlyn Duke, with the band, a tall brunette, is plenty tall on song-selling *Daddy* and the *Hut-Sut* folderol. Comes on early and rated a recall later in the show, since the 55 stage minutes are spread out too thin.

Ziggy Talent, stepping out of the sax section, is up to snuff for the novelty and comedy singing. Had to force his way back to his instrument after scoring socko on each count for *Boogie Woogie Piggy*; *Sam*, *You Made the Pants Too Long*; *I Can't Dance*, *Got Ants in My Pants*, and a parody on *Trees*.

Only two standard acts support. Johnny Burke has an easy time of it in these times for his monolog on army life and training camps of the first World War. His doleful complaints of conditions all are good for chuckles, but would score more solidly in shaving off at least five of the 15 minutes he is on. The Biltmorettes, fem trio of two blonds and a brunet, delight with dance acrobatics, especially with a variety of somersaults while jumping rope.

Stage gets some support in screen's *Dance Hall*.
M. H. Orodender.

**Review of Unit
Count Berni Vici's "Pan-American Follies"**

(Reviewed at Palace Theater, Akron, O., Monday Evening, July 28)

Count Berni Vici's new revue is one of his best to date, once more reflecting the producer's eye for spectacular effect. Pretty girls and smart costuming provide the background for specialties that mix comedy, novelty, and dance. Topping the show is Senator Murphy, the "political" orator many fans will remember, who has adapted his routine to a series of swift cracks on dictators.

The Three Flames offer a skating novelty that is coupled with a futuristic setting and chorus numbers on the ele-

**Now They Walk Into
Night Clubs With Rifles**

MIAMI BEACH Aug. 2.—Patrons and management looked askance at a gentleman who walked into Jack Dempsey's Pago-Pago room the other night carrying a rifle over his shoulder.

Patrons expected waiters to rush up and disarm him, but nothing happened. Not even the hat check girl came over to ask him if he'd check his gun.

He sat down at the bar, leaned the rifle against it, and ordered Scotch with no chaser. A camera girl offered to take his picture, but changed her mind suddenly at the sight of the weapon.

A little later the gentleman with the rifle left, a trifle bored at the whole business.

**Phila. Top Clubs
Again Hit by State
Liquor Board Raids**

PHILADELPHIA, Aug. 2.—State Liquor Board has gone on a rampage again, striking at the town's top spots on charges of permitting liquor sales after Saturday curfew and after-hour entertainment.

For the seventh time College Inn was cited for hearings.

Also hit was Jack Lynch's Walton Hotel Roof. Lynch has defended his license four times. Other downtown spots hit include Pete Tyrrell's Delancey Tavern and Pasquale Criscuolo's Venice Grille.

**Slow Start for Ice
Show in Detroit Club**

DETROIT, Aug. 2.—Opening of the Lamb-Yocum ice show at Westwood Gardens was slow week ago last week-end because of cold weather, with the temperature dropping to 56 degrees both Saturday and Sunday evenings.

Attendance for the first three days was around 4,500, disappointing in view of the size of the spot, which holds about 3,500 at tables.

**Beachcomber Bankrupt; Proser
Threw in 10G Insurance To Save It**

NEW YORK, Aug. 2.—Monte Proser's Beachcomber, which was a big money-maker in 1940 but which slumped this year, filed voluntary petition in bankruptcy in U. S. District Court yesterday. Outside of the heavily publicized Carmen Amaya engagement, the Beachcomber's business this year had been poor.

Proser is president of Beachcombers Restaurant, Inc., whose liabilities were listed as \$47,319 and assets as \$37,536. The assets include a \$10,000 insurance policy on the life of Proser, furniture and fixtures valued at \$24,858, and \$500 worth of food and liquors.

Liabilities include \$1,294 government taxes and \$2,798 State taxes; \$2,463 owed to LaFarge Studios, which ran a photo concession at the club; \$3,155 for air conditioning, and \$2,500 breach of contract claim of Robert Gordon, former employee.

Proser is in Saratoga Springs, N. Y., putting on a show for Piping Rock Club. He is due to return next month to re-

lated stage, always a part of a Berni Vici show.

An all-girl orchestra, assisted by nova-chord and organ, plays the show—and the accompaniment for the acts is the smoothest of any this season.

For the dance-thrill seekers, the show flashes the "Yaqui Love Dance," featuring Gloria and her partner in aluminum-painted bodies. Effective enough.

Paul Kirkland offers a balancing act touched with humor and reminiscent of long-missed vaudeville. Barr and Estes offer a comedy dance routine that is the source of grins and giggles.

Temperatures in 90's, but biz up to expectations over the week-end. On the screen, *Sunny* (RKO). *Rex McConnell*.

**Units Drew 30 Pct. More Than
Vaude, So Boston Prefers Them**

BOSTON, Aug. 2.—The RKO-Boston will tee off on its 1941-'42 vaude season August 29, with Gipsy Rose Lee heading the first bill. Vaude policy this season probably will call for full-week bookings.

The success of package shows last season probably will result in an emphasis on units this season instead of five-act bills. Manager Ben Domingo reported that grosses at the 3,212-seat house last season were approximately 30 per cent higher with units than with vaude bills. Twelve of the 44 shows used last season were package shows, and they accounted for \$150,800 of the total \$479,300 gross.

Top grosser among the units was the George White *Scandals*, which pulled in \$19,500 for an eight-day stand. Second was *Streets of Paris* unit, which drew an even \$19,000 for seven days. On a daily average gross basis, the *Streets of Paris* unit proved the best money-maker, averaging slightly more than \$2,700 per day for the seven-day stand.

Already lined up for the coming season are package shows featuring Glenn Miller, Jimmy Dorsey, Kay Kyser, and others.

Last season's unit grosses included:

Lucky Millinder's *Cotton Club Revue*. Five days over the Labor Day week-end. Drew \$12,000. Pix, *Hold That Woman* and *Doomed To Die*.

Major Bowes unit (5). Opened September 26 for four days. Drew nice \$10,000 with pix, *Missing People* and *Ride, Tenderfoot, Ride*.

Blackstone unit opened October 24 for four days and drew \$11,000. Pix, *Queen of the Yukon* and *Marked Men*.

Hollywood Stars on Parade opened November 28 for four days. Drew \$12,000, with night admish hiked to 65 cents.

Funzajire unit opened December 5 for four days. Grossed \$9,000. Pix, *Fargo Kid* and *Five Little Peppers in Trouble*.

Jimmy Lunceford's *Hot Harlem Revue* opened December 12 for four days. Drew good \$10,000. Pix, *Pride of the Bowery* and *Meet the Missus*.

Cab Calloway and the *Cotton Club Revue* came in for seven days March 6 and drew \$14,500. On screen, *Meet the Chump*.

Earl Carroll's *Vanities* came in April 17 for seven days. With night admission raised to 65 cents, grossed \$16,800. Pic,

Ride, Vaquero.

A. B. Marcus *Continental Revue* came in May 15 for four days under title *Continental Revue* and three days under title *La Vie Paree*. Drew disappointing \$10,000 for seven days. Pix (first half), *King of the Zombies* and *Singing Hills*; (second half), *Emergency Landing* and *Pirates on Horseback*.

Count Berni Vici *Pan Americana Revue* ended the season May 29, drawing \$7,000 for four days. Pix, *Paper Bullets* and *Gay Vagabond*.

Since the close of the last season, defense activity in this sector has been hyped and it is expected vaude will enjoy a boom.

**Unions Picketing
Pk. Central Over
IA Man Dismissal**

NEW YORK, Aug. 2.—Failure to reach an agreement between the Theatrical Crafts Federation and the Park Central Hotel resulted in picketing of the hotel yesterday. Unions participating in the picketing include the International Alliance American Guild of Variety Artists and Theatrical Costumers Union. The teamsters union promised it will stop all food and liquor deliveries to the hotel, while Local 802 of the American Federation of Musicians is expected by the other unions to pull Buddy Clark's band. At press time no word was available from 802 as to their action in this matter.

The strike was the result of the failure of the IA to get the electrician reinstated. The hotel's stand is that the electrician was hired by Bill Robbins, booker of the room, and not the hotel itself. The IA has since insisted that the hotel sign a contract.

Performers working the Cocomanut Grove of the hotel have not yet been formally notified by AGVA to walk out. A check is currently being made of the cast to ascertain their AGVA membership. As far as is known, Jack Waldron, former member of the AGVA National Board, is the only AGVA member.

It is believed that the picketing of the Park Central is the forerunner of an offensive against other local hotels. The New Yorker is believed to be next. An agreement concerning the New Yorker is now in effect between the union combine and the General Amusement Corporation, booker of the New Yorker. The combine wants a contract with the hotel itself.

**DeHaven Named
AGVA Cleve. Secy.**

NEW YORK, Aug. 2.—Charles DeHaven, of the vaude team of DeHaven and Nice, has been named by Gerald Griffin, AGVA executive secretary, to be executive secretary of the union's Cleveland local. DeHaven succeeds Charles Nelson, who resigned two weeks ago, following difficulties with the Entertainment Managers' Association, bookers' org there.

DeHaven leaves Tuesday (5) for the new post.

**Buffalo Theater Lines Up
String of Name Bands**

NEW YORK, Aug. 2.—Buffalo Theater, Buffalo, has signed a string of bands for summer consumption. The house is on a spot policy.

Lined up by Harry Kalchelm, Paramount booker, are Alvino Rey, August 15; Vaughn Monroe, August 25; Jimmy Dorsey, September 5, and Tommy Dorsey, September 19.

NOW APPEARING STRAND THEATER, N. Y. ★
BROADWAY'S NEWEST DANCE STYLISTS
THE BILLINGTONS
(ORRIN & BETTY LOU)
★ Personal Management: JACK LENNY, 701 7th Ave., N. Y. C.

Vaudefilm Grosses

Music Hall's \$87,000 Top Grosser; Strand 2d With \$45,000; Roxy Poor

NEW YORK. — Broadway box-office grosses the past week were pretty widely spaced between good and bad. Music Hall and Strand, with good attractions, had good accountings in the till, but the Roxy and State, with weakies, and the Paramount, with a fifth week hold-over, had slim attendance.

The Paramount (3,664 seats; \$37,000 house average) opened Wednesday with Erskine Hawkins and the Ink Spots as the flesh attraction, and *Shepherd of the Hills* on the screen, and is expected to pull approximately \$38,000. Fifth week of *Caught in the Draft*, but with a new stagelike headed by Joe Venuti's band, drew \$20,000 and 3,000 aluminum pots and pans. Para ran aluminum matinees for several days during the week, in line with the national defense aluminum drive.

The Strand (2,758 seats; \$33,500 house average) is going into its second week of the Phil Harris unit on the stage and *The Bride Came C. O. D.* on the screen with a strong \$40,000 expected. First week was responsible for a big \$45,000 showing.

The Roxy (5,835 seats; \$36,000 house average) with Jack Benny's picture, *Charley's Aunt* on the screen and a stage bill consisting of Stan Ross, Ben Berrl, Toy and Wing, the Lane Brothers, Don Arres and Archie Robbins, should do at least a fine \$45,000 for its initial week. Last week's show drew a terrible gross of \$14,000 for the single week of *Parson of Panamint*.

The Music Hall (6,220 seats; \$84,000

house average) is running into its third week of smash business with *Tom, Dick, and Harry* on the screen, after having accounted for \$87,000 for the second week. First week of the run took in \$98,000. Hal LeRoy and Gil Maisson are in the stagelike.

Loew's State (3,327 seats; \$22,500 house average) should have a take of around \$20,000 for the first-run showing of *Adventure in Washington* and a stagelike consisting of Barry Wood, Larry Adler, and Joe Rines ork. Last week's bill, with Harry Richman and the Jack Cole dancers plus *That Uncertain Feeling* drew a poor \$15,000.

Colonna Is Good 10G

INDIANAPOLIS.—Jerry Colonna, headlining a straight vaude show, chalked a good \$10,000 at the Lyric for the week ending July 31, despite one of the worst heat waves of the year. Average for the 1,982-seat house is \$8,500. Surprising thing about the gross was that it resulted almost entirely from heavy matinees. With Colonna were Pat Leary, emcee; the Nelsons and their puppets; Monroe and Grant, trampoline and comedy, and Lathrop and Lee, dancing. Pic, which probably helped the draw some, was *Shining Victory*.

Capers Above Par

SEATTLE, Wash.—The Galety Capers' *Bare Facts of 1941* grossed \$1,700 at the Rivoli Theater (900 seats) last week, or \$200 above the average. Appearing in the revue were Hanlon and Clark, Allen Sheer, Lee Purdy, Hal Harris, and the Rivoli Rockettes.

Talent Agencies

WALTER TRASK JR. booked the show for the American Foundrymen's Association recently staged at the Lakewood Country Club in Long Beach, Calif. Program included Whitey Roberts, Larry Gray, Morro and Yaccianelli, Lynette London, Roth and Shea, Herb Shriner, Betty Gordon, Margo, Gil LaRae, and Mickey O'Neil, Peggy Davis, and Marion Morgan. . . . WALLACE PARNELL, of the Tivoli Circuit of Australia, left Los Angeles July 26 for down under.

COLLINS & PHILLIPS ENTERTAINMENT BUREAU, Philadelphia, reorganizes. Agency is now operated by George L. and George S. Phillips.

Esquire Mag. Sues Squire Club

MIAMI, Aug. 2.—Club Esquire here, which recently changed its name to the Squires, by direction of a court order after *Esquire* magazine obtained an injunction restraining the nitery from using the name, is still in hot water on that account.

Attorneys for *Esquire* contended that there is still a marked similarity between Squires and the name of the magazine and are asking that the electric sign with the new name also be removed. Hearing will be held in Federal Court August 31 on this point.

Chi Not Complaining; Shore, Colonna Pile Up Big 46Gs; 16½Gs for Air Act

CHICAGO.—Relief from torrid early-in-the-week weather and the arrival of strong attractions, particularly at the Chicago, are drawing customers in healthy numbers.

Chicago (4,000 seats; \$32,000 house average) has a smart box-office combo for the week beginning August 1 in Dinah Shore, Jerry Colonna, Gil Lamb, among others, on stage, with Mary Martin and Don Ameche in *Kiss the Boys Goodbye* on screen. Started off on a five-a-day schedule and should do a big \$46,000. For week ended July 31

Pushes His P. A. Into Pool—Just for a Laugh

MIAMI BEACH, Aug. 2.—Immediately after their wedding ceremony Helen Morgan and Lloyd Johnson strolled toward the Dempsey Vanderbilt Hotel swimming pool to pose for the newsreel men.

The serious business of the occasion having been completed, Benny Gaines, manager of the Pago-Pago Room, shoved his press agent, Ray Redman, overboard into the pool, just for a laugh.

The stunt was a great success with everyone except the press agent.

Vaudeville Notes

JERRY COLONNA to the New York Paramount August 13. . . . XAVIER CUGAT, after several postponements, finally set for the Paramount, N. Y., in October. . . . JOHNNY LONG, currently at the New Yorker, New York, will make his New York vaude bow at the Paramount in the fall. . . . LOU BREEZE signed for the State-Lake, Chicago, August 8. . . . ORRIN TUCKER goes to the Orpheum, Omaha, Neb., September 12. . . . CONDOS BROTHERS will be with Tommy Dorsey at the Paramount, New York, August 27. . . . ANDREWS SISTERS get two weeks at the Chicago, Chicago, starting August 8. . . . JACK GILFORD will be at the Earle, Washington, September 26. . . . COUNT BASIE goes to the Regal, Chicago, August 15. . . . SMITH AND DALE to the Capitol, Washington, September 4. . . . JACKIE WILLIAMS to the Paramount, New York, August 13. . . . TONY PASTOR ork booked into the Earle Theater, Philadelphia, for a September week.

CHUCK LATHROP, of the Lathrop Brothers and Lee, has left the act to become an insurance salesman in Detroit. Mack Lathrop and Virginia Lee (man and wife) are continuing the dance act as Lathrop and Lee.

PAUL AND GRACE HARTMAN set for the Capitol, Washington, October 9. . . . DIAMOND BROTHERS slated for the same house August 28. . . . FRANKIE MASTERS to the Chicago, Chicago, August 15. . . . TRUTH AND CONSEQUENCES booked for the Stanley, Pittsburgh, October 31. . . . JIMMY DORSEY opens at the Chicago, Chicago, September 19. . . . GYPSY ROSE LEE to the State-Lake, Chicago, September 19. . . . SALLY RAND will play that house August 22. . . . TOMMY DORSEY to open at the Buffalo, Buffalo, September 19. . . . MITZI MAYFAIR starts at Loew's State, New York, August 14. . . . PARK AND CLIFFORD open a series of fair dates August 14 at Allison, Wis. . . . OLIVE WHITE has been held over for the fourth successive week at the outdoor theater at Fort Dix.

LORA VALADON will return to show business with her husband, Dan, after an absence of five years, which was spent in the Rhode Island Hospital fighting cancer. Completely cured, Dan and Lora Valadon will revive their wire cycling act.

SALLY RAND goes into the State-Lake, Chicago, week of August 22. . . . LATHROP AND LEE, formerly a three-people act, are now working as a duo. Chuck Lathrop left to sell insurance in Detroit.

BEN YOST'S Varsity Eight chalks up its 4,000th performance this week at Steel Pier, Atlantic City. . . . GAS POSTER ROXYETTE GIRLS take in the first two August weeks at the Canadian National Exposition in Toronto. . . . JAN SAVITT band set for a late September week at the Earle, Philadelphia, a homecoming for the maestro.

Magic

By BILL SACHS

THE GREAT NEWMANN SHOW has been enjoying uniformly good business in Montana, this being its first visit to that State in 12 years. George Newmann says persons there seem to have a long memory for stage performers, as everywhere he has been many persons have greeted him and expressed pleasure at his return. Newmann hasn't run across any other tented attraction, except carnivals, but he understands that Gilbert the Hyp is under canvas in Illinois. The only magician Newmann has seen is one with the Goodman Wonder Shows at the Minot (N. D.) Fair. Newmann says his friend Pughe is president of an aviation school down Dallas way. . . . THE NEFF MAGIC SHOW has a new star, James Torrence Neff, but his mother says she won't let him do any heavy work until he's at least two. Bill Neff reports one of his busiest summer seasons, with over 27 solid weeks booked, beginning in the fall. . . . ERNEST J. MOORE, 60, Newark, O., who suffered a broken leg in an accidental fall while performing in the McClain High School, Greenfield, O., November 13, 1939, has filed suit in Highland County Common Pleas Court there against the Greenfield Board of Education for \$10,805. . . . G. MACDONALD BIRCH believes he has another trick to add to his repertoire, according to a story across the top of the front page of *The Zanesville (O.) News* of July 21. Basis for the belief came when Birch's car, parked at his home near Malta, O., toppled over a steep hill, landing right side up 600 feet below where it was parked, without even a broken window. Mathew Meeker, advance agent for Dante, had parked the car without setting the brake. E. L. Sperry, manager for Birch, drove up in another car and touched Birch's machine, starting it to roll. . . . MARQUIS SHOW has closed a year's tour of the Southwest and Northwest. George is dividing a month's vacation between Chicago, Lima, O., and Pittsburgh. He will reopen a Midwestern tour September 9 under direction of Little Johnny Jones, a magician in his own right and a former Pittsburgh and Chicago newspaper photographer. During the last year Marquis added five major illusions.

NICOLA is still confined in a Chicago hospital due to a heart ailment. Al Nicol, his brother, is visiting in Chicago. . . . RAJAH RABOID opens a week's engagement at the Chicago State-Lake August 8. . . . KEYSTONE made the radio week before last, when it was learned that as Private Withdraw, of Battery D, 52d Training Battalion, Camp Callan, Calif., his draft experience is probably the most geographical on record, due to his act being on tour. Keystone's home is in Ohio; he registered for the draft in Iowa; his questionnaire was received in New Mexico; he returned the questionnaire in Kansas; he took his physical examination in Wisconsin; his reception center was in Indiana, and he was sent for training to California. This experience was the basis of the story broadcast over NBC-Blue on *Pacific Coast Army Camp News*. . . . JUDITH JOHNSON and Harold Laughon have just finished with the Lucas and Jenkins and the Duncan chain out of West Point, Ga. They have been in theaters in the South since January 16. They are going to jump back into Chicago for a while before heading for the Coast. . . . JAY PALMER presented his "magic kettle" at Towers Theater, Camden, N. J., for the July 26 week-end. . . . TWO MYSTICS are doing their mystifying at Sam's Cafe, Philadelphia. . . . THE GREAT RAYMOND and his company presented a show for the benefit of the police pension fund at Akron, O., at the Armory for two days recently. Anthony Weitzel devoted his column, "The Town Crier," in *The Akron Beacon Journal* on July 24 to notes on Raymond. . . . WAKEFIELD THE MAGICIAN was host Sunday (27) to the Detroit wand wavers at a garden party at his home there, where he has a huge electrically lighted rabbit to proclaim his affiliation.

HAROLD STERLING, Detroit magician, has moved to Troy, Mich., for the summer, commuting daily to his magic store in the Motor City. . . . MING, Chinese magician, is the only magi working in a Detroit vaude theater, the Vogue. . . . BOBBIE BAXTER is playing several weeks in Detroit night clubs. . . . LOUIS

Rochester, Film Bally Get Big \$22,500 at Stanley, Pittsburgh

PITTSBURGH.—Despite excessive heat the Stanley grossed \$22,500 with a bill starring Eddie (Rochester) Anderson, Dick Stable's orchestra, and Gracie Barrie. Also in the layout were Ruby Ring, Kitty Murray, Walton and O'Rourke.

With Rochester backstage was a troupe of eight Negro boys he's carrying just to have company while giving the youngsters a free vacation.

High-power exploitation campaign on picture *Underground* (Warner) helped box office.

House average for vaudefilms is \$18,000.

Whiteman Gets Okeh 16G at Philly Earle

PHILADELPHIA.—Earle Theater (seating capacity, 4,000; house average for straight picture booking, \$14,000) is finding the heat a bit too hard on the box office. For the week ended Thursday (31), and marked by unreasonably high temperatures, house had to be satisfied with \$16,000 for Paul Whiteman, with band spotting specialties for Murry McEachern, Dolly Mitchell, Frank Howard, Buddy Weed, and Wee Willie Rodriguez, with two variety turns in Jack Gilford's and the Robinson Twins. Screen offers a revival of *Sunny*.

New show opens Friday (1) with Vaughn Monroe's band monopolizing the marquee. Paired well for opening days and, considering the fact that he is a newcomer with local crowds, a similar \$16,000 will be considered on the satisfactory side. Johnny Burke and the Biltmorettes, with Ziggy Talent and Marilyn Duke from the band are in the supporting spots. Screen gives a helping hand with *Dance Hall*.

Palomar Up

SEATTLE, Wash.—With cooler weather and a Gene Autry film, *Sunset in Wyoming*, the Palomar gross went up to \$5,000 last week after a two-week slump. The average for the Palomar (1,450 seats) is \$4,500.

Vaude acts: Three Winton Brothers, Gordon and Rogers, Darby and Ardelle, Germaine and Joel, and Diane Robinson.

Night Club Manager Gives Shirt Off Back to Dancer

MIAMI, Aug. 2.—When the Kitty Davis show got halfway to Opa Locka to put on a show for the boys at the naval station, Buster Burnell, dancer, discovered he'd forgotten his shirt. Whereupon Charley Hoover, Kitty's manager, whisked off his and gave it to Buster.
Which makes it the first time in history, said Buster, that a night club owner ever gave an actor the shirt off his back.

GERBER, doing a silk manipulation act, is playing Detroit night clubs. . . . JACQUELINE JAMES, only feminine magi playing Detroit recently, has left after several weeks. . . . BOB NELSON and his magic shop broke into the news July 25, when Jim Fusco, after a visit to Nelson's shop in Columbus, O., devoted his "Day by Day" column in *The Columbus Citizen* to his experiences in the magic shop. . . . MARVELO left his farm last week for a week at Lake Lansing Park, Lansing, Mich., for the Sun office. . . . VIRGIL THE MAGICIAN had his showboat, Saranar, tied up in Juneau, Alaska, recently for a four-day engagement at a theater. After that date he made a run into Icy Straits and Glacier Bay to take movies of glaciers and icebergs. Virgil closed his Alaskan tour with a three-day stand at Sitka, July 26. . . . GEORGE CHANDLER is still with Spanton Bros.' Circus side show, doing his magic act. . . . LEON YONDERS is working at Huberts Museum in New York, playing pocket billiards with a cue behind his back. He gives a 10-minute show of fancy shots. . . . GREEN THE MAGICIAN has completed a 14 weeks' tour of Southern Alberta, Canada, and has moved on to a new route in the Peace River country in the North. He says he packs them to the doors at all stands, which are of two and three days' duration. He purchased a new Mercury car at Calgary, Alta. . . . HERMES THE MAGICIAN arrived home in Berlin, N. J., July 24, after playing a club date in Atlantic City and found the barn, containing his show props, destroyed by fire. Included in his loss was \$1,000 worth of girl show wardrobe. Total loss was estimated at \$2,000. He and his wife, Madeline, will replace the equipment and hope to go on the road in the fall. They recently caught Will Rock at the Tower Theater, Camden, N. J., and Frazee at Gruber's Clementon Inn, Clementon, N. J.

Wildwood Booms; Clubs Spending More for Talent

WILDWOOD, N. J., Aug. 2.—With niteries ops, aided by capacity week-ends, running ahead of previous seasons, top after-dark spots are giving added importance to floor offerings.

Among the resort's top niteries (there are about 35 in all) Jake Diamond's Martinque Cafe brings in this week Miss (nee Baby) Rose Marie to replace the Mills Brothers, with the Three Peppers holding over. New show at Frankie Palumbo's Club Avalon brings in the Six Guardsmen and Marion, Wade and Wade, Kay Hamilton, the DeMayos, Frankie Schluth, and the music of Henry Patrick and Howard Reynolds. Inlet Hotel has Marty Bohn and Nancy Lee heading a large show.

Eldorado Club brings in Kathleen May, Audrey Joyce, the Two Thunderbolts, and Mickey Familant's music. Lou Booth's Chateau Monterey has Eddie Thomas, Edith Brown, Adrienne Parker, Marge and Carr, and the Viola Klais all-gal band. Gingham Club gets Danny Montgomery, Don and Betty Pierce, Margo Fane, Miss Rae, and Billy La-Plata's band.

Rey-King Sisters Tour Set

NEW YORK, Aug. 2.—Alvino Rey and the Four King Sisters start a vaude tour at the Stanley, Pittsburgh, September 15. They follow at the Chicago, Chicago, August 29, which may be a two-week stand; Earle, Philadelphia, September 12; Paramount, Newark, September 19 for three days, and the Hippodrome, Baltimore, September 26.

Music Corporation of America set the dates.

Rosenberg to Route Casts Thru 5 N. Y. Spots; 2 Weeks Each

NEW YORK, Aug. 2.—Phil Rosenberg has closed deals to become exclusive booker for all five burlesque houses in Greater New York, the Republic, Eltinge, Gaiety, and City theaters in Manhattan and the Star in Brooklyn.

He will supply full casts and specialties, principals to remain two weeks and the variety turns one or more weeks at each house. Thus all five stock houses will be assured of a constant change of faces.

So far signed by his office are Billy Ainslee, Binder and Rosen, John Barry and Evelyn Brooks, Bert Carr, James Coughlin, Jack Diamond and Ethel DeVeaux, Bob Ferguson and Evelyn Murray, Billy Foster and Danny Jacobs, Tiny Fuller, Max Furman, I. B. Hamp and Gertie Beck, Billy Hagen, Harry Levine, George Lewis, Benny Wop Moore, Leona Lewis, George Murray, Bobby Morris, Dick Richards, Harry Shuffles LeVan, Stinky Fields and Shorty McAllister, Mike Sacks and Alice Kennedy, Slats Taylor and Ermaine Parker, Billy Scratch Wallace, Hal Weber, Joe Freed, Murray Briscoe, George Corwin and Patricia Perry, Paddy Cliff, Dian Rowland, Billy Crooks, James X. Francis, Charles Harris, Chick Hunter, Harry Jackson and Dorothy Sevier, Bert Saunders and Dorothy DeHaven, Dolores Green, and George Rose.

Manufacturers' Club Bans Strips as Unfair to Trade

PHILADELPHIA, Aug. 2.—Board of directors at the ritzy Manufacturers' Country Club here has posted a house rule that henceforth all nudes and peepers will be barred from entertainments held at this swanky suburban retreat. Money tycoons resorted to such action to bring home to its membership that gals in their birthday suits should be listed as being in "restraint of the manufacturing trade."

Pinch 6 Girls, 14 Men in Raid on SF "Indecent" Burly

SAN FRANCISCO, Aug. 2.—Police under Capt. Michael Mitchell cracked down on the Kearney Street Burlesque Theater a few nights ago, arresting six women and 14 men on charges of conducting and performing an "indecent" show.

Twelve boys in the audience also were arrested. Four of them were under 18 and were booked at the city prison and released pending further investigation by juvenile authorities.

In court the women entertainers gave their names as Kitty Campbell, Muriel Hesta, Jackie Nelson, Betty Drake, Dorothy Brooks, and Frances Nelson.

Burlesque Notes

(Communications to New York Office)

NEW YORK:

DIXIE SULLIVAN'S exit from Carroll's, Philadelphia, to the Nomad, Atlantic City, was attended by floral gifts that eventually found their way to local hospitals. . . . MANNY HERTZIG has installed shower-bath facilities at the Republic, one under stage for principals and chorines and one adjoining the offices upstairs for the clerical staff. And Dave Bell has organized a chorus girls' swimming club. Swimming and gymnasium sessions to be held Monday nights after show time at Holland Hotel nearby. . . . EDDIE LYNCH returns to the Star, Brooklyn, as producer, the season starting August 31. . . . SAM BRISKMAN has changed opening date for burly stock at the City Theater from August 24 to 31. . . . CLARENCE MILLS will again operate the concession, a food and drink bar, backstage of Jacques, Waterbury, Conn., and H. Gordon Bennett will again manage out front for the Empire Amusement Company. . . . BOBBY FAY and Irma Vogelee vacationing in Lansie, Mich., until last week in August, when they join a circuit unit.

JEAN CARTER and Manny King recalled from Lake Hopatcong, N. J., vacations to open at the Gaiety August 1. . . . LARRY CITRON, in charge of soldier camp amusements at Fort Monmouth, N. J., has been promoted from corporal to sergeant. Plans to introduce burly shows at the fort this winter. . . . MARIE DEVOE, who chorined here three years ago at the Star, Brooklyn, is being billed as Cookie Castle, Beef Trust stripper, at Dave Rosen's *Streamlined Follies*, Coney Island, N. Y. . . . PHIL BRENNAN rushed back to the hospital, the Beth Israel in Newark, from the Republic, where he underwent a tumor operation July 23. . . . EDDIE INNIS and Mervin Harmon closed at the Million Dollar Theater, Los Angeles, to return East. . . . MERVIN GREENSTEIN back to treasurer's duties at the Eltinge, heavily sun-tanned from a vacation spent at Crystal Springs, Youngville, N. Y. . . . LEAH WAKEFIELD is awaiting the verdict of the judges in a beauty contest held last week at Loew's Ziegfeld Theater.

MARIE CORD headed the July 28 stock cast at the Casino, Toronto. Other principals are Foster and Jacobs, Ella Shields, Four Del Rios; Melvyn, Charles, and Helen; Three Harmonica Kids, and Nona Martin. . . . BETTY KEANE, burly producer, has a line of six girls at the Greenwood Village Inn, Toledo; also Billy Newton, singer and emcee. Also an offer from Arthur Clamage, Detroit. . . . EVERETT LAWSON, burly new comic, who opened at the Republic July 27, left suddenly July 29, which forced Billy Ainslee to do all the scenes in one show

and a return for Hello, Jake Fields the rest of the week. Also new on July 27 was singer Bill Stern, from Boston burly stocks; Crystal Aymes, Ann Smith, and Naomi Dusk. Pat Patee came in August 4 in featured spot. . . . THE RADINS, Jimmie and Alice, ex-burleskers, have moved to this city their antique jewelry shop, formerly in Hollywood. . . . MYRNA DEAN left the Eltinge July 31 to open at Carroll's, Philadelphia, August 4. . . . JACK TINY FULLER and his wife are vacationing in Walkill, N. Y. Expect to reopen on the Hirst Circuit about September 1. . . . JULIE BRYAN, Boo LaVon, and Fields and Georgie new at the Eltinge August 1.

GYPSY ROSE LEE on Sunday, July 27, did her act in a pouring rain for the soldiers at Fort Monmouth, N. J. . . . JULES SCHRAGE, backstage steward at the Eltinge, back, plus a silver plate in his head, after 28 weeks in John Hopkins Hospital, Baltimore, where he was under treatment as the result of a fractured skull caused by a border light dropping on him. Accident came near being final curtain for Jules, said the doctors. . . . MOE COSTELLO, on a second hurried trip from Norfolk, Va., managed to leave word about the vast remodeling work going on at the Gaiety there, which reopens August 31. . . . MIKE SACKS and Alice Kennedy left the Gaiety July 31 on a vacation trip of three weeks to Providence, Boston, and a wind-up at Old Orchard Beach, Me. . . . CLAIRE GEISER and Sissy Flood, of the Eltinge, were entertained by Pat Patee, the feature in *Camp Hot Spots*, Luna Park, Coney Island, before she left for a return to burly. MARIAN MILLER recuperating at Mrs. Ellsworth's in Chicago, following a successful scar removal operation. Returns to the Hirst wheel in September.

PHILADELPHIA:

LUCILLE SAND, current at the Troc, auditioning for William Saroyan's new play, role calling for a burly dancer doubling in ballet. . . . FLORENZ making her local bow at Carroll's Cafe.

MIDWEST:

FRED CLARKE, formerly producer at the Rialto, Chicago, is back in that city after several months in Mexico with the Barger show. . . . IDA ROSE also has returned to Chicago from Mexico. . . . The Alvin Theater, Minneapolis, recently damaged by fire, will reopen early in September. . . . JIMMIE WALTERS, a Chicago visitor last week, is lining up people for Akron, O., stock. . . . CAROL LORD and BERT GRANT opened at the Avenue, Detroit, Friday (1). . . . JACK RALEY closed in burly in San Francisco

Twin City Clubs Buy Better Talent Due to Defense \$\$

MINNEAPOLIS, Aug. 2.—There is an unusual summer spurt in night club business throught the Twin Cities and surrounding areas. Increase is nearly 20 per cent above levels of a year ago.

Niteries owners feel the defense program is the prime factor. Taking advantage of this situation, several niteries are spending more for talent. At Hotel Nicollet, Neil Messick, manager, opened Dorothy Lewis and her *Adventures on Ice* for the Minnesota Terrace last night. Curly's Cafe has lined up some good talent from Chicago for its Beach-comber room. Hotel Lowry in St. Paul has brought in a new band. At Excelsior Park name bands are brought in weekly to good advantage. The Roller Derby, now in progress here, is drawing strong crowds nightly. And, of course, the Minneapolis Aquatennial early in July played to record-breaking attendance.

4,500 Sailors, Marines Spend 50G in 5-Day Spree

MIAMI, Aug. 2.—An invasion of 4,500 sailors and marines took over the town for a five-day shore leave last week, and it's estimated the boys left 50G in town before their departure for maneuvers at an undisclosed destination.

Miami Beach recreation department ran a free show for the boys at Flamingo Park, night club acts being supplied by Kitty Davis, Jack Dempsey, and Wit's End Club. In Miami, Chester Alexander put on a free show for the marines in Bayfront Park with talent gathered from all the important niteries in Miami and Miami Beach.

The boys for the most part were quiet and sober.

EMA Golf Party a Hit

CHICAGO, Aug. 2.—About 200 agents, acts, and friends turned out Wednesday (30) for the annual golf tournament sponsored by the Entertainment Managers' Association of Chicago at the Bon Air Country Club in Wheeling, Ill. Al Borde, agent, once more won the EMA membership low gross score, copping the radio set donated by MCA.

The winning low gross by a non-member was turned in by John Greig, of the local MCA office. He walked home with a leather overnight bag. Sam Roberts was chairman of the affair. Prizes donated by Frederick Bros.' Music Corporation were copied by Cress Courtney and Bob Ehlert, of the William Morris Agency.

Two-a-Week, No Billings

HOLLYWOOD, Fla., Aug. 2.—Richard Wright, manager of the Hollywood Beach Hotel, has announced a change of floorshow policy. New policy calls for two shows a week, Wednesdays, and Saturdays. Billings will not be advertised, to avoid conflict with other spots where talent is doubling. All bookings will be conducted locally thru Eileen Mercedes, Florida Theatrical Enterprises, Miami Beach.

recently and is visiting in Chicago. . . . LEE MARMER and BOB GOODMAN are closing a long engagement at the Rialto, Chicago, and will return there in September. . . . N. S. BARGER and MILTON SCHUSTER back from a business trip to Atlantic City. . . . RADIANA and JUANITA BATES opened at the Casino, Toronto, Friday (1). . . . JACK BUCKLEY is closing at the Rialto, Chicago, and driving to the West Coast for a vacation. . . . MAXINE DESHON will open at the Casino, Toronto, Friday (8). . . . CHARLIE COUNTRY vacationing in Chicago. . . . DAN VALENTINE is currently appearing at the Roxy, Cleveland. . . . KENNY BRENNAN vacationing at Long Lake, Ill.

ATLANTIC CITY:

BILL (SCRATCH) WALLACE heads new show at Globe, along with Jean Lee and Jean Carroll, with Bob Ridley, Murray Briscoe, Pen Raymond, and the Three Ferantes also featured in the Jack Montgomery production. . . . DAGMAR brings her *Satin and the Lady* specialty to Eddie Kravits' Paddock International. . . . JACKIE WHALEN and ZOLA GREY the only holdovers in the new show at Club Nomad, which stars Dixie Sullivan, along with Letticia, Helen Colby, and Elaine.

Cotton Blossom, Sold for \$2,300, To Go Out Again

LOUISVILLE, Ky., Aug. 2.—Oscar Bloom, owner of the Gold Medal Shows, bought the Cotton Blossom Showboat here July 28 for \$2,300 at a public sale ordered by Federal Judge Shackelford Miller and conducted by the U. S. marshal to satisfy creditors' claims totaling \$1,426.90.

The craft was owned by the United Circus Corporation, Cincinnati, and managed by Capt. James Bonnell, Covington, Ky.

Following the purchase Bloom leased the boat to L. S. Rohter, and went to St. Louis, where he purchased a steamboat to accompany the floating theater, now tied up at Utica, Ind. Rohter, who plans to open the boat August 15 with a colored revue, has signed Bonnell to manage it. First stop on the tour will be Cairo, Ill., then towns along the Mississippi River. Plans are to take the boat thru the new canal to Houston, Tex., closing the tour about March 1.

Lewis Show Clicks In Western Sector

DENVER, Aug. 2.—H. Kay Lewis, in the second year with his *Hollywood Varieties*, recently completed a successful tour thru the Black Hills of South Dakota, and is now playing Colorado territory to good returns. Show is booked solid thru Wyoming, Montana, Oregon, and Washington, and is then slated to begin its annual trek thru California, Arizona, and New Mexico.

Harry Richards, producing comic, re-joined the show recently in Des Moines, Ia. Alberta, ventriloquist, is still holding a feature spot, as is Lewis, magician. Della, versatile dancer, and the Virginia Hillbillies round out the bill. Bob Hogan, musical director, is producing a number of good musical novelties.

Thayer Lewis, son of Harry and Birdie Lewis, who is stationed at Camp Bowie, Tex., with the 141st Infantry band, spent a 10-day furlough with the show during its recent stand here. He augmented the unit with piano and accordion specialties.

WANT QUICK FOR NEW COTTON BLOSSOM SHOWBOAT

Opening August 15 near Louisville, Ky., for Long Trip South.

Colored Minstrel and Musical Comedy People. Musicians that double B. & O. 10 high-class Light-Skinned Chorus Girls. Orchestra Leader who can double Baritone in Band. Also can place good strong Novelty Acts. Make your salary right, as we furnish board and room on boat. Address:

OSCAR BLOOM

Care Gold Medal Shows
Wausau, Wis., until Aug. 12; then Jeffersonville, Ind.

MAGICIAN

OR SMALL REP. SHOW for proven tie-up. Start in 2 or 3 weeks in Mich. to Calif. Play 9 months; short jump one-night stands in halls; auspices National Club Org. Do over 1 hr. show; 60% of gross; advance dept. no expense to you. You transport show. Want A-1 Program Ad Seller. Advise fully quick. RAY LENHART, Fenton, Mich.

DIXIE QUEEN SHOWBOAT

Wanted at once—Character Team that can do Specialties or Pic. Other useful people write. Meal and staterooms furnished. Want Advance Man with car, must be able and reliable. Long season south. Address AL COOPER
Dixie Queen Showboat St. Paul, Minn.

WANT

People in all lines now for fall and winter season. Need Sax and Trumpet; Men to double stage parts. Want Gen. Biz Team with Specialties. Those doubling Orchestra given preference. State all, age, ht., wt. Wire quick. BILLY (TOBY) YOUNG, Mgr., The Original Toby's Comedians, Knox City, Texas, Aug. 7-8-9; Paducah, Texas, Aug. 11-12-13.

WANTED

For Platform Med Show, young Straight Man that can do Specialties. Other useful people write.

R. E. WHORRALL

Paoli, Indiana

ROBINSON'S SILVER MINSTRELS

Want Man with Sleeping Trucks for 40 people. Want real Agent who can and will Post Paper. Single Chorus Girls get in touch. Want Talker who can make announcements and sell candy. All reply

ROBINSON'S SILVER MINSTRELS, Alexandria, Virginia.

Vaude Not Dead, Shifted; South Teems With Troupers

By E. F. HANNAN

In Chicago, New York, and Boston, where once vaude held forth and where you couldn't walk the streets without bumping into some old troupers, there is nothing but echoes of the past. But in the open spaces of the South and Southwest there are so many small shows that depend on vaude performers that they are up against it to know where to lay down the trick for a night's performance, and med shows have to be careful lest they move into territory that has been worked too soon before their appearance.

There are more small shows on the road than there have been in 30 years, regardless of the fact that the flickers are supposed to have laid away all competitors. Performers for these shows are so scarce that one or two tricks are working a new arrangement of the very old shadowgraph pictures. In many cases, particularly with smaller tent shows, patrons will linger round the lot so late that some of the shows are getting extra money with small concessions. Anyone who imagines they have written the final act of vaude may have to re-write it, if what's happening this season is any criterion of the future. This is especially true of vaude under canvas, the real down to earth outfit.

Rep Ripples

TEX OAKLEY has a small trick in Hill County, Tex., and reports satisfactory biz. He has a few fairs he will make in that section in late August and September. . . . WINSTEAD'S MIGHTY MINSTRELS showed in Gastonia, N. C., the week of July 21 to good business but had to locate outside the city limits, carded Goldus Daniels. Roster includes Frank Sloan, manager; David Wiles, stage manager; Charles Perkins, boss canvasman; Swain, band leader, and McPherson, tickets. . . . HI-BROWN BOBBY BURNS, former minstrel man and tent show agent now residing in the Detroit area, reported he exchanged many visits with former burnt-cork artists now on the Ringling circus when the Big Show recently played Detroit. Among old-time minstrels in the Ringling band of Merle Evans, also a former minstrel, are Henry Kyles and Andy Granger. Eddie Gall-

gher, in the transportation department, also appeared in minstrelsy. Burns, now making jeep wagons for the army in an auto plant, also visited Wallace Bros.' Circus in Monroe, Mich., paying his respects to band leader Mickey Guy. . . . Cal and Bunnie West visited John Willis Walters July 28 in Columbus, O., en route to Indiana to begin a string of fairs. . . . Morris Nelson is in New York with his line of girls.

AL PITCAITHLEY, of Billroy's Comedians, while passing thru Monroe, Wis., visited with Hav-a-Laf Walker, of the team of Walker and Cozy, now presenting their musical and novelty acts with Ray Marsh Brydon's Congress of Oddities. . . . RAY ROBERTS, working for Uncle Sam in Plymouth, Mass., was recently visited by Warren L. Warren, now general agent for Hunt's Circus. . . . JOHN VAN ARNAM is reported to be practicing law in Syracuse, N. Y. . . . BOB DRISCOLL, formerly of the team of Roberts and Driscoll, is doing an act with his daughter, Theresa, with Billy Barty and Company in Texas. . . . MACK PERGESON is doing a single. . . . E. J. WALD reports good business with his Mohave Comedy Company in Custer County, Colorado. . . . JAMES (DOC) HERRICKS left El Dorado, Ark., recently with a small trick to play towns in that section. HOMER AND VIRGINIA MEACHAM are back in Peoria, Ill., clubs after 10 weeks in the wide-open spaces. They recently visited the Bob and Pat Dexter Tent Show in Missouri and report it is doing business. Their daughter, Jerry Bartlett, and her husband, George, are with the show. . . . EDWARD (TED) GORDON, director of the Showboat Players, Manchester, Conn., has a weekly visitor in the person of Cappy Alan Moore, former member of the troupe and now in the army, who steps out for specialties to a big hand. Gordon plans to have Moore, who is popular in that territory, play a couple of bills before the close of the season. Business is better at Manchester, with *Easy Street* and *Getting Gertie's Number* audience pleasers. Plans are being made to fill some vaude dates. . . . MARGARET WILLIAMS GRIFFITH, 47, in private life Mrs. C. G. Norton, member of the Majestic Showboat troupe, who died July 23 in Memorial Hospital, Monongahela, Pa., following an operation for a bowel obstruction, was buried in that city. Later her body will be removed to her home town, Puryear, Tenn. Her husband, known on the stage as Jack Griffith, director of the troupe, and two brothers and three sisters survive.

management. He says they are letting contests run far longer than it is feasible that any human can endure. He says Rockford, Ill., with the thousands of draftees pouring in daily, might make a good spot for some smart promoter who knows the value of publicity and who doesn't try to open a contest and to run it without letting the public know about it.

ROBERT E. JACKSON, of the new firm Robert E. Jackson and Associates, which will present a new type contest, "Speederby," says that besides the racing features of the new contest, it is planned to include a floorshow, with top bands and entertainers. Plans are also under way to form a new association of "Speederby" promoters, he says. Charles Lombardo was recently engaged to represent the firm in Chicago.

PETE TRIMBLE, on whom an inquiry was made last week from a fan in Miami, is teamed with Maxine Grant in Pop Dunlap's contest at Brooklyn, Md.

CHARLES HALL, manager of the Coliseum, Chicago, has rented the North Hall for a walkathon to open soon and continue until April 26, 1942. Altho walkathons have been held in Chicago for many years, there appears to be no slackening of interest in them and they draw tremendous crowds to the Coliseum.

THE ROLLER DERBY which opened at the Civic Auditorium, San Francisco, July 18 will move to San Diego August 9. Another of Leo Seltzer's roller derbies opened at Minneapolis in the Municipal Auditorium, July 25.

BUDDY PETTY, diminutive contestant, is in Fullerton, Calif.

ARTIE GETZ, who has worked with "Pop" Pughe, is in Chicago and doing all right with his music. He says some of his best pals are persons he met in the game, including "Rubber Legs" Martin, Benny Stone, Pete Carrillo, and Edwina Trahan.

TO THE FAN who inquired about Opal Ferdig, she is working in Pop Dunlap's show at Brooklyn, Md.

AMONG those on whom inquiries were received last week are Walter Gross, Bill Steele, Marge Sheffield, Edith Merritt, Margie Van Raam, Jimmy Gable, Frankie Donato, Ray Passo, Joe Solar, and Frank Castello.

Mayfair, Miami, Reopens

MIAMI, Aug. 2.—The Mayfair Club, darkened in the height of the Miami winter season, reopened July 24 with a complete show under the management of Charlie Bolero.

With Bolero doubling as emcee, the new show includes Tommy Griffin, Manuel San Miguel, Charlotte Bell, Los Aztecas, Lou Lang, Babe Stribling, and the Mayfair Maniacs.

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H. PYLE, 165 W. 82nd St., New York City



JIMMIE HORAN is having a fine time with his walkie pals, Jack (Dead Pan) Kelly and Eddie Leonard, in Hollywood.

INQUIRIES were received last week on Louie Meredith, Doris Jeffries, Alice Donato, Jack DuVal, Velma Lane, and Bea Renner.

HOW ABOUT the Honolulu show? Let's hear, you contestants, how it's going.

ANSWERING an inquiry received from a fan in Wheeling, W. Va., Johnny Bowman is presently competing in Pop Dunlap's show at Brooklyn, Md.

REQUESTS for Archie Gayer's photo of the Dunlap show at Brooklyn, Md., have been coming in. Make your whereabouts known, Archie.

A FAN beefs from Chicago that promoters are slowly killing the endurance business by what he calls their stupid

Non-Theatrical Films

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

Midsummer Finds Roadshowmen Active

Increased interest in non-theatrical films reported—drive-ins expanding—free shows doing excellent business—war films popular

NEW YORK, Aug. 2.—The 1941 non-theatrical summer film season is materially benefiting by the awakened public consciousness in world events, according to reports sent in by roadshowmen in various parts of the country. It does not require an acute observer to note that this season is inaugurating a period of prosperity for roadshowmen which will be without parallel. The American public is eager for the entertainment that only pictures can provide. Alert roadshowmen have been well repaid for their foresight in season. In addition to features, the demand for educational short subjects is greater than ever before, with particular emphasis on films showing how the U. S. is preparing in the emergency and all phases of the aid to Britain program.

The enormous possibilities of the 16mm. field are making themselves more concretely apparent this season. From everywhere the reports state that showings are increasing. Roadshowmen are expanding operations and there is no doubt whatsoever that the boom will continue on thru the fall and winter, when churches, clubs, organizations, and the countless theaterless villages once again contract for 16mm. shows.

This summer has been marked by the tremendous increase in the number of new drive-ins constructed. The activity has not been restricted to one area, but is nationwide. Some of the drive-ins constructed are very elaborate and, in addition to accommodating increased number of cars, provide seats for patrons who come on foot.

Another trend that has expanded considerably this season is the showing of old-time movies at night clubs, hotels, and restaurants. One Western hotel features a regular 16mm. program in its lounge that has attracted guests and outsiders. A novel promotional twist is the printing of current programs on the hotel's restaurant menus.

Camps, hotels, and other amusement centers are turning to the use of 16mm. shows as a means of attracting additional attendance to their spots. Their motives

New and Recent Releases (Running Times Are Approximate)

LAW COMMANDS, released by Nu-Art Films, Inc. This six-reel sound film centers around the passing of the Homestead Act of 1862, which gave all American citizens the right to 160 acres of government land on which to settle. The westward tide began but the homesteaders became involved in difficulties when land sharks sought their land for the railroad. Tom Keene, after the usual complications, is able to save the day for the homesteaders. Running time, 70 minutes.

ANIMAL CUNNING, released by Post Pictures, Inc. A one-reel subject featuring unusual and interesting shots of a wide variety of animals, showing their instinctive cunning and alertness in the never-ceasing struggle for existence. A thrilling battle between an iguana and a puma climaxes the film. Running time, 10 minutes.

THE LAST JOURNEY, released by Astor Pictures Corporation. A melodrama full of breath-taking thrills. Said to be one of the best railroad stories ever filmed. Hugh Williams and Godfrey Tearle are featured in this production. Running time, 64 minutes.

PECK'S BAD BOY WITH THE CIRCUS, released by Ideal Pictures Corporation. This is an eight-reel comedy with story hinging on the escapades of a youngster in a circus. Name role played by Tommy Kelly. Supporting cast includes Ann Gillis, Edgar Kennedy, Billy Gilbert, and Spanky McFarland.

are selfish, of course, but roadshowmen benefit directly by booking more dates. The throngs attracted by the films, either to a hotel or amusement center, are in a spending mood and, when the performance is over, they usually spend a considerable amount of money.

Free show operators report a good season so far and operators specializing in these shows anticipate better than average profits when the season ends. The trend in sponsored shows is to give a short program so that the merchants in the town can benefit by making sales to the crowds. Typical program bringing best results includes a feature, short subjects, and, occasionally, a serial.

Roadshowmen active thruout the East report there is a wide demand for war pictures, particularly those showing action on land, sea, and air. Newsreel shots of the current war are popular, but some operators, showing authentic films of the last war, state the pictures have been favorably received. Films showing the methods and implements of war are also good, roadshowmen say. All this interest in war films is, of course, the direct result of the headlines on the current European conflict.

In the South roadshowmen state greater interest in all-colored cast films as well as religious subjects.

Educational Films Always Popular

NEW YORK, Aug. 2.—The motion picture is a powerful educational medium today. The beauty of film education is that it is painless and entertaining as well as instructive. Most films have some educational value, even if they only show a foreign locale. However, in recent years the popularity of the biographical and historical types of screen stories has widened the average man's knowledge of the fields of science, medicine, industry, etc.

In addition to the feature lengths there is a wide assortment of educational short subjects. Many of the one or two-reel films are strictly educational in character, but they present the information in such an interesting manner that audiences demand more.

The number of educational short subjects is legion. They range from film commentaries on handwriting to a humorous account of sneezing. Roadshowmen find that the inclusion of educational reels in their programs does much to balance their shows.

There are educational films on animal, insect, and bird life. Art and architecture, astronomy, marine, and aquatic studies, popular and natural science, electricity, famous personalities, government and history, industry, and health and safety films are just a few of the subjects adequately covered in 16mm. educational films. While some of the films are used in school education they have an adult appeal as well.

Some additional films in this category include motion picture lectures on British walking sticks, Niagara Falls, New York mansions, explanation of ventriloquism, customs and industries of out-of-the-way places, picturing of clever visual tricks, and similar subjects.

16mm. Movie House Opens in Philly

PHILADELPHIA, Aug. 2.—The city's first 16mm. movie house became an actuality last Thursday (24) when the Chestnut Hill Playhouse, in a select part of the Germantown section, opened its doors ahead of schedule as the Ye Olde Time Theater. The policy of the intimate theater is to present the 16mm. prints of the screen hits of yesteryear. The theater is being operated by Toba and Barnard Sackett. The opening attraction was Otis Skinner's *Kismet*.

The bills will change each Thursday. The second program comprised Jackie Coogan in *Peck's Bad Boy*, with Charlie Chaplin and Ben Turpin in *Burlesque of Carman* added. Subsequent bills will present Will Rogers in *The Headless Horseman*, and Rudolph Valentino's *The Son of the Sheik*. Billy James, well-known local composer and pianist, has been engaged to play the accompaniment for the films.

"ICE-CAPADES" OPENS

(continued from page 4)

candlelight, which she successfully featured in last year's *Ice-Capades* revue. Lois Dworshah made good her billing as "The Rhythm Girl," skimming the glazed surface to syncopated beats.

Donna Atwood makes her professional debut here in grand style. The former national junior figure skating champ shows to advantage in an elaborately staged and costumed fantasy, *Arabian Nights*. The striking spectacle also marks the auspicious bow of Robert and Margaret Wright as a professional pair. Also praiseworthy is Clara Wilkins, who steps out of the line for a jitterbug sequence. Robert Dench and Rose Marie Stewart, British champs, gave a shining example of precision skating; a fine exhibit of teamwork in the tango tempo is turned in by the brother-sister team of Pierre and Denise Benoit.

For all the show's femininity it's the male contingent that keeps it from becoming merely a series of super-super figure skating spectacles. Larry Jackson and Bernie Lyman handle the main portion of the comedy, and with their ballroom burly do mighty well. Turn is replete with trick falls and skating steps. It's terrific.

Another comedian helping plenty is Joe Jackson Jr., emulating his famous father with tricky and pantomimic bike riding on the frozen waters. Al Surrette also scores on the comedy side as "The Straw Man" and later teams with Arthur Vitarelli, the combination making a comedy horse act. Ballet burly also went over well as handled by Norman Waite.

New to the *Ice-Capades* company, the Hub Trio registers on the hit side. Made up of Leonard and Kenneth Mullen and Edmond Raiche, their execution of back-flips and somersaults awed the spectators. The fast spinning of Robin Lee, for five years national figure skating champ, also found much favor.

Swathed in glistening silver paint and with lights low, "Red" McCarthy scored solidly in an interpretative dance. And Serge Flash proved still another showstopper with his balancing of the spinning ball.

Production body is provided by a chorus of 26 belles and 15 boys. While the staging and direction is credited to Russell Market, a creditable and commendable job was turned in by Chester Hale in a last-minute switch after the programs had been printed up. Costumes and scenic effects were produced by H. Mahieu, and are reputed to have cost around \$30,000. Judicious use is made of lighting effects to bring out added beauty. Show is staged in 27 scenes, two acts, and is sponsored by the Arena Managers' Association, under whose auspices it takes to the road after the five weeks here for a cross-country hike. Tour will terminate next June 1 in Los Angeles. Road stops will have added bally force because the troupe's screen effort for Republic will be released this fall.

Musical background is batoned by Jerry Mayhall. As in the case of last year's show, Robbins Music Company has provided a special score. Musical meat is in two Peter De Rose-John LaTouche tunes, *Somewhere*, which serves as the show's theme song, and *Oriental Madness*. M. H. Orondenker.

ORCHESTRA ROUTES

(Continued from page 14)

Smith, Russ (Rainbow Grill) NYC, nc.
Smith, Stuff (Garrick Bar) Chi, nc.

Socarras (The Plantation) Long Branch, N. J., to.
South, Eddie (Cafe Society Uptown) NYC, nc.
Spierer, Harold (Park Lane) NYC, h.
Stamois, Spiros (L'Aiglon) Chi, re.
Sterling, Frank (Alpine Tavern) Atlantic City, nc.
Stoeffler, Wally (Belvedere) Baltimore, h.
Stolzenberg, Ray (KATE) Austin, Minn.
Stower, Jules (18 Club) NYC, nc.
Strand, Manny (Earl Carroll's) Hollywood, Calif., nc.
Sylvio, Don (Bertolotti's) NYC, nc.

T

Tan, Jimmie (Kaufman's) Buffalo, nc.
Teagarden, Charles (Euclid Beach) Cleveland 4-10.
Tenney, Lee (Goldberg) Los Angeles, b.
Terry, Frank (McVan's) Buffalo, nc.
Thal, Pierson (Broadmoor) Colorado Springs, Colo., h.
Thompson, Grant (Enduro) Brooklyn, re.
Toibert, Skeets (Cuba's) Asbury Park, N. J., nc.
Trace, Al (Ivanhoe) Chi, nc.
Trester, Pappy (Spotlite) Nassau, Minn., nc.
Tucker, Orrin (Edgewater Beach) Chi, h.
Tucker, Tommy (Berkeley-Carteret) Asbury Park, N. J., h.
Turner, Bill (Hickory House) NYC, nc.

U

Ufer, Eddie (Toledo Beach) La Salle, Mich., b.

V

Varrol, Tommy (Club Ball) Brooklyn, nc.
Varzos, Eddie (Providence) Providence, R.I., h.
Venuti, Jim (Hopkins' Rathskeller) Phila, c.
Vierra, Al (Ivanhoe) Chi, r.

W

Wald, Jerry (The Pier) Buckeye Lake, O.
Walsh, Jimmy (Casino Gardens) Ocean Park, Calif., b.
Walters, Lee (Casanova) Detroit, nc.
Wasson, Hal (Rochdale Inn) Montague, Mich., h.
Weeks, Anson (Forest) St. Louis, p; (Muehlebach) Kansas City, Mo., 10-30, h.
Weems, Ted (Peabody) Membhis 28-Aug. 9, h.
Welk, Lawrence (Lake Lawn) Delavan, Wis., 5-10, nc.
Wendell, Connie (Ace of Clubs) Odessa, Tex., nc.
White, Ed (Blackstone) Chi, h.
Whitehead, Jack (Bath & Surf Club) Atlantic City, nc.
Whitman, Frank (London Chop House) Detroit, r.
Whiteman, Paul (Stanley) Pittsburgh 1-7, t.
Whitney, Palmer (McCurdy) Evansville, Ind., h.
Wilson, Teddy (Cafe Society Downtown) NYC, nc.

Y

Young, Eddie (Southern Mansions) Kansas City, Mo., nc.

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The Final Curtain

ARIMONDI—Mme. Aurelia, 75, July 28 at the county hospital in Chicago. Mme. Arimondi was a prominent opera singer at the turn of the century. In 1919 she and her husband, the late Vittorio Arimondi, Italian basso, were engaged for Chicago's first opera company. For the last 25 years Mme. Arimondi had taught voice.

BEDFORD-JONES—Henry Jr., 22, son of the novelist and screen writer, in Long Beach, Calif., July 29 of abdominal complications after an illness of several months. Burial in family plot, Long Beach. Survived by father.

BRAEMER—Alfred, 63, manager of the Swiss Castle night club, Milford, Conn., and former manager of the Indianapolis Academy of Music, at the New Haven Hospital, New Haven, Conn., July 25 after a long illness.

BRIGGS—Alice, 20, former Detroit musician, at her home at Kalkaska, Mich., July 24. Her parents survive. Interment in Oakwood Cemetery, Traverse City, Mich.

BRINDAMOOR—George W., 71, magician and escape artist, at his home in Los Angeles July 31 following an illness of two months. He toured the country in the late '90s, featuring escapes from sealed glass showcases, Spanish spiked cells, paper bags, and locked rooms. His greatest feat was diving into a river handcuffed and then escaping. He originated the Beer Barrel Act. He retired three years ago. Services in Los Angeles August 4 with cremation following. Survived by his widow, Nellie Hilliard, who assisted him on the stage.

BUCHANAN—Jack, 24, contortionist, committed suicide in his apartment in Cincinnati July 25. He had been appearing at the Cat and the Fiddle night club, Cincinnati.

BURDICK—Al, with the Ozark Amusement Company, in Humansville, Mo., July 29. Known in the show world as Roving Al, deceased was a brother of Ira Burdick, owner of Burdick's All Texas Shows. Burial in Cameron, Tex.

CAMPBELL—Mrs. Maude Wilson Grove, 73, former contralto soloist with the Philadelphia Orchestra, June 28 at home in Woodbury, N. J., after an illness of several months. She leaves two sons.

CAREY—Herbert, 71, former popcorn concessionaire with the Endy and Work shows, July 29 in Jeannette, Pa. He had been ill 18 months as a result of a fall. Survived by his mother, four sons, four daughters, and three brothers. Services August 1 and burial in Jeannette Cemetery.

CLAIRE—Maggie, 85, known as "Queen of the Air" in P. T. Barnum's time, July 29 in a home for the aged in Detroit.

EMERY—Elizabeth, 54, a former soprano, well known in the Detroit area, July 21 at Northville, Mich. One brother survives. Interment in Northville Cemetery.

ESCOFFIER—Paul, French stage and screen star, July 30 in Paris.

EVANS—Jeannie, 25, dancer, at St. Luke's Hospital, Chicago, after a short illness.

FINK—Oscar K., 64, former pianist and organist, July 21 at Homeopathic Hospital, Pottstown, Pa., after a heart attack. A son and a daughter survive.

FORREST—Allan (Emil Fisher), 53, stage and screen actor, July 25 in Grace Hospital, Detroit, from liver trouble. He played in dramatic stock in Cleveland and New York and went into pictures in 1915, becoming leading man for Mary Pickford in *Dorothy Vernon of Haddon Hall*. He was also co-starred with Mary Miles Minter and Constance and Norma Talmadge. He appeared in the last years of silent films in Jackie Coogan pictures and later was in commercial pictures in Detroit. He was at one time married to Lottie Pickford. His widow, Edna, survives. Body was cremated, followed by interment at Cleveland.

FOSBERG—Maude, aunt of Al Pitcaithley, of Billroy's Comedians, July 26 in Hanford, Calif., following a long illness. She formerly operated a cafe in Scandia, Kan., and was well known to repertoire people in that section. Survived by a son, Noble, and a daughter, Truth, Scandia.

FRANKLIN—Calvin Monroe, 54, vice-president of Columbia Concerts Corporation and husband of Kathryn Meisel, Met Opera contralto, July 23 in Women's College Hospital, Philadelphia, after an illness of several months. A former newspaper man, he entered the concert field and was associated with H. M. Han-

EDDIE LEONARD

Eddie Leonard (Lemuel Gordon Toney), vaude performer and one of the greatest of minstrel men, died July 29, apparently of natural causes, in the Hotel Imperial, New York. A native of Virginia, he was born in October, 1875, according to *What a Life: I'm Telling You*, an autobiography he published himself a few years ago.

Leonard was introduced into show business by Harry Tucker, one-time editor of *The Richmond (Va.) Times-Dispatch*. Later he appeared with Primrose & West minstrels, making his debut at the Ford Grand Opera House in Baltimore. From minstrels he went to vaude until the late 1920s.

Leonard composed about 40 songs, the most famous being *Ida, Sweet as Apple Cider*. Among others were *Roly-Boly Eyes* and *Big Brown Booloo Eyes*.

He played with the Primrose and Dockstader minstrels, on the Keith Circuit; in his own minstrel show, the Eddie Leonard Grand Minstrels, and in the musical comedies *The Southerners*, *Lifting the Lid*, and *Roly-Boly Eyes*, which established a record in 1919 at the Knickerbocker Theater, New York.

Later Leonard appeared in several motion pictures and in 1935 opened a bar and grill in Brooklyn, which he operated for a short while. After that he entertained in night clubs, and last year signed a 10-month contract to appear at Billy Rose's Diamond Horseshoe twice nightly. This was his last engagement.

He leaves his wife, the former Mabel Russell, of the vaude team of Bruno and Russell. They were married in 1908.

Leonard was a member of the American Society of Composers, Authors, and Publishers.

Services were held August 1 at the Walter B. Cooke Funeral Home in New York, followed by burial in Cedar Grove Cemetery, Flushing, Queens, N. Y.

son Concert Direction, Inc., and the Wolfsohn Music Bureau, Inc., both in New York, before joining the Columbia firm, until recently a subsidiary of CBS. Survived by his widow and mother. Services July 25, with burial in Philadelphia.

GERHART—Katherine L., 76, operator of the Hillside Summer Resort at Wernersville, Pa., for many years, July 23 at her home there suddenly. A brother and sister survive. Services July 27, with burial in Hain's Church Cemetery, Wernersville, Pa.

GIES—James G., merchandising manager of Station WMAX, Yankton, S. D., July 20 in Yankton following an appendectomy. Services and funeral in Bloomfield, Neb.

GUYON—Roy, 54, father of Gene Raymond, film actor, at Good Samaritan Hospital, Los Angeles, July 25 of a heart attack. Raymond will accompany the remains east for interment in the family plot on Long Island, N. Y.

daughter in Cutler, Fla., after a lengthy illness. There are no other survivors. Services in Philadelphia July 26, with burial in German Lutheran Cemetery there.

MITCHELL—Michael, 22, Oakland, Calif., a member of Vess's Five Queens and Ace, free act on Cetlin & Wilson Shows, in an airplane crash in Sharon, Pa., July 24. His widow, Dorothy Caldwell Mitchell, also of the free act, survives. Burial in Oakland.

MOORE—Mrs. Catharine, widow of Philip Moore, former manager of Riviera Theater, Scranton, Pa. Interment in Scranton July 30. Surviving are five children.

MURRAY—Charley, 69, stage and screen comedian, in Hollywood July 29 of pneumonia. Murray first achieved recognition as a member of the team of Murray and Mack. His greatest fame came when he and George Sidney made the *Cohens and the Kellys* film series. Survived by his widow, a daughter, two sisters, and two brothers.

PARRISH—Mrs. Martha, 75, mother of Ralph Parrish and formerly in the cook-house business, at her home in Omaha, Neb., June 24. Also survived by two brothers and a sister. Interment in Walnut Hill Cemetery, Council Bluffs, Ia.

PARTELLO—Frank, 54, August 1 in a Cleveland hospital of a heart attack. He was the brother of E. F. Partello, physician on Hennies Bros.' Shows, and Fritzie Partello, nurse with Cole Bros.' Circus. Two other brothers, Howard and Clinton, also survive.

PRATT—Purnell, 55, stage and screen actor, in Hollywood July 25. He appeared (See *FINAL CURTAIN* on page 33)

IN MEMORIAM

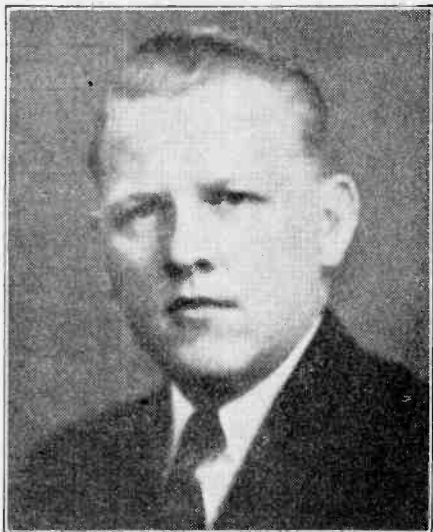
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Orville W. Hennies

Who Passed Away Two Years Ago

REMEMBRANCE IS A GOLDEN CHAIN

Noble C. & Viola Fairly



In Loving Memory of My
Dear Brother

ORVILLE W. HENNIES

Passed Away August 8, 1939

Just a memory, fond and true
Just a token of days gone by,
When side by side we worked together
Making our dreams come true.

These are the thoughts and memories
I keep within my heart each day,
Mourning for my Dear Brother, who just walked away.
Ever remembered and missed by your brother—

HARRY

William Parke

William Parke, 68, actor, died July 28 at his home in New York of a heart attack.

Parke first appeared on the stage in 1896 with George Holland's company at the Girard Avenue Theater in Philadelphia, and joined E. H. Sothern's famous company in 1900. In 1901 he played in *I'll Be King*, and was in *The Proud Prince*, by Justin McCarthy, which opened the Lyceum Theater in New York. He also was advance stage manager for Sothern in a tour of *Hamlet*.

He joined the company of Richard Mansfield as stage manager, serving in that capacity for the play *Peer Gynt*. Among the other plays in which he appeared at that time were *Dr. Jekyll and Mr. Hyde*, and *Beau Brummel*. He was also associated with Arnold Daly as stage manager and appeared in several of that producer's one-act plays.

From 1908 to 1912 he was stage manager for John Craig's and Mary Young's stock company at the old Castle Square Theater in Boston. In 1913 he had his own company in Pittsfield, Mass., and later that year he joined the *Potash and Perlmutter* company and staged all of its seven road shows.

Parke became interested in motion pictures and went to Hollywood as a director for several years. He returned to the stage to take the role of Mr. Witherspoon in *Arsenic and Old Lace* at the Fulton Theater in New York, a part he held at the time of his death.

He leaves his wife and three sons, two by a former marriage.

HOWELL—William E., showman with Fuzzell's United Shows, August 1 at Champaign, Ill.

HURD—Frederic W., 67, former magician, in Fort Wayne, Ind., July 25 after a long illness. He entered show business in 1891, and later was on the Proctor circuit. He toured this country and abroad, retiring 15 years ago because of ill health. Survived by his widow, Elizabeth.

KELLERHOUSE—Susan A., mother of Lee Smith, clown policeman with Cole Bros.' Circus, at Newark, N. Y., July 30. Burial in East Newark Cemetery.

KENNEDY—Frank (Frank E. Kendig), 58, former vaude comedian and tap dancer, July 31 at the Delaware Hospital, Wilmington, Del., of a heart attack. He retired 15 years ago. He leaves a brother.

KRAMER—Eddie, veteran vaude performer, recently of cancer in Philadelphia. Mr. Kramer appeared with a large number of acts, was connected with H. Bart McHugh in a producing capacity, and was also connected with the WPA entertaining projects, producing a number of shows. Body was cremated and interred in Philadelphia.

LAVRANGAS—Dionigi, 77, Greek musician and composer, at Cefalonia, Greece, July 30. He was considered the creator of the modern Greek opera. His works included the operas *Didon*, *Les Deux Freres*, and *Sorciere*. He also composed the symphonical works *Suites Grecques* and *Ouverture Grecque*. He studied at Naples and later with Delibes and Massenet at the Paris Conservatory.

MCCAHAN—Mrs. Florence M., 72, music patron, July 25 at her home in Villanova, Pa., after a short illness. She took an active part in the opera and helped a number of prominent young American singers. Survived by a son. Services July 28, with private burial.

MARTIN—Mrs. Emma, 87, mother of Linton P. Martin, music and dramatic critic and editor of *The Philadelphia Inquirer*, July 23 at the home of her

Blow Inflicts \$3,500 Damage On Reid Combo

CARTHAGE, N. Y., Aug. 2.—Directly in the path of a hurricane which wrecked barns, uprooted trees, and tore down power lines in Jefferson County, King Reid Shows suffered a severe blow-down here at 5:15 p.m. on Monday. Manager King Reid estimated damage at \$3,500.

Five large show tops and two panel fronts were leveled and two working men were injured in the blow. Hard work on the part of the personnel permitted shows to open at 7 p.m.

Twister Hits Miner Modern

KIMBERTON, Pa., Aug. 2.—A twister, which hit R. H. Miner's Modern Shows at the fairgrounds here Tuesday, ruined 43 concessions and demolished a Ferris Wheel, officials of the shows reported.

Alamo Expo Scores At Cheyenne Fete

CHEYENNE, Wyo., Aug. 2. — Annual Cheyenne Frontier Celebration here July 22-26 proved highly successful for Alamo Exposition Shows, which provided the midway for the fourth consecutive year. Day play was only fair, but midway obtained excellent results each day following the final rodeo event, and crowds remained until 1 a.m. daily.

One of the highlights of the stand was a two-hour broadcast from the midway, a half hour of which went over a National Broadcasting Company hook-up. Press Agent Larry Mullins; Announcer Don Vest, Station KFBC, and Station Manager H. Groh toured the midway and gave descriptions of shows and rides.

Altho the rodeo ended Saturday night an estimated 25,000 jammed the midway and remained until 2 a.m. Sunday. Jerry, trained chimp, of Bill Williams's Monkey Circus, came in for his share of the excellent grosses hung up by the tented attractions. Scooter was the top ride, while Benny Hyman's two bingo stands led concessions.

Wolfe Amusement's Gate Is Up at Halfway Mark

SPARTANBURG, S. C., Aug. 2.—Wolfe Amusement Company last week completed what show officials termed the best 16 weeks of spring and summer dates in the history of the organization. Unit is carrying four rides and 30 concessions. Concessionaires include Mr. and Mrs. Ray Price, 5; Mr. and Mrs. Harry Harrison, 3; Mr. and Mrs. Wallace Richards, 2; Mr. and Mrs. Charles Harris, 2; Mr. and Mrs. Milton McNeace, 3; Mr. and Mrs. Roy Baile, 2; Mr. and Mrs. Homer Scott, 2; Mr. and Mrs. Bessinger, bingo, and Judge Gillispie, popcorn and ice cream.

Current plans call for shows to go into quarters about November 15 to be repaired and repaired before going into Florida for the winter. Showfolk taking delivery on new trailers recently were Mr. and Mrs. Wallace Richards, Mr. and Mrs. Harry Harrison, Mr. and Mrs. Ray Price, and Mr. and Mrs. Bessinger. Mrs. Wolfe was tendered a stork shower by the women members on the organization.

West Coast Shows Click At Ore., Calif. Stands

EUGENE, Ore., Aug. 2.—With delegates to the American Legion State Convention giving the organization good play for three days and the Eugene Pageant drawing an estimated 100,000, West Coast Circus Shows wound up a highly successful week stand at Frances Willard School grounds July 26. Eugene Pageant Commission sponsored. Weather was hot thruout and a 15-cent gate prevailed. Rides, shows, and concessions reported near-capacity business.

M. E. Arthur, Arthur's Mighty American Shows, visited and reported Mrs. Arthur is recovering from her recent operation. Auditor Louis and Mrs. Leos had A. H. Lea, Multnomah County Fair, and Mr. and Mrs. Russell Jackson, Portland, Ore., as their guests. Mr. and Mrs. Abner (See WEST COAST CLICKS on page 30)



WHILE SHOWING IN CORNING, N. Y., Penn Premier Shows played a big part in aiding city officials in their drive for aluminum by gathering over 1,700 pieces of the metal. In the group in front of the 200-inch disk used for pots and pans on the city square are, left to right, Rebello Parise and Gene Moore, of the shows; Police Chief A. W. Eckess, Judge Holland Williams; Lloyd D. Serfass, shows' owner-manager; C. W. Bond, secretary Chamber of Commerce; Mayor Daniel Stimson; Tommy Carson, business manager of the shows, and two aluminum donators. On two afternoons of the week's stand shows gave every child up to 16 years old a free ride for each piece of aluminum brought to the lot.

Page's First Half Reveals Biz Hike; Louisville Winner

OWENSBORO, Ky., Aug. 2.—With the first half of the 1941 tour completed, officials of the J. J. Page Exposition Shows announced here that the organization has registered remarkable business for that period. All early engagements revealed an increase of from 50 to 75 per cent over the same dates played in 1940. The three-week stand at three locations in Louisville, Ky., was replete with surprises and disappointments. Extremely hot weather and a couple days of rain were encountered, but they were not enough to offset the business done at either of the first two engagements.

The first location, Seventh Street and Berry Boulevard, was excellent. Bowman Field, the second date, was fair. St. Matthews, the third location, wound up a near failure, however. Mrs. J. J. Page and daughter arrived in Louisville in time for the first week's stand and a surprise birthday party was tendered Mrs. Page at the Seelbach Hotel. In attendance were Mrs. Ford Smith, Mrs. June Coleman, Mrs. Rosa Hicks, Mrs. Joe Vincent, Mrs. Helen Hayes, and Mrs. R. E. Savage. Mrs. Page received many gifts.

Frank, Dot, and James Earle spent a few weeks on the shows and after the first week at Louisville left for the North. Paint and repair work has been under way for the last three weeks in preparation for the fairs. A new trailer was purchased recently to be made ready for use as an office. It has all the modern accessories and it is Owner Page's intention to equip the office with new filing cabinets. The rear of the trailer will be made over into a private office for Page.

Oscar Bloom visited, as did many members of the Blue Ribbon and J. Harry Six shows. Personnel remains the same with but few exceptions and the staff is intact.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DE BELLE

Thirtytwo Watt, Mich. Week ended Aug. 2, 1941.

Dear Editor:

This week the press department thought it a bit too hot to concentrate on a weekly news letter, so we decided to again let one of our staff members have his say. This week it is our chief electrician, who, beyond all shadow of doubt, is the world's greatest midway illuminator. He is an expert in his line and is modest enough to admit it himself. In writing this story he feels honored, as he well knows that it will be read by thousands and he admits that this will be the first worth-while copy ever sent in from the show. The fact is that he may want to change shows next

1,500 Out for MSA Boat Ride

Annual event nets club's welfare fund \$600—Louis Wish is general chairman

DETROIT, Aug. 2.—With 1,500 on hand for the event, the Michigan Showmen's Association's fourth annual moonlight boat ride last Friday morning proved successful from every standpoint. Louis Wish, general chairman, announced this week. Net proceeds were around \$600, all of which was turned over to the club's Welfare Fund. Over 100 members of the Royal American Shows, headed by Whitey Golden, concession manager, motored here from Pontiac, Mich., to attend.

Sailing time of the S.S. Columbia was deferred until 3 a.m. to permit out-of-town showmen to attend. Big crowds also came in from the Johnny Quinn and Happyland shows, other carnivals within a radius of 50 miles.

Music was provided thruout by the Sophisticats. A program of acts from the city's leading night clubs in the city was presented, with Charlie Carlisle, of the Bowery, acting as emcee. Excellent local publicity was obtained over Station CKLW thru Larry Gentle, announcer and commentator, and in the Detroit Night Life thru Sam Jaffe.

Hymie Stone, MSA vice-president, was officially in charge, pinch-hitting for President Harry Ross, who was out of town and unable to attend. Committee, headed by Wish, in charge of arrangements, included Bernard Robbins, Richard Elwell, George Brown, Harry Stahl, Harry Wish, and George Harris, of Eastwood Park, and Red Sobol, Jefferson Beach Park.

RA Fair Tour Start Is Strong

Gross almost doubles Muncie's high—Colored Show, Spitfire are standouts

MUNCIE, Ind., Aug. 2.—Royal American Shows' fair season got off to an outstanding start here with a midway attendance and gross that nearly doubled Muncie's previous high. Weather was hot thruout the week, with two afternoon rain squalls disrupting business for several hours each day. Leon Claxton's Colored Show, with 60 people on the stage and Al Carsky on front, had two \$1,000 days. Raynell's Dude Ranch ran a close second, and Marjorie Kemp's Thrill Arena, with a short crew because of the illness of several performers, was only a few dollars behind. Cortes Lorow's Quizzes of Life and George Marshall's Glamour Girls also were among the top-money units.

Rides obtained tremendous play, with the new Spitfire working to capacity on four days. It was the first to open and last to close. Daytime play was extraordinary here this year, with virtually all attractions opening by 11 a.m. Midway lacked much of its customary brilliance because of the many trees and the necessity of making three lateral and two horizontal midways to accommodate all attractions. Several units were unable to set up because of lack of (See RAS ON FAIR TOUR on page 30)

WM Betters 1940 Grosses at Bangor

BANGOR, Me., Aug. 2.—Good weather and business prevailed for World of Mirth Shows at their stand here under Boys' Band and Military Order of Cooties auspices. Attendance and grosses at the stand, which ended July 26, were slightly above last year, when records were set at Bass Park, a central location. Shows broke in a new lot this year, which was large and level enough to accommodate several thousand cars after shows were erected. Parking was free and under direction of the train crew. Billing extended far out in the country and was supplemented by good radio and newspaper co-operation.

O. K. Hager joined here to take over the new Rocket ride. A new front for the Bug House was finished here and it is using a flashing neon sign. General Manager Max Linderman and General Agent L. Harvey Cann were away most of the week on business. It was announced that a drive would be inaugurated to have the show personnel represented 100 per cent in the National Showmen's Association and Ladies' Auxiliary. Last few stands have been ideal from a sportsman's point of view and many members enjoyed good fishing. Eklie Karn had the best catch so far.

Buckeye State Beats Rain At Batesville Engagement

BATESVILLE, Ark., Aug. 2.—Altho hampered by rain, Buckeye State Shows worked to fair results at the White River Water Festival here, under Young Business Men's Association's auspices. On the move from Farmington, Mo., the semi-trailer carrying the Tilt-a-Whirl overturned on a narrow road, damaging the tractor and trailer and injuring two employees, both of whom were placed in a hospital at Poplar Bluff, Mo.

Date Curtis and Jack Oliver remained behind to take charge of the situation, while H. G. Starbuck went to Poplar Bluff and obtained a large wrecker and transfer van to clear the wreckage. The ride was overhauled and was able to operate the middle of the week.

Mrs. Galler suffered a nervous breakdown and is in a local hospital. She's reported to be recuperating nicely. Owner Galler was away on a business trip. Several concessions joined for this celebration. Mr. and Mrs. Charles Harvey closed here and returned to their home in Mississippi to look after their interests there. Mrs. Harvey's mother has been critically ill for some time. Bingo party each Wednesday night after the show, the funds from which go into a sick and relief fund, is popular.

FREE ACTS RIDES SHOWS

3 More SENSATIONAL ACTS, FLYING ACT PARTICULARLY, to complete our program of the greatest array of talent ever presented in the city of BUFFALO for the

CHARITY CIRCUS AND CARNIVAL

BROAWAY & BAILEY, BUFFALO, N. Y., August 25 to September 1.
POSITIVELY THE ONLY SHOW TO PLAY THE CITY OF BUFFALO, N. Y., THIS YEAR. SHOWS, RIDES. Can place a few more high-class Shows. Will give good proposition to ROCKET, SILVER STREAK, CATERPILLAR, or any new and modern Ride. CONCESSIONS. This will be a red one. Will book all kinds Legitimate Concessions.

WANT CONCESSIONS for the following Fairs: SENECA COUNTY FAIR, Waterloo, N. Y., week Aug. 11th; ALLEGANY COUNTY FAIR, Angelica, N. Y., week Aug. 18th, and HORSE TRADERS' CONVENTION, Almond, N. Y., week Aug. 11th.

All communications to CLAY MANTLEY, Mgr., CONVENTION SHOWS, Mt. Morris, N. Y., Week August 4, or Fair Secretaries.

New York State 69th Annual Firemen's Convention

DOWNTOWN GENEVA, N. Y., WEEK OF AUGUST 18TH. FREE GATE, One and One-Half Blocks From City Hall. This is the Largest Firemen's Convention in the East. The city of Geneva is a boom center with every industrial plant working capacity and a new U. S. Government munitions plant employing thousands now going up just outside of town. Want for this date: Large Cook House; Novelties, including the streets; Cane Racks, Ball Games, Penny Pitches, Bowling Alley, Fish Pond, Basket Ball, Big 6 String Game, Hoop-La, Pitch Till Win, Long and Short Range Galleries, Photos, Jewelry, Scales, Guess Your Age, High Striker, Pennants, Custard, Ice Cream, Waffles and Apples, Candy Floss, and every legitimate 10-Cent Concession. No exclusives except Cook House and Novelties, Bingo, Pop Corn sold. Want Bingo Operator and Caller. State your proposition. RIDES: Want non-conflicting major Rides. SHOWS: Want big time, beautifully framed Girl Show that can handle large crowds. 25%. Want Animal Show, Penny Arcade and Motor Drome.

BUFFALO SHOWS

Peter Arnold Hotel, Kirkwood, Geneva, New York

PIONEER SHOWS WANT

Non-conflicting Shows, Concessions and Rides for New Milford, Penn., Old Home Week, Aug. 11-16. Mammoth parades and events nightly; first organized show in 15 years; dedication of new highway. Bradford County Fair, Towanda, Penn., day and night, Aug. 19-23; then the biggest event in this territory, Northeastern Penn. Firemen's Convention, 8 days, including Sunday and Labor Day, at Olyphant, Penn. Long route to follow. Why not play where there is action? Fair Secretaries: Have open week. Write or wire this week, Watkins Glen, N. Y.

WANTED

RIDES, SHOWS, CONCESSIONS, ONE MORE FREE ACT ST. ROCCO CELEBRATION, TWENTIETH ANNIVERSARY

AUGUST 11-17, INCLUSIVE
Fireworks 2 Nights, 2 Free Acts, Queen Contest, Amateur Contests, Prizes. Carnival grounds ideal between Penary, Bangor and Roseto. Working conditions excellent. Largest celebration in this territory. Professor Keller, Mrs. Wilse, wire. Wire immediately JAMES P. GALLAGHER, 605 E. Main St., Pen Argyl, Pa.

WANTED

For string of 8 Colorado and Nebraska Fairs, starting Akron, Colo., Aug. 13th. Girl Show, Athletic Show, Animal Show, or any Show that doesn't conflict. Have complete outfits for above. Will book any legitimate Concessions except Ball Games. Laramie, Wyo., week Aug. 4th; Akron, Colo., week Aug. 11th. No Ride Help wanted, we have plenty.

FRANK BURKE SHOWS

KEYSTONE MODERN SHOWS WANT

Organized Side Show and Minstrel Show. Have complete outfits, ready to go. Can place legitimate Concessions, no racket. Have Smith and Smith Chairplane for sale, good condition. Cash price four hundred dollars. Must be taken this week.

ADDRESS: OLEAN, NEW YORK

VIRGINIA GREATER SHOWS

American Legion Celebration, Hanover, Pa., Aug. 4th to 9th. Can place at once: Penny Arcade, Ball Games, Fish Pond, Hoopla and Novelties. Want neat Cookhouse, reasonable privilege. SHOWS: Girl Show, have complete outfit; Monkey Show. Monkey Joe, come on. Hanson Dog Act, come on. Our Fairs start August 25th. Write or wire SOL NUGER or ROCCO.

WANT FOR FAIRS NOW

COLORED PERFORMERS AND MUSICIANS OR ORGANIZED MINSTREL TROUPE. MADAM BURLERSON, WIRE. WILL BOOK OR FURNISH OUTFIT FOR HIGH-CLASS SIDE SHOW. LEGITIMATE CONCESSIONS, COME ON. ARTHUR, ILLINOIS, FAIR THIS WEEK; CAYUGA, INDIANA, NEXT, OPENS SUNDAY, AUGUST 10TH.

ROGERS GREATER SHOWS

COLORED PERFORMERS WANTED

Enlarging for long Fair season, starting Canada in two weeks. Flashy Dance Team, also A-1 Comedian. Dumb-Dumb Garner, wire. Also flashy Small Girls. Sax Roberts, answer. King Tutson, James Mormon, wire. Salary sure, best of accommodations. Use good Ticket Sellers that make second openings. Liquor heads don't last here.

R. F. JUDY, WORLD OF MIRTH SHOWS

BATH, MAINE

Endy's Hallowell Date Is Below Par

HALLOWELL, Me., Aug. 2.—Endy Bros.' Shows' nine-day engagement at Muster Field here, under Hallowell Firemen's Circus auspices, resulted in below par business, John W. Wilson reported. Shows encountered some rain and a three-day layoff was taken up by much building and repainting work in preparation for shows' fair tour, which gets under way in Bangor, Me.

Shows opened Wednesday night for a preview showing to good business, which continued thru the engagement when good weather prevailed. Committee co-operated, but much difficulty was experienced with a pay gate. This was the first time the event had other than a free gate in 15 years. Various fair officials visited, including officials of the Bangor, Skowhegan, Union, and other Maine fairs.

WEST COAST CLICKS

(Continued from page 29)

Kline visited, and Mrs. Edith Walpert accompanied them to Salem, Ore., where she plans to spend several weeks recuperating from her operation.

Stand at Roseberg, Ore., July 15-19, under American Legion Post auspices, resulted in fair weather and business. However, shows were hampered by terrific heat and numerous thunderstorms. After the final check-up, tho, it was marked down as fair. Mr. and Mrs. Hunter Farmer entertained at a dinner party at the Rose Hotel Dining Room. Guests included Mr. and Mrs. William Mahan, Maxie Hellman, Earl Payton, and Mr. and Mrs. Red Goldstein.

Shows obtained good business at Weed, Calif., July 8-13, under Long Bell Lumber Company auspices. Mr. and Mrs. Ted and Ming Toi Right topped the midway with their new revue, which was closely followed by Frank Forrest's Ten-in-One and Jack Joyce's Amazonian Shows.

RAS ON FAIR TOUR

(Continued from page 29)

space and despite the fact that virtually all grounds outside the grandstand and infield had been assigned to shows.

Muncie newspapers lauded the quality and scope of RAS attractions; calling especial attention to the cleanliness of the shows' people and well-kept appearance of equipment.

A holdover engagement of one day was called for Friday, so that this year's fair carried thru Saturday.

Pontiac Good

Pontiac, Mich., where shows played a five-day engagement on new grounds, three miles from downtown, was considerably above expectations. Hot weather killed a Kids' Day, but night play Thursday, Friday, and Saturday was outstanding. Rain cut into Saturday night for an hour, but special performances were put on by sit-down shows and the crowd held on despite a threatened windstorm.

The closing at Flint Saturday and Sunday was of fairlike proportions. Saturday's gate was 30,000, and Sunday drew 35,000. Newspapers estimated that Flint's entire population attended the week-long showing.

Shows go from here to Springfield for their stand at the Illinois State Fair. Joe Pontico's Baby Ruth Fat Show grossed \$350 Friday at Flint, Mich., establishing what Elmer C. Velare, business manager, said was a one-day still-date record for fat shows. Buddy Dads-well, son of shows' press agent and, despite his youth, a vet radio worker, is front man and talker. Attraction features Ruth Pontico. Gigantic Thelma and Mammoth Jimmy, fat man athlete, had outstanding weeks at Detroit, Flint, and Pontiac.

Luka Mansfield, Hawaiian dancer, celebrated her 23d birthday with a backstage party in Aldrich's Imperial Hawaiian show. She's had birthday parties in 22 different States and the Hawaiian Islands.

BALLYHOO BROS.

(Continued from page 29)

usual rate, that a hot wire ended his glorious career. That was a lifelong lesson to me and I swore then that at no time would I ever collect more than three bucks for the same five-minute job. Showmen the midway over appreciate my big-heartedness.

We all make mistakes at times, and when a mistake is made the hue and cry

JASPER COUNTY FAIR RENSSELAER, INDIANA

WEEK OF AUGUST 25

Can place Independent Shows and Rides except Merry-Go-Round, Ferris Wheel and Tilt-a-Whirl. Now reserving space for Concessions. Address:

WM. H. BAHLER, Rensselaer, Ind.

OSCAR BLOOM

WANTS COLORED PERFORMERS, MUSICIANS AND CHORUS GIRLS

For the New Cotton Blossom Show Boat, opening about August 15 at Louisville, Ky. Cora Garner and other people who have worked for me in the past, write immediately. Address: Care GOLD MEDAL SHOWS, Rhinelander, Wis., this week; Wausau, Wis., next week.

BILL CHALKAIS WANTS

For Side Show, Sword Swallower and Mink Reading Act or any other Acts. Animal Trainer and Girls for Girl Shows. First-class Griddle Man, Grinders and Ticket Sellers. Bob La Verne, wire Ray Ramona. Next week, Brainerd, Minn.; followed by Pine City, Minn., and West Union, Iowa.
BILL CHALKAIS
Care Bremer's Consolidated Shows

WANTED

Managers, Showmen, Concessioners, Free Acts If Interested in Motorizing
Write With **CHAS. T. GOSS** Write With
STANDARD CHEVROLET COMPANY
East St. Louis, Ill.
Passenger Cars — Trucks — Semi Trailers

GOOD CIRCUS WANTED HARVEST FESTIVAL

Hazen, N. Dak., between Sept. 1st and 15th. 2-day celebration. Circus one or two days. Dates to suit circus. Big crops. Large territory. Proper billing, circus should do big business. No large circus since Yankee Robinson. Write or wire
ED MARTIN, Hazen, North Dakota

Drome Riders Wanted

Lady, Men balance season and Florida Fairs. Top salaries. Pay your own wires.
WALTER KEMP, Royal American Shows, Springfield, Ill., Aug. 3 to 17.

WANTED CONCESSIONS

Photo Machine, Fish Pond, Cigarette Gallery, Ball Game, Pitch-Win, Hoopla, Popcorn at Brashear, Missouri. Homecoming, Aug. 14, 15 and 16.
OLIVER AMUSEMENT COMPANY
1417 Grattan Street St. Louis, Mo.

CAPABLE GRINDER

To take charge of my front for balance of season and Florida Winter Fairs. Some Drome experience preferred. Top salary to right party. Wire, write; pay your wires. WALTER B. KEMP, Royal American Shows, Springfield, Ill., August 3 to 17.

SCALEMAN

To work Owatonna and the rest of our Fairs, including Jackson, Miss. and Shreveport, La. Wire

VERNE WOLF

Care Goodman Shows Rochester, Minn.

CARNIVAL BOOTHS, RIDES

Will rent complete unit, consisting of Ferris Wheel, Chair-o-Plane, Kiddie Ride, 12 Booths (new canvas), 9x14, including Bingo, Ball Game, Refreshment Stand, Wheels, Electric Equipment, Decorations. Will set up, take down and haul. Carnival Wheels and Games of every description. SHAW-FAUST, 1524 Chestnut St., Philadelphia, Pa. Ph.: Loc-1124.

HARFORD, PA., FAIR

Sept. 10-11-12

Wanted—Free Acts, legitimate Concessions and Shows and Demonstrators; no graft. Write or wire

F. EUGENE SYKES, Harford, Penna.

WANT

Tilt Foreman and other Ride Help that drive some.

VIC HORWITZ

Hastings, Mich.

Dyer's Greater Shows

Want Silo or Monkey Drome. Side Show, Fat Show, Mechanical Show, Fun House, Ride Help, Griddle Man and Counter Man for Cookhouse. Concession Agents for Dart Games, Huckleby Bucks, Ball Games and Seales. Fairs and Celebrations north and south until the woodchuck chucks. For Sale—22x36 Top (no walls), \$25.00. 14x12 Cookhouse Top and Frame, \$85.00. Address as per route.

WANTED
For the Great
BERRYVILLE HORSE SHOW AND FAIR
Entire week of Aug. 11th thru Aug. 16th: Horse Show 14th and 15th. Concessions of all kind, no exclusive. Good spot for Grub and Cook Houses. This will positively be the biggest date in this section. A wonderful spot for Bingo, Custard, Grind Stores. Have a complete Jig Show outfit for right party; Kelly that was with me last winter, wire. Also have top and banner line for Side Show. Gordonsville, Va., is our Labor Day town, and it is a real celebration. We do not care to do business with cranks, agitators, or disrespectful folks. All address this week, Stanley, Va.; then Berryville, Va.
K. F. SMITH

Southern States Shows
WANT
For still dates in the heart of the Georgia Tobacco Belt until Sept. 15th, at which time our regular Fairs start. A few more Stock Concessions. Good opening for small Cook House, Bingo, Hoopla. Will lease, book or buy Kiddie Auto Ride. All address:
JOHN B. DAVIS, Mgr.
Nashville, Georgia, August 6th to 16th

WANTED
Foremen to take charge of new Tilt-a-Whirl and Eli Wheel. Must be sober and reliable. Salary in cash every week.

BODARTS RIDES
This week, Green Lake, Wis.; next week, Marlon, Wis.

WANT FOREMAN
For 18-Car Caterpillar Ride. Must be sober, reliable, efficient. Good salary. Address:
THE F. E. GOODING AMUSEMENT COMPANY
1300 Norton Avenue Columbus, Ohio

DAILEY BROS.
Want to buy Trained Animals all kinds. "Deep Sea Red," Monroe Hogs, Goodie, answer. White Sulphur Springs, Friday; Harlowton, Saturday; Roundup, Sunday; all Montana.

WANTED
Truck Mechanic. Must be sober, reliable; good salary. Bingo Counter Men, Cook House Help, capable Agents. Reply

ROY GOLDSTONE
Fuzzell's Shows, Beardstown, Ill., this week; Waverly, Iowa, next week.

MIGHTY SHEESLEY SHOWS
WANT
Ferris Wheel Foreman. Must understand Fordson Tractor. Address: WM. ZEIDMAN, week of Aug. 4th, Canton, O., week of Aug. 11th, Mansfield, O.

AT LIBERTY
FOR FAIRS AFTER LABOR DAY
No. 12 Eli Ferris Wheel
For Single or Dual, own transportation. Now operating in Virginia. Address Box D-96, Care The Billboard, Cincinnati, O.

Home Coming and Firemen's Celebration
STOYSTOWN, PA., ALL NEXT WEEK
Can place Shows and Concessions of all kinds. Opening for American Palmistry. Celebrations and Fairs till December. Write or Wire
BRIGHT LIGHTS EXPOSITION SHOWS
Friedens, Pa., This Week

WANT GIRLS
FOR BALL GAME to join at once. Good proposition. Also Arcade Help.
F. W. PAULI
Pioneers Show Watkins Glen, New York

WANT
Man to take charge of Popcorn Stand. Ride Help wanted. Top salaries. Wire, don't write.
MRS. HARRY KABIN
Garde Hotel New Haven, Conn.

WANT
Circus Acts, Clowns, Minstrel Show.
KAY BROS.' CIRCUS
Warsaw, Thursday; Versailles, Friday; Eldon, Saturday; all Missouri.

HARRY WEBB
CAN PLACE AGENTS
For Roll Downs, Slum, Skillo and Wheels. Also Outside Help. Sober, capable people only. Address:
Care L. J. HETH SHOWS
Vincennes, Ind.

WANTED
ANDREWS, IND., FREE FAIR
August 13 to 16
Concessions, Shows, Ball Games and Bingo booked.
SLIM BISHOP, Columbia City, Indiana

is terrific. It is usually the one who can well afford to pay that hollers the loudest. One night while I was busy counting the globes and watts in a bingo stand so that the office could collect its 3 cents per watt (a justifiable charge, as he had only paid \$300 privilege), I counted 400 globes. The agent claimed he used only 100 and beefed to the office. Accompanied by the show's manager, we counted again. I still saw 400 while the agent and manager counted 100. This put me in bad with the office. If the agent hadn't treated me to make me count 50 as a fix I wouldn't have been in that predicament. It would have been more honorable for him to have paid the 300-globe difference than to have showed me up.

As an emergency man I am tops. One time on an arrival too late to get the poles up and high-tension wires strung, I lighted up the entire show with drop-cord running from the neighborhood houses. This was discovered by the natives the next day and was squared with passes. I have saved the show many dollars by over-estimating new equipment for independent operators and saving the small waste pieces of wire and cable, some in 100-foot lengths and appropriated in the office's interest. One of my favorite hobbies is yelping, "Turn those lights out." I love to snoop the house trailers to see if they are burning up juice with heaters and toasters. Since these modern light plants arrived one never meets any local electricians socially.

One of my greatest achievements, and one that went down in midway history as such, was when we played a coal-oil town. With no light plants on the show and no local current, the show was doomed to stay dark. It was an oversight on our agent's part. At dusk over 10,000 patrons arrived at the gate and clamored for admittance. No light, no show. The office was up in the air over the bad luck and had just played six bloomers in a row that made matters worse. Here was ready money and no light. At 9 p.m. the night was as dark as the ace of spades. Suddenly I saw six lighted bulbs walking up the midway. When they approached I discovered a new lighting effect. It was the noses of six of our employees. Rounding up the entire personnel, I found that nine out of 10 had the same light-giving snozzles. We located them on fronts and stages and the glow from their beaks gave us the first night of business. The next day we switched the help from straight rye to 60 per cent electric bitters and had the best lighted midway in the show's history.

WANT **WANT**
T. J. TIDWELL SHOWS
Ferris Wheel Men, Scooter Foreman. Can use Side Show Manager who can put something inside, have complete outfit. Want man to take complete charge of real Jig Show. Jack Sherman, wire. Want Athletic Show Manager. Want one Stock Wheel Agent, also Photo Gallery. Long string of Fairs. Address Wichita, Kans.

BEE'S OLD RELIABLE SHOWS, INC.
WANT
Girl Show Manager with two or more girls. Twelve consecutive Fairs. Equipment in air and ready to operate. Wire, no time to write. Russell County Fair, Russell Springs, Ky., this week; Columbia Fair, Columbia, Ky., next week.
BEE'S OLD RELIABLE SHOWS, INC.
L. McLemore, Mgr.

WANT
VFW Annual Festival, Buchanan Street Circus Grounds, Grand Rapids, Michigan, week of August 11th; Ingham County Fair, Mason, Michigan, August 19th to 23rd; Clare County Fair, Harrison, Michigan, August 26th to 29th. Legitimate Stock Concessions working for ten cents. Shows not conflicting. Manager and Acts for Ten-in-One. Penny Arcade open.
FIDLER'S SHOWS
Lakeview, Michigan

WANT FRONT MAN
Want man capable of making lecture inside and take over Annex for Beautiful Sex Show. To join at once.
O. J. BACH SHOWS
AU SABLE FORKS, N. Y.

SCOTT EXPO. SHOWS
WANT
For Twelve Bona Fide Fairs, Starting Fayetteville, Va., August 18, Ending Donaldsonville, Ga., November 15; Then Atlanta Lots 4 Weeks:
New Ride with transportation. You can't miss at these fairs. Want one more Show, Stock Concession. Want Musicians for Colored Band. James Edwards, Emery Jones, C. L. Hollis, Sam James, Pee Wee Claud, wire Eugene Rambler Pope. Want Manager for Athletic Show, Man to take Crazy House, Ride Help that drive semis, Mechanic that understands Diesel Light Plants. Beckley, W. Va., this week; Bradshaw, W. Va., next; then the big Taxewell Fair.

AMERICAN LEGION CELEBRATION AND CONVENTION
HAMILTON, N. Y., AUGUST 11 TO 16
Held on Triangle Park in Center of Town and the Home of Colgate College.
Wanted—Ferris Wheel and Chairplane or any Ride that doesn't conflict with ours, 25%. Wanted—Shows, big or small, 25%. Opening for Cook House, Custard, Bingo, Photos, Ball Games, Pitches, String Game, American Palmist, Penny Arcade, Pop Corn, Floss or any clean Grind Stores, \$15. Wanted—Ride Help that can drive, Show Electrician, Welder. Best, sure wages. Also want Rides, Shows and Concessions for Naples, N. Y., Fair, starting Aug. 26. All replies to

FRED ALLEN SHOWS
SYRACUSE, N. Y., THIS WEEK

CETLIN & WILSON SHOWS, INC.
AMERICAN LEGION STATE CONVENTION
WEEK AUGUST 11, ALTOONA, PA.
Positively downtown location at Cricket Field. First show in eleven years at this location. Can place Silodrome, Monkey Circus, 8-Car Whip, Live Pony Ride, and worth-while Grind Shows for this and a long circuit of fairs ending the latter part of November. Can place all Eating and Drinking Stands for balance of the season. Can place legitimate 10¢ Concessions. Want few Workmen in all departments. All address this week: CLEARFIELD, PA., FAIR. P.S.: Also want Oriental Dancers for Giltter Gals Show.

LABOR DAY CELEBRATION
FRIDAY, SATURDAY, SUNDAY AND MONDAY, AUG. 29 TO SEPT. 1
Attendance 35,000. Sponsored by Orange, Massachusetts, Chamber of Commerce.
WANTED — Merry-Go-Round, Chair-o-Plane, Ferris Wheel, or what have you?
CONCESSIONS—Grind Stores of all kinds, Wheels that work for stock, Pan Game. Will sell exclusive on Cookhouse, Popcorn, Candy Apples, Custard.
SHOWS—Girl Show, Monkey Show, or any Grind Show.
Communicate with Orange Chamber of Commerce, Joseph L. Poland, Chairman.

MATTHEW J. RILEY ENTERPRISES
NOW SHOWING B and CAMBRIA STS., PHILADELPHIA, PA.
WILL BOOK OR BUY MERRY-GO-ROUND, FERRIS WHEEL, CHAIRPLANE.
WANT SHOWS LEGITIMATE CONCESSIONS, SHOOTING GALLERY, BALL GAMES, CIGARETTE GALLERY, 8 MORE WEEKS.
POSITIVELY THE BEST LOCATIONS IN PHILADELPHIA AND VICINITY WHERE EVERYBODY'S WORKING.
MATTHEW J. RILEY, 917 Walnut Street, Philadelphia, Pennsylvania

WANTED **WOLFE AMUSEMENTS** **WANTED**
Can place any legitimate Concession, Fish Pond, Long Range Gallery, Ball Games, or any Concession that works for 10 cents. Can use good Ride Help; Merle Gratiot, wire me. Boys, don't miss these next three spots, as you can get your winter bank roll here. Government projects working three shifts; ten-million-dollar dam; \$50,000 weekly payroll; in the following towns: Robbinsville, N. C., on the streets, big firemen's celebration all this week. Potato Festival, on the streets, Andrews, N. C., Aug. 11 to 16. Tomato Festival, on the streets, Bryson City, N. C., Aug. 18 to 23. Then 8 Georgia and So. Carolina Fairs to follow. Have a complete Cook House on a trailer, A-1 condition; will sell cheap and book same on the show. Also Palace Coach House Trailer, 18 foot, now on show, will sacrifice. Will pay cash for a Baby Auto Ride, no junk. Also place Custard. No gate. All mail and wires to BEN WOLFE, Mgr. No racket.

Heller's Acme Shows, Inc.
CAN PLACE
Diggers, Frozen Custard and Grind Stores. Will book Ferris Wheel, Octopus, Roll-o-Plane, Tilt-a-Whirl or any major ride. Have two fairs week August 18th, Pasley, Virginia, and Keller, Virginia. Can place Plantation Show with own outfit for Pasley, Virginia. This week, Westville, N. J.; next week, Salem, N. J.

RICHWOOD, W. VA., SPUD AND SPLINTER FESTIVAL
WEEK AUGUST 11
Want Shows with or without own outfits; one more Ride, prefer Flat Ride. Want Concessions of all kind except Bingo, Popcorn and Cook House. Want Griddle Man. Exceptional proposition for Penny Arcade. Address:

JONES GREATER SHOWS
WEBSTER SPRINGS THIS WEEK

W. C. KAUS SHOWS, INC.
Want for Ithaca, N. Y., Fair, with Red Lion Gala Week Fair to follow. Long or Short Range Shooting Gallery, Cigarette Gallery, Penny Arcade, Pitch-Til-U-Win, Ball Games, Scales, Guess Your Age, Eating or Drink Stands, Candy Floss, Novelty, or any legitimate Concession. Will book Whip. Girls that can dance for Girl Show or Posing Show—salary \$25.00 a week guaranteed. Any Pit or Walk Thru Show, Illusion, Unborn, Fat Girl. Will book Side Show complete with own transportation for 25%. Want Caterpillar Foreman. Write or wire
W. C. KAUS, BOONVILLE, NEW YORK

**WANT
SHOWS, CONCESSIONS**

Rusk County Fair, Ladysmith, Wisconsin, August 14th to 17th. Five more to follow. Reasonable rate.

PLEASURELAND SHOWS

Crystal Falls, Michigan, this week

**CENTRAL STATES SHOWS
WANT**

Grind Shows: Monkey, Geek, Snake, Mechanical form. We have tops and transportation. Want Concessions: Dart, String, Fish Pond, Cigarette Gallery, Long Range Lead Gallery, Novelties, Popcorn, Ice Cream, American Palmistry. Come on Ellis, Kansas, week 4th; Rush Center Fair to follow.

SIDE SHOW ACTS

of all kinds, Freaks to Feature, Novelty Acts, Musical Act, etc. Long Fair season, best of pay, sleeper accommodations and meals. All reply

WORLD'S WONDER SIDE SHOW

Lincoln, Ill.

WORLD'S WONDER SHOW**Shiawasse County
Free Fair**

CORUNNA, MICHIGAN

FIVE DAYS BEGINNING AUG. 12.

Can place Independent Shows and Rides that do not conflict. Concessions all open except Corn Game. Seven other big Fairs to follow.

W. G. WADE SHOWS

Ithaca, Michigan, this week

TOM BAKER WANTS

Have a few more Concessions open for Delphi, Indiana, August 7-8-9. Annual Home Coming around the Square. Have Bingo open, also Long Range, Hoop-La, Bumper, Fish Pond, Diggers and others. Write or wire
TOM BAKER, Delphi

GIRLS WANTED

For Revue and Posing Show, Oriental Specialty Dancers, Talkers; Ticket Sellers, handle outfit. State particulars, age. Guaranteed salary against percentage. Fourteen Fairs contracted. Jack Hardy Yoward and Margie Walker, wire. Frixie Clark with us. Staples, August 4th-9th; Waconia, 10th-13th; New Ulm, 14th-17th; all Minnesota.
BERT MELVILLE, Reynolds & Wells Shows

FOR SALE

10-Car Hey Day, 16 Dodge Cars, now operating in North Beach Park. Address:

JAMES PATTERSON

200 Vine St. Corpus Christi, Tex.

WANT TALKER

For Midket Show. Bob Winnchell, wire. Booked with Gooding Shows. Address:

MAURICE MILLER

Wilmington, Ohio

PROMOTERS WANTED

We have immediate openings for capable, reliable and sober Promoters (men or women) who can produce without heat. Popularity Contest open on big Fair; also Exhibit and Ad Space Salesmen. No wires, please; advise fully by airmail quick. Mrs. Billie Martin, write.
UNITED FAIR PRODUCTIONS CO.
108 Albany Ave. Waycross, Georgia

WANTED

Cigarette Shooting Gallery, Long Range Shooting Gallery, Pitch-Till-Win, Dart Balloon, Bowling Alley, Fish Pond, Duck Pond. No coupons.

MIKE ZEIGLER

Milner Hotel Philadelphia, Pa.

BUFF HOTTLER SHOWS

Wants for Lake City, Ark., Watermelon Festival, this week: Cook House or Grab, Shows with own outfit. Concession that works for stock. Missouri, Mississippi, Louisiana Fairs to follow. This show never closes. Bill McLean will buy good Kiddie Ride for cash. Address: Lake City, Arkansas.

WANTED

Experienced Talker. Ticket Sellers. Good proposition. Join at once. All Fairs. Wire

BABE LaBARIE

Blue Ribbon Shows Shelbyville, Ky.

Club Activities**National
Showmen's Assn.**

Palace Theater Building
New York

NEW YORK, Aug. 2.—Brother Harry Rosen looks like a cinch to win a Gold Membership Card this year. Running close behind are Brothers Lew Lange and Ross Manning. Brothers Harry Kaplan and Dave Brown came in from Baltimore and joined Brother Billy Giroud at Bay Shore, L. I. Brother Willie Gottlieb closed in Asbury Park, and is now a regular visitor. Brother Daddy Simmons visited and said he was booked solid for August.

Brother Coney Island Smitty came in and advised he is doing missionary work for the club in Keansburg, N. J. Brother Al McKee is up and around after his illness. Brother Sam Gumpertz, at Hamid's Million-Dollar Pier, Atlantic City, is sending in new applications steadily and promises more before the end of the season. Assistant Treasurer Joseph H. Hughes is contacting his friends thruout the industry and lining up members all over the country. Brother Dada King visited with his friend, Garson Kanin, who has been drafted by the army. Executive Secretary John M. Liddy has covered the Eastern Coast on visits to shows and is now circulating in Pennsylvania. Dues are being collected and advertisements for the yearbook are coming in steadily. Have you paid your dues, enrolled a new member, or obtained an ad for the book?

Birthday congratulations to Louis J. Garfinkel, August 6; Al Katzen, 7; Benjamin Williams, Rex D. Billings, L. James Quinn, 8; Capt. Ernest Eugerer, Jack Bassett, 9; William Cohen, Murl Deemer, Louis Reiber, 10; Edward McEvoy, 11; Bernard Renn, Edwin P. Coronati, Ray E. Highsmith, Jack Allen, 12.

Ladies' Auxiliary

Despite notices in club bulletins and in *The Billboard*, mail is still being returned to us for want of correct addresses. If you are not receiving mail please let the secretary know where you are. Sister Bess Hamid proposed Bea Wain, radio star, for membership, and an application has been received for Jean Mason, Art Lewis Shows, from Sister Pat Lewis. Sister Helen Evans, of O. C. Buck Shows, has filled two penny bags for the Midge Cohen Fund. Sister Dolly Udowitz advises that she will be at the Flourtown Fair, where some of the members hope to visit during the week.

President Midge Cohen and Sister Flora Elk are on a motor trip thru New England, after visiting Asbury Park and meeting Treasurer Ida Harris, Auxiliary Hostess Emma Fink, and Sisters Dolly McCormick and Rose Harris. Sister Betty Endy had been ill and members hope she has recovered. Dues are coming in slowly but consistently. Members who have filled penny bags are asked to send the bags in to Sister Dorothy Packman filled, rather than all at one time. They are easier to handle that way and the interest that accrues is considerable.

**Heart of America
Showmen's Club**

Reid Hotel
Kansas City

KANSAS CITY, Mo., Aug. 2.—Social activities are nil at present as most of the members are out of the city. Brother Foots Middleton, of the Rubin & Cherry Exposition, was a recent arrival. He will rejoin the shows soon. Banquet and Ball Committee, under chairmanship of Brother Art Brainerd, is working hard to make this year's event an outstanding one. Working in conjunction with the committee is the Special Events Committee, which is extending invitations to all manufacturers, jobbers, showmen, and fair secretaries to come to Kansas City for the week prior to New Year's. Space will be allotted to those who wish to display merchandise and the Special Events Committee will co-operate with

**Showmen's League
of America**

Sherman Hotel
Chicago

CHICAGO, Aug. 2.—A special meeting of board of governors on July 26 disposed of several important matters, and elected to membership were Harry Smiley, Stanley J. Shull, Warren W. Spaulding, Louis H. Weisberg, Dom J. Molsant, Hubert B. Shive, Raymond Mason, Arthur E. Hunt, Thomas Buchanan, Babe La Barie, Vernon Moore, Jack Oliver, R. A. Heaton, Frank Abrams, Morris G. Oesterreich, Louis P. Brady, Billy Rosen, Joe Pisara, Frank C. Kokenmiller, George L. Ames, Charles Rosenmutter, Harry D. Webb, Jack L. Greenspoon, Jack Sheehan, Bert Miner, John J. O'Connor, Earl H. Bunting, Nick Raymond, B. D. Slover, and Fred W. Crockett. Membership drive goes merrily on, with Neil Webb and Bernie Mendelson strong contenders for a Gold Life Membership Card. Lee Sloan requested more applications, and Lou Leonard and Sam Ward sent in a reinstatement for P. J. McLane. Brother Harry Mamsch is ill at his home. Harry W. Hennes, Carl J. Sedlmayr, and J. C. (Tommy) Thomas were among visitors seen around the Sherman Hotel lobby. Bob Hickey has recovered sufficiently to leave the hospital for his home. Larry Rohter was a Chicago visitor, and John Courtney is working hard toward the success of the 1942 Outdoor Amusement World Directory. Final notice of dues has been sent to all delinquents.

John Galligan send in application of Earl Parks. General Chairman John M. Duffield has named these sub-committee men for the 1941 Banquet and Ball: Special arrangements, Sam J. Levy, chairman; J. W. (Patty) Conklin, John A. Sloan, D. K. Baldwin, A. R. Corey. Tickets and reservations, Edward A. Hock. Reception, Fred H. Kressmann, chairman; Jack Storey, R. L. (Bob) Lohmar, J. C. (Tommy) Thomas, Al Sweeney. Publicity, Roger S. Littleford Jr., chairman; Sam Ward, Robert E. Hickey, and Nat S. Green. Entertainment, Hogan Hancock, chairman; Ernie A. Young, Edgar I. Schooley, George A. Hamid. Eastern committee, Joe Rogers, Chairman; Frank D. Shean, Lew Dufour. Program, A. L. Rossmann and William B. Naylor.

Ladies' Auxiliary

President Mrs. Joseph L. Streibich presided at the special board of governors' meeting July 25, in the Sherman Hotel, to vote on the following applicants, whom have been elected to membership: Lois M. Ames, Evelyn Ventura, Opal Littau, Mrs. S. Huntzinger, Mrs. Patricia Shubb, Blanche Sullivan, Mrs. Eddie Boles, Dorothy Hennes, Evelyn Byrnes, Evelyn Blakely, Mrs. Jule Miller, Mrs. Art Miller, Edith Brunt, Vivian Richley, Mrs. Edward Lippman, Florence Ruben, Mrs. Ned Torti, Bertha E. McDaniel, Lolita Kemp, Peggy Golding, and Lillian Schofield.

First Vice-President Mrs. William Carsky and Past President Mrs. Lew Keller visited Sister Mrs. Al Wagner at Russell's Point, O. Mrs. Nate Hirsch is back in town after having been with the Imperial Shows. Mrs. Hirsch is club chaplain. A number of members visited Sister Myrtle Hutt on Great Lakes Exposition Shows. Mrs. Edna O'Shea, Lucille Hirsch, and President Edith Streibich visited Hennes Bros.' Shows and Johnny J. Jones Exposition. Sister Rose Page is vacationing in Minneapolis. Past President Ida Chase is in Denver, Colo., anticipating spending a month's vacation there.

After the board of governors' meeting President Mrs. Joseph L. Streibich held a social, which netted the club a good sum. Dues are due and payable September 1. Be sure to forward yours to Secretary Janette Wall.

all who are interested in making the week of December 26 a gala occasion.

Ordinance which was before the city council has been temporarily put aside as the bill was referred back to the council. Brothers Harry Duncan, Harry Althuler, and Dave Stevens appeared in the interest of outdoor showmen.

**Pacific Coast
Showmen's Assn**

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

LOS ANGELES, Aug. 2.—Monday night's meeting honored Capt. W. D. Ament, who reviewed his 61 years in show business. His experience ran all the way from operating roller rinks to hypnotic shows and the London Ghost Show. Elected to membership in the last two weeks were Irving J. Polack, Dale Petross, M. Lee Barnes, Mack Doman, J. Frank Warren, Roger Renick Warren, Charles McHaney, Sylvester B. Kirby, Daniel J. Congdon, Eugene Rosencrantz, Johnnie R. Miller, Steve Ryan, Paul Arlington Hicks, Ferdinand Schultz, Chester Allen Poe, William P. Anderson, Sidney Hirsch, Pasquale Acampora, Eli J. McCollister, and George Conner. John R. Ward, vice-president, also named a committee to welcome new members. Included on the committee are Harry C. Rawlings, Jim Gallagher, I. B. McCoy, Sam Abbott, and James Dunn.

Sam Dolman again went on record as making Mission Beach 100 per cent PSCA. When he's accomplished this he moves to Pomona to get 100 per cent there. Dolman has 12 new members to his credit; Joe Glacy, club prexy on Douglas Shows, 7; Jimmy Lynch, Crafts 20 Big 7; H. A. Pop Ludwig, 6, and John Ward, 6. Communications were read from Circus Fans' Association, Earl Payton, Ross Ogilvie, Theobald Forstall, Mike Krekos, Tommy Myers, Harry Chipman, Cal Lipes, Billie Byrne, Robert Bodkin, Ted LeFors, and Joe Glacy.

Harry Hargrave, in charge of the annual banquet, announced that tickets would go on sale Monday night. He promises that the event, to be held in the Biltmore Bowl, will be one of the best in club's history. Hort Campbell, of Arthur's Mighty American Shows, reported that hot weather had made it necessary for the show to be held at night. Burt Warren was present after an illness of four months. He expressed his gratitude for reading material supplied by the club. Dan Dix made a brief talk, as did Louis Sallee and Charles McHaney. Irving Polack invited club members to attend his show when it plays Los Angeles, under Shrine auspices, September 13-20.

Committee reports were heard from Ralph Losey, Jimmy Dunn, and John Miller. J. Ed Brown made a motion that was seconded by Sam Dolman to send flowers to the sick. Harry Fink, past president, took the floor to hang paper for Pop Ludwig, the secretary and chaplain. Al Weber donated 300 cards, which were sent shows in connection with the new membership drive. Captain Ament was quizzed later in the meeting by H. C. Rawlings in regard to what happens on a Hypnotic Show.

August 11 meeting will honor Capt. Doc Barnett, while John Backman Night will be held August 25. Custodian Ben Beno served lunch and refreshments at adjournment.

Ladies' Auxiliary

July 28 meeting was called to order by President Allerita Foster. Attendance was good, 25 members and all officers being present. Letters were read from Florence Webber and Tillie Palmateer. Penny March has been growing since Violette Blakeman has been saving her pennies for it. Bank night award went to Mora Bagby, while Jenny Rawlings carried off the door prize. Jessie Campbell will hold a party August 12 at Mora Bagby's home for all members and guests. Luncheon fee will be 25 cents and all proceeds will go to the club. A door prize will be donated by Peggy Forstall.

Leona Barie, who has been ill since January, attended her first meeting and was welcomed by all sisters. Now on the sick list are Dolores Arthur and Emily Mettler. Marie Le Doux and Lillian Schue are on the road to recovery. Babe Miller introduced Lucille Dolman, a charter member. President Foster thanked Vice-Presidents Vivian Gorman and Rose Rosard for presiding at two recent meetings. Vivian Horton thanked members for the big turn-out at her party and all agreed it was a success. Hostesses at the next meeting will be Allerita Foster and Esther Luthery. Members who haven't received their new by-law book are asked to write to Secretary Vivian R. Horton.

FINAL CURTAIN

(Continued from page 28)

In stage productions by Cohan and Harris, Edgar Selwyn, and Al H. Woods, entering pictures in 1927, and lately has appeared in the Dr. Kildare series at MGM. He was a member of the Lambs and Masquers. Survived by his widow.

PRICE—Mrs. Blodwin, mother of Howard Price, radio singer, July 27 at Wilkingsburg, Pa. Interment at Scranton, Pa., July 30.

RANSHAW—George A., 47, former booker for Detroit Artists' Bureau, July 25 after a heart attack. At one time he was with the Casino Feature Film Company, Paramount, and Fox Films, later joining Lefky-Zapp Film Exchange, Educational Pictures, Hammond Studios, and Alexander Films. He also was part owner of two theaters in Ionia, Mich., and in recent years managed the Cinderella Theater, Detroit; Circle Theater, Dearborn, Mich., and the Northtown Theater, Detroit. Survived by his widow, interment in Evergreen Cemetery, Detroit.

REED — Horace (Skip), sheriff of Brazos County, Texas, and brother of Mrs. C. A. Vernon, August 2 at Little Rock, Ark., while en route to Byron, Tex., after a visit to the Four Star Exposition Shows. Also survived by his widow, two children, two brothers, and father. Services and burial in Byron.

REED—Mrs. Eliza, 71, mother of Harold Reed, scale man on Four Star Exposition Shows, July 24 at her home in Alton, Ill. Burial in Alton.

RISTINE—Clara L., 48, concert singer, composer, and music teacher of Philadelphia, July 22 in Oakland, Calif., after an emergency operation. She taught music for 19 years, composed, and sang in many concerts. Survived by a brother.

SHERMAN—Jack, 32, publicist for the Orpheum Theater, Los Angeles, in that city July 26. He had previously appeared in vaude and radio.

SIEMERS—Julius, 78, former member of the Met Opera orchestra, July 31 at his summer home at Yankee Lake, N. Y. He leaves his wife, a daughter, and two sons.

STANFORD—George W., 63, father of Walter and George Stanford, comedian and straight man, respectively, in burlesque, July 30 in Christ Hospital, Jersey City, N. J., of internal complications. Besides his two sons he also leaves his wife and three daughters. Buried in Union City, N. J.

STEPHENSON—James, 52, English-born film character actor, at his home in Santa Monica, Calif., July 29 of a heart attack. Stephenson will probably be best remembered for his roles in The Letter, with Bette Davis, and Flight Patrol.

STRICKLAND — Samuel, 68, former carnival concessionaire and dog and pony trainer, July 30 at his home in Canton, O. Survived by his widow, Matilda, and two sisters. Services and burial in Canton.

TASHGY—Charles, formerly with the Endy Bros.' Shows, July 27 in Troy, N. Y., after an illness of two months. He had been associated with outdoor shows for over 20 years. He leaves his wife and a son. Buried in Baltimore, Md.

TIBBALS—Sidney E., 45, drummer, in Fairfield, Conn., July 15 after a long illness.

VAN EPPS—Donald, 35, with the Endy Bros.' Shows, July 27 near Waterville, Me., when a truck on which he was riding left the road and turned over.

WARNER—Florence Marr, 60, mother of Mrs. Frank Capra, wife of the Hollywood film director, at Oceanside Hospital, near Los Angeles, July 31 after an operation. Services August 2 in Oceanside with interment in that city. Survived by husband, a son; a daughter, Mrs. Capra; a brother, and a sister.

WILLIAMS—Mrs. Beatrice Wood, radio actress on Station WTIC, Hartford, Conn., in Hartford July 24 after a long illness. Survived by her husband and parents.

ROUTES

(Continued from page 21)

Yost's, Ben, Quartet (Diamond Horseshoe) NYC, nc. Young, Helen (New Yorker) NYC, h.

Ziegfeld, DeLores (New Yorker) NYC, h.

GRAND-STAND AND FREE ATTRACTIONS

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

Belling, Clem (Fair) Chippewa Falls, Wis.

Bink's Circus Acts (Celebration) Milwaukee, Wis., 6-7; (Street Fair) De Forrest 8-10; Street Fair Owen 14-17. Bogosh & Bardine (Fair) Boonville, N. Y.; (Fair) Middletown 11-16. Chords, Three (Ramona Park) Grand Rapids, Mich., 4-13. Clark & Bailey (Fair) Seymour, Wis., 9. D'Arcy Girls: New Bedford, Mass. Donatella Bros. & Carmen (Fair) Fort William, Ont., Can., 11-13; (Fair) Decorah, Ia., 14-17. Fisher's, Bob, Fliers (Playland Park, Rye, N. Y., (Fair) Sardinia 11-16. Fishers, Five Flying: Urbana, O.; Buckeye Lake 10-16. Franklin, Joe, & Pals (Fair) Falmouth, Ky.; (Fair) Mt. Carmel, Ill., 12-15. Gasca Bros. (Fair) Ithaca, Mich. Hanneford, George, Family (Fair) Norwich, N. Y. Henry, Art & Marie (Fair) Lincoln, Ill.; (Fair) Troy, O., 11-16. Hodgini Bros. & Sister (Ozark Summit Expo.) Mansfield, Mo.; (Celebration) Flanagan, Ill., 13-16. Jaydee, Great (Sunnyside Beach) Toronto, Can. Lang & Lee (Fair) Durant, Ia. Lankford's, Walter, Band (Fair) Mercer, Pa. LaTona Troupe: New Castle, Neb., 8-9. LaZelias, Aerial (Fair) Park Rapids, Minn., 4-6. Lerches, The (Fair) Breese, Ill., 7-9. Malloy, Ullaine: Buckeye Lake Park, O.; Huntington, W. Va., 15-17. Reynolds & Donegan Pyramid Skating Girls (Stadium) Chi.; (Cascades Festival) Jackson, Mich., 11-16.

CARNIVAL

American Expo.: (Fair) Shelbyville, Ind. American United: Lewiston, Idaho; Libby, Mont., 11-14; Bonners Ferry 15-17. Anderson-Srader: (Street Fair) Shelton, Neb., 5-6; (Rodeo) Oxford 7-10; (Fair) Benkelman 11-13; Imperial 14-16. Antique Am. Co.: Olanda, S. O. Arthur's American: La Grande, Ore., 6-10; Baker 11-16. Bach, O. J.: Au Sable Forks, N. Y.; Potsdam 11-16. Bantley's All-American: Dover, N. J.; Washington 11-16. Barker: Eldora, Ia. Barkoot Bros.: Charlevoix, Mich., 4-10. Bartlett N. E.: (Fair) Nemaha, Neb.; (Fair) Malvern, Ia., 11-16. Baysinger, Al: Osseo, Minn., 3-6; Zumbrot 7-10. Beckmann & Gerety: Kalamazoo, Mich. Bee's Old Reliable: (Fair) Russell Springs, Ky.; (Fair) Columbia 11-16. Blue Ribbon: (Fair) Shelbyville, Ky. Bodart's Rides: Green Lake, Wis.; Marlon 11-16. Bremer's Consolidated: Brainerd, Minn. Bright Lights Expo.: Friedens, Pa.; Stoystown 11-16. Brodbeck: Bazine, Kan., 5-6; Sterling 14-15. Broughton Bros.: Nacogdoches, Tex. Buck, O. C.: Pittsfield, Mass. Buckeye State: (Fair) Mansfield, Mo., 4-9; No. 1, (Fair) Puxico, Mo., 11-16; No. 2, (Fair) Ellington 11-16. Bullock Am. Co.: Reed, W. Va. Burdick's All-Texas: Eden, Tex. Burke, Frank: Laramie, Wyo.; Akron, Colo., 11-16. Burrell & Rust: Waverly, Ill.; Blandinsville 12-14; Freeburg 16-17. Byers Bros. (Jimmie): Sigourney, Ia. Byers Bros. (Carl): Charleston, Ill. C. L.: Mountain Grove, Mo.; Houston 11-16. Casey, E. J.: Sherridon, Man., Can., 5-6; Flin Flon 9-12; The Pas 14-16. Central States: Ellis, Kan. Ceflin & Wilson: (Fair) Clearfield, Pa.; (Fair) Williamsport 11-16. Chanos, Jimmie: Somerset, Ind. Cherokee Am. Co.: Green, Kan. Clark's Greater: San Luis Obispo, Calif., 5-10. Claudes Am. Co.: Midland, Mich., 5-8. Clyde United: Scalp Level, Pa.; Vintondale 11-16. Coleman Bros.: (Fair) Norwich, N. Y.; (Fair) Middletown 11-16. Colley, J. J.: (Fair) Burlington, Kan. Columbia: Boothbay, Me., 11-16; Dexter 18-23. Conklin: Winnipeg, Man., Can.; (Fair) Fort William, Ont., 11-16. Convention: Mount Morris, N. Y.; (Fair) Waterloo 11-16. Cotes Wolverine: Brown City, Mich., 7-9. Crafts 20 Big: Fresno, Calif., 4-11; Bakersfield 12-17. Crescent Am. Co.: Roanoke Rapids, N. C.; Hillsboro 11-16. Crystal Expo.: Richmond, Ky. Cumberland Valley: Crossville, Tenn.; (Fair) McMinnville 11-16. Curl, W. S., Greater: Liberty, Ind.; Silverton, O., 11-16. Dailey Bros.: Cushing, Okla. Dick's Paramount: Middletown, Conn. Douglas Greater: Lebanon, Ore. Dudley, D. S.: Littlefield, Tex.; Blanco Canon 11-16. Dyer's Greater: Muscodia, Wis., 4-7; (Fair) Galesville 9-12; (Fair) Durant 13-16. Eddie's Expo.: Mercer, Pa. Edwards, J. R.: Quaker City, O. Ellman: Stoughton, Wis. Sailors, Four (Fair) Boonville, N. Y.; (Fair) Middletown 11-16. St. Onge, Joe, Trio (Exposition) St.Hyacinthe, Que., Can., 5-7. Stemon, Hank, & Archie (Fair) Ithaca, Mich.; (Fair) Ludington 13; (Fair) Ladysmith, Wis., 15-17. Sky-Rockets, Three (Ozark Summit Expo.) Mansfield, Mo.; (Celebration) Flanagan, Ill., 13-16. Strook, Lillian (Fair) Warren, O. Wright, Earl, Dogs (Fair) Lincoln, Ill., 8-9; (Fair) Bemidji, Minn., 15-17.

REPertoire-TENT SHOWS

Dixiana Tent Show: Reedsville, W. Va., 4-9. Hugo, Harry, Players: Torrington, Wyo., 4-9. McNally's Tent Show: Craftsbury, Vt., 4-9. Schaffner Players: Lewistown, Mo., 4-9. Totman Tent Show: Mooers Forks, N. Y., 4-6; Altona 7-9.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Ailen, Fred: (Mattydale lot) Syracuse, N. Y.; Hamilton 11-16. Elite Expo.: Jewell, Kan., 4-6; Lebanon 7-9; (Fair) Colby 11-16. Empire Am. Co.: (Fair) Mason, Tex.; (Fair) Junction 12-16. Endy Bros.: Rumford, Me.; Skowhegan 11-16. Fidler: Lakeview, Mich. Fleming, Mad Cody: Moultrie, Ga.; Adel 11-16. Francis Bros.: Omaha, Ill. Frederick Am. Co.: Milligan, Neb., 8-10. Frisk Greater: Austin, Minn. Funland: Glen Burnie, Md., 4-7; (Fair) Taneytown 10-15. Fuzzell: Beardstown, Ill.; Waverly, Ia., 11-16. Gibbs, W. A.: Split week, Greenleaf and Axteel, Kan., 4-9. Gold Medal: Rhinelander, Wis., 5-8; (Fair) Wausau 9-14. Golden Belt: (Fair) Breese, Ill.; (Fair) Montezuma, Ind., 11-16. Golden State: Roseville, Calif., 6-10. Golden West: Arlington, Minn., 8-10; Belview 11-13; Le Center 15-17. Gooding, A. W., Am. Co.: Rocky Grove, Pa. Gooding Greater: Portland, Ind. Gooding, F. E., Am. Co.: No. 1, (Fair) Urbana, O.; No. 2 (Free Fair), Warren, O.; No. 3 (Fair), Mount Vernon, O.; No. 4 (Fair)

Eaton, O.; (Free Fair) Spencer, Ind. Goodman Wonder: (Fair) Rochester, Minn., 6-10. Grady, Kelle: Summiton, Ala. Grand Union: Newton, Kan. Great American: Stamford, N. Y. Great Lakes Expo.: Benton, Ill.; Marlon 11-16. Great Sutton: Wood River, Ill. Greater United: Lawton, Okla. Groves Greater: Alexandria, Ind. Hames, Bill: Alvarado, Tex. Happy Attrs.: Dresden, O. Hartsock Bros.: (Fair) Keosauqua, Ia., 5-8; (Fair) Clarence, Mo., 14-16. Heller's Acme: Westville, N. J. Hennies Bros.: (Fair) Chippewa Falls, Wis. Heth, F. R.: Gatlinburg, Tenn. Heth, L. J.: Vincennes, Ind. Hoffman Am. Co.: Metamora, Ill.; Tampico 13-15. Hottle, Buff: Lake City, Ark. Huggins Model: Wilbur, Wash.; Chewelah 11-16. Hughey & Gentsch: Piper City, Ill. Hyde, Eric B.: Columbia, S. C., 4-16. Ideal Expo.: Baltimore, Md. Jones Greater: Webster Springs, W. Va.; Richwood 11-16. Jones, Johnny J. Expo.: Beloit, Wis., 4-6; North Chicago, Ill., 8-16. Joyland: (Fair) Antioch, Calif., 5-10. Kaus, W. C.: (Fair) Boonville, N. Y. Kaus Expo.: (25th & Kirk sts.) Baltimore, Md.; (Fair) Cumberland 11-16. Keystone Modern: Olean, N. Y.

IDEAL EXPOSITION SHOWS, INC. Can place Cookhouse, Soft Drink and Grabstand. Will sell this privilege exclusive and will guarantee tickets enough to pay for privilege. Want experienced Electrician. Frank and Pearl Shepard, get in touch with Mr. Glick or Bill Moore at once. Want Man to take over and operate Expose or Shanghai Show. Jack Montague, get in touch with me. Would also like to hear from the man who had Shanghai Show for Tom Hasson. Shanghai Show is open and you can have this show for yourself. Wire me at once. Can place Concessions, including Wheels, Grind Stores, Palmistry, Ball Game, Photo Gallery, Penny Pitch, Short-Range Shooting Gallery, Hoopla, etc. Want Ride Help for all rides. Write or wire WM. GLICK, MGR. IDEAL EXPOSITION SHOWS, INC. BALTIMORE, MD.

C. C. McDERMOND SHOW WANTS FOR 14 BONA FIDE FAIRS AND CELEBRATIONS Ride Help, Working Men for Rides and Shows, come on. Girl Show and Grind Shows, good proposition for those with own outfit. Place Concessions of all kinds, Agents for Grind Store, Wheels, Slum Skillo. Will buy or book Merry-Go-Round. Will book Rides with own transportation, 25 per cent. Parowan, Utah, August 6 to 9; Midvale, 11 to 17; then per route. H. H. "HANK" CARLYLE, Mgr.

WILL BOOK Scooter, Rolloplane, Octopus, Loopplane. Want Ride Foreman for Ferris Wheel. Help in all departments. Concessions all open. Wire Frank West, Mgr., WEST'S WORLD'S WONDER SHOWS Joliet, Ill., this week.

RALPH R. MILLER CAN PLACE Bingo, Cook House, Stock Concession. Show opening Aug. 30th near Minden, La., new powder plant. Now selling location for South Louisiana State Fair, Donaldsonville, starting Sept. 28th; Franklinton, week Oct. 6th; Jonesboro, week Oct. 13th. Can use Immediately Painter, Carpenters, Electrician, Truck Drivers; Foremen for Swing, Wheel, Loop-the-Loop; Operators for Country Store Wheel. ADDRESS: BOX 1224, BATON ROUGE, LA.

Hackettstown, N. J., Fair, August 12-16 ALSO FOR BEL AIR AND TIMONIUM, MD. Want Grind Stores, Cookhouse, Grab, Novelties and Photos. Shows—Girl, 10-in-1, Monkey, Minstrel and Grind; also Drome, Kiddie Rides, Penny Arcade.

GREAT AMERICAN SHOWS WANT Side or Monkey Show; Ride Help, top salary. Want legitimate Concessions all kinds, especially Bingo, Long Range Shooting Gallery, Pop Corn, Candy Apples, Pitch-Till-You-Win. Fred Zshille, wire. All address: GREAT AMERICAN SHOWS, Stamford, N. Y., this week; Kingston, week August 11th.

WANTED
FOR CANADIAN NATIONAL EXPOSITION
Toronto, August 22nd to Sept. 6th.
And Ten Weeks To Follow.
Cowboys, Girls, Wild West People with or without stock, Talkers, Grinders. Address:
TOM DRAKE
712 Midland Bldg. Kansas City, Mo.

WANTED
MILLS BROS.' CIRCUS
Acts for Big Show that do two or more, Steward for Cookhouse, Second Banner Man, Boss Concessions, Assistant Sailmaker, Candy Butchers. Will place useful people in all lines, just come on, no time to dicker. No collect wires. As per route in *The Billboard*.

C. W. NAILL SHOWS
WANT
Organized Minstrel. Will go after Performers in a radius of two hundred miles. Salary through office. Shows and Concessions for Dough Boy Reunion, De Witt, Ark., Aug. 12 to 16. Legitimate Concessions. Address:
C. W. NAILL, this week, Austin, Ark.
P.S.: Ride Help wanted.

FUNLAND SHOWS
WANT
Electrician, Aerial Free Act, Girls' Revue, with or without outfit, Octopus & Monkey Show. All answer via W. U., Glen Burnie, Md., until Thursday, then Taneytown, Md., Fair starts Sunday.

—NOW COMMENCING OUR ROUTE OF THE COUNTRY'S FINEST FAIRS!—
CAN PLACE one or two first-class Grind Shows that are in keeping with our route. Have opening for up-to-date and modern Midget Show with real performers. We have excellent outfit. Proposals from reputable showmen will be given serious consideration. CONCESSIONS: We have openings for limited number of legitimate Concessions of all kinds (no exclusives) for LAPORTE, IND., FAIR and at some of our other fairs. HELP—Openings for reliable Ride Help and useful Mechanics in all departments. Top salaries paid to those who qualify with us. Address
JOHNNY J. JONES EXPOSITION
North Chicago, Ill., August 8-16.

MINER'S MODERN MIDWAY SHOWS
EMMAUS, PA., AMERICAN LEGION CELEBRATION
AUGUST 11 TO 16
Wants Shows of all kinds—Dope or Girl Shows, 10-in-1, 5-in-1, with own outfits. Concessions of all kinds, no exclusive. Due to loss of No. 5 Wheel at Kimberton Fair in a twister, can place a No. 5 Wheel. Can place Rides not conflicting. Want to hear from Free Acts having open time. Address:
R. H. MINER, FAWN GROVE, PA.

17 BONAFIDE COUNTY FAIRS 17
Kentucky, Tennessee, Georgia, Alabama. Not Promotions.
Con Cunningham and other Cook House people, write at once. Concessions all open. Place Shows of merit that don't conflict. Jail House Tolliver wants Musicians and Minstrel Show Performers. Will furnish complete outfit for Girl Revue.
BLUE RIBBON SHOWS
SHELBYVILLE, KY.

BARKOOT BROS.' SHOWS
WANT WANT WANT WANT
Girl Shows, Glass House, Funhouse, Side Show, Crime Show, Monkey Circus, or will buy any good complete Show. Can place legitimate Merchandise Concessions of all kinds. Rates reasonable, treatment the best. Can always use good Ride Help and Semi Drivers. Want 3 good sensational Free Acts for balance of season. Mills & Mills High Wire Act, contact me at once. Address as per route: Charlevoix, Mich., Aug. 4 to 9; Manacelona, Mich., Aug. 11 to 16; Big Rapids, Mich., (Fair), Aug. 18 to 23; Marne, Mich., (Berlin Fair), Aug. 25 to 30; Farwell, Mich., Labor Day Celebration on Streets, Alma, Mich., (Mardi Gras), on Streets, Sept. 10 to 12; Gladwin, Mich., (Fair), to follow.

JOHN R. WARD SHOWS WANT
For 12 Fairs. Long season. SHOWS: Feature Acts and Annex Attraction for Side Show; Musicians, Girls, Comedians, Minstrel Show; Posing Show, Girl Show, Monkey Circus. Have complete outfits. Athletic Show. CONCESSIONS, come on; can place you. Want first-class Mechanic and reliable Ride Help that drive trucks. Want Lot Superintendent.
Harvey, Ill., this week; Wabash, Ind., Fair, week Aug. 11.

WANTED AT ONCE FOR
CRYSTAL EXPOSITION SHOWS
People for Side Show, Talker and Manager for same. Sure salary or will consider complete organized Show and furnish outfit for same. Will book any Concession that will work for stock. Want Musicians and Girls for Minstrel Show Band and Chorus, top salary. Ride Help, communicate.
Richmond, Ky., now; Irvine, Ky., next week.

Lagasse Am. Co.: Arctic, R. I.; Springfield, Mass., 11-16.
Lake State: Elkton, Mich.
Lang, Dee: (Fair) Perham, Minn., 3-5; (Fair) Cedar Rapids, Ia., 10-15.
Large, H. P.: Herrick, Ill.; Xenia 11-16.
Lawrence Greater: Tyrone, Pa.; Berwick 11-16.
Lewis, Art: Flourtown, Pa.; (Fair) Butler 11-16.
McArdell's, E. J., Midway of Fun: (Fair) Jefferson, Wis.
McMahon: (Fair) Auburn, Neb.; (Fair) Beatrice 11-16.
M. & G. Am.: Sparks, Ga.
M. & M.: White River Junction, Vt.
Mac's Caravan: Chamois, Mo.
Magic Empire: Omaha, Neb.; Atlantic, Ia., 11-16.
Marks: Wheeling, W. Va.
Melvin's United: Cainsville, Mo.
Mid-Way of Mirth: (Fair) Centerville, Ia., 5; (Fair) Columbus Junction 10-12; (Fair) What Cheer 14-16.
Mid-West: Mobridge, S. D., 7-8; Pierre 14-16.
Mighty Monarch: Logan, W. Va.; Pineville 11-16.
Miner Midway: (Fair) Fawn Grove, Pa.; Emmaus 11-16.
Motor City: (Fair) Hastings, Mich.
Naill, C. W.: Austin, Ark.; De Witt 11-16.
Northwestern: Bronson, Mich.
Olympic Expo.: Delmar, Ia., 5; Low Moor 7-9; Dedham 11-13; Scranton 15-16.
Ozark: Crane, Mo.
Pan-American: Winamac, Ind.
Page, J. J., Expo.: Hopkinsville, Ky.; (Fair) Carthage, Tenn., 11-16.
Parada: Coffeyville, Kan.; Erie 11-16.
Pearson: (Fair) Lincoln, Ill.
Penn Premier: Sykesville, Pa.; Nanty Glo 11-16.
Penn State: Middletown, Pa.
Pleasureland: Wareham, Mass.; Hyannis 11-16.
Pleasureland: Crystal Falls, Mich.
Prel's World's Fair: Corning, N. Y.; Elmira 11-16.
Pryor's All-State: Madison, W. Va.
Raney: Long Prairie, Minn.
Reading's: Marion, Ky.; Springfield 11-16.
Reid, King: Faust, N. Y.
Rogers Bros.: Paynesville, Minn., 4-8; Forest City 9-10.
Rogers Greater: (Fair) Arthur, Ill.

Royal American: (State Fair) Springfield, Ill., 4-16.
Royal Expo.: Hinton, W. Va.
Rubin & Cherry Expo.: (Fair) Great Falls, Mont.; (Fair) Billings 11-16.
Scott Expo.: Beckley, W. Va.
Seccalum Park Rides & Shows: No. 1, Deshler, O.; No. 2, Green Springs, O.
Sheesley Midway: Canton, O.; Mansfield 11-16.
Shugart, Doc: (Fair) Stratford, Okla.
Sickels United: Russellville, Ky.
Slebrand Bros.: Whitefish, Mont.
Sims Greater: Rimouski, Que., Can.
Six, J. Harry: (Coke Station, Preston St.) Louisville, Ky.
Smith's Greater: Stanley, Va.; Berryville 11-16.
Snapp's Greater: Des Plaines, Ill.; (Fair) Manitowoc, Wis., 11-16.
Sol's Liberty: Burlington, Ia.
Southern: Louisville, Miss.
Southern States: Nashville, Ga.
Sparks, J. F.: (Fair) Falmouth, Ky.; (Fair) Brodhead 11-16.
Strates, James E.: Show split, Westfield, N. Y., and Caledonia, N. Y., 4-9.
Stritch, Ed: Driftwood, Tex.
Sunburst Expo.: (W. Seneca City Line) Buffalo, N. Y.
Texas Expo.: (Fair) Davenport, Ia.
Texas Kidd: St. Joe, Tex.
Thomas Am.: Cicero, Ind.
Tidwell, T. J.: Wichita, Kan.
Tilley Am. Co.: (Fair) Knoxville, Ill.
Tivoli Expo.: (Fair) Vinton, Ia.; (Fair) Independence 11-16.
Virginia Greater: Hanover, Pa.
Wabash Valley: Russiaville, Ind.; Sheldon, Ill., 11-16.
Wade, R. H., Park Attrs.: Hubbard, O.; E. Palestine 11-16.
Wade, W. G.: (Fair) Ithaca, Mich.
Walker: Arabi, Ga.
Wallace Bros.: (Fair) Fairmount, Ill.; (Fair) Marshall 11-16.
Wallace Bros. of Canada: No. Battleford, Sask., Can., 4-6; Prince Albert, Sask., 7-9; Kenora, Ont., 12-15.
Wallace, I. K., Attrs.: (Garden Pier) Atlantic City, N. J.
Ward, John R.: Harvey, Ill., 4-10; Wabash, Ind., 11-16.
West Bros.: Manchester, Ia., 5-8; Elkader 10-13.
West World's Wonder: Joliet, Ill.
West, W. E., Motorized: Blair, Neb.; Greenfield, Ia., 11-14.
Wilson's: (Fair) Lewistown, Ill.
Wolfe Am. Co.: Robbinsville, N. C.; Andrews 11-16.
World of Mirth: Bath, Me.; Portland 11-16.
World of Pleasure: Fowlerville, Mich.
World of Today: (Fair) Oskaloosa, Ia.; (Fair) Bloomfield 11-15.
Wright Am. Co.: Coon Rapids, Ia., 4-6; Bayard 7-9; Alta 11-16.
Yellowstone: (Fair) Bernalillo, N. M.
Young, Monte: Caldwell, Idaho.
Zacchini Bros.: Chester, Pa.
Zelger, C. F.: Helena, Mont., 5-10.

CIRCUS
Anderson, Bud E.: Marshall, Minn., 6; Worthington 7.
Cole Bros.: Covington, Va., 5; Waynesboro 6; Charlottesville 7; Richmond 8; Newport News 9; Norfolk 11-12; Portsmouth 13; Petersburg 14; Lynchburg 15; Roanoke 16.
Gould, Jay: Harmony, Minn., 4-6; Waseca 7-10.
Kay Bros.: Warrensburg, Mo., 5; Windsor 6; Warsaw 7.
Kelly, Al G.-Miller Bros.: Lake Andes, S. D., 7.
Mills Bros.: Cooperstown, N. Y., 6; Sidney 7; Deposit 8; Walton 9; Liberty 11; Monticello 12.
Polack Bros.: Victoria, B. C., Can., 9-13; (Beacon Theater) Vancouver 15-21.
Ranger Rodeo & Circus: Mt. Vernon, O., 5-8; Berea 14-17.
Raum's Circus & Rodeo: Eaton, O., 4-9; Corunna, Mich., 11-16.
Ringling Bros. and Barnum & Bailey: Chicago, Ill., 2-10; Milwaukee, Wis., 11; Oshkosh 12; Madison 13; Rockford, Ill., 14; Peoria 15; Burlington, Ia., 16.
Russell Bros.: Salisbury, Md., 5; Cambridge 6; Easton 7; Elkton 8; Annapolis 9; Richmond, Va., 11-12; Farmville 13; Danville 14; Martinsville 15.
Texas-Nebraska Rodeo: Centerville, Ind., 4-9.

ADDITIONAL ROUTES
(Received Too Late for Classification)
Heath, Andy, & His Music (Park Hotel) Plattsburg, N. Y., 4-9.
Jaxon, Great & Jerry (Hi-Lo Nite Club) Battle Creek, Mich., 4-9.
LaZellas, Aerial (Fair) Jefferson, Wis., 7-10; (Fair) Osceola, Neb., 12-15.
Romas, Flying (Fair) Lincoln, Ill., 5-8; (Fair) Waconia, Minn., 11-13.
Suter, Ann (885 Club) Chi., 4-11.
Valentinos, Flying: Russell Springs, Ky., 6-9; Brodhead 13-16.
Webb, Capt. George (Celebration) Crystal Falls, Mich.; (Fair) Ladysmith, Wis., 14-17.

MISCELLANEOUS
Black, Von, Enterprises (Fair) Warren, O., 5-8; (Fair) Jefferson 12-15.
Fallon, Larry, Concessions (Fair) Warren, O., 5-8; (Fair) Jefferson 12-15.
DeCleo, Magician: Ravenna, O., 4-9.
Gilbert, Hypnotist (Tent Show) Tamaroa, Ill., 4-9.
Green, Magician: Edmonton, Alta., Can., 4-9; Grand Prairie 11-13; Berwyn 14-16.
Harlan Med. Show: Koppel, Pa., 4-9.
Hayworth, SeeBee: Schuyler, Va., 4-9.
Hine, H. L., Show: Spencer, Wis., 4-9.
Klein's Attractions (Fair) Warren, O., 5-8.
Lewis, H. Kay, & Hollywood Varieties: Rock Springs, Wyo., 6-7; Farson 8-9; Pinedale 10-11; Jackson 12-13.
Lippincott, Magician: Milton, Pa., 4-9; Penn Argyl 11-16.
Lofstrom & St. Elol Monkeys: Seeleyville, Ind., 4-6; Terre Haute 7-9.
Myres Entertainers: Leeds, N. D., 4-9.
Mysterious Howard: Houston, Tex., 4-16.
Peters Freak Animal Show (Fair) Urbana, O., 4-8.

GROVES GREATER SHOWS
WANT
For Alexandria, Ind., Aug. 4 to 9; Dunkirk, Ind., 11-16. Girl Show (Hershell Dowell, wire). Shows with or without own outfits. Concessions: Carmel Corn, Cotton Candy, Diggers, Mouse Game, Pan Game, Cork Gallery, Hoop La, Fish Pond, Mitt Camp, Agent for Nail Joint. Address all communications to
ED GROVES, Alexandria, Ind., this week

HAVE COMPLETE
Well-framed Athletic Show, want capable Manager. Charlie Metro, Harry Mamous, Jack Morrow and all others, contact us at once.
S. E. PRELL, Gen. Mgr.
Corning, N. Y., this week; Elmira, N. Y., Aug. 11th-16th.
WORLD'S FAIR SHOWS

WABASH VALLEY SHOWS WANT
Wheel and Chairplains Foreman, Top Wages. Want to book Merry-Go-Round and Tilt-a-Whirl, Show with own outfit, Girl, Athletic, Pit, Mechanical. Want Bingo, Cookhouse, Custard, Diggers, Palmistry, or any Concession working stock. Want Banner Man, must be reliable. Novelties & Concession Agents. 8 Big Celebrations. Russiaville, Ind., Merchants Street Fair Aug. 6-9; Sheldon, Ill., Annual Horse Show and Fair on the Streets, Aug. 11-16; Benton County Fair, Boswell, Ind., Aug. 19-24; St. Anne, Ill., Merchants Street Fair, Aug. 26-31. Big Indiana Labor Day and Night Celebration. Art Sorrell wants Percentage, Fish Pond, Mug, Penny Pitch, Cork Gallery. Clyde Johnson and Copeland, come on or answer. **WABASH VALLEY SHOWS, T. J. SMITH, Manager.**

CAN PLACE CONCESSIONS
of all kinds, on the streets, in the heart of defense industry, Lockport. Everything working twenty-four hours. Time is short. Wire **CONCESSION CHAIRMAN, 171 Washburn St., Lockport, N. Y.**

HUNT'S 3 RING CIRCUS WANTS
for a long season, Band Leader. Prefer Trumpet or Baritone Player, Calliope Player for street and play with band. Other Musicians write. Banner Solicitor that sells advertising, not business. Address: **CHAS. T. HUNT, Westerly, R. I., Aug. 7; Clinton, Conn., Aug. 8; Guilford, Conn., Aug. 9; Westport, Conn., Aug. 11; Nyack, N. Y., Aug. 12.**

WANTED
Rosin Back Groom, drive truck. Reference. Wire.
GREENLAND PARK
Rochester, New York

WANTED
FOR OGLE CO. FAIR
Oregon, Ill., Aug. 30-31-Sept. 1.
Two more Free Acts for one, two or three days. Give details of act and price first letter.
E. D. LANDERS, Secy., Oregon, Ill.

FOR SALE CHEAP
Twelve-Car Lindy Loop. Can be seen in operation daily Summit Beach Park, Akron, Ohio. Address:
Jerome T. Harriman

WANT
Eli Wheel Foreman. Top Salary. Can use other Experienced Ride Help. Useful Carnival People, write. Long season, Helena, Mont., this week; Dodson, Mont., Fair, August 13 to 16.
C. F. ZEIGER UNITED SHOWS

WANTED
Bingo and Cookhouse. Join at once. Iowa Fairs; Centerville this week; then Columbus Junction. Mechanical Show, Athletic Show with own outfit, Side Show, Ferris Wheel Operator, Ball Game and Stock Stores.
MID-WAY OF MIRTH SHOWS

WANTED
Manager and Help for complete Cookhouse, or will book first-class Cookhouse. Osker Mallery, wire, 17 Fairs.
BLUE RIBBON SHOWS
Shelbyville, Ky., Fair this week

WABASH COUNTY FAIR
Week Aug. 12 to 16
WANT
Concessions and Shows of all kinds. Come on. Apply **TOMMY SACCO, Wabash, Ind.**

FOR RENT
One Cook House complete, now operating. Fairs start in two weeks. Have truck for same. \$70.00 takes care of all privilege, etc. Must be clean and serve good food. Wire
W. J. WILLIAMS, READING SHOWS
Marion, Ky.

FAIRS—PICNIC—OLD HOME WEEK

Any place large or small crowds gather is JUST the spot for a flashy Hi-Striker, and we have 6 complete 1941 outfits, all No. 3 size, all single and towers in 3 sections; the base boilerplate, top on heavy superframe. All bright R&D, numbers 3" size, aluminum painted and trimmed in black. All 25 ft. high, regular \$75 machines. Only 6 outfits to go at \$65 each. You can wire us the order, to be sure and send full amount or a deposit. Immediate shipment on the 6 outfits ONLY. Each outfit boxed and crated, weight 280 lbs. Remember, all BRAND-NEW 1941 machines and ONLY 6 to offer. RUSH your order NOW and WE WILL RUSH outfit to YOU. Tell us if express or freight. W. M. Moore, Mgr. Estab. 1906.

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Managers, Showmen, Concessioners, Free Acts If Interested in Motorizing **CHAS. T. GOSS** Write With **STANDARD CHEVROLET COMPANY** East St. Louis, Ill. Write With Passenger Cars — Trucks — Semi Trailers

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Long or Short Range Shooting Gallery, any legit. Concessions, American Palmist, Penny Arcade, Shows with own transportation. Good opening for Athletic Show. Swede Cobence, answer.
W. S. CURL SHOWS
This week, Liberty, Ind.; next week, Silvertown, Ohio.

Labor Day, Manton, Mich.

Want Shows, Fun House, Arcade, No Girl Shows, Space left for legitimate Concessions. No grift. Five Rides booked by Wade and Miller. Free Acts by Gus Sun Agency. Manton always a red one. Better than ever this year. All address:
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Pony Ride, Miniature Train, Octopus, Shows: Mechanical, Wax and Fun House. Concessions: Shooting Gallery, Pop Corn, Ball Game, Stock Concessions that work for ten cents. Ride Help. Auburn, Nebr., Fair, this week; Beatrice, Nebr., Fair, 12 to 15.

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WANT

To hear from experienced Diving Act Clown for Run Down and Springboard. Wire
SOL SOLOMON
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The Best Investment in the World Today Is **U. S. Defense Savings Bonds and Stamps**

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Aug. 2.—Acceptance of an application for membership from Sunburst Exposition Shows, filed by Agent Walter Schafer in behalf of Thomas Hochter, co-owner, brings total of membership shows to 55.

On July 23 we visited James E. Strates' Shows in North Tonawanda, N. Y., where they were exhibiting under joint auspices of the Kiwanis Clubs of Tonawanda and North Tonawanda. Visitation was made in company of General Agent William C. Fleming and others. Personnel of the shows are taking keen interest in activities of the association and many applications for personnel memberships have been filed.

Walter Schafer, Sunburst Exposition Shows, visited the ACA offices. During the past week we wrote to several additional shows advising them of the availability of memberships in the association, including Bantley's All-American Shows, Great American Shows, Miner Midway Shows, Penn-Premier Shows, and Matthew J. Riley Shows.

United States Department of Commerce has released information to the effect that the moving picture industry, particularly in large industrial areas, has reached its lowest level for the season, so much so that it has proved disappointing to exhibitors. We wonder to what extent this contributes to better business being experienced by the large majority of outdoor amusements and whether or not the point has now been reached where the tide of public interest is flowing toward outdoor amusements and away from indoor amusements.

Several problems to be met after close of the season in winter quarters appear imminent. National Bureau of Standards, a government agency, has taken steps to reduce the number of colors of paints and varnishes which will be available by reducing the current list from 218 to 153 paint colors, a 30 per cent reduction. We suggest that show owners who are partial to particular colors would do well to stock up sufficient paints to meet their winter quarters' requirements. There may be some difficulty in getting particular kinds of lumber, altho present government estimates are that over-all demands will be met, as present stocks are regarded as adequate. As of July 24, the government estimates that there will be no over-all shortage of this commodity.

We recently pointed out that the Federal Communications Commission has reduced by 14 per cent long distance telephone tolls on lines affiliated with A. T. & T. and the Bell System. We omitted to point out that the FCC has also directed elimination of report charges. A reduction has also been imposed for overtime rates for person-to-person calls, so that overtime charges for such calls are now the same as the rates for station-to-station calls between the same points.

Banners

By W. M. (BILLY) GEAR

In the July 12 issue of *The Billboard* I noticed in Midway Confab that a certain show had dispensed with its bannerman. I believe that in the many years I worked as general and special agent I had as much experience with banners as anyone in the business. It is not always the bannerman who is wrong. Managers of some shows are now depending on the bannerman to get enough revenue from banners to pay the special agent's salary from his half, and from the shows' half to pay the general agent's salary.

I admit there are some bannermen who make plenty of heat, such as ordering 100 pies. In one case I heard of a bannerman had a cafe owner cook 35 chickens for the ride help upon arrival of the show and deliver them to the grounds. The manager asked who had ordered that many chickens and, of course, tried to square the beef to hold the banner, but the woman cafe manager got a sheriff and collected for the chickens. That's what I call heat. On another occasion I know of a manager who wired his special agent, "Custer's last stand—take your best holt." The special agent did that very thing and signed every baker in town for gobs of everything and also signed seven bottling plants and gave each the ex on

drinks. Each firm thought it was getting the ex on drinks, but the contract called for all drinks made by said firm, and named them. Was there some heat? Now, who is to blame—the special agent, (See **BANNERS** on page 42)

Los Angeles

LOS ANGELES, Aug. 2.—Letters received here from showfolk on the road indicate that business is good. Hort Campbell was a recent visitor, as were Dan Dix and Irving Polack. Death of Rex de Rosselli July 13 on the Cole Bros.' show in East St. Louis saddened many West Coast showmen. Tribute was paid William J. Chickering, formerly with Yankee Robinson and other circuses, by J. Ed Brown. When told of Chickering's death, Brown said, "So now Chick has gone—the most lovable fellow that ever lived. How he'll be missed, particularly in Chicago. I remember his particular kindness to George Moyer in Hot Springs when George was ill. It'll be hard for the boys to straighten things out in Chicago without Chick."

Ross Ogilvie pens from Portland, Ore., that he'll soon be back in Los Angeles. He's en route home from a trip to Chicago and Wisconsin. Fat Alton says that he will not play any Utah fairs this year. Elden Frock is in Santa Barbara, Calif., announcing a horse show. Had to miss the Circus Fans' dinner to do it, tho. Charles Nelson also is out of town but expected to return soon. Ed Walsh is still on vacation.

News from Mission Beach near San Diego is that the section is growing rapidly and bids fair to become one of the outstanding amusement centers of the nation. Tourist business has skyrocketed. William P. Keller and A. L. Whellock, who recently opened a new Sportland, report good business. Moxie and Babe Miller drove up from San Diego. Leone Barrie attended the last meeting of the Pacific Coast Showmen's Association Ladies' Auxiliary. It was her first time out in several months. Olga Celeste also attended the meeting.

FUNLAND SHOWS

WANT

Grind Shows, Funhouse, Animal Show, one Flat Kid Ride, Eli Wheel Man, Mason, come on. Arcade, Custard, Fishpond and Diggers open. WANT for balance season SOUTH: High Aerial Act, Musicians for Minstrel, G. A. and Second Agent for Va., N. C. and S. C. Salary CERTAIN. All replies: Odenton, Md., until Thursday; Taneytown, Md., FAIR, next Sunday to Aug. 15th.

TIVOLI EXPOSITION SHOWS

Want Shows that do not conflict. We play fourteen real Fairs in Iowa, Missouri and Arkansas beginning August 4 until November. Want Ride Help for various Rides, Men who can drive trucks. Want Concession Agents. Jean Eugene wants Girls for Illusion Show, Acts for Side Show and Man for front of single attraction. Monkey Circus wants Front Man. Address: H. V. PETERSEN, Manager, Vinton, Iowa (Fair), this week; Independence, Iowa (Fair), next week.

READING'S SHOWS

Want Grind Shows. Want Stock Concessions of all kinds. 22 Fairs to follow Springfield, Tenn. Come get your winter B. E. Want Concession Agents, also Ride Help. Cash money every week. Marion, Ky., this week; Springfield, Tenn., to follow. W. J. WILLIAMS, Marlon, Ky.

WANTED

Sober, reliable Phone Men to work on propositions in four industrial cities. Strong auspices, tickets, ads, banners. Start at once. Others to follow. Address: LEE B. EVANS, Room 215, Roosevelt Hotel, Pontiac, Mich.

C. L. SHOWS

Want to book Concessions: Large Cookhouse for Houston Reunion, Aug. 12-16; Scales; Lead, Cigarette Galleries; Pitch Till Win, Fish Pond, Slum Spindle. Ride: Loop-o-Plane. Shows wanted: Girl, Mechanical, Monkey. Have plenty of Celebrations and Fairs. Mountain Grove, Mo., Aug. 4-9; Houston, Mo., Aug. 11-16.

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SERVICE . . . QUALITY



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make Warm Friends

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Complete Line of Premiums, Novelties, Sales Boards Write for Catalog. State Your Business.


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FREE CATALOG ON REQUEST • 20% DEPOSIT ON ORDERS

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 Size 48x48", With 1 Jack Pot, \$30.00.
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SKY-HIGH Brand
 MID-HYBRID 341
 Dwarf Hill-less, a
 GENUINE HYBRID produced by us, assures you maximum returns. We also stock top quality South American, Yellow Pearl, Spanish White and Standard Dwarf Hill-less. Complete line of Popping Supplies, Coconut Dressing, Popping Oil, Cartons, Cones, Bags, Salt, also Salted in the Shell and Fresh Roasted Peanuts. Write for latest price list.

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 For N. Y. State Fair, Syracuse, Aug. 24-Sept. 1. Also for few other Fairs.
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 P. KAPLAN, 1815 Monroe Ave., Bronx, N. Y.

Buy U. S. Defense Savings Bonds and Stamps

Midway Confab

(Communications to 25-27 Opera Place, Cincinnati, O.)

FREE spenders or just fairgoers?

IN CHARGE of the front platform on Winnie Sisto's Side Show on O. C. Buck Shows is Gene Dockstader.

BOOKING his concession in Meyersdale, Pa., with World of Fun Shows was Bob Hill.

MR. AND MRS. BILL GANN joined Bee's Old Reliable Shows in Morehead, Ky., to work ball games for L. McLemore, R. Felton Robertson reports.

ERNEST (HAPPY) SUMRALL advises from Columbus, Ga., that he's no longer with Blue Ribbon Shows and will enter the army soon.

FAIR dates off dictate jumps that didn't look so bad in winter.

RAYMOND CARSKY visited in Detroit recently while en route to join his brother, Al, who has the Girl Show on Royal American Shows.

G. F. REDLICH cards from Maplewood, N. J., that he is still confined in Con-

MRS. MIDGE HOLDEN rejoined her husband, Ray, on Douglas Greater Shows in Portland, Ore., after a three-week illness.

"LEFT Lew Alter's Ten-in-One Show to come here on business," Terry Lamonte letters from Philadelphia. "As soon as matters are settled will return to the road."

JIM STUTZ pens from Kittery, Me., that he's enjoying his best season in 15 years on the W. C. Kaus Shows and that Captain Henry's Monkey Circus has taken delivery on a new top.

JACK APPLGATE, who joined T. J. Tidwell's Shows recently, is rebuilding his Congress of Monkeys attraction. He writes that the shows are being readied for the fair tour.

THERE should be a gross and there ought to be a net—besides the one used by the free act.

FORMERLY with Royal American Shows, William Allen is now handling Jen Perry's new Snake Show on Douglas Greater Shows. Princess Doraletta is directing the inside.

EUGENE C. COOK, former secretary, lot man, and The Billboard sales agent, closed with J. J. Colley Shows in Jay, Okla., to join Wolfe Amusement Company.



ABSENT from outdoor show business for the first time in a number of years is Richard C. Curtis, who enlisted in the U. S. Navy and sailed July 14 on the S. S. Long Island for coast patrol duty in Africa. For several years Curtis has worked in the ride department on the Tri-State Shows, which are owned and operated by his aunt and uncle, Mr. and Mrs. Charlie Ziegler. He's the son of Mr. and Mrs. Leslie Curtis, also well known in outdoor show circles.



MRS. IRA BURDICK, wife of the owner of Burdick's All-Texas Shows, with the bouquet presented her by the Sensational Riskos, free act, on the shows, at a party in celebration of her birthday during organization's stand in Coleman, Tex. About 50 of the personnel attended and presented Mrs. Burdick with numerous gifts.

valescent Hospital there and would like to read letters from friends.

MRS. MARGARET KURTZ advises from Norwich, Conn., that she closed there on July 26 with Dick's Paramount Shows.

MANAGER of Johnnie W. Heaton's Exposition Shows, Bruce Heaton, is recovering from a tonsillectomy which he underwent on July 10.

PENNY pitch promotions will hold their own, even in a big-money era.

ED DELZAROS, of the Aerial Delzaros, is still under a doctor's care in Victoria, Va., and would like to read letters from friends, Mrs. Delzaros reports.

CLYDE'S UNITED SHOWS chalked up a highly successful week at the Firemen's Convention, Central City, Pa., Peggy Ewell pens from Boswell, Pa.

ARTHUR ANDERSON and family joined Jimmie Chanos Shows at Hagers-town, Ind., Arthur to become Merry-Go-Round foreman.

JOINING Douglas Greater Shows in Camas, Wash., were Mrs. Tartar with photo gallery and Paul Sharp with City Cafe.

MORE fortunes have been made with paddle wheels than with that other kind.

Part-and-No-Timers

IT APPEARS that a considerable portion of the business has "part-time" general agents and "no-time" press agents. The idea is that the general agents work only during the time in which they can book the show for the season and that the press agents are hired one minute before the season opens and are let go two minutes before the season closes. There was a time when press agents were not considered a necessary evil by some managers and advertising was not regarded as a useless expense.—Six Syllable Webster.

Mighty American Shows, suffered a heart attack while shows were in Raymond, Wash. She is reported to be recovering, however.

NEVER in the history of carnivaldom did employer and employee relations call for greater co-operation than at present.

CARL BYERS, co-owner of Byers Bros.' Shows, motored to St. Louis from Arcola, Ill., on a buying expedition. While in the Mound City he visited with several friends.

VISITORS to Arthur's Mighty American Shows in Raymond, Wash., included Mr. and Mrs. Bill Holt and daughter, Dina; George Cole, Mrs. Paul Evans, Virginia Evans, and Delbert O. McCarty, of North Coast Shows.

DURING Art Lewis Shows' stand in Bridgeport, Conn., Roy B. Jones was host at a luncheon to about 20 newspaper men, with Fred Russell, amusement editor Bridgeport Ppst-Telegram, as toastmaster.

TILLIE PERRY, with Mickey Mouse Circus on Art Lewis Shows, woke one morning recently to find she had accumulated about 30 extra performers during the night. She's now busy training these arrivals in new routines.

WHILE booze, bunk, and bamboozle are not necessarily akin; they can make a deadly combination.—Oscar the Ham.

FORMERLY with Eric B. Hyde Shows and the last two seasons with Endy Bros.' Shows, Jimmie James is doing sign painting in Athens, Ga., with C. R. Yearwood, former banner man on Krause Shows.

"WHILE playing Buffalo with Sunburst Exposition Shows with our Monkey Girl attraction, my manager, Tex Putegnat, and I visited Niagara Falls, taking photos and patronizing the curio shops there." Billy Logsdon pens.

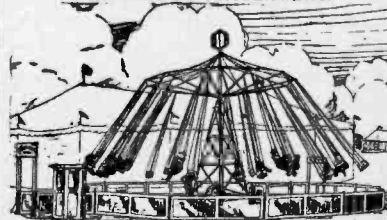
FORMER company physician on the Johnny J. Jones Exposition, Dr. G. Hewe Barnhart has accepted a position at the State Hospital, Warren, Pa. In addition

July-August BIG ELI NEWS Now Ready!

Detailed reports of the 1941 Fourth of July Contests in this issue. Learn who made the big money on the big day. Pictures, Editorials, Articles about the 1941 Model No. 5 Wheel and the 7-Car Tilt-a-Whirl. Every Ride-Man should read this issue. Send a postal for the FREE SAMPLE COPY sared for YOU.

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THE IMPROVED CHAIRPLANE CARRYING 24 PASSENGERS.



The Chairplane can be had in two heights with 18 ft. and 22 ft. towers, making the entire heights 28 ft. and 30 ft. The 18-ft. tower ride has shorter sweeps, consequently can be operated on smaller space and under most trees and overhead wires. Newly arched exit and entrance signs and improved ticket booth have been added at no extra cost. Please write for prices and description.
SMITH & SMITH, Springfield, Erie Co., N. Y.

MARGARET BALCOM, of Arthur's

to his duties there he will engage in part-time practice at North Warren, Pa.

FREE ACT on Burdick's All-Texas Shows, Sensational Risks enjoyed many visits from friends from San Antonio and El Paso, Tex., during the stand in Baird, Tex. Friends also tendered Mr. Risko a party in celebration of his birthday there.

AGE being generously present at nearly any gathering of outdoor showmen, there could be a liberal display of toupees—but, then, o. s. are not that vain!—Mrs. Upshaw.

MRS. FRANCES BUCHANAN rejoined her husband, J. Alan Buchanan, *The Billboard* sales agent on Douglas Greater Shows, at Oregon City, Ore., after a month's illness in a Portland, Ore., hospital. She's working in the Fly-o-Plane ticket box.

F. J. BLIGH tells from Butte, Mont.: "Here's a record of some kind or another. While en route here from Minneapolis, a jump of 1,150 miles, we either met on the highway or saw in the air 16 shows, including circuses, carnivals, and other types."

DAVID LOGSDON cards from Vivian, W. Va.: "Recently purchased a new public-address system for my Oriental Dancing Cavern in preparation for Scott Exposition Shows' fair dates. Jimmy Pennix manages the unit now, and Linda Lopez remains inside."

MRS. BEN H. VOORHEIS, wife of the late carnival and circus publicity agent, who trouped with her husband on the Johnny J. Jones Exposition and other carnivals, is making her home in Waynesburg, O., where she is employed in a drugstore.

"**THERE** are some showmen," observed the Sidewall Philosopher, "whose first question to Saint Peter will be, 'How much is a down payment on a house trailer up here?'"

MRS. TROY SCRUGGS, wife of the superintendent of the Twin Ferris Wheels on World of Pleasure Shows, rejoined the organization in Traverse City, Mich., with their son, Charles Robert, who was born in Sault Ste. Marie, Mich., July 3. They received numerous gifts upon their arrival.

ART LEWIS SHOWS lay claim to having one of the best of the few remaining woman animal trainers in Mrs. Fred Munn, who handles all the animals in the Trained Animal Circus. She does a creditable job of handling the performance inside and the attraction has been doing good business.

J. C. McCAFFERY, general manager Amusement Corporation of America, during a visit to *The Billboard* St. Louis office, advised that the corporation's four shows report good business for the last several weeks. After visiting several of the larger fairs in the Middle West, McCaffery is scheduled to make an extended trip to the West Coast.

A SMALL midway operator, who books his own spots, said, "Before I book a town I always look around to see if anyone is working the sheet. Where there are sheet writers, there is money."

ROSTER of Henry Kramer's Midget Swing Revue, now in its fifth consecutive season on the Rubin & Cherry Exposition, includes Danny Montague, Margaret Williams, Bud Kirkendall, Marcella Porter, Dolly Kramer, Eddie Adams, Mary Lou Berryman, and Kayo Erickson. Kramer reports that this season has been one of the unit's most successful so far.

VET POPCORN and fishpond operator, O. E. Bradley, of J. F. Sparks Shows, visited the midway desk last week while in Cincinnati on business, coming in from Hazard, Ky. Bradley continues to operate his three concessions in Chilhowee Park, Knoxville, Tenn., and he will again add a unit to his present set-up to work independently at his string of Southern fairs.

LINE-UP of Johnnie Williams' Harlem Club Minstrels on West's World's Wonder Shows include Slim Adkins and Pork Chops, comics; Eddie Vins, dancer; Philip Mose, emcee and stage manager; Charlotte Thomas, Birdie Wright, Lorraine Hooper, Katie Mullens, and Mamie Gilbert, chorus; Moon Mullens, band leader; Pig Mason, piano; Jerry Smith, trumpet; Archie Mays, sax; Ossie May Smith, blues singer.

MEETING a showman with the glad hand and then stabbing him in the back by stealing

Some Got 'Em

CRYING NEEDS of carnival business, as said to be agreed upon by a majority of owners and managers: Locations that are not in blighted neighborhoods, sponsored by outlawed committees; ample midway space with parking facilities for thousands of autos, dazzling illumination for parking spaces, portable public comfort stations, medical units on midways, mobile telephone booths, and toning down of loud-speakers. Some of these things have long been necessary and some of them have been provided by enterprising managements as their necessity became evident.

his people is—well, it's done by down-and-outers without the price of an ad.—Colonel Patch.

"**A NUMBER** of social events were held on Barkoot Bros.' Shows during July," letters Vera McDiarmid from Cadillac, Mich. "Among the personnel celebrating birthdays at parties tendered them by show members were Ado Ricker, Lilley Belle Rhoades, Ann Cramer, Henry Fredricks, Mrs. Lew Marcuse, and Mrs. Stuart McDiarmid. Mr. and Mrs. Babe Barkoot celebrated their first wedding anniversary on July 31."

ADVANCE AGENT Frankie Bland, of Bee's Old Reliable Shows, and James Boyle and Ray Puttman, billposters of Lexington, Ky., visited the Blue Ribbon Shows in Frankfort, Ky., recently. They report the shows played to good attendance and business and were getting ready for their fair dates. Bland and Puttman advise that they will bill Lexington for the Bee contingent, which plays the Colored Fair there.

MAKE your own gag. Wallace Bros.' Shows played Frankfort, Ind., under auspices of the meat packers' union.

PRESS AGENT Lon Ramsdell and Jim Quinn, general agent O. C. Buck Shows, were riding by the Champlain Valley Fairgrounds, Essex Junction, Vt., July 25 just as a twister hit the large sheds behind the grandstand and leveled the structure. Ramsdell and Quinn took down every detail, whipped it into a story and rushed to *The Burlington* (Vt.) *Free Press* in time to catch the morning edition.

AS a rule, some men do things because they need money—and more often they need a bondsman pretty quick.—Cousin Peleg.

"**WHEN** Bright Lights Exposition played Midland, Md., the midway was laid out on a paved street," pencils F. A. Norton from Mount Savage, Md. "The main track of the Cumberland &



BEN WOLFE, manager of Wolfe Amusement Company, which recently wound up the first 16 weeks of its season to the best business it has experienced in shows' history. Wolfe's plans call for the organization to close about November 15, when he will go into quarters long enough to repaint and repair before taking the unit into Florida for the winter. He is the proud father of a daughter, Vivian Bee, born on July 13 in Mercer Hospital, Greenville, S. C.

Pennsylvania Railroad crossed the midway at the center. On one corner formed by the railroad and midway was the depot and on the other the post office. At the front of the midway was the heart of town, while at the foot was the town's swimming pool. Can any show beat that set-up?"

"**AS** long as America has an organization like the Boy Scouts," declared a great talker, "we can face the future with confidence." But he could have added, "And every committee will have pro-tem ticket takers whenever a carnival is played."

JOHNNY VERNON DELAPORTE, six-year-old son of Mr. and Mrs. John Delaporte, of Rubin & Cherry Exposition, and grandson of Mr. and Mrs. Whitey Archer, Texas Exposition Shows, was the guest of honor at a surprise birthday party in the Delaportes' new trailer in Butte, Mont., July 28. All children on the R. & C. midway attended and played games and enjoyed refreshments. An elaborate birthday cake formed the refreshment table's centerpiece. Johnny received numerous gifts.

"**WHILE** visiting the Grand Canyon here I also had the opportunity to visit with an old friend, Stan Reed, business manager of the Penn Premier Shows," letters Harry LaVerne from Wellsboro, Pa. "By all reports business has been good and Owner Lloyd Serfass has an attractive looking organization. Shows are carrying 9 rides, 10 shows, and about 35 concessions. Sensational Eatons, free act, are proving a good draw. Reed and I trouped together on the Neil O'Brien and Al G. Fields Minstrel shows."

STANDING in front of a posing show, two rural visitors asked the talker what he had on the inside. "Nude girls," replied the talker. "They're little girls, ain't they?" asked one rustic. "You couldn't get grown women to do such things."

FUNLAND SHOWS' notes from Ted C. Taylor: Stand at Savage Grove, Md., under National Emergency Corps auspices, resulted in good weather and fair business. Committee Chairman Robert E. Lee played a big part in making the stand a success. Assistant Manager Jess and Mrs. Bradley and the writer enjoyed a chicken dinner in the new trailer. Joe Karr visited here while en route south, and Mrs. A. H. Heth celebrated her birthday. She was the recipient of numerous gifts. Lyle Darrett and family are sporting a new car.

NOTES from Zacchini Bros.' Shows by William Pardon: Shows opened in Chester, Pa., to one of their biggest crowds of the season. Hugo Zacchini set up the new Ten-in-One and Ape shows and both did outstanding business. Mr. Winters is enlarging his cookhouse. Mr. Lee's shooting gallery is clicking, as is Benny Cohen's pan stand. Mack's Girl Show is one of the leading money-getters. Bruno and Hugo Zacchini's repeating cannon act is proving popular. The writer has the sound truck working overtime nightly.

ON a big day a roughly dressed individual with a gal on his arm squatted down at a table and yelled, "Bring us two burgers and two cupsacawfee! No hype! With it!" "Sure, I knew you were with it when you came in and I noticed that you had no socks on," yelled back the waiter.

PROF. GARRET GARRETSON letters from Eureka, Utah: "Boyd and Doris Reynolds, Oakland, Calif., altho newcomers to outdoor show business, have their Freak Animal Circus clicking on the Monte Young Shows. Featured are a two-legged dog and a sheep with five legs and six feet. Among midway visitors at the Pioneer Days Celebration in Ogden, Utah, were Daredevil Curtis, wife, and daughter. They were en route from Crafts 20 Big Shows to New York. I'm operating concessions with W. F. Oberhayski on C. C. McDermond Shows in Utah."

MIMI WILLIAMS was hostess at a shower in Raymond, Wash., for newly-

weds Mr. and Mrs. Benjamin Gutzmacher, of Arthur's Mighty American Shows. In attendance were Jere Tilton, Marie Hanks, Peggy Billmire, Virginia Edwards, Hester Ford, Ethel and Maxine Henry, Anna Metcalf, Della Ryan, Bess Newman, Ruth Groff, Patricia O'Brien, Dorrene Dyke, Phyllis and Violet Walker, Marinella and Grace Gotch, Ginger Natividad, Retha Butler, Helen McGahen, Connie Steen, Jeanne Tramble, Lucy and Nancy Donzell, Emma and Alice Blash, Mae Stewart, and Mrs. Charles Ferguson.

BOB HANCOCK visited *The Billboard* St. Louis office recently while in the city to consult his physician. He was elated over the news that his broken leg has knitted and he now can put some weight on it. He said he hoped to have even better news when he returns to the city (See *MIDWAY CONFAB* on page 49)



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FERRIS WHEEL FOREMAN, salary twenty-five dollars per week. Roy Smith, where are you? Want Concessions that can join September 4th for eight real spots. **DONNIE KARR**, will sell you X on Pan Game; same spots you played with me last year. **MURRAY JACKSON**, Isle of Palms, Charleston, S.C.

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\$25.00—Concession Tent, 8x14, slightly used.
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Direct From the Lots

Great Lakes Expo

Bushnell, Ill. Week ended July 26. Auspices, Annual Harvest Festival. Location, streets. Business, good. Weather, hot.

Shows arrived from Chicago Heights after a successful week there and Tom Allen located the shows on the streets in good time. Committee and mayor complimented Manager Al Wagner on the midway's general appearance. General Representative Bob Kline was in the South making final arrangements for shows' fair tour. Mr. and Mrs. Frank Rupp have their two rides in shape. A party was staged here by the women on the show, with Mrs. Eddie Lippman and Mrs. Jack Kennedy in charge of arrangements.

Chicago Heights, Ill. Week ended July 19. Auspices, Sons of Italy. Business, good. Weather, fine.

Shows arrived from Olney, Ill., in record time after establishing a high gross on July 4. New Caterpillar arrived and was among the top money rides. Tommy Allen joined the executive staff here. Mrs. Al Wagner visited from her park at Russells Point, O., and several parties were held in her honor. Al Wagner, general manager, and Bob Kline, general representative, made several trips to Chicago. Mrs. Strausburg, Kansas City, Mo., was the guest of Mr. and Mrs. R. E. Haney. Mr. and Mrs. Lippman made several trips to Chicago on shopping tours. Visitors from Chicago included Mr. and Mrs. Sunny Bernet, Mr. and Mrs. Al Carsky, Mr. and Mrs. Keller, and Al Lotto and party. Joe Sikes and party visited from Troy, Ala. Happy Graft and crew are retouching all fronts and equipment. Billie and Lennie Meyers are in charge of the New Follies Revue. A new bus was purchased here for the Minstrel Show Revue and band. Ben Brown, special agent, closed here. Mrs. Adrian Hagood and daughter are visiting Adrian Hagood, shows' secretary.

ADRIAN HAGOOD.

Dodson's World's Fair

Worcester, Mass. Week ended July 26. Location, fairgrounds. Auspices, DAV Post. Business, satisfactory. Weather, fair.

Show arrived early Sunday afternoon from Malden, Mass., and everything was ready by 8 p.m. Several thousand witnessed unloading activities. Monday night shows opened to fair business, and each night thruout the week the gate showed a steady improvement. Thursday night rain sent patrons home early, but the rest of the week weather was ideal and business held up satisfactorily. Joe Mannheimer is doing a good job as special agent. Mr. and Mrs. Eddie Madigan's cookhouse is doing well and Mrs. Madigan finds leisure time to visit with relatives and friends in Bridgeport, Conn., on the New England tour. Mr. and Mrs. Milt Morris have several concessions on the midway. Dewit Hudson, in charge of ticket takers and supervisor of sound equipment, has been busy the last few weeks with the additional duties of the purchasing agent. Charles Clark's American Legion Post Band has been the topic of several lengthy press compliments and the daily concerts have attracted large crowds. John Galligan, committee chairman and former side show ticket seller, gave good co-operation, as did his committee members. Olive Hager's Wall of Death led shows, with Ray Cramer's World's Fair Freaks and Oddities on Parade second. C. E. (Doc) Barfield's new Fly-o-Plane arrived. Elmer Day's bingo continues popular. Harry Siss, who has the Daughters of Sin Show, enjoyed a visit from his brother during the Malden, Mass., engagement. **ROBERT GOODRICH.**

Wallace Bros.

Frankfort, Ind. Week ended July 26. Location, Alhambra Street lot. Auspices, Butchers and Meatcutters' Union No. 257. Business, practically none. Weather, dry and hot.

Long jump of 250 miles from Lansing, Mich., was made without accident and shows, with the exception of the Merry-Go-Round, opened Monday night to a small crowd which never increased during the engagement. Unusually hot weather did its share to retard attendance. Influx of bugs made life miser-

able for the personnel, and shows were made the catspaw of a feud between opposing organizations. A. J. Wright, president and chairman of the sponsoring organization, and Attorney Frank S. Pryor, local friend of showmen, did everything in their power to make the event a success. Special Representative Fred Myers closed here to join another show, and the writer again took over the advance. King Baille, former well-known side showman and now an organizer for the Moose, came over from Lebanon, Ind., for a short visit. Other visitors included Matt Dawson, Acme Premium Supply Company; V. N. Asbury, secretary Vermillion County Fair, Newport, Ind., and Mr. and Mrs. Arthur Sorrell, Groves Greater Shows.

WALTER B. FOX.

Bee's Old Reliable

Morehead, Ky. Week ended July 26. Auspices, Morehead Merchants' Association. Business, good. Weather, good. Pay gate, 10 cents.

After a successful week in Grayson, Ky., shows and rides opened here early Monday night. Date marked shows' appearance here, and it proved excellent. All shows, rides, concessions, and gate did good business. W. T. Stephens and H. M. Smith, members Russell Springs, Ky., fair association, were on the lot Sunday when shows arrived. The week started off to a good crowd Monday night as Frankie Bland, special agent, did a good advertising job. The Morehead Independent co-operated. Ferris Wheel wedding of Norene Garner and Johnnie Carter drew a big crowd. Many presents were received by the bride and groom from members of the shows and local merchants. Fred Penn closed here with his custard stand, as did Madam Ann with her palmistry booth. John Czudek and troupe came on to take over the Ten-in-One Show. Kid Drifty joined the Minstrel Show. Popular here were Willard Davenport's Minstrel, Spot Tipps' Girl, and Billy Stinson's Athletic shows. Morehead Merchants' Association co-operated, as did county and city officials. Mr. and Mrs. W. M. Jarvis visited Mr. and Mrs. D. F. Saunders Sunday while en route to Harrodsburg, Ky.

R. FELTON ROBERTSON.

Gold Medal

Bessemer, Mich. Seven days ended July 27. Location, Massie Field. Auspices, American Legion Post. Business, good. Weather, fair.

Several mishaps on the run from Calumet, Mich., delayed arrival of equipment until 7 p.m., but everything was ready to go before 9 p.m. Cable truck did not arrive until 8 o'clock, but Red Miller and crew did a swell job and had the shows wired and ready to go in 1 hour and 20 minutes. Opening night drew a big crowd on the lot and it picked up daily. Business did likewise. Committee and officials co-operated, as did the local radio station, giving shows two 15-minute programs free. Fishing parties and picnics for the ladies continue popular. General Manager Bloom left on an important business trip. General Agent Johnson headed south. Queenie, popular bulldog owned by Mr. and Mrs. Ackley, passed away and is missed on the midway. A new front is being completed. Work is being done on all equipment, under direction of Paul Wotring. Miller's Battlefield is proving a mecca for ex-service men and public. Lestei Liedke, who replaced Clyde Biles as Ferris Wheel foreman, is doing a good job. **HARRY E. WILSON.**

West's World's Wonder

Waukegan, Ill. Week ended July 26. Location, Dugdale Park ball grounds. Auspices, VFW Post. Business, good. Weather, good.

Splendid grosses on the entire midway, with Abe Gross's bingo chalking up a record day, marked the opening here. Record crowds thruout gave all a good score. Tuesday night was lost to rain, but following business more than compensated for it. Abe Gross, bingo manager for H. W. Jones, with his crew of Sam Fustaino, Curley Turner, Frank Brown, and Wick Steakley, claim they are ready for the fairs. Jack and Ella Strike, who joined last week with their short-range gallery, are doing well. Mr. McSpadden joined here with Ferris

Wheel, Scooter, and Loop-the-Loop. Shows and committee co-operated in the local drive for old aluminum by making it good for one admission to the front gate. They obtained front-page space for three days in local newspapers as a result. Saturday's Children's Matinee proved a record-breaker for all. Shows day and dated Curly Vernon's Four Star Exposition Shows and much visiting was done. Ned Torti visited, as did Gene Berni and Mayor Frank Wallin. Both local papers co-operated, and Ray Bangheart, of The Post, was a frequent guest of the writer. Glenn Hyder, visited.

BOB BUCKLER.

Crystal Expo

Williamsburg, Ky. Week ended July 26. Location, Walls End Showgrounds. Auspices, American Legion Post. Business, good. Weather, fair.

Stand gave shows another winner. Junior Moore's China Town led shows, with the Athletic Show, managed by Sam Petrall and Mickey O'Brien, and Arthur Carver's Minstrel Show close behind. Mike, of Murphy's Midgets, was stricken ill Thursday and show was closed the last half of the week. Doc Moore's Jungleground is proving popular. Bob Dixie is doing well with the Monkey Show. Mrs. Tom Marshall has charge of Mrs. Bunt's new ball game. Walter E. Bunts is doing a good job as lot man. Mrs. Alden Carpenter, of Crystal River, Fla., and son, George, are visiting with Mr. and Mrs. Walter E. Bunts. Mrs. Carpenter is the mother of Mrs. Bunts. Other visitors were Mr. and Mrs. Art Snyder, Florence Snyder and Lawrence Snyder, Mrs. Becker; Jimmy Smith, attorney of Middlesboro, Ky.; Floyd Ball, Roy Maples, and Doc Ogle.

R. G. (DOC) FELMET.

Art Lewis

Bridgeport, Conn. Week ended July 26. Location, Avon Park. Auspices, Independent Order of Odd Fellows. Business, very good. Weather, good.

Return engagement here produced unbelievable attendance and a big gross. All three newspapers co-operated, and a number of feature stories with plenty of art brought patrons out. Ford Munger Sr., here on a visit with his son and daughter-in-law, received almost a page of publicity on his past battles in the ring, while Lucie Gillette rated a front-page picture and story opening night when she was knocked unconscious coming out of her cannon. Smilo, front gate funster, carried a full page of publicity with several other pictures when he helped entertain over 1,000 children from Bridgeport and vicinity who were on the midway as guests of Art Lewis and Harold Poole, federal housing administrator. Joe Lewis Smith was busy with many details during the week and was official greeter. Mrs. Bertha Smith also assisted Mrs. E. B. Braden and Mrs. Charles Lewis in escorting several groups of women visitors around the midway. Shank Wheeler, State senator, and Mrs. Martin Hotham were on the lot nightly, assisting in the aluminum drive, which produced three truckloads of metal for national defense. Police Chief Chet Brigham and family were guests of the management, while many police and city officials visited the grounds during the engagement. Dr. Cody, nephew of William (Buffalo Bill) Cody; C. F. Foster, and B. O. Roth were dinner guests of Howard Ingram, shows superintendent. Mr. and Mrs. Max Lewis, parents of owner Art and Charles Lewis, visited Thursday and were accompanied by Mr. and Mrs. Carl Lewis and Butch and Jackie Lewis. E. B. Braden, business manager, reports his broth-



er Jim, who is in a hospital at Beckley, W. Va., is much improved. Miriam Anderson is with the Vanities, while husband, Jimmy, is working in Gene O'Donnell's bingo. Gene left with his No. 2 bingo unit for a celebration at Scranton, Pa. Julia O'Donnell remained behind with the No. 1 unit. Louis Sage reporting back to work after a short siege in hospital at North Adams, Mass. Earl Walsh is in charge of LaConga Nights and has engaged a new cast for the revue. Chester Luck is doing a good job as Scooter foreman. Otis Seaver, master mechanic, reports all equipment is in A-1 condition for the fairs. Gene Clark has the Merry-Go-Round. Dorothy Perry, Dottie Sherman, and Virginia Munn are doing a good job as ticket sellers. Clem Schimtz visited Saturday.

ROY B. JONES.

L. J. Heth

Peru, Ind. Week ended July 26. Location, Bears Field. Auspices, 40 and 8 Post. Business, good. Weather, cloudy and hot.

After a Sunday engagement at Rochester, Ind., shows made a 23-mile move in here in less than an hour. A help wanted ad inserted in the local paper the day before for 35 laborers solved the extra help problem, and shows, with the exception of a few concessions, were in the air by 2 p.m. The lake region of Northern Indiana has given shows three profitable weeks and some swimming and fishing were indulged in by the personnel. At Rochester, Tapps Garment Manufacturers all-girl softball team, Indiana champions and unbeaten for the last five years, challenged Bernie Sloan's show team, and proceeds were used to purchase band uniforms for the local high school. Sloan's team defeated the girl team by the score of 22 to 4. A big crowd turned out and a tidy sum was raised for the band. The circus fraternity was well represented nightly and much visiting was done all week in the homes and local business establishments. Joe and Jean Fontana visited Nick Carter's steak house several nights. Others visited Brigham Young's Jockey Club. Visitors to the lot included Mrs. Gene Weeks, Mr. and Mrs. Nick Carter, Mr. and Mrs. Brigham Young, Red Finn, Etta Hodgini, Mr. and Mrs. Clarence Keyes, Mr. and Mrs. Mike Wissinger, Lyman Keyes, Mr. and Mrs. Earl McLain, Joe Wrenn, Pony Wilson, Joe Becker, and Ray Marsh Brydon.

H. B. SHIVE.

O. C. Buck

Berlin-Gorham, N. H. Week ended July 26. Location, Gorham Airport. Auspices, American Legion Post. Business, good. Weather, hot.

Big early crowds made the week a gala one. Shows and rides did exceptionally well, and Advertising Agent Owens had the two towns well billed. Publicity extended as far as Lewiston, Me., 60 miles away. Winnie Sisto is enlarging the side show and staff. Joe Gangler took delivery on a new truck and a new bear. Clementine Coffey vacationed here, resting up for the fairs. Eddie Evans also took delivery on a new semi. Joe Falco left with three men and three trucks for Buffalo. Al Boneberg is doing a good job on the Rolloplane. Max Linderman and Doc Cann visited while en route from Ottawa to their shows.

LON RAMSDELL.

Arthur's Mighty American

Raymond, Wash. Five days ended July 26. Location, Duryea at Fourth Street. Auspices, Fire Department. Business, fair. Weather, fair. Pay gate, 10 cents.

Shows chalked fair business with a packed house at the circus at every performance. Sponsors co-operated, as did *The Raymond Herald* and *South Bend Journal*. Broadcasts were made over Station KELA daily. Construction work continued here with five crews working on the light tower, new office, truck bodies, and ticket boxes, under direction of Manfred Stewart. The public wedding Saturday night in the circus arena of Benjamin Gutzmacher and Juanita Ballard, of Centralia, Wash., drew the largest crowd of the week. Couple was attended by bridesmaids Virginia Edwards, Hester Ford, Mimi Williams, Jere Tilton, Peggy Billmire, and Marinella Gotch, with Mrs. Margaret P. Reilly giving the bride away. George Conkling was best man. A buffet supper was served to over 100 guests after the night performance in the big top thru the courtesy of George Conkling and Walter Gorsline. Dolores Arthur is recuperating at St. Vincent's Hospital, Portland, Ore., from her recent operation. Show painter

Charles Ferguson spent the week repainting the trucks. Ladies' Bowling Club meet was won by Patricia O'Brien and Dorrene Dyke, while the PCSA award went to Tod Henry. Mr. and Mrs. Allen Fine, Mr. and Mrs. Ralph Balcom, and Dorothy Hilderbrand returned from a successful two-day fishing trip. Martin E. Arthur made a flying trip to Portland, Ore., to visit Mrs. Arthur. Everett Butler spent three days in Portland on business. Jack Dykes is constructing two new concessions and enlarging his Penny Arcade. Mr. and Mrs. John Donzelli added a Mickey Mouse Show. The writer was a dinner guest of Mr. and Mrs. Edward Walters here. Closing here were George Dixon, Della Love, and Archie Green. Frank Barton is recovering from injuries sustained in a fall while dismantling the Rolloplane.

WALTON DE PELLATON.

Penn Premier

Corning, N. Y. Week ended July 26. Business, good. Weather, good.

Shows arrived early Sunday from Wellsboro, N. Y., and were ready to open that night. Aided by ideal weather, all reported good business. Lot was downtown and big crowds turned out nightly. A number of concessions joined here. Mrs. Lew Alters spent the week with her husband, side-show manager. Lloyd Serfass left on a good-will trip in the South. Shows will be in charge of Mrs. Serfass and Al Bydlik, ride foreman. Tommy Carson assumed his duties as concession manager, replacing Stan Reed who will go out in advance with a billing crew to handle the fairs. Mrs. Ollie Trout joined her with her pitch-til-you-win and shooting gallery. The Sensational Eatons, free act, continue popular. Chief of Police Peters, of Lock Haven, Pa., presented Mrs. Serfass with a police puppy. Mort Riley joined with his popcorn and apple store. The shows have been repainted and are ready for the fairs.

CHARLES GUNDERMAN.

Patrick's Greater

Missoula, Mont. Week ended July 27. Auspices, American Legion Post. Pay gate, 10 cents.

Shows opened Tuesday night to good business and ideal weather. Wednesday and Thursday were good, altho both nights were cloudy with occasional showers, but it did not hamper patrons' spending. Mr. and Mrs. Patrick and Mr. and Mrs. Clark visited Rubin & Cherry Exposition at Butte, Mont., Thursday night. Mr. Billetti, Ray Wheeler, and Mr. Tremain spent a couple of hours there Friday. The Billetti-Landis cook-house is doing well. Saturday's 5-Cent Kiddie Matinee was far above expectations and Saturday night drew 3,000. Shows, rides, and concessions did near-capacity business. Mr. Oulette is doing advance work. Mrs. Patrick is busy looking after her string of concessions. Fritz Henkle is doing a good job of looking after the lot, since Les Fee joined Silver King Shows, No. 2 Unit. Mr. Keeler, who operates the Pony Express, purchased an Octopus here. R. H. Tyree's Athletic Arena reported the week was the best he has had in years. Owner Patrick left to visit the Silver King Shows.

Butte, Mont. Week ended July 20. Auspices, American Legion Post. Pay gate, 15 cents.

Shows played here in connection with the rodeo and business was above expectations. Altho it rained and hailed Saturday night, shows played to near-capacity business. Mr. Richardson, cook-house operator, closed in American Falls to join Doc Zieger's United Shows. Tommy Bailey purchased a new car.

PEGGY BAILEY.

World of Fun

Meyersdale, Pa. Week ended July 19. Location, ball park. Auspices, Volunteer Fire Department. Business, fair. Weather, cool and rain. Pay gate, 5 cents.

Move here from Cumberland, Md., was made in good time and everything was ready for opening Monday night. Tuesday was lost to rain. Despite cool nights, attendance was good. Joseph Steblar had a little difficulty in laying out the small and hilly lot, but by cutting some banner line he did a good job. Banhill's Loop-o-Plane led rides, and Brown's Ten-in-One topped shows. Personnel misses Robert Leslie, who was inducted into the army recently and is now at Camp Lee, Va. All rides and shows are being painted, as shows start their fair season at Abbotstown, Pa. Danny Enfield's Midway Cafe continues popular. Dan Leslie added three concessions. Mr. and Mrs. J. J. Steblar and daughters, of Stamford, Conn., are visit-

ing the shows for a few weeks. Neal Massaro added another concession. Mr. and Mrs. Joseph Steblar visited friends in Pittsburgh. General Agent Billie Marco returned from a successful booking trip in Virginia. Visits were exchanged with members of the Bright Lights Exposition Shows at Grantsville, Md. Committee complimented General Manager Steblar on the appearance and cleanliness of the midway. Al Bersoff augmented his sound equipment. General Agent Billie Marco purchased a new car, and shows now consist of 6 rides, 8 shows, 20 concessions, and free act.

R. SHARPE.

H. P. Large

Mount Olive, Ill. Three days ended July 26. Auspices, Mount Olive Home-Coming Committee. Business, good. Weather, good.

Shows moved from Pocahtontas, Ill., here and laid off the first three days, setting up for the Annual Home-Coming days, Thursday, Friday, and Saturday, on the Main street. Immediately after the annual parade shows opened to good business. Rides had the best three days of the season so far, with the Ferris Wheel and Merry-Go-Round running around even. Lon Morton's Wrestling Bear Show was popular. At the end of the engagement all reported satisfactory results.

Pocahtontas, Ill. Week ended July 19. Auspices, Firemen's Home-Coming Committee. Business, good. Weather, good.

Shows moved here from Palestine, Ill., and were ready Monday. Shows remained closed that night because of no lights, but all was ready Tuesday night. Business was only fair up to the regular home-coming days which were Friday and Saturday. On those days big crowds were on hand and all did good business, rides doing near capacity on the two days. Shows set-up in City Park, and Manager Large did a good job of locating the midway.

MONROE SMITH.

Douglas Greater

Camas, Wash. Five days ended July 26. Location, city park. Auspices, Camas Paper Festival. Business, good. Weather, good.

Altho celebration didn't start until Thursday, all shows opened Tuesday to good business. Wednesday night was better, and Thursday, Friday, and Saturday nights all shows, rides, and concessions reported good business. Plenty of space was obtained in local and near-by newspapers and Pacific Coast Showmen's Association Day, Thursday, when \$300 was raised, with more still to come in. Owner E. O. Douglas is still matching dollar for dollar the money raised by the shows. Check will be presented to President Joe Glacy by Bob Perry, acting for shows; John Stone, concessions and rides, and Earl Douglas, management. Membership applications totaling 17 have been received by President Glacy. Bill Meyers returned from Puyallup, Wash. Spike Wall, Tilt-a-Whirl foreman, has his son, Ralph, here from Renton, Wash., for a week's vacation. Frank J. Fictum, agent for O. H. Fictum's cane rack, was called for army

service, as was Welton Akers, of Al Hamilton's Fly-o-Plane. Mrs. Rex Boyd, of Penny Arcade, has recovered from injuries sustained in bad fall while swimming at Oregon City. May Ward's son, Trevis, en route from Alaska to San Diego and a member of the U. S. Air Corps, visited. Mrs. Yvonne Free, daughter of Mrs. E. O. Douglas, arrived to help Cecelia Klug on popcorn. Al Hamilton's concessions are doing well, as is Marine Stansbury's fish pond. Babe Hamilton celebrated her birthday here.

Oregon City, Ore. July 14-20. Business, fair. Weather, hot.

Run from Salem, Ore., was made in good time and because of the heat all

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 36 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining cards, \$5.00 per 100. No. 140 — Extra Heavy Green Both Sides. Per 100, \$8.50.

3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Lightweight card. Per set of 100 cards, tally card, calling markers, \$3.50.

All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.

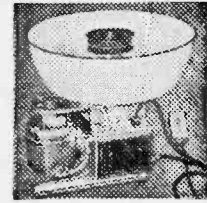
LIGHT WEIGHT BINGO CARDS

Black on white, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢. Automatic Bingo Shaker. Real Class ... \$12.50 per 1,000. 3,000 Jack Pot Slips (strips of 7 numbers), per 1,000. Lightweight Lapcards, 6x16. Per 10050. 3,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25, Size 4x5, per 1,000. 3,000 Featherweight Bingo Sheets, 5 1/2 x 8. Loose, \$1.25 per M. Stapled in pads of 25. Per M. Postage extra on these sheets. Bingo Card Markers, in strips, 25,000 for \$1.25. Dice boards and pads, wardrobe checks, coupon books, subscription books, misc. items. Cat. and sample cards free. You pay any C. O. D. fees. No personal checks accepted. Instant delivery.

J. M. SIMMONS & CO.

19 W. Jackson Blvd., Chicago

MAKE \$50.00 A DAY ON CANDY FLOSS



Start a business of your own, make real money at any place of amusement with CANDY FLOSS. Get one of our highly efficient machines now. Four models to choose from, sturdily built, easily operated. Prices to suit you. Write TODAY. ELECTRIC CANDY FLOSS MACHINE CO. 202 Twelfth Ave., So. Nashville, Tenn.

COOK HOUSE HELP

Cook, Steam Table Man, Waiters, experienced, sober. Good working conditions, long line of fairs. Apply CONSTANS CONCESSIONS, Inc., Fair Grounds, Ionia, Mich., August 9th; Ohio State Fair Grounds, August 18th.

COOK HOUSE WANTED

For balance of season, reasonable rate. Joe Decker, get in touch with me. Freddie Phillips, wire me. Talker for Plant Show.

LAWRENCE GREATER SHOWS
Tyrone, Pa., this week; Berwick, Pa., next week.

ATTENTION—RIDE OPERATORS

Have for Sale—Two outstanding Rides, perfect in every detail, and capable of going places in fast company: Silver Streak, price \$4,800.00; Super Rolloplane, price \$2,350.00. Rides can be seen in operation and inspected. Mocksville, week August 11; Newton, week August 18; Canton, week August 26; all North Carolina. Address as per route.

R. C. LEE, Inc.

WANTED CHORUS LINE GIRLS

Those doing Specialties preferred. Show operated by and salaries paid out of office. Long season. Write Great Falls, Mont., August 4 to 9; Billings, Mont., August 11 to 16.

RUBIN & CHERRY EXPOSITION

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 Popcorn, Candy Apple and Candy Floss supplies. Send for our latest price list today.

GOLD MEDAL PRODUCTS CO.

133 E. Pearl Street

Cincinnati, Ohio

12 FAIRS PENN PREMIER SHOWS 12 FAIRS

WANTS

For Nanty Glo, Pa., Firemen's Celebration, starting Aug. 11th. Meyersdale Free Fair to follow, Aug. 19th. Fairs booked solid until November, 22nd. Florida Fairs to follow. Can place 1 more Flat Ride with or without transportation. Can furnish tops and fronts for any worthwhile attractions. Want Long Range Gallery. Will sell X on Gustard, Candy Floss, Scales, Arcade, Fish Pond. Will sell X on Novelties for all Fairs. Few choice Wheels open. Swinger. Phil O'Neil wants Concession Agents. Can place Man or Women for Photo Gallery. Want organized Colored Show for Southern Fairs. Also Man and Wife to take complete charge of Posing Show. Charles Kingil Powell, get in touch with Tommy Carson. All Concessions address TOMMY CARSON, Business Manager; others to LLOYD SERFASS, Manager. This week Sykesville, Pa. P.S.: Sam Burgdorf, get in touch with me.

BULLOCK AMUSEMENT CO. WANTS

To join at once, Bingo Help. Experienced Ride Help that can drive trucks. Must be sober. Can place small Animal or Pit Show. Will book Frozen Custard with own power. No gate, no racket. Show will be out 20 more weeks. Reed, W. Va., August 4 to 12; Flat Top (Lilly Reunion), August 14 to 17. James Confehr, can place you at once. J. S. BULLOCK.

GOLD MEDAL SHOWS

Can place for long string of fairs, opening with the Class "A" Wisconsin Fairs at Wausau, August 9, and closing Armistice Week in Alabama. Monkey Circus or Animal Show. Legitimate Concessions Operating for Not Over 10c.

Address: Rhinelander, Wis., Aug. 5-8; Wausau, Wis., Aug. 9-14; then per route in The Billboard.

WANTED SIDE SHOW ACTS

Breaks to feature, Oddities, Lecturer for inside who does an act. Salaries guaranteed by office. Meals furnished. Fairs start middle August, close middle of November. All must join not later than August 15, Portland, Maine, this week. Write or wire

GLENN PORTER, WORLD OF MIRTH SHOWS

BATH, MAINE; THEN PORTLAND UNTIL THE 15TH.

WANT

Foreman on eight-car Speedway; Joe Hollander, wire me. Foreman for Chairplane, also want good Second Men for Ferris Wheel, Ride-O and Whip. Top salaries paid. Want good Truck Drivers for new International Trucks. Come on, we will place you. Will book or buy Spit Fire, Caterpillar and Tilt-a-Whirl. Must be in good shape. Want Concessions of all kinds. Good opportunity for Diggers and Rotary for Cortland County Fair, Cortland, N. Y., and then others to follow. Want high-class Minstrel Show with or without outfit. Want a few more Pit Shows. All address:

Samuel E. Prell, Gen. Mgr., World's Fair Shows, Inc.

Corning, N. Y., this week; Elmira, N. Y., next week; then Cortland.

WASHINGTON, N. J., FAIR; PHILIPSBURG, N. J., FAIR TO FOLLOW

Want Ball Games, Pitch-Tilt-Win, Merchandise Wheels, Hoopla, Watchia, Bowling Alley, Duck Pond, Grab Joint. Will sell exclusive Novelties and Scales for balance of Fairs. Want sober Ride Help, Talkers, Girls for office Revue, Posing Show, Colored Girls for Minstrel Show. All office paid. Dover, New Jersey, this week.

BANTLY'S ALL AMERICAN SHOWS

WANT—For Central Virginia's Largest Fair SIX COUNTY AGRICULTURAL FAIR

6-Days—Nights—6—SEPTEMBER 8 THRU 13—LYNCHBURG, VA.

Can place CONCESSIONS of all kinds, including Wheels, Grind Stores, Ball Games, Novelties, Palmistry, Shooting Gallery, Photos, Hooplas, Fish Pond, Eats, Drinks, Candy Floss, etc. PITCHMEN, DEMONSTRATORS, write or wire Concession Manager, SIX COUNTY AGRICULTURAL FAIR ASS'N, 311 People's National Bank Building, Lynchburg, Va.

FAIRS FAIRS FAIRS

CUMBERLAND VALLEY SHOWS

Nothing left now but 12 consecutive Fairs, starting McMinnville, Tenn., August 11th to 16th, and want the following: Side Show People and Manager, Monkey Circus, Freak Show, Fat Show, Motor-drome, Athletic Show People, Musicians and Chorus Girls for Minstrel Show; would consider organized Show. Or any other Show that wants to make money. Will book any legitimate Concessions. Alfreda and Cynthia Palleon, answer. Tuffy Cleet and Spike O'Connell, come on. Dottie Dimple, come on in. Address all mail to ELLIS WINTON, Manager, Crossville, Tenn. (this week).

Concessions of All Kinds

No exclusives. Place Pole Act for week Aug. 11th. Commencing Labor Day, place 3 Free Attractions for ten weeks' work in South. Capable Operator for Girl Show or Posing Show. Place Fun House or Glass House. Reliable Ride Help who can drive semis. Want capable Truck Mechanic. No amateurs. Must know his business and not drink. Capable Special Agent who understands all details. Good proposition. Everybody address AL WAGNER, Benton, Ill., this week; Marlon, Ill., next; followed by Greenup, Ill., Fair, and Bowling Green, Ky.

KAUS EXPOSITION SHOWS, INC.

Want legitimate Concessions of all kind, also Long Range Lead Gallery. Single Pit Attractions with own outfits. Want Foreman for Silver Streak and Chair-Plane. Ride Help in all departments. Ray Debates, wire or come on. Joe Deaver and Elmore Williams no longer with this show. Monte Novarro wants Posing and Dancing Girls. Talker, Workmen. Top salaries. Write me care of Show. Red Cox wants Dart Balloon Agent. Ray Hart wants Agent for Snow Ball and Floss. Want Assistant Electrician and Short Range Gallery Operator. Contact Earl Tilghman. Address: A. J. KAUS, Mgr., 25th & Kirk Sts., Baltimore, Md., this week; next week, Cumberland, Md. (Fair).

shows and rides set up at night, Jack O'Day and crew having put up the electric tours as soon as they arrived. Shows played here Sunday to good-spending crowds. Joe Glacy's Circus Side Show had one of its best weeks of the season so far, and Bob Perry's Motor Drome, with Al Johnson on front, also reported exceptionally good business. Swimming parties here included Mrs. Rose Douglas, Walt and Cecelia Krug, Bud Douglas, Al and Mickey Johnson, Louis and Marie Ricks, and Rex and Minerva Boyd.

J. ALAN BUCHANAN.

Cetlin & Wilson

Sharon, Pa. Week ended July 26. Location, Old Fairgrounds. Auspices, American Legion Post. Business, excellent. Weather, fair.

This was a banner date, but personnel was saddened by tragic death of Michael Mitchell, 22, a member of Vess's Five Queens and Ace, free act on midway. On July 24, about 9 a.m., Mitchell went for an airplane ride with Bernard Spillane, 20, visitor from Rochester, N. Y. The plane crashed one-half mile from the showgrounds and both were killed. A special memorial service by show people was held Thursday night on the showgrounds, with John W. Wilson giving the eulogy. Friday noon show-folk gathered at McGrath's Mortuary for memorial service. It was one of the best weeks of season for shows and rides. Visitors included Clark Queer, Mount Pleasant, Pa., postmaster and publisher of *Mount Pleasant Journal*. John M. Sheesley, of Mighty Sheesley Shows, also visited. Mr. Queer invited Harry Dunkel, general agent, to be his guest at Mount Pleasant for several days. *Sharon Herald* co-operated. Station WPIC gave free programs, with Paul Andre, singer, and Art Parent's orchestra, of the Paradise Revue, on the program. Mrs. I. Cetlin, Mrs. John W. Wilson, and Claude Claudette were busy helping Dorothy Caldwell Mitchell with her business at the time of her great grief. G. C. Murphy Store sponsored Children's Day Saturday, with the store passing out special ride tickets. RAYMOND D. MURRAY.

James E. Strates

North Tonawanda, N. Y. Week ended July 26. Location, Wheatfield Street showgrounds. Auspices, Kiwanis Club. Business, excellent. Weather, good.

Because of the increased size of the shows, a new location had to be secured here. It proved ideal and shows chalked up another red one. Committee co-operated, as did the personnels of the Allan Herschell and Spillman Engineering corporations. Shows drew largely from surrounding territory, especially Buffalo, because of extensive radio tie-up by C. Foster Bell, publicity director. Manager Strates purchased a mimeograph and Publicity Director Bell has two publications on shows' doings each week. Scenic Artist Fred Havens is doing the illustrations. Al Tomanie, Side-Show manager, added six acts. Leo Carrell's Hollywood Movie Monkey Revue is showing under a mammoth canopy. Fearless Egbert added two more riders at his Lion Motordrome.

Edith Sterling's Hopi Indian Show is sporting a new front. Al Campbell's string of concessions are housed under new canvas. Building Chief James Yotis has finished new fronts for the Life and Jungleland shows and has begun work on the new front entrance arch. Paint crew is renovating the rides. Eddie Seaman, chief electrician, added a lavish display of neon on the Midget Show, Harlem Revue, Vanties, and Ball Club fronts. General Agent William Fleming spent a few weeks back with it before going south in preparation for shows' fairs. SKY PUTNAM.

J. J. Colley

Jay, Okla. Week ended July 26. Location, streets. Auspices, Chamber of Commerce. Business, fair. Weather, hot.

Located on the streets around the square, with hot weather prevailing, shows' business here was far below expectations. There were two picnics a few miles distant a week before this date, and a rodeo was held near by on the same dates. John Vaughan joined the Ferris Wheel crew, and Bob (Curly) Burns is framing a new ball game. Tom Edwards left to join his son, Jack. Mrs. Louise Bailey, daughter of Mr. and Mrs. R. P. Wipple, cookhouse operators, visited here. Edgar Skie and Zeke Costa are working for Bob Burns. The writer is handling *The Billboard* sales on the shows. Bob Burns built a new trailer to transport his concessions, and Cecil

ADV.

The New *10,000 Word Telegram

(* A picture is worth 10,000 words)

"What can I do to make my sales telegrams more effective?" Every advertising man and sales manager asks himself that question whenever he decides to send a large number of sales or promotional telegrams. Today Western Union has a new answer to that old question—and the answer is **Illustrated Telegrams**.

This Western Union innovation makes it possible to increase the value of a telegraphic message by adding to the message itself a picture of the thing or service described. Thus, by means of Illustrated Telegrams, it is now possible to "picture what you sell." To the attention-compelling quality of a well-worded telegram it is, therefore, possible to add a picture which helps tell the story.

Illustrated Telegrams are available only when the same telegram is sent locally to a large number of people at the same time. Illustrated Telegrams are usually sent as low-rate local overnight telegrams for which quantity discounts are allowed. In quantities of over 2,000, the rate per telegram is as low as 10 cents.

The printing of the illustration on the telegram is arranged for by the customer and can be as simple or as elaborate as he wishes to make it. The illustration may be simple black and white, or in several colors. It may consist of a trademark or slogan, or a picture of the product or service described in the telegram, or it may be a photographic likeness of the signer of the telegram. The space devoted to the illustration should not include descriptive details of any kind since they will be included in the body of the telegram.

While generally used for promotional campaigns within a single city, many sales managers use Illustrated Telegrams in nationwide campaigns, since it is possible to have the same telegram delivered simultaneously or at designated times in any number of cities.

Illustrated Telegrams are effective for many promotional purposes. A railroad inaugurating a new train sent out to thousands of its customers Illustrated Telegrams bearing a color reproduction of the train. An automobile manufacturer who was introducing a new model made arrangements with his distributors throughout the country to send out to prospective purchasers tens of thousands of Illustrated Telegrams, on which the new car was reproduced in attractive colors. The telegrams were so effective that the same idea was used for a new model in a lower price range.

Illustrated Telegrams are making a definite place for themselves in many sales and advertising programs since they possess many of the elements of the successful sales approach and can be used effectively in supplementing the sale of services and products of every description.

Discounts on local Illustrated Overnight Telegrams of Same Text

No. of Messages	Rate per Message	No. of Messages	Rate per Message
25-50	18c	251-500	15c
51-100	17c	501-1000	13½c
101-250	16c	1001-2000	12c
OVER 2000 — 10c EACH			
Plus Charges for Engravings and Printing of Illustration			

EXHIBIT'S '1941

PENNY ARCADE MACHINES
Now Ready For
**PENNY ARCADES
 SPORTLANDS
 AMUSEMENT PARKS
 SUMMER RESORTS
 TRAVELING SHOWS
 ARMY CANTONMENTS, etc.**

FOR ILLUSTRATED CATALOG
 - ALSO FREE INFORMATION
 AND PLANS OF MODERN
 PENNY ARCADES: (Large -
 Medium - Small)
 Write
EXHIBIT SUPPLY CO.
 4222-24-26-28-30 W. LAKE ST. CHICAGO

**OPERADIO
 SOUND SYSTEMS**

Materials are getting scarce. Order now before the Fairs start. Prompt service. Send for special outdoor catalog. Wholesale prices.

DONALD T. HANKINS
 16 So. 39th Street Philadelphia, Pa.

**ANNOUNCEMENT
 OPEN HOUSE
 CELEBRATION**
 At Our New Factory
AUGUST 1, 1941
 Write—Wire—Phone

BAKER-LOCKWOOD
 14th Ave. at Clay St., KANSAS CITY, MO.
 America's Big Tent House
 Eastern Representative, A. E. CAMPFIELD,
 152 W. 42d St., New York City, N. Y.

TENTS-BANNERS
 • 3 Tangley Calliopes, in good condition.
 CHARLES DRIVER—BERNIE MENDELSON
O. HENRY TENT & AWNING CO.
 4862 North Clark Street, CHICAGO, ILL.

SIDEWALL BARGAINS
 Slightly used, good as new, tan color. Seven feet high, \$19.00 per hundred feet; eight feet high, \$22.00. Twenty thousand feet to be sold. Half deposit with order.
MAIN AWNING AND TENT CO.
 230 Main Street Cincinnati, O.

WANTED
 MANAGER FOR MONSTER SHOW. Complete circuit of Fairs. This show exceedingly fine. All equipment like new. Address:
THE F. E. GOODING AMUSEMENT CO
 1300 Norton Ave. Columbus, O.

WANTED
 Combination Cook and Griddle Man. Must be sober; will pay good wages. Can place for remainder of season: Snake Show, Monkey or Pit Show. All Celebrations and Fairs. Wire **W. F. McDERMOTT**, Coon Rapids, Iowa, Aug. 4-9; Alta, Ia., Fair, Aug. 11-16. **WRIGHT & CO. SHOWS.**

READERS
 Can place one more capable Reader. Wire Caroline Holt. Also experienced Waiter—Pierson's Cook House.
GOLD MEDAL SHOWS
 Rhinelander, Wis.; Wausau, Wis. (Fair).

SOUTHERN SHOWS
 With 6 Rides, wants for the annual County Fairs: Neshoba Co., Philadelphia, Aug. 11; Leek Co., Carthage, Aug. 18; Yazoo City Oil Exposition, Aug. 25; Sebastopol, Sept. 1; Quitman, Macon, Forest and Canton, all Miss. Shows with or without Tops. Concessions of all kinds. No X. Cotton fine; government work everywhere. Louisville, Miss., week of Aug. 4. **SOUTHERN SHOWS.**

Hendrix had two concessions at the rodeo in Westville, Okla. Mr. and Mrs. Lee Marshfield and family parked their house trailer at Spavinaw Lake, where they did much fishing and swimming. They motored back and forth daily. Mr. and Mrs. Edgar Jones are working a concession for John McGlothlin.
LAVERNE COLLEY.

Sunburst Expo
Sloan, N. Y. Week ended July 26. Location, Broadway at City Line. Business, good. Weather, hot.
 Near-capacity crowds turned out here and shows did not close until 2 a.m. on three days. All daily papers were used, as was the foreign language press. Visitors included James E. Strates and many members of the shows bearing his name, and George and Dave Christ, Christ United Shows. General Agent J. J. Kelleher purchased a Blue Goose Ride. Shows are carrying 12 shows, 6 rides, 47 concessions, and 2 free acts.
Bradford, Pa. Week ended July 19. Location, Foster Brook Circus grounds. Auspices, AEF Post. Business, poor. Weather, bad.
 Altho committee did everything possible to make the date a success, inclement weather on four nights spoiled the engagement. Saturday afternoon's parade drew a big crowd to the grounds, but rain sent patrons scurrying home at 7 p.m.
BILL SCHOEN.

Burdick's All-Texas
Baird, Tex. Week ended July 19. Business, mediocre. Weather, fair.
 Local stand resulted in mediocre business for the shows, altho the midway was jammed for about three hours Saturday night. Sensational Risikos, free act, continued popular. Mrs. Ira Burdick celebrated her birthday while the show was in Coleman, Tex., with a party, at which about 50 guests were present. She received numerous gifts. Refreshments were served and the writer noted that the huge birthday cake bore one large candle. Manager and Mrs. Burdick went to Abilene last week and purchased a new p.-a. system. Neil Burdick, at the mike, is putting the free act over. Bill Luther and Ned Rao are spending much time fishing. Shows will remain in this vicinity for two weeks more and then start their fair tour.
LAVERNE LUTHER.

**WANTED AT ONCE
 BINGO CALLER**
 Wire
HARRY AGNE
 Keystone Shows, Olean, New York.
 Also want Caller and Counter Men for Gouverneur and Malone Fairs, starting week August 11th. Wire me Gouverneur, N. Y.

**C. W. NAILL SHOWS
 WANT**
 For Doughboy Celebration at De Witt, Ark., Aug. 12-13. Incl. Concessions: No exclusive except Cookhouse and Bingo. Will book legitimate Concessions of all kinds. Want Shows: Snake Show, man to take Athletic Show, Illusion Show or any Grind Show. Have outfit for Athletic Show. Want Performers for Minstrel, Drummer and Musicians. Alabama Blossom and Buck Suber, wire. (Kid Murphy in charge of show.) Address:
C. W. NAILL, Austin, Ark.

**Wallace Bros.' Show
 WANT**
 Octopus for 12 Fairs, Foreman for Dual Loop, Merry-Go-Round, Stock Concessions of all kind. Will sell exclusive on Frozen Custard. Deposit required. Fairmount, Ill., this week; Clark County Fair, Marshall, Aug. 11th to 16th.

**J. R. EDWARDS SHOWS
 WANT**
 Reliable Operator for Tilt-a-Whirl, Second Man for Merry-Go-Round and Ferris Wheel. Best of treatment. Come on.
J. R. EDWARDS SHOWS, Quaker City, Ohio

The SKY HIGH ALCIDOS



Originators of the death defying leap to trapeze bar 22 ft. from rigging, under direction of John C. Jackel, of N. Y., have just completed an engagement at

CONEY ISLAND

Amusement park extraordinary equipped with new and novel rides from the World's Fair and featuring the best in free attractions.

in
CARACAS, VENEZUELA
 Park Reopens December 19, 1941.
 Park Owner: **COMPANIA ANONIMA VENEZUELA de ESPECTALUS**
 Park Manager: **Mr. J. Borges Villegas**
 P. O. Box 1681, Caracas (Venezuela) S. A.

WANTED
DICK'S PARAMOUNT SHOWS
 SHOWS: Have complete modern frameup and also some trained stock for Monkey Circus. Want capable Manager, also Dog Act. **FUNHOUSE** and **SHOWS** that do not conflict.
 CONCESSIONS: Scales, Guess Your Age, Balloon Darts, 10-Cent Grindstones, Frozen Custard, Bingo, Long or Short Range Shooting Gallery, Fish Pond, Cigarette Shooting Gallery. Reasonable privilege.
 RIDES: Kiddie Auto or Pony Ride, Rolloplane, Octopus. Also Rides that do not conflict.
 Write or Wire **DICK GILSDORF**, Middletown, Conn.

14—CLASS A FAIRS—14
BUTLER, PA., FAIR — **BEDFORD, PA., FAIR**
AUG. 11-16 — **AUG. 18-23**
ART LEWIS SHOWS, INC.
CAN PLACE
 Large type Cook House. Must be up to date and clean, catering to showfolks. Privilege guaranteed in meal tickets. Shows—Class House, Fat Show, Unborn. Kiddie Rides except Autos. Concessions—Legitimate only, High Striker, Jewelry, etc. A-1 Scooter Foreman and Working Men in all departments. Want Dancers for new Revue. Long season. Address: **ART LEWIS, Gen. Mgr., until Aug. 9, Flourtown, Pa.**

WORLD OF TODAY
WANT SHOWS WANT
 FOR OUTSTANDING ROUTE OF FAIRS, INCLUDING MISSOURI STATE FAIR, SEDALIA. MECHANICAL FUN HOUSE, GLASS HOUSE AND GRIND SHOWS. SCALES, AGE, NOVELTIES, CUSTARD, JEWELRY, AND ANY CONCESSIONS WORKING FOR 10c. Address: Oskaloosa, Iowa, this week; Bloomfield, Iowa, Aug. 11-15; then Sedalia, Mo.

FOR SALE (I Have Government Job)
 Allan Herschell Carousel, 32 ft. 2 abreast Little Beauty, 5 h.p. elec. motor, double tracker bar, Wurlitzer style 150 organ with 1 h.p. motor, complete with tools and crates, price \$2,200. Ell 5 Ferris Wheel, 4 cyl. LeRoI motor, V-belt drive, price \$2,200. Smith & Smith 24-Seat Chair-o-Plane, new type LeRoI motor, swell lighting, price \$1,000. Allan Herschell Ten-Car Kiddie Auto, crates and 1 1/2 h.p. elec. motor, price \$500. Transformer, 100 k.w., mounted in 1935 Dodge van job, s.w. board, high line cut outs, 1,000 ft. of 2.0 rubber cable, pass city inspection, price \$1,000. Office Trailer, 22 ft., price \$300. One Bingo, 20x40; two Milk Bottle, 16x16; 10 8x10 Concession Tops, Frames and Trunks, price \$500. Can be seen up and running, first-class shape and bookings. Price for all cash \$7,000. Playing lots near Chicago.
 Address: **BOX CH-62, Billboard Pub. Co., 155 No. Clark St., Chicago, Ill.**

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25 Opera Place, Cincinnati, O.)

WANTED
For
BUSINESS MEN'S JAMBOREE
On Main Street, Reynoldsburg, Ohio
5 Miles East of Columbus City Limits.
Natl. Highway Route 40.
Day and Night, Sept. 18, 19 and 20.
Parades and exhibits. A very prominent State official will speak on Saturday.
Shows, Rides and Concessions, write or wire for space and information.
C. B. ARBOGAST, Reynoldsburg, Ohio

WANTED CARNIVAL
With Rides, Concessions, Shows, and Free Acts for annual
Webberville Homecoming
Oct. 2, 3 and 4
Write **FARMERS' STATE BANK,**
Webberville, Michigan

Want Free Attractions
For
Labor Day Celebration
Sept. 1
Write **H. M. GARRETT**
13 1/2 West 11th St. Columbus, Ga.

"PITCH MEN—NOVELTY EXHIBITS"
Houston's Food, Home & Appliance Exposition
Space in \$2,000,000 Coliseum available.
For detailed information write to
ALLEN H. RUSSELL
2318 Polk Ave. Houston, Texas

WANTED
For last week in August or first or second week in September.
AMERICAN LEGION FALL FESTIVAL
A first-class Carnival. Legitimate Concessions of all kind. Reply by mail or wire.
COLEMAN PITT POST No. 58
L. H. Howell, Chairman Show Committee,
Box 505, Rocky Mount, North Carolina.

1941 NATIONAL DISABLED AM. VET'S
Aug. 8, 9, 10—Louisville, Ky.
Street Novelty and Lapel Button privileges open to clean-cut type of men only.
CONVENTION CONCESSIONAIRE
Tyler Hotel LOUISVILLE, KY.

WANTED
For
Gridley Fall Festival & Colt Show
AUGUST 27-28-29-30
Concessions, Shows and Reasonably Priced Free Acts. Write or Call
H. ELLENBERGER, Gridley, Ill.

CARNIVAL WANTED
Water Valley Carnival
Sept. 25, 26, 27
J. HORAN, Water Valley, Miss.

WANT
RISE AND FREE ACT
HARTWELL COUNTRY CLUB
FALL FESTIVAL, SATURDAY, SEP. 6
Ride owner takes all. Address: **H. BACHLER, C. G. & E. Co., 4th and Plum, Cincinnati, Ohio.**

WANTED
Concessions, Shows, Rides and Free Acts for Sheldon, Illinois, Street Fair, Aug. 13-16; Benton County Stock Show, Boswell, Indiana, Aug. 20-23; Gladiolus Show, St. Anne, Illinois, Aug. 28-30. Write or wire
EDGAR BURNETT
Boswell, Indiana

WANTED
FREE ACTS AND CONCESSIONS
ANNUAL FALL FESTIVAL
SEPT. 11-12, 1941, SEAMAN, OHIO

ST. ISIDORE PARISH FESTIVAL
LAINGSBURG, MICH.—Friday, Saturday and Sunday, August 15-16-17
Wanted—Rides and Concessions. Will sell ex. on Pan Joint and Pop Corn. Veenstra and Mark Watkins, let me hear from you. All mail and wires to
HARRY MILLS, 532 N. Chestnut St., Lansing, Mich.

Minn. Aquatennial Is On Annual Basis

MINNEAPOLIS, Aug. 2.—The Minneapolis Aquatennial has become a fixture and the third annual will be staged July 18-26, 1942. It was announced on July 25 by Tom Hastings, president of the Minneapolis Aquatennial Association.

Further check showed that the 1941 annual was not a financial success, said Hastings, whose statement was a direct contradiction of one made a day earlier by Lyle Wright, association business manager. He pointed out that the committee spent \$175,000 to stage the nine-day festival and that much more than that was spent by private concerns for wages to workmen. Hastings said attendance at paid events was between 30 and 33 per cent greater than in 1940. Any shortage in receipts this year will not interfere with the festival's continuance, he said.

"We believe the Aquatennial, among other things, has four definite purposes, said Hastings. "It obtained nationwide publicity for Minneapolis, brought all Minneapolis together in a joint effort regardless of group or faction, provided fine entertainment, and turned almost all the money it cost into wages for Minneapolis people."

Ohio Annual Is Successful

MALVERN, O., Aug. 2.—Annual Malvern Home-Coming, July 23-26, ended successfully, with a crowd which overflowed the midway on downtown streets and festivities extending well into Sunday morning. Free act, Bernice Weese, aerialist, was offered for the first time and the policy will be made permanent, committee members said. Firemen handled details and received proceeds. Midway included five Gratziano and Carlin rides, Larry Fallon's 10 stores; Lester Rodgers, peanuts; Von Black, popcorn and floss; Richie Russell, novelties; Richardson's photo gallery; T. D. Berry, lead gallery and high striker, and a pony track.

Shorts

DIRECTORS of Central Agricultural Association, sponsor of Iowa Falls (Ia.) Fair, and chamber of commerce officials have decided to hold a two-day festival this year instead of a fair. Parades will be held as in former years and there will be exhibits.

NANCY DARNELL and other acts of the J. R. Malloy Circus unit have been engaged for the annual Minerva (O.) Home-Coming. Unit is with Eddie's Exposition.

PARADE of 55 fire departments, bands, and drum and bugle corps climaxed the annual Chester (W. Va.) Volunteer Firemen's Celebration on July 26, with an estimated 10,000 jamming streets. There were a large number of concessions, including Lester Rodger's peanuts and Tommy Beddel's floss. Prizes were awarded marching units.

VAUDE bill will be featured at the six-day fourth annual Houston (Tex.) Food, Home, and Appliance Exposition in Sam Houston Coliseum, said General Manager W. B. Addison. Houston Retail Grocers' Association is the sponsor.

GREAT DAY for Great Britain, sponsored July 26 by the Reading (Pa.) Beef-Eaters Club, drew over 5,000 to Carson Park. Program included dancing with

Jack Kenny and His Royal Manhattans, minstrel show by the Penn Wheelmen Minstrels, and concerts by the Norristown Kiltie Band.

PIONEER Shows were featured at the annual Nicholson (Pa.) Hose Company Carnival on July 21-25. Capt. Victor Drumb was nightly aerial free act.

OVER 20,000, largest crowd ever assembled in Grand Rapids, Minn., attended the city's Golden Jubilee Celebration on July 20. Program included parade, fireworks, and drum corps exhibition.

THE MILWAUKEE JOURNAL, in a front-page editorial, endorsed a resolution by Alderman McGuire calling for a limit of about five days on Milwaukee's annual Midsummer Festival. The 1941 festival ran nine days, longest since its founding. Resolution was submitted by the alderman following reported complaints by merchants in the vicinity of the festival, who declared it deprived them of business.

EDWARD (RED) O'TOOLE, former carnival and theater musician who is now directing the Dimondale (Mich.) School Band, reported he has been named general chairman of a two-day home-coming celebration to be staged by the Band Mothers' Club for the purpose of raising funds for band activities. Features planned include a midway, out-board races, and contests.

ANNUAL Quaker Lake (Pa.) Carnival near Binghamton, N. Y., will feature a stagershow, aquacade, dancing, band concerts, contests, harness races, and pet and baby shows, reported George H. Barlow III, who is acting as general chairman for the fourth year. Event is being advertised in newspapers and with lithos and letters.

GEORGE BINK reported his circus acts have been working steadily since opening their outdoor season on June 3 and are booked solid for a considerable period. They played Monticello, Wis., July 25-27, moving to Sun Prairie for appearances on August 1-3. Among bookings are fairs at Luxemburg and Shawano, Wis.

BANNERS

(Continued from page 35)

bannerman, or the show manager who stands for this racket?

Years ago the general agent on all shows got a fair price for his work, carfare, and incidental expenses. The second man or special never got less than \$35 a week and incidental expenses and

transportation and had a certain line of work to do that was essential to the show. Now the second man, always about a week ahead of the show, tries to get all the banners he can get at prices as high as he can, and there is no salary but a 50-50 cut on banners for his end. In getting banners this way there is no limit to the heat he leaves, as he is merely carrying out the wishes of his boss. In many cases the general agent is paid from the shows' end of these hot banners.

Not long ago I was in Fargo, N. D., ahead of a show and had wired the boss for money. The reply came back, "Go to — Hotel, see So-and-So, the special agent. He has my end of the banners. Show him this wire and get money from him." Later I saw the said bannerman and showed the wire and he had spent his and the boss's end also. Then, of course, I got hot and sent another wire, on the sarcastic order, and in a few hours at least several dollars of the shows' money had been spent in wires. Then the boss sent some money. Of course, it was understood that was not to happen again. I want to say that I think that bannerman is one of the fastest-stepping boys in the business, heat or no heat. Many show managers will stand for heat to get that kind of money, as many of them stand for racket on their shows.

When I joined the Pacific States Kline Shows some years ago I remember what Abner Kline said to my wife (the bannerman) and myself. "I don't want any heat from banners. Sell them on the merits of the advertising alone." Now, who ever did that? We tried it and we wound up with a big banner season for ourselves and the show and did not leave any heat, either. And we were there a long time.

I remember another bannerman who got a \$25 banner from a florist, telling the firm that, "with our big banquets that we hold each week we use several hundred dollars' worth of flowers." For the initial order he had the firm deliver a large bouquet to the office wagon Monday morning. The manager asked the delivery boy what they were for, and when told they had given the advance manager \$25 for an advertising banner, so as to get all the shows' flower business, was there a beef and this time by the manager.

Now, does one wonder why merchants don't like to see a carnival come to town? Who is to blame? The public does not know about this end of it in general, but the merchant does. I have a lot of hot ones that have been put out by bannermen. The above are only a few samples. I still have some better ones. If managers would pay their general agents and special agents or second men, as they did in the old days, there would not be any heat from the special agent.

CARNIVAL WANTED
ANNUAL 3 DAY LABOR DAY CELEBRATION
DEPUE BOAT CLUB
Depue, Ill.
MATT FASSINO, Chairman

ATTENTION, OUTDOOR SHOWMEN
Who Wire Advertisements on Monday Mornings
We want to handle these advertisements in the most satisfactory manner but the time is very limited

When you wire advertisements make sure your copy is complete and legibly written. Use a typewriter whenever possible.

Check the spelling of cities and towns mentioned and watch the dates closely.

Be sure to include in the message the signature and route you wish to have appear in the advertisement.

Use overnight service on Sunday night or straight telegram service when you cannot send your wire until Monday morning. Day Letter service is unsatisfactory, messages frequently reaching us after the last form has gone to press.

REMEMBER: There is not sufficient time on Monday morning to have telegrams verified and checked and we cannot be responsible for error made by the sender or telegraph company employees.

The Billboard Publishing Co.

Circus Renders Public Service

At no time in our national history has that fascinating institution, the great American circus, deserved such generous co-operation and support as now.

This basic thought was brought to the mind of the editor of this newspaper yesterday when he dined with and addressed members of the Circus Fans' Association, with President Frank H. Hartless, Chicago, presiding, at a luncheon served, circus-fashion, to a hundred or more persons in a tent on the circus grounds, where Cole Bros.' Circus staged two brilliant performances yesterday.

Circus executives and star performers were at the luncheon. Fans' Association members represented a cross-section of the best there is in our American life. Many States were represented. It was a symbol of national unity with a spirit of patriotism prevalent.

This writer told that group that the American circus was never more needed in our national life than today, when hate and strife and war are spreading so much desolation and disaster.

The circus presents an entirely different picture. It brings joy, smiles and laughter. It is not only entertaining, but it is educational. Its menagerie is broadly instructive of the animal kingdom. Here care and kindness prevail. Under the "big top" the marvelous acts suggest physical and mental poise. From the buffoonery of the clowns to the thrills of the flying trapeze and the challenging music of an opera star and the band, they dissipate care and create unlimited human happiness.

A great circus like the Cole Bros. is a traveling city, so to speak. It moves in a vast train. It has a population of from 700 to 800 executives, employees, and performers. It is provisioned in an abundant way in every city that it visits. It brings not only joy but business to a city.

Another point which this writer strongly stressed at that unique luncheon yesterday was that yesterday's demonstration with a band and elephants downtown was creative of the hope that circus parades would be revived. People, young and old—men, women, and children—rejoice in the circus parade.

The city might well extend welcome to every circus worthy of that courtesy in terms of freedom of the streets, with reasonable restriction, with no charge to be made for the streets by the city as in the past, and with the city government encouraging the purchase of tickets, as does the Circus Fans' Association, to help make this great American institution self-sustaining and, to a reasonable degree, profitable.

The State Register is pleased to pledge its support to such a program, while lending the fullest possible measure of encouragement to this harbinger of happiness, this entertainer and educator, the great American circus.—The State Register, Springfield Ill., July 23.

Biggest Biz in 20 Years for RB in Detroit

DETROIT, Aug. 2.—Opening in the middle of a heat wave that broke all heat records for the date here, the Ringling show went into a four-day stand Sunday with an excellent matinee that drew 10,500 admissions. Total attendance for the four days, which were played at two different lots, was 74,000, the highest figure in 20 years for the show here and about 20 per cent above last year's 63,000.

This was the first time the show had played the East-Side lot, at Connors and Mack avenues, a half mile south of last year's lot.

Severe rainstorms during the day on Monday and Tuesday handicapped the show heavily but failed to discourage evening attendance. The show moved Tuesday to the West-Side lot at Liver- nois Avenue near Davison, which was broken in for the first time last year. In moving to the West-Side lot, the show reversed recent history by finding it considerably the better lot, as further indicated by the fact that newspaper

men generally preferred to catch it in this location.

Side-show business was excellent, getting around one out of two patrons, according to Side-Show Manager Fred Smythe, who reported attendance at around 30,000 for the four days.

Heat wave, with temperatures in the upper 90s, continued right thru to the end of the engagement, with practically no break despite the cloudbursts Monday and Tuesday afternoons.

12 Turnaways in Row

A record of 12 turnaway night crowds in a row, set by the show on its way west thru New England and upper New York, is not going to be repeated in the Midwest, despite anticipated business from national defense employment in this area, according to experience of the past week.

Following the Cleveland engagement the first half of last week, RB moved into Toledo Thursday (24) for its best one-nighter in this section, playing to a good matinee of 7,200 and a night turnaway crowd of 11,000.

Show jumped 150 miles north into Michigan, playing on Friday at Saginaw to a matinee of 6,700, and a near-capacity night crowd of 10,500. Saturday's booking at Flint as the show doubled back to Detroit gave a fair matinee of 6,000, somewhat disappointing for a Saturday in this second industrial city of Michigan. The night show was handi-

Cole Personnel Feted at Fans' Conclave; Lowering of Age Limit To 18 for CFA Membership Sought

SPRINGFIELD, Ill., Aug. 2.—Following the night performance of Cole Bros.' Circus here July 22, Owner-Manager Zack Terrell and over 100 members of his show were feted by the Circus Fans' Association at a buffet supper dance at the Abraham Lincoln Hotel, where the CFA held its 16th annual convention (story on page three of last issue). Also attending the supper dance were Mayor J. W. Kapp and editors of the local newspapers.

In informal talks Messrs. Terrell and Kapp complimented the Fans, and the former recalled the 1940 season when the Cole show appeared at Denver under circumstances which brought it to the brink of closing. A straw house there at night, as at Springfield this year, brought the show out of the red. Terrell expressed the hope the Springfield house was a similar omen, altho he declared the financial situation was nothing similar to 1940.

Expanding, Terrell declared he sought to winter the show at the Illinois State

Fairgrounds in 1940 but was unable to reach an agreement and suggested to Mayor Kapp that efforts be made to conclude the plans for winter quarters at Springfield this year.

Contacting State Fair Manager William V. (Jake) Ward, The Billboard correspondent was informed that laws establishing the fair were such that wintering the show there would more than likely be impossible, but declared he had never been contacted by Terrell. Ward could not explain how the now defunct Col. Tim McCoy Wild West managed to winter at the fairgrounds in 1938-'39.

Would Lower Age Limit

While here, Terrell revealed that his show would play Huntington, W. Va., August 1, and efforts would be made to interest fans between the ages of 18 and 21 in an effort to create further interest in lowering of the age limit for CFA members. W. W. Payne, of Huntington, is directing a campaign for further recognition of the younger group and in that connection brought three teen-age prospects to the convention.

W. L. Montague, in his new capacity as publicity director, revealed that President Frank Hartless will shortly call (See Cole Personnel Feted on page 53)

HM Contracts With Phila. Shrine; Hub Adv. Sale Looks OK

PHILADELPHIA, Aug. 2.—Bob Morton this week closed a contract with the Lu Lu Shrine Temple here for the production of the Hamid-Morton Circus at the Arena October 6-11, immediately following the Aleppo Shrine Circus in Boston September 29-October 4. Bill Heim, potentate, and Freeland Kendrick, ex-mayor of Philadelphia and big official of the Shrine, signed the contract.

The Philadelphia Shrine is the second largest Shrine Temple in the country, with a membership of 12,000, and this will be the only show it will sponsor in '41.

Early indications of advance sales in Boston are favorable. At a dinner attended by 600 Shriners in Boston Wednesday night, more than \$6,000 worth of tickets were sold. Morton has placed Al Hamilton in full charge of exploitation, assisted by Henry Robinson, with Floyd Bell in charge of press. Twenty men are now working the advance on the Boston date, according to Morton.

This year, because of so many large cities and large Shrine Temples wanting the Hamid-Morton show, it is opening three weeks earlier on indoor dates than it did last year, says Morton.

capped by a severe wind and rain, which broke around 7:30, and only around 9,000 turned out.

Staff Changes On Bell Bros.

BALTIMORE, Aug. 2.—Two changes have been made in the staff of Bell Bros.' Circus. Earl Annen, who was manager of the show last year and several years before that, has taken the place of Edward Kinser, who is quite ill. John Maurer has replaced Ben Homes as advance agent.

The show is playing around Baltimore to good business. Business around Washington was very poor in spots. Slim Biggers, trap artist, had a painful injury when he was repairing a truck recently. He was unable to put on his act week before last. Ray Brison's Side Show is still drawing good crowds.

Edward Smith and Bill Fusselbaugh visited the show several times recently.

Russell Show Makes Appeal for Workers

PITTSBURGH, Pa., Aug. 2.—An appeal for 50 laborers was made to the Pittston police department by J. Brandon, of Russell Bros.' Circus, which played at West Pittston July 23. Brandon said he would accept men who were not attached to families and in a position to travel with the show.

After a well-attended showing at West Pittston the circus went to Hazleton, Pa.



Following the night performance of Cole Bros.' Circus at Springfield, Ill., July 22, the Circus Fans Association, which held its 16th annual convention on the Cole show there, gave a buffet supper and dance for the Cole personnel in the ballroom of Hotel Abraham Lincoln. Pictured here in the ballroom are Circus Fans and members of Cole Bros. Photo by Herbert Georg Studio, Springfield.

Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati, O.)

HARRY DALE SMITH, formerly with circuses and carnivals, is manager of the Aberdeen (S. D.) City Bus Line.

GUS (DUDE) LIND is still presenting his unsupported ladder and foot juggling acts on Corey Bros.' Shows.

E. A. BLAIR is working on his own free act at fairs and parks. He recently bought a new sport Buick roadster.

LAMONT'S COCKATOOS, bird act, will join a circus in Old Mexico, after finishing fair dates on the West Coast.

JOHNNIE MARIETTA and Tiny O'Donnell, of Pittsburg, Kan., visited Cole Bros. in Joplin, Mo., July 18.

CARL SANOR, circus fan at Hamilton, O., attended the Cole show there July 28 and met Noyelles Burkhart, Joe Hayworth, and Bill Kellog.

PAUL ZIMMERLY, of Massillon, O., visited Gene Weeks and others on Cole Bros.' Circus when it played Dayton July 27.

TONY BALSON and Mrs. Tony Rayburn saw the Ringling show at Rochester, N. Y., and visited with Merle Evans and band.

STAN ROGERS, popular Los Angeles circus fan, is back at his desk at Metro-Goldwyn-Mayer following a vacation spent in Northern California.

TOMMY BEDDOL, formerly of the Cole Bros.' Circus, is currently playing celebrations and fairs in Eastern Ohio with his candy floss concession.

JIM CRAWFORD, Steubenville, O., circus fan, who enjoys a wide acquaintance on the Cole show, visited the show at Dayton and Norwood, O.

TUNIS (EDDIE) STINSON, veteran director of the annual Detroit Shrine Circus, attended all eight performances of the RB show at Detroit.

ERNEST J. MOOSHIAN, veteran showman of Lawrence, Mass., and Keene, N. H., has been made a member of the advertising staff of the American Tobacco Company.

MAJ. JOE SHORT, former RB midget clown now with the Detroit Zoo, was a visitor when the show played there and was guest of equestrian director Fred Bradna.

E. B. WALKER, agent and billposter, is not on the road this season. He is working at the U. S. Naval Powder Factory at Indian Head, Md., as a railroad conductor.

EDGAR H. (DOC) KELLEY visited Mills Bros.' Circus at Westerly, R. I., and says it is the best one-ring show he has seen since he was out with Sig Sautelle.

NICK FRANCIS, clown, stopped at Cole Bros.' lot in Springfield, Mo., and renewed friendships in clown alley. He also had a nice talk with Zack Terrell. Francis was on his way to play fairs.

THE FLYING LA FORMS just finished a week's date in Charleroi, Pa., following six weeks with the Happyland Shows. They will now play fairs thru Indiana and Illinois.

DAVE MURPHY, announcer at Station WKNY, Kingston, N. Y., spent July 14 visiting the Big Show at Albany, N. Y. Pat Valdo sent him in to work with the clowns at the matinee.

JOE ORTH, former elephant man with the Ringling-Barnum show, and now at the Brookfield Zoo, Brookfield, Ill., has purchased a farm at Hinsdale, Ill., and expects to go into farming.

DEWITT BARTLETT entertained Gus Schwab, William Kellog, Stanley Dawson, and two other life-time friends with an old-fashioned Mulligan at a wooded spot on his farm near Wichita, Kan., when Cole Bros.' Circus played there recently.

THE SIX AVALONS, wire novelty act and doubling as the Romanoffs, teeterboard, are playing major amusement parks as a free attraction. The act is now at West View Park, Pittsburgh, sharing the spotlight with the Flying Beehes.

AUSTIN MACK saw the Russell show's matinee at Hazleton, Pa., and he wonders what happened to Buck Owens. He says posters carried Buck's name as being with the show, but that no mention was made of him.

W. J. PIETSCHMAN was on the back lot of the Cole show at Muncie, Ind., July 26. He met Mr. and Mrs. Zack Terrell, Mr. and Mrs. Ira Watts, Col. Harry Thomas, Emmett Kelly, Florence Tennyson, and Dorothy Herbert.

H. A. DOUGLAS, of West Chester, Pa., and J. R. Conway, Philadelphia, caught Russell Bros.' Circus at Hazleton, Pa., July 24 (matinee only). House was better than half and the lot was far outside the city.

CHARLEY WESTERMAN, of the Rosenthal Supply House, was a visitor on the Ringling lot when the show played Detroit, spending considerable time with Frank Miller, major concessionaire with the show.

THE FLYING ROMAS correct their recent report in this column that they will appear at the Michigan State Fair, Detroit, under Orrin Davenport. They say they were previously contracted elsewhere during this fair's date.

ELAIN KAILU, of Russell Bros.' Circus, who appears with her parents in a Hawaiian act in the side show, celebrated a birthday at Waltham, Mass. She was feted with a large birthday cake served at her table in the cookhouse.

LEW AND SHIRLEY RANDALL visited Carl Bergerin, bass player in the Wallace Bros.' band, at Lockport, N. Y., July 19 and renewed acquaintances with Carl Meyers and Ray Goody. The Randalls have their concessions at the Olcott, N. Y., beach.

F. BEVERLY KELLEY, in charge of radio with the Ringling show, was joined at Akron and Cleveland, O., recently by his wife and two children, who arrived on the show from Delaware, O., for their final visit before the Big Show starts its trek to the West Coast.

UNCLE CY JOSHAWAY (Jack M. Smukler), the original Michigan rube, and his new partner, Sarah Ritchie, made their debut this week with his gilded age Hippomobile, doing bally for the Detroit Police Field Day on the lot with the Ringling circus.

W. A. BUCKNER, who was a billposter with the Campbell Bros.' Shows in 1899-1904 out of Fairbury, Neb., has been a telegraph operator and dispatcher on the G. N. Railway since 1904 at Devils Lake, N. D. He sent Circus Solly a route sheet of the show in 1904.

CAPTAIN ANDERSON'S animal circus is booked solid for the rest of the season in and around Boston. Using dogs and

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.

ponies, Anderson has secured a number of engagements before women's clubs and similar organizations and reports business very good.

SPRINGFIELD, Ill., July 22, was the first favorable break Cole Bros.' Circus had in 21 days. The tour thru Iowa, Kansas, Oklahoma, and Missouri, ahead of the wheat harvest and in intense heat, was all but disastrous, with scarcely a single good day chalked up the first three weeks in July.

J. V. LEONARD, circus photographer, of Ithaca, N. Y., visited Wallace Bros.' Circus at Auburn, N. Y., July 16 and took pictures in the back yard. July 17 he spent the day in the back yard of the Big Show at Syracuse, N. Y., and July 21 was with the Russell show at Birmingham, N. Y.

BOB PRINTY, wrestler, is employed as a guard at a Wabash, Ind., defense plant. Printy says that while wrestling at the Cass County Fair, Logansport, Ind., recently he enjoyed visiting with many former big top troupers, including Gus Sun Jr., Paul Beckley, Jo Jo Lewis, Jinks Hoagland, and Jimmy O'Connor.

SEVERAL members of the Ringling show were guests on Station WBBM's *Profiles and Previews* program Sunday (3). Among them were Richard D. Kroener, Gargantua's keeper; Felix Adler; Brenda, girl clown, and Merle Evans, band leader. F. Beverly Kelley will appear on several radio programs during the week.

BLINKY HUFFMAN, tramp clown, formerly with Lewis Bros.' Circus, has been doing okeh working parks and fairs, doing come-in and working the midway. He will go with the James M. Cole Indoor Circus the last of August. Blinky visited with Otto Griebing, Tommy Comstock, and others of the Cole show at Grand Rapids, Mich., June 17.

MURRAY POWERS, Sunday editor of *The Akron (O.) Beacon-Journal*, and Harold Lengs, of the staff of the same newspaper, spent three days with Wallace Bros.' Circus recently on its hop across Northern Ohio as guests of Manager R. W. Rogers. Lengs formerly handled press and school tickets in advance of the Wallace and Barnett Bros. circuses.

WHEN capacity of the big top has been sold on the Ringling show, ticket sales are halted immediately and only limited standing room is now being sold. This policy went into effect recently after circus officials learned that "overflow" crowds in several Middle West cities earlier in the season had reacted unfavorably for the show.

LEE POWELL and Bill Woodcock, of Wallace Bros.' Circus, journeyed to Atlantic City July 13 and spent the day with Terrell and Dolly Jacobs. Powell and Woodcock also caught the Big Show at Ashtabula, O., July 20. They spent Sunday (27) in St. Thomas, Ont., visiting L. Melvin and family. Woodcock, who has collected circus photographs for 25 years, believes Melvin has the largest and rarest collection of circus parade and parade wagon pictures in existence.

E. W. ADAMS, former ticket seller, writes concerning Walter D. Nealand's recent article in *The Billboard* regarding the oldest living circus owner. He says: "All writers on this subject have failed to mention Gordon W. Lillies (Pawnee Bill), who has just gotten out of a hospital and is going around in a wheel chair. Pawnee Bill's Wild West wintered in my home town, Nashville, Tenn., the" (See *UNDER THE MARQUEE* on page 63)

Cole Battles Heat; Repeats in Cincy Area Satisfactory

CINCINNATI, Aug. 2.—Cole Bros.' Circus, battling the highest temperatures of the season, returned to Greater Cincinnati Tuesday, playing that day at Water Works Park in Norwood, O., and the following day at Covington, Ky., which is just across the Ohio River from Cincinnati. Matinee business was light at each stand, due to terrific heat, but the night crowds were satisfactory, with both stands yielding nearly full houses.

At Hamilton, O., Monday, good business was done, altho the great heat in the afternoon held down the matinee crowd.

The repeat performances at Dayton, O., July 27, did not prove very profitable. The matinee drew about 800, while the evening attendance was less than 2,000. A poor location and a cut in advertising did not help any. The city received a 5 per cent divvy on the gross for charity donation.

NEWPORT NEWS, Va., Aug. 2.—Cole Bros. will be the first circus to play the booming defense area of Hampton Roads, Va., this season. Show will be here August 9, and will play Norfolk August 10 and 11. Two-day stand is somewhat unprecedented in this area, it having been many years since a circus exceeded a one-day stand here.

SPRINGFIELD, Ill., Aug. 2.—As an aftermath of the recent (July 22) visit of the Cole Bros.' Circus here, members of the Springfield city council adopted an ordinance Monday requiring filing of a bond to cover costs of any street and paving repairs necessitated by loading and unloading traveling aggregations.

The ordinance was presented by Commissioner of Streets Percy I. Darling, who cited damage to the North Ninth Street paving, and demanded the council act to prevent passing the costs on to the taxpayers. Action on the measure was unanimous.

Mayor J. W. Kapp declared following adoption of the ordinance that the Cole organization had reimbursed the city for damage to the paving and that the measure was not intended to prevent circus or carnival showings here, but entirely as a protection to taxpayers.

Dressing Room Gossip

COLE BROS.—Father Smyth, a very dear friend of Clary and Rose Bruce and the Reiffenach family, visited all day at East St. Louis and had the time of his life. Smyth and I went back to Ireland and reminisced for a half hour. To complete the day, Father Smyth had dinner in the cookhouse.

The big news is, of course, the CFA convention that was held on our show, and what a time everybody had. It was grand meeting again such folks as Mr. and Mrs. Tom Gregory, and Mr. and Mrs. Walter Buckingham, Ruth and Bob Clark, Dr. Tom Tormey, Sverre O. Braathen, Joe Taggart, W. H. Judd, Melvin D. Hildreth, Dr. Conley, Harold Ramage, Happy Hunt, and a host of others. At the night show John Smith was presented with a horseshoe of flowers on the track by the Circus Fans. A buffet supper was given after the show for most of the performers followed by dancing. Mr. Terrell made a grand speech, then (See *Dressing Room Gossip* on page 53)

Circus Historical Society

WICHITA, Kan., Aug. 2.—Cole Bros. had them on the straw at night here July 14. C. Kenneth Audibert, CHS of San Diego, Calif., announces the opening of the W. W. Cole One-Ring Model Circus at the San Diego Hobby Show August 20-28, which will be exhibited with recordings of Merle Evans's band as a background.

Walter W. Tyson, CHS, has returned to his home at Guelph, Ont., after a vacation trip to Ottawa. W. J. Pietschmann, CHS of Detroit, visited Cole Bros. at Muncie, Ind., with Robert Danner, also a CHS member. It was the 16th time W. J. had caught the Cole show.

Fifty years ago, in 1891, Barnum & Bailey played Oswego, N. Y., July 20; Syracuse, 21; Auburn, 22, and Springfield, Ill., September 8. Fifty years later Cole Bros. played Springfield. Fred and Bette Leonard have a new Pontiac coupe. Reported by Bette Leonard.

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For Balance of Season. Wire

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Waverly, N. Y.

TIGHTS OPERA HOSE
KOHAN MFG. CO. 290 Taaffe Pl. Brooklyn, N. Y.

The Corral

(Communications to 25-27 Opera Place, Cincinnati, O.)

BERTHA ST. PIERRE, trick rider, formerly with Montana Frank's Wild West and Rodeo, is ill in the Essex County Sanitarium, Windsor, Ont.

SHORTY AND MARY KIRKENDALL purchased the 66 Cafe near El Reno, Okla., recently. Shorty is still breaking horses for the government at Fort Reno.

GEORGE V. ADAMS will produce the Third Annual Michigan Fair Championship Rodeo at Detroit. Contests are not open to members of the Adams troupe.

TWO-DAY stampede at Black Diamond, Alta., was a financial success with receipts totaling \$1,428. Judges were Frank Sharp, Neil Campbell, and Joe Fisher. Manager was Bob Carey.

T. E. ROBERTSON, Mount Home, Ark., promoted the fourth annual American Legion Post Rodeo at Harrison, Ark., August 1-3. Events were under Southwest Rodeo Association rules.

AWARDS TOTALING \$1,200 in cash and other prizes set a new high mark for the annual Olton (Tex.) Rodeo and Stampede July 15-16. Jack Straw was chairman of arrangements.

A CONTRACT has been signed between the New Mexico State Fair Commission and Lynn Beutler for six night rodeo performances for the forthcoming State Fair.

CHARLES BARNES, producer-manager of Moultrie (Ga.) Fourth Annual Championship Rodeo, Livestock, and Horse Show, says he is trying to build up an annual show there to equal the larger ones out West.

MORE THAN 4,000 attended the annual stampede at Viking, Alta. Winners were: Bronk Riding—Frank Brown. Wild Cow Milking—R. Haeberle. Steer Riding—William Freed. Boys' Steer Riding—W. Hinecker.

A NEW ARENA, 250 by 450 feet, with seven chutes, has been completed for the Onawa (Ia.) Rodeo to be held in conjunction with the Monona County Fair. Bleachers to accommodate 10,000 are under construction. This is the first to be held in Onawa.

VERNON STROUD, Joinerville, Tex., has been elected president of the Musk County (Tex.) Rodeo and Horse Show at Fair Park, Henderson, Tex. Other officers elected were Neal Hawthorne, vice-president; Frank Markey, secretary-treasurer, and Carl Ellis and Virgil Cole, co-directors.

VARIETY CLUB of Memphis, will sponsor an exhibition rodeo in that city this fall for benefit of the Mother's Milk Bank of the John Gaston Hospital. Chief Barker M. A. Lightman of the club, announces. Henry Slavick, manager of Station WMC, is chairman of committee in charge.

WINNERS at the Arcola (Sask.) Stampede were: Loose Rope—Bert Tuffnell, Joe Walk; Hugh Hislop and Bert Lonechild tied. Saddle—Hugh Hislop, Mat Ingram, Joe Tuffnell. Wild Cow Milking—Louis Bergland, Gene Anderson, Andy Moran. Calf Roping—Les Willis. Cecil Willis. Wild Horse Race—Braithwaite, Jensen.

RODEO at Fort Wayne (Ind.) Speedway July 19 drew a crowd of more than 11,000. Stock was furnished by Red Lunsford and Cliff Monnett, of the UT4 Ranch. Participants included Red and

Irene Lunsford, Joe Atkins, Ted Chadd, Garth Two House, and Roy Humphrey. Coy Lee clowned with his mule, Alkali Ike.

RUBY CAMERON, 22, bronk rider of Houston, Tex., is in a serious condition at Walls Hospital, Blytheville, Ark., after being thrown from a horse as she prepared to take part in a rodeo performance there. She sustained a fractured pelvis and internal injuries. Miss Cameron joined the Harry Bailey Rodeo just two weeks before the accident.

GALVESTON, TEX., will stage its first annual rodeo early this fall. Project has been underwritten by 65 leading business and professional men, and executive committee officers are Marco Stewart, Judge James W. Wayman, J. O. Chapoton, and R. Lee Vanderpool. Rodeo will be held at Moody Stadium and livestock will be provided by Beutler Brothers.

ABOUT 3,000 attended the Claresholm (Alta.) Stampede. Winners were: Saddle Bucking—Jim Darcy, Jack Wade, Wally Lindstrom. Bareback—Jack Wade, Glen Lowry, Wally Lindstrom. Wild Horse Race—Orville Smith, Harry Shade, Reg Kessler. Calf Roping—Pat Burton, Irby Mundy, Frank Manyfingers. Steer Decorating—Jim Wells, Dick Andrews, Harry Shade.

PAUL BOND, 24, Tulsa, Okla., trick rider, sustained a broken leg while participating in the Minneapolis Aquatennial Championship Rodeo. He was injured when a bucking horse he was riding slipped and fell on him. Also injured was James Fraad, 26, Rock River, Wyo., who was thrown and stepped on by his horse. Fraad was treated for abdominal injuries and released.

TROCHU (ALTA.) STAMPEDE was managed by Jim Ross, with Allan Bray, Harold Elvin, and Herman Greenshan as judges. Winners: Saddle Bronk—Jiggs Boyce, Charlie McMillan, Jake Kramer. Bareback—Charlie McMillan, Tom Lynch. Steer Riding—Tom Lynch, Duncan Craig. Pony Race—Stan Schmelke, Jiggs Boyce. Stake Race—Jiggs Boyce, Tom Lynch. Cart Race—Evan Dahl, Fred Weisenberger.

DAYS OF '76 celebration at Deadwood, S. D., will have Leo Murray and Earl Thode as rodeo judges. Every town in the Black Hills and some from near-by Wyoming will be represented by a band that will play in the parade at the afternoon programs. Bob Rooker and Francis Stiller will participate in the roping and riding events. Bennie Bender and his mule, Hitler, will clown. The Wever Brothers and Frankie, Louise, and Bessie Mae Stoker also will do trick roping and riding.

MANAGED by Clark Lund, Raymond (Alta.) Rodeo drew a record-breaking crowd of about 6,000. First day winners were: Saddle Bronk Riding—Waldo Ross, Sykes Robinson, Frank MacDonald, Art Lund. Bareback Riding—Woodrow Forsythe, Waldo Ross, Reg Kessler. Steer Riding—George Ross Jr., Ray Zamp, Tall Feathers. Steer Decorating—Reg Kessler, Waldo Ross, Art Lund, Alex Hunt. Calf Roping—Bill Monkhouse, Pat Burton, Toots Burton, Jack Morton. Wild Horse Race—Reg Kessler, Salty Ross, Woodrow Forsythe.

GATE AND ATTENDANCE records were broken at the 10th annual Carnagay (Alta.) Stampede. Winners were Saddle Bronk Riding—E. Lundy, J. Robinson, J. Darcy. Bareback Bronk Riding—A. Preston, Tom Cole, M. Nelson. Calf Roping—Jack Martin, J. Cochlin, Toots Burton. Steer Riding—M. Nelson, T. Cole, Carl Olson. Calf Race—Bill Monkes, M. Willard, B. Gooch. Judges were Burton brothers, Walt Neilson, and John Long. Timekeepers, Tom Moore and Loyal Turner. Manager was Raymond Crow.

LARGEST CROWD yet attended the stampede at the Stony River Reserve, Morley, Alta. Winners were: Saddle Bronk Riding—Joe Fox, Bob Belcourt, Ban Sundholm. Bareback Riding—Frank Goodeagle, Bob Belcourt. Steer Riding—Bill Hartell. Calf Roping—Eddie Holloway, Cecil Bushart, Johnny Left Hand. Wild Horse Race—George Dolan, Lloyd Dolan. George McLean, Dan Wild Man, Tom Kaquitts, Jacob Two Young Men, Jonas Rider, and Johnny Bears paw arranged the stampede. Event ran four hours because of the heavy entry list.

FINAL WINNERS in the sixth annual rodeo at Coleman, Tex., July 9-12: Sad-

die Bronk Riding—George Yardley, Eddie Cameron, Roy Martin, Ralph Collier. Tie-Down Calf Event—H. D. Binns, Tom Taylor, Sonny Edwards, Roy Matthews. Steer Wrestling—H. D. Binns, Buck Jones, Dick Truitt, Roy Ross. Steer Riding—Tack Bolton; Hubert Taylor Jr. and Bud Fitzgerald split second and third; New Ferraro. The rodeo is sponsored by the Coleman Rodeo Association. Judges were Buck Jones and Tommy Wilson. Cecil Cornish and John Lindsey presented special acts.

KINDERSLEY (SASK.) STAMPEDE was a financial success. Winners: Saddle Bronk—Hally Hearne, Donny Dewar, H. Bourke, F. Vores. Bareback—Jack Noyes, Frank Vores. Steer Riding—John Noyes, George Spence, Ross Hanky. Calf Roping—N. Bradford, Harvey Lee, Fred Galarneau, James Mitchell. Wild Cow Milking—Jack Link, Glen Cox, Chester Maedel. Wild Steer Race—Slim Henry, Joe House, Chester Maedel. Wild Horse Race—Donny Dewar, Ross Hanky, Glen Cox. Kindersley Agricultural Society sponsored the event, and directors were Bud Klaibert and Fritz Paynton.

RESULTS of the Swift Current (Sask.) Rodeo are: Bronk Riding—J. Glazier, Bill Pryor, Lloyd Myers, Frank Vores. Steer Wrestling—Dave Campbell, Bob Johnson, Floyd Peters. Calf Roping—Floyd Peters, A. Galarneau, Jim Mitchell. Bareback Bronk Riding—A. Montgomery, Frank Vores, Bernard Myers, Tom Cole. Steer Riding—Tom Cole, Harold Perrin, Bob Fisher, Ross Hinky. Wild Horse Race—John Glazier. Wild Cow Milking—Tom Hodgson, Elmer Lamb, Pete Perrin. J. Glazier was awarded the Booker trophy for the Saskatchewan saddle bronk title and Dave Campbell, Phoenix, Ariz., won a Stetson hat as best all-around cowboy. Don Perrin was manager.

OFFICIALS last week pronounced the recent third annual Quinton (Okla.) Rodeo a distinct attendance and financial success. Jimmy French was named the best all-round contestant. Contracted performers were Frank and Junior Cope, Roberta Anderson, and Tish McQuary, trick riders and ropers. Officials were Bob Young, arena director-manager; George Elliott, announcer; Dick Johnson, Tom Aldridge, and Frank Cobb, judges, and J. W. Rabon and Peck McKinney, timekeepers. Fred Vanhooser sustained head injury and a broken nose when thrown from a bull, and Ralph LeFlore hurt his shoulder when thrown from Brahma bull at the same performance.

RODEOS took over as the No. 1 entertainment for Utah in July, with four (See CORRAL on page 49)

Swedish Shows Limited By War; Only Two Out

STOCKHOLM, July 5.—Conditions brought on by the war in Europe have kept all but two of the Swedish circuses from going on the road this season. In recent years there have always been six or more important tent shows on tour in this country.

The two circuses out this season are Circus Mijares-Schreiber and Circus Scott. Mijares is the well-known wire walker who appeared with American circuses and on American vaude stages in former years. Show features wire walking by members of the Mijares family and horse numbers presented by Madame Schreiber (Mrs. Mijares).

The Circus Scott is run by two of the Bronett brothers, surviving members of the Bronett quartet of renowned clowns. This circus has one ring and a platform. An organ is used instead of an orchestra this season.

Acts on Scott's bill are practically all Scandinavian. On the program are several horse numbers: Six Violetta, ballet; Henriquez, aerialist-contortionist; Five Asgards, acrobats; Christy, juggler; Mile. Nana, antipodist; Wellton, illusionist; Harry and Johnny, acrobats; Fritz and Erik, musical, and the Bronett Brothers and Fyrtonet, in clown bits.



With the Circus Fans

By THE RINGMASTER

CFA

President: FRANK H. HARTLESS, 2930 W. Lake St., Chicago
Secretary: W. M. BUCKINGHAM, P. O. Box 4, Gales Ferry, Conn.
Conducted by WALTER HOHENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.

ROCHELLE, Ill., Aug. 2.—A representative group of Springfield (Ill.) Circus Fans attended a preliminary meeting of the Henry Kyes Tent No. 31 of that city Friday evening, July 25, at the home of Dr. and Mrs. Paul F. Mahaffey. The meeting was steeped in circus atmosphere, as it was held in their attractive circus room.

Among those present was Springfield's No. 1 circus fan, the popular and efficient traffic officer, Fred H. Donovan, who is slated to become the tent's first president at its next scheduled meeting September 4 at the home of member Carl Amrhein. It was thru the untiring efforts of Fred that the local tent was raised during the 16th annual convention of the association in Springfield. After Mahaffey called the meeting to order he explained briefly the purpose of the association. Temporary officers elected were Doc Mahaffey, president, and Bob Edwards, secretary.

Mahaffey appointed three committees to report back at the September meeting as follows: Membership, Fred H. Donovan, William Lump, Mrs. Frederic S. Reid; nominating, Herbert Georg, Charlie Topp, Kent Fitzgerald; to investigate the possibility of having Cole Bros. occupy the State Fairgrounds for winter quarters, Carl Amrhein, Earl Sheehan, Bob Edwards.

Eleven members have already signed on the dotted line and quite a few more have signified their intention of joining the new tent, including Mr. and Mrs. (See CIRCUS FANS on page 65)

Circus Model Builders and Owners' Association

By RUSS T. WARNER

(Director of Publicity, 1418 Mulberry Street, Reading, Pa.)

READING, Pa., Aug. 2.—The second annual family picnic and Circus Model exhibit, held by Region No. 2 at Hershey Park, Pa., proved to be a very successful event. Thirteen members of the CMBOA were present with their families. Over 200 model circus wagons and trucks were on display as well as tents and other equipment.

Mildred and Russ Warner caught Russells Bros.' Circus at Mount Carmel, Shenandoah, Pottsville, and Lebanon, Pa. At Shenandoah they had a pleasant chat with Mr. and Mrs. Walter Buckingham, Model Builders of Gales Ferry, Conn., who were visiting Russell Bros. on their return from the Circus Fans' convention. At Coatesville, Pa., the Model Builders from Pennsylvania and New Jersey exhibited some of their wagons and flats in the back yard of the Russell show.

Arrangements have been completed for the Model Builders' meeting with Captain Terrell and Dolly Jacobs at Hamid's Pier, Atlantic City, August 10. Members attending will have models on public exhibition.

Chuck Sateja is slowly recovering from the effects of his 10-foot fall from his trapeze at Camp Grant July 4.

Secretary of the ladies' auxiliary, Mrs. Claire Wagner, reports a growing interest in the women's organization, with many requests for application blanks being received.

Third Annual World's Championship MICHIGAN STATE FAIR RODEO

DETROIT, MICH., August 27 to September 7, 1941

\$9,350.00 in cash prizes guaranteed by the Michigan State Fair. Write Rodeo Office, Michigan State Fair Grounds, Detroit, Mich., for prize list. Specialty Acts, Clowns, Trick Riders, Ropers, Grooms to be contracted. Write or wire RODEO OFFICE, HARRY A. MACK, Executive Director; GEORGE V. ADAMS, Arena Director. Cowgirls' Bronc Riding Contest, \$1,020.00.



CLASS A LINES UP FOR 1942

All Five Exhibs To Stay in Loop

Reps vote to carry on and dates are set during conference at Regina fair

REGINA, Sask., Aug. 2.—Threat of a collapse of the Western Canada Class A Circuit next year, because of the war and government use of many of the fair buildings, has been averted.

Representative officials of the five exhibitions, meeting during the fair here on Thursday, decided to "carry on as usual" in 1942. These dates were fixed:

Provincial Exhibition of Manitoba, Brandon, June 29-July 3; Calgary (Alta.) Exhibition and Stampede, July 6-12; Edmonton (Alta.) Exhibition, July 13-18; Saskatoon (Sask.) Industrial Exhibition, July 20-25; Regina (Sask.) Agricultural and Industrial Exhibition, July 27-August 1.

Regina Record Curbed by Rain

REGINA, Sask., Aug. 2.—Regina's 58th exhibition, July 28-August 2, got off to a record start on Monday, only to be washed out Tuesday night, when one of the worst rains in this section for years flooded grounds, inundated the midway, and washed out grandstand enclosures.

With characteristic speed, midway officials had fresh shavings and cinders applied at the first break in the west, but a second storm hit at 10 p.m., forcing Fred Kressmann, representing Barnes-Carruthers, to cancel the regular showing of *Music on Wings*, and fair officials were forced to return admission prices.

Attendance on Monday, Children's Day, was 28,562 as compared to 27,891 in 1940. Grandstand on Monday was 13,854 as compared to 12,560 in 1940. Bangtail betting was slightly down but midway returns, according to J. W. (Patty) Conklin, boss of Frolicland, were up 18 per cent over biz done last year by the Royal American Shows for the two days.

The *Leader-Post* and radio stations CKCK and CJRM went overboard with midway publicity, working in co-operation with Stan Wayte, J. J. Gibbons & Company, exploitation directors for the fair, and Walter Hale, Frolicland press (See RAIN HITS REGINA on page 48)

Beer, Out Since '37, Will Be Back at Michigan State

DETROIT, Aug. 2.—Beer sales at the 1941 Michigan State Fair here will be legalized for the first time since 1937, said Secretary-Manager Henry J. Youngblood. Six stands for beer sales by concessionaires will be set up.

Present policy of beer and wine sales in Casino Gardens, outdoor night-spot style of place being operated by George Olsen with his own band, will be continued.

Under this set-up beer follows efforts of the past two years to sell "Michigan milk and unfermented juices of Michigan fruits" to patrons as thirst-quenchers, a policy fostered by the former 80-year-old governor, Luren D. Dickinson.

Ohio Annual Best in Years

WASHINGTON O. H., O., Aug. 2.—Annual Fayette County Fair here, July 22-26, was described by officials as the most successful in recent years. For the first time in a decade no rain fell. Board members said they are convinced that the 10-cent gate was a success. In other years the charge was 25 cents, and the same for the grandstand. Attendance was heaviest since reorganization and night attendance exceeded daytime crowds. Howard Bros.' Attractions provided the midway, along with Howard Peters Freak Animal Show.



WILLIAM V. (JAKE) WARD has plans complete for his first season as manager of Illinois State Fair, Springfield. He declared he is hoping for "a deficit of not more than \$40,000," inasmuch as former fairs there have gone much more deeply into the red. A strict pay gate will be depended upon for much revenue, as against heavy distribution of passes in the past. Gate will not be lifted until 9:30 p.m., a move calculated to heavily stimulate late midway business.

London, Ont., May Be Off for Duration

LONDON, Ont., Aug. 2.—There will be no 1941 Western Fair here, altho dates had been tentatively set for some months, it was announced this week by Secretary Walter D. Jackson.

"This will be our second year of inactivity, resulting from use of our plant and equipment by the department of national defense," he said.

"Because of the complete use which the government is making of the grounds and buildings, it would appear at this time that we will be out of the picture for the duration of the war."

Maine State Plant Taxable In Non-Fair Use, Is Ruling

AUGUSTA, Me., Aug. 2.—Maine Law Court, in a rescript signed by Chief Justice Guy H. Sturgis, Portland, has ruled that the Maine State Fair property, Lewiston, is taxable by the city of Lewiston when used for other than State Fair purposes. Decision upsets a previous ruling by two judges of the Superior Court which held the property was not taxable at any time.

Rescript held that no part of the fair property was taxable when the State Fair was being held but that when grounds (See ME. PLANT TAXABLE on page 49)

Info Corps for Nebraska

LINCOLN, Neb., Aug. 2.—The 1941 Nebraska State Fair here will have a corps of young men wearing lettered shirts to assist and direct visitors, day and night, first time the stunt has been tried at the fair. "I would hesitate to enumerate the services these young men will be called upon to perform," said President Gates Lilley. "However, we might assume that a heavy rain made it difficult to move cars. The boys will be on hand to help visitors locate motive power needed. They also will tell visitors where exhibits are that they are looking for or give information concerning the program."

Kalamazoo Revival Voted

DETROIT, Aug. 2.—Plans to revive Kalamazoo County Fair, Kalamazoo, lapsed for five years, were confirmed this week with reorganization of Kalamazoo County Agricultural Society as sponsor. Dates for 1941 have been set. Claim is made that it is the oldest county fair in Michigan. An unsuccessful attempt to hold a fair was made there about five years ago.

MOBILE, Ala.—Greater Mobile-Gulf Coast Fair Association re-elected President Fournier J. Gale, Secretary Edward T. Rosengrant, and Auditor W. T. Ramsey.

Fair Group Loser In Suit To Prevent Pomona Picketing

LOS ANGELES, Aug. 2.—In a ruling on Tuesday in Superior Court here Judge Frank M. Willis sustained a motion for non-suit in the injunction proceedings brought by Los Angeles County Fair Association against Pomona Valley Central Labor Council, individuals, local unions, and their officers in an attempt to prohibit picketing of the fairgrounds.

Arthur Garrett, union attorney, took up Tuesday morning's session arguing his motion, which was made the previous afternoon upon completion of testimony in behalf of the fair. He argued the evidence had failed to prove sufficient to entitle the fair to any relief, that it failed to show the acts the fair seeks to enjoin are unlawful, or that the fair had a valid and binding contract with the defendants.

Continuing, Garrett said, "The plaintiff is not entitled to equitable relief by reason of the fact it does not come into court with clean hands by reason of false statements in the complaint by which the defendants have been misled and deceived (See POMONA FAIR LOSES on page 48)



Agricultural Situation

Condensed Data From July Summary by U. S. Department of Agriculture, Washington, D. C.

Increased industrial production and the largest national income in our history are providing good domestic markets for farm products. Prices of farm products have advanced, but many products continue to stand lower in purchasing power than in the 1910-14 period of parity. Farm income in the first half of 1941 was largest in more than a decade, but total for the full year will be about 9 per cent of the national income. Farm income in 1929 was 10 per cent of national income. The comparable figure for 1910-14, allowing for the greater increase in city than in farm population, is about 12 per cent. The 1941 season began with production prospects unusually bright, then drought intervened to cause anxiety to crop prospects in the East, but subsequent rains repaired much of the damage. Unless bad weather should prevent, the outturn of crops and livestock products may be the largest on record. There should be plenty of food for us and for Britain. Markets are being aided by un-

usually good domestic demand and by government purchases of foods for relief distribution and export. Nevertheless, it is likely that prices will advance less in the last half of the year than the advance in the first half.

DEMAND: HIGHER

The sharp rise in prices of farm products since March is evidence of the marked improvement in demand which has occurred in recent months. This has been due to several factors: (1) Increasing employment and consumer purchasing power accompanying the faster tempo of industrial activity as the defense program expands; (2) government purchases of foodstuffs under the food-for-defense program; (3) price adjustments to the higher government loan rates which will apply to 1941 crops; (4) higher prices for some imported commodities, especially fats and oils, which compete with domestic products; (5) generally strong storage and speculative (See AGRICULTURAL on page 49)

Saskatoon Is Winner Again

Grandstand sets mark and midway goes up — takes off-set pari-mutuels drop

SASKATOON INDUSTRIAL EXHIBITION, LTD., Saskatoon, Sask., Can., July 21-26. Sid W. Johns, secretary; John A. East, concession superintendent; A. M. McIntyre, attraction superintendent. Gate admissions: Adults, 25 cents day and night; children, 25 cents day and night; Children's Day, 5 cents; autos, 25 cents day and night. Grandstand: Adults, 50 cents day and night; children, 50 cents day and night; Children's Day 5 cents. Amusement budget, \$8,000. Grandstand booker: Barnes-Carruthers Fair Booking Association. Midway: J. W. Conklin's Frolicland. Horse racing: Six days.

SASKATOON, Sask., Aug. 2.—Altho Saskatoon Industrial Exhibition here on July 21-26 ended in rain, total attendance ran about 100,000 and paid attendance was announced at 75,000. Receipts from general and grandstand admissions, concessions, auto parking, and midway exceeded anticipated figures by a considerable margin.

Secretary-Manager Sid W. Johns announced that the board of directors had unanimously decided to carry on next year, tentative 1942 dates were selected, and a delegation chosen to represent the

1940 Figures

Total attendance: 76,465. Paid admissions: 62,829. Gate receipts: \$14,058.25. Space and privilege receipts (not including carnival): \$11,769.38. Grandstand receipts: Day, \$4,119.35; night, \$15,147.25. Grandstand expense: \$6,914. Carnival gross: \$21,917.96, with \$5,479.49 as fair's share. Total revenue, \$88,794.04. Total expense: \$69,477.06.

fair at a meeting of Western Canada Association of Exhibitions in Regina.

Increase in receipts of various departments more than made up for a \$20,000 drop in pari-mutuel returns. Because of the new war tax the receiver-general of Canada received \$8,853.95 from the Saskatoon fair on race meet proceeds alone.

Total grandstand attendance of about 60,000 set a new record and surpassed last year's mark by more than 6,000. The caliber of exhibit animals shown was excellent, competitions were keenly contested, and entries numerous.

J. W. (Patty) Conklin, director of Frolicland, said that receipts were up about 14 per cent over last year and would doubtless have gone higher had closing day and night rains held off.

Ward Would Hold Ill. Deficit to 40G

SPRINGFIELD, Ill., Aug. 2.—With livestock entries 45 per cent greater than ever previously recorded, the 89th Illinois State Fair here will have strict pay gate in force. Only variation in the pay gate will be for veterans of the Spanish-American War, Civil War, and World War, who, by act of the Legislature, have been granted immunity from ever paying at the gate.

Construction work, which has seen the arch which extended across the street from the Exposition Hall to the Arcade area torn down, repainting of all buildings and construction of a new incinerator, rehabilitation of the poultry building into a dormitory for the Boys' State Fair School and refitting and increasing (See Smaller Ill. Deficit on page 49)

WAVERLY, Ia.—Roy Swanson has been named secretary of Bremer County Fair here. County Agent D. D. Oftringa, who has been acting secretary, will assist him.

Grandstand Attractions

For and About Bookers, Buyers, Performers, Producers, Promoters

Minnesota Budget

Entertainment program at the 1941 Minnesota State Fair, St. Paul, will cost \$125,000, said Secretary Raymond A. Lee. Besides Edgar Bergen and Charlie McCarthy, who will appear on opening night, bill will include Ted Weems and his orchestra, Buster West, Elmo Tanner, and Lois Wilner and Her Singing Commanders. *State Fair Revue* will be in five episodes and 27 scenes and nine performances will be given. Auto racers will compete on the new speedway for \$20,000 in prize money. Two Thrill Days are scheduled and aviators are to participate. There will be eight trotting and pacing events for purses of \$6,250. Prize money is \$12,125 for the Horse Show to be staged in the hippodrome arena on six nights.

Additional acts booked last week for the indoor circus in the Coliseum, to be

produced by Orrin Davenport at the 1941 Michigan State Fair, Detroit, it was announced by Fair Manager Bernard J. Youngblood, are Flying Meteors; Orantos, high perch; Bud Anderson's Horses; Ray Goody, wire and slide for life; Capt. William Heyer and his horse, Jo Jo; Maximo, wire; Lady Barbara's Animals, and Eddie Woekener's Circus Band.

Putting on a four-dayer for the first time in its 123-year history, Three County Fair, Northampton, Mass., has docketed daily thrill programs and auto races, and appearance of a Jimmie Lynch unit is carded.

Variety, with the aim of pleasing all types of customers, is the highlight of the grandstand program arranged for Kansas State Fair, Hutchinson. An outstanding attraction scheduled is the lavish *State Fair Revue of '41*, to be presented by Barnes-Carruthers nightly in five scenes. In the cast will appear the New Yorkers, mixed singing octet; Irene Vermillion and Her Victory Harp Ensemble, and Ann Morrison, prima donna. Topping off the program will be pretentious Thearle-Duffield fireworks displays. Taking part in daily programs will be Great Peters, "Man Who Hangs Himself," and the Grahams, riders. There will also be two days of national circuit championship automobile races, sanctioned by the International Motor Contest Association.

Iowa State Fair, Des Moines, follows the lead of the Kansas annual, or vice versa, in the matter of presenting a varied bill. It leads off with the revue, *Music On Wings*, with Ann Ashley, prima donna; Nirska, ballerina; Milt Britton's orchestra; Ben Yost's White Guards, singing octet; chorus headed by the Vernon Ames Dancers, and Harold and Lola, appearing in five episodes. Patriotic fireworks will climax the nightly bill. Augmenting afternoon and night programs will be a 16-act circus in which will appear Christiansen's horses; Walkmirs, trapeze; Aunt Matilda and Uncle Hiram with their comic auto, Hustral Troupe, high wire, Gautier's dogs and ponies; Pyramid Skating Girls; Six Skating Marvels; Monroe Brothers, clowns; Five Maxellos, Risley work; Reddingtons, comedy; Berosini Troupe, Aero Ray Girls, Ossani Troupe, and Gaudsmith Brothers and their dogs. Other attractions slated are auto races on three days, in which Gus Schrader, 1940 national dirt track champion, will appear. There will also be three double-feature days, with harness and running races and a rodeo. For the thrill show enthusiasts Capt. F. F. Prakes, who appeared at the fair four years ago, is being brought back on two days to auto crashes.

Generalities

Sevier County Livestock Show Association has contracted Mrs. Lynn Von Craig and Her Flying V Ranch Rodeo for six performances during its three-day fourth annual Dairy and Livestock Show in De Queen, Ark. . . . George A. Hamid, Inc., has contracted to furnish a revue, acts, and band for the five-day 67th annual Bedford (Pa.) Fair. Attractions slated to appear are *Fantasies of 1941*, Cervone's band, Canestrelli Troupe, Hanneford Family, LaTosca, Three Kitaros, and Torrence and Victoria. Lucky Teter's Hell Drivers will appear Wednesday afternoon. Saturday will be devoted to big car auto races, supervised by Ralph A. Hankinson, and there will be three days of horse racing. . . . After a separation of eight months, Chic Stanley has rejoined Lou Kaplan, to re-form the team of Stanley and Kaplan, known as Two Cracked Nuts. They appeared at Milwaukee Midsummer Festival, July 12-20, and are booked for the next nine weeks with Barnes-Carruthers' *Laughs a Poppin*. . . . King Kovaz and His Hollywood Movie Daredevils and Jake Taylor and His Railsplitters, WSAZ hillbilly band, who drew 4,800 at Proctorville (O.) Fairgrounds on July 20, were held over for the following Sunday, reported Lloyd Copas, Kovas business manager. Other attractions scheduled for the second show were midget auto races and the public marriage of Mickey Anderson, Kovaz stunter. . . . Belmont Brothers were recent visitors at *The*

Billboard's Cincinnati office en route to play Osgood (Ind.) Fair for the Gus Sun office. . . . Dave Frederickson and His Hut Sut Boys will furnish music at a string of fairs booked by DeWaldo Attractions, which opened July 31 in Rush City, Minn. . . . Line-up of Banard's Hippodrome Attractions, which played Richwood (O.) Fair July 22-25, includes Gladys and Fondow, traps and rings; Madaline and her dogs; Miss McCoy and her high school horse, Colonel; Jess Sids, comic; Captain Banard's military ponies; Joe Hicks, comedy juggling; Banard's performing bears; Miss Tommie, sharpshooting; Laroy, high-diving monkey; Don Macks and Company, tumbling, and Madaline McCoy, Faith King, Alice Hines, Larry Duane, and Tex Coe, trick riding. . . . Steiner Trio, comedy bars, who opened their fair season in Donnellson, Ia., for Lew Rosenthal Attractions, have a new member in Ollie Herding. . . . Al Sweeney and Gaylord White sent out tasty invitations to the premiere of National Speedways, bowing into its fair auto racing circuit, at St. Louis County Fair, Hibbing, Minn. . . . Lang and Lee opened their fairs in the Middle West on July 31, reported L. M. Lang. . . . Dr. Edwin Franko Goldman will play a new composition, written for the occasion, *25th Anniversary March*, when he makes his ninth annual appearance with his band at Eastern States Exposition, Springfield, Mass. . . . Vardaro Fireworks Company put on the pyro displays at Kent and Sussex Fair, Harrington, Del., July 26-August 2.



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Race program, good saddle and harness rides both day and night. Wire
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World's Highest Aerial Contortion Act. Reasonable Price and Literature on Request.

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For Grandstand Attraction
Week of Sept. 8-13
Would like to hear from C. L. McLaughlin, C. L. Raum, Col. Gatewood, Geo. V. Adams, Tom Hunt, and Hoot Gibson. Will pay percentage or flat guarantee.
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WANT RIDES
And Concessions for
MARSHALL CO. FAIR
September 1, 2, 3
Moundsville, W. Va.
SAMUEL SHAW, Moundsville, W. Va.

WANTED
SHOWS AND CONCESSIONS FOR THE
DE KALB CO. FREE FALL FAIR
Sept. 29 to Oct. 4, Incl.
Write B. L. HETRICK, Secretary, Auburn, Ind.

WANTED
CARNIVAL FOR THE FAIR
Schuylkill County Fair Grounds
Cressona, Pa., October 6th to 11th, 1941
Address all communications to
HOWARD G. LEELAND, Pottsville, Pa.

WANTED
Independent Shows and Concessions for
Coffonwood County Fair
September 3-6
No Carnival. Give full particulars.
AL T. ANDERSON, Secy., Windom, Minn.

WANTED
For Henderson County Fair
Aug. 27, 28, 29, at Stronghurst, Ills.
Carnival or Independent Rides and Shows.
D. E. FUSSELL, Supt. Concessions.

CONCESSIONS WANTED
ALEXANDRIA FAIR
Alexandria, Ky.
Saturday, Sunday and Labor Day
August 30, 31, and September 1
J. W. SHAW, Secy., 335 York St., Newport, Ky.

SOUTH OF THE BORDER AND MEXICAN BULL FIGHT
Mr. Fair Manager, Park Manager, Building Manager, Organization Manager, Promoters, Booking Agents:
You are invited to attend the 50th Anniversary of Rath Packing Company, Waterloo, Iowa, Aug. 12-13-14-15, and see South of the Border and Real Bull Fights. Mexico's greatest professionals in person. A real Mexican band of 35 and 15 Mexican bull-fighters. 10 beautiful señoritas, 10 Chanos Mexican cowboys, 70 people, 50 head stock. All direct from Old Mexico. Real Mexican atmosphere. More color than the rainbow. More thrills than a rodeo. The show beautiful; the show different. Seeing is believing. We have open dates for bookings. Write, wire or see
THE SOUTH AMERICAN KID
529 1/2 Commercial, Waterloo, Iowa

FREE FAIR
ALEXANDRIA, INDIANA
On the Streets
5 NIGHTS—4 DAYS—SEPTEMBER 9-13
GOODING'S RIDES BOOKED
Wanted—Legitimate Concessions and Shows of all kinds. Positively no racket. Wanted—Free Acts. Will Aerial Bauers write? This town has a drawing power of 200,000 on the week. If you want a real two weeks' work make this fair, then Hartford City to follow. Only a limited amount of space to sell, so get yours EARLY.
JIM WILLMAN, Beulah Park, R. R. 1, Alexandria, Indiana, care Albert Lee.

HARTFORD CITY, INDIANA
FREE FAIR ON THE STREETS
SEPTEMBER 16-20
GOODING'S RIDES BOOKED
WANTED—Legitimate Concessions and Shows. No Racket. Get your space early. You all know what this spot is. **JIM WILLMAN, Beulah Park, Alexandria, Indiana.**

ALABAMA STATE FAIR
Birmingham, September 29th-thru October 4th
Want legitimate Concessions of all kinds. Office now open on Fairgrounds.
W. C. MARTIN, Supt. Concessions.

THE GREATER BEDFORD FAIR
AUGUST 19 TO 23, BEDFORD, PENNA.
SIXTY-SEVENTH ANNUAL FAIR
Bigger and Better in Every Way
WANTED—Jewelry, Novelties and Other Concessions for Main Exhibition Building. Legitimate Concessions for Midway. Footage Reasonable.

WANTED—A Few Choice Shows and Concessions
SEPTEMBER 3-4-5-6 — DAY AND NIGHT — NO X
Bigger and Better Than Ever—Plenty Money Here.
UNION COUNTY WEST END FAIR
WILLIAM BAUSERMAN, LAURELTON, PA.

Around the Grounds

DETROIT.—Premium list for Michigan State Fair has been increased 20 per cent over 1940 and will set an all-time high of \$70,000, according to Manager Bernard J. Youngblood. Edition of 35,000 copies of the premium book was distributed recently.

SACRAMENTO, Calif., July 26.—State Finance Director George Killon announced that \$9,825 has been allotted from the fair and exposition fund for construction and improvements on grounds of the 14th District Agricultural Association, Watsonville.

GRAYSON, Ky.—Carter County Fair here, to be staged in co-operation with *The East Kentucky Journal*, Grayson, expects increased attendance this year, reported Editor Lowell Lusby. Many improvements have been made on grounds and the annual is billed in three counties. Bee's Old Reliable Shows will furnish the midway. Advance Agent Frank Bland and Lusby have lined up a number of premiums.

BURLINGTON, Vt.—Breaking a precedent, James S. Grow, new president of Champlain Valley Exposition, has started a publicity drive for the 1941 fair at Essex Junction. In past years no campaign has been started until about 10 days before opening. President Grow said there will be numerous innovations and special efforts for patronage from Fort Ethan Allen military reservation, near the grounds.

COLUMBUS, O.—Gov. John W. Bricker has invited ambassadors of 21 South and Central American republics in Washington to participate in the 1941 Ohio State Fair here on Pan-American and Good Neighbor Day. Director of Agriculture John T. Brown said ambas-

sadors would have opportunity to talk to their home countries during a special broadcast. Invitations have also been sent to Canadian officials.

SPRINGFIELD, Mass.—Governors of 10 Northeastern States have received invitations to attend annual Governors' Day ceremonies at the 1941 Eastern States Exposition here. Program starts with a reception in the Coliseum and ends with a luncheon given by Gov. Leverett Saltonstall in the Massachusetts Building. Honorary chairmen of the committee include Joshua L. Brooks, ESE president; James R. Dearden, chairman of Selectmen, West Springfield; Mayor Roger L. Putnam, Springfield; Governor Saltonstall and former Governors Charles F. Hurley, James M. Curley, Joseph B. Ely, Frank G. Allen, Alvan T. Fuller, and Channing H. Cox.

LAMESA, Tex.—Dawson County Fair Association here recently purchased two new stock barns and is almost clear of debt, said Manager Raymond Lee Johns.

QUANAH, Tex.—Pat Davis, manager of Hardeman County Fair here, reported citizens working on an \$8,000 project to build a new fair plant, to include rodeo field and race track.

GAINESVILLE, Tex.—About \$400 will be required to repair damage done to Cooke County Fairgrounds here by flood waters. City and county workers have been put to work rebuilding fences, removing debris, and painting over watermarks left on buildings. Maple floor in the main building was badly warped and must be relaid.

LUBBOCK, Tex.—Midway space on Panhandle South Plains Fairgrounds here will be enlarged considerably by removal of a Civilian Conservation Camp. Beckmann & Gerety Shows have been booked for the 1941 annual.

BONHAM, Tex.—Work has started on the new \$85,000 Fannin County Fair plant here, to include rodeo pen, exhibition buildings, and stock pens. Grounds are outside city limits on a 50-acre tract, near site of a proposed army flying school. As a WPA project Bonham supplied \$20,000 in cash and land. Cash was obtained in an RFC loan, with citizens approving a \$20,000 revenue bond issue.

EAGLE PASS, Tex.—Eagle Pass International Fair Association has plans for 50 more stables for race horses and for a 60 by 100-foot merchants' exhibit building, said Manager J. M. Mabe.

LIBERTY, Tex.—Liberty County Fair Association has changed its name to Trinity Valley Exposition because it now includes Chambers County and part of Harden County. E. W. Boyd, local director, built a \$10,000 rodeo arena on the grounds and is being repaid, interest free, from rodeo profits. Liberty has a spring rodeo and one in connection with the fall fair. They have proved good drawing cards.

IONIA, Mich.—Eye-catching folders and formal invitations from Mayor Clarence Johnson are being mailed to assure record crowd for the 1941 Ionia Free Fair. Officials estimated attendance at 325,000 last year. Secretary Rose Sarlo said over 5,000 folders have already been sent and more are to go soon. Fair has had support of city and business interests many years. Folders, which include illustrations and sketches of fair features, break away from the old-style circulars formerly mailed.

EGG HARBOR CITY, N. J.—Atlantic County Fair has added a Vice-President's Day to its schedule, President Henry Tapkin revealing that Vice-President Wallace has accepted an invitation to attend.

ORANGE, Tex.—Work is being pushed on the new Orange County Fairgrounds in preparation for the 1941 annual, said association President Frank Clark. Contract with Snapp's Greater Show has been signed.

FLORENCE, Ala.—Plans for the seventh annual North Alabama State Fair here have been completed and officials are confident it will break attendance records, reported Secretary C. H. Jackson. Defense work has brought

thousands here and money is plentiful. Crops are good and cotton is selling at its best price since 1935. Premium list has been greatly enlarged and parking space has been arranged for 1,000 more automobiles. Mighty Sheesley Midway has been booked.

MEMPHIS, Tenn.—Executive committee of Mid-South Fair Association approved a new operating budget of \$117,513 for 1941, largest in history of the fair. Budget was \$76,048 in 1940. The increase, said Manager Henry Beaudoin, is largely due to added expense of bringing in the National Dairy Show and American Polled Hereford Show. Several enlargement programs are under way on the grounds.

BOSTON.—State Racing Commission said an application for racing had been received from Barrington Fair Association, Great Barrington. Fair association seeks to conduct a six-day meet. Racing has been a feature of Great Barrington Fair since 1937. A public hearing will be held on the application on August 12. Fair plant was recently purchased by Edward J. Carroll, owner of Riverside Park, Agawam.

PHILADELPHIA.—Charles Wagner, press agent for Philadelphia Gardens, has been appointed publicity head for Montgomery County Fair, Hatfield, Pa. Ed Brooks, president and treasurer, is lining up top-notch attractions.

INDIANAPOLIS.—Fielding W. Scholler, vet harness race starter here, who started races in Paris, Ill., the past three years, reported he has signed for 1941 races there. He was there in 1910 and did not return as starter until 1938. This year's fall tour of Southern fairs will be his 40th.

TRURO, N. S.—City council is making a bid for establishment of the official Nova Scotian Provincial Fair here now that the Halifax Fair plant has been transferred to the Dominion government for defense purposes. J. A. McDonald, provincial agriculture minister, has endorsed Truro as the logical site for the fair because of its location. Halifax opposes the transfer on the ground that the plant will likely be sold back to the original owners after the war and will be available for resumption of the fair.

ESSEX JUNCTION, Vt.—Estimated damage of \$5,000 was done by a twister which struck Champlain Valley Exposition grounds here on July 25, leveling the 50 by 200-foot cattle barn. Building is leased 10 months of the year for storage of automobiles and 17 were damaged by falling timbers. Several doors were blown off the racing stables.

YOUNGSTOWN, O.—Directors of Mahoning County Agricultural Society announced plans for construction of a new horse barn on the fairgrounds here. Secretary Edwin R. Zieger said estimated cost of the structure, a 200 by 40-foot frame building, has been placed at \$7,500. It is expected to be completed by fair time.

BEDFORD, Pa.—Many improvements on Bedford Fairgrounds have been made in preparation for the 67th 1941 annual, officials said. New grandstand entrance has been built and a cattle barn has been added. Among other improvements are additions of horse stables. Art Lewis Shows have been booked for the midway.

DE QUEEN, Ark.—New grandstand and arena has been erected on the fairgrounds here, where Sevier County Livestock Show Association will stage its three-day fourth annual Dairy and Livestock Show. Under the new Arkansas law the association has been granted \$350 in additional prize money for livestock and poultry exhibits, and with \$600 already posted the 1941 annual is expected to break records in the number of entries, said President and Manager Ralph B. Kite.

MOBILE, Ala.—Rumors that Greater Mobile-Gulf Coast Fair Association would be unable to use its grounds this year because of a near-by army recreation are without foundation, said President Fournier J. Gale. Royal American Shows have been booked for the midway. Thousands of troops stationed at Hattiesburg, Miss., will be brought to Mobile during the fair.

KNOXVILLE, Tenn.—New facilities added for 1941 Tennessee Valley Agricultural and Industrial Fair in Chilhowee Park here included a \$225,000 concrete and steel agricultural and industrial

Ill. Association Cuts Debt

FARMER CITY, Ill., Aug. 2.—Farmer City Fair Association recently declared a 30 per cent dividend, amounting to nearly \$1,000, to be applied against old accounts contracted several years ago when the fair moved to its present location, reported Secretary E. S. Wightman. Following the 1938 fair the association was in debt nearly \$6,000 for materials and other supplies, but obligations have been steadily reduced until now less than \$2,000 is owed. If weather is good during the four-day 1941 annual and crowds continue as they have for weekly midget auto races, officials believe the association will be free of debt at close of the season and a balance will be available for further improvements. Attractions set for this year's fair include midget auto races, horse show, Lewis Bros.' Circus, B. Ward Beam's Hell Drivers, Imperial Shows, and a pulling contest.

Reading Interest Increases

READING, Pa., Aug. 2.—Unusual interest in the 1941 Reading Fair is shown, according to Secretary Charles W. Swoyer, by an average of 15 telephone calls daily from people who desire to learn its dates. He looks for the biggest attendance in history. Sale of outdoor concession space has been twice as heavy as last year. Fair will get under way with the third annual appearance of Jimmie Lynch and His Death Dodgers. Grand Circuit harness racing is carded. Lucky Teeter and His Hell Drivers will return for an afternoon and night performance. Big-car auto racing will bring the fair to a close. Nightly a George A. Hamid revue, featuring Gae Foster's Roxettes, will be presented in front of the grandstand. Fireworks will conclude each nightly show.

building, reported Executive Secretary Charles A. Brakebill. It has 60,000 square feet of floor space. Premiums will total \$25,000. Royal American Shows have been signed for the midway.

HOUSTON, Tex.—Directors of Houston Fat Stock Show and Livestock Exposition on July 24 authorized President J. W. Sartwell to invest \$20,000 of the association's funds in national defense bonds.

HATTIESBURG, Miss.—Forrest County board of supervisors rejected all bids as "unsuitable" on construction of the proposed administration building on Forrest County Fairgrounds.

GOTHENBERG, Sweden (Delayed).—The 24th annual Swedish Fair here in May was largely devoted to exhibits of substitutes for materials and products of which Sweden has been deprived thru war conditions, altho there were numerous exhibits of fire-fighting equipment and special motor vehicles. An exhibit of interest to the amusement industry was an automatic vending machine capable of delivering merchandise and providing correct change for any size coin. This type of vender is being used by Swedish State Railways for sale of local traffic tickets.

RAIN HITS REGINA

(Continued from page 46)
agent. Bruce Peacock, continuing in his role of midway reporter, found many human-interest stories and also enacted the role of "barker" for Jack (Barnum) Halligan's Side Show, his story accompanied by pictures taken by *Leader-Post* photographer Ken Liddell.

At a Monday night party, which included a midway tour, representatives of the two radio stations and *The Leader-Post* declared the new brand of entertainment superior in many respects to anything ever offered in Canada before. Peacock's review particularly stressed the entertainment values of the various tent-theater productions and decided that the ultra-modern riding devices had their share in the hikes recorded in midway grosses here and elsewhere on the circuit.

POMONA FAIR LOSES

(Continued from page 46)
prived of any opportunity to obtain a true decision on points of law and by which the court has been misled." It was also contended that the plaintiff has no labor contract or labor agreement of any kind or nature with any other labor union, person, corporation, or association. Fair was represented by Allard, Whyte & Brownsberger and Pearson & Block.

WANTED
Rides and Concessions. Shooting Gallery, all kinds of Games of Skill for the
BROOKLYN FAIR
Sept. 4-5-6, Night Show
Brooklyn, Conn.
W. F. HERR, Secy.

WANTED CARNIVAL
One week around Oct. 1st. Carnival sets date. Play in conjunction with
DELTA HARVEST FAIR
Sponsored by Jr. Chamber of Commerce. Write C. H. COLLIER, Globe Theatre, Drew, Miss.

WANTED
Rides and Concessions
For
JACKSON COUNTY FAIR
August 26, 27, 28 & 29
See JOHN CUNNINGHAM or write THE RIPLEY F. F. A. CHAPTER, care of Blaine A. Beeghly, Manager, Box 306, Ripley, W. Va.

WANTED
RIDES, FREE ACTS AND CONCESSIONS
Fair Dates—Sept. 11-12-13
DICK WATERS, Mgr., Pierceton, Ind.

WANTED
SHOWS AND CONCESSIONS
COVINGTON FREE FAIR
Covington, Ind., on Public Square
August 25-30
Gooding's Rides booked.
Write J. L. Morton, Concessions



Premium Facts



Data collected from lists received by The Billboard

OTTAWA, O.—Putnam County Fair and Races, 86th annual, September 30-October 4. 60 pages. Officers: Harry Collar, president; O. T. McDowell, vice-president; W. E. Montooth, treasurer; Joseph L. Brickner, secretary. Admissions: Adults, 25 cents; children under 12, free; vehicles, 25 cents; grandstand, 25 cents. Attractions: Jess Sides and Klein's Animal Circus. Midway.

MANSON, Ia.—Calhoun County Fair, 38th annual, August 28-31. 44 pages. Officers: Clyde Griffin, president; Harold Moline, vice-president; Sara S. Klotz, secretary; G. L. Scoles, treasurer. Admissions: Adults, day or night, 40 cents; children 8-12, day or night, 15 cents; grandstand, 25 cents; children under 10 accompanied by parent, free. Attractions: Jimmie Lynch's Death Dodgers, auto races; *Laffsapoppin*, with Skating Earls, Dorothy LaFleur, and Betty Rae.

OSHKOSH, Wis.—Winnebago County Fair and Exposition, 32d annual, August 26-29. 142 pages. Officers: A. F. Schroeder, president; Charles F. Warning, vice-president; T. G. Brown, secretary; George Ryl, assistant secretary; Carl Fugleberg, treasurer. Admissions: Adults, 40 cents; children 6-12, 10 cents; children under six accompanied by parent, free; grandstand, 25 cents; reserves, 50 cents; boxes, 75 cents; vehicles, 40 cents. Attractions, Ernie Young's Revue, with Don Pancho, Fredysons, Gasco Brothers, Captain Friscoe's Seals, Atlantic Boys, Wilfred DuBois, and Clark and Bailey. Midway: Original Shows of America.

PROCTOR, Minn.—St. Louis County Fair, 21st annual, August 15-17. 68 pages. Officers: Otto H. Ostman, president; William A. Carls, vice-president; A. J. Sundquist, secretary; Mrs. F. W. Hughes, treasurer. Admissions: Adults, 10 cents; children under 12, free. Attractions: Free grandstand acts and fireworks. Midway: Yarn Amusement Company.

HILLSDALE, Mich.—Hillsdale County Fair, 91st annual, September 21-27. 72 pages. Officers: Howard Williams, president; J. I. Post, treasurer; H. B. Kelley, secretary. Admissions: Adults and vehicles, 35 cents; children 8-15, 15 cents; grandstand, 25 cents. Attractions: Grandstand, acts and harness races.

MUSKOGEE, Okla.—Oklahoma Free State Fair, 26th annual, September 28-October 4. 112 pages. Officers: William S. Warner, president; T. Elmer Harbour, Harry W. Gibson Jr., Tams Bixby Jr., vice-presidents; B. H. Stewart, treasurer; Ethel Murray Simonds, secretary-manager. Attractions: Grandstand, Music Corporation of America's *Stars Over America*, with Bernie Cummins and his orchestra; auto races and K-Bar Ranch Rodeo. Midway: Goodman Wonder Shows.

FAIRS—Aug 9—Premium Facts—Std hd

NEW ULM, Minn.—Brown County Fair, 71st annual, August 14-17. 56 pages. Officers: Fred Behnke, president; Armin F. Retzlaff, vice-president; Frank H. Behnke, treasurer; William A. Lindemann, secretary. Admissions: 25 cents; children under 14, free; vehicles, 25 cents; grandstand, 40 cents; reserves 50 cents. Attractions: Grandstand, auto and harness races, *Let Freedom Swing*. Midway: Reynolds & Wells Shows.

NORWALK, O.—Huron County Fair, 21st annual, September 9-12. 109 pages. Officers: Dan W. Heyman, president; Henry Mayer, vice-president; Roy Gathergood, treasurer; Mrs. Eifreda Crayton, secretary. Admissions: 25 cents; grandstand, 15 to 50 cents. Attractions: Grandstand, Great Fussner, WLW Boone County Jamboree.

ME. PLANT TAXABLE
(Continued from page 46)
were used by carnivals, skating rinks, horse shows, and similar attractions having no agricultural aspects and not connected with the annual State Fair, the city could collect.
Supreme Court ruling was outcome of a case in which the city of Lewiston sought taxes amounting to more than \$3,000, plus interest, for 1936-'38. Judges

Arthur Chapman, Portland, and George L. Emery, Biddeford, upheld Frank Winter, Auburn promoter of the fair association, to the effect that various attractions presented there did not remove the association from tax exemption under the State agricultural law. City appealed and won its case.

SMALLER ILL. DEFICIT

(Continued from page 46)
of toilet facilities, is practically complete, said Manager William V. (Jake) Ward. In a statement today, he said, "My goal for the 1941 fair is a \$40,000 deficit."

His declaration may seem out of line but, with the knowledge that in past years the deficit has been more than \$200,000, his remark indicates there will be few if any gate crashers. He anticipates attendance of about 750,000.

Manager Ward said that the gate would not be taken off until 9:30 p.m. daily. It is calculated that this relatively late hour will give the midway a longer play, since late comers will be unable to see the grandstand show or view exhibits.

Royal American Shows during a three-day interim before the opening night preview will paint and refit equipment, while several of the rides will be set up on grounds of Springfield Sacred Heart Academy for the annual Knights of Columbus barbecue. More than 60,000 visit the barbecue grounds each year.

WLS Barn Dance show will be broadcast one night from in front of the grandstand, and the MCA night revue, *Stars Over America*, will be presented all week. On a specially constructed dance floor to hold 2,500 couples will appear the orks of Horace Heidt, Orrin Tucker, and Ted Weems. Auto racing will be under direction of the Racing Corporation of America and motorcycle racing under direction of J. (Buck) Kidd. On afternoon of opening day the Flash Williams Thrill Show will be chief attraction. Harness racing will be held from Monday thru Friday, with horse show nightly in the coliseum.

AGRICULTURAL

(Continued from page 46)
demand for products such as butter and eggs based on the prospects for continued improvement in consumer demand, continued government buying and support for prices of commodities affected by the food-for-defense program, and generally rising commodity prices.

The effects of some of these favorable factors in the demand situation of the immediate past will be somewhat different in the future. To the extent that storage demand results in a decrease in immediate consumption and larger supplies next winter, for example, a part of the effects of future improvement in consumer purchasing power is being transferred to the present. Likewise, the effects of higher government loan rates to apply in the next marketing season already have been discounted to a considerable extent in the markets for the affected commodities. Moreover, it becomes progressively more difficult to obtain additional increases in industrial production as the new plants under construction during the past year finally come into operation and previously idle facilities are utilized more nearly to capacity. From now on, increases in the output of defense equipment will to an increasing extent be at the expense of the production of goods for consumers, and thus not represent an equivalent net increase in total industrial activity. For these reasons, the anticipated further improvement in demand conditions during the remainder of the year may not be as rapid or marked as in recent months.

LEASE-LEND: ALLOCATIONS

President Roosevelt reported to Congress last month that \$55,000,000 of lease-lend funds had been allocated up to May 31 for agricultural products. All but \$3,000,000 of this sum was for foodstuffs. Allocations for dairy products and eggs totaled \$31,700,000; meat, fish, and fowl, \$6,100,000; fruits, vegetables, and nuts, \$6,000,000; grain and cereal products, \$3,100,000; lard, fats, and oils, \$3,600,000, and other foodstuffs, \$1,500,000.

Export prospects for these commodities have improved to the extent of the lease-lend allotments, but no marked increases in exports are in sight for cotton, wheat, fresh fruits, and most other commodities ordinarily exported in large volume. Total of exports of all agricultural commodities combined is far below pre-war volume.

PRICES: UP

Purchasing power of farm products

Quotes 'Em the Good Book

SPRINGFIELD, Ill., Aug. 2.—William V. Ward, manager of Illinois State Fair here, has called upon the Bible to help him curb requests for free tickets. To each seeker of a pass Ward hands one of his business cards, the reverse side of which contains these Biblical quotations:

"Thou shalt not pass."—Numbers, 20:18.

"Suffer not a man to pass."—Judges, 3:28.

"Thou they roar, yet they cannot pass."—Jeremiah, 5:22.

"So he paid the fare thereof and went."—Jonah, 1:3.

continues below pre-war parity, despite the sharp rise in prices received by farmers in recent months. Reason is that the prices paid out by farmers for the things they buy average 26 per cent above pre-war, whereas prices received by farmers average only 18 per cent higher than during the 1910-'14 base period.

Best gains in prices received by farmers in recent months have been in cotton, wheat, hogs, poultry, eggs, truck crops, and fruits. Improving economic conditions will continue to give an upward lift to prices of farm products in general, altho the gains during the last half of the year will likely be less than during the first half.

MIDWAY CONFAB

(Continued from page 37)
in three weeks for another examination. It was on August 6, 1940, that Hancock sustained the injury while playing with the Royal American Shows in Fort Williams, Ont., Canada. He is living in Cairo, Ill., with relatives, but is anxious to hit the road again and hopes to be able to do so in September.

CARNIVAL manager at a winter meeting rushed up to his general agent exclaiming, "They have just ruined the route upon the strength of which you booked yourself with me! Where have you been?" The g. a. replied, "Calm yourself, boss; you have just given me my notice with this information."

MANAGER of Lankford's American Concert Band, Walter Lankford letters from Tonawanda, N. Y.: "This is our second season on the Convention Shows and the engagement has been a pleasant one and we've made many friends on the shows. I've booked a string of Northern fairs this season and will play them independently. Plan to winter in East St. Louis, Ill., where I contemplate building a one-ring circus. Will book with a carnival until the fairs and then the band and show will play independently. My sons, Harold and Lester, have entered the army. Harold is stationed at the Panama Canal, while Lester is in a radio school at Fort Knox, Ky."

SOME years ago it was freely predicted that carnival and ex-carnival showmen would play an important part in big expositions and world's fairs to come, despite all that might be said to the contrary by so-called managements that "we do not want carnival-showmen officials." Nevertheless, such prominent carnival showmen as Frank D. Shean, Lew Dufour, Joe Rogers, T. A. Wolfe, Cliff Wilson, T. W. Kelley, and many others did their bit for New York. And what would the Golden Gate Exposition in San Francisco have been without Frederick Weddleton, Walter K. Sibley, John Alexander Pollitt, J. Ed Brown, Nate Miller, and all the rest of the men and women from the midways?

MORE stringent regulations regarding operation of carnivals in corporate limits of Kansas City, Mo., were provided for in an ordinance passed by the city council there recently. In the future show operators must obtain permits from the welfare director instead of from council. New law restricts carnivals to operation on property zoned for business, light or heavy industrial use, or unrestricted uses. The welfare director is required to consult with the board of zoning adjustment relative to zoning regulations before issuing a permit for a carnival to locate on property within the city. He is empowered to refuse to issue a permit if he finds operation of a carnival would endanger peace, health, safety, or welfare of a neighborhood and to revoke a permit if he finds such a condition exists after he has issued it. An inspection fee of \$2.50 per day will be charged.

SOCIAL activities on the Hennies Bros.' Shows reached a new high during

shows' stand in Kenosha, Wis., when Mrs. Rose Hennies entertained a number of women on the organization in her private car at a stork shower in honor of Mrs. Walter Archie. Refreshments and a buffet luncheon were served. Car was attractively decorated by local florists and favors were presented to each guest. Card games and a musical program followed. Guests included Mrs. Daisy Hennies, Mrs. C. W. Reynolds, Mrs. Mary Batton, Mrs. Gene R. James, Mrs. Loita Kemp, Jerry Isler, Mabel Lorow, Mrs. Carmeen Seymour, Mrs. Robert Porritt, Mrs. Pat Schubb, Mrs. Mickey Ames, Mrs. Billy Shulmen, Mrs. Dorothy Flanagan, Mrs. Mervine Huntsinger, Mrs. George DeGona, Mrs. Fred Clarke, Mrs. Jackie Dondlinger, Mrs. Helen Julius, Mrs. Jimmie Owens, Mrs. Fred and Dotty Wenzel, Geraldine Wallace, Jerry Webb, Ginger McGrath, Mrs. Fred Riehl, Mrs. P. A. McGrath, Mrs. Troy Jackson, Mrs. J. H. Owens, Mrs. C. R. Seavy, Mrs. Nat Worman, and Mrs. Everett Fillingham.

CORRAL

(Continued from page 45)
in all. Two major ones were Salt Lake City's Covered Wagon Days and Ogden's Pioneer Days. Leo J. Cremer staged the Salt Lake City event which drew 9,000 to State Fairgrounds opening night, with crowds holding up thru the week and bettering that figure the final night. First round winners included Clyde Brown in calf roping, and Elmo Walls in bulldogging. Trick roping was done by Don Wilcox, Ray Berwick, and Vern Goodrich; trick riding, Myrtle Goodrich, Polly Mills, and Virginia and Don Wilcox. George Mills clowning. Cy Tallon was announcer. Prize money totaled \$3,400. Night of July 25 was observed as military night with servicemen admitted at reduced prices.

The Ogden show was staged by Sorenson & Colburn. Special events included Monte Montana's trick riders, the San Francisco sheriff's posse, Bill Jeffery and horse, Chiquita, and two clowns, Jazzbo Fulkerson and Elmer Holcomb. Homer Holcomb, another clown, was knocked out of the show when a calf kicked him on the forehead. First round winners: bareback bronk riding, Mitch Owens; calf roping, George Cooper; bulldogging, Harry Hart; saddle bronk riding, Jackie Cooper, and Brahma bull riding, Bob Wilkinson.



★ BUY ★
United States
DEFENSE
SAVINGS
BONDS and
STAMPS

AC Trade Best in 12 Seasons

Clean-Up Gets Part of Credit

Amusement interests foresee record period—piers' attendance is zooming

ATLANTIC CITY, Aug. 2.—Amusement and business interests here, having the best trade in 12 summers, believe that if weather is as good in August as it has been in July, the season, in spite of an early Labor Day, will be the greatest in local history.

Apart from excellent weather, many attribute a goodly portion of increased patronage to efforts of Mayor Thomas D. Taggart Jr. to clean up the town, he having clamped down on all gambling, horse parlors, and the numbers racket. And the mayor has no doubts on this score.

"Cold figures speak for themselves," he said. "Atlantic City has ridden itself of undesirables. The resort is on a high plane and we are going ahead. There is no question that money formerly spent in horse joints and numbers racket is now going into legitimate channels."

He declared bank deposits as of June 30 were \$2,700,000 more than last year at that time, that the July Fourth weekend brought in \$700,000 more than last year, and that the total was close to \$5,000,000.

Amusement interests support the mayor's forecast of a banner season. Frank P. Gravatt, operator of Steel Pier, said pier attendance had been greatest in its 43 years. Officials at Hamid's Million-Dollar Pier said attendance figures were zooming and had surpassed previous records. At Garden Pier, where legit stage attractions are offered, Ben Jacobson reports nightly sell-outs.

Last Sunday a heat wave in inland cities brought down a crowd of 500,000, equalling the all-time high on Easter Sunday this year. Ocean City and Wildwood also had record crowds. Crowd here was much larger than that of July Fourth, those on the beach alone being estimated at 250,000.

Hamid's Pier headlined with Henny Youngman, Patricia Ellis, and Blue Baron's orchestra, and Steel Pier topped its bill with the Ink Spots, Ciro Rilmac's, and Gene Krupa's orchestra. Hamid's pier today has Willie Howard, Mitzi Mayfair, and Howard Reynold's orchestra, with Steel Pier offering a bill topped by Eddie (Rochester) Anderson and Jimmy Dorsey's orchestra.

CLEVELAND.—A drive to raise \$25,000 to improve buildings and other property of Brookside Zoo here has been launched, civic clubs and others assisting, said Harold T. Clark, chairman of the board. A two-toed sloth is most recent addition.



CONEY ISLAND, CINCINNATI, dressed up the front of its pony track this season by converting it into a "ranch house." Building was designed in frontier style by Paul G. Hill, Coney's architect for the past five seasons. It has been renamed Bar X Ranch, with a galloping neon figure surmounting a rustic sign giving its new name. Boy on the pony in the photo is Russell Kissel Jr., son of one of the Kissel brothers, who are operating the track. New front is believed to have had a salutary effect as receipts are considerably ahead of those of last season.

PAPA Meet Bids Other Ops Markey Praises Carroll As Host to NE Section

ERIE, Pa., Aug. 2.—Amusement park operators from Ohio, New York, and West Virginia, many of whom are well known to members of Pennsylvania Amusement Parks Association, have been invited to attend the seventh annual PAPA meeting in Hershey (Pa.) Hotel on August 20 and 21, reported President F. W. A. Moeller from his offices in Waldameer Beach Park here. Operators from other States desiring to attend will be welcomed, too, he said. Program advantageous to everyone interested in the park business has been planned, including an inspection of Hershey Park, managed by J. B. Sollenberger.

SPRINGFIELD, Mass., Aug. 2.—Citing the 15th annual summer meeting of New England Section, National Association of Amusement Parks, Pools, and Beaches, on July 22, NE Secretary Fred L. Markey, Exeter, N. H., gave high praise to Host Edward J. Carroll in an official communication in behalf of the group.

"I want to tell you how much everybody enjoyed the summer meeting in Riverside Park. I have heard so many fine comments on the meeting and clamor that I have lost track of them all. It was one of the most successful summer meetings that this organization has had and attendance of 100 members and guests made it the largest meeting during the last eight years," Secretary Markey wrote.

"I feel that the big attendance was a fine tribute to you because the fine work you are doing has created a desire among amusement men to see your park, and I am sure that every one of them was impressed."

OKLAHOMA CITY, Okla.—Zoo Superintendent Leo Blondin here reported addition of a polar bear, Chapman zebra, and two chimps during the past year, bringing zoo population to 632. Attendance has been good. Recent auto license check showed patrons from every State plus Mexico, Hawaii, Central America, and Canada. Blondin's radio program over WKY is in its 11th year. He tells circus and animal stories. Arthur Borella, Cole Bros.' Circus clown, was his guest on the program July 16, when the show played here.

Batt To Pick Beauty Entry

NEW ORLEANS, Aug. 2.—Ponchartrain Beach will begin its quest for a Miss America beauty entrant on August 13, reported M. Peter Villere, manager of promotion and special events. There will be prelim judging on one night and finals on the next. Happy Harrison's Circus was succeeded after two weeks by Stuart Robert Troupe, comedy bars. Southern Pacific and Illinois Central railroads are showing interest in the Beach's outing facilities by carrying a Ponchartrain Beach notice on excursion trains coming into the city. Frank Kraemer, maintenance superintendent, and Mrs. Kraemer observed their 23d wedding anniversary on July 25 and they and their son and daughter, Marjorie, secretary to Manager Batt, received many congratulations.

A Shorts Stop

ATLANTIC CITY, Aug. 2.—One of the near-by resorts found a practical solution in dealing with the problem of women visitors gallivanting on the Boardwalk in shorts. Signs were prominently posted on the 'Walk by police, reading, "Only ladies over 30 years of age allowed to wear shorts on the Boardwalk."

Operating Gains In High Bracket

CHICAGO, Aug. 2.—All reports except one showed substantial gains in grosses during the third week in July over the corresponding period last year, in replies to questionnaires sent from offices of Executive Secretary A. R. Hodge, National Association of Amusement Parks, Pools, and Beaches. Queries made and answers received, according to territory:

How does your gross to date compare with the same period in 1940?

Alabama, 39 per cent increase; California, 30 per cent increase; Canada, 60 per cent increase; Illinois, 33 per cent increase; Central Massachusetts, 35 per cent increase; Northeastern Massachusetts, 78 per cent increase; Southeastern Massachusetts, 65 per cent increase; Michigan, 33 per cent increase; Missouri, 58 per cent increase; Eastern New York, 21.7 per cent increase; Northern Ohio, 20 per cent increase; Oklahoma, 20 per cent increase; Oregon, 13 per cent increase; Midwestern Pennsylvania, 25 per cent increase; Western Pennsylvania, 12½ per cent increase; Western Pennsylvania, 25 (See OPS' GAINS HOLD UP on page 59)

Reconstruction Is Studied By Houston's Zoo Committee

HOUSTON, Tex., Aug. 2.—Reconstruction of Hermann Park Zoo here, without need for a city appropriation but by fixing an admission charge, was proposed in a recommendation to Mayor Neal Pickett and council by a committee recently appointed to determine needs of the zoo. In planned bylaws of the zoological society an admission charge of 25 cents for adults and 15 cents for children would be instituted, excepting Saturdays and Sundays and possibly another designated day. Complete operations would be turned over to the society, which would also have membership fees of \$6 a year and life membership at \$100. Society would be incorporated as a non-profit association. All revenue would go back into the zoo.

Several years ago the city placed an admission charge on the zoo, but abandoned the plan when the public protested. Committee said that since the zoo has gone down to a point where some unusual method of raising money must be adopted unless it is to be abandoned entirely, an admission furnishes a possible way out of the difficulty.



PALISADES (N. J.) AMUSEMENT PARK continues this season to put advertising where it will be seen. Photograph was taken in the heart of Times Square in New York City, showing three cloth banners that are said to be the largest in the world used for outdoor advertising.

Briefs From All Around the Field

AKRON, O.—Summit Beach Park here has added an Octopus and miniature golf course.

DETROIT.—Rilai McLain has resumed charge of rides and the pool in Eastwood Park here after a three-year illness. He recently returned from a tour of Midwestern parks.

PHILADELPHIA.—Boulevard Pools here reported the biggest week-end in its history on July 26 and 27. Heat wave drove people to water for relief, 4,800 cooling off Saturday and 8,500 on Sunday.

PHILADELPHIA.—Parks here are having capacity crowds, outings and special events going far in swelling gates. In Willow Grove Park the annual Firemen's Jubilee on July 30 featured a thrill demonstration by fire-fighting men, followed by fireworks and fountain displays, and climaxed by a water barrage

lighted by 150 searchlights. Woodside Park on July 29 had 3,000 youngsters for Breyer Day. Breyer Day was also in Willow Grove Park on August 1 and is scheduled for August 7 in Clementon (N. J.) Lake Park.

CINCINNATI.—Black lighting was employed in a water ballet at Weaver's Airy Hills Pool here on August 2 in connection with an Amateur Athletic Union open swimming meet. Special paint was applied to swim suits of participants and a battery of black lights was installed, making the suits shine in the dark. Eight swimmers of the Penguin Club took part, said Director Rufus McNeil.

MUSKEGO, Wis.—A \$5,000 blaze on July 23 destroyed a building at Muskego Beach housing restrooms and a number of concession stands. Tess Corners fire department kept flames from spreading to amusement devices.



THIS SHOT of Jerry D. Martin (Jaydee the Great) and his daughter, Betty Jane, was taken in Playland, Rye, N. Y., where he presented his high trapeze novelty on July 7-20. Betty, who is spending her vacation with her daddy, will return to Boston to enter school on September 2.

The Pool Whirl

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

Attendance Records

Week-end of July 26 and 27 found Old Sol high up in the sky, his rays really beating down. Small wonder, then, that many overdue bills were paid by swim pools last week and that everyone associated with the aquatic profess is hunky dory.

New attendance marks were hung up all along the Eastern seaboard. Palisades (N. J.) Amusement Park pool reported 6,000 crowd on Saturday, tank's largest turnout in six years, followed by 5,000 turns of the turnstiles on Sunday. Newly opened Metropolitan plunge, Bronx, N. Y., announced that it sold out on both days, with a couple of hundred turned away. Nearby Jerome Cascades pool, also in the Bronx, claimed 3,500 for both days, while twin-sister aquadrome, Riverside Cascades, attracted 3,000 on the two sweltering days.

Beaches, too, crowded over high figures. Playland, Rye; Manhattan and Brighton Beaches, Coney Island, and Rockaway (L. I.) beach all reported records or near-top gate marks. Spending at all spots is on the upgrade and unless there's a siege of rain and cold weather it looks like a certainty that 1941 will be a very good outdoor swimming year.

Vacation Views

There must be thousands of swim tanks from Coast to Coast, affiliated with resort hotels or operated separately on State highways to entice tourists. Things are booming for these, too, from what I hear from more fortunate friends, who have time to take vacations. There's a new natatorium being operated by Stevensville Lake Hotel, Swan Lake, N. Y. Estab has Venetian motif and is said to be attracting crowds. Hillside pool, which advertises filtered bathing water, is another new plunge in those environs in Parkville, N. Y. And near by in Woodburne, N. Y., is Belvedere outdoor tank, publicizing "modern concrete pool." S'funny, but hotel operators running pools in vacation spots seem to have an altogether different problem than commercial pool men in cities. Very few pools would advertise "filtered water" or "concrete pool," for that's a foregone conclusion in the city and the public expects same. But in the mountains or at the seashore facilities like that apparently are business-getters. Each summer more and more resorts are installing pools as added attractions. Even tho a hotel may have ocean bathing or a beautiful lake in its front yard, it has been discovered that a certain element of the vacationing public prefer pool swimming.

New Municipipool Headache

As exclusively predicted by this department many issues ago, New York City took over the site of the Billy Rose Aquacade at the New York World's Fair and transformed it into another mammoth municipipool. Spot was formally opened on July 26 by no less a personage than Mayor Fiorella La Guardia. Re-built pool is open to the public from 10 a.m. to 10 p.m. Admish to the steel and concrete plunge is free to children under 14 on week days. After 1 p.m. on week days and all day on Sundays tariff is 10 cents for kids under 14 and 20 cents for persons over that age. For expert divers steel diving towers at each end of the tank provide boards at 32, 16, and 10-foot heights. For less skillful there are 4-foot boards. A broad concrete promenade about the pool affords sprawling room for those who prefer sun bathing. Weekly water shows are being planned by New York's park department. Aquatic carnivals are presented every Wednesday at 8:30 p.m. and casts include about 100 male and fem swimmers, most of them selected from teams repre-

senting other municipipools. Pete Des Jardines, Elbert Root, and Dutch Smith, former Olympic champs, all of whom perform down Florida way every winter, have been engaged by the park department for its weekly shows. Admission to these city water carnivals is 10 cents for children and 20 cents for adults, with accommodations in the brick and concrete amphitheater for 8,250 persons. Boy, even the mighty mite, Billy Rose, can't compete with that! Park Commissioner Moses now appears to be going into outdoor show biz. No one begrudges New York's unfortunates free band concerts or even free dancing. For the city is offering relaxation and culture to groups who couldn't ordinarily afford it. But what culture can one get watching a water show?

Atlantic City

By M. H. ORODENKER

George A. Hamid, operator of Hamid's Million-Dollar Pier, having the biggest season in its history, is already pointing to 1942. Plans for next summer call for greater emphasis on Hamid's Circus. A deal is on for big circus names next season to be bought both for Hamid's pier here and for Hunt's Ocean Pier at Wildwood, N. J. Guy Hunt and Bill Gerst, managing the Wildwood spot, have decided to build an outdoor arena at the ocean end of Ocean Pier for presentation of thrill acts.

A record crowd for the season, numbering 11,224, packed Heinz Ocean Pier on the night of July 19 for a special Community Sing and broadcast over WBAB featuring Phil Baker, stage and radio star, who appeared as guest of Lois Miller, singing organist, who leads Heinz Community Sings nightly.

In addition to placing a large bin to receive pots and pans at Steel Pier entrance, the pier admitted free any child or adult bringing a half pound of aluminum to the box office. Ritz Gardens, one-time ritzy night club, is now a bowling alley and coin-machine arcade. Originally conceived by the late Capt. John L. Young, when he built his first pier before erection of his Million-Dollar Pier in 1908, daily deep-sea net hauls on Hamid's Million-Dollar Pier chalk up 40 years as a continuous pier attraction.

Entertainment for the month, in addition to attractions at the amusement piers, includes a concert by Marion Anderson in Convention Hall on August 16, Al Jolson's show on August 23 at Garden Pier Theater, and the *Ice-Capades* show in Convention Hall, continuing until end of the month, when the Miss America Beauty and Talent Pageant takes over the auditorium.

Wildwood

The fact that the railroad denied them group tickets or a chartered train did not deter two of the biggest outings of the season from getting here last Saturday. Representing the largest caravan of motor busses carrying an outing party to the seashore in the history of New Jersey, Campbell Soup Athletic Association, Camden, N. J., came in 60 busses, bringing almost 2,000. Northern Liberty Boys' and Girls' Band of Philadelphia used five busses. Bridesburg Civic Association, Philadelphia, always in the past train riders, has arranged for busses to bring them here on August 10.

Indicative of increase in business this season, Postmaster Patrick J. Shortt announced that receipts in his office from July 1 to 15 exceeded last year's for the same period by \$2,775.71, an all-time high for the first two July weeks.

William C. Hunt, head of Hunt's Amusement Enterprises here, has been appointed to the commission to revive plans for construction of a ferry connecting adjoining Cape May resort with Lewes, Del.

As part of Boardwalk improvements, attractively numbered street signs, painted in resort colors of orange and black, were erected on the Boardwalk at all street intersections.

Al Gruber, Philadelphia, who joined the staff of S. B. Ramagos, operator of Casino Arcade Park, came as night manager of the park restaurant.

PHILADELPHIA.—A two-toed sloth was shipped by airplane from Philadelphia Zoo to Cleveland Zoo. Local zoo's officials were reluctant to part with their specimen, which holds a record of nine years for longevity for captive sloths. However, one was procured from Warren Buck, who had a sloth on exhibition at Steel Pier, Atlantic City. He consented to lend it to Cleveland Zoo.

American Recreational Equipment Association

By R. S. UZZELL

Fred W. Mangels, son of the well-known W. F. Mangels, Coney Island, N. Y., is in Peck Memorial Hospital, Brooklyn, N. Y., where he was operated on for a correction of a former appendix operation. He is progressing nicely and is expected to leave the hospital in about two weeks from this writing.

This calls for another father-and-son item. Joe Cohen runs a very fine refreshment stand at the entrance to Paragon Park, Nantasket Beach, Boston. The stand is called Joseph's. Joseph Cohen Jr., 14 years of age, has the following to say, of his own composition, about the stand:

JOSEPH'S

Joseph's is an ice cream store,
It has good things to eat.
Under the manager's watchful eye
It always is kept neat!
The help are very courteous;
To them is owed some fame.
Because of their good workmanship
Joseph's keeps its fine name.
Joseph's hamburgs are delicious;
It's hot dogs are the best.
Heinz's mustard and its relish
Add to them great zest.
Next time you're at Nantasket,
And you make a visit to the beach,
Be sure and eat at Joseph's,
'Tis the best spot you will reach.

(Your author makes no bones in certifying this equipment by Jones.—R. S. U.)

Singing for Benson

Did you ever try to get the patrons to singing about your resorts? John T. Benson has them singing about his wild animal farm. The Boston & Maine Railway Company runs a jungle train from Boston each Sunday morning at 10 a.m. to the farm. On this train Benson sees to it that they sing.

"John Benson Built Himself an Ark"
There is one more river to cross.
He built it out of hickory bark.
There is one more river to cross.
The animals went in one by one,
There is one more river to cross!
Old Betsy banged a big bass drum,

etc., etc., to the equivalent of about four verses.

Then he has six other songs, all easily remembered by the kids because of the jingle. A fine form of having your patrons sing for and about you. How many of your readers sang "Put Me Off at Buffalo" or later "Meet Me at St. Louis, Meet Me at the Fair?"

It is all surely worth-while. Why not have a composers' contest with a prize for the best song playing up the amusement park?

Sunday, July 27, gave Coney Island.

N. Y., and all adjacent beaches and parks the record Sunday for the year. Rockaway Beach is said to have drawn its record crowd for all time. At any rate, Saturday and Sunday, July 26 and 27, had to make up for some rainy week-ends we have been having.

Giving 'Em Away Again

Up in New England two parks are competing to see who can give away, to the public, their parks the greatest number of times this season. It is all wrong, gentlemen. You are making a bad bed for yourselves to sleep in. Better consult some who know the road and the bitter ending it has. Too much for nothing just does not make sense. All come to grief who try such a hazardous course. Learn how real men have solved this perplexing problem to their mutual advantage.

William de L'horbe, salesman for Bisch-Rocco, has been hitting the road on all six since the first of the year, but now that material for manufacturing is difficult to obtain, he thinks of going back into aviation. Until recently, at any rate, he was the only aviator with a parachute license for the State of Connecticut. He is a fine fellow. If he goes into the service we wish him well and a safe return.

At Playland, Rye, N. Y., there has been more court action over early night closing. This opposition to the night operation has existed for years with intervals of court action or threatening action. It is squelched now for a time, at any rate, because the judge has found in favor of Playland and adversely to the seemingly organized opposition.

In the days of Rye Beach Park and Paradise Park before Westchester County took over all of that beachfront, the litigation sometimes grew hot and furious. The classical Playland seemed to please for some time, only to cause this flare-up again when the New York World's Fair is over and there is a chance to make some money when it is not raining. This marvelous improvement over the old parks formerly existing there should be welcomed with open arms instead of being opposed by unfair methods.

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Will place not less than 5 Concessions and as many as 20 in bona fide amusement spot.
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New "LOOPER RIDE"



Coney Island, N. Y.

By UNO

July 26 and 27 week-end was ideal with its accompanying heat for a crowded Coney. Monday (28) was Brooklyn Edison Day at Luna. This brought swarms of youngsters, resulting in a banner day for rides and food booths. A special contract between the Edison and the park did not include flesh shows outside the circus. Also made for a closed gate. . . . Trixie LaMont back at Streamlined Follies on Surf. Billed as Trixie LaRue, an idea Dave Rosen conceived to herald a Parisian importation.

Steeplechase Shorts

Modern Venus contest on July 15 resulted in Ann Gervis, Brooklyn, annexing first prize, with Grace DeVita, dancer at the Hurricane nitery, Manhattan, second, and Catherine Chariello, Trenton, N. J., third. . . . Grandma Contest was set for August 5. . . . Harry Rankin is new assistant manager of the Parachute. New tin house built around the motors makes the jump complete. . . . Operator of Mandalay Line boats, Deep Water and Bear Mountain, from Battery Place to Steeplechase Pier is to be congratulated over promptness in observance of sailing schedules which in previous years were so sadly at fault. . . . The Tilyous threw a literary tea July 14. Honored guests were Joe Ranson and Oliver Pilot, authors of *Sodom By the Sea*, a treatise on Coney. Specially invited were over 100 book critics, also Doc Couney of Incubator Babies in Luna, a real Coney old-timer. . . . Spaghetti nights occur every Wednesday for office employees. Ace spaghetti juggler and eater is Rocco Onerator.

Bowery Shorts

Bertha Greenberg just closed a deal with Norman Bartlett, buidler and inventor of the Loooper ride, whereby she becomes eastern sales representative for the manufacturer. . . . Tessie Reisler happy because son-in-law Abraham Feinsten finally nailed a license to operate a ball game. . . . John Londres is in charge of the men on the platform of the Loooper. . . . Max Linderman, operator of World of Mirrh shows, a visitor here recently, renewing acquaintances. . . . Dave Rapps, ticket seller on the Sky Diver, helping to raise the ride's speed to 68 miles an hour. . . . Sidney Rubenstein has been proclaimed champ pinochler of the Bowery. . . . George Gott, manager of the Whip, anxious to land a berth as mechanic in the cause of national defense. . . . Dave Friedman of Motor Parkway misses 10 pounds in avoirdupois lost since his becoming a bridegroom a few months ago. . . . Nat Borenstein of Bowery baseball game, during his spare time is deep in the contents of a phisosophy book in prep-

aration for a school course this fall. . . . Jerome Steinhardt of Bowery Skee Ball, so much in love with show business that he intends sticking to it. . . . Harry Rosen very near the total of 50 applications necessary to land the gold life membership prize in the NSA. . . . Neil Kyrimis busy purchasing furniture to outfit a home for his new spouse. . . . Yetta Garmesa, hat check girl on the Virginia Reel, says tips are not so plentiful as in previous summers.

Luna Shorts

Ringmaster berth in the circus is now occupied by Harry deDio, with the evacuation of Andre Dumont. With deDio came his trained dogs and monkeys and his assistant, Sadie Jewell. Dumont moved to the Midget Village. . . . New Aqua-gal is Ann Merich, doubling for the ballet and in the tank. She was Ann Hupalo when she performed with 20,000 Legs Under the Sea at the Flushing Fair. . . . P. M., for a big spread of Aqua-gals, invaded Luna July 20 with Morris Gordon, photographer; Robert Leary, a sailor from the S. S. Wichita, and Lillian Stone, YWCA representative, and wound up with a ride on the Chutes and a visit to a Messerschmidt housed here. . . . Saturday before Patricia Gordon took shots of the McKee and Gelb shows for *Film Fun*, also Streamlined Follies principals on Surf. Ditto Norman Fallon for *Close Up and Slick* mags. . . . John Ross, sports writer of *The Brooklyn Daily Eagle*, came down for a lengthy story of the entire Aqua-gals production. . . . Bill Carter, bodyguard of Larry Hart of Rogers and Hart, renowned songwriters, was urged by Fred Brent, fancy swimmer, to do a comedy skit with him in the Aqua-gal tank. . . . William Korth, Luna's general buidler, has completed four collapsible igloos at \$250 each for Dave Irving, a member of the Explorer's Club, who has an Eskimo Village in Atlantic City. The portable houses are to be used by Irving for two road shows. . . . *The Girl From Tahiti* is the latest tenant of the spot formerly occupied by Stella. It is a swaying femme in miniature, a mirrored illusion of Kay Vasil, back of a cage containing a canary. The bird seemed to be the only one in front of the dancer Sunday night (27), enjoying the body twistings in this new Phil Gelb attraction. . . . New talent in Camp Hot Spots, Gelb's other show, comprise Helen Antell, late of the Club Samoa, Manhattan; Magda Loy, of burly and nitery note, and Betty Newman, last year at the Flushing Fair. . . . Luna Park Bands, Inc., is the firm operating the ballroom, with Phil Adler, president, and Dick Saunders, general manager. Place has scaled admission prices to 55 cents, Saturdays and Sundays, and 35 cents weekdays excepting Wednesdays, when it is 25 cents with a free gate to females escorted. Men in uniform are half price. . . . Lew, Jack, and Betty Cody are operating Hell Divers, motorcycle races. . . . Danziger Brothers say they clocked the big Saturday and Sunday admissions on July 26 and 27. Dial showed a few this side of 500,000 for July 26 and close to 600,000 for July 27. Also say they are very much satisfied with their first big outdoor show venture and that next season will find a lot more improvements in the park. Also that they have on file many new concession applications for 1942.

Palisades, N. J.

By MARION CAHN

Three-day hot spell gave the best break in weather so far this year. Pool has done capacity biz for over a week. McFarland Twins' ork is in for repeat engagement, with Al Kavelin, Louis Prima, and Isham Jones in that order to follow. Torrence and Victoria continue as aerial act.

Henry Daye and his ork, permanent

band at Casino Bar, has been signed by MCA and everyone here is pulling for them, for they're a nice bunch and play some sweet music. Al McKee is back at work after a siege of illness. Picture and story of Al were used in a Sunday *Daily News* comic section on a cigarette tie-up. He has received letters from all over the country from friends, enclosing the clipping. Many letters were from boys who used to work for him and who are now stationed in army camps.

New air-conditioned office back of large press office, which was built for auditors, has an unexpected tenant in Bert Nevins, who moved in bag and baggage, claiming the cold air good for his hay fever. Jack Rosenthal took two days off for a short trip thru Connecticut and to visit Savin Rock, where he started and which he hasn't visited since 1918.

Harry Frankel and Joe Weisman bought homes last week, which certainly speaks well for business around here. Visitors last week included George Grice, formerly head bookkeeper here and now working for a large New York concern as comptroller. He's taking his first summer vacation in six years. Daddy Simmons, another former member of the park family, paid a visit. He's now running bingo games. Plans are complete to keep the park open week-ends during September, and four cars will be given away during that time.

Playland, Rye, N. Y.

By J. WILSON CLIFFE

Biz away over and weather under par. Outings continue to run to large proportions. One of a dozen recently was the affair of the Sikorsky Airplane Company, Bridgeport, Conn., with 5,000 enthusiasts. Success of the Playland Circus has caused Director Herbert F. O'Malley to adopt a similar policy for the remainder of the season. The second edition started recently as a free attraction. Nelson's Elephants, Woolford's Dachshunds, Sol Solomon's Water Circus; Neptune, seal, and Georgette Brothers, clowns, made up the week's bill.

Kay Byrne, of the Katherine Byrne Trio, radio and vaude turn, and who aided in composing our theme song, *Playland*, annexed the women's open golf championship of Westchester-Fairfield, defeating a field of 42. Visitors July 27 were jockeys Don Meade and Gilbert, who enjoyed a busman's holiday riding the Merry-Go-Round and playing the rabbit game. Playland has at last gone commercial, merits of a popular beverage being broadcast over the p-a. system every hour.

J. Costello is assistant to Fred Merritt of the refreshment department. Elvira Ellis is relief graphologist. Joe Macri is manager at the pool parking space. Pete Flynn is his assistant. A. Abbott, of frozen custard, has the following line-up: Bill Sloan, Bill Faircloth, J. Bradley, Clarence Murphy, Mique Donahue, Evelyn Hylar, Anna Lusita, Rose Fedra, Edna Lindborg, Virginia Jackson, Jim Savage, Frank Hurst, and Jack Bumstead. Abbott is featuring a black raspberry custard. Harry Drinkwater is assistant to Dave Asta at the parking space. Eddie Bird, Branford, Conn., was a recent visitor. Playland photo picnic will be held at the Arena August 16. It will be sponsored by *The New York World-Telegram*. Victor DePalma, winner of a camera magazine award, will deliver an address. Duke Daly and his tooters had revenge on the softballers in Les Brown's band, winning 25 to 8. Playland shuffleboarders were defeated by the experts of Fordham July 27, 24 to 21. Hasta luego.

Paragon, Nantasket, Mass.

A few rainy days made a dent in receipts but the season is ahead of last year's by a wide margin. On July 28 park was closed all day for the first time this season as a result of a severe rainfall. Week-end business continues heavy and it is becoming difficult to take care of combination tickets because of crowds waiting in line at the rides. Kiddie rides are crowded, especially on week-ends. Because of business thus far, park has had no cut-rate days and it is expected that none will be held.

Free act, Blondin-Rellim Troupe, three men and a girl, is going over well with two shows nightly. Paroff Trio is due next.

Friday and Saturday nights are big, as

crowds come for miles to dance at the Chateau to music of name bands. Bob Crosby did terrific business on the night before July 4 and many dancers mingled with park crowds, boosting ride and concession receipts. Val Alexander, last name to appear at the ballroom, also did well and similar bookings are planned.

On August 5 employees will hold their annual testimonial birthday dinner for David Stone, the "old general." A steamer wardrobe trunk will be presented by Mrs. Rose Stone. Prominent among workers for the affair were Owen Brides, John Infusino, James Infusino, Ruth Greenwood, and Virginia Crossen. Alice Harrington was unofficial head of the committee. Joe Stone, president of the park, works hard making sure patrons receive every convenience and are well satisfied. Lawrence Stone, back from the University of New Hampshire, is aiding his father, David.

Park Free Acts

SELDON, "The Stratosphere Man," was held over a second week at Buckeye Lake (O.) Park. Three Royals, high aerialists, were scheduled to open there July 28, said Manager A. M. Brown.

SIX AVALONS, who opened their season at House of David Park, Benton Harbor, Mich., and recently completed a 10-day engagement in West View Park, Pittsburgh, were booked for an August 6-9 engagement in Colorado Springs, Colo., reported Lila Avalon. They will also play California fairs.

CAPTAIN PENLEY'S Wall of Death, which has been at Cedar Point on Lake Erie, has moved to Summit Beach Park, Akron, O., for an indefinite stay.

JERRY D. MARTIN (Jaydee the Great), novelty high trapeze, was in Playland, Rye, N. Y., July 7-20.

ANTENOS, high aerialists, closed a week's engagement at Meyers Lake Park, Canton, O., on July 27 and were replaced by Carmita. Free-act policy will continue until close of the season, said Manager Carl Sinclair.

FRANK CONNORS, lyric tenor, booked in for two weeks recently at Wenona Beach Park, Bay City, Mich., has been held over for an indefinite engagement.

POODLES HANNEFORD Troupe, booked for a week in Edgewater Park, Detroit, recently, was held for a second week by Manager B. F. McNab.

With the Zoos

DETROIT.—Detroit Zoo got its best newspaper and radio breaks in a decade when some 250 monkeys trotted across a forgotten plank to freedom. Most of them came back within 48 hours, after visiting homes in the neighborhood, but one luckless monk dropped into the tiger cage, where he was promptly eaten. Latter incident furnished front-page stories and pictures for all the papers and speedily became the subject of "letters to the editor," some fanning up interest by criticizing the papers for "treating such a sad subject with levity."

SALT LAKE CITY.—As a result of a newspaper campaign protesting zoo conditions, city commissioners have voted to "clean up" Hogle Gardens Zoo this year and provide funds for improvements next year. No sums were mentioned, but commissioners ordered repairs to ramshackle and weed-grown buildings. Commissioners denied a request of James A. Hogle, donor of the zoo land, to return the site to him.

BOSTON.—A 200-pound black bear, gift of the State of Maine to soldiers at Camp Edwards on Cape Cod, has been turned over to Franklin Park Zoo here.

MADISON, Wis.—Indigestion is believed to have caused the death of a baby camel in Vilas Park Zoo here, an offspring of Dana and Sheba, reported Fred Winkelmann, zoo director.

AKRON, O.—Proske's Zoo in Summit Beach Park here registered its biggest day on July 20 since opening a month ago, drawing over 4,000, officials said. Animals are being added and extensive newspaper exploitation is being given the show.

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Rinks and Skaters

By **CLAUDE R. ELLIS** (Cincinnati Office)

New Ruhlman Spot Nearing Completion

PITTSBURGH, Aug. 2.—Construction of Hyatt D. Ruhlman's new super Lexington Roller Rink in the East Liberty section here is well advanced and its opening will be announced soon, reported Harry A. Ackley, Ackley, Bradley, & Day, architects and engineers, who were in charge of planning and construction work.

Owner-Manager Ruhlman has recovered from a recent accident and is overseeing the work.

Rink will have 30,000 square feet of floor space and ample provision for service departments, including check and skaterooms and refreshment counters. Owner Ruhlman plans many novel features for his early fall program.

Complete air-conditioning system, with an air washing and filtering feature, is being installed in the rink, reported to be the only one in Western Pennsylvania having such a system.

WALLACE TWINS presented their roller skate tap specialty at Fort Dix, N. J., on July 24, featured with a special entertainment unit presented at the Army encampment.

VICTOR AND RUTH are showing their skill on skates at Kallners' Little Rathskeller, Philadelphia, going to the night club after an engagement on July 25 in Dorney Amusement Park, Allentown, Pa.

BILLY BAKER is making his Philadelphia debut as a roller skate performer at Wilson's Cafe and Restaurant.

HELEN SINCLAIR is performing her tap dances on skates in the floorshow at Hotel White Way, Atco, N. J.

ROLLER Skating Club of Chicago has slated a party for Armory Roller Rink on August 9, reported Gwen Ray, corre-

sponding secretary. Club has also arranged for a party and picnic to be held at Paramount Rink, Rockford, Ill., on August 31. Old-Timers' Skating Club of Chicago has set its annual picnic for August 17.

STREAMLINING of the roller rink in Summit Beach Park, Akron, is underway, said Manager Frank Raful. Scenic artist has been engaged to do redecorating. Rink will continue to operate during renovation work and shortly after Labor Day will present skating acts and novelties weekly. Rink operates the year round, and according to Manager Raful, patronage is up substantially this summer.

SHUTTERED July 27, Wheeling (W. Va.) Roller Rink set a near record for attendance during 11 consecutive months of operation, said Manager Cecil Milan. It will be dark five weeks to permit modernization, including resurfacing the floor, redecorating, and improvements on the public-address system, and will reopen on September 4.

JOE LAUREY reported he is in the mountains around Denver for a vacation of several weeks.

BIG TOP Roller Rink, Torresdale and Hunting Park Avenue, Philadelphia, is operating nightly, with daily matinees except on Sunday, officials report. The 50 by 150-foot floor is under canvas.

EARL VAN HORN, general manager of Mineola (L. I.) Roller Rink, recently left by plane on a three-week vacation to Portland, Ore., to visit his brother. Latest report from him related that he spent a day fishing with Chris Jeffries, owner of Imperial Rink there. He will return to supervise installation of a new floor at Mineola during the last two weeks of August. New York district skating committee held its last summer meeting recently at Mineola, with Clifford Wilkins, Queens Roller-drome, acting as chairman. Among those present were William Margetho, White Plains Rink; Edna Bower, Brooklyn Rink; Terry Pulvermiller, Bayside Rink, Brooklyn; Mrs. Riley, Wal-Cliffe Rink, Elmont; Barbara Killip, Mineola; Dave Jamieson, Rockaway (L. I.) Rink; Jeffrey Sierfried; Tommy Hackett, Sunnyside Rink, Long Island City, and George Werner, Hillside Rink, Richmond Hill, L. I.; Jim and Molly Frampton, who have operated photo booths at Eastern rinks, now have a concession opposite Roadside Rest on Long Beach Road in Oceanside.

COLE PERSONNEL FETED

(Continued from page 43)

upon the newly elected board of directors for action on the plan to reduce the age limit.

Members of the CFA learned of the sudden death of Rex de Rosselli, director of productions for the Cole show, at their Monday afternoon (21) meeting and adopted, along with others honoring deceased members, a resolution honoring the memory of the showman. At Bloomington, Ill., Cole folk held memorial services Wednesday during their night show.

Two Sight-Seeing Tours

The CFA meeting opened Sunday (20) with registration. In the afternoon the

group was taken on a police-escorted tour of Lake Springfield; martyred President Abraham Lincoln's home, and the Lincoln Tomb in Oak Ridge Cemetery, where, after a brief service, a wreath was placed. In the evening President W. H. Judd called the initial business session to order at 8:30. The Rev. J. J. Haggerty, of the Springfield Catholic diocese, spoke and gave the invocation in the absence of Chaplain Sullivan.

Following a report by Secretary Walt Buckingham and a review of *The White Tops* activities during the past year, a resolution committee headed by Melvin D. Hildreth was appointed to consider recommending that, due to national defense work programs, circus matinees be dispensed with in favor of two evening performances. The proposal, after arguments in committee, was not reported and died without presentation to the body.

Comment by CFA officials brought the view that the resolution was not in order since the organization does not concern itself with problems of circus management.

Monday morning the group, escorted by Illinois State Police, went to New Salem State Park near Petersburg, 18 miles from here, for a tour. Returning at noon the Fans lunched in groups and held their concluding business session at 2 p.m. The session was opened with an invocation by Rev. Jerry Wallace, of Christ Episcopal Church, Springfield, who addressed the CFA preceding his invocation.

Resolutions thanking Mayor Kapp, the Illinois State Police, Springfield Police Department, Chamber of Commerce, Hotel Abraham Lincoln, and Springfield newspapers were adopted, as were resolutions thanking retiring officials of the CFA.

Following the raising of Tent No. 31 Monday night, the Koo-Koo Club went into session and President Judd showed synchronized color films he had taken in conjunction with the various shows. Included were shots of the Big One's back lot and Gainesville (Tex.) Community, Russell Bros.' and other circuses. Projecting the films was Herbert Georg, Springfield photographer and newly enrolled CFA.

Concert on Courthouse Square

Thru the co-operation of Zack Terrell six elephants and the band appeared in the business section at 11 a.m. Tuesday. After a half-hour concert on the courthouse square, during which time the elephants were worked in portions of their big-top act, the troupe moved to the offices of *The Illinois State Journal*, where the band serenaded Publisher A. W. Shipton and Editor J. Emil Smith.

Leaving the newspaper offices the elephants and band went to the main business district intersection with the mayor atop an elephant. At that halt the mayor was interviewed over the radio and news photographers snapped pictures of the crowd and the troupe with the mayor "up." (*The Journal's* four-star edition played the mayor's pix to three columns, and several hundred papers were peddled on the lot.)

Riding elephants in the street parade were CFA's Bob Clark, Joliet, Ill.; Al Ruwedel, Hazleton, Pa., and Jim Schuster, Grand Rapids, Mich.

Frank J. Walter, of Houston, entered a bid for the 17th annual meeting. In event Houston's bid is accepted it is likely the session will be held on the Ringling show during the early fall. Decision as to what show to hold the convention on is expected to rest on appearance of the Big One in Texas, it being recalled that John Ringling North proclaimed a year ago when in tax difficulties with Lone Star State officials that

no Ringling show would appear again in Texas as long as he lived. In event the Big One does not touch Texas, consideration is being given to holding the convention on the Gainesville Community Circus, but considerable opposition to conducting a session in conjunction with an amateur production may have to be overcome.

Registrations

Registration of CFA members and guests included Sverre and Faye Braathen, Madison, Wis.; Mr. and Mrs. W. W. Payne, Huntington, W. Va.; W. H. Judd, New Britain, Conn.; James L. Shuster, Grand Rapids, Mich.; Joe M. Heiser, Houston, Tex.; Perley M. Silloway, Lewis-town, Mont.; Mr. and Mrs. R. R. Clark, Joliet, Ill.; Mr. and Mrs. W. H. Hohenadel, Rochelle, Ill.; Mr. and Mrs. Frank H. Hartless, Chicago; Mr. and Mrs. Glenn H. Townsend, Battle Creek, Mich.; Mr. and Mrs. T. M. Gregory, Akron, O.; Margaret C. Roarke, Norwich, Conn.; Mr. and Mrs. Walter M. Buckingham, Gales Ferry, Conn.; Mr. and Mrs. Don Bloxhan, Exira, Ia.; Mr. and Mrs. Paul Hoy, Sheldon, Ia.; A. T. Sawyer, Monmouth, Ill.; Frank Higgins, Racine, Wis.; Fred W. Schlotzhauer, Oquawka, Ill.; Mr. and Mrs. George B. Freeman, Peoria, Ill.; Alice Ann Pittinger, Peoria; Mr. and Mrs. John M. Ulrich, New Haven, Conn.; John P. and Patricia Grace, Kokomo, Ind.; William L. Montague, West Hartford, Conn.; Melvin D. Hildreth, Washington, D. C.; Mr. and Mrs. James B. Tomlinson, Portland, Me.; Dr. H. H. Conley, Park Ridge, Ill.; Alice H. Conley, Park Ridge; Mr. and Mrs. W. L. Jackman, Madison, Wis.; Mr. and Mrs. Tom Torney, Madison; Al Ruwedel, Hazleton, Pa.; Jannice Calloway, Huntington, W. Va.; Sarah Ann Hardwick, Huntington; Bill Cravens, Huntington; J. F. Wombacher, Dubuque, Ia.; Dr. A. M. McCully, Shelbina, Mo.; W. F. Kimball, Shelbina; Edgar H. Wilson, Rockford, Ill.; Happy Hunt, Bloomington, Ill.; Frank C. Upp, Macomb, Ill.; Dr. and Mrs. Paul Mahaffey, Springfield, Ill.; Col. and Mrs. John Tipton, Springfield; Mr. and Mrs. Kent Fitzgerald, Springfield; Mr. and Mrs. Herbert Georg, Springfield; Howard Knotts, Springfield; Joe Smouse, Park Ridge, Ill.; R. Wareing, Chicago.

DRESSING ROOM GOSSIP

(Continued from page 44)

told all his children they had a half an hour to make the train. The writer had a nice chat with P. M. Silloway. Bill Hamerhead Dwyer is walking around with his chest stuck out because he is the proud papa of a girl, Lela Dale. One of Paul Nelson's girls left in Dayton, but Paul, being the performer he is, had somebody to take her place and the act went on just the same. We were all shocked when Rex De Rosselli passed on so suddenly.

Lots of visitors the past week: Dally Julian and daughter, Ann Leggett; Chub Ardell, brother of Jack Klippel; Mr. Nelson, manager of the Fancho and Marco houses in St. Louis; Ted, Joe, and Caroline Hodgini; J. E. Whalen; Dr. Partello, who was formerly with this show; Nick Carter, Jimmie Miller, Harry and Susie Harold, and J. L. Keyes, of Peru, Ind.

Vern E. Woods came all the way from Detroit to give us all that good old feeling. He clowned all day and went home to Detroit that night. If we had more people like Vern in this business there would be less worry and more happiness.

While having my coffee downtown the other morning I marveled at the way our downtown ticket seller, Johnnie Farthing, handles things. He never gets ruffled at the silly questions they fire at him—politeness personified.

FREDDIE FREEMAN.



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CHICAGO

IF YOU stewed, baked, and fried in the torrid temperatures that hit the country like a blast furnace last week, and said to yourself "I can't stand this much longer," just put yourself in the place of the performers on hundreds of midways who had to go right on doing 10 and 12 shows a day willy nilly. Maybe you'll feel a bit cooler! It was tough, all right; but we lived thru it. Chicago's boasted Lake Michigan breeze got lost in the shuffle and it was just as hot on the lake front as in the hinterlands. Al Sweeney wrote from Hibbing, Minn., where he inaugurates his fair racing circuit Saturday (9), that it was plenty hot there, and Vic Canares came in from Cincinnati with a tale of about 100 degrees heat, which we can readily believe. Out at Niles Center, Ill., it was so hot for Booby Obadal that he got an offer—or an ultimatum—from the fire department to cool him off.

LIFE mag went to town on circus pix in the July 28 issue, running 10 pages and cover of acts and scenes from the Ringling show. Anent the spread, C. E. Doble, of Jeffersonville, Ind., writes: "Life says 'rolling across the U. S. there are now only 25 circuses, whereas 25 years ago there were 75.' The writer has his figures somewhat stretched. There are not 25 circuses touring the U. S. today; neither were there 75 circuses touring 25 years ago." Quite right, C. E.! The figures undoubtedly are incorrect.

AL SWEENEY and Gaylord White got out spiffy announcements for the premiere of National Speedways fair auto racing circuit, starting this week. The boys have 25 fair dates lined up, according to the CSRA racing bulletin. . . . Harry Hennies returned to Chi early last week from a fishing trip in Minnesota on which he landed some nice muskies. . . . Sunny Bernet off to Green Bay, wearing his skipper's cap and promising the boys in Chi a mess of fish on his return. . . . W. B. Naylor took time off from heralding the Beckmann & Gerety Shows to run into Chi for a couple of days. . . . Burtis Wilson, back from a long jaunt thru the Southwest, celebrated a birthday July 28. . . . Arthur Hopper over to K. C. for a couple of days. . . . Tommy Sacco dropped in to remind us he has the midway, free acts, and WLS Barn Dance at the Hoopston (Ill.) Sweet Corn Festival. With sweet corn, tomato, string bean, and other such festivals on his schedule, they're calling Tommy the Vegetable King. . . . Omer J. Kenyon postcards from Detroit: "Edgewater is the first CIO park and we are having most all the big auto picnics." . . . Harry Chipman, of Wallace Bros. Circus, made a flying trip to Chi last week. Sorry we missed him. . . . Victor Canares, general agent of the Sheesley Shows, didn't seem at all worried about opposition from some of the biggies when he dropped into Chi the other day smiling broadly.

ONE-EYED CONNOLLY, of gate-crashing fame, must be slowing down. He dropped in on the Atwell Luncheon Club the other day and singled out Harry Atwell, the old photog, as a boss billposter and asked for some ducats for the Ring-

ling show, with no success. He was back next day looking for the 24-hour man, or anyone else who might have some longs. He's finally convinced the ALO is not on Ringling's preferred list.

WHEN J. C. (Tommy) Thomas was in Sioux City, Ia., a few months ago he was given a manuscript he prizes highly. While calling on the editor of *The Journal* Tommy was reminiscing about his circus days. The editor dug into his files and brought forth the original typewritten story of the marriage of Tommy and Bird Millman, famous wire walker of the Ringling show. The marriage took place in Detroit August 26, 1917, and *The Journal* story appeared in the September 9 issue of the same year.

TRUE to form, Frank A. (Doc) Stuart, Oklahoma City country squire who goes in for trailers, flying, Palominos, Scotch highballs, and the circus, planned into Chi just ahead of the Ringling show to visit his sister in La Grange and, of course, see the circus. . . . Jerry Doyle, of *The Washington (D. C.) Times-Herald*, also hove into the Windy City in time to enjoy several social sessions with the Big Show boys and look over the nags at Arlington and Washington parks. . . . What's this about a carnival general agents' meeting to be held in Chi soon! . . . Friends of Roy Wernicke, who handles the decoration of booths for the annual showmen's trade exhibition at the Hotel Sherman, will be sorry to learn that he suffered a heavy loss as the result of a fire which swept his South Side studios a few days ago.

Leonard Traube's

Out in the Open

NEW YORK

"Fireworks"

Leonard Traube is on vacation. During his absence Fred C. Murray, veteran pyrotechnician and manager of International Fireworks Company, is doing the pinch-hit chore on his favorite subject. The second and concluding article follows.

THE general policy of all fairs is to book the grandstand attraction first, and then if there is anything left in the budget, to spend it on fireworks. As for getting up anything new that would appeal to a majority of the fairs, what encouragement is there for any manufacturer to devote his time and accompanying expense to do so? What kind of a hearing would he get at any of the fair meetings, which are conducted now with more heat than any political campaign?

No booking agency is going to devote any of its time to booking fireworks for the very simple reason (and it's good business, too) that there would not be as much profit in it for them as there would be in booking a corresponding amount in acts.

WE HAVE seen many systems followed in identifying pass-outs at both outdoor and indoor places of amusement, but none of them was a guarantee that the pass-out checks would not be abused—would not get into the hands of other than those entitled thereto. Even the visible rubber stamp was transferred from one arm or hand to the hand or arm of another person, and on top of that it was very unpopular with the femmes.

Something new in pass-out identification has now turned up. It is the rubber stamp again, but one that leaves no visible mark. We learned of this thru an item in *Tavern Topics*, a tabloid catering to night spot operators in Western Pennsylvania and published at Erie. The item, which appeared in the issue of July 25, read as follows:

"Over at Celoron Park dance pier the other evening we noticed a new and novel manner of advancing dancers pass-out checks.

"Gone is the bothersome stub system or lapel buttons, and in their place the management now stamps the hand of each one attending—and here is where the new system comes in . . .

"The stamp leaves no visible mark and can only be seen thru a special ultra violet ray identification machine. The machine is turned on dancers' hands as they move to and from the entrances.

"Just in case someone might try to fool the doorman by not washing his hands and coming back the next night, the invisible stamp initials are changed daily.

"The entire plan has proved popular

with crowds and we'll agree it's quite the thing."

IN *The Commercial Appeal*, Memphis, Tenn., July 22 we noticed an item that the Variety Club of Memphis will sponsor an exhibition rodeo in support of its favorite philanthropy, the Mother's Milk Bank at John Gaston Hospital.

Doesn't it sound odd for a club where a goodly portion of the membership is composed of officials and employees of motion picture distributing offices to use an outdoor show for a benefit? Or is that hatred of picture interests toward outdoor shows dying down, as it should?

Chief Barker of the club is M. A. Lightman, who heads the Malco (M. A. Lightman Company) Theaters, operating a chain of motion picture houses in Memphis and near-by States (being tied up with Paramount-Publix), and the chairman of the committee arranging for the rodeo is Henry Slavick, general manager of Radio Station WMC, owned by *The Commercial Appeal*.

Here's the reaction which the item brought from a reader of this column: "I see it as rather ironical turnabout that a bunch of motion picture moguls use a rodeo—an outdoor show—to raise money for their own charity work. Doubtless you recall many things that have appeared in your column, as well as elsewhere in *The Billboard*, on what motion picture interests have done to keep outdoor shows out of towns."

THAT book which Guy Weadick is writing on the rodeo should be coming off the press soon. Handling *The Stampede Ranch* at Longview, Alta., Can., keeps Guy's time pretty well occupied, but he is putting in every spare moment he can find on the book. It will be very comprehensive, covering the last 50 years, and, coming from such an authority on cowboy sports as Guy, it should be something worth while. The manuscript was to have been in the hands of a U. S. publisher by March 1 of this year.

PALISADES AMUSEMENT PARK, Palisades, N. J., has been doing a terrific business this season, which can also be said of many other parks in the East. Palisades charges 10 cents admission on weekdays and 15 cents on Saturdays, Sundays, and holidays. Decoration Day holds the honors for the largest single-day attendance of the season, and Sunday, July 20, was the best Sunday and the second best day of the year up to that time.

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Protection Bureau



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Place a full description of the idea or material in a sealed envelope.

On the face of the envelope write your signature, your permanent address and any other information you deem necessary.

Attach the sealed packet to a letter asking that it be registered in *The Billboard's* Material Protection Bureau, and send them both, together with return postage, to Elias E. Sugarman, *The Billboard's* Material Protection Bureau, 6th Floor, Palace Theater Building, New York City.

Upon receipt, the packet will be dated and filed away under your name.

The *Billboard* takes every reasonable precaution to safeguard packets submitted for registration, but does not assume any liability in connection with same.

The Cincinnati offices of *The Billboard* have on file thousands of biographies of members of the amusement profession and allied

fields. Not a week passes that this biographical file is not drawn upon for data of people who have passed on. If you are not represented in this file please send to *The Billboard* Biographical Editor, 25-27 Opera Place, Cincinnati, O., the following data about yourself:

Name; age; place and date of birth; home address; number of years in amusement business, or if in allied

Biographies

field so state; date of entering it and first connection and capacity; other connections and capacities and length of each con-

nection to date (mention years if possible); married or single; if married, give wife's name and state if she is active in amusement business; if married previously, give names, dates, etc.; names and ages of children if any; names and addresses of parents; names of fraternal and business organizations you belong to; date of furnishing data and your signature.

MAIL ON HAND AT CINCINNATI OFFICE 25-27 Opera Place

Parcel Post

- Beyer, Mrs. A. 4c
Brines, Carl M. 8c
DeMay, Lester B. 11c
Dowell, Richard, 9c
Hershey, Ray, 9c
Lee, Dixie, 10c
McLean, Doris, 6c
McArthur, Hugh L., 10c

Women

- Adams, Mrs. Kedra
Adkins, Roberta
Allen, Anna
Allen, Mrs. Ralph R.
Alton, Agnes
Ames, Peggy
Anderson, Mrs. Jean
Anderson, Lucille
Arculeo, Harriett
August, Margaret
August, Mary
Avery, Ruth
Ayers, Edna
Baby Betty
Bachman, Mrs. Emma
Bailey, Mrs. Margirie
Ball, Leatha
Barackman, Mrs. Morrin
Barfield, Mrs. C. E.
Barnes, Mrs. Betty
Barthardt, Mrs. Lillian
Basterl, Eleanor
Bayless, Mrs. Alma
Bell, Floise
Bennett, Edna
Bentum, Beneh
Billings, Mildred
Birmingham, Mrs. Irma
Ronoffon, Lady
Boone, V. L.
Bost, Jackie
Boswell, Mrs. Mabel
Bowers, Mrs. Wayne
Bowles, Fallie
Bowman, Mrs. Louis
Bradford, Mrs. Glenn
Bradley, Mrs. Anna
Branch, Mrs. Willa B.
Brenson, Mrs. Mary
Bright, Margie
Brooks, Lillian
Brown, Mrs. Elsie
Brown, Mrs. Eva
Brown, Mrs. Sally
Brown, Mrs. Teresa
Bultler, Mrs. Gussie
Buglon, Kelley
Burke, Mrs. W. O.
Burmiester, Mary
Burns, Billy
Cage, Betty Jo
Caldwell, Mary
Cameron, Mrs. R. W.
Carpenter, Jean
Carr, Mrs. Cora
Carrington, Mrs. W. F.
Carroll, Anne
Carson, Rhea M.
Carver, Ella
Casanova, Judy
Casey, Sallie
Chang & Wanita
Clark, Mrs. Walter
Clark, Mary
Cohen, Mrs. Bertha
Cook, Mrs. F. C.
Cooke, Mrs. Sonza
Cooper, Mrs. Ruth
Couch, Hazel D.
Con, Mrs. Helen
Crair, Mrs. Billie
Cross, Deloris
Crowe, Mrs. Bertha
Curtis, Josephine
Curtis, Mrs. Yvonne
Dailey, Agnes
Dakoff, Joanne
Daldridge, Mrs. Annie
Dalrymple, Mrs. Eleanor
Dalrymple, Mary
Davis, Mrs. Jean
DeWitt, Frances
Delaney, Mrs. Babe
Dobbins, Grace
Donabue, Mrs. Francis
Dorothy, Lady
Du Chaine, Helen
Eade, Mrs. Milton
Eche, Helen
Elam, Mrs. Ruth
Elmore, Mrs. Vera
English, Julie
English, June
Espien, Jean
Eule, Mrs. Monroe
Faith, Madam
Faust, Mrs. Lena
Fenzil, Betty
Ferguson, Norma
Field, Mrs. Judy
Fitzpatrick, Aunt
Hattie
Fitzsimmons, Doris
Flaven, Marion
Foelt, Carrie
Ford, Hazel Rocco
Foxy, Peggy
Francis, Betty
Francis, Betty
Frediksen, Mrs. Ruth
Freel, Fern
Gallagher, Mrs. Bessie
Garrison, Ethel
Gates, Esther
Gavin, Mrs. Joe L.
Gay, Mrs. James
George, Elizabeth
George, Mrs. Myrtle

- Newman, Mrs. Norman E.
Nolte, Mrs. Martha
Normandin, Mrs. Neil
Norris, Bertha
O'Brien, Mrs. Joe
O'Brien, Mrs. Lou
O'Brien, Margaret
O'Hagan, Patty
O'Neil, Esther
Oliver, Mrs. O. L.
Orr, Mrs. Jack
Orr, Mrs. Odell
Ouiten, Mrs. Wm. C.
Palleson, Cynthia
Pandozza, Margie
Parks, Patsy
Pate, Blanche
Patt, Mrs. Vera N.
Patten, Lola
Pattis, Margaret
Perry, Bernice
Perry, Lucille
Pesano, Dollie
Phillips, Mrs. Della
Pierce, Mrs. Leona E.
Pinkin, Margaret
Pittis, Margaret
Portello, Helen
Potter, Lola Mae
Potts, Helen
Raley, Mrs. Ruth
Randall, Joane
Rankin, Mrs. N.
Rankine, Mrs. Thos.
Rettis, Margaret
Reuter, Mrs. Anna
Reynolds, Eileen
Rice, Betty
Ricker, Louise
Rieffensch, Marie
Riley, Mrs. Art
Rivers, Dianne
Roach, Mrs. J. S.
Robbins, Mrs. F.
Rocco, Mrs. Hazel
Rogers, Boods
Rogins, Isahell
Rooks, Mrs. Harry
Rose, Mexican
Rowland, Mrs. Leava
Russell, Mrs. Fred
Lutter, Mrs. Roy F.
Ryan, Mrs. J. O.
Ryan, Vera
Salie, Fatima
Sater, Marie
Schmidt, Mrs. Edna
Schmitt, Blanche M.
Scott, Mrs. Helen
Scott, Mrs. Nina
Segraves, Dorothy
Selby, Laura
Shanon, Peggy
Sherman, Mrs. Ann
Sherman, Mrs. Mary J.
Shew, Dolores
Simpson, Mrs. Elizabeth
Slaughter, Mrs. Keenan
Sleeman, Mrs. Helma E.
Sloan, Edie
Smiley, Ethel
Sunley, Zina
Smith, Billie
Smith, Bebe
Pricella
Smith, Mrs. Glen
Smith, Ruth
Smith, Willie Lee
Smuckler, Mrs. Marie
Snow, Mrs. Nellie
Sommer, Mathilda
Sordelet, Myra
Spalding, Joan
Spellman, Helen
St. Charles, Betty
Stamps, Bertha
Stanley, Joan
Stanley, Lillian
Stanley, Mrs. Mary
Stanly, Frances
Star, Hedy Jo
Steele, Ethel
Vaught
Steiner, Mrs. C. S.
Sterling, Edythe
Stevens, Mrs. Kathryn
Stevenson, Mrs. Jack
Stewart, Mrs. Bob
Stewart, Wilma
Struck, Mrs. Louise
Stutzman, Mrs. Erba M.
Sudduth, Mrs. Buford
Sunbrook, Mrs. Larry
Talley, Mrs. Mary
Thomas, Evelyn
Thompson, Mrs. Grace
Thompson, Tootie
Thorne, Kay
Tidwell, Mrs. Mary
Torres, Teresa
Turner, Mrs. Gertrude
Turner, Mildred
Uells, Mrs. Peggy
Valley, Mrs. Lora
Van Lidth, Helen
Varnier, Mrs. Mabel
Vaught, Mrs. Cathryn
Vernick, Tani
Vade, Mrs. Marie
Wagner, Jane
Wall, Juanita
Wallace, W. L.
Ward, Mrs. B. W.
Ward, Lecta
Ware, Mrs. Frank R.
Waters, Mrs. Ethel
Webb, Mrs. A.
Weed, Mrs. Ethel
Weiner, Mrs. Herman



Letter List

NOTE—Mail held at the various offices of The Billboard is classified under their respective heads—Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Deadline for such letters is Wednesday morning in New York, Chicago, and St. Louis, and Thursday morning in Cincinnati. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

- Weiss, Mrs. Neomie
Wells, Mrs. John
West, Rita
West, Wanda
Weston, Mrs. A. E.
White, Gail
White, Mrs. Mary
White, Mrs. Virginia
Whitmore, Mrs. W. E.
Wideman, Mrs. Chester
Williams, Alice
Williams, Mrs. Alma
Wilson, Mrs. Emily
Wilson, Irma
Wilson, Margaret
Wilson, Mrs. W. W.
Wimbler, Jean
Winslow, Baby
Wolf, Helen
Wolfanger, Margaret
Woods, Mrs. Evelyn
Woods, Jean
Wortham, Mrs. M. R.
Yates, Mrs. Betty
Zarlington, Mrs. Bonnie
BRIGHT, JAMES H.
Briner, Carl M.
Briz, Herman
Brockway, Robt. S.
Brogan, Fred A.
Brookmire, Wm. Brotherton, Thomas J.
Brown, Bruce
Brown, Earl
Brown, Frank
Brown, Jack
Brown, John E.
Brown, Norman D.
Brown, Wendell S.
BROWN, WM. Bruce
Bruno, Louis
Bryson, Johnnie
Buchacker, Ray
Buchanan, Carl
Buchanan, Kenneth
BUCHANAN, THEO. RICHARD
Bumps, Bobby
Bundy, Rudy
Burke, Curley
Burke, Frank
Burke, Zeb
Burkhardt, Melvin
Burman, Joe
Burnett, Harry
Burns, Robert
BURNS, SAUL
Burns, T. J.
Burton, C.
Burton, J. Wallace
Burwell, Hal
Bush, Robt. Wm.
Bush, Tom
Bush, W. A.
Bussell, Jack
BUSSELL, JOHN
BUSSEY, JACK
Butler, Ray & Alice
CIGIELSKI, THEODORE
Clark, Jack
Clark, Jon Jewel
Clark, Paul P.
Clark, Willie W.
Clawson, Ralph J.
CLEM, ROBT. LIFF
Clemens, Dick
Cliff, Texas
Cochran, Perry
Cochrane, Roy
Cohen, Milton
Colburn, Mel
COLE, FRED
Cole, Lester
Cole, Al
Collier, Jack
Collins, A. E.
Collins, R. E. Slim
Collman, Cliff
Comm, Clarence
Conn, Fred
Conn, Harry
Conway, Jack
Conway, Francis P.
Cook, Candy Dan
Cook, Johnson Dea
Cooke, Adolph W.
Cooke, J. M.
COOKE, WINSTON
Coombs, Earl
Coon, Ray
Cooper, Albert Edw.
Cooper, Freddie L.
CORCORAN, MAX
CORMAN, JAMES
Coren, Verne
Cortez, Peter
Costello, Steve
Costerly, Horace W.
Couch, Roy
COURTS, ROBT. R.
Courtwright, H.
DANCARE, PETE
Dietrich, Chas.
Dillon, Elwood
Dillon, Jack
Dillon, Robert
Dix, Walter
DOBBS, WM. DAVID
Dockery, Mickey
Doeffler, Harold
Dolle, Arthur
Donova Troupe
Doran, Nick
Dorsey, Pete
Dotson, C.
Douglas, Melvin
DOWELL, CLARENCE E.
Doyle, Harry A.
DOYLE, JOHN LAWRENCE
Dressler, C. L.
DUCHANE, HENRY W.
Dunahoo, W. L.
Duncan, Glen
DUNCAN, LOUIS GASTON
Dunks, Jack
Dunks, Jos.
Dunlap, Ralph
Dunlap, William B.
Dunn, Buddy
Dunn, Edward
DUNN, JEFF
Dunning, John
Dupile, Fred
Duran, Joe
Durante, Allans
Durbun, Nathan J.
Dustin, Wm.
EADE, MILTON
LEROY
Eagle Eye, Chief
Eagle, C.
Earnest, L. R.
EAST, WALTER
EASTMAN, CARL
Eaton, Howard
EAVES, GERWIN
TRUMAN
Eckert, Chas.
Edelman, Chas.
Edenfield, Danny
Edgar, Geo. B.
Edwards, Bert
Edwards, Clint
Edwards, Frank
Ehler, H. L.
Eller, R. E.
Elliot, Wiley
Ellis, Kirby and
Delphine
Elswick, Frank
William
Emmerson
Emswiler, L. H.
Englehardt, Harry
Ephraim, Ralph
Erbenshuch, Jacob J.
Eskues, Jim
EUDALEY, CLARENCE M.
Evans, Joe or
Teddy
Everstein, Moses C.
Eysman, Theodore
Eysted, Barn. Al.
Fairbanks.
Fales, C. T.
Fanning, Jack
FARRELL, PAUL
FARLEY, THOMAS
WILLIAM
Farrar, Joe W.
Farrell, Walter
Farrington, Roy
FAULKNER, JOHN H.
Fay, Leo
Feagin, Chas. L.
Fecteau, Wilfred
Feeney, James
Felski, Stanley
Ferd, Geo. M.
Ferreira, Dou
Fidler, Francis T.
Field, Edward L.
Fien, Murray
FINNEY, JOHN
BASIL
FISHER, CHARLES
DAVIS
FISHER, THOS. G.
Fitzpatrick, G. T.
Fix, Bill
Flash, Serge
Fletcher, Roy
Flick, Edw. L.
FLICK, FRANK
Fliot, Robert
Ford, E. M.
FORKUM, CHARLES A.
FOSTER, JACK
MITCHELL
Foust, Ben
Fowler, Ben H.
Fowler, D. W.
Fowler, Gordon

Notice, Selective Service Men! The names of men in this list who have Selective Service mail at The Billboard offices in Cincinnati, New York, Chicago, and St. Louis are set in capital letters.

- JOHN
Anthony, Bob Tang
Anthony, Howard
Archer, Whitie
Arms, Edw.
ARNOLD, LYLE
Arnold, Woodrow
Arnst, E.
Arrah, Boy Wonder
Arrah, Prince
Atkins, Slim (Col.)
Auskings, Clarence
Austin, Gene
Aval, Otis Lee
Baccamazzi, Michael
Baker, Earl D.
Bailey, Francis
BAILEY, GORDON LEWIS
Baker, Lil
BAKER, FRANK
JOHN
Baker, J. Oren
Baker, Joe L.
Balcom, R.
Baldwin, Geo. W.
Balfour, John
Bammel, Clifford G.
Banks, B. E.
Banks, Norman
Banty, Harry
BARBER, JAMES
Barker, Rand
Barksdale, John
Barnes, C. D.
BARNES, JACK
CLAED
Barnett, F. C.
Barnett, O. H.
Barnhart, James
Barr, Charles
Wesley Sr.
Barr, Herman
Barr, Stephen D.
Barry, Carl J.
Barry, Wm. T.
Barth, Charles
Barthel, Clarence
Bartholomew, H.
W.
Bartley, Francis J.
Barton, Bert
Barton, George L.
BASS, FRED
ERICK ALLEN
Basset, D.
Bates, Otto
Batterson, Earl
Baxter, Bob
Beables, Bill
Beady, Sam
BEAGLE, DONALD O.
Berry, Walter Dale
Ribb, John H.
Rigel, Johnnie
BIGONY, ROBER
E.
Bilbro, Harmon R.
Bimbo, Alex
Bingood, Delbert J.
Bireler, Eddie
Bishop, Charles
Bixler, Mort L.
Black, Louis
Blackey, Jos.
Blackford, Howard
BLAIR, EPHAN
ALLEN
Blair, Walter
BLAKE, DELBERT SAM
Blanchard, Russell
Blandy, Eddie
BLANKENSHIP, FRANK
WALTER
Blarwell, Francis
Blevins, Carter
Blondin, Chas.
BLOOM, EDW.
JOS.
Blossom, Alabama
Bloom, Scottie
Blue, Jack
Boden, Art
Bohn, Wells
Bradon, Frank
Bolt (Splinter)
Bonnelli, Capt. James
Bonon, Joe
Boupp, H. L.
Booth, H. M.
Booth, O. H.
Bostwick, W. L.
BOWMAN, JAMES
CALLAWAY
Bowry, Arthur
Boyer, Chick
Boyle, John R.
Bozeman, James
Bradon, Frank
Bradish, Wm. L.
Bradley, Everett W.
Bradley, Jess
Bradley, Phil
Brady, L. P.
Bragg, Geo.
Brakehill, John A.
BRASWELL, WM. DAVID
Braunstein, B. F.
Brennahan, Joe
Brent, Tacwell
Breyer, Wm.
BRIGHT, CHRISTOPHER
C.
Butler, W. H.
BUZZELL, FRANK R.
Bybee, Jim
Byrd, Billie
Byrd, Steve
BYRD, TONY
ALBERT
Caddish, Wrestling
Oram, Wm.
Craman, Max
Cramer, Wm.
Crane, Earl A.
Crawley, Musical
Crawley, Carnival
CREENOUGH, PAUL B.
Crew, Loehi Orville
Crew, T. Hamilton
Crew, Thos.
Hamilton
Crews & Summers
Crewe, M. W.
Crickoff, William
Crickoff, William
Croft, Jay
Croke, James S.
Crosby, Chas.
Cross, Laurence
Crowder, John
Crown, E. C.
Crowell, Sam
Crown, Donald
Crump, Jesse Tiny
Cruz, Dewey
Cullen, Jack A.
Cunningham, Chas.
Cunningham, Jimmy
Curry, Port Chop
Curtis, Donel E.
Curtis, George H.
Custer, Jack
Dakoff, Mike
Daily, Agnes
Daily, Buck
DANIEL
NORMAN L.
Dare Bros. Circus
DARRAH, EARL
ALBERT FRANK
Dartch, Pierce
Daulto, Al
Davies, Willia W.
Davis, F. P.
Davis, Indian Joe
Davis, Reed F.
DAVIS, ROBERT
LEWIS
DAVIS, WM. ROSEVELT
Dawkins, Steedy
Dawson, Harrie
Day, Dalton
Dayton, Alex
De Amdrasio, Nicholas
Cousins, J. J.
Cowan, Roy
Cox, O. C.
Cox, John L.
Cox, L. J.
Coyle, Edgar
CRABTREE, JACK
Oram, Wm.
Cramer, Max
Cramer, Wm.
Crane, Earl A.
Crawley, Musical
Crawley, Carnival
CREENOUGH, PAUL B.
Crew, Loehi Orville
Crew, T. Hamilton
Crew, Thos.
Hamilton
Crews & Summers
Crewe, M. W.
Crickoff, William
Crickoff, William
Croft, Jay
Croke, James S.
Crosby, Chas.
Cross, Laurence
Crowder, John
Crown, E. C.
Crowell, Sam
Crown, Donald
Crump, Jesse Tiny
Cruz, Dewey
Cullen, Jack A.
Cunningham, Chas.
Cunningham, Jimmy
Curry, Port Chop
Curtis, Donel E.
Curtis, George H.
Custer, Jack
Dakoff, Mike
Daily, Agnes
Daily, Buck
DANIEL
NORMAN L.
Dare Bros. Circus
DARRAH, EARL
ALBERT FRANK
Dartch, Pierce
Daulto, Al
Davies, Willia W.
Davis, F. P.
Davis, Indian Joe
Davis, Reed F.
DAVIS, ROBERT
LEWIS
DAVIS, WM. ROSEVELT
Dawkins, Steedy
Dawson, Harrie
Day, Dalton
Dayton, Alex
De Amdrasio, Nicholas

- DeArvil, Lawrence M.
DeChant, Frank H.
DeChenne, C. E.
DeFoe, Alan
DePoor Motorized Show
DE GREGORY, JOSEPH A.
DeLegge, Boisey
DeMitchell, Otto
DeRay, Gene
DeVine, Scotty
DeVolo, Pat
DeWitt, T. R.
Deoro, Bert
Del Rio Midgets
Delvecho, J. H.
Demetro, Archie
Demetro, Tom
Denis, Prince
Denny, John
Dent, Bob
Dent, C. R.
Deri & Jondan
Devore, H. K.
DiCesare, Pete
Dietrich, Chas.
Dillon, Elwood
Dillon, Jack
Dillon, Robert
Dix, Walter
DOBBS, WM. DAVID
Dockery, Mickey
Doeffler, Harold
Dolle, Arthur
Donova Troupe
Doran, Nick
Dorsey, Pete
Dotson, C.
Douglas, Melvin
DOWELL, CLARENCE E.
Doyle, Harry A.
DOYLE, JOHN LAWRENCE
Dressler, C. L.
DUCHANE, HENRY W.
Dunahoo, W. L.
Duncan, Glen
DUNCAN, LOUIS GASTON
Dunks, Jack
Dunks, Jos.
Dunlap, Ralph
Dunlap, William B.
Dunn, Buddy
Dunn, Edward
DUNN, JEFF
Dunning, John
Dupile, Fred
Duran, Joe
Durante, Allans
Durbun, Nathan J.
Dustin, Wm.
EADE, MILTON
LEROY
Eagle Eye, Chief
Eagle, C.
Earnest, L. R.
EAST, WALTER
EASTMAN, CARL
Eaton, Howard
EAVES, GERWIN
TRUMAN
Eckert, Chas.
Edelman, Chas.
Edenfield, Danny
Edgar, Geo. B.
Edwards, Bert
Edwards, Clint
Edwards, Frank
Ehler, H. L.
Eller, R. E.
Elliot, Wiley
Ellis, Kirby and
Delphine
Elswick, Frank
William
Emmerson
Emswiler, L. H.
Englehardt, Harry
Ephraim, Ralph
Erbenshuch, Jacob J.
Eskues, Jim
EUDALEY, CLARENCE M.
Evans, Joe or
Teddy
Everstein, Moses C.
Eysman, Theodore
Eysted, Barn. Al.
Fairbanks.
Fales, C. T.
Fanning, Jack
FARRELL, PAUL
FARLEY, THOMAS
WILLIAM
Farrar, Joe W.
Farrell, Walter
Farrington, Roy
FAULKNER, JOHN H.
Fay, Leo
Feagin, Chas. L.
Fecteau, Wilfred
Feeney, James
Felski, Stanley
Ferd, Geo. M.
Ferreira, Dou
Fidler, Francis T.
Field, Edward L.
Fien, Murray
FINNEY, JOHN
BASIL
FISHER, CHARLES
DAVIS
FISHER, THOS. G.
Fitzpatrick, G. T.
Fix, Bill
Flash, Serge
Fletcher, Roy
Flick, Edw. L.
FLICK, FRANK
Fliot, Robert
Ford, E. M.
FORKUM, CHARLES A.
FOSTER, JACK
MITCHELL
Foust, Ben
Fowler, Ben H.
Fowler, D. W.
Fowler, Gordon
Franks, Capt. & His Dogs
FRAZIER, HARLEY
Freeman, Mitch
FULKNER, ROBT. WM.
Fuller, Azel (Dick)
Fuller, Ed
Fuller, Sherman
Fuller, Eddie
Gainer, W. L.
GALLAGHER, ARLIN WESLEY
Gallagan, John
Gallanore, Nicholas
Gallanore, Babe
Gallanore, G. (Brownie)
GALLANT, GEO. B.
Galligan, John W.
GARCIA, LENARD
Gardner, Arthur G.
GARLAND, ROBT. C.
Garner, Les
GARNER, ROBERT A.
Garrett, Harry C.
Garvis, Joseph
Garwran, D. H.
Gatewood, A. L. Col.
Gattberg, Clifford
Gause, Wm.
Gehrig, Roy
Gelert, Burton
GEIGER, FRANZ
DORSEY, ALLEN
Geissinger, Harry
Gelb, Joseph
Gelman, Max
Gentry Bros.' Circus
George, Harold
George, Dr. H. J.
GEORGE, SAMMY
George, Tom
Geraldine Gerald
Gerry, Rev. F. G.
Ghann, Albert K.
Gibbons, Harry
GIBSON, BERT D.
Gilbert, Arthur
Gilbert, B. B.
Gilbert, Jack
Girard, Gene
Gill, Frank
Gill, James G.
Gilliland, R. W.
GILLY, RALPH
Ginn, Edward
GLEASON, FRANK S.
GOBLE, WILLIAM
HAROLD
Gluskin, Sam
Glyn, Mack A.
Cobelle, Fred J.
Gobinul, Angelo
GODING, WARREN F.
Godwin, W. H.
Goff, George
Goforth, W. R.
Goldberg, Arthur
Golddeck, Paul E.
Goldstone, Ralph
Gollin, Max, Mgr.
Good, Dan
Good, Monrow
Good, Pete
Goodman, Sidney I.
Gorden, Matt T.
Gordon, B. (Mad Russian)
GOSCH, PAUL M.
WILLIAM
WINSTON
Gosnell, Ray
Gossage, G. C.
Goucher, Dave
GOUDIE, FRANK C.
Gould, Max
GOURLEY, ARNOLD
Gonzales, R. G.
Gowin, D. R. (Doc)
Grable, Hugh Levy
Grabosky, Anthony
Graham, Clive (Gracye & Graham)
Graham, Harry
Graham, Howard
Graham, Robert
Granger, Jonnie
GRANT, HARRY
LEE
Gratiano, Tony
GRAVES, CLINTON H.
Gray, A. J.
Gray, Lee
GREAVES, WM. F.
GREEN, QUAY
Greenberg, Harry
W.
GREER, GEORGE
MCLUN
GREER, WM.
Gregory, Earl
GREGORY, FRANCIS P.
Gregory, Wilfred
Grenz, Tonye
GRIBBIN, ALDON
H.
GRIFFIN, EDWIN
F.
Griffin, Johnny
GRIFFITH, LEWIS
GRIFFITHS, THOMAS O.
GRIPP, JAMES M.
GRUBER, VINCENT ANSON
Guest, Thorne
Gunnels, Thos. C.
Gunn, A.
Gurck, Geo.
GUTHRIE, CURTIS A.
Gyeson, Cotton
Hackbarth, Wm.
HAGGARD, ARTHUR
MILLARD
HAGSTROM, ELLIOTT
HALE, G. V. MACK
HALE, CHAS. W.
Hale, Price Eco
Hale, Ellsworth
Hale, Tom
Haley, E. C.
Halke, R. S.
Hall, Edw. L.
HALL, GEORGE
Hall, Tex
Halim, Eugene J.
HAMBRIGHT, ALBERT
CLARENCE
Hamburg, Phil
Hamilton Amuse. Co.
Hamilton, Harold
Hamilton, Jas.
Hamilton, James R.
Hamilton, Wm. F.
Hamilton, William L.
HAMMOND, CARL J.
Hammond, Earl F.
HAMRICK, W. T.
Hander, Sady Joseph
HANKINS, HAYDEN
HILLDRUP
Hannah, Cleon
Hanner, E. F.
HANNON, DANIEL ROSS
Hansen, Andy
Hanson, Harold (Swede)
Hanson, Niil (Swede)
HAPACK, JOSEPH ROBERT
Harbet, Edw. J.
Harley, Otis
Harman, Norgie
Harper, Eugene A.
Harrall, L. H.
Harrington, Shorty
Harris, Melvin
Harris, Rome
Harris, R. D.
Harris, Russ
HARRIS, WALTER
Harris, Wm. A.
Harris, W. R.
HARRISON, JOHN DUVAL
Harrison, Lou
HARRISS, PAUL W.
Hart, John B.
Hart, ROY OSRO
Hartman, Lloyd
Hartley, Geo.
Hartwick, Doc
Harville, L. R.
Hause, Jack
Havins, L. R.
Harwood, Van
HATFIELD, JOSEPH THOMAS
HAYES, KAY
Head, John
Heaney, Gerald
HECTOR, FRANK
Heffner, Ben
Heinickel, A. G.
Heller, George M.
Hemmes, Wm. D.
Henderson, Charlie
Henderson, Cortus
HENDERSN, EDDIE
HENDERSON, FRANK
HENDERSON, Gayler
HENDERSON, Grabo
HENDERSON, PAUL M.
Henderson, Ralph
Henderson, T. M.
Henderson, Warren
Henderson, Wm. B.
Hendrix, Allen
HENDRIX, EUGENE W.
Henry, Geo. E.
Henry, Wm.
Magician
HENRY, CHAPPIE
HENRY, ROBT. LEE
Herbert, H. L.
Herbst, Paul
Hernidon, Coy
Hester, John
Heth, Henry
Hewitt, Morgan
Hickman, Sam
Hicks, Hampton
Higinbottom, J. H.
Hiler, Ed
Hill, Cad
Hill, Floyd C.
Hiller, Eugene
Hiller, Thomas
HILTON, JAMES
Hinkle, Milt
Hobbs, W. H. (Curley)
HOBBS, WILLIE
Hockmuth, Eunos
HODGES, CECIL
Hodges, Joe & Ted
Hoffstatter, R. W.
Holman, S. L.
Holden, Jack
Holder, John
Hollingsworth, Blackie
Holmes, Lloyd
Hollis, Bob
Hollis, Bill
Hollis, Pink
Holloway, Orlan
HOLMAN, THEODORE
Holmes, Pete
Holtkamp, L. B.
Hon, Herman
Honeycutt, Boger
Honeycutt, Hurstle
Hood, Gilbert
Hooper, J. C.
Hooper, Walter
Earl
Hope, O. J.
Hopkins, Bob
Franklin
Hopper, Phil
Horton, Harry E.
Horton, Cecil
Horton, Robert
Houchin, Melvin
Howard, Bert
Howard, Denny
Howard, Holly
Howard, J. L.
HOWARD, JOHN LEE

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Hudson, Harry
HUGH, WM.
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Hulsey, Chuck
Humphries, Lonnie
Hunsted, W. H.
Hunt, Arthur E.
Hunt Jr., Eddie
Hunter, Geo.
Hunter, J. T.
Hunting, Harry
Hurst, Jack
Hurt, Casey
HUSSEY
WILLIAM
THOMAS
Husted, Sherman
Hutchinson, W. Essie
Hutchinson, W. G.
Hydes, Billy
Imier, Harold
Eugene
Ingram, John
Shelby
Ireland, A. T.
Iring, Jack
Irwin, J. G. Capt.
Isabel, E. R.
Jackson, Kenneth
JACKSON, WM.
JIMMIE B.
JACKSON
MARIAN
JERRY
JACKSON, MOSE
JACKSON, RALPH
Jacobs, Glen M.
JACOBS
WESLEY LEROY
James, Lowell
JAMES, VYVA
ELMER
Jarvis, Lou
Jaynes, P. M.
Jenkins, Henry
JENSEN, RALPH
Palmer
Jeroms, Frankie
JILES, RICHARD
DEBIEST
Jill, Jack
Johann, H. (Hank)
JOHN, ADOLPH
JOHN, FRANK S.
JOHNS, Andy
JOHNS, Vincent C.
JOHNSON, B. H.
(Lowdown)
Johnson, Charley
(Chick)
Johnson, Earl
Johnson, Harry
JOHNSON, HOWARD W.
Johnson, J. W.
Johnson, Jack
LEE, JOE
ELLISON
Lee, Harry
Lee, Merrill
Legrade, Joe
LEIBEE, LOREN
Leonard, Jimmie
Leonardos, S. M.
Leonard, S. M.
Leopard, Robert
LITALIEN, AMOS
M.
LEVENTHAL, Abraham
Levine, Joseph
Levine, Willie
Lewis, H. K.
LEWIS, WM. DON
Lewis, Elmer B.
LEWIS, HANLOW
LEWIS, HAZO
LEWIS, NEWTON
Lewis, Lavern
Lichter, Russell
Light, D. P.
Lindsey, John A.
Lipps, Orval
Little, Curley
Little, Frank P.
Littledane, Joe
Loar, G. C.
Loar, Jess
Lockett, Charlie
Lockwood, Gene
Lofstrom, Wm.
Loftus, Raymond
Logan, Andy
Logan, Robt.
Luther
Logan, W. Scott
Logsdon, Clarence W.
Logston, London
LONG, CHRIS
WM.
Long, Dad
Long, Jack Red
Long, Sam
Long, Wayne G.
Lonston, David
LORDLA
JOHN
MILLER
Lorraine, Al Spida
Lorraine, Lou
Loter, Happy &
Marie
Louis, Joe (Mtnstrl)
LOWE, MELVIN
Ludlow, Harry
Lunsford, Mack
Lynn, O. E.
Lyon, B. O.
Lytle, Roy L.
MacDonald, King
Rufus
MacGregor, Lawrence B.
McAbee, Lewis
McBeth, Archie
McBride, J. C.
McCabe, J. F.
McCall, Robert
McCarthy, Charley
McCARTHY, ROBT. ALVEN
McCauley, D.
McClain, E. E.
McClellan, J. T.
McCloud, Lucky
McCluskey, J. J.
McDonald, Earl
McDonald, Jas.
McDonald, Roy
McDonald, Joe
McDowell, Karl E.
McEntee, Gerald
McGee, Jimmie
McGee, Johnny
McGill, Pull
McGill, Walter
McGinnis, Wilfred
McGovern, Dallas
McKenny, Jack & Roy
McKinnon, Walter
McKINLEY, JOHN
McKnight, Clarence
McLaughlin, Cledys L.
McLAUGHLIN, MELVIN
HENRY
McLeondon, R. F.
McLouchlin, Kenneth
McMAHAN, MOPE
McMILLAN, PAUL
McMillan, Geo.
McNally, Harry
McNeely, Shorty
McSpadden, J. R.
McWhirter, C. S.
Mack, Durwood
MACKEY, CHAS.
L.
Mack, Mader (Singer)
Maddox, Ray
Mahar, Curley
Mahar, Paul
Maibaugh, Geo. F.
Majors, Harry
Major, Prof.
Makar, Johnny
MAKOWSKY, FRANK E.
MALLERY, RICHARD
Malm, Ralph W.
Maloney, T. J.
MANGLE, MICHAEL A.
ALMOND
EUGENE
Mansfield, Robt.
March, Walter
Marcus, Herman
Margaritis, Anastasios
Marietta, Roy E.
Mark, James
Marks, Frederick
Marks, Steve
Marshall, Dean
Martin, Gail
Martin, Harry
Martin, Jack R.
Martin, L. M.
Martin, Terry W.
Martin, Wm. C.
Mason, Billy
Mason, Bob
Mason, George
MASON, ADOLFO F.
Mathas, Ted
MATHEWS, ROB-
ERT P.
Matter, Floyd R.
May, Wm. H.
Maynard, Willie W.
Mayes, Prof.
Livingston
Mays, Bill
Meekin, Fran
MEISS, RAYMOND T.
Mellen, Eddie
Mellon, Eddie
Melton, Buddy
Melton, Jack B.
Melton, James
Melvins, The
Mench, Chas. L.
MEPORE, HAZO
MATTO JOS.
Mercy, A. &
Virginia
Meredith, Louie
Merrill, Doc
Metro, Chas.
Meyer, Otto
Meyers, Bill
Meyers, Capt. John
Meyers, Joe
Meyers, Ralph T.
MICAL, JOHN
Middleton, Gordon
Miles, Doc J. C.
Miles, Joe
Miller, Al Moxie
MILLER, BOBBY
CHAS.
Miller, Eli
MILLER, HARVEY A.
MILLER, JOHN L.
Miller, Paul H.
Miller, Paul S.
Miller, R. H. Bob
Miller, Ray O.
Miller, Walter
Milliam, Charlie
MILLS, JOHN
LINDCOLN
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EMORY
Mistraca, Art
Mitchell, Alex
Mitchell, Carles
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Mitchell, John
Mitchell, Lucine
Mitsell, McMillen
Mitchell, Ralph G.
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Mitchell, Sam
Mitchell, Tom
Mitchell, W. O.
Mitchell, W. W.
Mize, Woodrow
Moe, Arthur
Moeller, James
Mojo Minstrels
MONROE, GEO.
McCall, Robert
Montague, Jack
Montague, Willie
Montos, W. A.
Montgomery, Grover
MOODY, ALBERT
EDW.
Moore, Albert B.
MOORE, ARTHUR
Pike, Bill
Plunkett, Cleo
Pockery, Joe
POLL, MARVIN
POMPONENT, ANTHONY
MOORE, EARL
EDW.
MOORE, THOMAS
MORLEY, DON-
ALD V.
MORRIS, C. W.
MORRIS, JAMES
MILIN
Morris, Joe (Devil Drivers)
Morris, Milton
Morrison, Jim
MORRISON, ROB-
ERT P.
MORROW, HERB
PAUL
MORROW, MATHEW JAS.
MORSE, JOHN
MORT, Joe
Mortin, Dutch
Morton, John
Morton, Lacy
Moss, Pole
Mounhallan, Artie
MROFCHAK, GEORGE
JEROME
Mulkey, Virgil H.
Mullins, Stoney
Munsey, Marshall
Murdock, R. K.
Murphy, Eddie
Murphy, Frank
Murphy, Joseph
Murphy, K. C.
Murphy, Tim
Murphy, Walter
Murray, R. E.
Myers, Frank H.
Myers, Sam O.
Nadreau, Gean
Nance, Chas.
NASH, VICTOR
PARKER
Nathanson, Sidney
NAUGLE, MICHAEL
ANDY
Nealand, Walter D.
Neff, Jack
Nelson, Bill & Jean
Nelson, Harry S.
NELSON, JACK
CLIFFORD
Nelson, Martin
Nesshit, Jim
New, Bert
Newland, Austin
Newton Jr., Wm.
Nicholas, J. C.
Nickcum, Leonard
Nold, Carl V.
NOLEN, ELMER
HOLLEEN
Norcross, Dard
Norman, Walter
NORTON, RALPH
JAS.
Null, Johnny J.
Nuss, Frank
O'Brian, George P.
O'BRIEN, MICHAEL
Pat
O'Casey, Pat
O'Day, Jack Peg
O'Day, Tim
O'Donnell, Chas.
O'Neil, Frank J.
O'NEIL, JOS.
PATRICK
O'Reilly, Charlie
O'Reilly, Jack
O'Reilly, Jerry
O'Reilly, Thos. F.
O'Shea, Johnny
Odare, Barney
Oday, Bill
Odel, Marvel
Olson, Nappy
OLIVER, DON
ARTHUR
OLSON, JAMES
A.
Orlando, Lee
Ortiz, Juan
Ormsby, Roland
Eric
Ottis, John
Overfield, Warren
OWEN, GEORGE
Owings, Samuel E.
Paige, Jack
PAINTER, ROBERT
WESTLEY
Park, Clinton
PARNESE, PATSY
Parsons, Carl F.
Pasnich, S. S.
Pasnich, Max
Patch, Dick
Patterson, Harry
PATTON, JAS.
CUMFORT
Paulnet, Albert
Payne, Check
PAYNE, RAY
LEE
PAYNE, WM.
GREER
Pearce, James C.
Peasley, Bob
Pedosada, Jimmie
Penny, A. B.
Penny, Prof. John
E.
Perdue, Roy
Perry, Frank
Peters, The Great
Peters, Richard J.
Peters, Stephen
PETERSON, JAMES
Petrella, Louis
Peyton, Chuck
Pezia, Fred
Phelps, F. W. Buck
Phillip, Jack
Phillips, Jimmie
Donald
Phillon, Ed
Picininni, Frank
Pickert, Rolly, &
Verna
Pierce, Maurie
Pierce, Ross
Piercy Jr., Geo.
FRED
PITCOCK, ROGER FORD
Pike, Bill
Plunkett, Cleo
Pockery, Joe
POLL, MARVIN
POMPONENT, ANTHONY
POLLOCK, JOE
POONER, KENNETH
POOREE, ROSCOE
WESLEY
PORTER, EARL
O.
Poteat, E. K.
Pounds, Claude
Powell, Art
Powell, W. D.
Powers, Bert
Powers, Bill
Pragal, A.
Presley, Tom
PRIBBLE, HARLAN J.
PRITCHETTE, CLYDE A.
Private, Jos. L.
Pruitt, Luke
Purcell, Joe
Pynn, Charles
QUINN, CYRIL E.
QUINN, Wm.
Ragsdale, Frank
Ragsdale, Loyd
Smith
Rainey, Wm. L.
Ralston, Joseph
Ramsey, Ted
RAMSEY, WM.
Ramus
Raney, Doyle S.
RAPPE, ARNOLD
Ray, Reuben
Rays, the Radio
Reach, Raymon
Read, Russell Roy
Reese, John
Reeves, Clifford
REEVES, JAS.
LELAND
Regan, George
Reid, Dr. J. V.
Reid, Watson
Reider, E. J.
Renaldi, Albert
Renault, Francis
RENFRO, FRED
UBERT
Renfro, Jack
Renfro, J. H.
Reno, Al (Scales)
Reynolds, Geo. L.
RHEA, WALTER
RIBBY, JIMMIE L.
ALBERT EDW.
Richard, Herbert
E.
Richards, Robert
Richmond, Ralph
Ridenour, C. L.
Rider, Joe
Ridiculous Trio
Ridings, Wm. T.
Ridley, Hugh
Riggins, Tom
Riggs, John Leslie
RIGGS, DOUGLAS H.
Rilee, Budd
Rising, Thad
Ristick, Dushen
RISTRICK, LOUIS
RISTOW, JAS. PAU-
Rithison, Geo.
Ritz, R. V.
Rixford, Otis
Roach, Col. Jack S.
Robbins, Clara
Roberson, David E.
Roberts, Clint
Roberts, Frank
ROBERTS, GERALD H.
Johnnie W.
Roberts, Thayer
Robinson, Dr. Chas.
Robinson, Cole
Robitschek, Kurt
Robson, James C.
Roby, Geo. W.
Rodieck, Chas. H.
Rogers, Brownie
ROGER, RAYMOND
ARTHUR
Rogers, Frank V.
Rogers, R. W.
ROGERS, WM.
HERB
Romesier, Chester
Rose, Dave
ROSE, JAMES R.
Rosen, Michael
ROSENTHAL, SAMMY
ROSS, BARNEY
D.
Ross, James C.
Rouns, Claude
Rouse, Bill
ROY, GEO. THOS.
Royal, Hubert
Splinter
Royal Midway Shows
Royster, Nat
Rozele, S. M.
Rubin, Harry
Rucker, Al
Ruddy, Geo. N.
Rudick, Herman
Rudyoff, Rudy
Rukin, Al
Rumsayer, Tex
Russell, Leland
RUSH, CARL
Rush, Carl R.
Russ Show Co.
Russell, R. M.
Russell, Shm
Rutler, Roy E.
Ryan, Donald
Ryan, H. E.
Said, Geo.
Sakobie, James
Sanchez, Frank
Sanders, Mark L.
Sanders, Ret
Sanford, The
Sanger, Tom
Santini, Hiram
Santerson, Joe
Sarricelli, Frank
Saunders, Ora Buck
Savilla, H. J.
Sawyer, R. R.
Schafer, Floyd
SCHALASKY JR., JOE
Scheifele, Wallace
Schelschmidt, A.
Schemmerhorn, Loyd
Schermerhorn, Stanley
Schmidt, B. W.
POLLACK, JOE
POONER, KENNETH
POOREE, ROSCOE
WESLEY
PORTER, EARL
O.
Poteat, E. K.
Pounds, Claude
Powell, Art
Powell, W. D.
Powers, Bert
Powers, Bill
Pragal, A.
Presley, Tom
PRIBBLE, HARLAN J.
PRITCHETTE, CLYDE A.
Private, Jos. L.
Pruitt, Luke
Purcell, Joe
Pynn, Charles
QUINN, CYRIL E.
QUINN, Wm.
Ragsdale, Frank
Ragsdale, Loyd
Smith
Rainey, Wm. L.
Ralston, Joseph
Ramsey, Ted
RAMSEY, WM.
Ramus
Raney, Doyle S.
RAPPE, ARNOLD
Ray, Reuben
Rays, the Radio
Reach, Raymon
Read, Russell Roy
Reese, John
Reeves, Clifford
REEVES, JAS.
LELAND
Regan, George
Reid, Dr. J. V.
Reid, Watson
Reider, E. J.
Renaldi, Albert
Renault, Francis
RENFRO, FRED
UBERT
Renfro, Jack
Renfro, J. H.
Reno, Al (Scales)
Reynolds, Geo. L.
RHEA, WALTER
RIBBY, JIMMIE L.
ALBERT EDW.
Richard, Herbert
E.
Richards, Robert
Richmond, Ralph
Ridenour, C. L.
Rider, Joe
Ridiculous Trio
Ridings, Wm. T.
Ridley, Hugh
Riggins, Tom
Riggs, John Leslie
RIGGS, DOUGLAS H.
Rilee, Budd
Rising, Thad
Ristick, Dushen
RISTRICK, LOUIS
RISTOW, JAS. PAU-
Rithison, Geo.
Ritz, R. V.
Rixford, Otis
Roach, Col. Jack S.
Robbins, Clara
Roberson, David E.
Roberts, Clint
Roberts, Frank
ROBERTS, GERALD H.
Johnnie W.
Roberts, Thayer
Robinson, Dr. Chas.
Robinson, Cole
Robitschek, Kurt
Robson, James C.
Roby, Geo. W.
Rodieck, Chas. H.
Rogers, Brownie
ROGER, RAYMOND
ARTHUR
Rogers, Frank V.
Rogers, R. W.
ROGERS, WM.
HERB
Romesier, Chester
Rose, Dave
ROSE, JAMES R.
Rosen, Michael
ROSENTHAL, SAMMY
ROSS, BARNEY
D.
Ross, James C.
Rouns, Claude
Rouse, Bill
ROY, GEO. THOS.
Royal, Hubert
Splinter
Royal Midway Shows
Royster, Nat
Rozele, S. M.
Rubin, Harry
Rucker, Al
Ruddy, Geo. N.
Rudick, Herman
Rudyoff, Rudy
Rukin, Al
Rumsayer, Tex
Russell, Leland
RUSH, CARL
Rush, Carl R.
Russ Show Co.
Russell, R. M.
Russell, Shm
Rutler, Roy E.
Ryan, Donald
Ryan, H. E.
Said, Geo.
Sakobie, James
Sanchez, Frank
Sanders, Mark L.
Sanders, Ret
Sanford, The
Sanger, Tom
Santini, Hiram
Santerson, Joe
Sarricelli, Frank
Saunders, Ora Buck
Savilla, H. J.
Sawyer, R. R.
Schafer, Floyd
SCHALASKY JR., JOE
Scheifele, Wallace
Schelschmidt, A.
Schemmerhorn, Loyd
Schermerhorn, Stanley
Schmidt, B. W.
SCHILLING, LYLE
Schmidt, Richard
H.
Stevens, T. A.
Stewart, Harry F.
Stewart, Jonnie
STEWART JR., MALLIE A.
Stewart, Patrick
Stewart, Sam
STEWART, VINCENT
DAVID
Stockwell, Asher
Stoher, Bill
Stone, Eugene
Chester
Stone, Geo. B.
Stone, Smoky Ray
STRANGE, IRVING
LEGRAND
Stratton, Lou Greck
STRATTON, WM.
H.
Street, C. C.
STREETER, JAS.
W.
Strickland, Smoke
Stringfellow, Carl
Strother, Jack B.
Stroude, Bill
STROUSE, JACK
ROBT.
Stubblefield, J. B.
Stultz, T.
Stump, W. R.
Sturchio Jr., G. A.
Sullivan, Frank
SULLIVAN, JOHN
THOS.
Summers, Chas. W.
Summers, Jimmie
Sunbrock, Larry
Sutherland, Jos.
Earl
Sutton, Chas. H.
SUTTON, KENNETH
Sutton, R. M.
SWANSON, LEROY CHAS.
Swart, Charles
Swartz, Muriel
Sweet, Geo. F.
SWISHER, GERALD E.
SYLOW, H. C.
SYLOW, JAMES
Talley, Jas. Kid
Tarago, Raymond B.
Tarbell, Dr. Harlan
Tarlington, J. C.
Tate, Wm.
Tatum, Cecil Henry
Tatum, Earl Benson
Tavlin, Jack
Taylor, Chas. A.
Taylor, Chester
TAYLOR, CLARENCE L.
HENRY C.
Taylor, Jack
Taylor, Mack
Taylor, Robt.
Thayer, Wesley
THAYER, HENRY
CARROLL
Thayer, Robert
Thomas Sr., George
Thomas, Cecil J.
Thomas, I. R.
Thomas, Jim
Thompson, Earl R.
Thompson, Ephraim
Thompson, Harry
Thompson, H. S.
Thompson, James
Thompson, Martin
Thompson, Lloyd
Thompson, Pete
Thompson, Carl
Thomson, Mr.
Thorp, Jack
Doris L.
THUMAN, ALBERT
FRANCE
Tiffany, Chas. B.
Tinsch, Fran A.
Tobie & Tillie
Tompkins, Edw. J.
TOMPKINS, EDW.
Travers, Allen
Trent, Paul
TRICOMI, GUERINO M.
Triuzzi, M.
Trunblood, Marvin
Trunblood, Joece
Tubbs, Eddie
Tucker, Jimmie
Tunney, Thos. Leo
Turner, Frank
Turner, Howard C.
Turner, Jack
Turner, L. C.
TURNER, Twohouse, WALLIE
Tvee, O. H.
Uman, Timothy
Urich, Dewey
Urich, Miller
USIER, WM.
THOS.
Valentines, Three
Van, Billy
Van Buren, Reginald
Vaughn, W. M.
Veach, C. A.
Vernon, C. A.
Vincent, Frank
Vogel, Ralph
VOGSTAD, GEO.
VOGSTAD, KENNETH
Von Eberstein, DeWolfe C.
Wada, Mann V.
Wade, Jonnie
Wagoner, M. E.
Wales, Forest
Walker, Fred
(Walker Papa)
Walker, Howard
WALKER, JAKE
Walker, Jas. C.
WALKER, LEONARD
LESTER
Wallace, C. B.
Wallace, Chas.
Wallace, Jack
Wallace, Roy & Vie
WALLACE, W. H.
Wallenda, Frank
Wallenda, Phillip
Walsh, Jack
WALTON, JR., JOHN
WAPNOCK, NATHAN
WARD, CLYDE C.
Ward, Harold
WARD, WM. F.
Warner, Bert
Warner, Marshall
White
WASHBURN JR., NELSON
WASHINGTON, JOSEPH
WASHINGTON, LEROY
Wasson, Ralph
Watkins, I. J.
Watson, Chas.
Booker
Watson, Eddie
Watson & Farley
Watson, Freddie
Watson, Ralph
Watts, Herman
Webb, Bill
Webber, Arthur R.
WEBER, GEO. W.
Webley, Geo.
Webster, Fred
Wehle Jr., Wm. W.
Weigenfind, O. J.
Weiser, Fearless
Norman
Wells, John
Wells, W. H.
Welsh, Lew J.
Wendland, Al
WESLEY, GEORGE
WEST, ALFONS
BORIS
WEST, CECIL
EDW.
Westbrook, Harry
E.
Weston, Howard C.
Western, Geo. J.
Weston, Geo. W.
Weyls, Ed
Whalen, Fats
Curley
Whaley, Silas
Wheeler, Eddie L.
Whitaker, Casey
White, Kenneth
Whitmore, Edd
WHITNEY, JAS.
Thomas, Cecil Henry
Tatum, Earl Benson
Tavlin, Jack
Taylor, Chas. A.
Taylor, Chester
TAYLOR, CLARENCE L.
HENRY C.
Taylor, Jack
Taylor, Mack
Taylor, Robt.
Thayer, Wesley
THAYER, HENRY
CARROLL
Thayer, Robert
Thomas Sr., George
Thomas, Cecil J.
Thomas, I. R.
Thomas, Jim
Thompson, Earl R.
Thompson, Ephraim
Thompson, Harry
Thompson, H. S.
Thompson, James
Thompson, Martin
Thompson, Lloyd
Thompson, Pete
Thompson, Carl
Thomson, Mr.
Thorp, Jack
Doris L.
THUMAN, ALBERT
FRANCE
Tiffany, Chas. B.
Tinsch, Fran A.
Tobie & Tillie
Tompkins, Edw. J.
TOMPKINS, EDW.
Travers, Allen
Trent, Paul
TRICOMI, GUERINO M.
Triuzzi, M.
Trunblood, Marvin
Trunblood, Joece
Tubbs, Eddie
Tucker, Jimmie
Tunney, Thos. Leo
Turner, Frank
Turner, Howard C.
Turner, Jack
Turner, L. C.
TURNER, Twohouse, WALLIE
Tvee, O. H.
Uman, Timothy
Urich, Dewey
Urich, Miller
USIER, WM.
THOS.
Valentines, Three
Van, Billy
Van Buren, Reginald
Vaughn, W. M.
Veach, C. A.
Vernon, C. A.
Vincent, Frank
Vogel, Ralph
VOGSTAD, GEO.
VOGSTAD, KENNETH
Von Eberstein, DeWolfe C.
Wada, Mann V.
Wade, Jonnie
Wagoner, M. E.
Wales, Forest
Walker, Fred
(Walker Papa)
Walker, Howard
WALKER, JAKE
Walker, Jas. C.
WALKER, LEONARD
LESTER
Wallace, C. B.
Wallace, Chas.
Wallace, Jack
Wallace, Roy & Vie
WALLACE, W. H.
Wallenda, Frank
Wallenda, Phillip
Walsh, Jack
WALTON, JR., JOHN
WAPNOCK, NATHAN
WARD, CLYDE C.
Ward, Harold
WARD, WM. F.
Warner, Bert
Warner, Marshall
White
WASHBURN JR., NELSON
WASHINGTON, JOSEPH
WASHINGTON, LEROY
Wasson, Ralph
Watkins, I. J.
Watson, Chas.
Booker
Watson, Eddie
Watson & Farley
Watson, Freddie
Watson, Ralph
Watts, Herman
Webb, Bill
Webber, Arthur R.
WEBER, GEO. W.
Webley, Geo.
Webster, Fred
Wehle Jr., Wm. W.
Weigenfind, O. J.
Weiser, Fearless
Norman
Wells, John
Wells, W. H.
Welsh, Lew J.
Wendland, Al
WESLEY, GEORGE
WEST, ALFONS
BORIS
WEST, CECIL
EDW.
Westbrook, Harry
E.
Weston, Howard C.
Western, Geo. J.
Weston, Geo. W.
Weyls, Ed
Whalen, Fats
Curley
Whaley, Silas
Wheeler, Eddie L.
Whitaker, Casey
White, Kenneth
Whitmore, Edd
WHITNEY, JAS.
Thomas, Cecil Henry
Tatum, Earl Benson
Tavlin, Jack
Taylor, Chas. A.
Taylor, Chester
TAYLOR, CLARENCE L.
HENRY C.
Taylor, Jack
Taylor, Mack
Taylor, Robt.
Thayer, Wesley
THAYER, HENRY
CARROLL
Thayer, Robert
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Thomas, Cecil J.
Thomas, I. R.
Thomas, Jim
Thompson, Earl R.
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10c. B. BRAUN, 353 W. 47th St., Chicago. x

MISCELLANEOUS

MEXICAN JUMPING BEANS — THE MOST
original curiosity in the world. JOAQUIN
HERNANDEZ, Exporter, Alamos, Sonora,
Mexico. au23

PRINTING

SCRAP TICKETS, 10c PER ROLL; 2,000 TO THE
roll. While they last. K. C. TICKET CO.,
1819 Central, Kansas City, Mo.

SUPERIOR PRINTING SPECIALS — 250 BOND
Letterheads, 8x11; 250 Envelopes, \$2.50;
500 each for \$4.00. 1,000 Dodgers, 6x9,
\$3.00. THE STAR PRINTING COMPANY, St.
Stephens, S. C. x

150 TWO COLOR 8 1/2 x 11 LETTERHEADS AND
Envelopes, \$1.50 postpaid; 14x22 Cards,
\$2.50 hundred. Letters multigraphed. HUB-
BARD PRINTING CO., Rector, Ark.

500 BOND LETTERHEADS, \$2.00; 6 3/4 EN-
velopes, \$1.50; Vellum Cards, \$1.00.
LIBERTY PRESS, All Printing, 1703 N. 7th St.,
Philadelphia, Pa.

COIN-OPERATED MACHINES, SECOND-HAND

NOTICE

Only advertisements of used machines
accepted for publication in this column.
Machines of recent manufacture and being
advertised extensively in The Billboard by
manufacturers, distributors or jobbers may
not be advertised as "used" in The Billboard.

A COMPLETE STOCK OF REBUILT 5c SELEC-
tive Candy Bar Machines—All kinds. Bar-
gains. ADAIR COMPANY, 733 S. Euclid Ave.,
Oak Park, Ill.

BALL GUM, 5/8", FACTORY FRESH, 13c BOX;
Tab, Stick, Midget Chicks, every Vending
Gum. AMERICAN CHEWING, Mt. Pleasant,
Newark, N. J. np au9x

CANADIAN OPERATORS, TAKE ADVANTAGE
of this bargain—300 Free Play Games to
sacrifice. Write for complete list. LANIEL
AMUSEMENT, 1969 Notre Dame, W., Montreal,
P. Q. au9x

FOR SALE — FOUR 5c AND ONE 1c PLAY
Jennings Good Luck, \$50.00 each; six 5c Play
Mills Jumbo Parade, cash payout, like new,
\$100.00 each; two 5c Play Mills Blue Fronts at
\$35.00 each; six Mills 1c Q.T. with Mills Safe
Stands at \$30.00 complete; three Mills Extraor-
dinary, 5c play, \$50.00 each; one 5c Mills
Cooseneck Front Vender, \$15.00; two Keeney
Anti-Aircraft Guns, brown cabinet, like new,
\$75.00 each. 1/3 deposit with order. E. E.
BOWEN SALES COMPANY, 523 West First,
Trinidad, Colo.

FOR SALE — THREE PACES RACES, ONE 30-1
Jackpot, \$105.00; one 30-1, like new, \$95.00;
one 20-1 brown cabinet, serial over \$200,
\$95.00. All three, \$280.00. 1/3 cash, balance
C. O. D. W. H. UNDERWOOD, 47 Orange St.,
Asheville, N. C.

FREE PLAYS, A-1 CONDITION, \$9.50 EACH;
Wings, Ali Babas, Jumpers, Varietys, Pickems,
Fantasys, Big Sixs, Conquests, Triumphs, Fifth
Innings. \$14.50 each; Luckys, Double Features,
Flagships, Brite Spots, Clippers, Score Cards,
Follies, Nippys \$10.50 each; Three Scores,
Congos, Bally Beautys, Super Sixes. JONES
MACHINES, Stephenville, Tex.

LATE FREE PLAY GAMES — SPARKYS, \$45.00;
Wild Fire, \$60.00; Bally's Play Ball, \$65.00;
Ump, \$60.00; School Days, \$60.00; Payout Con-
soles, Bang Tails, and Galloping Dominoes.
Write for prices. JAMES P. TALLON, 2233
Montreal St., New Orleans, La.

WE WILL PAY CASH FOR USED PHONO-
graphs. All makes. BUFFALO MYSTIC
MUSIC CO., 501 Washington St., Buffalo, N. Y.

NICKEL, DIME SUPERIOR RACEHORSE VEND-
ers, Penny Slot Machines, Counter Games,
Arcade Supplies, Phonographs, late Bell Con-
soles. COLEMAN NOVELTY, Rockford, Ill.

SEND FOR BADGER'S 32-PAGE COIN MACHINE
Catalog. Over 1,000 reconditioned Machine
Bargains. Accessories, Parts, and Supplies.
BADGER NOVELTY, 2546 N. 30th, Milwaukee,
Wis. aug30x

TWO EVANS TEN STRIKE, IN PERFECT CON-
dition, with new scoring unit installed in
both machines, \$49.50 each. R. E. PARRISH,
West Columbia, S. C.

VEST POCKETS, \$25.00; CHROME COLUMBIAS,
\$40.00; Q. T., 1c or 5c, \$25.00; Libertys,
\$12.00; Imps, \$6.00. O'BRIEN, 89 Thames St.,
Newport, R. I. au16

10 KEENEY TEXAS LEAGUERS, LATEST DE-
luxe models, slightly used, like new, \$39.50
each. Few brand new in original cartons, never
unpacked, \$47.50 each. Specify penny or nickel
play. 20 A.B.T. Big Game Hunters with num-
bered reels, latest 1941 cabinets, impossible tell
from new, \$19.50 each. If meters desired, add
\$2.00. A.B.T. Folding Stands, \$3.00 each;
2 Evans Tommy Guns, \$69.50 each; 25 Holly
Crip Testers, 1941 models, some never used,
\$8.50 each; Grip Stands, \$2.50 each; 1 Bally
Bulls Eye, \$39.50; 1 Steel Slot Machine Cabinet
Safe, single, never unpacked from original fac-
tory crate, \$13.50; 2 Advance Vistascopes,
marbled finish, floor samples, \$15.00 each;
Stands, \$3.00 each; 1 Filmoscope Machine made
by Klugh Company, has 8 assortments pictures,
\$13.50; Bally Streamline Hot Popcorn Venders
with Vanak slug-proof coin chutes, marbled
finish, \$25.00 each. All machines guaranteed
or returnable within 3 days at our expense.
Terms 1/3 with order, balance C. O. D. 5% dis-
count on any order \$50.00 or more providing
full amount accompanies order. LEMKE COIN
MACHINE, 31 W. Vernor, Detroit, Mich.

15 SLIGHTLY USED FREE PLAY WATLING BIG
Game, animal reel strips, looks like new,
\$90.00 each; 4 slightly used 1941 Chicago
Majors, looks like new, \$84.50 each. Usual
one-third deposit required, balance C. O. D.
GRIFFITH SALES COMPANY, 705 Dauphin St.,
Mobile, Ala.

FOR SALE SECOND-HAND GOODS

AAA ALUMINUM POPCORN KETTLES, \$6.50.
Gasoline Concession Model Fearless Poppers,
Long Eakins, Cretors; Burners, Tanks, Tubing,
Copper Caramelcorn Kettles, lowest prices.
NORTHSIDE MFG. CO., Indianola, Iowa. au9x

ALL DIFFERENT MAKES POPPERS AVAILABLE.
Twelve quart heavy leakproof Popping Kettle,
\$14.50. CARMEL CORN EQUIPMENT, 122 S.
Halsted, Chicago.

CORN POPPERS, GEARED KETTLES, GRIDDLES,
Stoves, Lanterns, Burners, Tanks, Tubing, re-
pairs. Lowest prices. IOWA LIGHT CO.,
111 Locust, Des Moines, Iowa. au16x

FIVE USED RUNNING POCKET AND WRIST
Watches, American and Swiss, our assort-
ment, \$7.50. B. LOWE, Box 525, Chicago, Ill.
au16x

FOR SALE — PDQ CAMERA COMPLETE WITH
tripod and supplies. New, unused, \$58.00
cash. J. MOSS, 1122 1/2 London St., Portsmouth,
Va. au9

FOR SALE — MERRY-GO-ROUND, SHOOTING
Gallery, Diving Swing, Ten Buildings, May
Pole. ROBERT ALBRIGHT, 326 York St., Potts-
town, Pa.

NATIONAL CANDY FLOSS MACHINE CO.,
offers tremendous opportunity. 15 1941
single head all electric Floss Machines to be
sold; list price, \$200.00; your price while they
last, \$98.00 F. O. B. 8 Ridgeland Manor, Rye,
N. Y. au23x

ONE 3 K.W. UNIVERSAL LIGHTING PLANT
on Trailer, \$125.00; Trailer Levelizer, 35c by
mail; 27 new and used House Trailers, \$75.00
and up. Contact SELLHORN'S, East Lansing,
Mich. au23

POPCORN CRISPETTE MACHINE, CARMEL
Outfit, Wet and Dry Poppers, Potato Chip
Machine. LONG EAKINS, 1976 High St.,
Springfield, O. se6x

POWERFUL PORTABLE PUBLIC ADDRESS SYS-
tem with Dynamic Microphone, 2 Speakers.
Like new, real bargain. Free trial. DON KEN-
NEDY, Shelbyville, Ind.

FOR SALE—SECOND-HAND SHOW PROPERTY

FELTMAN MACHINE AIR GUN WITH TUBES,
\$75.00; almost new. Wanted for cash,
X-Ray Poker Tables. ACME AMUSEMENT CO.,
3114 Boardwalk, Wildwood, N. J.

FOR SALE — SIXTEEN AND TWENTY-FOUR
Seat Chair Planes, complete; LeRoi Engine,
Fence, Ticket Box. CALVIN GRUNER, Pinck-
neyville, Ill. au9

FOR SALE — FERRIS WHEEL, 8 SEATS, 30
feet high, good condition, without motor,
\$500.00; Kiddie Merry-Go-Round with Engine,
Organ, \$500.00; one 4-Wheel Closed Trailer
for same, \$100.00. HARRY HAMMELMAN,
R. 3, Sheboygan, Wis. x

FOR SALE — OVER 100 FAMOUS AND NOTO-
rious Wax Figures Show. Complete outfit,
truck, photos and hand bills available. Show-
ing in Hazard, Ky. Owner, S. GIBSON. Wanted,
good second hand Tent, 18x60.

INDIAN MUMMY IN 33 FOOT SEMI AND
tractor. Living quarters. One person can
operate. Now showing. Sell all or part.
Photos and description. S. J. ARNOLD, 641
Hobart Ave., Atlanta, Ga.

MERRY - GO - ROUND — FORTY FOOT, 2
Abrest, Portable Spillman. New top, good
organ. Now operating. Twelve hundred dol-
lars. M. KINSEL, General Delivery, Lancaster,
Pa.

TENTS — SLIGHTLY USED. 14x24, 20x30,
20x40, 32x32, 30x45, 30x60, 40x70, 40x100.
Sidewall and Concession Tents. Write D. M.
KERR MFG. CO., 1954 Grand Ave., Chicago.

WALTZER — THE THRILLING RIDE, BAR-
gain, \$1,750.00; High Striker, \$65.00; new
Striker Mauls, \$4.50. J. B. ALEY, Rt. 4, Ana-
costia, D. C.

200 SCRIPTS — DRAMA, COMEDY, ETC.
Complete shows, all parts. Real bargain.
Write HEAVEY, Oshkosh, Wis.

MOTION PICTURE FILMS & EQUIPMENT

NOTICE

News and display advertisements of in-
terest to roadshowmen will be found in
The Billboard's new film department. Look
for "Non-Theatrical Films" in the index
on page 3.

A GREAT NEW 16MM. LIST FOR FALL AND
winter ready soon. Don't miss it. Films,
Equipment, Supplies, Advertising. SWANK'S,
620 N. Skinker, St. Louis, Mo. au23x

AMBITIOUS? — SHOW TALKIES THEATRE-
less communities. Sound Equipment, Week-
ly Programs rented reasonably. Used 16MM.
Sound Projectors, \$95.00. ROSHON, State
Theatre Bldg., Pittsburgh.

ATTENTION, ROADSHOWMEN — SAVE
money on your 16MM. Film Rentals. Send
for our latest "Roadshowmen's Catalog and
Handy Booking Guide" today. INSTITUTIONAL
CINEMA SERVICE, INC., 1560-R Broadway,
New York.

BARGAINS IN PROJECTORS, OPERA CHAIRS,
Spot Lights, Stereopticons, Screens, Rewinds,
Complete theater equipment and supplies.
Catalogue 5 free. MOVIE SUPPLY CO., 1318
Wabash, Chicago. au23

BUSSA FILM EXCHANGE — 35MM. ROAD-
show Attractions, outright sale only. Late
releases, Educational, Gangster, Westerns,
Comedies, Cartoons, Action Pictures. Friend-
ship, O. au9

COMPLETE LINE OF SOUND AND SILENT
Film, Equipment, Accessories. We buy, sell
or trade. Free list. ZENITH, 308 W. 44th,
New York.

ENJOY BIG PROFITS FROM MERCHANTS' FREE
Movies. Greatest possibilities outdoor amuse-
ment field. We rent complete Sound Equip-
ment and Talkie Programs. SOUTHERN VISUAL,
Box 2404, Memphis, Tenn. x

ROADSHOW MONEY GETTERS — 16MM
Sound. "White Face" Edgar Wallace
Shocker; "High School Girl," Cecilia Parker
Special. Low rentals. Catalog. WAVERLY,
5119 S. St. Louis, Chicago.

TWO COMPLETE 16MM. SHOW UNITS—SEMI-
Trailer Truck, 200 Chairs, 1500 Watt AC
Generator, DeVry Projector, Amplifier, 5 Fea-
ture Comedies, Screen, 30'x60' Tent for each
unit. Been used four months. J. W. PEEPLES,
Allison, Tex.

WANT USED 16MM. SOUND FILMS — SHORTS
and Features. Must be good condition, bar-
gains. What have you? Have several for sale.
OHIO FILM SERVICE, Willoughby, O.

WANTED — 35MM. SOF TWIN OUTFIT,
portable or semiport. Interested other
35MM. equipment. Write KENCHAL, 271
Madison, West Hempstead, N. Y. x

PHOTO SUPPLIES DEVELOPING-PRINTING

ASK FOR BIG NEW MARFUL DIRECT-POSITIVE
Catalog! Complete colorfully-illustrated list
of accessories, equipment and supplies. Plenty
of new red, white and blue Patriotic Novelties.
Sure fire sale and profit makers. Send for
free catalog today. MARKS & FULLER, INC.,
Dept. B81, Rochester, N. Y. au30x

DIME PHOTO OUTFITS CHEAP—ALL SIZES.
Better drop in and see them. All the latest
improvements. Bargains. P. D. Q. CAMERA
CO., 111 E. 35th St., Chicago, Ill. au30x

PHOTO MACHINES — DIRECT POSITIVE
Photos. Make bigger money with profes-
sional equipment. Single, Double and Full-
Figure Cameras, Enlargers, Visualizers by
pioneer manufacturers. A-SMILE A-MINUTE
PHOTO CO., Salina, Kan.

PHOTO MACHINE CAMERAS—3 1/2 x 5 1/2 (POST
card size) or smaller, now only \$10.00;
Double Camera, \$15.00; Enlargers, \$10.00 and
\$15.00. OLSON SALES CO., 315 9th, Des
Moines, Ia.

ROLLS DEVELOPED — TWO PRINTS EACH
and two free Enlargement Coupons, 25c.
Reprints, 2c each; 100 or more, 1c. SUMMER'S
STUDIO, Unionville, Mo. au9x

ROLLS DEVELOPED — TWO PRINTS EACH
and two free Enlargement Coupons, 25c.
Reprints, 2c each; 100 or more, 1c. SUMMER'S
STUDIO, Unionville, Mo. au30

START A PROFITABLE LIFETIME BUSINESS — Latest brand new Double Photo Outfits complete, \$95.00. GLOSSICK MFG. CO., 206 Cass St., East Peoria, Ill.

4 FOR 10 SUPPLIES FOR LESS — NEW COMBINATION Machine making 1½x2 and 3x5 busts and full length. We carry all sizes Eastman Direct Positive Paper, 1½x250', \$4.75 per roll. Glass Frames, Folders, Backgrounds. Free catalog. HANLEY'S PHOTO COMPANY, 205 E. 12th St., Kansas City, Mo. au16

ACTS, SONGS & PARODIES

ENTERTAINERS — ONE DOLLAR BRINGS YOU my batch of funny Parodies, Poems, Gags, Riddles, Toasts. TIZZARD, 104 W. 71st St., New York.

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.

CELLOPHANE HULAS, CHORUS WARDROBE, Minstrels. Scrim Curtain, \$10.00; beautiful Silk Curtain, \$15.00; Red Band Coats, Caps. WALLACE, 2416 N. Halsted, Chicago.

SCENERY AND BANNERS

SCENERY, CYCLORAMAS, 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, Buddha, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts and Books. Wholesale. Largest stock. 164-page illustrated catalogue, 30c. NELSON ENTERPRISES, 336 S. High, Columbus, O. au16x

ATTRACTIVE 216-PAGE ILLUSTRATED PROFESSIONAL Magic Catalogue of Tricks, Books, Supplies, Ventriloquial Figures, etc., 25c. KANTER'S, B-1311 Walnut, Philadelphia, Pa. au16

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City, N. Y. au16x

SENSATIONAL BARGAINS — SEEING THRU Body Illusion, \$35.00; "Creation," Frame of Life, \$40.00; Production, Three Girls Cabinet, \$30.00; Headless Illusion, \$15.00. Many bargains. Send stamps for lists. HEAVEY, Oshkosh, Wis. Wanted, big Books, Magic Illusions.

ANIMALS, BIRDS, REPTILES

A GOOD SHOW ANIMAL SUITABLE FOR Fairs — Freak 4-Horned Sheep, \$50.00; also Miniature Mule, \$85.00. SNAKE KING, Brownsville, Tex. au23x

ALLIGATORS, SNAKE DENS, \$5.00 TO \$20.00; 12 Moccasins, \$6.00; Racing Turtles, Chameleons, Raccoons, Fox, Opossums, Squirrels, Rattlesnake Oil. Catalog 10c. ROSS ALLEN, Ocala, Fla. au16

ANIMALS, BIRDS, SNAKES FOR SHOWS — Fresh lot Chinese Dragons, Black Iguanas, Gilas, mixed dens of Snakes. SNAKE KING, Brownsville, Tex. au23

ANIMALS — WILD CATS, \$7.00; ARMADILLOS, \$2.00; Prairie Dogs, \$2.00; Kangaroo Rats, \$2.00; Live Bats, \$1.00 or \$6.00 doz.; Orange Squirrels, \$5.00; Black Squirrels, \$5.00; Donkeys, \$18.00. WORLD'S REPTILE IMPORTER, Laredo, Tex.

ANIMALS, BIRDS, REPTILES — WRITE FOR large free all new 1941 Catalog, now ready. MEEMS BROS. & WARD, Oceanside, N. Y.

EXTRAORDINARY SMALL TAME BEARS — Trained, will work for anyone; great for bally; black, healthy yearlings. Sell cheap for cash, or trade for Trained Monkeys. Will buy Chimpanzee if reasonable. CAPT. MACK, R. F. D. 1, Paterson, N. J.

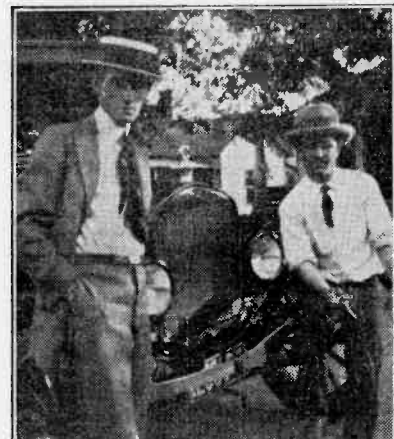
FOR SALE — FREAK EYELESS, TAILLESS Heifer Calf; year old, healthy and intelligent. Write for particulars. HOWARD C. RICHARDSON, Box 148, Julian, Calif.

FOR SALE — 100 PECULIARLY COLORED Ponies, Horses and Brahma Cattle for rodeo, circus, and pony shows, or one alone for vaudeville, stage work. Come, don't write. \$35.00 to \$125.00 each. NESS TRAINED ANIMAL FARM, Bethlehem, N. H.

PAIR FINE LIONS — FIVE YEARS OLD, worked. Excellent condition, \$350.00 for pair with cage. FOMAN E. THOMAS, Winston-Salem, N. C.

PLENTY SNAKES, ALLIGATORS, BOAS, GILA Monsters, Horned Toads, Armadillos, Terapins, Monkeys, Pacas, Sloths, Agoutis, Coatimundis, Prairie Dogs, Kinkajous, Guinea Pigs, Mice, Rats, Odorless Skunks, Foxes, Badgers, Ringtail Cats, Baby Wild Cats, Porcupines, White Doves, Peafowl, Parakeets. Wire OTTO MARTIN LOCKE, New Braunfels, Tex. au23

Show Family Album



TWO VETERANS of the carnival business are shown in the photograph on the left, snapped the season of 1917 in Rich Hill, Mo. They are John R. Ward (left), owner-manager of the John R. Ward Shows that year and who still has a show on the road under that title, and Ned Rao, now operating the Hawaiian Revue on Byers Bros.' Shows.

In the picture on the right, taken in 1924 in Hammond, La., are Willard (Goo-Goo) Cook (left), and Tommy (Nuts) Mullady, at that time comics on the No. 2 W. I. Swain Show, managed by the late Thomas F. Wiedemann. Mullady, who was producing comic, and Cook are still active in show business. The latter is producing benefit minstrels in McComb, Miss.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

REPTILES — FRESH STOCK FOR IMMEDIATE delivery. Diamond Black Rattlesnakes, 8 specimens, \$10.00; Harmless Snakes, \$10.00; Mexican Imperial Boas, 5 feet, \$5.00; Mexican King Cobras, \$5.00; Giant African Horned Toads, \$2.00; Horned Toads, \$1.50 doz. WORLD'S REPTILE IMPORTER, Laredo, Tex.

SALE — COYOTE RUGS, OPEN MOUTH, \$10.00. Beautiful decorations, wall or floor. Mounted Coyote Heads, open mouth, \$5.00. STRANGE, Clarkson, Wash. au16

TWO-TOED SLOTHS, \$27.50; RHESUS MONKEYS, \$15.00; six for \$75.00; Giant Boas, Agoutis, Dragons. Catalogue. IMPORT PRODUCTS COMPANY, Moncks Corner, S. C.

UP-SIDE-DOWN SLOTHS, \$30.00 EACH; LARGE Boas, Bears, Monkeys, Pacas. Various other Animals, Birds and Reptiles. Write for list. All stock on hand, immediate delivery. WHIPPOORWILL GAME FARM, Rockville, Md.

HELP WANTED

ALL-GIRL MINSTREL UNIT — MUSICIANS, Singers, Dancers, Comediennes, Novelty Acts. Clever amateurs write. Opening Labor Day. VAN ARNAN, Lincoln Hotel, New York.

BAR PERFORMER — ALSO CATCHER FOR standard act. Stage age, height, weight. Good opportunity for right party. Write immediately. FRANK SULLY, 225 W. 46th St., New York.

BECAUSE OF DRAFT — TENOR DOUBLING Baritone Clarinet, Singer. Read go for four piece unit working top spots. Contract, union. BOX C-191, Billboard, Cincinnati.

COMEDIANS FOR SISTONS PICTURE AND VOV-vil Med Show. Week stands. Work sales. Salary \$20.00. OKLAHOMA PAUL, Box 51, Nortonville, Ky.

FIDDLE AND BASS FIDDLE MAN — SING AND play hillbillie music. Agent with car. No advance. PINE RIDGE HILLBILLIES, Grand Theatre, Lenoir City, Tenn., August 8-9.

FLOOR MANAGER WANTED SEPT. 1ST—IN-struct, assist manager. Capable man only. Sober, reliable. References. UTICA ROLLER DROME, 147 N. Genesee St., Utica, N. Y.

GIRL FOR BAREBACK RIDING ACT — STATE age, height and weight. GEORGE HANNEFORD, Glens Falls, N. Y.

HAMMOND ORGANIST FOR ROLLER RINK IN New Jersey — Non-union or union. State wages. BOX C-189, Billboard, Cincinnati, O.

MEN AND WOMEN TRAVELERS TO SERVE open press as press correspondents. Spare-time work, good side money. Official free-lance "Press Cards" in your name and reporting instructions, \$1.00. Airmail to BUREAU CHIEF, Press Radio Service, 1934 11th, Washington, D. C. x

SOBER MUSICIANS WANTED FOR LONG string of fairs. One more Cornet and Trombone or Baritone. LANKFORD'S CONCERT BAND, Mercer, Pa., this week.

WANT DOUBLE DRUMMER — JACK FOGG, care Raum's Circus & Rodeo, Eaton, O., week of Aug. 4; Corunna, Mich., week of Aug. 11.

WANTED — ROLLER RINK ASSISTANT MAN-ager and Floor Manager for rink in New Jersey. Should know some dance steps. BOX C-188, Billboard, Cincinnati, O.

WANTED — DRAMATIC PEOPLE IN ALL lines for winter season. Specialties and wardrobe essential. E. M. GRAY, 1712 Wil-liam Taft Rd., Cincinnati, O.

WANTED TO BUY

SOME GOOD SECOND HAND WAX FIGURES, Bodies, and Heads, etc. Must be a cash bargain. Write S. GIBSON, Hazard, Ky.

WANTED — STEEL ARENA FOR CAT ACTS; also Props. Describe fully, stating size, weight and best cash price. BOX 1540, San Antonio, Tex. au9x

WANTED — CAPTIVE ADVERTISING BAL-loon, eight or ten foot size. Cash if priced right. Write all. NATIONAL SOUND, INC., Elkhart, Ind.

WANTED — TENT, SIZE 50x120. DRAMATIC end. Or will buy complete show. Rush price and condition. EDNA MOOREHEAD, 640 Caldwell St., Zanesville, O.

At Liberty Advertisements

5c a Word (First Line Large Light Capitals)
2c a Word (First Line Small Light Capitals)
1c a Word (Entire Ad Small Light Type)
Figure Total of Words at One Rate Only

MINIMUM 25c CASH WITH COPY

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

AT LIBERTY ACROBATS

WOULD LIKE TO DO SUPPORT WORK ON trapeze or cradle; also interested in Roman rings and trapeze work. 311 Nandever St., Middletown, O. au16

AT LIBERTY AGENTS AND MANAGERS

Agent, Booker, Contractor, Publicity Director — Twenty years coast to coast theatrical, musical re- vue, vaudeville, circus experience. Close contacts with theatrical, city, county, state officials. Real contractor. State salary. Have auto. Join on wire. Robert Saul, 150 N. Winter St., Adrian, Mich.

Nationally-Known Publicity Agent—Licensed AF of M (1910) booking agent wants to hear from a band desiring national build-up. Have handled pub- licity, flash production, radio script and bookings for names coast-to-coast. Now own and operate various amusement enterprises, but want to help round out a band of big time caliber on location and short tours territory. No "have-beens" or "wishfuls" wanted. State all in first letter, including such information as how long organized, spots played (and when), instrumentation (designate doubles, vocals, comics, etc.), description and condition of instruments, stands, lighting effects (if any), wardrobe, library, transportation facilities, etc. Enclose photos and if possible include two or more recordings. State whether union or eligible for membership. If union, give number and location of union. Not that it matters, but you might also mention size money that would interest you. Will positively not "angel" any organization or panic. Only want to connect with unit that recognizes necessity of proper ex- ploitation and right bookings for national build-up. Others save stamps. Blair Cunyngnam, 1619 Col- lege Ave., Lubbock, Tex. au23x

AT LIBERTY BANDS AND ORCHESTRAS

WELL KNOWN MIDWESTERN TERRITORY Band — Eleven men and girl. Styled, all spe- cial arrangements. Union. Anything considered, clubs, ballrooms, theatres, one-nighters or loca- tion. For details write ORCHESTRA, 247 Eighth, Murphysboro, Ill. au9

ATTENTION, BOOKING AGENTS, DANCE Managers, Nite Club Operators. Well or- ganized Four Piece Old Time and Modern Or- chestra. Radio, stage dance. Have been play- ing present territory and on this radio station for the past two years. Feature Girl Saxophon- ist. On personal appearances band dresses in original Dutch uniforms, including the wooden shoes. Have fronts, lights, and P. A. system. Available after September 1. For bookings and information write or wire DUTCH BOYS, WJMC, Rice Lake, Wis. au9

AT LIBERTY DRAMATIC ARTISTS

Radio Actor, Singer — Age 28. Can write short dramatic scripts. Five years radio, stage experi- ence. Will consider all offers. Don Teeters, 509 Oliver St., Toledo, O.

AT LIBERTY MAGICIANS

MAGICIAN, MINDREADER, ASTROLOGER — Prefers vaudeville under canvas. New flash wardrobe. Change for two weeks. Fine con- cert act. Will double in bits. MYSTERIOUS ARTHUR, 147 S. Arch, Alliance, O.

Large Stage Show open for fall dates in theatres or under auspices. Five Illusions and Magic with plenty of comedy. Two hour show for auspices; one hour theatre midnight show program. Absolutely guaranteed to please any type of audience. Wis- consin agents, please contact. Kaylo, 422A Bluff, Beloit, Wis. se6

AT LIBERTY MISCELLANEOUS

SCIENTIFIC PALMIST AT Liberty—Blond American lady of distin- guished and most attractive personality. Reads mitts, cards and crystal. Speaks English and Spanish fluently. VERA SOMARA, 1905 Monterey St., San Antonio, Tex.

AT LIBERTY — LECTURER FOR MED SHOW. One of the best. Plenty experience, fine appearance. Talks that are "different and in- teresting." You bring the crowd, I'll hold them and bring them back for more. Fake piano if necessary. Would consider partner with 16MM talkie outfit and transportation. Good territory here or will go any place. I do not need an "angel." Write all particulars fully and freely. LECTURER, care Keppler, 212 Scott Ave., Syracuse, N. Y.

DWARF WOMAN ALTO SINGER WOULD LIKE to join another dwarf soprano singer. BOX LA-1, Billboard, 416 W. 8th, Los Angeles, Calif. np au16

At Liberty — Upholstering. We Upholster furniture, trailers, rides, theater seats. All kinds of pillows and cushions. For particulars, write Burton's Up- holstering Shop, Huntingburg, Ind. au9

Clubs, Fire Companies, Veterans—Sponsor "Boom Boom," world's greatest little show. Local cast of 40, one rehearsal, great exploitation features. A positive money maker. Small guarantee plus easy percentage. October now booking. Write. No obligation. H. L. Weber, 1560 Broadway, New York. au9

Situation Wanted — Companion and chauffeur to elderly woman. Experienced driver. Write Pauline La Rosa, Youngstown Rd., R. D. No. 2, New Castle, Pa. au16

AT LIBERTY MUSICIANS

BAND DIRECTOR — EXPERIENCED, COMPETENT. Municipal, civic, industrial. Library. G. H. LOCKWOOD, 1005 West St., Utica, N. Y. se6

TENOR, CLAR — AGE 20, single. Thoroughly experienced. No draft. Jump or commercial, voice. RADCLIFF BRUNDAGE, 3242 45th St., Long Island City, N. Y.

A-1 LEGIT CLARINET, SAX, ALTO, TENOR. PHIL MYERS, 853 N. Clark St., Chicago, Ill.

ALTO SAX, CLARINET, VOCALIST — STRONG Sax with excellent tone and reading ability. Good voice. Write LEONARD NEARMAN, Elk Point, S. D.

BANDMASTER — EXPERIENCED, COMPETENT, like to hear from schools, municipal, industrial bands. LEONARD DOTO, Iron Mountain, Mich. au16

DRUMMER — SALARY \$40.00. NO COMMERCIAL BANDS. Strictly a musician. D. V. P., 733 S. Topeka, Wichita, Kan.

DRUMMER, VIBRAHARP — SIGHT READER, cut any floor show at sight. Union, salary only. Draft exempted. Write DRUMMER, St. Andrews Hotel, Room 332, Mobile, Ala.

DRUMMER — STEADY, RELIABLE. PREFER two beat. Sing, novelties, M. C. experience. Prefer locations. Union, draft exempt. Write all in first. BOX C-190, Billboard, Cincinnati. au16

FRENCH HORN — SEPTEMBER FIRST. Concert, municipal, State fair bands. MARK LEACH, Rushville, Ill. au30

GIRL ALTO SAX — READ, FAKE, TRANSPOSE, good tone. Reliable, plenty of experience. Can make change any time. MISS JINI MARTIN, 22 E. Eau Claire St., Rice Lake, Wis.

STRING BASS, GUITAR, BANJO, PIANO — College graduate, B.A. in music, arranger. Union, young, sober, experienced in all type combos. Draft exempt. No panics. WILLIAM LENZ, 107 W. 13th, Dubuque, Ia. au9

TENOR, CLARINET, VOICE — UNION, EXPERIENCED, DRAFT DEFERRED. Want location. Would like job on 3d Tenor. Consider anything. Available immediately. PRENT JAMESON, 329 E. Grant St., Marion, Ind. au9

TRUMPET — READ, GO; ALSO ARRANGING. Young, sober, union, draft deferred. ROBERT SMITH, 121 4th Ave., S. W., Cedar Rapids, Ia. au9

VIOLINIST, VOCALIST — DRAFT EXEMPT. Six years' strolling experience. Consider top cocktail unit. Full particulars: photos, recordings to right parties. BOX C-172, Billboard, Cincinnati, O. se6

1ST TRUMPET — EXPERIENCED, MARRIED. Prefer location. MUSICIAN, 228 Fifth St., Pennsburg, Pa.

Fife, Drum and Bugle Corp Instructor, Bandmaster—Legions, industrial, municipal, schools. Professional, capable. Will accept other employment. Age 45, veteran citizen. Also teach Tap Dancing, Radio and Stage Craft, Burns, 2523 Grand River, Detroit, Mich.

Drummer — Sober, reliable, and experienced, wants steady work. Non-union. Can read. T. M. Houser, 1309 N. Waco, Wichita, Kans.

Guitarist — Modern electric takeoff. Thirteen years with top bands, trios. Young, union and draft deferred. Write Freddie Stivers, 2145 E. William, Decatur, Ill. au9

AT LIBERTY PARKS AND FAIRS

A HIGH SWAYING POLE Act well known for its crowd pulling powers has a few late weeks open following park and State fair route. Unusual rigging assures greatest possible sensationalism and attention. Wire or write BOX C-181, Billboard, Cincinnati, O. au30

AERIAL COWDENS — Three Snappy Acts. BILLBOARD, Cincinnati. au16

AERIAL FREE ACT — BOB FISHER'S FEARLESS FLYERS, Billboard, Cincinnati. se6

BALLOON ASCENSIONS — Parachute jumping. Modern equipment for fairs, parks, celebrations any place, any time. Always reliable. CLAUDE L. SHAFER, 1041 S. Dennison St., Indianapolis, Ind. au16

BALLOON ASCENSIONS furnished with one to six chute drops. Girl or Gent Parachutist. Modern equipment. HENDERSON BALLOON CO., Haskins, O. au30

BINK'S FOUR CIRCUS Acts. Route One, Cudahy, Wis. au30

HIGH POLE THRILLER — World's Highest Aerial Contortion Act. Two different acts. Reasonable price and literature on request. BOX C-75, Billboard, Cincinnati, Ohio. au30

ATTENTION, PARK AND CARNIVAL MANAGERS—Designer and Operator of Shooting Galleries will work on your terms. Have some guns. Anywhere. Ticket refunded. No boozer. VAN, 38 Cornelia Ave., Mill Valley, Calif. se13

BALLOON ASCENSIONS, PARACHUTE JUMPING furnished for parks, fairs, celebrations. Established 1918. Experienced operators. References furnished. OSCAR E. RUTH'S BALLOON CO., 1021 Collier St., Indianapolis, Ind. au16

BURNS' ATTRACTIONS — TWO SEPARATE and unusual Animal Acts. One act is the most pleasing Dog and Pony Act. Dogs doing front and back somersaults, dancing and drunk dogs, and other tricks too numerous to mention here. The second act is truly one that is outstanding, trained Wild Razor Back Pigs. The pigs are a curiosity as well as fast and pleasing performers. Positively guaranteed to please. Reasonable prices. Southern Fair Secretaries, notice. This unit has open time South in September and October. F. W. BURNS, care The Billboard, Cincinnati, O. x

DEAR SEC. — I'VE JUST LEARNED THAT ONE of the best known acts in the business, certainly a "thriller-diller" if there ever was one, is available for a few more late dates this season. Why don't you get him for our fair? The address is BOX C-182, Billboard, Cincinnati, O. au9

FRED'S KIDDIE CIRCUS — TRAVELING PET Zoo. Different, reasonable. Syracuse, Ind. au9

JAMES COGSWELL — CLOWN COP, UNCLE Sam, presented on high stilts. Committees, write. 1433 Rose St., Lincoln, Neb. au16

RINGLING BROS., BARNUM AND BAILEY CIRCUS Feature at Madison Square Garden, New York City. Miss Ora, world's only Lady Horizontal Bar Artist. Why not you? For open time write or wire JERRY D. MARTIN, Billboard, Cincinnati, O. au23

THE GREAT CALVERT — STAR HIGH-WIRE Act of the 1940 New York World's Fair. GREAT CALVERT, 164 Averill Ave., Rochester, N. Y. au16

TRAINED HORSES AND ANIMALS — BARE-back Riding Girl, Dancing, Singing, Concert. MUSICAL MILLERS, Wilton, Wis. au30

A Combined Combination — Clown, Comedy Slack Wire and Juggling Act. Donald Clark, Route 1, Springfield, O.

Aerial Cowdens — Ladr, Gent. Three snappy Free Acts. Double Trapeze, Comedy, Revolving Ladder, Swinging Ladder. Flashy appearance. Literature, price on request. Address Billboard, Cincinnati, O. au16

Charles Augustus — Classy Trapeze Artist. Committees wanting a real feature novelty act as a free attraction for outdoor celebrations and other events, write me. Act can be erected on your platform and featured. Have complete flashy apparatus. Real act. Literature, price on request. Write Chas. Augustus, care Substation 15, Fort Wayne, Ind.

Dashington's Animal Circus — Dogs, Cats, Monkey; two distinct acts. One in clown makeup. Go any where. Address 429 16th Ave., Moline, Ill. au16

Free Acts for Fairs and Celebrations—Four separate Acts. Slack Wire Act, Comedy Juggling and Balancing Act, Comedy Trapeze Act, and outstanding Dog Act. Chester Huber, Wabasha, Minn. au9

Guthries, Fred and Marie—Four different Free Attractions. Dancing Tight Wire, Balancing Trapeze, Iron Jaw Butterfly and Double Trapeze. Lady and Gent. Beautiful wardrobe. Reasonable. 201 W. 9th St., Cincinnati, O. au16

Nellie M. H. King's High Class Novelty Musical Act; George King's Puppet Show (Punch and Judy); also Ventriloquist. Address (mail only) General Delivery, Homer City, Pa.

Pamahaska's Society Circus — Dog, Pony, and Monkeys, featuring the Act Beautiful, the Famous White Cockatoo, Military Macaws. Presented by the only original Prof. Pamahaska. Address Circus Headquarters, Geo. E. Roberts, Manager, 3504 N. 8th St., Philadelphia, Pa. Sagamore 5536.

The Lerches — Two Platform Acts, aerial and comedy; lady and gent. 1801 W. Main St., Belleville, Ill. au9

AT LIBERTY PIANO PLAYERS

GIRL PIANIST—VIBES, ACCORDION, VOCALS. 802 card. Prefer cocktail combo. Thoroughly experienced in classics and modern. References, photo. Cut or no notice. MARIANNE FURR, New Richmond, Ind.

MALE PIANIST, VOCALIST — ALL TYPES music, 12,000 library. P. A. system, transportation. Sober, ready one week after contacting. Wire, write CARL HILL, Box 4, Rock Springs, Wyo.

Pianist, Arranger — Prefer work in East with styled band. All essentials. Young, union, semi-name experience. Musician, 339 Center Ave., Greensburg, Pa.

Piano — Young man, single, draft exempt, now in vicinity of Buffalo, N. Y. Trained musician, wide professional experience both concert and dance or orchestra or alone. Soloist accompanist. Go anywhere. Reliable offers only. State particulars. Box C-183, Billboard, Cincinnati. au16

Sweet Style Piano Player—Featuring combination of Duchin-Waller style. Work as soloist or with guitar player. Will travel. Wire or write Phil Rubin, 142 W. 46 St., New York City. au9

AT LIBERTY VAUDEVILLE ARTISTS

Join on Wire — Sketch Team with good Specialties. State salary. Car and trailer. Change ten days. Ray Edwards, Elizabeth City, N. C.

Magic—Change for week; also straight and bits. Have car, go anywhere. Billy B. Butler, Gibson, N. O.

Swell Amateur Female — Smash Hit Song. Sang Loe's 116th Street, Columbus Theatres, 59th St., N. Y. Don't phone, write. Edith Sargent, 154 W. 98th St., New York.

OPS' GAINS HOLD UP

(Continued from page 50)

per cent increase; Virginia, 50 per cent increase.

Big Gains in Canada

How was your gross for the third week in July, including July 20, compared with the same period in 1940?

Alabama, 10 per cent increase; California, 10 per cent increase; Canada, 70 per cent increase; Illinois, 24 per cent increase; Central Massachusetts, less; Northeastern Massachusetts, 40 per cent increase; Southeastern Massachusetts, 45 per cent increase; Michigan, 33 per cent increase; Missouri, 63 per cent increase; Eastern New York, 11 per cent increase; Northern Ohio, 10 per cent increase; Oklahoma, 35 per cent increase; Oregon, 14 per cent increase; Midwestern Pennsylvania, 40 per cent increase; Western Pennsylvania, 3 1/2 per cent increase; Western Pennsylvania, 22 1/2 per cent increase; Virginia, 44 per cent increase.

How was the weather for the third week in July compared with the same period in 1940?

Alabama, rain both years; California, about the same; Canada, better; Illinois, same; Central Massachusetts, rain and cloudy; Northeastern Massachusetts, better; Southeastern Massachusetts, rain and foggy this year; Michigan, about the same; Missouri, same; Eastern New York, worse; Northern Ohio, same; Oklahoma, about the same; Oregon, hottest in history, breaking all records for continuous heat wave with temperature over 100; Midwestern Pennsylvania, fair in '40, rain one day in '41; Western Pennsylvania, rain; Western Pennsylvania, same; Virginia, 17 consecutive days of rain from July 4.

How does your per capita expenditure to date compare with the same period in 1940?

Alabama, slight increase; California, small percentage higher; Canada, same; Illinois, 18 per cent increase; Northeastern Massachusetts, same; Southeastern Massachusetts, 37 per cent increase; Michigan, 15 per cent increase; Missouri, 10 per cent increase; Eastern New York, 9.3 per cent increase; Northern Ohio, 10 per cent increase; Oklahoma, same; Oregon, 25 per cent increase; Midwestern Pennsylvania, better; Virginia, 15 per cent increase.

Down in Michigan

How did your per capita expenditure for the week in question compare with the same week in 1940?

Alabama, same; Canada, same; Illinois, 15 per cent increase, Northeastern Massachusetts, 10 per cent increase; Southeastern Massachusetts, 43 per cent increase; Michigan, 15 per cent less; Missouri, 10 per cent increase; Eastern New York, 19 per cent increase; Northern Ohio, 5 per cent increase; Oklahoma,



BUY United States DEFENSE SAVINGS BONDS and STAMPS

same; Oregon, 25 per cent increase; Midwestern Pennsylvania, up considerably; Virginia, 12 per cent increase.

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

Alabama, radio ads for night business; Canada, Kiddies' Day; Central Massachusetts, free acts; Southeastern Massachusetts, free acts; Michigan, free acts; Northern Ohio, fireworks, dance team; Oklahoma, name band; Oregon, girl revue, vaudeville, and high acts; Virginia, special outings.

LETTER LIST

(Continued from page 56)

Laycock, Wally RHODES, JAMES ALDEN
Les and Poppy (Knockabout Comedy) Rose, Bert
Lester, The Great Sakobie, Gimmie Salerno, Mike Screebnoft, Wm. (Bill)
Lewis, Robert Shafer, Dick Snyder, Tommy Bozo
Little, Frankie McKIDDIE
Marlowe, Don JASPER
Mason, Chas. Owings Tetter, Virgel Thomas, R. D. Tucker, Billy Van Cise, Jas. E. Varnadore, Varnie Wagner, Tex Walton, Lon Webb, Frank and Gruce
Murphy, Joe Williams, Dick Winer S.
O'Diamonds, Jack O'Hara, Joe Ogilvie, Lemuel B. Oliver, James Osborne, Charles Peters, Stephen Ray, E. E. Reed, Ronnie Winehill, Cliff Wright, Arthur

Loman, Dot
Maye, Mrs. Ruby Moss, Mrs. Anna Ray
Nielsen, Lolita Norton, Helen B. Perez, Mrs. Mary Petersen, Hazel Proper, Mrs. Fred Rae, Mrs. Thelma Raymond, Marie Rosania, Patsy

Sayre, Anna Bell Sorber, Mrs. Geo. H.
Thompson, Mrs. R. B. Roy
Townsend, Mrs. Dorothy
Wallace, Mrs. Jack Ward, Mrs. Mamie Webb, Mrs. H. D. Williams, Loretta Wilson, Mrs. Tom

PETTY, ROY
BRADLEY
Ramirez, J. M.
Ray, Ralph (KY)
Reeves, Gobel Leon
Reeves, Stanley
Rinehart, S. W.
Roberts, E. S.
Rohn, T. W.
Ronig, Carl A.
Rooney, Jack
Shallow, Alonzo Thomas

MAIL ON HAND AT ST. LOUIS OFFICE 380 Arcade Bldg.

Parcel Post
Gorden, Mathew T., 8c
Hogan, Wm. J., 6c
Hall, Bill, 9c
Layman, J. H., 9c

Women
Adams, Minnie Dry, Mrs. Helen
Ames, Mrs. Frank Dutcher, Jeanne
Anari, Madam, Fetterly, Bernetta
Hippodrome Hart, Eva Gladys
Attractions Hughes, Lillie
Barro, Mrs. Adele Hurst, Mrs.
Theresa
Barrow, Bobbie Carnival
Breckenridge, JoAnne, Madam
Rosemary Keyes, Mrs. Lois
Brown, Mrs. Kinney, Mrs. Ruth
Lyle, Bee
Carroll, Mrs. Harry Karlus, Dolores
Cook, Phyllis Learned, Mrs.
Cross, Mrs. Nersa Little, Mrs. J. L.

Abbott, John W.
Adams, Blacbie
Alexandra, Pasha
Anderson, R. D.
Baer, John
Barnard, B. W.
Birchman, Arthur
Boegeman, Robert
Boelke, E. J.
Bryer, Ollie
Bumps, Bobby
Carpenter, Clifford Roy

Men
Gould, Max
Halstead, Wm. L.
Hammans, Cherokee
Hansen, A. E.
Harrison, Frank
Henderson, Lester
Howard, Tommie J.
Johnson, A. A.
Johnson, Jerome
Kelly, Ted R.
KIRK, DEUDARD
KUPPIEC, ARTHUR

Sharp, Joe
Shepard, C. E.
Shields, Roy
Shoemaker, Floyd
SHOEMAKER, JOSEPH
MARION
SHUFELT, FRED
Smiley, L. R.
Snow, J. G.
Snyder, William E.
Spheeris, Andrew
Stacey, Michial
Stanley, Chipper
Stanley, Lazie
Stipanovitch, Milton
Stoltz, L. F.
Sudduth, Harvey
Tucker, W. J.
Vinson, J. L.
Vreeland, Jack
Waldrop, Robert W.
WALKER, GEORGE
EDWARD

CARROLL, BURNELL
Chance, L. Edw.
Clark, Brownie
Conyer, H. D.
Cunningham, Lester (Red)
DeFelice, Nick
DeVoe, Ray
Dewitt, T. R.
Dibeck, Wm.
Dillon, Jack
Drake, Bob
Dudley, James E.
Dyk, Carman M.
Emerson, S. C.
Engine, Gene
Fildas, Harry S.
Fisher, A. H.
Frazier, Opal
FRID, ROLAND
EDWARD
Gordon, Lew
Gorden, Mathew T.
Goth, Jack
Goucher, Dave
Graves, Willard C.

Knapp, Wm. J. Doc
KUPIEC, ADAM
Laird, Marvin
Larson, Joe
Layman, J. H.
Lazow, Lawrence
Litts, G. F.
McCall, Jack
McFarland, Tobe
McGinnis, Cleavure
McKee, John
Mansion, Francis
DeVoe, J. (Mickey)
Mansur, Shady
Martin, Terry
Melody, Candy
Miller, Bobby
Miller, Paul S.
Minsome, Louis
Mollie, Reuben
Morano, Louis
Nelson, E. W.
Nottingham, B. B.
Novak, Anderson
O'BRIEN, JAMES
JOSEPH
Ostrum, James M.
PATZOLD, ALVIN
OTTO
Rambo, Wesley

Weber, Max
Wells, Earl
Wheeler, J. W.
Wheeler, Roy
WHISPER
LAWRENCE H.
WHITE, WILLIAM
CHARLES (BILL)
Willard, Chi
Wilsc
Wilso
WILS
WILS
WIL
Wintet

Merchandise

PRIZES • NOVELTIES • PREMIUMS SPECIALTIES

Conducted by EMIL ZUBRYN — Communications to 1564 Broadway, New York

BINGO BUSINESS

By JOHN CARY

ALTHO the city fathers still see fit to withhold licenses for bingo parlors in Atlantic City, the summer residents are not without their favorite pastime. George L. Ruty, who operated a Boardwalk bingo parlor, has made it most convenient for fans to come to near-by Seaside Park to play the game. He has had a bingo game there since May and now has arranged for free bus service to and from the park.

WITH his battle cry, "Bingo for Buffalians," Frank X. Schwab, Buffalo's former mayor, has opened his campaign to return to City Hall. He is rallying citizens who share his liberal views on games of chance to enlist in the cause he has agreed to lead.

The independent candidate for office lashed out at what he termed the "domination of petty bosses in politics." He was also very outspoken in his denunciation of the bingo ban. "Under the cover of blue laws which are in part obsolete," he said, "in part distorted from their legitimate purposes, systematic attempts are now being made by the police and allied agencies to control the peaceful pursuits of the people to impose an arbitrary and narrow code of private morals, and to treat as criminals and social outcasts those who refuse to permit these self-anointed thought-controllers to dominate their lives."

"Questions of personal conduct, such as taking part in harmless games like bingo and similar pleasures, which do not in any way menace the peace and dignity of the community, are questions for individual decisions without police interference. I call upon the people of both parties to back me up in protecting their right to make their own decisions in matters of this character."

BINGO OPERATORS in the industrial areas will find their profits will continue to rise to new high levels. Latest news from Washington is that the program for defense spending in the United States has reached a total of \$50,785,000,000. Congressional appropriations and contract authorizations, including RFC funds for defense, amounted to \$47,116,000,000. British contracts came to \$3,669,000,000 as of June 15. These figures mean additional construction, additional work, and more new names for pay rolls. Workers seek recreation and alert bingo operators are preparing to get their share of dollars spent for amusement.

Sales to Army Men Benefit Workers

NEW YORK, Aug. 2.—There are now 1,448,500 men in the army. Congressional action is being taken to keep

No Charge

SALESBOARD A B C's

for this excellent reprint from The Billboard. Article covers the salesboard field clearly and concisely. It has many

valuable hints for the beginner, and seasoned operators, too, will find it practical. Supply is limited, so write for your free copy today:

DEALS, The Billboard, 1564 Bdw, N. Y.

Defense Spending Boosts Business At Resort Spots

NEW YORK, Aug. 2.—Concessionaires, souvenir stand operators, pitchmen, and other workers at the nation's beach and mountain resort spots report a big jump in the movement of merchandise in the past few weeks. The good weather over week-ends has increased the takes of all merchandise users, as record throngs have flocked to resort points to escape the heat.

There is no doubt that the answer to all the money in circulation is the fact that more people are working and collecting bigger salaries. Concessionaires unanimously agree that business will continue good for the remainder of the season. Current business is far ahead of last year's and new records are anticipated.

Thruout the East the picture is the same. It is reported that the greatest amount of traffic in history passed over the Delaware River bridges en route for shore spots the past few week-ends. Pitchmen have been doing a banner business with novelties, patriotic and military items.

Workers in the industrial centers also report considerable impetus to sales as a result of defense spending. Bingo and salesboard operators are also cashing in, and the boom is definitely on for all types of merchandise users. One of the largest contracts in the East was awarded to High Standard Manufacturing Company, New Haven, Conn. They received an order for \$9,239,400 of small arms material. Colt Firearms, Hartford, Conn., received a \$909,932 order for machine guns.

Orders of this magnitude require additional workers, and additional workers mean additional profits for merchandise users at near-by resorts.

Radio Set Makers Race Priorities

CHICAGO, Aug. 2.—The priorities problem in the radio industry is causing radio equipment manufacturers to race against time in an effort to produce a stock of receiving sets and transmitting apparatus before their source of aluminum is withdrawn. According to Bond Geddes, of the Radio Manufacturers' Association, the industry has no idea of how much curtailment it will get.

The industry, however, is conducting researches to develop substitutes for aluminum and nickel. A suggestion has been made to cut down on electrolytic condensers and capacity of types used as a partial solution of the material shortage problem.

draftees for a period longer than a year. Washington officials report that eventually the total army strength may exceed 3,000,000 men.

This concentration of men in army camps creates an unusual opportunity for all merchandise users. The boys in camp are all habituated to entertainment. Concessionaires at resorts and amusement spots near the military camps have already cashed in on the soldier's quest for entertainment. Bingo and salesboard operators, pitchmen, direct sellers, and the entire fraternity of merchandise users have also had their profits increased by soldier dollars.

The boys in camp are prospects for every conceivable type of merchandise ranging from personal accessories to novelties and gift items to send to the folks at home. Alert merchandise users, aware of the tremendous scope of this new market, feature practical items at prices the soldiers can afford.

A breakdown of army figures shows there are 597,000 trainees, 266,000 national guardsmen, 18,000 regular army reserves and one-year enlistment rolls, and 476,000 from the regular army three-year enlistment rolls. There are 91,500 officers,

Military Novelties Click on West Coast

LOS ANGELES, Aug. 2.—With Los Angeles drawing on March Field, Camp Haan, Fort Ord, and the Naval Base at San Diego for over 100,000 men in armed service, military novelties are clicking with pitchmen and concessionaires in this section, Ben Goldfarb, of Acme Novelty Company, said. Since all services are represented and hot weather has filled the beaches, business is hitting new levels. Concessionaires report that the July 4 week-end put them up to the marks established last season.

Military and naval services are not the only factors boosting sales in this area, George Silvers, manager of the firm,

reported. Airplane factories are running night and day shifts in order to keep up with orders. Pay rolls are tops.

Jewelry workers are finding that insignia pins are tops. Aviation wings are going strong with those in service who want them for their girl friends and to send back home. Airplane factory workers are also buying them for themselves and friends.

Concessionaires in some instances have bedecked their stands in red, white, and blue, and are featuring the Miss America and Red Cross dolls. Majorette, because it has a tie-up with the defense program, is also a good number. Salescard workers are also pushing these items, with the result that boards are quickly sold. Miss America dolls, because of the red, white, and blue dress, make flashy displays and are popular along beach-front stands and midways. Record sales by some operators are being chalked up.

Other items that are going good in the area include the Doughboy, a 14-inch doll that is available 12 to the carton; Soldier Girl with flag, a 14½-inch doll, and Uncle Sam, rolling up sleeves ready for work. The last named is 15 inches high.

While sales in merchandise lines have exceeded all expectations, indications are that new marks will be reached before the season ends in September.

Mass. Bingo Men Ponder Association To Stop Ban Moves

BOSTON, Aug. 2.—The Massachusetts Legislature, after weeks of debate, has passed a resolve calling for a \$2,000 investigation of what has been termed the "Beano racket" in the State. As yet, bingo men have not made known their intentions in regard to the probe. Consensus is, however, that the operator whose game is run with cash prizes instead of merchandise and who operates with little regard for the law regarding the division of money between the operator and the charity involved is the cause of the investigation. Because the legislators have only these games to go by, all games in the State must face the investigation.

This is another example of crusading politicians who pick bingo as their target because it is one of the hardest games to defend. There has been some talk of forming a temporary State association of bingo operators, with merchandise prize men joining forces for the time being in order to stop legislative efforts to end the game in Massachusetts. Just how far this plan will go is uncertain. Merchandise prize men, the majority of whom are working closely with the charities which sponsor the games, expect support from these sources.

Several senators registered their opposition to the investigation, suggesting instead that heavy taxes be imposed upon the game.

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

There's no such thing as a completely dead item, especially so if it has ever had a run on a deal. Returns may peter out for a while, may even reach the point where you can't give the item away, yet given enough time between runs most items can be brought back to life as profitable producers. The current experiences of operators with the Dunhill Silent Flame Fan Dancer is a typical example of this.

About a year or so ago the Fan Dancer was one of the hottest items ever offered on a card or board. Returns on Fan Dancer placements were phenomenal. Many cards sold out while the operator waited, and thousands of these were passed out before the fun was finished. In the course of natural events completions began to fall off until most operators found it unprofitable to handle. That was months ago. Today we hear that a number of the boys are placing Fan Dancer cards again and once more the item is producing a turn-over great enough to warrant a play.

Whenever you're desperate for an item to work check back on a few that produced the do-re-mi in the past. The chances are good you'll find several that will more than take up the slack while waiting for the new click number to come along.

Cedar chest deals have gone so well locally that Fredmorr, Inc., has added a musical cedar chest to its line, which, according to reports, is already moving to a heavy take. Chest is fitted with La Royelle Toiletries and has a beautiful colored scenic top cover, flower-designed mirror set in lid, and metal-trimmed lock and key. Lift the lid and you hear it play.

Operators working these chests are using a 52-hole salescard, 1 to 29 cents, with a \$13.95 take.

D. F. B., of Hamlet, N. C., writes: "Please include my name on your list for a copy of Salesboard A, B, C's. I have read your column each week for a long time and I find it very beneficial to anyone in this type of business."

"I have been using capes to excellent profits and offer only first-quality merchandise, as I am a sincere believer in the policy of always giving only the best. It is interesting to note that last Easter I turned over 17 of Goldwyn's Surprise Eggs in one location. I am proud of this record as a newcomer to this field."



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NOW DISPLAYED ON THE COUNTERS AND IN WINDOWS OF THOUSANDS OF LIVE DEALERS!

America's Livest Money Making Novelty Item

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A NEW 3000 SET of Bingo Specials

- In one color
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- In one serial

Write for Catalog.

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OVER 500 NOW IN USE

ASK ABOUT BINGO SPECIALS

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DIRECT FROM OUR FACTORY.
Make your selections from our sensational 1941-'42 style Fur Coats, Chubbies, Jackets and Boleros.

\$5.50 UP

Muskats, Squirrels, Raccoons, Skunk, Foxes in all shades, Marminks, Checklans, Caraculs, Mouton Lamb, Pony, Kid Skins, Sealines, Beaverettes, Persians and every other Fur from \$5.50 up.

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Write for newest **BINGO CATALOGUE**

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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 addressed and stamped envelope for prompt reply.

Patriotic Banners

Three new military and patriotic banners have been selling well in stores and homes, it is reported. One banner, appropriate for stores, hotels, and taverns, reads: "Welcome... Men in the Service." A second item, "In the Service for Defense," has been bought by families having sons at camp. A general banner has the slogan: "Freedom Must Win, We Will Do Our Part." All banners are made of attractive rayon, with gilt spears, cords, and golden tassels. Product of Rusco Specialties.

Penny Engraver

A very timely item is a new machine that engraves pennies. Workers who have purchased the machine report exceptional public interest. The device enables them to cash in on the daily headlines. The machine comes complete with four dies, but a wide selection of additional dies is offered. The subjects are varied, including the United States flag, the preamble to the Constitution, Statue of Liberty, the Lord's Prayer, and a crucifix. Explanatory literature is offered. Product of Tropical Manufacturing Company.

Canes

Resort workers report the demand for canes this season is above last year's. The line of canes offered by Joseph Hagn Company has been moving well, according to a firm official. Featured is a mid-summer special on parade and walking canes. One item, a maple-finish walking

10 GROSS SLUM FOR \$8.50 ONLY

MADE OF BISQUE CHINA
CHOICE NUMBERS—NO LARRIES
ELEPHANTS, KING KONGS, OUT-HOUSES, DOGS, SWANS, ETC.

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N5921—Outside Flying Birds	Per Gross \$2.75
N9314—8-Inch Carnival Special Balloon Assortment	2.15
N6938—Chinese Snakes	2.75
N4859—6 1/2 In. Fur Monkeys	4.25
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BANK BIG PROFITS with the MINUTE MAN BANK

- PATRIOTIC APPEAL PLUS
- THE APPEAL TO SAVE
- IN DECORATIVE BRONZE
- GORGEOUS EYE VALUE

Symbolizes the shot that was heard around the world... and it symbolizes extra profits for the live operators who get on it now! All metal construction in gorgeous statuary bronze finish. Pick proof coin slot in bottom. Approved lock and key. Carries a \$5.00 price tag and looks like double that money.

A NATURAL for BOARDMEN

Boardmen, midway men and carnival operators will clean up with this modern Minute Man Bank Sensation. Sales come easy, because you nick them in a tender spot on an appeal to save this minute man way. You can be first with it if you act now.

REGULAR \$5.00 VALUE

Write, \$ **1.75**
Wire or Phone Your Order

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MERCHANDISE MART
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Moth Cakes
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Roach Powders
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Nudies, Patriotic, Midget, Hunting, Jackmaster. 12 to Deal with 1c to 39c Card. Per Deal \$1.80

BIG PROFITS: DRUG ITEMS, GOGGLES, NOTIONS, LOTIONS, CARDED GOODS, SIDELINE MDSE., CLOCKS and LAMPS.

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FEATHER DRESSED CELLULOID DOLLS

- B34N51—4 1/2" Doll. Per Gross **\$4.50**
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FLYING BIRDS

Large Size, Tricolor With Tinsel and Inside Hummer.
B38N71—PER GROSS.....**\$3.00**

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- B15N100—Pennant Canes (for Dolls, Pennants, etc.) PER 1000**\$6.35**
- PER 100**.68**
- B16N137—Curved Handle Bamboo Kiddle Cane PER GROSS**4.00**
- B16N70—Bamboo Cane, Crook Handle. PER GROSS**4.25**
- B16N122—Men's Bamboo Walking Stick. PER GROSS**5.50**
- B16N132—36-Inch Chesterfield Cane. Brown Dowel. PER GROSS**8.00**
- B16N139—36-Inch Chesterfield Cane. Assorted Colored Dowel. PER GROSS**9.00**

- CHINA HEAD SWAGGER CANES**
- B16N130—Kiddle Swagger Canes, Cartoon Character Heads. PER GROSS**\$5.40**
- B16N131—Adult Swagger Canes, Assorted China Heads. PER GROSS**7.20**

BALLOONS

- B85N63—No. 9 Favorite Asst. Per Gross **\$2.40**
- B85N64—No. 11 Favorite Asst. **2.80**

OAK BALLOONS

- B85N56—No. 9 National Colors Per Gross **\$2.75**
- B85N57—No. 9 Patriotic Salute **3.60**
- B85N55—No. 9 Circular Stripes **3.60**
- B85N49—No. 9 Scenic Prints **4.25**
- B85N85—No. 10 Mickey Mouse Heads **3.25**
- B85N94—No. 12 Mickey Mouse Heads **4.25**

FUR MONKEYS

- B38N255—8 1/2" high. Per Gross **\$3.60**
- B38N82—8" high. Per Gross **6.00**
- B38N235—12" high. Per Gross **12.00**

MINIATURE STRAW HATS

- 4-In. Nest. Colored Feather. B45N9—Per Gross Hats **\$3.50**

6-Inch Hat. Duplicate of real straw hat in everything but size.

- B45N013—Per Gross **\$4.50**

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- B45N15—12 Inches Wide. Per Gross **\$9.00**
- B45N14—16 Inches Wide. Per Gross **12.00**

N. SHURE CO., ADAMS & WELLS STS. CHICAGO

stick or parade cane, is 36 inches long and has a polished metal ferrule. Imported walking canes are also available. They have a mahogany-colored tapered dowel, black-lacquered crook handle, nickel band, and metal ferrule. Bamboo walking sticks with burned joints are very popular, it is said.

Trophy Radio

The latest addition to the line of trophy radios, and already meeting considerable demand, is the Bowling Ball Radio. A complete five-tube Superheterodyne radio is housed in a replica of a bowling ball. Unit is 11 inches high over-all, with an eight-inch ball and a seven-inch base. The base is made of plastic, ivory colored, and has polished gold metal bands. The bowling ball is black. The trophy radio immediately attracts the attention of men and will do much to pep up sales, it is claimed. Product of Gold Seal Novelty Company.

Minute Man Bank

D. A. Pachter Company is introducing a new number which is reported made to order for salesboard operators, concessionaires, roll-down operators, and other users of prize merchandise. Item is the Minute Man Bank, a replica of the famous minute man statue in decorative bronze finish. "It's just the thing," execs of the firm say, "because it offers everyone the incentive to save 'the minute man way' for defense stamps and bonds." Item is of all-metal construction and has a pick-proof coin slot in the bottom. Comes with approved lock and key.

Leatherette Folders

A new number in leatherette folders, on the market only a few months, has been meeting heavy demand, it is reported. The item comes in two sizes, to hold either two or six 1 1/2 by 2-inch pictures. It is handy to carry in a woman's purse and may also be sent thru the mails without danger of glass breaking. It is one of the fastest sellers for four for 10-cent photo operators, according to the manufacturer, Charles Gamelser.

Utility Item

A natural for pitchmen is a combination bottle opener, knife sharpener, and glass cutter. Unit is compact and gives efficient service, it is said. Comes packaged in a flashy carton. A companion item has all the features of the above unit, with the addition of a wire splicer. Practical items of this type always sell well. Product of E. P. Fitzpatrick.

V Pins

A new and timely item that is bound to be a big seller because of popular appeal is a line of V-lapel pins offered by Del Rose Products. This ties in with the current V campaign being waged by England in Europe. Items are available with either wing, propeller, or thumbs-up design.

Service Guide

A 16-page service guide has been prepared by experts in military and naval affairs, listing all ranks, badges, division, army corps emblems, and other service insignia for all branches of the U. S. armed forces. Book contains valuable facts about American army organization,

STOCK UP NOW!

With These Fast Selling Staple Items **LOW PRICES!**

- DOUBLE EDGE BLADES—5 to Package. Per 1000 **\$2.50**
- SINGLE EDGE BLADES—5 to Package. Per 1000 **3.00**
- CLIP COMBS—Colored or Black. Gross **2.50**
- POCKET COMBS—Colored or Black—Bulk, Gross **1.60**
- ARMY RINGS—Gold or Silver Finish, Gross **7.50**
- HANDKERCHIEFS—Colored Border—15"x15", Gross **3.00**
- ARMY & NAVY NEEDLE BOOKS, Gr. **2.50**
- POCKET WATCHES, Ea. **.75**
- NOVELTY JEWELRY—12 Asst. to Display Card. Doz. **.70**
- HAND-STRIPS—8 to Package. Gross Packages **1.60**

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WE HAVE

The newest and largest stock of Fast Selling Money Making Items. Jar Deals, Sales Boards, Salesboard Assortments, Shotgun and Rifle Deals, Blanket and Motor Robe Deals, Premium Goods. Write for our sensational FREE Circular 1-A.

GENERAL MERCHANDISE CO.

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LADIES' WATCH



- Very Flashy**
- WHITE GOLD COLOR** chromium plated case with metal link bracelet to match. 10 1/2 ligne size. Guaranteed jeweled movement. Gift boxed. Looks like a \$10.00 watch. B9583—Each**\$2.50**
- YELLOW GOLD COLOR** case with chromium plated back. Bracelet to match. Otherwise same as above. B3898—Each**\$3.25**

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in all History - Cash in on Front Page Headlines
AMAZING NEW MACHINE ENGRAVES PENNIES
Four dies on machine. Big selection:
UNITED STATES FLAG STATE OF LIBERTY
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PREAMBLE CONSTITUTION CRUCIFIX and MANY OTHERS
Write for Literature Quick
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Live, Good Jumpers This Year.
Bulk Beans, postpaid 50¢ per 100; \$1 for 250; \$2 for 600; \$3 per 1000. Sample packages ten cents. Counter display of 20 Dime Packages ready to sell \$1 postpaid. Free Demonstration Beans with each display.
RILEY'S SPECIALTY HOUSE
Owensboro, Kentucky

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Renewed Guaranteed **STARTS AT \$3.25**
MEN'S WRIST AND POCKET WATCHES
Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG.
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JUST SHAKE — BANG! — YOUR LUCKY NUMBER APPEARS—Use Bart's Newly Patented Numbers Device. Make Selections. Maybe Long Shots. Races, Cuba, Bolita and other games where Numbers Designate Winners. Mail Dollar Bill to Dept. "B" **HUNCH PRODUCTS** 218 E. Washington Blvd. Los Angeles, Calif.

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\$3.50 doz. Write for quantity prices. 1/3 cash with order, bal. C. O. D.
Sample 50c
Prepaid anywhere in U. S.
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Today's Big Money Maker!

Takes and Finishes Black & White, or Sepia Photographs **IN ONE MINUTE.**

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 dime 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.
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LOOK!
Joe Hoy, Ark., writes: "Grossed \$39.20 Saturday."
Zeller, Mass., says: "Did \$20 Sunday with P. D. Q."
Seymour, Pa., writes: "I operate Saturday and Sunday only and run about 400 photos in 2 days."

Complete outfit costs about \$60. That's all you require to start This Big Money Business.

CUDDLY DOLL SPECIAL
THIS IS A HAGN SUPER VALUE

Made of percale cloth. This doll wears a slack suit and big brim hat. Has wool hair; assorted colored dresses. Unbreakable doll—cotton stuffed 24" high (similar to illustration). 1 doz. to a carton, assorted. Shipping weight 25 lbs.

PER DOZEN NET **\$7.84**

F. O. B. Chicago
JOSEPH HAGN COMPANY
The World's Bargain House
217-225 W. Madison St. Chicago

LET'S GO! U.S.A.!
KEEP 'EM FLYING!

UNCLE SAM NEEDS PILOTS
BE A U. S. ARMY FLYING CADET

the number of army divisions in the field, navy ranks, special navy marks, World War division insignia, honor medals, and flags of the 48 States. Material is copyrighted and was prepared with co-operation of army, navy, and marine officials. Product of William C. Popper & Company.

UNDER THE MARQUEES

(Continued from page 44)

last season it was out. It closed at Denison, Tex., that fall (1907) and went to Pawnee Bill's Ranch at Pawnee, Okla. In 1908 it was at Brighton Beach all summer and did not travel. It was consolidated with Buffalo's Bill's Wild West season of 1909. It closed at Denver, July 22, 1913, for good."

MR. AND MRS. C. E. HERMES JR., when returning from a club date in Atlantic City recently, discovered the barn at Berlin, N. J., in which they had their show equipment stored had burned. They estimated their loss at well over \$2,000. The equipment will be replaced soon, and they expect to be on the road again by fall.

CAREY C. EMRIE, ardent circus fan of Cincinnati, caught the Russell show for the third time this season at Hazleton, Pa. He was accompanied to the lot there by relatives and friends from Philadelphia, where he had been sojourning for the past three weeks. Carey intended to visit the show again this season at Norristown and Chester, Pa.

IN REPLY to Walter D. Nealand's recent article, *Who Is the Oldest Circus Owner?*, Walter S. Gollmar, son of Mrs. Walter Gollmar, says B. F. Gollmar and Fred Gollmar, last surviving members of the Gollmar brothers, reside in Baraboo, Wis. B. F. is retired and Fred is a member of city council there. Mrs. Walter Gollmar is the last of the Gollmar women and lives with her son in Evansville, Wis.

HAROLD E. BRADFORD, who started his circus going this year by taking in the Big One in New York, has since seen Wallace Bros. at Middletown, Conn., June 14, where he enjoyed watching William H. Judd and Tom D. Hurd take pictures in the back yard; Russell Bros. in Brattleboro, Vt., June 15, and the Big One again in Hartford, Conn., July 11. He also visited Benson's Wild Animal Farm, Nashua, N. H., June 16.

WHEN Russell Bros.' Circus played Binghamton, N. Y., Bill and Edna Antes and Justus Edwards were guests of George Barlow III, who exhibited his miniature 90-car railroad circus which is about 65 per cent completed. George has the show partly set up in a large barn at his home. Bill, Edna, and Justus agreed unanimously that the miniature show was the most unusual sight they had seen on their Eastern tour.

EARL AND HATTIE SHIPLEY visited Clyde and Harriet Beatty and Kinko on the Johnny J. Jones Shows in Milwaukee July 20, and July 22 they spent the day with friends on Cole Bros. and attended the party given by the Circus Fans' Association at Springfield, Ill. Shipley has been playing 10 weeks of still dates with Jimmie Lynch's Death Dodgers. August 5 he will play the first of some 50 fairs in 12 weeks' time.

THE AKRON (O.) BEACON JOURNAL, in its roto section July 27, carried two excellent shots of Nancy Darnell's school for aerialists at Canton, O. Miss Darnell was shown instructing several of her pupils in the mysteries of the flying trapeze. Another picture showed her and Velma Ziegler, her most proficient pupil, who recently teamed up with her instructor to form one of the few Roman ring acts by women.

TED DEPPISH, well-known Canton, O., photographer, has completed his record of the 1941 Ringling-Barnum circus, after spending three days recently at Akron and Cleveland. He reports he has a complete movie record of the Big Show from the time it moves into town until it departs, adding that he now has more than 35,000 feet of circus movies, including practically every outstanding circus executive, performer, and act of the present day.

GLADWIN HILL, Associated Press special news service writer, has scored again with another feature story of the Big Show. The yarn in *The Youngstown (O.) Vindicator* was captioned, "Boys

Aren't Only Ones Who Leave Home and Join Circus, Weaker Sex? Not Much, Not Under the Big Top." Story told of the lure of the circus for girls who were ambitious to become aerialists and how they were trained and learned to like circus life.

R. W. JENNEY, of Muncie, Ind., suggests a plan to help circuses pep up kids. He writes: "Let each circus make a movie of at least an hour in length, showing the unloading, laying out the lot, erection of tents, cookhouse views, the pad room, back yard, menagerie, and scenes of the big show. Short talks by leading performers should also be included. This movie should be shown in schools in the towns to be played during a given season, starting after January 1.

BARON NOWAK, midget with Wallace Bros. Circus, visited the H. P. Snyder Manufacturing Company at Little Falls, N. Y., July 12, when the show played there, and was measured for a tiny bicycle. Baron has been using in his act a small bicycle that was originally intended for a monkey. The new bike the Snyder company is building will have wheels 10 inches in diameter. The Wallace show was the first circus in Little Falls in three years.

WILLARD J. OAKLEY caught the Big One in Lowell, Mass., July 8. He visited the back yard and renewed friendships. He also saw the open-air Kiwanis Circus in Memorial Stadium, Lawrence, Mass., week before last. It played to big crowds. The show consisted of 20 circus acts, each tops in its class, according to Oakley. Two accidents marred the show. Capt. Sol Solomon fell 122 feet, injuring himself so severely that he was out of the line-up the last half of the week; and one of the Four Bombshells, while tearing down their rigging, fell and broke both legs, Oakley was informed.

Louis Roth, wild animal trainer, and three of his assistants narrowly escaped death or serious injury last Wednesday when a 1,150-pound bear they were using in a film, *The Jungle Book*, became vicious on location in Sherwood Forest, near Los Angeles. The animal bit Roth's finger and knocked him down. Roth sounded a warning, and his assistants were able to get out of the animal's path and at the same time get a rope around the bear's neck while Roth scampered out of danger. He was given emergency treatment by a doctor working with the company. Picture is being directed by Zoltan Korda and is being produced by Alexander Korda to be released by United Artists. Olga Celeste is also appearing in the picture.

AN EDITORIAL in *The Binghamton (N. Y.) Press* by its editor, Tom R. Hutton, eulogized Russell Bros.' Circus as representing the American way of life. He said: "It's acts—equestrian, aerial, and acrobatic are, for the main part, largely the result of the versatility of a few persons rather than the accomplishments of many. Such is the elder tradition of the circus where families develop according to the accomplishments of their members. Thus the Clarke family is practically all over the program, equestrian, aerial, and acrobatic. . . . Some of this tradition has died out in the period of specialization, big salaries, and unionism that has overtaken the main top. So it is a fine thing to see such spirit and co-operative ability as that displayed in Russell Bros. . . . The story told by the Russell performance is the story of democracy in action."

OLGA CELESTE is getting plenty of publicity in connection with her part in *The Jungle Book*, now in production in Hollywood by the Alexander Korda Film Company. In this movie she is using Nissa, the same leopard she used in *Bringing Up Baby* and *Her Jungle Love*. The press releases from the office of Jerry Dale have this to say of Miss Celeste: "Olga, altho known to circus fans as the greatest of animal trainers, is unknown to most screen fans. But she has been a familiar figure to them for 32 years. In that time she has doubled for practically every star who has ever made an animal picture, from her first appearance in the sensational *Adventures of Kathlyn*, with Kathlyn Williams, to today's *The Jungle Book*, in which she really steps out and appears in a small role of her own." She doubled for Claudette Colbert in *The Sign of the Cross*, Dorothy Lamour in *The Jungle Princess*, and Jacqueline Logan in *The King of Kings*. In the present production she is teaching Sabu the art of handling wild animals. *Jungle Book* is to be in technicolor.

FOR YOUR FAIRS AND CELEBRATIONS

WE'RE ALL SET WITH COMPLETE STOCKS TO TAKE CARE OF YOUR REQUIREMENTS. OUR CENTRAL LOCATION ASSURES YOU OF PROMPT ONE-DAY SERVICE AND DELIVERY. BINGO SUPPLIES AND A COMPLETE LINE OF CONCESSION GOODS. Featuring the Newest Items for the Novelty, Premium and Specialty Man.

1-day Service **ACME PREMIUM SUPPLY CORP.**
3333 LINDELL BLVD. ST. LOUIS, MO

1941 FAIR DATES LISTS FOR SALE

List Brokers charge and get \$10 a thousand names for lists of Fairs WITHOUT DATES.

The following lists were published in the July 26 issue. The number of Fairs listed is almost double the number carried in the Spring Special. This is the largest Fair List published or sold anywhere.

2,175 Fair Dates with names of secretary
300 Coming Events (Next 5 weeks)
41 Frontier Contests (Rodeos)
19 Dog Shows

The Billboard
25 Opera Place
Cincinnati, Ohio

Enclosed is 25c in coin or stamps for which please send a copy of the July 26 issue, which carries the largest list of Fair Dates published this season.

Name

Address

City State

GREAT VALUES

- RED, WHITE AND BLUE LAPEL INSIGNIA. Wonderful advertising stunt as a free Give-a-Way. (Bulk, \$3.50 per 1000; Carded, \$7.50.) 100 Cards. **\$.80**
- ARMY RINGS, Gold or Silver Finish. Superior to others. Sells fast at 50¢. Dozen 75¢. Gross **8.50**
- BILLFOLDS, With Army Insignia. Gross \$7.92. Dozen **.72**
- JEWELRY ASSORTMENT, Military Motif. Gross **7.92**
- PENDANTS, LOCKETS, NECK-LACES. 3 Price Assortments. Big Values. Dozen **3.45**
- 60 PAGE BOOK. Story of the Unknown Soldier. A 25¢ Pass-Out. Limited Quantity. 100 Books **3.00**
- SET OF 8 BOOKS. Etiquette and Charm. \$1.00 Value. Limited Quantity. 100 Sets **6.00**
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FOR ENGRAVERS, FAIRS, MILITARY STORES, RESORTS, PROMOTIONS, Etc. FAST SERVICE!
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We need 3 Smith Stamping Machines for stamping plates. Please write. State price and condition.
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Here's fast money-maker for men working fairs, carnivals, farm sales, etc. Attractive \$1.00 deal. Experienced men wanted anywhere north or east of Missouri River. Give past experience and list of fairs you want to make. Write H. M. CURLEY, Manager of Agents, Room 309, Sandstone Bldg., Mount Morris, Ill.
ZIRCONS GENUINE Diamond Cut 3 for \$1.75
12 GENUINE OPALS \$1.00
12 GENUINE CAMEOS 1.50
B. LOWE, BOX 525, CHICAGO, ILL.

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146 Park Row New York City

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**
(Cincinnati Office)

FAIR TIME is balloon time, you novelty workers.
STANLEY NALDRETT... is making a return date in Flint, Mich. In the same store with him there is Glenn Hosberg, working combs. Naldrett opens at the Illinois State Fair, Springfield, August 9.
JAMES L. OSBORNE... pipes from Bessemer, Mich., that he's going to work a string of Wisconsin fairs. He was to begin them August 3. Jack Flowers, "Topeka" Doc Williams, Chappy and Frank Johnstone, and George Perdue are asked to pipe in.
JERRY THE JAMMER SEZ, "Get started, that's the best way to make good."

JOHNNY ROBERTS... just left Northern Iowa, where he had been working blades and blocks to good biz. He is headed for the Coast and would like to read a pipe from Charlie Keef.

M. E. SPARKS AND WIFE... are in the blue grass country and say business is really good. They have a crew of good workers. Pipes are wanted from A. L. Clark, Slim Rhoades, and S. B. Bills.

TRIPOD OPININGS: "The test of a convincing talker is when he can convince a traffic cop."

PROF. JACK E. SHARKEY... worked a celebration at New Bedford, Mass., doing an advertising stunt on Chicago roller skates on the streets. He met Jack Ryan selling tickets and making ballyhoos on an attraction with the Gordon Shows.

DOC WARD'S SHOW... is playing thru Illinois. Line-up includes Pete Pernot, sax; Del Payne, trombone; Stack Cogswell, drums; Moten Berry, piano; Lawrence Reed, trumpet; Evelyn Pernot, Ruby Samuels, Peggie and Dolores, chorus; Buck Suber and Snowball Johnson, comics.

IT'S UP to you alone to get down the home stretch in front. No one will do it for you.

HARRY (KEY CHECK) HISCO... pipes from Natchez, Miss., that biz is good and has greatly increased, with the daily arrival of U. S. Army troops from various camps passing thru and stopping over in Natchez en route to the war game maneuvers in Louisiana. Harry finds the soldiers are good customers, and it has been necessary for him to add new names to his stock of breast pins. Also selling like the proverbial hot cakes are his "Yoo Hoo" pins. Harry claims this is his idea and it's going over with a bang.

T. E. DOC GLOVER... is on the march these days. He writes from Alexandria, La., where he moved recently from Bunkle, La. He says his car registers 300,065 miles. His picture gallery is doing very well.

MAKE THE MOST of vitality while it's available. That's the course of the successful pitchman.

HARRY L. CLARK... typewrites from Virginia Beach, Va., that a most enjoyable evening was spent July 28 at the apartment of Rex Billings, manager of Seaside Park there, honoring his 27th birthday. Nearly all concessionaires from the park were present, including Lou and Rose Victor, weight and age guessers; Mr. and Mrs. Lee Rowley, jewelry; the Ballews, of the novelty concession; Mr. and Mrs. Bennie Willis, Mr. and Mrs. Bob Hoffheimer, Mr. and Mrs. W. C. Long, Mr. Peetrie, Joe Bumgardner, artist, and Harry L. and Lady Beth Clark, mentalist.

THINGS WE NEVER HEAR: "We've done away with readers and licenses in our town, because we want to let the pitchman know he's welcome to come in any time."

ERNIE BLAKE... writes: "Everyone did well at the fair in Fessenden, N. D., especially the pitchmen. Art McDonnell and Ben Burnett put away their coils and put on a big cookhouse. In the building were Al Adams with juicers, and Jeanne Johnson, the only young lady peeler worker on the road. She's the daughter of Whitie Johnson. Whitie had peelers outside and the crowds never left his stand. Slim McKnight had the midway lined with novelty stands and ice cream. Sea shell workers were plentiful. The Johnsons have gone home to Fergus Falls, Minn., to enjoy the lakes."

WORK SOMETHING new once in a while. Any business, especially a pitchman's, will die if this procedure isn't followed.

Pitchdom Five Years Ago

Dr. Kreis was in Califon, N. J. On the show with him were George Sims, Helen I. Rex, and Charles Hillard, owner. . . . Al Ross was still advertising for the Food Mart restaurants in Chicago. His brother, Duke Wilson, had a show on Sol's Liberty Shows. Ross's wife, Princess Carmelita, opened her show in Benton Harbor, Mich. . . . Marty Pearlstein and Slim Rhodes were working Indiana with watches, razor blades, and hones, and Mrs. Rhodes was working radio filters. . . . Frank Haley and wife, working health books and food-lax, were doing fine at the Indiana fairs. . . . Sidney Goodman was loaded up with novelties for the American Legion's national convention in Cleveland. . . . Vernal Tate, better known as Chief White Owl, did well with his med opry at Logansport, Ind. Business in Northwestern Indiana, however, was bad. . . . M. H. Baker, with the Lord's Prayer-on-a-penny machine, and Mel Copeland, with novelties, got the gelt at the American Legion Fair at Brookville, Ind. . . . Jack and Lady Leon Halligan were set for some Hoosier fairs with their astrological outfit. . . . Among the boys to make the Columbus, Ind., fair were Prof. John Scharding, health books; Bill Danker, peelers, and Harry F. Burton, med. . . . Chief Red Feather and his med show were making Rushville, Ind., to good runs. . . . Al Eisenberg was working the peelers on fairs and in stores. . . . E. R. Wichser was making fairs thru Indiana and Michigan with a Lord's Prayer-on-a-penny machine. . . . Nellie E. Ewer, of Hollywood, joined the Cascade Mineral Amusement Company at Jackson, O. Show was playing that State to good biz. On the roster were George and Edna Taylor, Justice Harper, Mrs. Ewer. . . . Jeff Farmer jumped into Hanover Court House, Va., for three days at the Centennial Celebration. Boys there were Red Baker, Curley Drum, A. L. Delesk, H. Mobley, Jimmie Hamilton, A. O. Thomas, R. N. Johnson, Elmer Hastings, E. W. Weems, Raymond Worley, and Dick Utter. . . . That's all.

Portland Harry
—By E. F. HANNAN—

"ANYONE can give away merchandise, but it takes a salesman to sell it!" Of all the stock phrases spoken by workers in the glamour days of the high pitch, this was the one most used to make a so-called opening. The first time the writer heard this apt remark was at a small fair many years ago. The talker, Portland Harry, supposedly one of the cleverest razor workers of the early '90s, was standing on the tail end of a democat wagon, a bunch of folded greenbacks tucked between his fingers which he constantly dangled before the eyes of his audience. Harry could very nicely carry his prospects from a lowly 10-cent ante to the much-desired sawbuck limit, when the whip was applied to the lively stable nag hitched to the other end of the wagon, and then the getaway. The greatest wonder of all this is the

fact that clever men like this one, who by working clean would never lack patronage, would rush the ball and so spot themselves so as to be always just a few steps ahead of the sheriff. Those days are over, but somehow or other these men seemed of the caliber of salesmen and promoters that we rarely run into today.

It was a case of "today's the day, tomorrow may never come" with them. But tomorrow always came and some years later when the same Portland Harry was earning a meager week's pay as caretaker of a penny-in-the-slot emporium, he'd often say, "If I'd used half the energy in promoting some article or worth-while gadget, I wouldn't be here now working for cakes and coffee. There's no such thing as tomorrow may never come."

Events for Two Weeks
TRADE SERVICE FEATURE Billboard

August 4-9
ARK.—Lake City. Watermelon Festival, 7-8.
Nashville. Peach Festival, 6.
CALIF.—Santa Barbara. Old Spanish Days, 7-9.
Sutter Creek. Gold Rush & Pageant of Hills, 8-10.

OAK-HYTEX MICKEY MOUSE TOSS-UP BALLOONS
Unequaled for popularity and getting top money. Available in several sizes — and in bulk or fancy packages.
Ask your jobber, or write us for complete information.
The OAK RUBBER CO., RAVENNA, OHIO.

AMERICA'S LATEST CRAZE
YOUR NAME
In Raised Coral Colored Letters on a Genuine Tropical SEA-SHELL BROOCH
OVER A MILLION SOLD
Cost 2 1/2 cents complete. Easy to assemble. Getting a fast 25¢.
PRICE LIST: Gross Thousand
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Jeweler's Brooch Pins ... 1.50 10.00
Printed Brooch Cards60 4.00
Coral Colored Letters, 50¢ a pound.
Samples, postpaid, 15¢. 50% cash with order, balance O. O. D. Use Air Mail, Special Delivery or Western Union for fast One-Day Service.
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NEW EASY WAY—WITH DRESSES, SPORTSWEAR, AND UNIFORMS!
Make big earnings with famous nationally-advertised Hoover line of smart, exclusive Uniforms for restaurants, fountains, hotels, taverns, stores, offices, doctors, dentists, etc. Not home-to-house. No experience—no money needed. Mail postcard for beautiful new Uniform Style presentation, actual samples and money-making equipment—sent FREE. HOOVER, 251 W. 19th St., Dept. X-K-4, New York.

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4000 OPPORTUNITIES
Household goods, display card items, wearing apparel, cosmetics, foods, jewelry and toys are a few of the thousands of articles shown in this exciting catalog, for salesmen, agents and dealers.
260 PAGES
Check-full of interesting money makers. Sales Ideas that may increase your earnings \$2 to \$15 a day and thrilling values galore. Each and every item sold under a money back guarantee. Get your copy by sending for it today.
SPORS CO., 741 Biller, Le Center, Minn.

COLO.—Durango. Spanish Trails Fiesta, 9-10.
 CONN.—Norwich. Elks' Fair, 6-9.
 IDAHO—Caldwell. Rodeo, 7-9.
 ILL.—Aledo. Soldiers, Sailors' Reunion, 8-10.
 Chadwick. Cheese Day, 7.
 Chicago. Merchandise Fair, 4-9.
 Mokenca. Gladiolus Festival, 7-9.
 Piper City. Legion Home-Coming, 8-9.
 Wenona. Legion Home-Coming, 4-9.
 York. Reunion, 7-10.
 IND.—Cicero. Fall Festival, 7-9.
 Danville. Fall Festival, 7-9.
 Delphi. Old Settlers' Celebration, 9.
 IA.—Bayard. Horse-Colt Show, 7-9.
 Eagle Grove. Picnic-Reunion, 10.
 KAN.—Lebanon. Home-Coming, 7-9.
 Neodesha. Rodeo, 7-10.
 ME.—Rockport. Regatta, 6-9.
 MD.—Leonardtown. Firemen's Carnival, 1-10.
 MICH.—Bronson. Am. Legion Celebration, 4-9.
 Clio. Firemen's Home-Coming, 7-9.
 Flushing. Home-Coming, 6-9.
 Manistee. Natl. Coach, Trailer Show, 1-14.
 MO.—Gilman City. Livestock Show, 6-7.
 MONT.—Great Falls. Rodeo, 5-9.
 NEB.—Burwell. Rodeo, 6-8.
 Omaha. Santa Lucia Festival, 2-11.
 Oxford. Fall Festival, 7-9.
 N. J.—Jamesburg. Christmas Fund Carnival, 4-9.
 Ocean City. Dog Show, 9.
 N. M.—Raton. Elks' Pioneer Days, 6-9.
 N. C.—Roanoke Rapids. Lions' Festival, 4-9.
 O.—Adena. Church Celebration, 9-10.
 Deshler. Firemen's Home-Coming, 4-9.
 Edgerton. Home-Coming, 7-9.
 Green Springs. Firemen's Celebration, 6-9.
 Marselles. Fall Festival, 8-9.
 Quaker City. Home-Coming, 7-9.
 PA.—Butler. Dog Show, 9.
 Friedens. Firemen's Celebration. Week Aug. 4.
 Henrietta. Farmers' Reunion, 4-7.
 Marion Center. Firemen's Celebration, 3-9.
 Mechanicsburg. Cattle-Horse Show, 4-9.
 Six Mile Run. Legion Celebration, 8-9.
 W. York. Firemen's Fair, 3-10.
 S. D.—Deadwood. Days of '76, 7-9.
 Dell Rapids. Cootie Days, 4-6.
 Moberge. Indian Days, 7-8.
 TEX.—Dalhart. Rodeo, 4-5.
 Quitman. Old Settlers' Reunion, 6-8.
 Uvalde. Rodeo, 7-9.
 VA.—Clifton Forge. Celebration, 4-9.
 WASH.—Omak. Stampede, 9-10.
 W. VA.—Chester. Firemen's Street Fair, 4-9.
 WIS.—De Forest. Fall Festival, 9-10.

Chrisman. Horse Show, 13-15.
 Cullom. Home-Coming, 15-16.
 Flanagan. Fall Festival, 13-15.
 Sheldon. Horse Show, 12-16.
 S. Wilmington. Home-Coming, 16-17.
 Stonefort. Home-Coming, 13-16.
 IND.—Odom. Old Settlers' Meeting, 14-16.
 Otterbein. Legion Jubilee, 13-16.
 Whitestown. Picnic, 15-16.
 IA.—Gladbrook. Corn Carnival, 14-16.
 Sheldon. Air Show, 17-18.
 KAN.—Pretty Prairie. Rodeo, 12-14.
 Phillipsburg. Rodeo, 14-17.
 Sterling. Old Settlers' Picnic, 14-15.
 MASS.—Berkley. Dog Show, 17.
 MICH.—Jackson. Cascades Festival, 9-16.
 MINN.—Granite Falls. Harvest Festival, 12-13.
 MO.—Cassville. Celebration, 13-16.
 Clarence. Home-Coming, 14-16.
 Hopkins. Picnic, 14-16.
 Houston. Old Settlers' Reunion, 13-16.
 King City. Livestock Show, 13-15.
 Miller. Picnic, 13-16.
 Puxico. Home-Coming, 11-16.
 Ravenwood. Legion Picnic, 14-16.
 Ulrich. Home-Coming, 12-15.
 MONT.—Billings. Rodeo, 11-15.
 N. J.—Hammonton. Celebration, 11-16.
 Raritan. St. Rocco Celebration, 11-16.
 N. Y.—Menands. Dog Show, 16.
 Sardinia. Community Fair, 14-16.
 Saratoga Springs. Dog Show, 17.
 N. C.—Newton. Soldiers' Reunion, 11-16.
 O.—Archbold. Diamond Jubilee Celebration, 13-14.
 Cygnet. Home-Coming, 11-16.
 E. Palestine. Legion Street Fair, 14-16.
 Lore City. Home-Coming, 11-16.
 Rawson. Home-Coming, 12-16.
 OKLA.—Ada. Rodeo, 14-17.
 ORE.—Heppner. Rodeo, 15-17.
 PA.—Emmaus. Legion Celebration, 10-16.
 Pen Argyl. St. Rocco Celebration, 11-17.
 Stoytown. Firemen's Celebration, week August 11.
 S. D.—Pine Ridge. Rodeo, 14-16.
 TENN.—Pulaski. Cattle & Horse Show, 14-15.
 UTAH.—Kamas. Fiesta, 15-16.
 Vernal. Rodeo, 14-16.
 VA.—Berryville. Horse-Colt Show, 14-15.
 W. VA.—Richwood. Spud, Splinter Festival, 14-16.
 WIS.—Owen. Fall Festival, Aug. 15-17.
 Reeseville. Legion Picnic, 17.
 Scandinavia. Booster Club Fair, 15-17.
 CAN.—Charlottetown, P. E. I.—Old Home Week, 12-15.

CIRCUS FANS

(Continued from page 45)

Frederic Reid, who were present at the meeting.

The first annual circus staged under auspices of the Pallenberg Tent of the CFA was held at Ocean Beach Park, New London, Conn., July 26. The show had two straw houses playing to over 10,000

people. The following acts were presented under the direction of Samuel M. Prentis, ringmaster: Carlo's One-Ring Circus, Lew Schaffer in club swinging; The WMCS Troupe in tumbling, balancing, and pyramid; Jacqueline and Chris Barnes, adagio dancing; Martin Branner, the cartoonist, assisted by Naomi Kennison and Elaine Schwartz of the Saybrook Players, and the famous Pallenberg Bears. During the show Prentis introduced Father Ed Sullivan. Bill Montague furnished records of Merle Evans's band, and Gil Conlinn made a big hit with his clowning. Rev. Sullivan was the guest of James M. Nis-son during his visit at New London.

Bruce M. Souter, of New Hartford, and Charles Baker, of Utica, N. Y., visited Wallace Bros. in Herkimer, N. Y., July 14. They met Fans George Duffy and William Linney.

CFA Bob Clark, of Joliet, Ill., holds an "Admiral of the Flagship Fleet" card from the American Airlines for meritorious service to air transportation. He is also an honorary captain in the Pennsylvania Central Air Lines.

William L. Montague revealed that plans are already under way for an eastern meeting of the CFA next spring at Trenton, N. J., in conjunction with the opening of the 1942 season of Hunt Bros.' show. The session will commemorate the 50th anniversary of the Hunt

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 2 Brand New Comic Rolls of Toilet Paper Show em Sell em.
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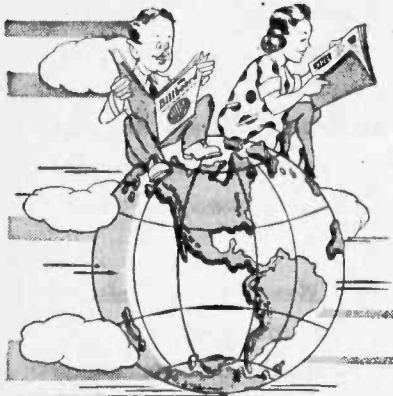


All Pins Same Size
Gold Plate
\$7.50 Per Gross
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25% Deposit, Balance C.O.D. Sample Pin 10¢

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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.

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Here is my subscription to The Billboard for the term indicated. I enclose \$.....

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MY ADDRESS

CITY STATE

NEW CATALOG NO. 26 NOW READY!

ENGRAVING PINS

Plenty of Stock New Styles

We are prepared! Plenty of merchandise, in all styles... and especially those "big sellers." Remember—we ship orders the same day they are received—so "get set" with our new 1941 line—and have your "biggest season"!

The new 1941 Engraving Catalog, No. 26, is now ready. All new style pins are ready for delivery. Even bigger than our 1940 line—these new "idea designs" are the 1941 "sure-fire" hits at this season's fairs.

(state your business)

HARRY PAKULA & CO., 5 No. Wabash Ave., Chicago, Ill.

FLUORESCENT Sensational New Fixtures!

Screw them in, or plug them in, at any socket—just like changing a bulb. Light them at once. No wonder these simplified Fluorescents have swept the market. Each is sold complete WITH Lamp, at a price so low it makes people buy on sight. Orders for three, five, and even ten, to one place not unusual.

WHIRLWIND SALES TO STORES AND HOMES

Thousands who thought Fluorescent too costly, or too troublesome, now buying. Homes install in bath, kitchen, hallways, living rooms, and as bed lamp. Stores install in scores of places. You never saw such sales.

COMPLETE LINE Part of amazing new low-price line that is making competition worried—making amazing advance commission sales for agents and salesmen on O. O. D. order plan. Get demonstrator sample. Rush name for pictures, prices, profits on these, and twenty other amazing fixtures. All information Free.

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Wire, air-mail, or write today for free offers. Get your demonstrator at once. A whirlwind profit-maker for agents. Send name at once. Costs nothing to investigate.

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Beautifully colored in red, white and blue. Everyone wants to help in Britain's new V for VICTORY campaign.

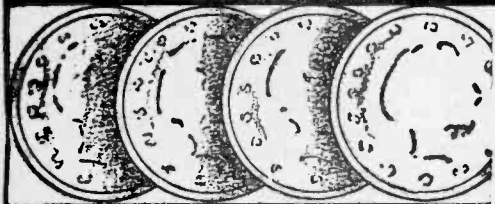
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4"x2 1/2" 35¢ per doz. postpaid
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AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers.

Conducted by WALTER W. HURD—Communications to Ashland Building, Clark and Randolph Streets, Chicago

Be Ready

Civilian defense getting a slow start, but our trade should be ready when local plans are announced

In The Billboard, June 7, 1941, an outline of the Civilian Defense program and how the coin machine industry might co-operate was published on this editorial page. The support of the industry was offered to Mayor La Guardia, head of the civilian program, in an official letter by Homer E. Capehart, chairman of the Committee on Defense Support representing the coin machine industry.

At that time it was announced that weeks or months would probably pass before any definite suggestions might be made as to the exact nature of the civilian program, or any details as to how an industry might plan to co-operate.

In The Billboard, August 2, page 83, a list of the corps areas and of the committee workers appointed by President Roosevelt was published. The list of workers named by the President are civic leaders in their respective areas and for this reason the list is important. The suggestion is made that all association workers who have not already done so clip the list at once and file for reference. In cities and towns where there is no active association there are probably distributors who will file the list to use when a later program of co-operation for the industry may be announced.

The Wall Street Journal, July 29, 1941, published an interesting report on the activities that have already been started in building up the civilian defense system. The work is still very much in its infancy, but the prospects are that one in every ten citizens will be given some definite assignment in the final program. This program may offer the greatest opportunity the coin machine industry will have to co-operate with the government on a grand scale for national defense. At least the program should be kept in mind so that when the opportunity presents itself the industry may be ready.

According to The Wall Street Journal, "America's civilian defense system, involving one of the most comprehensive jobs of organization in history and spreading thruout the 48 States, is well under way and actually functioning in a small way.

"Eventually its work may be felt in every home in the nation. Its personnel will include one out of every ten citizens. When details are completed, it will be equipped to direct orderly movements of huge populations from one State to another; to concentrate fire and police protection

at vulnerable points; to dispatch medical aid to stricken areas. In short, it will provide complete and detailed organization of passive defense against the ravages of war."

The Journal then publishes reports of what is already being done in such States and cities as New Jersey, New York, Massachusetts, Philadelphia, Cleveland, Detroit, San Francisco, and Chicago. The meagerness of the reports indicates how the work is really getting started only in a small way.

The fact that the civilian program will be extended to almost every city and town gives the coin machine industry its real opportunity to co-operate in the plans. After all, it is the record that members of the industry make in supporting defense right in their own respective towns that will count in building public good will.

New Jersey claims to be the first State to develop its civilian defense by giving each town a definite place in the program. It plans to make each local committee active instead of advisory. There are 568 incorporated towns in New Jersey, and more than 500 of them already have organized defense councils.

The State has a New Jersey Defense Council, a group appointed by the governor and composed of 25 members. Each member heads a specific committee with certain duties to perform. In the local set-ups the main committee is limited to 15 members and they have their duties outlined. So much has been done in New Jersey in outlining the various activities to be carried out that the State will probably serve as an example for many other States.

In New York State the work is being undertaken by counties, and so on over the country. In some cases the chief work started seems to be that of providing better social and recreational facilities for soldiers in the camps. Others are specializing on fire prevention methods. It appears that each State and each city will have a chance to develop its own specialty, depending on local leadership and on the most evident needs in the community.

The emphasis on local needs and local leadership gives coin machine associations and workers all the better chance to help the civilian defense cause in every possible way. Watch your local newspapers for announcements of local committees and plans, then volunteer your help.



The defeatist attitude spreads confusion and cripples defense preparations. (Cartoon by Maicus in The New York Times.)

West Coast News Notes

By SAM ABBOTT

Of The Billboard Los Angeles Office. Address: 416 W. Eighth Street

LOS ANGELES, Aug. 2.—Continued hot weather brought business to the arcades this week. Music machines in the city also did a swell business. Vending machine operators report that collections in industrial plants are booming because factories are working three shifts. Cigarette machine operators are busy securing new locations.

With jobbers thruout the territory business was off a bit, but the lull is not alarming for July and August here. Some good individual sales were reported. Operators were making the rounds examining new machines. Jobbers and distributors are looking forward to brisk fall business.

Mario Castegnaro, president of Techniprocess, producer of films for movie machines, is back in Hollywood following a nationwide trip. He reports that the movie machines are being well received in the sections visited. Several deals of importance are on, Castegnaro said.

Paul and Lucille Laymon, of the Paul Laymon firm, were recent visitors to San Francisco. Bert Beutler, firm manager, is just back from a vacation which he spent in the High Sierras. Distance covered during the vacation was about 2,000 miles.

Harry Gordon, popular coin machine man of San Diego, was a recent visitor to Los Angeles. While here he took time to view some of the new games.

Tony Brill, theatrical booker, has installed pinball machines, ray guns, and vending machines in the Tropics, an Imperial, Calif., night club. Photomatic machines are also reported getting a big play in this spot.

Harry Snodgrass, who is associated with Richard Talbert in Fresno, was sighted along Los Angeles' coin row visiting distributors and jobbers.

Claude Tomlinson, of Exeter, Calif., was in the city on a buying trip. Reports are that he is expanding operations to take care of increased business.

A. M. Keene, of Taft, Calif., was in the city following a trip to Mexico.

M. C. Bledsoe, Santa Barbara coinman, is on vacation this week. He is spending his time off down at Long Beach aboard a new boat.

G. F. Cooper, of Riverside, Calif., is building a new home, he reported on a visit here. His locations are in the vicinity of March Field and Camp Haan. Business has been better this year than ever before, reports say.

Francis Rae and George Kelly recently

joined the staff of Paul Laymon as servicemen. Kelly is well known in music machine circles, having been connected with a large distributor here.

Friends of Molly Simon, secretary to Curley Robinson, managing director of the Associated Operators of Los Angeles County, Inc., were saddened the past week by the news of the death of her mother, Mrs. Clara Geller. Mrs. Geller died Monday (28) and funeral services were held Wednesday (30) with Rabbi Neches officiating. Burial was in Beth David Cemetery, Los Angeles. Also surviving Mrs. Geller are a sister, Rose Weinger, and a brother, Max Wender.

Charles Washburn, popular Los Angeles coinman, recently returned from a business trip thru Arizona.

Robert de Leon, sales manager of Mermovies, is a busy man these days, with orders coming in every day for this machine, he reports.

J. D. Turner, of General Music, reports he expects to take his vacation early in the fall. Budd Parr, the boss at General Music, pitched right into work following his fishing trip to Mexico. No sooner did he return to his desk when he took off to San Francisco, where he has a branch office. Business is picking up both here and in San Francisco, Parr said.

Walter Hillig, Penny Arcade operator from Virginia Park in Long Beach, was in Los Angeles Thursday. He said that Penny Arcades along the Coast are clicking solidly and that receipts are exceeding all expectations. While in Los Angeles, Hillig, who recently became a member of the Pacific Coast Showmen's Association, picked up a music machine to take care of the growing demand for music at his place.

Barry Beuregard, who formerly operated the Pike Novelty Company, has joined the staff of the Mac Sanders firm. Following the sale of his business Barry took a long vacation in San Francisco. His business was sold when he was called in the draft. However, he has not yet been inducted into the service, and in the meantime is with the Sanders company.

Jack Greines, of Automatic Venders, is a pappy. Jack is serviceman for the firm.

Estelle Silverman, formerly with the Jay Cee Music Company, has joined the Harry Kaplan firm, the Sun Music Company, Inc., as secretary.

James Jones, of Southwestern Vending Machine Company, is sporting a new car. He'll now make regular trips to Taft,

where he has a host of friends. Taft is native soil for him.

Al Green, of the Apache Novelty Company, was a busy man in Los Angeles recently looking over the new models.

Art Dawes and Murray Hoffberg, of the Novelty Supply Company in San Diego, made a quick trip to see what was going on in this section.

Harry Hoppe is a Los Angeles visitor.

Mac Mohr reports that the Evans Super Bomber is claiming much attention. The Try-Way speaker is rapidly gaining popularity in this section, Mac says. When the speaker first came on the market, music machine operators were quick to see the advantage of the 396-degree tone delivery. According to Mohr, the new Daval Double-or-Nothing game is clicking like a house afire. When he returned from Chicago recently he brought a sample with him. Shipments have arrived and deliveries of this fast-selling game are being made, he said. The grip scale, a product of the Holly Manufacturing Company, is also rolling up new records, Mac adds.

Paul Blair, of Exhibit, is out of town on a swing thru the territory he serves.

Arcade equipment business is better than ever. That statement came from Mac Sanders, one of the most popular jobbers on the West Coast. Vacation? Mac nixes the thought until after the season is over anyway.

According to Cal Brown, of the Mills Sales, Panoram is catching on in this section in a big way. Taverns using these machines report top business, Brown said.

Mrs. Cliff Blake, wife of Cliff Blake of the West Coast U-Need-a-Pak Company, is on her way back to the Coast following a six weeks' visit to her home in the Carolinas.

Henry Michelfelder, utility man, has been with Les Lorden since 1937. Bruce B. Baptiste is another employee who has a few years to his credit with this firm.

Johnny Yates, popular Santa Monica music machine operator, tells that business in the vicinity of defense projects is tops.

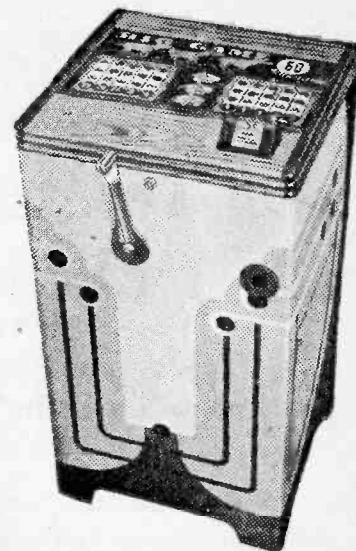
Flying Champ Winning Laurels

CHICAGO, Aug. 2 (MR). — Flying Champ, de luxe console one-ball payout, current release of Western Products, Inc., is winning high praise from the nation's operators, according to Roy Guilfoyle, Western's head.

"Flying Champ is one of the finest payouts produced," said Guilfoyle. "Not only is it a de luxe console cabinet game but perfect in every detail of mechanics and play. With such features as Quinella, 40-coin buy-the-board, and the giant jackpot, Flying Champ is overflowing with appeal.

"Its money-making power is in evidence on all locations thruout the country and our distributors advise that the games are being snapped up by operators as fast as we ship them."

Guilfoyle advised that several new games are now in process of development and will be announced soon. Among them are a new three-reel combi-



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FLEET	\$40.00
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FOUR DIAMONDS (Like New)	74.50
UMP (Practically New)	67.50
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THREE UP (New)	Write
SKY RAY (New)	Write
ARGENTINE (New)	Write
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Western B.B. DeLuxe Comb. F.P. & Auto.	\$78.50
10¢ Mills B.F. Single J.P., Recond. & Repainted	49.50
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Western B. B.	37.50
Saratoga, 5¢	67.50
Turf Time	7.50
Challengers	12.50
1¢ Chrome V. P.	37.50
Imp Frt. Cig.	\$ 6.50
Tot 1¢ Cig.	11.50
Ace	7.50
2¢ Daval	9.50
Model F (Late)	18.50
V. P. Blue & G.	34.50

Write for August Closeouts F. P. Tables.
You Can "Always Save With Dave."

Write for Complete Bargain List.
MARION COMPANY, Wichita, Kansas

nation automatic payout or replay as well as a one or five-ball replay which will be available in a de luxe table model and a de luxe console. It will feature the playing and scoring ideas of Flying Champ, it is said.

CLOSEOUTS

WRITE FOR CLOSEOUT LIST ON NEW GAMES IN ORIGINAL CRATES

League Leaders \$40.00	Silver Skates \$54.50	Attentions . . . \$39.50	Mystic \$35.00
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Play Balls 37.50	Wild Fire . . . 60.00	Polo 19.50	1939 1-2-3 . . . 22.50
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INTERNATIONAL MUTOSCOPE REEL CO., INC.
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MUSIC MACHINE OPERATORS and record dealers in Atlantic City paid their respects to Dinah Shore and Charlie Barnet (fourth and fifth from left on front row) at a special party on Steel Pier, where both recording artists were making personal appearances at the same time. The party was arranged by Raymond Rosen Co., Philadelphia, record distributors.

MUSIC MERCHANDISING

Out-of-Towners Go to Chi To See Phono Favorites

Booker of Chicago and State-Lake theaters admits popularity of recording artists in home-town music machines is responsible for booming out-of-town patronage

CHICAGO, Aug. 2.—Thousands of music machine fans living in small towns and long distances from cities with theaters playing stage attractions are literally flocking into the Chicago and State-Lake theaters during the summer to see their favorite recording bands and artists in person. The vacation season has always attracted thousands of visiting firemen to the city and the theaters playing nationally known orchestras draw more of this extra trade than any other house of entertainment. Stageshow operators and bookers admit the popularity of music machines in every off-the-beaten-path city is responsible for this additional theater business during the hot-weather months. Warnie Jones, booker for Balaban & Katz, operators of the Chicago and State-Lake theaters, reveals that the out-of-town trade this year is big the week a popular recording artist is featured.

Kaye's Show an Example

Last week the management had proof to support this statement. Sammy Kaye and his band were the top attraction on the stage. One of his show stunts is a contest known as *So You Want to Lead a Band* in which customers are invited on the stage to lead the band. Nine out of 10 persons who responded to this call gave out-of-town addresses and many of them added that they were in Chicago on their vacation and wouldn't miss this rare opportunity of seeing in person an artist who is a year-round feature on their neighborhood music machines.

Interesting, too, were their brief discussions of records, their approval of Kaye's recording of *Daddy* and their dozens of questions asked of Sammy backstage between shows.

The Chicago plays the big-name bands here and the order for this summer was heavier than ever. Those already seen this season include Will Bradley, Wayne King, Eddy Duchin, Eddy Howard (singer), Glenn Miller, and Dick Jurgens. Sammy Kaye gave the house a gross of \$49,000 last week, one of the biggest of the year. Yesterday (1) Dlnah Shore opened for a week, to be followed August 8 by the Andrews Sisters, August 15 by Gene Krupa, and August 22 by Horace Heidt. The State-Lake played Joe Sanders, Joe Reichman, and Shep Fields among others.

Practice Spreading

Bookers servicing combination-policy houses in the neighboring territory are following a similar practice. Charles Hogan, who books all the Warner and

Hillbilly, Cowboy Musicians Propose Nat'l Association

FRANKTON, Ind., Aug. 2.—Booted, bright-shirted cowhand crooners, fiddlers of all ages, yodelers, one-man bands, and quartets filled Frankton last week as the hillbilly and cowboy musicians met to form the American Composers, Entertainers, and Songwriters (ACES), an idea of Len Trissell, Frankton's justice of the peace and a ventriloquist.

Stocking their fiddles, guitars, and assorted washboards, zithers, kazooos, and other odd music instrumentia in the back of Frankton's high-school auditorium, the assemblage from Ohio, Kentucky, Illinois, Oklahoma, and New Jersey heard Trissell declare that ASCAP membership was not available to mere aspirants. Trissell declared: "Yet the world's greatest music and most successful songs are products of 'aspirants.'" He said that ACES would take care of the "little feller."

"We'll take in the real Americana," Trissell continued, "the hillbilly musicians, the authors of the real American folksongs, the entertainers who present them. We'll see to it that their songs are published and disseminated."

Sammy Kaye Host To Chi Phono Men

CHICAGO, Aug. 2.—During his stand of one week at the Chicago Theater, Sammy Kaye was host to about 50 Chicago automatic phonograph operators. The operators saw a movie and Kaye's stagershow with free ducats which Kaye distributed thru the offices of Chicago's RCA-Victor distributor.

After the stage show all operators went backstage to meet Kaye and his band. Over the refreshments Kaye got comments from operators on his past performance as well as tips on future recordings. Operators considered the meet a celebration of the success of Kaye's *Daddy*.

New Orleans

NEW ORLEANS, Aug. 2.—The hottest weather of the year has brought record-breaking coin machine business to operators on the lake front and at parks and resorts. Pin games and phonographs are getting a big play at these spots and in air-conditioned corridors of downtown office buildings and hotels. Consoles took to cover this week in New Orleans. A big business is reported by drink venter operators all over the city, this machine showing good results this summer after poor showing a year ago.

A showing of the Automatic Instrument Company's Singing Towers phonographs is attracting operators to the office and display room of the J. H. Peres Amusement Company, recently appointed State distributor.

B. J. McNally, head of the Crescent Novelty Company, has returned from a week's vacation. Mrs. McNally accompanied him on the trip.

A continued good summer demand for Wurlitzer phonographs is reported by Frank De Barros, sales manager of the F. A. B. Distributing Company. F. A. B. reports receipt of a full carlot of new Wurlitzers.

R. N. McCormick, Southern sales manager for Decca Distributing Corporation, announces the opening early in August of the firm's ninth Southern branch office in San Antonio, Tex. The branch will be located on the second floor of 512 Fifth Avenue in downtown San Antonio, with Don Bruce as office manager. Bruce has been connected with Decca as San Antonio territory sales representative for several years. The branch will take care of Decca's needs down to the Mexican border.

McCormick was host this week to Bob Crosby and his Bobcats, who had a very successful one-nighter at the local auditorium just after the closing of the city's biggest convention, Lions' International.

The Melody Music Company, headed by Jules Peres, has taken over the phonograph operations of Dan Cohen, Pleasure Music Company. This added equipment and route makes the Melody

Plans Completed For Cleve. Phono Association Outing

CLEVELAND, Aug. 2.—Plans have been completed for the third annual outing of the Cleveland Phonograph Merchants' Association, to be held on August 28 at Pineridge Country Club.

The morning will be devoted to golf tournaments, one for the men and the other for the ladies. Luncheon will be served at noon. In the early afternoon there will be tennis and other sports, including swimming. A ball game will follow between the East Side operators and the West Side operators. After this a program of 15 races with prizes for the winners.

Dinner will be served at 6:30 p.m., followed by a free bingo party at which over \$500 in merchandise prizes will be given the lucky players. Dancing will round out the evening.

Pineridge Country Club is one of the most beautiful spots in the Middle West and this affair should be one of the best ever held by the industry, it is said. Committee of arrangements is Jack Cohen, chairman; Harry Lief, Gary Weber, Jimmy Ross, and George De Freize.

Defense Bond Committee

The Cleveland Phonograph Merchants' Association has appointed a special committee, headed by Harry Lief, to sell Defense Bonds to members of the association and their employees. There has been a wonderful response, he reports.

Miss Arline, assistant secretary-treasurer of the organization, is back from a two weeks' vacation spent on a lake cruise and a visit to Delaware Gap.

Gary Weber took a week off for vacation purposes and spent it in Chicago.

Jack Cohen leaves August 4 for a 10-day vacation at Totem Lodge in the Adirondack Mountains, where he plans on doing some fishing, hunting, and golfing.

Alexander Elconin, father of Harry Elconin, manager of the Cleveland Amusement Machine Operators' Association, passed away July 29 at his home, 1617 Hillcrest Road, Cleveland Heights. He was 62. Before retiring from business several years ago he was secretary-treasurer of the Cleveland Retail Grocers' Association and developed a number of retail grocery stores. Besides his son, Harry, his widow, Sonia, and daughter, Mary, survive. Services were held July 30 at the Cleveland Temple Memorial.

company one of the largest music operating firms in the Deep South. Peres has announced full confidence in the future of the phonograph operation business and believes that more and more machines will be needed in time to come.

Val Peterson, of the Louisiana Amusement Company staff, has completed over 30 hours in the air and within a couple of weeks expects to receive his pilot license. Melvin Mallory, of the firm, is in Southwest Louisiana this week, where he reports a good demand for Rock-Ola's Spectravox units.

Bill Maris, manager of the Crescent Cigarette Service, has returned from a two weeks' vacation cruise to Havana, where he reported good patronage for coin machines of all kinds.

The Petrowskys, of the A. M. Amusement Company, have decided at last to quit paying rent. They have bought a lot and will soon erect a nest thereon. She is Didi, secretary of the firm, and he is Ernest, head serviceman.

It's always Christmas now at the headquarters of the Louisiana Amusement Company on Carondelet Street. Even 95 in the shade doesn't keep Christmas away, since he has transferred his activities from Stelle & Horton at Houston, Tex., to the New Orleans spot. His first name is Bill and he is the son of the world-famous Lee Christmas, who fought in many revolts in Central American republics before his death a decade ago.

Standard theaters using stageshows, has been routing such bands as Ben Bernie, Horace Heidt, Del Courtney, Larry Clinton, and Count Basie for his circuit, which includes the Paramount in Hammond, Ind.; Elco, Elkart, Ind.; Kenosha, Kenosha, Wis.; Venetian, Racine, Wis.; Oshkosh, Oshkosh, Wis.; Bay, Green Bay, Wis.; Capitol, Madison, Wis.; Capitol, Manitowoc, Wis.; Sheybogan, Sheboygan, Wis.; and the Rio, Appleton, Wis.

The Hogan circuit caters to many city vacationists who on show nights come to see the stars popularized on the Coast-to-Coast music machine circuit.

Wall Box Coverage Thrills Parsons

NEW YORK, Aug. 2 (DR).—The way music operators in New York and New Jersey have covered all leading locations with Buckley Music System gave F. H. Parsons, executive vice-president in the firm's Chicago offices, a big thrill, according to Buckley distributors here. Parsons is visiting here with his wife.

"I did not realize how fast Buckley Music System was taking hold in New York," Parsons told these men. "But this week was an eye-opener. I've toured this city, Newark, and other Jersey spots with De Witt Eaton, our regional director; Barney Sugerman, of Royal Music Company; Willie Blatt, of Supreme, district managers, and Henry W. Seiden, our special New York State representative. I was greatly impressed seeing Buckley installations one right after another.

"I want to compliment Sugerman and Blatt for the good job they have done as our district managers and Henry Seiden for his job as special representative. Doc Eaton has also done an exceptional job as our regional director. I feel that New York and New Jersey are among the best covered States in the country."

Mr. and Mrs. Parsons spent some time visiting the metropolitan and shore spots.



THIS HOLLYWOOD LOCATION, SARDI'S, offers complete Wurlitzer music service. "Give customers the best there is in automatic music—make it easy for them to play it—and you've got a money-making attraction," says the manager of Sardi's. (MR)

Retail Music Show Reveals New Record Changer, Home Phonos

NEW YORK, Aug. 2.—The National Association of Music Merchants held its 40th annual convention here July 29 to August 1, occupying several floors of the Hotel New Yorker.

Displays included all types of musical instruments from pianos to small musical novelties.

Interest in the convention was very high. Dealers from all sections of the country were in attendance to discuss the serious problems now facing the musical instrument industry, manufacturers and dealers alike.

Of chief interest to the coin machine trade was news of home phonographs, phonograph records, and new types of record changers.

A new record changer displayed by the RCA Manufacturing Company attracted a lot of attention during the show. Instead of reversing the record to play both sides, this machine plays the second side from beneath. The records are dropped from above in sequence and shuttled off into a side pocket when both sides have been played. The motor of the machine reverses to play the under side of the disk in order to follow the spiral track. The unit will soon be available to the public.

Manufacturers at the convention said the demand for musical instruments is now at the highest level in years but a shortage of raw materials will probably hold down production. A number of them, however, believed that, because of the importance of music to morale, it might be possible for the industry to obtain some type of priority rating. Producers of band instruments said that the increased interest in martial music, together with the shutdown of imports, would increase demand for domestic instruments out of all proportion to the industry's ability to meet it.

Three factors are responsible for the increased demand for musical instruments, according to the trade. These

are the general increases in pay rolls, improved teaching methods, and the fact that in times of stress people turn to music for relaxation and relief from mental strain.

Given Consideration

While the convention was in session the OPM announced that a total of 110,000 pounds of aluminum has been made available to the radio industry for this month's operations.

The aluminum will be used for the maintenance of radio sets for civilian use, to maintain radio communication systems, and to keep the manufacturing system in operation until defense orders begin to take up the slack.

Enough aluminum was provided to supply maintenance and repair parts for existing radios. But there will be a sharp reduction in the number of new sets manufactured by the industry, the OPM said.

Most severely hit by priorities are those instruments which are made of metal, since brass, copper, and zinc are high on official priority lists.

ly to his brother Boots, home on furlough from the army for one week.

Louie Blatt, of Atlas Coin Machine Company, reports operators are thronging the firm's showrooms purchasing equipment and taking advantage of the old prices. Louie announced that the new prices would not go into effect until the new shipments arrived from the factory. Stock on hand is being sold at the old price.

Fred Iverson and Bert Lane, of Seaboard Sales, in town for a brief visit with local coinmen.

Luke Levine, Boston coinman, back on the road after a brief illness. During his absence his brother, Ike Levine, bore the brunt of the business.

Dave Bond, of Trimount Coin Machine Company, local A. I. C. distributor, out of town on a flying business trip.

Frank W. King, of the Automatic Coin Machine Company, announces he is finally getting his new showroom cleaned up in the wake of painters, carpenters, and electricians.

Joseph H. Fogel, of the United Novelty Company, Portland, Me., in town again



MEYER PARKOFF, OF MODERN VENDING COMPANY, predicted last January that his organization would reach its largest sales volume by July 1. Sam Kresberg, Seeburg representative, bet him a new automobile on the outcome and the action in the photograph tells the story.

Boston

BOSTON, Aug. 2.—Hub coinmen were kept hopping this week as the coin machine business experienced another upswing. Distributors were busy filling orders and operators were taking on additional help to service new locations.

Bert Finberg, Boston operator, has given up his traveling arcade. Finberg had had the arcade with numerous small carnivals and shows but has disbanded the project.

George Power and Al Dean, Middleboro, Mass., coinmen, have switched from game to music operations.

Pete Torrissi, Lawrence, Mass., game and music operator, played host recent-

to purchase more equipment for his fast-growing route.

Movie machine operators awaiting the decision of the legislative ways and means committee regarding the proposed legislation on the coin-in-the-slot movies. Proposed measure would impose a yearly license fee of \$50 per machine plus a \$2 fee for certifying each film shown on the machines. A fine of \$100 would be imposed on any operator who did not abide by the terms of the bill.

Morris Berman, Brockton, Mass., candy merchant, adding a peanut and ball gum vending machine route to his interests.

Ed Trepannier, Hyde Park music and game operator, expanding his route and buying new equipment along Coin Row.

W. B. Beauvais and Earl Lacrosse, of the North Shore Amusement Company, Lynn, Mass., installing telephone music routes in Lynn.

Herman M. Finstein, Watling scale salesman, in town for a visit and to show local coinmen the line.

Joe Levine, of Eastern Distributors, former Rock-Ola distributor who is now operating music and games, purchasing more equipment to add to his route.

MASTER CRAFT PADDED COVERS

FOR AUTOMATIC COIN PHONOGRAPHS

Saves you money by avoiding damages to your cabinets. Sturdily made and waterproof.

No. 4 Adjustable Pad (for cabinets up to 55"x36"x27") \$11.50

No. 12 Adjustable Pad (for cabinets up to 67"x40"x28") \$13.75

No. 25 Slip-Over Pad (for cabinets up to 55"x36"x27") \$10.00

No. 35 Slip-Over Pad (for cabinets up to 67"x40"x28") \$10.75

No. 30 Adjustable Carrying Harness (for all size cabinets) \$7.50

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3815-3825 Cortland St., Chicago, Ill.

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The Beautiful Rounded Corners Change to Every Color in the Rainbow

- ★ Full toned 12" speaker.
- ★ Volume control.
- ★ Connections to record player and for additional speaker.
- ★ Extra harness for controlling volume of speaker in record player.

You have never seen a "FLASH" until you have seen the fascinating color changing Rainbow Cabinet. SIZE 24" long by 16" high.

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All types of Wurlitzer Amplifiers, Tone Arms and Record Trays. Also want Wurlitzer Model P-12 and 412. Give condition, quantity and price wanted! Can save you real money on all genuine used Wurlitzer parts. Get in touch with us today!

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MARBL-GLO
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Complete Ready To Operate
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WURLITZER 61

Counter Model With Stand

GUARANTEED PERFECT \$79.50

With D.C. Motor, \$84.50

616 Wurlitzer Regular \$54.50
616 Wur. Ill. Grill.	59.50
24 Wur. Remodeled Marbl-Glo, Kyd.	119.50
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 \$69.50
Shoot the Chutes	79.50
Air Raider	109.50
Navy Bomber	139.50
Sky Fighter	175.00
Anti Aircraft (Brown)	69.00
Buckley De Luxe Digger	119.00
Love Testers (Used)	145.00

WINGS

Sensational New 5-Reel Cigarette Counter Game.

3 of a kind wins 1 pack.

4 of a kind wins 5 packs.

5 of a kind wins 10 packs.

\$22.50

1/3 Deposit With Order



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Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

By HAROLD HUMPHREY

News Notes

Columbia Records just signed Benny Goodman to a new contract, and it's for five years, an unusual length of time for any band. Goodman made his first recordings under the new agreement this week in Chicago. . . . The John Kirby band toolted its first recording sessions for Victor, and the disks will be released under the Victor label. . . . Dolly Dawn has just swung off her first records since taking over the band which was formerly George Hall's. They'll be Bluebird releases. . . . The Gray Gordon band has broken up temporarily while the leader straightens out some financial tangles. . . . Bing Crosby's next two films will go into production this fall. They're tentatively titled "Happy Go Lucky" and "Manhattan at Midnight." . . . Universal's new Abbott-Costello-Andrews Sisters picture, "Hold That Ghost," will be released Friday (8). . . . Alice O'Connell, younger sister of Jimmy Dorsey's femme vocalist, Helen, is now chirping with Bobby Byrnes's band. Dorothy Claire, Byrnes's regular vocalist, is in New York's Post Graduate Hospital recuperating from an appendectomy. . . . Columbia Pictures' "Go West, Young Lady," starring Bob Wills and His Texas Playboys, has three tunes which Okeh will record with Wills. They are "Along the Trail," "Take Your Time, Little Doggie," and "I Wish That I Could Be a Singing Cowboy."

One of the many articles to appear in "The Billboard's" forthcoming annual edition of the Talent and Tunes Supplement will be a story on the ever increasing influence which the coin phonographs have on sales of records for home consumption. It's a story which will be of interest to both operators and band leaders in particular, because it will show them that the most direct cause for the terrific rise in sales of records for the home has been the automatic phonograph. The article

will be written by one of New York's larger retail record store managers.

Coming Hits

In the opinion of Al Bergman Jr., of Royal Amusement Company in Buffalo, N. Y., there are enough new potential phonograph hits coming up to more than take care of the trays soon to be vacated by the *Intermezzos* et al. Bergman mentions Tony Pastor's record of *Adios*, Guy Lombardo's *Mal I Miss Your Apple Pie* and *Boo Hoo*, Alvino Rey's *A Romantic Guy I*, and Tommy Dorsey's *Yes Indeed*. He says these along with Jimmy Dorsey's *Blue Champagne* and Glenn Miller's *Boogie Woogie Piggy* are all showing first-money promise right now on his machines and should carry him over the summer dog days into the fall.

Release Previews

"Stop and Ask Somebody" will be recorded by Will Bradley on the Columbia label, and Decca will release the same number by the Savoy Sultans. . . . Johnny Long's next Decca studio date will have him knocking off "Chattanooga Choo Choo" and "Boogie Woogie Piggy." . . . Shep Fields has made "It's You Again," "Whistler's Mother-in-Law," "Yo Te Amo," and "City Called Heaven" for Bluebird. . . . Jimmy Dorsey's next Decca release will be "Embraceable You" and "Fingerbustin'." . . . Bob Crosby's band is coming out with "Elmer's Tune" and "The Angels Came Thru" on Decca.

Territorial Favorites

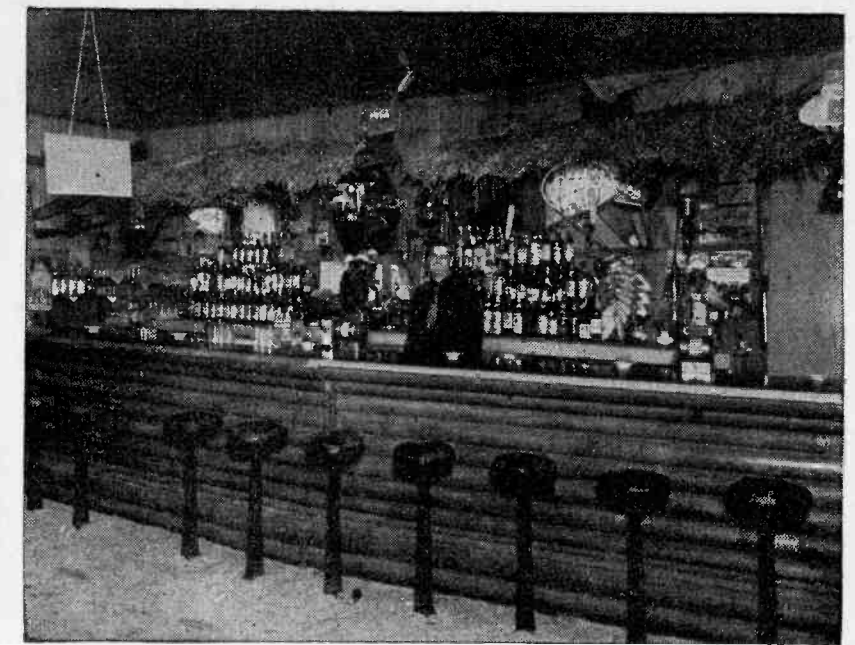
FOLLOWING is a list of reports from operators in various sections of the country who have mentioned artists and records as local favorites, in addition to the national leaders listed in the Record Buying Guide:

SAN FRANCISCO:
Piano Concerto in B Flat.
Freddy Martin.

Whenever a Martin recording shows up particularly heavy in this city it is no mystery. For some years now the maestro has been a top favorite here and makes consistent visits to one or more of the better hotels for engagements. Above disk is on the "going-strong" lists of most of the operators.

PHILADELPHIA:
Let Me Off Uptown. Gene Krupa

A swing number that has been around a few weeks, but now seems to have gained a second wind. It hit the "Possibilities" section of the Record Buying Guide last week for the second time, and in the Quaker City operators report it steadily climbing up in the meter readings. Tune bears a catchy title for the strips, and Krupa gives it a solid swing arrangement.



"THE PACKARD PLA-MOR DELIGHTS CUSTOMERS," says Harry A. Anderson, owner of the Cow Shed, Denver night spot. The installation was made by the Burkett Music Company, Denver. (MR)

NEW ORLEANS:
I'm Still Without a Sweetheart.
Ink Spots.

Ink Spots have an exceptionally good local following here, and operators say this recording is beginning to catch a good percentage of the nickels dropped thru the slots. As the title implies, it's a torch song, but done in that inimitable Ink Spots style.

MOBILE, ALA.:
Ma! I Miss Your Apple Pie.
Guy Lombardo.

A novel tune played in a very commercial style by the Guy Lombardo band. Guy's brother, Carmen, wrote the song. Operators here report it climbing right up in popularity in both white and colored locations. Every so often a disk comes along which is a hit with both races, and as a result such a number usually has more lasting power. This recording was listed in the Record Buying Guide's "Possibilities" column last week, and looks like a good bet.

Note

FOR a comparative listing of songs broadcast most often over the networks during the week ended August 2 and the week before, ended July 26, see the Music Popularity Chart in the Music Department in this issue.

Dallas

DALLAS, Aug. 2.—C. T. McKelvy, director of sales for the J. P. Seeburg Corporation, Chicago, was in Dallas to demonstrate the new Seeburg Hotel music system for its distributor, Electro-Ball Company, Inc., on July 18, 19, and 20. On Sunday, July 20, Electro-Ball Company was host to its branch managers and salesmen at a luncheon and business meeting at the Adolphus Hotel. Visiting branch managers included Tom

G. Wolfe, of Little Rock and Oklahoma City; A. A. Sage, Houston; Jack Canipe and J. W. Smalley, Memphis; Harold Thompson, San Antonio, and E. O. Oertle, New Orleans. In addition, they heard an address by George Adamson, a member of the RAF from Wigam, Eng., who told of the differences of customs and manner of living in England and the United States. Jack Farrald, twice-elected mayor of Boys Town, spoke of life and work in Boys Town. Bill O'Connor, formerly with the Electro-Ball Company but now serving with Company A, 144th Infantry, at Camp Bowie, gave his version of life in the U. S. Army.

Recent buyers at Prock & Robbins, Inc., were Walter Higgins, Denison, Tex.; M. T. Reiners and K. C. Lockhart, Fort Worth; C. A. Lake, Bryan, and A. G. Selah, Tyler.

Augusta Zapp, private secretary to A. C. Hughes, of the Electro-Ball Company, is on a vacation trip to California and other Pacific Coast points. Eddie Lear, territory salesman for the Electro-Ball firm and one of the outstanding operatic tenors of the State, was also a recent visitor to California and Hollywood.

Lieut. Clarence J. Bayne, executive of the J. P. Seeburg Corporation, Chicago, and his wife were visitors and guests of officials of the Electro-Ball Company here last week. Lieutenant Bayne is now serving with the famous Black Horse troop of Chicago and is stationed at Camp Linton, La.

Dick Smalley, formerly a coin machine and music operator of this city, is now a full-fledged citizen of Los Angeles. Sticking strictly to the family trade, Dick is still in the coin machine business in California.

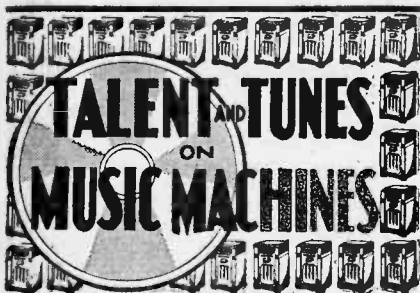
Pennsylvania

WILKES-BARRE, Pa., Aug. 2.—Andrew Gall, of the Roth Novelty Company, was married to Shirley Thomas at Westmoor Magyar Presbyterian Church, Kingston, Pa., July 24.

Parking meter revenue in Scranton is beginning to lag, according to the report of City Treasurer John R. Burleigh. Collections for June totaled \$3,451.64. Total intake for first six months of 1941 was \$21,186.93, as compared with \$22,049.05 for a similar period last year.

Financially distressed Winton Borough is obtaining some needed revenue as result of council's recently passed ordinances calling for annual fees of \$15 for automatic phonographs and \$20 for pinball machines.

Olyphant and other Mid-Valley boroughs in Lackawanna County are reported considering ordinances to place taxes on automatic phonographs and pinball machines.



"MUSIC
FOR A
NICKEL"

and many other features of interest to operators will appear in the Third Annual Edition of TALENT AND TUNES on MUSIC MACHINES The Billboard's Big Record Supplement for Operators.

Watch for it!



AT THE MUSIC TRADES CONVENTION held at the Hotel New Yorker last week, in one of the Columbia Recording Corporation rooms, Columbia execs George Prutting, Manie Sacks, and Cal Zamoiski interrupt a conversation with Columbia recording artist Xavier Cugat to give the photog a shot at them.

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)

CONNIE BOSWELL (Decca 3893)

Nighty-Night—V. Sand In My Shoes—V.

Simplicity is the keynote that stamps the singing sides of Connie Boswell. As usual, she sells these like a million. No frills, no flairs, no improvisations of words or music. It's the simple melody, as the composer fashioned it. But Miss Boswell possesses that uncanny talent of getting under the lyric and giving a new life to the song. She takes two straight choruses for each song, taking time out only for a sub-tone clarinet passage on the A side and, for the B side, a preferred cornet solo by Andy Secrest. Both sides are in slow and sultry tempo, but they get added lift in the staccato brass figures scored for the background music, directed by Victor Young.

A Boswell ballad is always desirable for any class phono machine location, especially those spots where the machine music enhances a romantic setting. It's the "Sand In My Shoes" side that invites inspection on part of the music operator. Miss Boswell is featured in the "Kiss the Boys Goodbye" picture singing that song.

FATS WALLER (Bluebird 11222)

Twenty-Four Robbers—FT; VC. Do You Have To Go—FT; VC.

Fats at his best is found on the Robbers side. It's a typical Harlem jingle, with Waller having a field day at the piano for the first chorus, singing the second in the style that originally skyrocketed him, and then letting the trumpet, guitar, and clarinet in his small band shine for the final stretch. Set in characteristic jump tempo, and with Fats feeling very much at home, it comes close to being another *The Joint Is Jumpin'*, an earlier Wallerism. That same spirit, however, is lacking for the platter's mate. Fats had a hand in writing the slow ballad, but he could hardly have meant it for himself.

The "Robbers" side is the one that rates for the music machine. It's a natural for race locations. And with an intriguing title that invites playing, coupled with the fact that it finds Fats in his merriest mood, it's also worthy material for the average location.

GUY LOMBARDO (Decca 3897)

Make Believe—FT; VC. I Love You Truly—FT; VC.

The sweetest music this side of heaven is still the stock-in-trade of the Royal Canadians, and this couple of standard song favorites are typical Lombardo interpretations. In a medium slow tempo, both sides are the same Lombardo arrangements that have been in his books for a decade or more. The *Show Boat* song spots the sax choir from start, with Mert Curtis handling the vocal. The Carrie Jacobs Bond classic is even more the Lombardo of old, starting off with the brass choir, with the tuba blowing sustained harmony notes, and then modulating to a minor key for a soprano

sax lead. Curtis's tenor tops it off for the finish.

Particularly for selected locations, the unwavering popularity of the songs is an aid, but it is doubtful whether either side can create new enthusiasms.

JAN SAVITT (Victor 27515)

Love's Got Nothing On Me—FT; VC. When the Sun Comes Out—FT; VC.

Still devoted to the shuffle rhythm, but neither entry is strong enough to make it a pick-me-up for the maestro. The first side may be easily dispensed with, being just another song in the medium fast tempo with the band contributing no more than has been written into the arrangement and with Jack Palmer's vocal imparting little life to either the song or the side. To better advantage is the B side in a slower shuffle. A blues ballad, Allan DeWitt is able for the vocal requirements, singing the second chorus, with the ensemble offering the first. The only striking feature is the blue guitar pickings that sets the indigo mood, the haunting improvisation marking the opening and closing notes and making entrance music for the vocal chorus.

Only the "Sun" song shows promise of meaning anything to the music boxes, but it is doubtful whether Savitt's version will be the acceptable one, save for those locations where there is an actual demand for the maestro's music. However, for the general run, neither side is strong enough to boost Savitt's stock in the music-box circles.

LARRY CLINTON (Bluebird 11224)

Tenement Symphony—FT; VC. Comin' Thro' the Rye—FT.

Altho Clinton makes a sincere effort to fashion it as a dance tune, and both Peggy Mann and "Butch" Stone do yoman service on the vocal, the *Tenement* tune is hardly one that was meant for popular appeal. Even in *Kiss the Boys Goodbye*, in which picture it originates, it gets fantastic treatment. And while it may have musical worth as a tone poem—hardly of symphonic proportions—it's adaptation for the dance band, especially for the record, only results in well-meaning but wasted effort. The old Scotch air for its plattermate is a little more like it. While Clinton did not put his best talents to play in fashioning the swing arrangement, it is of acceptable standard. The pattern is stock with an ensemble sock chorus for the opening and closing choruses, sandwiching the improvisations of trombone, clarinet, electric guitar, and tenor sax. However, the total impression is that of being just another among the many swing settings for such standard songs, and it's just as easy to take as to leave alone.

Only the "Comin' Thro' the Rye" makes acceptable phono material, and here again the reservation is for the jitterbug parlor locations. The trend in swinging the Scotch songs has long worn itself thin and this will



BUCKLEY MUSIC SYSTEM installation at Martin's Chicken-on-the-Rough dining room in North Syracuse, N. Y., is well liked, it is reported. Henry Seiden special representative, reports big increase in music and food sales. (MR)

hardly create any new crest in the dormant wave.

WOODY HERMAN (Decca 3894)

There Goes That Song Again—FT; VC. You Call It Madness (But I Call It Love)—FT; VC.

Herman takes both sides to expound the torch tunes, the A side of current favor while the B side is of standard vintage. The emphasis on each is the maestro's romancy baritone singing with the band in full force to support their leader man. Woody handles the words for the middle chorus on the first side, the ensemble laying the groundwork in the first chorus and taking it out for a solid finish. The Russ Colombo composition gives Woody more freedom of voice. And in a manner that is merely remindful of the late romantic trouba-

dour, sings the first refrain and after giving way to the tenor sax soloist, finishes it out. Both sides are in the medium slow tempo with a solid beat in the background to keep it highly danceable thruout.

The "Madness" music is the side that commands the attention of the phono operator. The memory of the late Russ Colombo lingers on and this song, his theme, was so much associated with him, that it will live on for many a year to come. As such, there is always ready-made interest when "You Call It Madness" shows on the selector, especially where the machine is located in the "little Italy" sections of a city. However, Herman's version is only one of the many made since Colombo's voice was stilled, and the possibility of a real revival is very meager.

(See ON THE RECORDS on page 75.)

From "THE WEEK'S BEST RELEASES—
THE BILLBOARD'S RECORD
BUYING GUIDE," AUGUST 2—

LOVE ME A LITTLE LITTLE

As a song, this tune is apt to go pretty far in popularity, and . . . it is unquestionably going to be pretty big in the machines. Judged from every phono standpoint of artist's name value, song, title, performance, etc., this looks good.

On Bluebird Vaughn Monroe—B11221A
4 King Sisters—B11209A
On Decca Woody Herman—3955
On Columbia Will Bradley—36231
On Okeh Ginny Simms—6259
Herbie Holmes—6133

On Victor Artie Shaw—27509A

MAYFAIR MUSIC CORPORATION
1619 Broadway, New York



VICTOR AND BLUEBIRD record artists get together with B. R. Carson, the RCA Victor engineer who developed the "Magic Brain" record changer, which plays both sides of a record without turning the disk over, in one of the RCA-Victor rooms at the Music Trades Convention, Hotel New Yorker. From left to right you have Leo Reisman, Sonny Dunham, Dolly Dawn, Engineer Carson, Barry Wood, and ex-maestro, now manager of Dolly Dawn, George Hall.

"I GUESS I'LL HAVE TO DREAM THE REST"

"WAXING" GREAT WITH—

Glenn Miller BLUEBIRD	Tommy Dorsey VICTOR	Harry James COLUMBIA
Lanny Ross BLUEBIRD	Bobby Byrne DECCA	Les Brown OKEH

Published by— Exclusive Distribution—
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501 Madison Ave., N. Y. C. 799 7th Ave., N. Y. C.

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

GOODBYE DEAR, I'LL BE BACK HORACE HEIDT (Ronnie Kemper-Donna Wood)

Finally received enough of a push by the coin phonographs all over the country to hit the top bracket. Horace Heidt has been all alone on this number since its inception, as far as the machines were concerned. It's still not the strongest of the strong and may not stay here long, but for the present it's a top-notch.

MARIA ELENA JIMMY DORSEY (Bob Eberly)
(9th week) WAYNE KING (no vocal)
TONY PASTOR (Dorsey Anderson)

DADDY SAMMY KAYE (Ensemble)
(9th week) ANDREWS SISTERS

THE HUT-SUT SONG HORACE HEIDT (Donna and Her Don Juans)
(8th week) FREDDY MARTIN (Eddie Stone and Ensemble)
KING SISTERS
THE JESTERS

JUST A LITTLE BIT SOUTH OF NORTH CAROLINA GENE KRUPA (Anita O'Day)
(6th week) MITCHELL AYRES (Mary Ann Mercer)
DICK TODD

GREEN EYES JIMMY DORSEY (Bob Eberly-Helen O'Connell)
(3d week)

COMING UP

YES, INDEED TOMMY DORSEY (Sy Oliver-Jo Stafford)

Things happened here this week, the reports showing this swing tune taking a new leap toward greater fame. Operators have evidently found the meter readings showing a higher total, and are naturally spreading the record around to more of their machines. Whether it will continue along this line will of course remain to be seen, but its chances seem good.

'TIL REVEILLE KAY KYSER (Harry Babbitt)
BING CROSBY

Steadily coming right along, this sweet melodic ballad appears now as if it would certainly keep right on going into the upper class. The Kyser recording of it had the field up until this week, but now the honors are shared by Crosby accompanied by the John Scott Trotter orchestra. Tune started out slowly, but there's nothing slow about it now.

BLUE CHAMPAGNE JIMMY DORSEY (Bob Eberly)

This Dorsey record shows up very spottily this week, some sections of the country showing it as a real A-plus money-maker, others on a just fair basis. However, there is still enough activity of all sorts to keep it included here, and there is always the chance that it will make the grade before it's licked entirely. The Dorsey name on the title-strip alone should keep it around on the machines.

BOOGLIE WOOLIE PIGGY GLENN MILLER (Tex Bencke-Modernaires)

There's life in the Piggy still, as the reports this week show. Altho nothing phenomenal, it keeps filtering thru and winding up good enough for notice here. Probably one reason for its showing can be found in the fact that it stands alone today in its zany novelty lyrics and erratic swing tempo, and it may climb even higher on these laurels.

YOU AND I BING CROSBY
KATE SMITH

In the "Possibilities" section last week, this song packed enough steam to push its way into the upper brackets. Crosby's recording of it is by far the most popular at this point, but Miss Smith is on the honorable mention list. With a start such as this, it's a ballad which should keep pounding right along for the operators.

THE THINGS I LOVE JIMMY DORSEY (Bob Eberly)
BARRY WOOD

This number has proved disappointing since its inclusion here. It still gets quite a measure of mentions, but in a static sort of a way. Dorsey's recording of it seems to be used on most of the locations that find the tune a money-maker. As to its future, that is in the laps of the music-buying public.

KISS THE BOYS GOODBYE BEA WAIN
TOMMY DORSEY (Connie Haines)

The coin phonograph customers seem to be having a difficult time making up their collective minds about this one. In the first place the tune was late in getting started and didn't show life until some time after the picture of the same name was in the neighborhood theaters. It still keeps a toe-hold, however, and may yet pick up more glory as a coin machine number than it has netted thus far.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which are still being mentioned on enough reports to warrant their inclusion in the Guide, even tho they most probably will never climb into "Going Strong."

AURORA ANDREWS SISTERS
(11th week) A few mentions, but pretty much on the way out.

Names in parentheses indicate vocalists.

Double-meaning records are purposely omitted from this column.

PART TWO of the Record Buying Guide discussing Possibilities and the Week's Best Releases appears on another page in this department.



The Song That's Sweeping the Country!

A TRIPLE HIT

on these

VICTOR

and

BLUEBIRD RECORDS

TOMMY DORSEY

Doubled with Free for All* 27532



GLENN MILLER

Doubled with The Angels Came Thru* B-11215



DINAH SHORE

Doubled with On a Bicycle Built for Two B-11233

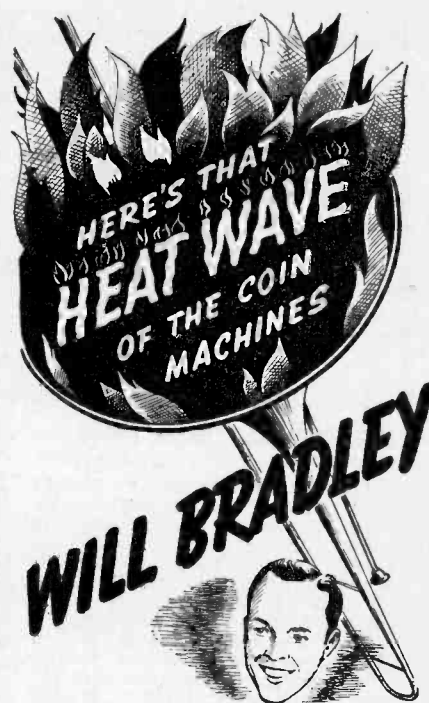


*Vocal Refrain

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WITH 6 SIZZLING Columbia PLATTERS

36286 IN THE HALL OF THE MOUNTAIN KING

From Grieg's Peer Gynt Suite

FROM THE LAND OF SKY BLUE WATER

A pair of killers if ever there was one! Top side gives out with magnificent swing version of Grieg's classic. A real jazz masterwork in extra fast tempo, with brass section's piercing phrases sharing honors with a torrid Ray McKinley beat and an equally torrid Bradley slip-horn. On the "B" side, "From the Land of the Sky Blue Water" is given a beautiful arrangement of this ever-popular Indian love song with an all-out final chorus that would make a Comanche grow 11 shades redder! There's a big harvest of nickels waiting for you on these two!

36248 ALL THAT MEAT AND NO POTATOES
Super hot with gut-bucket vocal by Ray McKinley

Get Thee Behind Me Satan
Slick, slow tempo number with exceptional Terry Allen vocal

36231 BOOGLIE WOOLIE PIGGY
Destined to be one of the top novelties of the day

Love Me a Little Little
Cute novelty with Lynn Gardner taking the clever lyrics

36182 I'M MISUNDERSTOOD
Haunting slow tempo ballad with swell Terry Allen vocal

When You and I Were Young, Maggie
A real jumping version of the old favorite

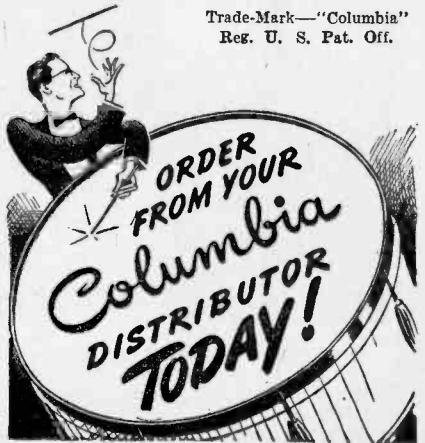
36147. FLAMINGO
Reputed the best "sweet" side Will ever waxed. Terry Allen vocal

Swingin' Down the Lane

36082 SHADOWS IN THE NIGHT
Another haunting tune, medium tempo for dancing. Allen vocal

Call Me a Taxi
Hot tempo with clever lyrics in a gut-bucket vocal by McKinley

Trade-Mark—"Columbia"
Reg. U. S. Pat. Off.



"Watch Your Step, Pal... that Little Box is **Habit-Forming!**"



“There’s plenty of regular customers been comin’ in here that never paid any attention to music but that’s all changed now. They can’t seem to duck this little box . . . it gets hold of them and won’t let go. I’ve never seen nothin’ like it . . . when things are slow, I even sneak around and play it myself. //”

● That’s the way with Pla-Mor. Its sparkling beauty grabs the eye . . . its play-appeal gets action. One twist of the red knobs seem to deserve another. And the result is more music played—more pay-off to you.

Operators all over the country installing Pla-Mor Music Systems find their “take” jumps two or three times over what they have been getting.

It’s easy to put Pla-Mor in your locations—simply install the proper Pla-Mor adapters for use in conjunction with your phonographs so they will operate from Pla-Mor remote controls and speakers. If you haven’t tried Pla-Mor you are missing a bet for bigger profit. See your Packard distributor or write us direct.



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Homer E. Capehart, President

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10 WEEKS

THE GREATEST MONEY-MAKER
IN COIN PHONOS EVERYWHERE!

★
INTERMEZZO

The Beautiful, Dreamy Ballad from the David O. Selznick Production **INTERMEZZO**, Starring Leslie Howard and Ingrid Bergman. Released through United Artists Corp.

★
INTERMEZZO
on **DECCA RECORDS**

- No. 3674—Guy Lombardo and His Royal Canadians (dance)
- No. 3696—Salon Orchestra, Dir. Harry Horlick (instrumental)
- No. 3692—Bob Hannon (vocal)
- No. 3275—Albert Kerry (violin solo)
- No. 3738—Woody Herman (dance)
- No. 3842—Tony Martin (vocal)

★
INTERMEZZO
on **COLUMBIA RECORDS**

- No. 36050—Benny Goodman (dance)
- No. 36041—Xavier Cugat (dance)
- No. 36017—Clyde Lucas (dance)
- No. 36007—Marie Green (vocal)
- No. 35886—Vladimir Selinsky (violin)

★
INTERMEZZO
on **VICTOR RECORDS**

- No. 27355—Enric Madriguera (dance)
- No. 4458—Toscha Seidel (Souvenir de Vienne) (violin)
- No. 26659—Wayne King (dance)
- No. 4552—Allan Jones (vocal)

★
INTERMEZZO
on **BLUEBIRD RECORDS**

- No. B11123—Freddy Martin (dance)
- No. B11171—Joan Merrill (vocal)

★
INTERMEZZO
on **OKEH RECORDS**

- No. 6120—Charlie Spivak (dance)

★
Publishers of **INTERMEZZO**

EDWARD SCHUBERTH & CO. INC.
11 E. 22ND ST. NEW YORK

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.

I GUESS I'LL HAVE TO DREAM THE TOMMY DORSEY (Frank Sinatra-Pied Pipers) REST **LES BROWN (Ralph Young)**

This ballad should rate notice from operators in the very near future. It has everything that makes for a successful vocal number, especially, T. Dorsey and Les Brown both have good, altho different, versions of the number on records now, and something should surely happen on one of them.

YOURS **JIMMY DORSEY (Helen O'Connell-Bob Eberly)**

A Latin number which appeared in this corner many, many weeks ago. It now rates at least another mention as a result of a renewed lease on life in several sections of the country. It may never get above this rating, but it is not a dead issue yet and operators may benefit from this information. Dorsey's recording of it gets the most mentions.

MA! I MISS YOUR APPLE PIE **GUY LOMBARDO (Kenny Gardner)**

Still not strong enough to pop into the "Coming Up" division of the guide, but showing lots of life nevertheless. Operators report that Negro locations are also requesting it, and that it seems to be gaining favor everywhere now. Carmen Lombardo wrote the song, and brother Guy's band has the inside track on recording it.

LET ME OFF UPTOWN **GENE KRUPA (Anita O'Day-Roy Eldridge)**

Future of this hot swing number is still in the balance, the operators evidently not feeling sure enough about spotting it on the machines. However, it's not a dead issue yet by any means, and shouldn't be shucked off the operators' lists until it is. The tricky title plus Krupa's name should pull a lot of first nickels, once the record is put on the machines.

● **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.

I'LL NEVER LET A DAY PASS BY **HARRY JAMES (Dick Haymes)**

One of the better ballads to come from the screen in many a month, originating in *Kiss the Boys Goodbye*, this love song should be destined for hit popularity. Played in a soft and soothing manner that makes for dreamy dancing and listening, the blend of the brass and violin strings gives the song a nice background for James's trumpeting and Dick Haymes' effective singing.

BE FAIR **CHARLIE BARNET (Bob Carroll-The Quintones)**

Another likely entry for hit song favor, Barnet's version definitely commands attention for the music machines. Any fears that this swing band cannot play a sweet and soft ballad are entirely dispelled with the spinning of this record. The lyric-singing by Carroll and the Quintones is highlighted, the band being content to keep in the background.

TWENTY-FOUR ROBBERS **FATS WALLER (Fats Waller)**

It's seldom that a record finds Waller in the manner where he can mean the most for the coin phonograph players, and this is one of those rare occasions. With a spirited piano solo and vocal rendition, paced by a jumpy tempo that will inspire dancing, Waller makes the most of this contagious jingle. The Waller spirit likewise carries thru the speaker to the ears of the listeners.

MORE THAN ONCE **BOBBY BYRNE (Stuart Wade)**

Recalling the hit proportions attained by *I'll Never Smile Again*, composer Ruth Lowe has a worthy follow-up in *More Than Once*, which carries the same theme as her first hit. Byrne's mellow trombone playing and the romancy singing of Stuart Wade measure this record up to the desirable standards. *If It's True* is on the other side and is a worthy musical mate.

RUSSIAN LULLABY **BENNY GOODMAN**

This is a re-issue of one of the first Goodman swing classics, and it is just as bright and fresh today as it was in the older day. Apart from the fact that it is the well-known Irving Berlin waltz favorite in swing time, it's a brand of Benny Goodman music that first found him in so much favor. As a result, this side still packs plenty of possibilities for added phonograph popularity.

YOU CALL IT MADNESS, BUT I CALL IT LOVE **WOODY HERMAN (Woody Herman)**

Considering the fact that the memory of the late Russ Colombo is as much alive today as it was a decade ago, any version of the romantic singer's theme song is worthy of consideration for the music machines. Woody Herman has no trouble in establishing the musical mood that once brought over-night fame to Colombo's voice, and his monopolizing of the record in song is highly acceptable.

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.

"Tea Pot Week"

CHICAGO, Aug. 2.—Horace Heidt band, now at the Edgewater Beach Hotel here, is making one of the biggest recording exploitation drives seen around here in some time. Stunts being devised are to plug the Columbia recording titled *I'm a Little Tea Pot*, which features the vocalizing of Ronnie Kemper, Heidt's novelty singer. Tie-ups are being made with a national tea and tea pot company to declare a "National I'm a Little Tea Pot Week." Columbia will issue special cartoon posters for the appearance of Heidt at the Chicago Theater August 22, also plugging the song, and a special matinee for women will be run off with tea being served in the theater.

Miami

MIAMI, Aug. 2.—Miami dusted off its welcome mat for 4,500 sailors and marines landed from nine war vessels. Half of them had a pay day while in port and, in addition to the money they brought with them, an extra \$50,000 was handed out by way of the pay check. Phonograph operators appreciated this added stimulus in business. The locations in the vicinity of the ships got the best play, but all spots benefited.

Miami Scale Company is doing okeh with Evans's Tommy Gun machine. Its Miami Shore offices are a hive of activity.

O. S. McGowan, Hollywood operator, returned from Chicago and is patiently waiting for his shipment of new Seeburgs to arrive.

Bill Shayne has 10 Mystic Music Rock-Olas placed in spots organized in a club known as the Silver \$ Club for the purpose of stimulating business by means of a \$50 prize drawing each night. Lucky name drawn from huge barrel is paged by "Betty," and if person is located at any one of the 10 spots the dough is counted out to him in silver dollars.

Dave Fleischer, of the Fleischer movie studios here, and Bill Shayne, Dixie Music Company, have entered into a contract for the manufacture of a coin machine to be known as the Correlator. By turning knobs to indicate height and age, machine will tell if persons are under or over weight.

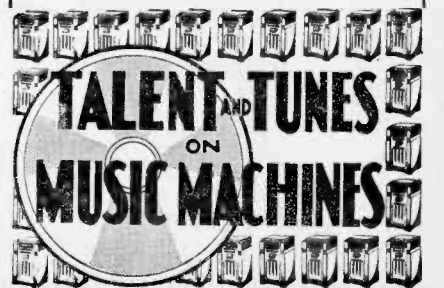


BANDS and ARTISTS
SELL MORE RECORDS AND INCREASE THEIR BOX-OFFICE VALUE

WHEN THEIR RECORDS ARE PLAYED OVER THE MUSIC MACHINE NETWORK. Almost a Half Million Automatic Phonographs from Coast to Coast. The operators who control the phonographs on the Music Machine Network are waiting for the third annual edition of

TALENT AND TUNES on MUSIC MACHINES
The Billboard's Record Supplement for Operators.

Every important record artist will be represented—That includes you, doesn't it?





JOIN THE BIG PARADE TO BUCKLEY MUSIC SYSTEM

WITH DIRECT "TOUCH-TO-TOUCH" ACTION

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FIRST IN SALES FIRST IN FEATURES FIRST IN PERFORMANCE

Join the BIG PROFIT PARADE... get the BEST there is in automatic music TODAY... BUY "America's No. 1 Music System"... BUCKLEY MUSIC SYSTEM with DIRECT "Touch-To-Touch" ACTION!! It's FIRST in Sales! It's FIRST in Features! It's FIRST in Performance! Everywhere in the nation — America's leading music operators are joining this big parade of happy, satisfied, big profit, trouble free BUCKLEY MUSIC SYSTEM owners! AND... MORE AND MORE MUSIC OPERATORS EVERY DAY continue to join the big BUCKLEY MUSIC SYSTEM parade!! It's the march of victory! A triumphant procession of operators who have discovered that BUCKLEY MUSIC SYSTEM is "THE GREATEST ACHIEVEMENT IN AUTOMATIC MUSIC HISTORY"!!!

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POP DEFENSE
BUY UNITED STATES SAVINGS BONDS AND STAMPS

ON THE RECORDS

(Continued from page 71)

GENE KRUPA (Okeh 6306)
Got a Letter From My Kid Today—FT; VC. *Have You Changed?*—FT; VC.
Krupa's entry comprise two ballads in the medium slow tempo with doubtful hit parade potentialities. The *Letter* lyric is the more commercial of the two, and the correspondence involved has no connection with the kids at the army camps. It's another one in the endless cycle of kiddie songs, this being a song story of a daddy getting an innocuous letter from his youngster away from home, apparently either at camp or visiting grandmom's. Unfortunately, this lyric doesn't tuck at the heartstrings, a valuable prerequisite for a kiddie ballad. Howard Du Lany gives it vocal force, also singing the B side, which has its brighter moments in Roy Eldridge's trumpet mastery.
Neither side harbors much hope for phono popularity, but with the public being so unpredictable in selecting its song favorites, if the "Letter" lullaby makes any headway, Krupa's version is a commendable one.

smooth and well-modulated treatment by the Byrne band. Both in the slow and dreamy dance tempo, both follow the same pattern, coming on with the trombone brilliance, the word picture for the second chorus, and a half-chorus reprise for a punchy finish. The *True* tune is the reviving of a well-known Don Redman song of yesteryear. The *More* music is another song of yearning by Ruth Lowe, who established her proficiency in styling such songs with *I'll Never Smile Again*, and has what it takes to make for widespread appeal.
Both sides are an acceptable brand of music for the music box. And while Byrne's entries can hardly hope to "make" the songs, either side should prove as profitable as the tunes themselves rise in popularity. More promise is held for the "More Than Once" side, being an acceptable sequel to the composer's initial hit song, which established records in the record world.
THE CHARLOTEERS (Okeh 6310)
The Cowboy Serenade—V. *Yes Indeed!*—V.
With the A side on the way up the ladder for hit parade fame and the companion piece already there, this Negro

male quartet has the added advantage of song selectivity. However, they fail to make most of that opportunity with the result that versions can hardly hope for wide appeal. It is natural to expect that the *Cowboy* song would find the Charlotteers duplicating their *Gaucho Serenade* click to give this slow ballad of the wide open spaces a novel and distinctive treatment that would make the side sought out. However, it's only the straight and sombre singing of the four blending voices. For *Yes Indeed!*, the foursome tries to impart the religious fervor of a spiritual to what is essentially a jive ditty. The opening piano chords gives it the setting of a hymn and the preachment is made in the characteristic high falsetto voice while the other three devote themselves to hosannas and typical Holy Roller antics. The second chorus is carried by the baritone voice with the hallelujahs in the falsetto range.
Operators will find these falling short in strong music box appeal, and even for the race locations, where the "Yes Indeed!" side has its greatest possibility, the element of excitement is negligible on this disk.

BENNY GOODMAN (Columbia 36254)
Air Mail Special—FT. *Tuesday at Ten*—FT.
Benny gives his band a workout for both sides, hitting on all cylinders and in a spirited tempo. Both are excellent examples, but not the best, of the brand of swing exemplified by Goodman. As a result, interest is largely limited to the loyal Goodman fans. Technical qualities on both sides achieve brilliance. *Air Mail* is an elaboration of the Sextet's version, with Charlie Christian's guitar runs duplicated by the sax section playing in unison. Benny's clarinet and Cootie Williams's high-ceiling trumpeting provide the instrumental highlights. On *Tuesday* the clarinet shares the spotlight with the trombone.
As far as operators are concerned, there isn't a "One o'Clock Jump" on either side. Both are too scholarly in the swing fashion to make for widespread popular appeal, but are of course naturals for the type of location catering to Goodman fans.

Not since the revival of the phonograph record industry has the manifestation of interest in this music medium been as high as it has been this year. And not since *The Billboard* took time out to collate the industry's achievements in a special Talent and Tunes Supplement has there been as much interest as in this year's Supplement, due late in September. Because of its all-inclusive character, the third annual Talent and Tunes Supplement is awaited with equal eagerness on the part of band leader, booker, recording company, music publisher, and particularly the music machine operator. From the very beginning widely accepted by the trade, it has become the accepted authority of the popular record industry.

BOBBY BYRNE (Decca 3898)
If It's True—FT; VC. *More Than Once*—FT; VC.
Paced by his mellow-toned tromboning, and the romancy singing of Stuart Wade, these two sweet song stories get



IN THE DECCA ROOM at the Music Trades Convention at the Hotel New Yorker last week, the Andrews Sisters, Mazene, Patti, and La Verne (from left to right) are sandwiched by the girls' manager, Lou Levy, and Decca execs, Dave Kapp, Harry Kruse, and Leonard Schneider (also from left to right).

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.
3166 Cass Ave., Detroit, Mich.



ESQUIRE PREMIUM VENDOR
1941's OUTSTANDING SUCCESS



Sample Premiums displayed in Vendor. Ball Gum concealed Eliminates Cheating. Complete Unit consists of 1 ESQUIRE PREMIUM VENDOR, Standard Powder Blue Finish; 1 DISPLAY INSERT IN MACHINE, 1 DOZ. SMALL TWO-BLADE KNIVES, 1 DOZ. LARGE SINGLE BLADE KNIVES. MACHINE FILLED WITH 110¢ 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!



VIEW-A-SCOPE

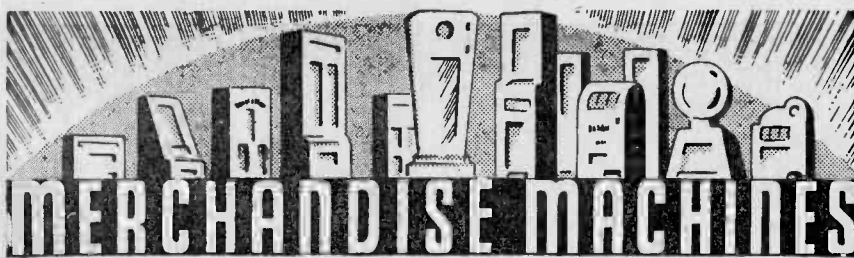
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SILVER KING
\$5.50 Each in lots of 10



ONE OF THE 250 MODELS
5 lb.
"SILVER KING,"
\$6.50
10 at **\$5.50**
1 SILVER KING
10 LBS. CANDY
1 GROSS CHARMS
ALL FOR **\$8.45**
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Limited Time Only.
Rush Your Order Now!

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Merchandise Machines
Venders, Tobacco, Candy
Dropped From Defense Tax
Bill Submitted to Congress

WASHINGTON, Aug. 2.—Vending machines and principal items sold thru them with the exception of soft drinks apparently will be unaffected by the new defense taxes. At least, in the bill submitted by the Ways and Means Committee to the House on July 29, taxes on venders, candy, chewing gum, and tobacco products, originally included in the bill were omitted in the final draft.

Vending machines were dropped from the bill early in the hearings after it was shown to committeemen that proponents of this tax were only trying to feather their own nest by hamstringing automatic merchandisers.

Further tobacco taxes also were dropped. Suggestions of the Treasury Department, made last April, carried the recommendation that the present excise tax on cigarettes be raised \$1.25 per thousand along with additional taxes on cigars and snuff. This move was opposed by tobacco farmers, vending machine operators, tobacco wholesalers, and others who protested that the tobacco industry was already carrying a maximum tax load. With the support of congressmen from tobacco districts, the Ways and Means Committee passed over entirely the tobacco tax increases.

The suggested 5 per cent tax on the manufacturer's sales price of candy and chewing gum was eliminated at the eleventh hour after strenuous opposition from the candy industry on the basis that this measure singled out candy

among food items and the burden would fall most heavily on the poor classes. Committee had given its tentative approval to the tax earlier in the hearings, but strenuous last-minute action resulted in its being dropped from the bill. The tax of one-sixth cent a bottle on bottled soft drinks were retained.

A long tough road still lies ahead of the bill and anything can happen, it is pointed out. It took three months of deliberation for the Ways and Means Committee to whip the \$3,529,200,000 bill into shape, and it is quite certain that many alterations will be made before it finally passes the House and Senate and reaches the President's desk.

Univendor Finances
Young Law Student

CHICAGO, Aug. 2 (MR).—"This is not intended as another Horatio Alger story but rather a simple illustration of one of the many ways the coin machine industry has contributed to the improvement of society," reports C. R. Adelberg, Stoner, Inc., sales manager.

"In this instance the industry provided the means by which a young colored boy of Chicago as able to realize his fondest ambition, the study of law.

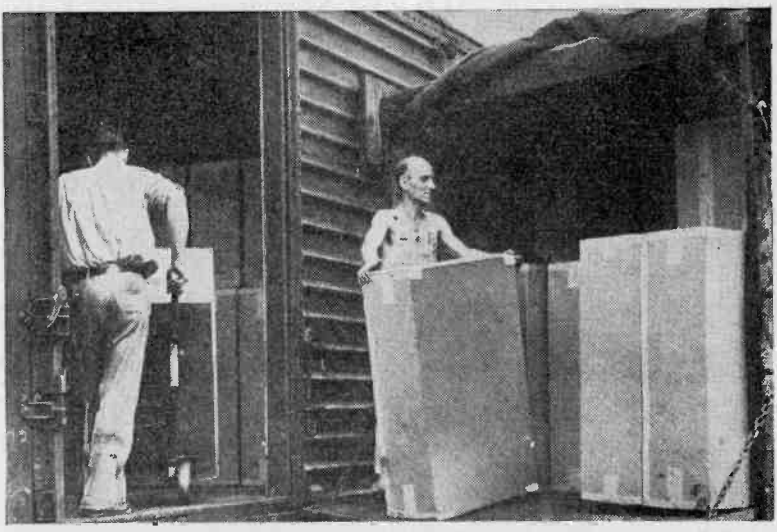
"The young man is Robert E. Bryant. He gained his education the hard way, for during grade school and his early high school days he delivered papers in the neighborhood. From the income derived he was able to contribute to his home, finance his schooling, and still set a little aside for the future. During his junior year in high school he expanded his operations and purchased a newsstand. While his newspaper activities commanded a good part of his day, he was still able to find time to participate in school activities and acquire excellent grades. The newsstand furnished Bryant's entire support during high school and college. However, when he decided to enter the Chicago Kent College of Law in 1938 he discovered that to operate his newsstand required too much of his time and would not adequately cover his expenses. Thus he had the problem of finding a new source of revenue.

"Among Bryant's many acquaintances was a Chicago coin machine distributor.

Kline and Glassgold
Meet Operators

NEW YORK, Aug. 2 (MR).—Burnhart (Bip) Glassgold, sales manager of Arthur H. DuGrenier, Inc., and Bobby Kline, the firm's Pennsylvania representative, are traveling thru Pennsylvania, Maryland, and Washington, D. C., this week.

"Kline has sold thousands of Champion cigarette merchandisers and Candy Man 5-cent candy bar machines during the past few months," stated Glassgold, "and I am accompanying him on this trip to meet some of the new operators using DuGrenier equipment. Kline says the expansion program has hit his territory with a bang, and we're helping as much as we can."



TWO CARLOADS OF DUGRENIER CHAMPION cigarette merchandisers consigned to Dick Parina, firm's West Coast distributor, are transferred to trucks on their arrival in California for distribution to Western and Northwestern operators. (MR).

Rugged Dependability!
Carefree Performance!
Built For Operating!

That's **Northwestern**
BULK VENDING EQUIPMENT

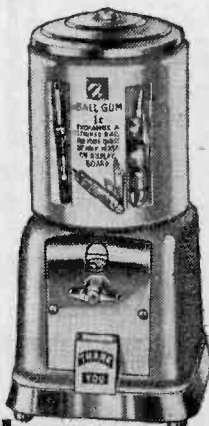


Everywhere alert operators are turning to Northwestern for their most profitable and dependable investment in bulk vending. Built for operating—that's the reason. Class! Eye-catching beauty! Yet, having all the ruggedness and dependability for years of carefree performance. Wide selection of money-making models to meet every location requirement. Invest in security—know you are buying the best!

FREE!
If you operate, write for a free subscription to The NORTHWESTERN. Full of photos, hints and news for vending machine operators.

Write today for information on our complete line of machines—our free trial offer—liberal financing and trade-in plan!

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Wide Awake Operators!
Operate

ESQUIRE PREMIUM VENDOR

Complete Deal
Machine &
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Only \$12.50

EASTERN 350 Mulberry St. NEWARK, N. J.

PROVEN Money Makers!



Be an independent operator. Place Tom Thumb Vendors in stores, waiting rooms, taverns, restaurants. Easy—when you know how. Tom Thumb vends candy, peanuts, gum. Sure-fire penny catcher. Wrigley got rich on penny gum. Many Tom Thumb operators now independent. Start small, grow big, have a chain of your own. Tom Thumb works while you're away. You keep key, collect your profits daily. Handsome, compact Tom Thumb gets in where ordinary vendors are shut out. Magic coin "selector." Yale Tumbler locks. Adjustable—you set the profit. Precision machine; no kick-backs. Money-back guarantee protects you while you prove the profits. Write today for inside story of chain operation, full details of your easy income opportunity. Many good locations now open. Don't wait. Write today. FIELDING MFG. CO., Dept. B-82, Jackson, Mich.

ASCO WEEKLY SPECIALS

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|----------------------------|---|
| VENDORS | 3/8" Ball Gum, 25 boxes \$2.75 |
| 1¢ Peanut 1 1/2 lb. \$1.95 | Pistachio Nuts, lg. lb. 38 |
| 1¢ Peanut 5 lb. 2.95 | COUNTER GAMES |
| 1¢ Hershey 40 bar 1.95 | 1¢ Criss Cross BG. \$4.95 |
| 5¢ Hershey 54 bar 2.95 | 1¢ Bingo BG. 5.95 |
| 1¢ Stick Gum 2 col. 2.95 | 1¢ Imp. Cig. or Fruit 6.95 |
| 1¢ 400 B. Gum 2.95 | 1¢ Hole-in-One 11.95 |
| 1¢ Silver King, 5 lb. 3.95 | 1¢ Spitfire BG. 11.95 |
| 1¢ Cigarette 2 col. 3.95 | 1¢ Home Run BG. 11.95 |
| 1¢ Everready 4 col. 3.95 | 1¢ Norris Target. 13.95 |
| 1¢ Adv. #11 Pnut. 3.95 | 1¢ A.B.T. Fire Smoke 19.50 |
| 1¢ Robbins 2 col. 4.95 | 1¢ Rover Name Plate 55.00 |
| 1¢ Master Porc. 5.45 | Exh. De Lux. 2 col. Post. Card with Stand 19.50 |
| 1¢ Snacks, 3 col. 7.95 | 1/2 Dep., Bal. C. O. D. Send for Complete List. |

ASCO, 140 ASTOR ST., NEWARK, N. J.

FOR SALE

50 Du Grenier Cigarette Machines, seven column machines with original factory finish, \$27.50 each.

F. L. DARLING
Grand Island, Nebr.

BUY A SHARE IN AMERICA
Buy U. S. Defense Savings Bonds and Stamps

Upon contacting this individual Bryant was given what proved to be very valuable counsel on the operation of coin machines. From part of the proceeds from the sale of his newsstand he purchased a few nut machines. However, after operating these for a while he discovered that the returns were not sufficient to adequately cover his expenses. Upon further counsel with his distributor friend it was decided that the opera-

tion of candy venders would probably be the answer, and so Bryant purchased his first Univendor. He worked hard, added new equipment, and eventually developed a fine route. In fact, his operations proved so successful that Bryant found he could not only handle all of his school expenses but in addition could take on the responsibility of a wife.

"Bryant explained it in a letter to me that after he bought his first Univendor in the fall of 1939 and after his experience with a sample, he ordered a number of additional machines.

"After spending an indefinite number of hours daily attending my newsstand," said Bryant, "all thru high school and college I found that while operating my route of Univendors, the servicing of the machines required only two or three hours, two or three times a week. This proved less than a day's work each week. As a result I was able to work part time in the office of the college toward part payment of my tuition.

"However, my candy route became so important that I gave up my position in the university office to devote all of my time to the development of the route, and from there on paid all of my tuition in cash.

"To operate a route of candy machines while studying law meant the selection of equipment that would require the very minimum of my time. As I was not mechanically inclined, it also meant that I had to rely on a machine that was simple in operation and practically trouble-proof. Experience proved that Univendor was just the machine I needed. As a result I have standardized my operations entirely upon Univendor machines.

"At present I am studying for the bar examination, which I hope to take shortly, and until I get myself definitely established in the law practice I anticipate continuing operating and expanding my Univendor route."

"We are happy that Univendor has done so much for this ambitious young fellow."



Northwestern
MODEL 33
BALL GUM VENDOR
Sample
\$6.70
25 or More \$8.40 Each
Time Payments — 12 months to pay. Liberal trade-ins.
Send for literature of complete line. Immediate delivery on all models.

VICTOR
DISTRIBUTOR
ESQUIRE \$ 7.50
TOPPER 6.95
ESQUIRE PREMIUM VENDER 12.50
ROLL-A-PACK .. 12.50
Immediate Delivery—Liberal Trade-In.

WINGS
5-REEL CIGARETTE GAME
3 of a kind wins 1 pack.
4 of a kind wins 5 packs.
5 of a kind wins 10 packs.
\$22.50
WRITE FOR QUANTITY PRICE
Immediate Delivery—Liberal Trade-In.
1/3 Deposit Required With Order.
Send for List of New and Used Machines.

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INVITING— isn't she!



Yes, and so are our fresh and meaty SWEET APRICOT KERNELS RE-SCREENED #1 SPANISH SMALL WHOLE CASHEWS NONPAREIL MIXTURE FANCY MIXTURE SUPREME MIXTURE 95% No. 1 WHOLE VIRGINIAS
Made-to-order shipments are sent out the same day. Write for FREE SAMPLES and low price list.

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QUALITY VENDERS
5 for only \$11.75
Why Pay More?
Davis Metal Fixture Co.
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Vender Supply Notes

The 5 per cent tax on the manufacturers' sales price of candy and chewing gum has been eliminated from the Defense Tax bill.

Last-minute action on this measure, which met strenuous opposition from the candy industry as an inequitable revenue measure which singled out candy among food items and bore most heavily on low-income classes, was taken July 18 by the Ways and Means Committee, after the committee had previously given its tentative approval to the tax. The tax of

COMING EVENTS

August 4-15 — Chicago Gift Show, Palmer House, Chicago.

August 28 — Cleveland Phonograph Merchants' Association annual picnic, Pineridge Country Club.

September 15-20 — "Retailers for Defense Week" during which locations will take part in national demonstration for defense.

October 1 to 8—National Newspaper Week.

Nov. 10 to 14—1941 Meeting of American Bottlers of Carbonated Beverages, Philadelphia.

Nov. 30-Dec. 5—Twenty-third annual convention National Association of Amusement Parks, Pools, & Beaches, Hotel Sherman, Chicago.

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.

Winners



Arthur H. DuGRENIER, Inc.
15 Hale Street Haverhill, Mass.

A. H. DuGRENIER, INC.
15 HALE STREET
HAVERHILL, MASS.
Gentlemen:
Please send me full color literature on the "Champion" and the "Candy Man" and have your representative call.
Name
Address
City
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FASTEST GROWING NUMBER ON THE MARKET

Java-P-Nuts
Complete Vending Service
CANDIES—3/8" GUM—SALTED NUTS—CHARMS
WRITE ONE ORDER — PAY ONE FREIGHT
PAN CONFECTIONS
345 WEST ERIE ST. CHICAGO, ILL.

one-sixth cent per bottle on soft drinks was retained.

The date for National Sweetest Day has been set as October 18. William C. Kimberly is director. Address is: Association of Manufacturers of Confectionery and Chocolate of New York State, Hotel Pennsylvania, New York.

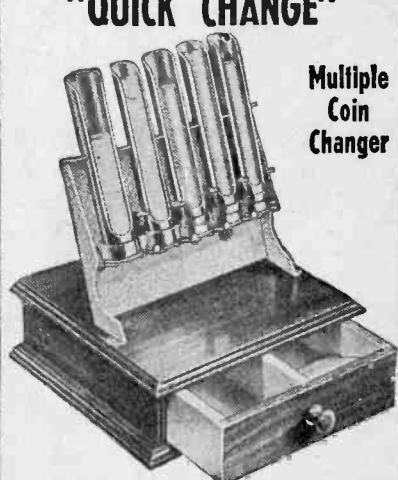
Directors of the Life Savers Corporation, have declared an extra dividend of 40 cents in addition to the regular quarterly payment of 40 cents, both payable September 2. Last year stockholders received an extra dividend of 40 cents in September and one of 60 cents in December.

Cigarette production reached a new 12-month peak of 189,743,106,483, with a gain of 12,063,552,500, or 6.79 per cent, in the fiscal year 1941-'41. Large cigarettes during the same period experienced a drop of 787,944, or 33.77 per cent.

Sales of revenue stamps during June, as issued by the Bureau of Internal Revenue, indicate the gain for cigarettes amounted to 933,723,907 units, or 5.32 per cent. Large cigarettes showed a drop of 60,925, or 34.96 per cent.

Pan Confections, makers of hard-shell vending candies, announce a new distributor in the Midwest, the Peanut Products Company of Des Moines, Ia., and Omaha, Neb. A shipment of Pan candies is already on the way.

"QUICK CHANGE"



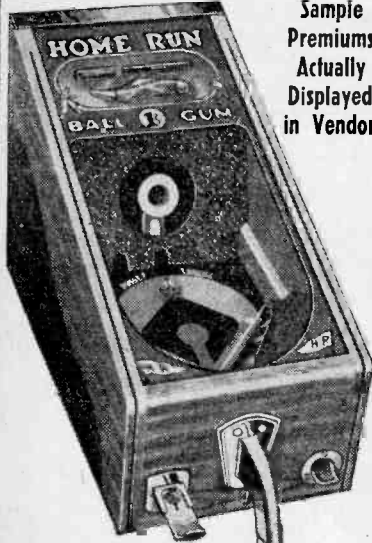
Multiple Coin Changer

A "natural" for every location. Faster change-making—Faster machine play. Five long nicked tubes eject quarters, dimes, and up to five nickels. Cash drawer is divided for half dollars and paper money.

Sample—\$14.85
1/2 deposit—balance C. O. D.
Manufactured by
McGILL METAL PRODUCTS CO.
Marengo, Illinois

HOME RUN PREMIUM VENDOR

Newest, Most Outstanding Combination Amusement and Ball Gum Vendor!



Sample Premiums Actually Displayed in Vendor

Complete Unit Consists of the Following:

- 1 Home Run Premium Vendor.
- 1 Dozen Large Single Blade Knives.
- 1 Dozen Guaranteed Fountain Pens.

Machine filled with 1400 balls of gum, including 22 striped balls, ready to be set on location. Entire Deal for Only \$21.50

Machine takes in \$14.00—Pay location 25% or \$3.50—Your NET return \$10.50. All prices F. O. B. Chicago. Terms: 1/3 Cash With Order, Balance C. O. D., Full Amount With Order Saves You C. O. D. Costs. BE FIRST IN YOUR TERRITORY WITH THIS PROVEN MONEY MAKER. MFG. BY

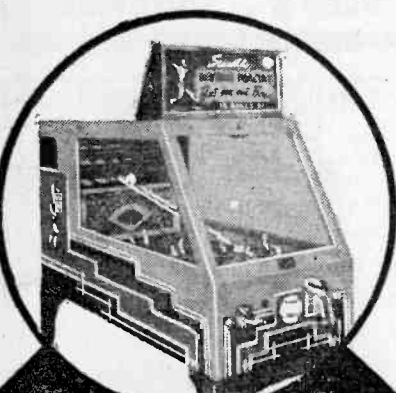
VICTOR VENDING CORP.
5711 W. GRAND AVENUE, CHICAGO

CANADA WANTED

All types of Slot Machines. Highest prices paid. Wire or write and give serial numbers.

EDDIE LeRUE

Municipal Hotel, Toronto, Canada



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THE GAME THAT WILL BE POPULAR AS LONG AS BASEBALL ITSELF IS POPULAR!

BETTER BUY NOW!

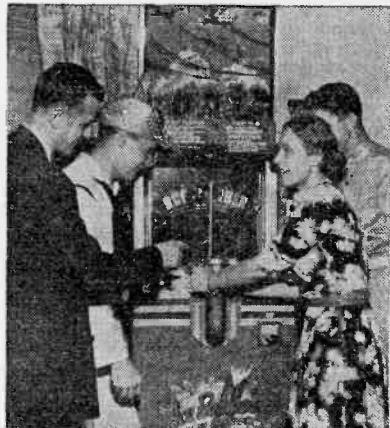
SCIENTIFIC MACHINE CORP.
21 STEUBEN ST. BROOKLYN, N.Y.

Mutoscope Games Aid National Defense Cause

LONG ISLAND CITY, Aug. 2 (MR).—Dramatically demonstrating the importance of coin machines in the present emergency and the national defense effort, Mutoscope's Ace Bomber and Sky Fighter played star roles in a big defense party for the USO (United Service Organizations). The party was held at the West 55th Street home of actress Selena Royle, star of the CBS radio serial, "Woman of Courage."

The party celebrated the second anniversary of the serial and was attended by celebrities of the stage, screen, radio, and advertising worlds. Mock war games were played and the Ace Bomber and Sky Fighter machines in Miss Royle's apartment were stormed with combatants. All the money collected from the machines was immediately turned over to the USO by William Rabkin, president of International Mutoscope Company, thru his representative at the party, Al Blendow.

In addition to the excitement provided by the Mutoscope guns, a war game using pop guns to burst balloons on the ceiling brought additional revenue. Prizes of defense stamps and bonds were enclosed in the balloons, and these were matched by the sponsors of the radio show, who turned over this money to the USO. Guests of honor at the party were servicemen Thomas Krusinsky, of the U. S. Navy, and Private Stanley Kulick, of the U. S. Army.



THE ACE BOMBER was in continuous operation at the USO party held in the home of Selena Royle, radio actress. Shown from left to right, A. W. Blendow, representative of International Mutoscope Reel Company; Thomas Krusinsky, representing the U. S. Navy; Selena Royle, and Private Stanley Kulick, representing the Army. (MR)

Praise for the co-operation of Mutoscope in providing the machines and their earnings for the USO party was unanimous. The reaction of the guests proved once again that the machines give the entertainment and escape required in these times of stress. It is reported that a considerable amount of money was earned for the USO by the

National Coin Beats the Heat

CHICAGO, Aug. 2.—"No sir, the heat did not get us down," said Harry Heiman, sales manager of National Coin Machine Exchange. "On the contrary, we've found it developed new business for us so we've been too happy thru the hot spell to complain about the weather. "What happened was that the warm weather brought many more operators to Chicago than usual, and a number of them realized that they could combine business with pleasure on their trip by bringing to National the used machines they wanted to trade in for new or other reconditioned equipment. This business, which the warm weather promoted, made many friends for us. "Joe Schwartz, president of our company, is back from his vacation in Northern Wisconsin with a new coat of tan and lots of new energy, which he predicts he will need in the rush of business that's coming this fall, according to all indications."



LITTLE LARRY ROBINSON and Arlene Francis, both in the cast of the radio serial, "Woman of Courage," try their skill with the Sky Fighter machine at the USO party held in the home of Selena Royle, star of the radio show. (MR)

machines and the other attractions at the party. Famous personalities who attended the party were Myrtle Vail and Helen Mack, stars of the popular Myrt and Marge radio program; Gertrude Warner, of the Ellen Randolph and City Desk programs; Hugh McKay, advertising manager of Colgate-Palmolive-Peet; Arlene Francis and young Larry Robinson, both on Miss Royle's Woman of Courage program; Jack Runyon, of the Ted Bates Advertising Agency, who handles Selena Royle's program, and a great many other notables.

Invest in Equipment Now, Daval Urges

CHICAGO, Aug. 2 (MR).—Al S. Douglas and Dave Helfenbein, of the Daval Company, are urging operators to make sound investments in equipment at this time. According to Al Douglas, "One of the most logical moves on the part of the operators right now is to invest in equipment they know will last for years. "All business men seek sound investment. They realize that only by this method can they assure themselves of a successful future. That is why we are urging greater purchases of such counter games as we are manufacturing at this time: American Eagle, bell-fruit reels token payout; Marvel, three-reel cigarette action token payout; American Flags and Lucky Smokes, combination novelty

Zig Zag New Type Game, Says Genco

CHICAGO, Aug. 2 (MR).—Officials of Genco Manufacturing Company in announcing their new game, Zig Zag, declared it to be something entirely new and different.

"Wherever we put Zig Zag on test," said Dave Gensburg, "collections jumped. The answer lies in the novelty of this new game."

"We have put four new, exclusive Genco features into this game, including a 'mystery buzzer' idea that looks like the greatest come-on in years and years. As soon as word leaked out that Zig Zag was an unusual kind of game, we received a tremendous flood of pre-release orders. Now that the game has been released, operators, distributors and jobbers—as well as players—have discovered that Zig Zag is even better than the first reports had it. We've gone into high gear to produce a record number of games to meet the demand."

Much comment has been caused by Zig Zag's "mystery buzzer" feature, Gensburg reported. Every twelfth bump of the game a buzzer is set off—and if a ball is put thru any of the three skill lanes on the board while the buzzer is in action, there is an immediate free game awarded. "Imagine the suspense of shooting that 'buzzer ball' while the buzzer is on, standing on tip-toe awaiting the outcome of that important shot," declared Bert Lane, of Seaboard Sales, Eastern representative for the Genco firm. "In all my years in this business I've never seen a feature that gets players so excited. I predict this game will be the greatest business booster of any summer season."

counter game, and Races, the non-token payout 5-cent action reel race machine. "Any one of these machines means continued long-term profits for operators. Many operators already have anticipated their needs and placed deposits to reserve quantities of machines for them. One leading operator placed a large order with us for American Eagles and Marvels and has paid cash in advance. This is due to the fact that we cannot control the price at this time due to rising labor and material costs. It, at the same time, means that the operator is insuring himself for the coming fall and winter season, when many of his machines are transferred to other locations."

WANT TO BUY

Used Columbias; late model G.A. Mills Jumbos, F.P. or cash; Bally's One-Ball F.P.; Mills Blue Fronts, late serials; Victrolas and late Five-Ball Free Play Games. State quantity, condition and price in first letter. Get our list of Used Games and save money.

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1 On Deck	17.50	1 Red, White, Blue	55.00
1 Zenith	12.50	1 Hi Dive	79.50
1 Fox Hunt	25.00	1 Target Skill	79.50
1 Jolly	20.00	1 Moroscope	52.50
1 Commodore	22.00	1 Lancer	19.50
1 Crossline	30.00	1 Skyline	42.50
1 Four Roses	64.50	1 Salute	65.00
1 Gold Star	42.50	1 Metro	45.00
1 Mr. Chips	19.00	1 School Days	65.00
1 Sea Hawk	69.50	1 All American	44.50
1 Seven Up	65.00	1 Zombie	49.50
1 Silver Skates	65.00	1 Airport	15.00
1 Yacht Club	22.00	1 Circus	17.50
1 Zombie	51.00	1 Velvet	49.50
1 Paradise	52.50	1 Blonde	32.50
1 1941 Majors	75.00	1 Stratolliner	44.50
		1 Roxy	22.50

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All Baba \$17.50	Drum Major \$25.00	Mr. Chips 20.00	Sports 20.00
Band Wagon \$39.50	Double Feature \$19.00	Nippy 20.00	Stratolliner 50.00
Bangs \$17.50	Dude Ranch \$39.50	Ocean Park 15.00	Scop 18.00
Box Score \$17.50	Dixie \$35.00	On Deck 15.00	Sport Parade 59.50
Big Six \$17.50	Flicker \$49.50	Oh Johnny 29.50	Thriller 17.50
Big Chief \$45.00	Formation \$39.50	O Boy 20.00	Topper 18.00
Big Show \$20.00	4-5-9 \$20.00	Playmate 30.00	Triumph 15.00
Boontown \$60.00	Follies \$18.00	Polo 30.00	Top Notcher 20.00
Blonde \$29.50	Fifth Inning \$18.50	Pickem 18.50	Variety 18.00
Bowling Alley \$22.50	Gold Star \$39.50	Roller Derby 17.50	Vacation 29.50
Brite Spot \$25.00	Golden Gate \$20.00	Roxy 20.00	Velvet 59.50
Broadcast \$49.50	Hi Hat, F.S. \$75.00	Seven Up 59.50	Vogue 18.00
C. O. D. \$20.00	Home Run \$25.00	Score Champ 20.00	Yacht Club 28.50
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MARKET REPORTS FOR JULY

"Summer Slump" Sidetracked as Play, Mch. Sale Continue Strong; Defense Tax Bill Much Discussed

CHICAGO, Aug. 2.—That old bogie, "the summer slump," which has plagued the coin machine business for many a year, has failed to make an appearance so far this year, The Billboard's regular monthly check-up on July business in key market centers reveals.

Phonographs and wall boxes again proved to be the bright spot of the month. Altho sales of new equipment in some cities did not top the record highs for June, gains in other territories offset this drop. Collections on phonos were excellent everywhere, with wall boxes reported responsible for increasing business from 50 to 200 per cent in some cities. Consoles chalked up still greater gains. Arcade machine activity leveled off for the month. Patronage of these spots continued to soar, and several new arcades, especially on the Eastern Coast, were reported in the planning stage.

Sale of new pin games on the whole were below June levels. Demand for good used equipment continued greater than could be met despite all efforts by distribs.

As is to be expected, drink venders and ice cream merchandisers were the bright spots in the vending machine picture, altho cigarette venders also reported brisk volume. Candy machines and penny venders were hit by the hot weather in some spots, but increased installations of these machines in defense factories made up the usual summer deficit in receipts.

More reports mention movie machines this month. Tale they tell is a spotty one with the flickers reported very hot in some spots, especially in the New England and New York areas, and just "so-so" in others.

Bulging defense pay rolls and booming tourist trade are the two main factors in the bright July coin machine picture. Best indication of just how business is, are the reports from several sectors that distribs and operators are abandoning all vacation plans until pressure lets up.

Defense Tax Bill

Headlines on July 1 that the Ways and Means Committee had written in a tax on coin machines including bells, payouts, novelty, and free-play games, vending machines, as well as on candy, cigarettes, chewing gum, and soft drinks, to help raise the needed \$3,500,000,000 for defense, immediately became the main subject of conversation wherever and whenever coinmen gathered during the month. Thru their various associations, manufacturers kept close tab on the progress of the bill. Thru their various State and local associations, operators and distributors did likewise.

Early in the hearings the vending machine levy was dropped when it became evident that groups fostering the measure were only doing so to further their own interests by hamstringing automatic merchandisers. Later on suggested levies on tobacco, candy, and gum were omitted. Bill was introduced in the House of Representatives on July 29, but debate did not formally begin until two days later due to members revolting against a suggested "gag" measure, which would have eliminated possibility of amendments. As this is written, latest word is that debate still hinges around the income tax provisions of the bill and that other phases will not be discussed until next week.

As was expected, the industry evidence a wholehearted willingness to bear its share of the tax burden, but is hoping that the legislators will recognize the difference in earning capacity of various types of coin-operated equipment and thus tax various types of machines more equitably. Bill now suggests a \$25-per-year tax on all coin-operated amusement or gaming devices, including pinball and bell machines. Only vending machines are specifically excluded. Bowling games apparently would be taxed \$15 a game. A 10 per cent manufacturers' tax would go on phonographs and a one-sixth cent per bottle on soft drinks.

Big questions facing coinmen are: How will arcade machines and penny counter games be classified? What effect will tax have on straight novelty games? To obtain further information on such questions, the CMI at a special meeting voted to dispatch a representative to Washington. Representatives of the phonograph and merchandising machine groups are also on the scene.

For further details on this all-important subject see other stories in this issue.

Materials Situation

Materials are still difficult to obtain, but not so much so as at first supposed, was the consensus of opinion from manufacturing circles during the month. Biggest difficulty is getting needed materials at the time they are needed so as not to slow up production. Labor costs have been mounting due to having a production line fully manned and ready to go with one or two vital parts failing to arrive on time—thus necessitating lay-off until the missing links are delivered. Utmost co-operation between manufacturers is definitely helping to relieve the pressure.

Slugs

For the first time in many a moon the slug menace abated. A few isolated instances were quickly squelched by governmental authorities as the success of the war on slugs became more apparent. One report from a city that was a hot-bed of slugs cited the fact that parking meters turned up the lowest number of slugs in the cash box for the month since put in service.

In direct contrast, a bill was introduced in Congress for the construction of a new mint to meet the growing demand for coins. Demand was at-

tributed to need for coins for use in phonos, pin games, and vending machines, as well as to preparedness spending and taxes. All-time record of 1,209,478,982 coins were turned out by three existing mints in 1940, and production is up 50 per cent for the first six months of this year. Mints are working 24 hours a day, seven days a week.

ATLANTIC CITY

ATLANTIC CITY, Aug. 2.—As the resort's summer season hits its peak, great satisfaction is expressed by operators in all lines. Pin game collections are especially good.

Chief factors accounting for the increased business is the fact that rainy weather kept the summer visitors off the beaches and that the city fathers have closed up the gambling casinos and bingo parlors.

Music machine collections are not as high as last summer. Chief reason cited for that fact is the competition of movie machines. While the latter are making some inroads on the phono take, no movie machine has replaced a music machine location. However, while last summer found many of the bars advertising their music machines, the advertising space this season is going to the movie machines. The Mills-Panoram's the only movie machine as yet introduced here.

BALTIMORE

BALTIMORE, Aug. 2.—With defense contracts of more than \$1,000,000,000. Baltimore is a veritable boom town, and the coin machine industry is flourishing right along with department stores, automobile agencies, etc. It is true that some complaints were heard during the month that business is falling off, but these are more than offset by the reports from the vast majority of distribs and operators that business is up anywhere from 25 to 100 per cent over last year.

One of the most notable developments in this market had been the activity in consoles. This trend first cropped up about two months ago and has been steadily gaining ground. Indications are that another month will see more of these games in operation than at any time in recent years.

Still another development during July has been the trend in the phono field to "sweet" music. Wall boxes are proving to be a decided business stimulator. In most instances, representative operators declare wall boxes have jumped collections by 50 per cent or better, and, in spite of the added investment entailed, operators are putting them in whenever possible.

Sales of both phonos and wall boxes, it is reported by distributors, are running anywhere from 50 to 100 per cent and more over the corresponding period of last year. All declare they could use more machines.

Free-play games have been moving briskly. Collections from baseball games showed increases for the month. There's a decided trend to arcades. A number of new establishments were opened in Baltimore and several in outlying towns, particularly on the Camp Meade reservation.

July also witnessed the launching of an attack by vending machine operators on the new State licensing law. The vending machine operators have attacked the validity and constitutionality of the law and declared it to be discriminatory legislation. They have instituted injunction proceedings against three State officials entrusted with the collection of the fees and the issuance and inspection of licenses. The State officials have filed demurrers to the suit. A hearing of the case is expected at an early date.

The used-game stocks have been better due to the increased shipments of new games. There has been a good market for used machines, it is reported.

A notable increase in drink vender installations was noted during the month. Candy vending machine installations continued their forward march, particularly in industrial locations. Cigarette vending machine installations showed considerable activity. Many more of these units are now in operation. There has been noted a definite increase in the number of installations of nut and gum machines. Ice-cream venders are being seen in many new locations. Only one line of these machines is being operated here.

Coinmen here for the most part are spending the summer session right on the job. The best most of them look for

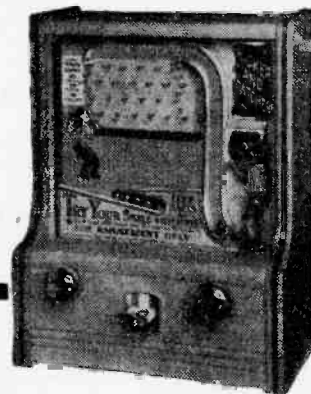
are brief relaxation periods over the week-ends.

BOSTON

BOSTON, Aug. 2.—The coin machine industry continued to show a strong upward trend here during July. Most distributors and jobbers reported that receipts for the month of July were approximately 25 per cent over June receipts and nearly double those of July, 1940. This steady climb upward also was reflected in the reports of operators, who say collections continue to mount in all their locations.

One of the chief indications of the growth of the industry during the past six months is the steadily increasing pay roll list of the coin machine business in Boston. It is estimated that there are approximately 25 per cent more persons employed in the business this year than there were a year ago. This does not include the large number of newcomers to the operating field, which has seen many new faces within the past three months. Many operators also are branching out and extending their activities to include the various phases of the business, some even going into arcades.

Two bills having a direct bearing on the coin machine industry in Massachusetts were still before the Legislative Committee on Ways and Means as July drew to an end. One of the measures still in committee, sponsored by the powerful lobby of the theater owners and directed at the coin machine movies,



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was introduced by the secretary of the independent exhibitors and calls for a \$50 per year licensing fee for all coin-operated movie machines. Under the terms of the proposed legislation the license will specify exactly where the machine is to be placed, entailing an inspection of each prospective location. In addition, the films used must be inspected and certified by the Department of Public Safety. Certification fees of \$2 per film are called for in the measure.

Local coinmen were optimistic as to the chances of defeating the measure. It was said that the measure probably will be given "leave to withdraw." A definite report is expected within a short time as the Legislature hopes to end its session within the next two weeks.

The second bill affecting the coin machine industry is the sweeping retail sales tax proposed by Tax Commissioner Henry F. Long. The measure, calling for a 3 per cent tax on over 200 different items classed by the commissioner as luxuries, lists musical instruments among the taxable items. Working under a broad definition, the commissioner proposes to tax as musical instruments coin phonographs, speakers, selectors, and all equipment used in the automatic phonograph business.

State House circles freely predicted that this measure would be defeated as have other sales tax proposals during the past decade.

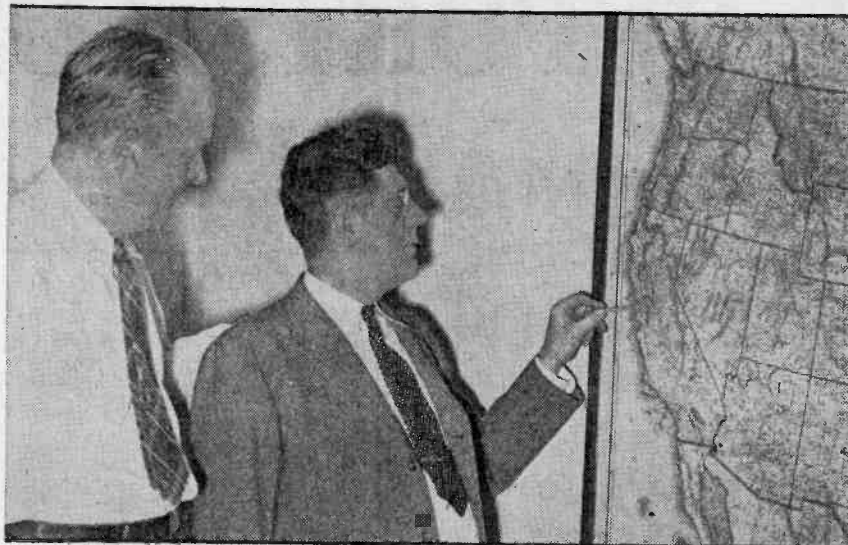
BUFFALO

BUFFALO, Aug. 2.—Coin machine operations continue at a surprising clip. Sales are up with most types of equipment, excepting pin games, which are still in the doldrums due to continued pressure by police department. Music machines are going like hot cakes. In the vending line things move along quietly as usual.

Collections are very satisfactory, altho the vacations, heat, and other summer developments tend to carry the spender to the outdoor enterprises. Several big conventions in town last month have helped to keep things humming. Operators are experiencing one of the finest seasons in the summer location field. Outdoor arcades are being well patronized, and quite a line-up of new equipment is seen. Practically all types of ray gun, baseball games, bowling games, etc., are getting good play.

Music machine sales are remarkable indeed. One distributor claims to sell on the average of a carload every two weeks or oftener, while another, practically brand new in town, makes similar statements. A shift in distributorships here is likely to make for more spirited competition and eventually heavier buying. It also brings a new product in the limelight. There are now about five different, exclusive music box distributors, and several more handling wall box equipment. The remote control set-ups continue to go well and are now believed to be used in 50 per cent of all locations in the city. Reports indicate wall boxes have boosted takes from 100 up to 300 per cent per week. Wired music is practically extinct now, with wall box and bar box set-ups the solid and unperturbed development of definite future importance. Movie machines haven't made much headway the past month, but are still doing okeh.

Vending machines aren't hurt any, it seems, by the heat. In fact, heat is help-



"CALIFORNIA, HERE I COME," says Hank Maser, Jennings special factory representative, as he prepares to travel the West Coast for Jennings. He is examining map with Leo J. Kelly, Jennings' vice-president. (MR)

ing collections on all but candy venders. Soft drink and ice cream machines are really going to town, especially on industrial locations where continuous day and night shift come and go and refreshment is a definite need. Milk venders are also gaining. The beverage vending field now has a firm foothold here. Slugs have dwindled to where their presence is no longer much of a menace to operators. Even cigarette machine operators aren't kicking about the slugs any more.

Pingames are continuing to be shown on distributors' display floors, but mostly for the out-of-town trade. Fall elections are being watched closely in the hope that conditions might improve with a new administration in office. Mayor Holling is unable to succeed himself according to a city charter. This assures a change, which it is hoped will be for the better.

CHICAGO

CHICAGO, Aug. 2.—Subject most discussed in coin circles here during July was the Defense Tax Bill and its potential effects on the industry. Manufacturers thru their associations kept close watch on the bill and its progress. Biggest problem facing manufacturers is getting amusement machines classified properly under the federal excise tax proposals. Question being raised is how arcade machines and penny counter games can be classified.

The materials situation remained unchanged during the month. Several firms reported shortages were not as great as at first anticipated, but that biggest difficulty is getting delivery of materials at the time they are needed so as to avoid production delays.

Distributors here reported business good during July. Sales of phonographs and auxiliary equipment were especially good. Volume of new games sales fell below June figures but used-game demand continued strong.

Influx of tourists helped to keep up collections on phonos. Patronage of machines in suburban areas reported very

good, especially on the North Shore in the vicinity of Fort Sheridan and the Great Lakes Naval Training Station.

CLEVELAND

CLEVELAND, Aug. 2.—There was no complaint here that July was a slow business month. All coin machines excepting pinballs enjoyed bang-up business. The new sheriff continued to stir things up. In the city only amusement devices are being used, but patronage is poor. The Cleveland Amusement Machine Operators' Association's legal department has been working on the replevin cases to recover machines seized by police. The organization is planning on having an outing for members this month.

Phonograph operators report income was substantially ahead of July a year ago. This is due principally to the continued rise in employment in the defense industries. The Cleveland Phonograph Merchants' Association extended its "Record of the Month" campaign by using hangers in street cars in addition to newspaper space. An innovation was the printing of the chorus of the current hit, *Bless 'Em All*, on the back of these hangers and on the cards furnished for display in all spots. The idea was to get the public to memorize the words and sing them when they play the song on the machines. Operators report the idea clicked very well. The association will hold its annual outing August 28 at Pine Ridge Country Club and has prepared a fine program. Mayor Blythin sent a letter to the association praising its activities and its members.

Cigarette vending machine business is on the upgrade and many new machines are being placed. Prices are holding firm. The State association and local organization's first annual convention at Cedar Point July 8-10 was well attended. All officers were re-elected and a suggestion made to form local groups similar to the one Cleveland has thruout the State. The association received splendid publicity thru the presentation of a ton of slugs to the government for defense purposes.

Candy bar machines and gum venders are being better patronized. Many new installations have been made in factories. The Sweetest Day Committee is all set to give candy the biggest publicity boost it ever has had for Sweetest Day, October 18. Thousands of posters have been printed in red, white, and blue for trade distribution. Candy prices advanced in July and are expected to go higher. Labor trouble in the city's largest wholesale nut roasting and supply house for three weeks caused some inconvenience to machine operators.

Ice-cream machines were heavily patronized during July when temperatures soared. Operators have had trouble in getting sufficient deliveries from manufacturers and could have made more installations had this not occurred. It has only been during the past two years that these machines have been used in this city and there is plenty of room for expansion. The hot weather also helped the drink vending business materially.

DALLAS

DALLAS, Aug. 2.—An excellent demand for counter games and pin games, and a continued increased sale of new music equipment were the outstanding trends of

a good July business for Southwest coin machine men. Sales of wall boxes, remote-control and phonograph equipment reached a new high for one local distrib. Shortage of new equipment is being felt by distributors dealing in pin tables and phonographs. Calls for good used games has increased until local distributors are finding it difficult to get enough of this equipment to supply the demand.

Increased tourist travel thru Dallas and Fort Worth is helping business for outdoor locations and the better class tourist spots. Conoco travel bureau report shows that 52,000 cars carrying more than 181,000 tourists have been routed thru Dallas alone since the beginning of the present travel season. This tourist horde means plenty of play for North Texas coin machines. Business for phonographs continued good during July. The installation of a large number of new Wurlitzer, Seeburg, and Rock-Ola wall boxes and phonographs has helped the operators' take.

Too much competition among operators for the better paying locations for pin tables has backfired on the industry. The placing of too many games at these spots has caused local dailies to start a tirade on the evils of gambling devices.

Cigarette and beverage machines are doing a good business, while candy and gum vender takes are considerably off because of the weather. Penny counter games continue to do a fair business.

DES MOINES

DES MOINES, Ia., Aug. 2.—Coin biz in this territory was spotty during July, with work starting on a new government munitions plant expected to bring additional activity for operators during late summer and fall months. Lack of defense work and soldiers has been lamented by operators, but the \$30,000,000 plant should end this.

Business continued on the upgrade for the State as a whole, but hot weather put the crimp on pinball machines in Des Moines. Out-State operators, especially in Northern Iowa lake resorts, reported business 25 to 50 per cent ahead of last year.

Target guns, which have been slow catching on in this territory, showed marked improvement in arcades and summer resorts. Phonographs remained spotty with some new wall box installations made during the month. Increase in sales of phonographs also noted. Vending machines slumped some because of hot weather, with candy sales way down. Beverage machines reported sales high with many office locations hard to keep filled. Ice-cream venders made first appearance here.

DETROIT

DETROIT, Aug. 2.—Music machine branch of the industry looked the most prosperous here this month, as patronage continued to soar in beer gardens and taverns, which are getting a large bulk of the amusement money in Detroit. Outdoor attractions, of course, have profited by the warm weather of recent weeks.

This same factor has seriously hurt the sale of merchandise in vending machines here. Slump is about the same as a year ago, and is purely seasonal.

Uncertainty in local operations is strongly accented by the various bills pending before the remnants of Detroit's City Council for licensing sundry types of machines, notably music and movie machines. Operators are uncertain what kind of ordinance they may face. It is general gossip that no action is to be expected before the election is out of the way, some months hence.

Reports are spreading more widely than ever that some working solution that will allow pin games to be restored in Detroit is being sought by political powers that be.

More farsighted operators are worrying over the effects of national and local tax needs and priorities upon the industry, and this had had a tendency to slow up buying.

The projected serious cut in auto quotas is likely to have a drastic effect on the business in industrial locations. Actual unemployment is assumed to be probably slight for any prolonged period—but shifts of personnel from one plant to another will mean the loss of thousands of good industrial locations by established operators—plus opening a large new market for machines in locations near the new plants. Typical is the new Ford plant being erected 20 miles west of the main plant, which is to employ from 40,000 to 80,000 men.

HOUSTON

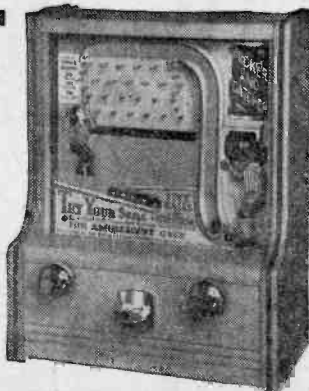
HOUSTON, Tex., Aug. 2.—General business conditions here reached a peak in

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July far higher than ever before in the history of the city, and the trend is still upward. Bank deposits, retail sales, real estate transfers, car loadings, private and industrial building, wages and employment all soared. One example was building permits in the city proper for week ended July 26 were \$347,000, more than double any other Texas city. Permits for the year have passed the \$12,000,000 mark.

Wages and employment report is much better than a comparison with any previous boom period would show because of the fact that living costs have increased only slight as compared to wages. According to government figures, salary and wage income per family was \$1.03 a day higher in Houston than any other Texas city for the first half of 1941.

Sales in most lines of the coin machine industry leveled off after three previous successive high record months. Two outstanding exceptions were phonograph record sales, which were higher, and new amusement games, which were reported practically at a standstill.

The rainiest July in the history of the weather bureau cut sharply into outdoor locations' profits, especially those along the bayshore and in public parks. Better collections from indoor spots, particularly phonographs and drink venders, partly overcame this deficit.

Because of slow new machine deliveries used machine trade was brisk. A number of shops that specialize in remodeling phonographs also reported excellent business.

LOS ANGELES

LOS ANGELES, Aug. 2.—Plenty of out-of-town coinmen visited distributors and jobbers here during the month. Selling activity on the whole, however, was off a bit altho some large individual sales of equipment were reported. Trade is looking forward to brisk fall business.

On the operating front, arcades and music machines continue to be the bright spots. Arcade patronage is reported tops and phono play is reflecting the increased spending occasioned by the defense boom here and the annual influx of tourists. Vending machines, too, are sharing in this boom. Candy machines and nut and gum venders are getting big plays in defense factories and more of these spots went on a three-shift, 24-hour basis during July. Cigarette operators also report boom collections in spots where there are defense factories.

Another good-will drive was undertaken by the Associated Operators of Los Angeles County, Inc., during the month. This time it's a Drive Safely Campaign. Members are co-operating in use and distribution of safety stickers.

MILWAUKEE

MILWAUKEE, Aug. 2.—Coin machines of all kinds to satisfy the requirements of between 35,000 and 40,000 visitors for the national Eagles' convention here August 14-18 and an estimated high of 250,000 on a single day during the national American Legion confab here September 14-17 are helping to make it a field day for coin machine operators in this area.

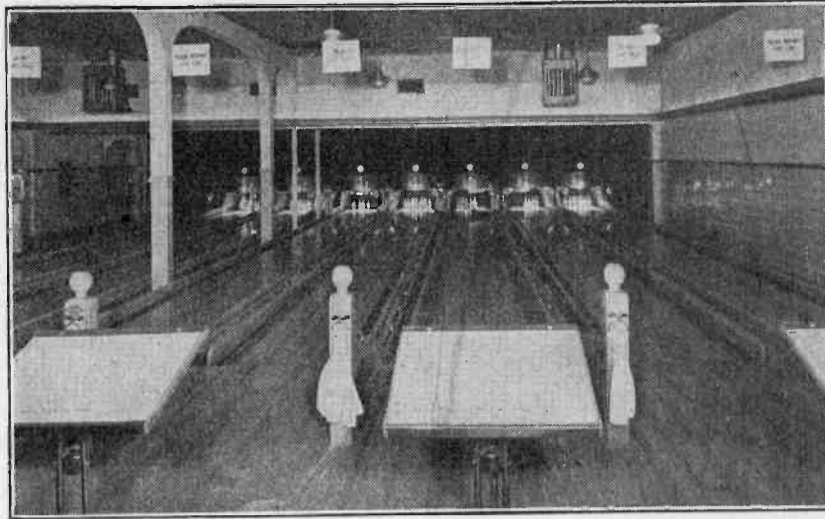
Coupled with this unusual convention activity, which will demand a heavy number of machines for entertainment purposes, are the constantly improving factory pay rolls in this area, which are resulting in greater machine and vender play.

According to the Wisconsin Industrial Commission, factory jobs totaled 110,100 in June in the Milwaukee metropolitan area, a gain of 2,600 over the previous months and a jump of 26,300 over June of 1940. Pay rolls for June of this year totaled \$3,708,000 weekly or \$139,000 more than in May and \$1,310,000 above June of last year. The average weekly pay check for June was \$33.96 compared with \$28.90 last June.

Eyes of the coin machine industry here are on a possible survey of all coin-operated machines in Milwaukee, including automatic phonographs, chewing gum, peanut, and pinball machines, drink venders, and movie machines, to be made by the police to assist in furnishing information for a licensing ordinance for all coin-operated devices to be introduced in the common council in September.

MINNEAPOLIS

MINNEAPOLIS, Aug. 2.—While business conditions in general were showing a sharp increase during July because of defense industry boom, coin machine collections in the Twin City area fell off



MODERNISTIC BERRIEN RECREATION CENTER, St. Joseph, Mich., in the heart of Southwest Michigan industrial district, where seven Evans Automatic Bowling Alleys draw the crowds daily. Combined with the alleys is an attractive set-up of arcade and vending machines. This location is under the management of R. W. (Dick) Hood Jr. (MR)

a bit from June peaks, operators reported.

On the other hand, distributors reported that operators were buying merchandise at an accelerated pace all thru July in anticipation of price advances. Despite the fact that manufacturers were forced to increase the selling cost of their machines, distributors reported they were moving merchandise at a good clip.

Automatic phonographs were getting a very strong play thru July, with wall boxes and remote control equipment moving very fast. Records, too, were going at a good clip all month.

Pin games dropped off toward the end of the month, altho they had been stepping ahead in the early weeks. Consoles, at month's end, were getting a heavy play.

The vending machine biz was more or less at a standstill in the Minneapolis area because of the city ordinance calling for licenses on machines. However, operators were taking steps to combat the city law, and vending machine distributors looked forward to a fall increase.

Used equipment was moving faster than distributors could lay their hands on it. An increase neighboring around 50 per cent was marked up for second-hand merchandise.

Movie machines were slow; counter games stepped up their sales, while scales showed unusual activity.

NEW ORLEANS

NEW ORLEANS, Aug. 2.—An abnormally hot July hurt phonograph collections in the New Orleans area, but pin game patronage has continued to improve with more machines on locations than a month ago. There are probably about 1,200 pin games and about 1,600 coin phonographs on location in New Orleans area. July saw bells and consoles go out in adjoining parishes, and one type of console vanish from within the city limits. Near-by Gulfside and other outdoor resorts report business never better on bells, pingames, consoles, and counter games. New Orleans has no counter games.

Week of July 20 helped operators in New Orleans with influx of 12,000 delegates of Lions' International. Playlands continue to do a good business for summer with plans under way for the opening of another large downtown sportland late this summer. This new spot calls for spending of \$50,000 by firm already operating one of the largest coin centers in town.

City lakeside resort is operating a successful sportland and having a banner season. Consoles are favorites of the moment at this spot.

Cigarette and beverage venders enjoy a good patronage, operators of both types saying it's the best summer in their experience.

General business conditions continue very good in this area with huge ship-building programs boosting employment. Lumber mills struggle night and day to fill huge government orders. Advance of \$8 a bale in cotton in past week adds \$88,000,000 to farm income.

It will be interesting to see how daylight-saving time affects the coin machine business in eight Southern States where it goes into effect anywhere between last week in July to August 7. Louisiana and Florida governors refuse

to put the hour push-up request into effect in lieu of no need for power saving in these States.

During most of August and September Louisiana will be host to over 500,000 soldiers who will maneuver in mock wars over two-thirds of the State in biggest peace-time massing of men in history of nation.

NEW YORK

NEW YORK, Aug. 2.—Business here continued to consolidate the gains made during June. Pin games sales perked up during the month with more new games being sold and a consequent increase in used-game turnover. Good used games, however, are still in big demand with not enough of them to go around.

Sale of new phonographs and auxiliary equipment during July continued good, even tho volume did not reach the June peak. Used phonos and still hard to get.

New cigarette venders are reported in big demand, with factories here working at capacity to fill orders.

Movie machine have begun to make their appearance in a good many locations here, and operators claim they are doing exceptionally well.

PHILADELPHIA

PHILADELPHIA, Aug. 2.—Business here during July dispelled that common belief that summer heat means a slump in business. Collections on all types of machines were higher than the preceding month, which was considered exceptionally good and comparable to any average winter month. All operators reported collections on the upswing. While there has been no shortage of equipment, the demand for new machines of every type is fast exceeding the supply. Both distributors and manufacturers are taking and filling all orders, tho delivery is slower.

Two significant events during the month were largely responsible for the big July collections. First of all was July 4. Rains caused a grand rush to

find indoor amusement, with the result that the play in coin-operated machines was unusually heavy. Moreover, the week-end found a large contingent of draftees home for the holiday from near-by encampments. Collections that week for the target guns was as big as at the height of their popularity last summer.

The second factor was the national convention of the Elks held the week of July 13, bringing more than 50,000 visitors to the city. Business boomed at every bar in the central city section, and machines enjoyed a corresponding boom.

Operators of arcades reported good business for the month. Drink venders did a big business, while cigarette machines are still operating at a slow pace because of the tax situation. Candy vender operators blame the warm weather for the slow pace, and Berlo Vending Company has curtailed its newspaper advertising campaign in the interests of candy venders until the fall.

There was little activity on the association front, but on the legislative front the adjournment of the State Legislature on July 19 meant the end of the proposed bill to legalize bingo, horse racing, lotteries, dog racing, slot machines, and pinball machines to support old-age pension funds. The bill never got out of committee.

The past month also found the organization of a distributing firm to handle movie machines in the territory.

A sure sign of the activity here during the past month is the fact that few operators have gone on vacation. Some operators are planning on August vacations, while the vast majority of them are content to get in a week-end at Atlantic City and let it go at that.

SPOKANE

SPOKANE, Aug. 2.—Sales and operation of coin machines fell off a bit during July due principally to hot weather and the confusion resulting from appearance of bells and consoles with pinball attachments in public locations under a ruling from the State Tax Commission that machines so equipped came under the 10-per-cent-of-the-gross tax that skill games abide by and thus could be operated anywhere. Consoles and bells are permitted in this State but are subject to a 20 per cent of the gross tax and restricted to private clubs only.

Members of the Washington Amusement Machine Association closed down all operations for 10 days while a court test case was made to determine the validity of the Tax Commission's ruling. Superior Court held that the Tax Commission had exceeded its authority and that only skill games—apparently novelty and free-play games—come under the State 10 per cent tax and are thus permitted in public locations. Consoles and bells were held to be games of chance and thus fall under the 20 per cent tax and are restricted to operating in private clubs only.

During the time this litigation was in progress sales of all machines dropped to zero. However, a pick-up was noticed immediately after the matter was settled.

Trend toward music systems boomed the sale of wall boxes in the phono phase of the industry but hurt the sale of new music boxes. Vending machines on the whole are experiencing the usual summer slump. Patronage of machines in clubs fell off considerably due to hot

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TO-DAY'S FASTEST GROWING PROFITABLE BUSINESS

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weather and fact that so many regular patrons are vacationing.

WASHINGTON

WASHINGTON, Aug. 2. — One of the most notable developments here has been the number of penny arcades opened up. It is reported that there are now at least 25 of these as compared with 3 two months ago, and more are being planned.

The phono business is reported moving upward sharply. The difficulty so far has been in getting enough of these machines to take care of requirements. A shortage still exists, tho it is said not to be as acute as it has been. Sentimental and novelty recordings are reported in favor.

The trend to remote-control units is growing stronger. In fact, the demand for these units greatly exceeds the supply. It has been pointed out that in all suitable spots with remote-control units collections have increased anywhere from 50 to 100 per cent.

Distributors of phonos and remote-control units report their sales this year have increased anywhere from 50 to 100 per cent and better.

Free-play games have been moving fast, with many of the new numbers establishing new sales highs. Baseball games and games having a war theme continue to enjoy their unabated popularity.

A new vending organization came into being during July. This organization was formed for the distribution and operation of the NAB Diner, product of the National Biscuit Company. Operation is on an exclusive basis for metropolitan Washington and outlying territory.

The national defense program activities here continue to have their very beneficial effect on business in general, with the coin machine field getting its due share. Then, too, the city is being thronged with tourists.

Leading distribs and operators in the coin machine field report gains ranging from 25 per cent up in comparison with the volume of business for the corresponding period of last year. Many operators are supplementing their metropolitan operations with activities at nearby beaches, summer resorts, and amusement parks.

The used-game stocks have been larger during July due to more shipments of new games being received. Many of the used games, it is pointed out, have been used in equipping the new sportlands that cropped up during the month.

The intensified heat of midsummer served to help boost installation of beverage venders.

Increases also were noted in the number of installations of candy vending machines. This was made possible to



SECTION OF CINEMA SPORT CENTER, Los Angeles, one of largest bowling and recreation set-ups in the country. It is one of the several arcades which Paul Gerber, official of Gerber & Glass, Chicago, has equipped on the Pacific Coast. The arcade is under the management of Bernie Fishman. (DR)

some extent by the fact that many of the buildings in which they were installed are air conditioned.

Ice-cream vending units were noted in more new places.

Cigarette vending machine activities showed gains in installations and collections.

On the whole, coinmen are so active that they have very little time to take summer vacations.

WILKES-BARRE, PA.

WILKES-BARRE, Pa., Aug. 2.—Since July 4 the coin machine business in the heart of the anthracite region here has been reported holding up well. With excellent summer weather, resorts and parks are doing a better automatic phonograph business than last year.

Two operators reported business showed a marked improvement over last year so far as collections at the summer spots are concerned, altho the city locations are reported experiencing their regular seasonal slump, with collections off 10 to 15 per cent.

As far as the target guns are concerned, only a few locations are going good, the majority being only fair to middling. Some pinball and phonograph spots in the city have shown an improvement over a year ago. One operator reported that the music boxes are receiving a fair play, better than in the past.

The fact that there are few defense industries in town has caused many families to depart to defense boom towns, and the Army Selective Service and the high enlistment rate here have taken away many of the young men. Offsetting this to some extent, operators point out, is the fact that the coal mines are working steadily and that when money is made in this area the residents are good spenders.

the cartoon is a full page in length, three columns wide.

Movie Mentions. In "Meet John Doe" there is a lunchroom scene wherein Gary Cooper and Walter Brennan are sitting at a counter talking. In the background is a couple jitterbugging to music from a music box, and other customers playing a pinball game. Clearly heard is the sound of the pinball player pulling out and letting go of the plunger, the ball rolling, and the sound of a bell when the player scores. In "Out of the Fog," phonographs and pinball games are used as props in a restaurant and drugstore.

The Chicago Sunday Times, July 27. The Chicago Public Library is written up in a two-page picture feature which tells of the library's many services, among them coin typewriters for public use. The article contains a picture of a girl patron of the library seated at the coin-operated typewriter.

The Spotlight, July 18. Spokane's weekly newspaper in an exclusive feature article entitled "An Open Letter to Governor Langlie" mentions the coin machine industry as having been a fine source of revenue for Spokane and argues that the pinball licenses should not be revoked.

The Times Picayune, New Orleans, July 26. "Skill Game License" is the title of an editorial commenting on the new city license on machines.

The Globe and Mail, Toronto, July 23. Among several pictures of Canadian women taking over men's jobs in war industry is one of a woman worker after working hours dancing to music from an automatic phonograph.

Industry Mentions

Magazines
Newspapers
Radio

Printer's Ink Weekly. A news item under the heading, "Automatic Selling," states that the industrial boom of the late 1920s stimulated interest in automatic merchandising machines as a major selling aid in retail stores, but the development did not get very far. Now the talk is being revived. A speaker at a recent convention of the National Retail Dry Goods Association asserted that retail organizations face the most difficult employment problem in history. High wages in defense industries, plus draft inroads, have already rendered the situation acute in some armament centers. Vending machines being more efficient and versatile than they were 10 years ago, it may be that they will replace lost manpower and reduce a rising trend in selling costs.

A feature article sent out by the NEA Syndicate on the playtime schedule of English RAF Volunteer Reserves being trained at Americus, Ga., shows in pictures the initiation of the boys into the American way. The juke box, corn on the cob, and watermelon are classed as the leaders in Americana.

Tobacco, July 10. This national trade magazine carried an article about the Ohio State Tobacco Association giving the national defense program a ton of metal in the form of slugs taken from cigarette vending machines. The item states that the Cleveland office of the Office of Production Management couldn't analyze the slugs right away, but the local manager of the Defense Contract Service said they evidently contained nickel, "a very scarce material of top defense necessity."

A UP release from Washington contains a statement from Treasury officials that three government mints are being expanded to meet a record-breaking demand for coins created by defense spending and "the growing popularity of vending machines, pinball games, and juke boxes." Coin production for the first five months of 1941 was 143 per cent greater than in the same period in 1940, officials said.

The San Francisco Chronicle Sporting Green, July 19. Cartoonist Howard Brodie, under the title, "Lunch Hour Athletes," has sketched five of his newspaper colleagues in characteristic positions playing pinball games. Brodie's caption under each sketch names each player, quotes expressions used when a low score is made, such as "You bum," kids the players on their style of standing at the games, and ribs one fellow for tilting. The sketches are well done, the positions of the players are comical, comments on style of playing and advice offered for improvement are very funny, and



"This is my game room. It's practically self-supporting." (Kirk Stiles, Collier's, June 21, 1941.)

The St. Paul Dispatch, July 22. An editorial entitled "Pinball Machines" comments on the ruling of the attorney general that Minnesota cities may license pinball games of skill. The last paragraph of the editorial reads, "This ruling should open the way for a badly needed source of revenue for many communities without attempting to license gambling. If some city administrations attempt a too broad interpretation of the ruling the courts may be trusted to remedy their mistakes."

Hap Hazard Radio Program, July 15. Hap Hazard (Ransom Sherman) is certainly a pinball player before anything else. He has his telephone operator hold a long-distance call while he plays a slot machine encountered on his way to the phone. There is a sound effect of reels spinning, and then Hap says, "Two oranges and a lemon. Oh, well, Can't win every time."

Detroit

DETROIT, Aug. 2.—Harry Wish has sold control of the Oriole Music Company, manufacturer of remote-control and speaker cabinets for locations, to Don Mathews and Leslie Ellis.

Robert Brooker is the latest newcomer reported in the ranks of local operators. Brooker's field is music machine operation. Address is 6148 Hussar Street.

M. L. Strong, who operates on the east side of town, is expanding his route with acquisition of National's cigarette venders.

MILLS 4 BELLS ANIMAL REELS
3 Only
165.00 — 175.00 — 185.00
Perfect condition. 1/3 with order, bal. C.O.D.
VALLEY SPECIALTY CO.
1061 Joseph Ave. Rochester, N. Y.

1 BALL MULTIPLE Deluxe CONSOLE PAYOUT

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Announcing... **DERBY WINNER**
1 or 5 ball Replay with all the great money-making features of our outstanding Flying Champ Payout!

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Immediate Delivery. Order From Your Distributor or Write Direct.

COMING SOON!

A new 3-reel combination automatic payout or free play console with "Extra Bell" feature!

WESTERN PRODUCTS, INC., 925 W. NORTH AVE., CHICAGO

Evans's Alleys Boom in St. Joe

CHICAGO, Aug. 2 (MR).—In St. Joseph, Mich., industrial and recreational center of Southwest Michigan, Evans's Automatic Regulation Duckpin Bowling is zooming to new heights of popularity, it is reported. "The Berrien Recreational Center, centrally located, finds busy folks gathered to indulge in the new recreational sport," said H. C. Evans & Company officials.

"Under the management of R. W. (Dick) Hood Jr., this location has built an enviable reputation. A battery of seven Evans's Automatic Alleys has been in constant operation since November 15, 1940. Automatic bowling leagues have been formed among men, women, and youngsters for regular and tournament play.

"In connection with the alleys, attractive arcade equipment is featured in this location, consisting of amusement machines and vendors for dispensing food-stuffs, drinks, candies, etc.

"The alleys are regulation 50-foot length duckpin alleys, using hard pins and having all regulation features."

Pointing out possibilities this new sport holds for operators, R. W. (Dick) Hood Sr., president of H. C. Evans & Company, declared: "Duckpin bowling provides impressive earnings for the moderate investment involved. Operators everywhere are quickly grasping this extraordinary opportunity to establish this lucrative business. Automatic bowling is ideally suited to such locations, first, because of the greatly simplified installation and operation and, second, the lightning speed and uncanny automatic action holds a particular thrill and fascination.

"Far beyond the experimental stage, Evans's Automatic Duckpin Alleys are unending in operation. Their automatic action is fast, efficient, and intriguing. Pins are reset completely each frame, balls are returned, and the triangular register above the alley indicates pins toppled with each shot—all automatically. This automatic action plus the lighter balls, which are capable of higher speeds and demand less exertion, makes these alleys about three times as fast as manual tenpin alleys.

"To operators, ease of installation, simplified operation, and large returns are especially important. Completely portable and entirely self-contained, the alleys require no special base but may be laid over any floor and taken up for moving with comparative ease at any time. High installation costs are saved, the need for long-term leases, special foundations, etc., is obviated. Evans's Automatic Alleys come in three standard lengths, which permit them to fit small or odd space. The alleys are regulation size, with regulation wood floors, all regulation features, using regulation banded or hard duckpins and regulation duckpin balls. Scoring is done on regulation ABC score pads."

The Berrien Recreational Center installation is but one of more than 100 already offering this new automatic sport to their patrons, say Evans officials.



A. G. SAMPSON, of Decorah, Ia., tried the Chin Machine, new arcade athletic device made by the Exhibit Supply Company, Chicago. Sampson recently visited the factory. (MR)

Baltimore

BALTIMORE, Aug. 2.—New sales records are being established on Gottlieb's Spot Pool, states Irvin F. Blumenfeld, General Vending Service. Blumenfeld also reports good movement on Keeney's Twin Six and Skylark, Jennings Totalizer, and Saratoga.

The demand for Rock-Ola phonos continues to exceed the supply, states Aaron Goldsmith, the Hub Enterprises. Shipments are sold before they reach the receiving department, he reports. The Hub also is experiencing a brisk movement in Genco's and Chicago Coin's games.

Ernest E. Waldrop, of the Hub Enterprises, vacationed at Greenville, S. C., accompanied by his family.

Calvert Novelty Company, headed by Art Nyberg, is still trying to take care of the backlog on Seeburg music boxes.

Phoenix Novelty Company is chalking up large sales on Buckley Music Systems, according to Aaron Folb.

B. J. Fine, of the B. J. Fine Company, reports summer operations are holding up well and are on a par with operations for the corresponding season of last year.

The Merit Music Service reports substantial gains in operations. Morris M. Silverberg estimates receipts are running at least 25 per cent higher.

Gum-vending machines have been installed in the High Ice Cream stores, a chain of combined ice cream, milk, and dairy products stores. Watling scales have also been installed in these stores.

Advise Locations of Block Kit Becomes San Francisco on Accepted Standard Posting Licenses

SAN FRANCISCO, Aug. 2.—Amusement Merchants' Association, Inc., operators' association of San Francisco, has issued a memorandum to location owners calling attention to San Francisco ordinances requiring posting of licenses for amusement devices in the location.

The ordinance section is as follows: "Section 311. Posting licenses in premises. The license shall be permanently and conspicuously posted at the location of the machines in the premises wherein said mechanical amusement devices are to be operated or maintained to be operated, and shall not be removed from said location during the period for which said license was issued."

The bulletin was issued by Sidney R. Mackin, managing director of the association. He declared: "It is the policy of this association to co-operate at all times with the municipal departments. We call your particular attention to this section of the ordinance governing the operation of mechanical amusement equipment because a recent survey shows that many locations are not properly posting their permits and licenses."

Mackin also declared: "This association in its endeavor to establish acceptable operation of mechanical amusement equipment in the community requests that you please conform with the re-

PHILADELPHIA, Aug. 2 (MR).—The Block Marble Company reports that its Guardian Parts Kit has become recognized as standard equipment for all coin machine servicemen, according to letters the firm has received from operators.

"This kit has won many friends for us thruout the country," explains Harry Block, president. Their word-of-mouth advertising has brought many orders. In one morning's mail letters enclosing orders ranged all the way from California to Massachusetts. Many operators mention in their letters that they heard about our kit from an operator friend.

"The Guardian Electric Manufacturing Company, which made up this kit for us, is the pioneer electrical engineering firm in this business. It knows what the serviceman needs and has given it to him."

requirements of Section 311, as well as all of the other sections of the San Francisco Mechanical Amusement Device Ordinance."

Issues Association Sticker

The association is issuing a sticker to all member operators for their games. These stickers are to be placed on all games as an indication, it was stated, that the operator is doing his share to defray the expense involved in carrying on vital association work.

STOCK UP NOW!

AT THESE EXCEPTIONALLY LOW PRICES ON 5-BALL FREE PLAY GAMES!

KEENEY	EXHIBIT	GENCO	CHICAGO COIN
Score Champ \$22.50	Lite-a-Card \$24.50	Seven Up \$22.50	Sport Parade \$64.50
Super Six .. 14.50	Golden Gate 14.50	Formation .. 29.50	Home Run .. 29.50
Speedway .. 27.50	Leader 39.50	Follies 24.50	Miami 14.50
Speedemon .. 24.50	Chief 14.50	Cadillac ... 29.50	Spartly ... 22.50
Red Hot .. 14.50	Flagship .. 14.50	Big League 29.50	Yacht Club 22.50
Super Charger 12.50	Sunbeam .. 57.50	Circus 14.50	Jolly 22.50
Thriller 12.50	Avaton 14.50	Mr. Chips .. 14.50	Roxy 22.50
Cow Boy .. 12.50	Contact ... 14.50	Blondie ... 27.50	O'Boy 22.50
Big Six .. 12.50	Lone Star .. 24.50	Punch 22.50	Nippy 17.50
GOTTLIEB	BALLY	STONER	
Bowl Alley \$19.50	Vacation .. \$24.50	Holdover .. \$12.50	Commodore 22.50
Big Show .. 19.50	Limelight .. 24.50	Dbl. Feature 12.50	Majors 17.50
Keen-o-Ball 12.50	Beauty 24.50	Sara Suzy .. 29.50	Buckaroo .. 14.50
Scorecard .. 22.50	Dbl. Feature 14.50	Sparky 39.50	Topper 14.50
Summertime 22.50	White Sails 17.50	Brite Spot .. 22.50	Ocean Park 14.50
Bating .. 12.50	Lead Off .. 39.50	Rotation ... 22.50	Fox Hunt .. 37.50
Three Score 24.50	Glamour ... 24.50	Fantasy ... 14.50	Sports 29.50

COUNTER GAMES

CIGARETTE REELS	Sum Fun .. \$ 3.50	Sparks 5¢ Pl. Ball
Groetchen Zephyr \$12.50	Nugget .. 3.50	Gum .. \$17.50
Lite-a-Pax .. 17.50	Indian Dice .. 9.50	Liberty 1¢ Pl. Fruit 17.50
Cent-a-Smoke .. 6.50	Hit Me Frt. Ris. 3.50	Liberty 5¢ Pl. Fruit 17.50
Penny Smoke .. 6.50	Whirlwind Frt. Ris. 3.50	Am. Eagle 5¢ Pl. Fruit .. 17.50
Ball Gum .. 6.50	Spinner Winner .. 12.50	Marvel 1¢ Pl. Ball
Bally Reserve .. 6.50	Ace Card Ris. .. 9.50	Gum .. 21.50
Penny Play .. 6.50	Baby Vendor Frt. Ris. 4.50	Marvel 1¢ Pl. .. 19.50
Jennings Grandstand, 5¢ Pl. Only .. 9.50	Baby Vendor Fortune Reels .. 4.50	Marvel 5¢ Pl. .. 17.50
Little Merchant .. 5.50	Puritan Baby Bell .. 4.50	Ginger 1¢ Pl. .. 14.50
Zig Zag .. 5.50	Fortune Reels .. 7.50	Ginger 5¢ Pl. .. 12.50
Win-a-Pax .. 6.50	Bally Millwheel .. 4.50	Mercury 1¢ Pl. .. 17.50
Smoke Reels .. 9.50	Groetchen 21 .. 4.50	Mercury 5¢ Pl. .. 17.50
Imp .. 7.50	Groetchen Hi-Stakes 4.50	Tokette 1¢ Pl. .. 9.50
Gottlieb Daily Races .. 5.50		Ex Ray 1¢ Ball Gum 17.50
Hit Me Card Ris. 4.50		
Reel Spot .. 5.50		



TERMS: 1/3 Deposit With Order, Balance C. O. D. or Sight Draft.

MONARCH COIN MACHINE CO.

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OPERATORS! JOBBERS! DISTRIBUTORS! All Over the EASTERN SEABOARD STATES!

GET IN TOUCH WITH US TODAY FOR THE MOST OUTSTANDING LEGAL AMUSEMENT SENSATION IN YEARS!

NEW RIFLE SPORTS

The greatest moneymaking, most timely HIT in all shooting range history! Smaller, Lighter, Compact, Portable. Can be set up in a jiffy. Takes in coins faster than lightning. Holds them at the guns for hours. Takes advantage of the shooting craze getting so much national publicity and so predominant everywhere. We have an entirely new method for operation and sales. Get in touch with us immediately—CASH IN WITH THE NEW RIFLE SPORTS—A LEGAL, BIG MONEY BUSINESS!!

ROSENBERG-MUNVES CORP.

631 TENTH AVE., NEW YORK CITY

(All Phones: LOngacre 3-1650)



CHEERS FOR SKY LARK from J. H. Keeney, Bill Ryan, and Mel Binks, officials of J. H. Keeney & Company. They report that hundreds of coinmen have joined them in praising the game since its release some weeks ago. (MR)

EASTERN FLASHES

NEW YORK, Aug. 2.—The hot, sultry days of August are here but coinmen are busy preparing for what is expected to be the greatest of all fall seasons.

Al Schlessinger, of Square Amusement Company, Poughkeepsie, N. Y., in town lunches with local coinmen in Coin Row's bakery-restaurant. . . . Max Levine, of Scientific Machine Corporation, reports interest in Batting Practice continues strong with the order chart at a new record high as many operators discover the possibilities of the game. . . . Burnhart (Bip) Glassgold, sales manager of Arthur H. DuGrenier, Inc., is busy cementing friendships with new operators. . . . Bill Schork and Max Schaffer, of Schork & Schaffer, says business is booming and that they are working on new ideas and machines for the Penny Arcade field.

Murray Sandow drives from 42d Street to 47th to avoid exertion during the hot spell. . . . Bill Alberg and Charley Aronson, of Brooklyn Amusement, momentarily expecting Evans' Play-Ball, are already lining up local coinmen. . . . Harry Pearl, of Keystone Vending Company of New Jersey, seeking used Rock-Ola phonos, finds time to challenge Barney Sugarman to a golf match. Harry recently took in the fights at Meadow-



MAYFLOWER CELEBRATES APPOINTMENT as Pittsburgh Wurlitzer distributor. Wurlitzer's general sales manager, Mike Hammergren, congratulates Jackie Fields. Left to right, looking on, are Wurlitzer assistant sales manager Spence Reese; Sam Taran, president Mayflower Novelty Company; Wurlitzer assistant sales manager Ernie Petering, Jake Nilva, and Morris Roisner. (MR)

brook Bowl with Howard Kass, of Newark. . . . Bill Gersh, Abe Green, Harry Pearl, and Harold Lawrence threaten to get together any day now as a golf foursome at the Weequahic golf course. Barney Sugarman talks over taking up golf with Jack Fitzgibbons and both agree they need the exercise and fresh air. . . . Bill MacDonald and Jack Devlin, of Fitz-

gibbons', whispering seriously. . . . Fitzgibbons has two new roadmen covering the trade: Benny Schillinger covers the States of New York and New Jersey, and Mike Balkin will take over New England territory. "They're a great team," comments Fitz. . . . Charley Litchman, of Midtown Vending Company, in a reminiscent mood, tells of the time he put on a shoe-string peddler's box to see if he was a good salesman.

John Helfer talking it over with some of the other operators in front of Joe Fishman's. . . . H. E. Pincus, Larry Solomon, and Wally Wallbrecht, operating Service Machines, Inc., report capacity business. They specialize in reconditioning and refinishing vending machines for the trade. . . . Sol Silverstein showing operators high points of the Keeney games. . . . The Vending Machine Exchange is busy thoroughly reconditioning the S. & M. Dualway cig venders for operators.

OF MEN AND MACHINES

Irv Sommers strutting down Coin Row, a symphony in brown, with complexion to match. . . . Nat Cohn, of Modern Vending Company, enjoying a two-month vacation, while Harry Rosen and Irv Sommer hop about at top speed taking care of the business. Sylvia Herman, the firm's gorgeous little record gal, is reported to be seriously thinking of wedding bells. . . . Irv Sommer can talk with authority about beverage dispensing machines, for he was one of the first to operate them. He claims that this is one of the real businesses of the future.

Al S. Cohen, of Asco, Newark, reports the firm is receiving many orders for merchandise equipment. . . . Phil Bogin and Ike Berman, of Economy Supply Company, spent the greater part of the week in Chi making important contacts. . . . Leon Berman, of Myssco, takes to the road again. . . . Mac Perlman seen in various distributors' showrooms with the perfect badge of the coin operator—a batch of coin wrappers stuffed in his sport-shirt pocket. . . . Lunching at the confectionery counter on Coin Row—Harry Rosen, Harry Pearl, Shugy Sugarman, and Abe Green.

Doc Eaton, of Buckley Music System, spent most of the past week making important contacts in Jersey and reports; "I haven't been able to get home to dinner in a week." . . . Willie (Little Napoleon) Blatt, metropolitan district coin for Buckley, seen hurrying down Coin Row with part of a machine under his arm. . . . Eddie Corriston, of Palsades, is one of Buckley's biggest boosters in Jersey. Henry Seiden is busy traveling up-State for the firm, and F. H. Parsons is expected in the early part of next week.

Joe Munves can hire out for professional painting jobs, say coinmen who saw the job he did on the new Rifle sports unit at the Rosenberg-Munves showrooms. Joe is at the offices of the latter organization part of the day and the rest of the time at Mike Munves Corporation. Mike, incidentally, would like to take a nice rest in some quiet, peaceful spot. . . . Milton Nagler, one of Coin Row's real characters, is doing an excellent job over at Mike Munves's. . . . Gil Faria and Marty Roth around Coin Row almost every day.

recent Coast flying trip and the fine time he had with Lou Wolcher in San Francisco. Seaboard continues to be one of the busiest distrib spots in town with Genco's latest hit games, Mutoscope's Ace Bomber and Drive-Mobile, and Daval games. . . . Teddy Seidel, waving from a truck as he skims by, yells: "I'll mow 'em down." . . . Jack Kronberg, of Crown, hasn't been seen around lately. . . . Leo Greenberg, assistant sales manager of Markepp Company, Cleveland, does considerable buying during his New York visit.

Seymour Piltch, George Ponser pin expert, walking alone and lost in deep meditation, but he continues doing a fine job with Gottlieb's Spot Pool. . . . Irv Morris, of Ponser's Newark office, reports Joe Backsay, of Fords, N. J., takes over Middlesex County for Panoram. Henry (Pork Chops) Bogner, Ernie Krauter, Jack Parr, and Harry Radler are operating Panorams in Essex County. In New York George Ponser and Jack Mitnick work right thru the heat trying to satisfy local demand for Panoram.

Tony Gasparro telling listeners in his spot how to buy good shoes. . . . Dave Stern, of Royal, Elizabeth, N. J., is preparing to surprise the trade with a meritorious campaign and also expects to set some new sales records. . . . The three ambassadors, Al Sherry, Al Koondel, and Phil Gould, of Ambassador Vending, are looking for a larger spot to facilitate shipments. . . . Jack Berger, of Newark Coino, was in Virginia doing some fishing the past week. . . . Ernie Krancer and Harry Fraier, of Queens Amusement Company, report a continuous demand for games. . . . Irv Orenstein, of Hercules, has a surprise for Newark operators, it is reported. . . . Earle C. Backe, of National Novelty Company, Merrick, L. I., is doing an efficient job with music.

Marvin Liebowitz now dials his own phone right back at himself early in the mornings. . . . Herman Perin is winning quite a following among Jersey operators with his salesmanship. . . . Helen Cohen, of Budin's, is quietly getting set to start the wedding bells a-ringing. . . . Bill Rabkin and Earl Winters, doing their best to keep up with the demand for Ace Bomber and Drive-Mobile, say Mutoscope will soon be catching up on national orders from operators, jobbers, and distributors.

HERE AND THERE

One of the greatest months in their history is expected by Tri-Way Products Company, according to the firm's execs, who report that orders for Ultratone and Illumitone have reached a new record high. . . . G. V. Corporation's Adams Gum venders are spreading all over town as additional operators go for this merchandiser. . . . Al Simon and Jack Semel are continuing the good work over at Savoy. . . . Hymie Rosenberg feels swell again now that he's back in sales harness. . . . Harry and Sammy Wichansky, of Atlas, Elizabeth, N. J., are reported doing one of the best jobs since they entered the coin machine field.

Roy McGinnis is said to have some good buys for the trade in Baltimore. . . . Lew (Leader) London, of Reading, Pa., hasn't been heard from of late. . . . Art Nyberg, of Baltimore, is said to be working harder than ever during the hot spell. . . . Joe Ash, of Active Amusement Machine Company, Philly, comes into town occasionally these days but dashes right back to the Quaker City after completing his business. . . . Joe Hirsch seen hurrying along from one Coin Row spot to another.

Irv Mitchell, of I. L. Mitchell & Company, who has done a good job in the short time his firm has been operating, will now take over the business of D. Robbins & Company, one of the oldest and best known firms in the business. Dave is retiring from the coin machine field. . . . I. H. Rothstein, of Banner Specialty Company, Philadelphia, is reported doing a whale of a job. . . . Sam Kresburg flew to Chi, to the Seeburg factory, and back to the city again last week. . . . Joe Fishman, Keeney distributor, feels that Twin Six is one of the best novelty games produced. . . . Moe Mandell, of Northwestern Sales, reports steady demand for bulk penny venders.

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TOKEN PAYOUT. MECHANISM UNCONDITIONALLY GUARANTEED FOR 2 FULL YEARS!! 1c or 5c MODELS! ORDER QUICK!!

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Ball Gum Model Only \$2 Extra
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ALL EQUIPMENT THOROUGHLY RECONDITIONED AND READY FOR LOCATION

Zombie ---\$37.50	Glamour ---\$22.50	Speedway ---\$17.50	Triumph ---\$10.00
Leader ---32.50	Score Champ ---22.50	Drum Major ---17.50	Variety ---10.00
Sparky ---32.50	Red Hot ---22.50	Twinkle ---15.00	Flash ---10.00
Big Time ---32.50	Three Score ---22.50	Flagship ---15.00	Conquest ---10.00
Mascot ---30.00	Score A Line ---22.50	Lancer ---15.00	Contact ---10.00
On Deck ---25.50	Score A Card ---22.50	Up & Up ---15.00	Congo ---10.00
Wings ---27.50	Lite A Card ---22.50	Vogue ---12.50	Thriller ---10.00
Sports ---27.50	Double Feature ---20.00	Top Notcher ---12.50	Lucky Strike ---10.00
Commodore ---27.50	Airport ---20.00	C. O. D. ---12.50	Rink ---10.00
Lucky ---27.50	Short Stop ---19.50	Super Charger ---12.50	All Baba ---10.00
Dixie ---27.50	Merry-Go-Round ---17.50	Big Six ---12.50	Liberty ---10.00
Summer Time ---25.00	Sky Rocket ---17.50	Cowboy ---12.50	Paramount ---7.50
Big Town ---25.00		Roller Derby ---10.00	Rebound ---7.50
Rotation ---25.00			

SKILL GAMES (LEGAL)

Sky Battle ---\$110.00	Bally Eagle Eye ---\$27.50	Bally Bull's-Eye ---\$25.00
Exhibit Bicycle ---95.00	Rock-o-Ball ---27.50	Bally Alley ---15.00
Keeney Air Raider ---95.00	Wurlitzer Skee Ball ---27.50	Casino Golf ---10.00
Evans Ski Ball ---39.50	Keeney Bowlette ---25.00	

23 BALLY COCA-COLA Beverage Venders and Carbonator. Write for particulars.

Western's "RECORDIT" VOICE RE-CORDING MACHINE. Automatic—Floor Sample. Like new, \$275.00.

Mills Spinning Reels ---\$94.50	Mills 1-2-3 ---\$17.50	Western Hey Day ---\$15.00
Bally Thistle-down ---49.50	Gottlieb Multiple Races ---15.00	Western Aksarben ---15.00
Bally Sport Page ---44.50	Western Derby Time ---15.00	Western Derby King ---15.00
Bally Gold Medal ---32.50	(Mult.) ---15.00	Rockola Across the Board ---15.00
Keeney Handicapper ---22.50		

CONSOLES

Pace 1940 Pay Day ---\$129.50	Keeney Track Time ---\$84.50	Bally Rays Track ---\$25.00
Western Race Meet ---95.00	Mills Square Bell ---65.00	Jennings Liberty Bell (siant top) ---17.50
Pace Saratoga 1940 ---90.00	Pace Saratoga 1939 ---65.00	Bally Club House ---17.50
50 ---90.00	Evans Galloping Domino (black) ---27.50	Exhibit Chuck-a-Lette ---15.00
Pace Saratoga 1940 ---90.00		Keeney Dark Horse ---15.00

COUNTER GAMES

Mills Vest Pocket ---\$27.50	A. B. T. Challenger ---\$10.00	Ace ---\$6.50
Sparks Gold Award ---22.50	Jiffy ---10.00	Cent-a-Pao ---4.00
Bally Romance ---19.50	Gingers ---10.00	Cent-a-Smoke ---4.00
Western Bones ---19.50	Grandstand ---10.00	Tri-a-Pac ---3.50
Liberty ---17.50	Hold and Draw ---7.50	Spin-a-Pac ---3.50
American Eagle ---17.50	A. B. T. Target Skill ---6.95	21 Vender ---3.50
A. B. T. Red-White-Blue ---11.50	Tally ---6.50	Daval Races ---3.50
	Cub ---6.50	Presto Dice ---2.50

One-Third Deposit With Order, Balance C. O. D.

MAYFLOWER NOVELTY COMPANY

MAYFLOWER BUILDING, 2218 University Avenue ST. PAUL, MINN.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

FAST FLASHES
Sanford Warner, of Bert Lane's Seaboard Sales, Inc., still talking about his



THE NATIONALISTS IN A SCENE from the Panoram Soundie, "We're All Americans," words and music of which were written by Jim Mangan, advertising manager of Mills Novelty Company. The picture in three minutes gives a complete cross-section of American life. (MR)

Games Association Assists Newspaper In Football Poll

MINNEAPOLIS, Aug. 2.—An unusual opportunity to get a favorable tie-in

with a local newspaper was recognized and utilized by the Minneapolis Amusement Games Association during July when it worked with Dick Cullum, sports editor of *The Minneapolis Daily Times*, in getting fans to vote for their favorites for the Minnesota football all-star selections. Andy Wolf, president of the association, is credited with the idea.

Thousands of pink petitions were circulated throuth the city. "Sign the Pink Petition" was the slogan of the poll. The association put out its own pink petitions and window cards, urging voters to sign the petitions and send them in. The association name was printed prominently on its petitions and cards.

The association was given public credit thru the columns of the sports page for its work. One column said, "In the meantime the personal efforts of Franck (halfback) were augmented by a drive launched by the Minneapolis Amusement Games Association co-operating with *The Times* by placing petitions in nearly every spot in town in which its licensed games and musical devices are operated. Results of this effort have not yet appeared but it may be the factor to turn the tide and clinch places on the squad for several Gophers as well as a place on the first team for Franck."

And in a later issue, "What is being done? Well, the Minneapolis Amusement Games Association under President Andy Wolf is doing a spectacular job. It has circulated thousands of petitions. It has done better than that. It has followed up its petitions with an active campaign and, best of all, it has brought its petitions into headquarters full of signatures.

"Thousands of votes came to *The Daily Times* this morning thru the Minneapolis Amusement Games Association alone and the big flood is not expected until tomorrow."

New Exhibit Game Called Knock Out

CHICAGO, Aug. 2 (MR).—"Good news travels fast and the word is spreading that Exhibit's new game Knock Out is a knockout in the full sense of the word," say Exhibit Supply Company officials.

"Advance information from test locations and first shipments to distributors reveal that Knock Out is booking real profits.

"Knock Out is sensational in every respect—new features, sustained play appeal, numerous ways to score, and mechanical perfection.

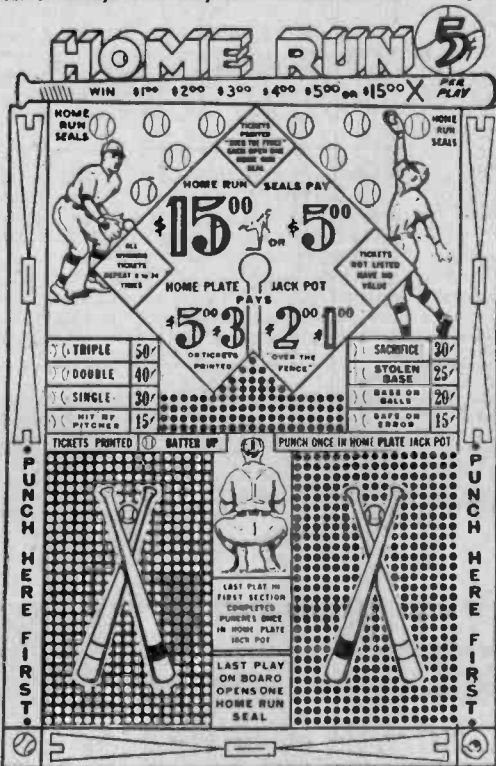
"Some of the features that put over Knock Out with the players are the new scoring pocket worth super replays when lit, two ways to knock out the lights, two ways to light up pocket, upper and lower channel worth replays, and many others.

"Indications are that Knock Out will break all production records, as orders are already pouring in for this unusual game."

GLOBE MONEY MAKING GLOBE DIE-CUT BOARDS

A RED HOT MONEY-MAKER—A REAL HIT!

PLAY BALL just like in a real game—customers knock out the hits and you CATCH THE NICKELS! Operators claim it is a FAST MOVER right to the last hole. This is a really outstanding 8-color, eye-catching, die-cut board that will bring you plenty of profits. Get started today—send in your order and start collecting the nickels.



1080 Holes

AVERAGE PAYOUT AT 5c PER SALE

FEATURE: All Tickets bear baseball slogans. Winners repeat 6 to 24 times—6 Tickets "Batter Up" each punch once in Home Plate Jackpot. Home Plate Jackpot—Contains 92 holes.

Board Takes in 1080 Holes @ 5c a Punch, \$54.00
Pays Out: Jack-pot Average \$ 7.02
Consola-tions 16.20
Last Sale in First Section 1.17
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Average Profit...\$23.61

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WORLD'S GREATEST CIGARETTE REEL TOKEN PAYOUT COUNTER GAME

\$34.50

Ball Gum Model Only \$2 Extra.

1/3 Dep. with Order, Bal. Shipped C. O. D.



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| Rotation .. 15.00 | Ocean Park. 9.00 |
| Big Show .. 12.50 | Paradise .. 27.50 |
| Dble. Feature 11.50 | Duplex .. 45.00 |
| Hold Over .. 13.50 | Formation .. 25.00 |
| Mr. Chips .. 9.50 | Hi-Dive .. 75.00 |
| (Nov.) .. 9.50 | All Baba .. 10.00 |
| St. Baseball 12.50 | Dble. Feature 11.50 |
| A. B. T. Challenger .. \$12.50 | Evans Ten Strike .. 25.00 |

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| 10c Pace All Star Comets, C.A. ... 35.00 |
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| 50c Mills J.P. Blue Front .. 75.00 |

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AUTOMATIC COIN MACHINE CORP.
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OOH! HAVE YOU SEEN FLIPPER?



NEW YORK, NEW JERSEY
NEW ENGLAND OPERATORS
AND JOBBERS—RUSH US
YOUR ORDERS QUICK!!
\$19.50² FOR ONLY \$37.50
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|-------------------------|----------------------|------------------------|
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| Big Show .. 20.00 | Nippy .. 15.00 | |
| Big Town .. 25.00 | O'Boy .. 13.50 | |
| Blonde .. 32.50 | O'Johnny .. 25.00 | |
| Bowling Alley .. 20.00 | Progress .. 35.00 | |
| Brite Spot .. 22.50 | Rotation .. 17.50 | |
| Chubbie .. 10.00 | Roxy .. 15.00 | |
| C. O. D. .. 17.50 | School Days .. 42.50 | |
| Comodoro .. 15.00 | Shortstop .. 22.50 | |
| Contact .. 12.50 | Sky Line .. 35.00 | |
| Cross Line .. 35.00 | Sports .. 17.50 | |
| Dixie .. 32.50 | Spottem .. 12.50 | |
| Dude Ranch .. 37.50 | Three Score .. 22.50 | |
| Fifth Inning .. 12.00 | Topper .. 12.00 | |
| Flicker .. 40.00 | Vacation .. 22.50 | |
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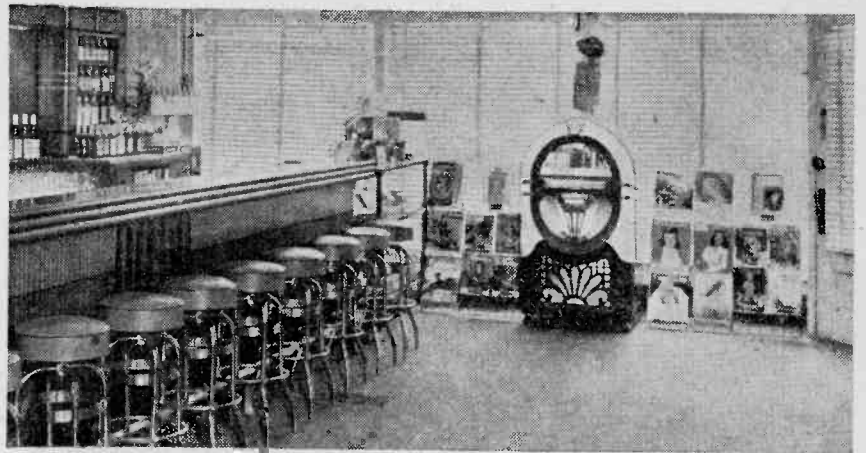
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Creating a sensation everywhere! Brilliant, original playing action entirely under player's control. A knockout for competitive play—loaded with "come-on"! Entirely mechanical—no wires—no batteries. Cash in quick! Order today!

PENNY PLAY
\$29.75

F. O. B. Chicago
NICKEL PLAY, \$31.75
Stand, \$6.50 Extra



"WURLITZERS ARE FAVORITES IN MONTANA," according to Messrs. Ely and Murry, Wurlitzer music merchants who cover Montana. Above is a location in Helena. It is Tracy's Red Meadow and reports are that patrons favor the Wurlitzer very much. (MR)

Buckley Praises Distributor Ackman

CHICAGO, Aug. 2.—W. W. (Mike) Ackman, Sun Amusement Company, Houston, Tex., who covers Southern Texas for Buckley Music System, made Chicago one of the points of interest to take in on his vacation. He reports that the Buckley factory was the real attraction in Chicago.

"Ackman is one of the many Texas machine men whom we are always glad to see," said Buckley officials. "He has been in the machine and music business for a good many years and brings a lot of valuable experience into his business plans.

"Since 1940 Mike has been identified with the Buckley Music System. He is one of the men who originally pioneered the music box business. He says that he knew all along that the installation of a music system in a location would bring in extra profits, but like all other developments in the music line it took time to build a system that would function perfectly. With the completed new Buckley systems Ackman said, "We have everything functioning just as it should so that I have had no hesitancy in using this system myself and selling it to my other music men."

tures. The game is setting a new mark for consistent earnings.

"Full-time production is the order of the day as a result of current demands for Sky Lark, as well as for Twin Six, novelty re-play game, and Contest, the one or five-ball, one or four-coin re-play game."

Sales Holding Up Well—Lieberman

CHICAGO, Aug. 2 (DR).—Bud Lieberman, Chicago distributor, reports that used game sales are holding up very well in spite of the fact that sales usually drop at this time of year.

"We can attribute good business at this time to two factors," Lieberman said. "Business in general is good, thanks to the defense industry's big pay roll, and our stock of games is so well rounded and in such fine shape that more and more coinmen are coming to us first."

THE BAKER NOVELTY COMPANY INC.
1700 WASHINGTON BOULEVARD—CHICAGO, ILL.

Factory Sales Representative MAC MOHR CO., 2916 W. Pico Boulevard., Los Angeles, Calif.

PAUL BUNYAN IS BIG



Yes! I mean
BIG PLAY
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BIG PROFIT



PAUL BUNYAN... That is a real cloth shirt and trousers he's wearing... 1216 holes... 5¢ per sale... Slot symbols... Takes in \$60.00... Total average payout \$31.25. Total average profit \$29.55... Extra-thick board... LIST PRICE \$5.95.

SUPERIOR PRODUCTS 14 NO. PEORIA ST. CHICAGO, ILL.

Flipper Sales Record—Markepp

CLEVELAND, Aug. 2.—Meyer M. Marcus, of the Markepp Company, who is currently offering a counter game called Flipper, reports: "We are already over the top with Flipper. We have broken every sales record we have had on a counter game. It is truly remarkable to see the repeat orders coming into our offices every day. Both Leo Greenberg and Milt Soffer are out on the road and are shooting in orders.

"Greenberg writes from the road: 'Everywhere I go there is demand for Flipper. Many of the jobbers and distributors tell me that this is the sort of counter game that their operators have been asking for. The fact that it is strictly pure amusement makes Flipper a practically unbeatable game in every territory.'

"Milt Soffer, who is now traveling in the East, reports: 'Just keep shipping the orders as I wire them to you. The sooner you get the games here the faster we are going to reach new volume records. I haven't yet bumped into any jobber or distributor who doesn't believe that Flipper has something.'"

LEW WOLF OFFERS

- | | |
|----------------------|------------------------|
| 5 Dark Horse \$95.00 | 4 Dbl. Feature \$16.50 |
| 3 Blue Grass 110.00 | 4 Hold Over 16.50 |
| 3 Flickers 40.00 | 3 Mt. Chlps 12.50 |
| 7 Mascot 10.50 | 2 Cadillac 17.50 |
| 5 Mystic 40.00 | 6 Sara Suzy 38.50 |
| 5 Fleet 25.00 | 1 Vacation 23.50 |
| 12 Triumph 10.50 | 1 Bowling Alley 20.00 |
| 2 Lime Lite 20.00 | 7 Variety 10.50 |
| 2 Progress 20.00 | 2 Fox Hunt 32.50 |
| 1 Landslide 18.50 | 2 Twinkle 10.50 |
| 2 Gold Stars 25.00 | 5 Nippy 13.50 |
| 3 Big Chief 43.50 | 4 Super Six 9.50 |
| 3 Score Card 13.50 | 16 Wurl. 616 42.50 |
| 5 Red Hot 12.50 | 1 AMI Phono. 75.00 |

1/3 Deposit—Balance C. O. D.

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1443 Main Street Buffalo, N. Y.

IT'S AMAZING! Coming Soon!
EVANS' PLAY BALL
Real Baseball!
Real Pitcher Pitches!
Real Batter Bats!

BADGER'S BARGAINS

SPECIAL MILLS JUMBO PARADE PAYOUTS... \$89.50	
FREE PLAY GAMES	AUTOMATIC PAY OUTS
Bally Blue Grass, Like New \$119.50	Pace Saratoga Juniors \$97.50
Pace Saratoga (Comb. F.P.P.O.) 119.50	Bally Grand Nationals 89.50
Western's Big Prize 99.50	Jennings Fast Time (P.O.) 89.50
Bally Dark Horses 94.50	Bally Grand Stands 79.50
Record Times 94.50	Mills Square Bells 69.50
Jennings Fast Times (F.P.) 89.50	Bally Royal Flush 69.50
Bally's Big Top (F.P.) 89.50	Bally Thistledowns 69.50
Sport Specials 79.50	Keeney Track Times, Red Heads 49.50
Mills Jumbo Parades (F.P.) 79.50	Bally Sport Pages 49.50
Gottlieb Track Record 49.50	Jennings Good Lucks 39.50
Bally Gold Cups 39.50	Bally Fleetwoods 24.50
Mills 1939 1-2-3s 24.50	Bally Entrys 24.50
Bally Eurekas 24.50	Jennings Liberties 24.50
Bally Triumphs 18.50	Pamco Parleys 24.50

Terms: 1/3 Cash Deposit With Order, Balance C. O. D.
Write Today for Our Free Catalog Containing Hundreds of Machine Bargains.

BADGER NOVELTY COMPANY
2548 N. 30TH STREET MILWAUKEE, WIS.

Keeney Games' Popularity Strong

CHICAGO, Aug. 2 (MR).—William "Bill" Ryan, general manager of the J. H. Keeney & Company, reports he is wearing a broad smile—"thanks to the constant popularity of the current Keeney line."

"Each succeeding day sees the sales graph on Sky Lark, Twin Six, and Contest rise a notch above that of the preceding day," declares Ryan. "More and more coinmen are discovering the value of operating Sky Lark, thanks to its convertibility from payout to re-play and to the many interesting playing fea-

EVERY ONE A BARGAIN

Do Re Mi \$64.50	Silver Skates \$47.50
Velvet 44.50	Seven Up 44.50
Zombie 39.50	Big Chief 32.50
Band Wagon 29.50	Leader 27.50
Glamour 19.50	Vacation 19.50
Cadillac 17.50	Red Cap 15.00
Big League 15.00	Mascot 15.00
Lucky Strikes, Converted to Ten Pins in 2 Ball Play	
Punch \$13.50	Commodore 13.50
Bally Beauty 13.50	Roxy 13.50
Flagship 12.50	4-5-6 12.50
Flesh 12.50	Airliner 12.50
Ocean Park 12.50	Topper 12.50
Bang 12.50	Sports 12.50
Short Stop 14.50	

1/3 Deposit, Balance C. O. D.

PREMO AMUSEMENT CO.
Main Street MOCANAQUA, PA.



WURLITZER OFFICIALS VISIT MANHATTAN DISTRIBUTING showrooms to pay Joe Eisen and Dave Margolin, firm co-owners, compliments on their success as Wurlitzer distributors. Left to right are Sam Cass, district manager; Ernie Petering, assistant general sales manager; Joe Young, Graham Distributing Company, Cleveland; Mike Hammergren, general sales manager; Bob Bleekman, district manager of Ohio and Michigan; Dave Margolin and Joe Eisen; Ed Wurgler, special representative. All are Wurlitzer officials except those identified otherwise. (MR)

Derby Winner Bows for Western

CHICAGO, Aug. 2 (MR).—Making its debut this week and, according to Western Products officials, slated for the No. 1 spot in sales rank is Western's new Derby Winner, a one or five-ball multiple replay game.

"The success of Derby Winner is as

good as assured," said President Roy Guilfoyle. "It has everything a game needs to become a location favorite, and the advance commitments have proved it. Featuring all the great playing and scoring ideas that have made its current production line partner, Flying Champ, so great a money-maker, Derby Winner is scheduled for an important position among the great profit makers of the year."

Groetchen Welcomes W. Va. Distributor

CHICAGO, Aug. 2 (MR).—Officials of the Groetchen Tool Company were pleasantly surprised this week, they report, by a visit from R. M. Bender, of Bender Distributing Company, of Charleston, W. Va., and his associate, Mr. Risberg.

"Both of these Southern gentlemen were in Chicago to place additional large orders for Groetchen games," officials of Groetchen said. "In high spirits over the excellent results they have obtained in the selling of Groetchen merchandise, Bender looks to a big year ahead."

"I have had to take on additional space due to the tremendous increase in business, and Groetchen equipment has played an important part in this expansion," Bender pointed out. "Operators are certainly enthusiastic," he continued, "about the Champion and Sparks Gold Award games. It has been the experience of both Risberg and myself that wherever we have sold Spark or Champion machines we have netted a substantial repeat business."

Groetchen Tool Company officials state that they are extremely pleased with the splendid job of the Bender Distributing Company on other Groetchen games, such as the Liberty, Mercury, Imp, Pikes Peak, and Columbia Bells.

Spot Pool Ends Summer Slumps

CHICAGO, Aug. 2 (MR).—"Hotter than the heat is Spot Pool, judging by the reports we're getting," states Dave Gottlieb, president of D. Gottlieb & Company. "This hit is witting records for summer sales and showing that game sales can reach new marks regardless of weather. Distributors and operators are praising it to the skies, calling it the cure for summer slump. Crammed with action, Spot Pool is a delightful adaptation of that great American pastime of billiards, and entices play unlike any game we know."

"For example," he continued, "Southern Automatic Music Company can't say enough about Spot Pool. Listen to this quote from Leo Weinberger, executive of its Louisville main office. He says: 'Summer slump? That used to be, but there's no such thing now. With Spot Pool we've set new records in sales in spite of the extreme hot weather and the expected dullness of summer business. Our Cincinnati, Nashville, and Indianapolis offices are just as enthusiastic. We find that operators can't get enough Spot Pools because players can't get enough of its fascinating play.'"

"That explains why so many distributors have such a warm spot in their hearts for Spot Pool," Dave summed up. "In spite of the heat we're stepping up production so that every operator can enjoy the welcome summer earnings of Spot Pool."

IMMEDIATE DELIVERY ON

Mills'

THREE BELLS
FOUR BELLS
BROWN FRONTS
CHROME BELLS
and
VEST POCKETS

Also on
Keeney's
SUPER TRACK TIME
and
Evans'
GALLOPING DOMINOS
and on all other
Latest Model
Machines

Don't Wait on Delivery—Forward Us Your Order. We will make immediate delivery because we have all these machines in stock.

DO NOT PASS UP THESE BARGAINS AS THEY ARE OFFERED SUBJECT TO PRIOR SALE.

Come one...
Come all.

GARDNER

SPINNING ARROW GETS 'EM!

GREATEST BOARD IDEA IN YEARS!

Hurry, hurry, hurry, folks!—gather 'round the most appealing board ever known! Features a real arrow which spins inside a cut-out jackpot circle and gives the players chills, thrills, and fills 'em with that playing frenzy which means bigger profits for you! Spinner circle is numbered for "hi-lo" play—also displays 48 seals with \$15 top award! Big \$43.95 average profit! Slot symbol tickets! Terrific flash! 163 winners! Order at once! No. 1800 CARNIVAL. PRICE: \$8.38.

Send for circulars showing many more NEW Gardner hits!

FOR DEFENSE BUY UNITED STATES WAR BONDS AND STAMPS

GARDNER

2307 ARCHER - CHICAGO

Canadian Operators, Jobbers and Distributors

Write for our complete list of bargains in Phonographs, Pin Games, Miniature Coin Operated Pool Tables, Slots, etc.

SOLWAY NOVELTIES

P. O. Box 33, Ste. Agathe des Monts, Que.

SPECIALS

2 Keeney Big Six . . \$12.50 17 Bally Mystics, Like New 37.50 1 Genco Seven Up . . 45.00 2 Stoner Sparkies . . 49.50 5 Keeney Red Hot . . 10.00 1 Exhibit Stars . . . 45.00	1 Bally Dark Horse . . \$82.50 3 Record Time 82.50 1 Blue Grass 100.00 3 Mills Jumbo Parades, C.P. 75.00 1 Western Play Ball . . 35.00 1 Sky Fighters 145.00	5 Groetchen Yankees, Like New . . . \$15.50 10 Blue & Gold Vest Pockets, Used Ten Days 38.50 8 Vest Pockets, Chrome, Used Ten Days . . 42.50
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FIVE BALL FREE PLAY

1 Bally Pick Em . . . \$10.00 1 Bally Chevron . . . 10.00 1 Bally Trailway . . . 45.00 1 Bally Fleet 45.00 1 Bally Headliner . . . 29.50 1 Baker Target Skill . . 45.00 1 Chicago Coin Yacht Club 19.50	2 Chicago Coin Ocean Park \$15.00 2 Daval Follow Up . . 19.50 1 Keeney Super Six . . 15.00 1 Chicago Coin Sports . 17.50	1 Mills Vest Pocket, Blue & Gold, Motor, 1 1/2 Pl. \$35.00 1 Jennings Little Merchant 12.50 1 Groetchen Mercury . . 17.50 2 Columbia Bell, J.P. . . 40.00 3 Columbia Bell, Rear Pay, G.A. 52.50 1 Groetchen Liberty . . 17.50
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"All orders must be accompanied by 1/3 deposit, balance C. O. D. Write and ask to be put on our mailing list. Above prices are effective August 9, 1941."

MOSELEY VENDING MACHINE EX., INC.

500 BROAD STREET, RICHMOND, VA. (Day Phone 3-4511—Night Phone 5-5328)

Economize with SOUTHERN'S Better Buys!

SPECIAL! LARGE ASSORTMENT OF \$13.95 EA. FREE PLAY GAMES

PRICED TO SELL! ORDER THESE NOW
...YOU'LL SAVE AND PROFIT, TOO!

EXHIBIT'S TAN FORAN . . . \$27.50 LIBERTY BELL 27.50 JENNINGS' DERBY DAY . . . 27.50 GALLOPING DOMINOS . . . 59.50 BLACK CAB. PACES RACES. 69.50 BROWN CAB. PACES RACES. 89.50 SEEBURG CHICKEN SAM RAYOLITE 49.50 EXHIBIT'S BOWLING ALLEY 700 199.50	ROCK-OLA TEN PINS . . . \$39.50 BLACK CAB. ANTI-AIR-CRAFT GUN 44.50 BALLY BULL'S-EYE GUN . . 49.50 PIKES PEAK 19.50 TEXAS LEAGUERS 34.50 NEW DAVAL 21 GAME . . . 16.50 WURLITZER 1940 MOD. 700 199.50
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Many other games available for Immediate Delivery! Write us your needs—New or Used.

SOUTHERN AUTOMATIC MUSIC CO.

542 South 2nd St. LOUISVILLE, KY.	531 N. Capital Ave. INDIANAPOLIS, IND.	425 Broad St. NASHVILLE, TENN.	312 W. 7th St. CINCINNATI, O.
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BUD LIEBERMAN Says

DEFEND YOUR PROFITS WITH THESE BUYS!

Multiple Free Play Novelty Games

Bally Sport Page . . . \$ 47.50	Bally Eureka \$37.50
Blue Grass (New) . . . 132.50	Bally Gold Cup 42.50
Bally Record Time . . . 84.50	Bally Victory 37.50
Bally Sport Special . . . 82.50	

Following Consoles also on hand for Immediate Delivery:

38 Track Times Jockey Clubs	Tan Foran Kentucky	Red Head Track Times Galloping Dominos
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WE BOTH LOSE MONEY IF YOU DON'T TRADE WITH ME!
WE DISTRIBUTE FOR ALL LEADING MANUFACTURERS!

831 W. WASHINGTON ST. CHICAGO, ILLINOIS
JUST A STONE'S THROW FROM THE SHERMAN!

"Every Deal Personally Handled by Bud"

You Take a TIP from ME!



OPERATE Keeney's SKY LARK
ALL-TERRITORY DELUXE CONSOLE
1 BALL COMBINATION
PAYOUT or REPLAY

TWIN SIX
HOTTEST NOVELTY ON THE MARKET!

CONTEST
A JUMBO FOR SIZE, APPEAL AND PROFITS! 1 or 5 BALL---1 or 4 COIN
REPLAY HIT!
IMMEDIATE DELIVERY!

J. H. KEENEY & CO. Not Inc. *The House that Jack Built!*
6630 S. Ashland Ave. Chicago

Review of Developments Relating To the Federal Excise Tax Bill

WASHINGTON, Aug. 2.—The much-publicized federal excise tax bill was reported to the House of Representatives on July 29 by the Ways and Means Committee. The proposal made by Congressman Cooper, of Tennessee, had caused much comment within the industry and without from the time it was first made several days ago. All the time that the bill was in the hands of the committee for hearings and for final re-writing representatives of the manufacturers' associations were carefully watching developments and ready to offer any information about the industry that the committee might ask for.

When the bill was reported to the House, it had been planned by House members to spend three days in debating the measure. But opposition to the so-called "gag rule" of limiting debate brought a sudden change in plans and other subjects were brought up on the day the bill was introduced. On July 30 some general discussion of the bill did get under way. So many tax questions are involved in the bill that the coin machine sections may be treated as a very small matter.

PROBABLE PROCEDURE.

Legal representatives of the Coin Machine Industries, Inc., stated this week that nothing could be done about getting changes in the coin machine proposals until the bill comes before the Senate. The usual procedure is that when the bill gets to the Senate it will then be referred to a Senate committee and hearings will again be held. Such hearings may provide an opportunity to ask for correction of unfair provisions in the bill.

News authorities are predicting that the big tax bill will pass speedily thru the House, and that it will be changed considerably in the Senate. Others predict that the bill has so many big questions in that it may be some time in getting thru Congress. The House again decided on limited debate on July 30 and planned to discuss income tax phases on August 4. There had been some talk of opposing the coin machine sections on the floor of the House but the rule of limited debate will no doubt prevent such a move.

Coin Machine Proposals

The section of the bill which has been of most concern to the coin machine trade is that relating to a proposed tax of \$25 per year on games and on bell machines. There has been much concern about the final definitions that would appear in the bill and to what machines the tax would apply. Vending machines were dropped from the bill while in committee and music boxes were classed as vending machines unofficially, so those two types of machines have not been a cause of concern since.

The sections of the bill that may be of special interest to the coin machine trade are reprinted as they appeared in the bill when reported before the House

on July 29. Amendments may be made later, of course.

Pinball and Bells

CHAPTER 19—RETAILERS' EXCISE TAXES. Section 555. Coin-Operated Amusement and Gambling Devices.

Subchapter A of Chapter 27 of the Internal Revenue Code is amended by adding at the end thereof the following Part:

"Part IX—Coin-Operated Amusement and Gambling Devices

"Sec. 3267. Tax on Coin-Operated Amusement and Gaming Devices.

"(a) Rate.—Every person who maintains for use or permits the use of, on any place or premises occupied by him, a coin-operated amusement or gaming device shall pay a special tax of \$25 per year in respect of such device, and shall pay an additional special tax of \$25 per year for each additional such device so maintained or the use of which is so permitted. If one such device is replaced by another, such other device shall not be considered an additional device.

"(b) Definition.—As used in this Part, the term 'coin-operated amusement and gaming devices' means (1) so-called 'pinball' and other similar amusement machines, operated by means of the insertion of a coin, token, or similar object,

READY FOR IMMEDIATE DELIVERY
KEENEY'S NEW MULTIPLE PAYOUT
OR FREE PLAY COMBINATION —



SKY LARK

We guarantee Sky Lark to be a better game than your famous Winning Ticket! Need more be said?

SILENT SALES COMPANY
Silent Sales Bldg.
200-208 Eleventh Ave., So.
MINNEAPOLIS, MINNESOTA

Also Delivering NOW
Keeney's **CONTEST**
Jumbo 1 or 5 Ball,
1 or 4 Coin Multiple
Free Game.



RACES BY DAVAL
Is the FASTEST ACTION
Counter Game in History!

Faster, more thrilling, more tantalizing, and with greater come-back appeal and reel race action than any 5¢ counter game ever built! WIN, PLACE, SHOW awards! Ball gum vendor, Coin Divider and Two Giant-Size, Separate Cash Boxes. Yet small and compact with the most gorgeously attractive multi-colored display front in history!

QUICK — RUSH YOUR ORDER IN FOR "RACES" TODAY!!

\$22.50

DAVAL
2043 CARROLL AVE., CHICAGO
PACIFIC COAST MAC MOHR CO.
2916 W. PICO BLVD. LOS ANGELES, CALIF.

"FLIPPER"
IT'S HOTTER THAN A SOLDIER'S DREAM!



1¢ ACTION WITH A BANG-UP THRILL!
RUSH YOUR ORDER QUICK!!

\$19.50 2 for Only **\$37.50**
EA. 1/3 Dep. With All Orders.
We Ship Balance C. O. D.

Atlas NOVELTY CO.
2200 N. WESTERN AVE., CHICAGO, ILL.
ASSOC. ATLAS AUTOMATIC MUSIC CO., 399 1/2 Grand River Ave., DETROIT
OFFICES ATLAS NOVELTY COMPANY, 2219 Fifth Ave., PITTSBURGH

FRIENDLY PERSONAL SERVICE



HYMIE ZORINSKY, of the H. Z. Vending & Sales, Omaha, Neb., reports that **JIM HEITKIN**, of Columbus, Neb., with whom he is standing, closely resembles the late Will Rogers in features, dress, voice, and action. Heitkin, coin machine operator, poses with Zorinsky after making purchases of equipment. (DR)

FREE PLAY GAMES

All American \$42.50	Lucky \$14.50
Arrowhead . 19.50	Mascot 22.50
Bandwagon . 37.50	Mr. Chips . 14.50
Big Show . 14.50	Mystic 49.50
Blondie . . 27.50	Paradise . . 42.50
Broadcast . 49.50	Pick 'Em . . 9.50
Cadillac . . 28.50	Salute . . . 49.50
Charms . . . 22.50	Scoop . . . 12.50
Crossline . . 29.50	Sunbeam . . 57.50
Defense . . . 49.50	Sara Suzy . 37.50
Fileaker . . . 42.50	Triumph . . . 8.95
Formation . 39.50	Yacht Club. 24.50
Gold Cup . . 32.50	Sport Parade 47.50
Gold Star . . 39.50	Metro 99.50
Landslide . . 24.50	

L. BERMAN & CO.
174 N.W. 1st ST., EVANSVILLE, IND.



HILARITY AT HY-G might well be the caption for this snapshot taken at the Hy-G Amusement Company offices in Minneapolis. Mrs. Henry Greenstein and Mrs. Jonathan Bessler, better halves of the Hy-G executives, enjoy a laugh with Seeburg representative Spencer (Pete) Otis. (MR)

and (2) so-called 'slot' machines which operate by means of insertion of a coin, token, or similar object and which, by application of the element of chance, may deliver, or entitle the person playing or operating the machine to receive cash, premiums, merchandise, or tokens. The term does not include bona fide vending machines in which are not incorporated gaming or amusement features.

"(c) Applicability of Administrative Provisions.—An operator of a place or premises who maintains for use or permits the use of any coin-operated device shall be considered, for the purposes of Subchapter B, to be engaged in a trade or business in respect of each such device.

"(d) Effective Date of Tax.—With respect to the year ending June 30, 1942, no tax shall be payable under this Part for any period prior to the effective date of Part V of Title V of the Revenue Act of 1941."

Bowling Alleys

There are some sections of the bill which may or may not be applied to certain types of coin machines as the bill appears in its present form. For example, the \$15 tax on bowling alleys does not specify whether the well-known coin-operated types would be classified in this group for taxing purposes, or whether they would not be so classified. An official ruling or a test case would probably follow if the bill becomes law in its present form. The section on bowling alleys is as follows:

Sec. 556. Bowling Alleys, etc.

"Subchapter A of Chapter 27 of the Internal Revenue Code is amended by adding at the end thereof the following new Part:

"Part X—Bowling Alleys and Billiard and Pool Tables

"Sec. 3268. Tax on Bowling Alleys and Billiard and Pool Tables.

"(a) Rate.—Every person who operates a bowling alley, billiard room, or pool room shall pay a special tax of \$15 per year for each bowling alley, billiard table, or pool table. Every building or place where bowls are thrown or where games of billiards or pool are played, except in private homes, shall be regarded as a bowling alley, billiard room, or pool room respectively.

"(b) Effective Date of Tax.—With respect to the year ending June 30, 1942, no tax shall be payable under this Part for any period prior to the effective date of Part V of Title V of the Revenue Act of 1941."

The taxes on pinball games, consoles, bells, bowling games, etc., would apply to games on location. With respect to coin-operated amusement devices, the

licenses would be transferable, a feature that will be greatly appreciated by the trade.

Manufacturers' Taxes

One division of the bill would assess a manufacturers' sales tax on various items, such as refrigerators, phonographs, and phonograph records. In these sections no mention or exception is made of coin-operated devices in these special fields. Official rulings or a test case would probably be required to clarify the definition.

"Sec. 545. Radios, Phonographs, and Musical Instruments.

"Section 3404 of the Internal Revenue Code is amended to read as follows:

"Sec. 3404. Tax on Radio Receiving Sets, Phonographs, Phonograph Records, and Musical Instruments.

"There shall be imposed upon the following articles (including in each case, except in the case of musical instruments, parts or accessories therefor sold on or in connection with the sale thereof) sold by the manufacturer, producer, or importer a tax equivalent to 10 per centum of the price for which sold:

"(a) Radio receiving sets, automobile radio receiving sets, combination radio and phonograph sets, and phonographs.

"(b) Chassis, cabinets, tubes, reproducing units, power packs, antennae of the 'built-in' type, and phonograph mechanisms, which are suitable for use or in connection with, or as component parts of, any of the articles enumerated in subsection (a), whether or not primarily adapted for such use.

"(c) Phonograph records.

"(d) Musical instruments."

"Sec. 546. Mechanical Refrigerators.

"Section 3405 of the Internal Revenue Code is amended to read as follows:

"Sec. 3405. Tax on Refrigerators, Refrigerating Apparatus, and Air-Conditioners.

"There shall be imposed on the following articles (including in each case parts or accessories therefor sold on or in connection with the sale thereof) sold by the manufacturer, producer, or importer a tax equivalent to 10 per centum of the price for which so sold:

"(a) Refrigerators, etc.—Refrigerators; beverage coolers, ice cream cabinets, water coolers, food and beverage display cases, food and beverage storage cabinets, ice making machines, and milk cooler cabinets, each such article having, or being primarily designed for use with, a mechanical refrigerating unit operated by electricity, gas, kerosene, or gasojin.

"(b) Refrigerating Apparatus.—Compressors, condensers, evaporators, expansion units, absorbers, and controls, for, or suitable for use as part of, or with, a refrigerating plant, refrigerating system, refrigerating equipment or unit, or any of the articles enumerated in subsection (a).

The bill would assess a tax on bottled soft drinks to be paid by the bottler. Candy and chewing gum were omitted from the final draft of the bill.

The former 10 per cent tax on sporting goods would be restored, but the bill apparently lists those specific articles on which the tax would apply.

During the current week manufac-

Hi-Stepper



More exciting ways to win—a Super Score of 25 points—the ever popular high score appeal, all add up to give Hi Stepper the greatest plus appeal ever built into any game—Seeing is believing—call your distributor now.

with the exciting

"PLUS APPEAL"

STONER

CORPORATION
AURORA, ILLINOIS



THE BEST BUYS ARE ALL-WAYS BUDIN'S BUYS!!

Rotation	\$14.50	All American	\$35.00	WRITE QUICK for Our Complete Price List of All New and Used Machines!!
Double Play	70.00	Flicker	34.00	
Boom Town	59.50	Stratoliner	35.00	MEMBER OF
Leader	24.00	Sports Parade	40.00	
Zombie	34.00	Mystic	29.50	
Sea Hawk	58.50	1/3 Deposit, Balance C. O. D.		

SEND FOR SPECIAL PRICE ON THREE-UP!!

BUDIN'S, INC. 174 SO. PORTLAND AVE.,
BROOKLYN, N. Y. Telephone: NE 8-3700

turers raised two questions that appear to be unanswered: How would the tax apply to penny machines in arcades, and what will be the status of penny counter machines under the law. Obviously, a \$25 tax applied to penny machines, especially arcade machines, would be very injurious.

Southern Keeps Stock at Normal

LOUISVILLE, Ky., Aug. 2 (DR).—"As the result of a special effort on the part of our many buying agencies, we have managed to maintain our stock of games and equipment at a normal level up to date," reports Joe Weinberger, of the Southern Automatic Music Company.

"At present operators have a choice of a large and varied stock of free-play games. Especially reconditioned and re-finished phonographs are proving very popular with operators everywhere. Just how long we will be able to continue prompt shipments on all used as well as new equipment is a matter of conjecture. As the season progresses, used equipment appears to be getting scarcer and scarcer, a result of greater demands by locations and the influence of outside factors."

ALL REBUILT AND VERY CLEAN

3 Western Baseballs (with Registers)	\$35.00
1 Western Baseballs (Payout)	45.00
4 Fleetwoods (Payout)	29.50
10 Preakness (Payout)	24.50
1 Bally Rover (Payout)	24.50
4 Mills 1-2-3 (Payout)	35.00
5 Bally Fairgrounds (Payout)	35.00
4 Multi Free Races (Free Play)	15.00
4 Exhibits Contacts (Free Play)	15.00
1 Pyramid (Free Play)	10.00

Also a fine stock of rebuilt Santa Anita's, Grand Nationals, Thistle Downs, Velvets, Pace Makers, Record Times, Sport Specials, etc.

Write for Prices.

One-Third With Order, Balance C. O. D.

These are all in First-Class Condition, No Junk

The R. F. Vogt Distributors

Milner Hotel Bldg. Salt Lake City, Utah

LOOK AT THESE PRICES

\$13.00 Each, 2 for \$25.00

Mr. Chips	Triumph
Ocean Park	Lucky
Big Six	Bang
Double Feature	O'Boy
All Games Mechanically Perfect, Ready for Location.	
Lite o Card \$20.00	Metro \$37.50
Cross Line 32.50	Scote a Line 22.50
School Days 48.50	Glamour 22.50
Sara Suzy 32.50	Line Light 22.50
Big Chief 39.50	Fox Hunt 27.50
1/3 Cash, Balance C. O. D.	
JAMES D. BLAKESLEE	
43 15th Street	BUFFALO, N. Y.

WANTED
GOTTLIEB'S
CHAMP

BOX D-86, Billboard, Cincinnati, Ohio

Bally HIGH-HAND

5-REEL REPLAY POKER CONSOLE WITH HOLD & DRAW FEATURE

NOW AMERICA'S largest selling console and fastest money-maker on the market. 5 reels "deal" poker hand. Player wins on 3-of-a-kind or better. If first spin doesn't win, player can "hold and draw" by depositing another coin. Write for complete description and prices. Also ask about sensational BIG-TOP 3-reel console bell—another record-smashing money-maker!

NICKEL OR QUARTER



MINT VENDER

attachment now available for all Bally Consoles.

SKILLFIELD

attachment now available for all Bally Consoles.

BALLY MANUFACTURING COMPANY 2640 BELMONT AVENUE CHICAGO - ILLINOIS



GUESTS AT GRAND OPENING of Mayflower Novelty Company's Pittsburgh offices, newly appointed Wurlitzer distributors, were greeted by Art O'Mealia (left) and Jackie Fields (center). They are entertaining Eleanor Harrison and Mr. and Mrs. Tom Harrison, Pittsburgh. Tom Harrison is one of Pennsylvania's most prominent music merchants. (MR)

Bally Dice Console Clicks With Public

CHICAGO, Aug. 2 (MR).—Returning from a trip thru Wisconsin resort territory, Bert Perkins, assistant sales manager of Bally Manufacturing Company, reported enthusiastically on Bally's Roll-Em two-reel dice console: "Judging by the number of Roll-Em consoles I saw on location and by the crowds collected around every machine, I'd say that Roll-Em is just about the most popular console in operation."

"Players are getting a big kick out of the new double-or-nothing feature, which permits the player either to drag or let it ride and build up to bigger odds. This feature guarantees plenty of repeat play, because the player has a definite incentive to stick with the game."

"The seven-selection coin-head is particularly welcome in busy resort spots, as the machine provides amusement value equal to seven ordinary machines, not to mention the seven-fold earning power. Wherever I went I heard fine reports on Roll-Em earning power. Roll-Em is, without question, the top profit-producer of the year."

gasp with its amazing showing in test locations. Packed with a host of new ideas in flash, action, and earning magnetism, this new surprise game has what the trade has been begging for. We can't let the cat out of the bag yet but we believe distributors and operators will rub their eyes when they see it and then start clamoring for rush delivery."

Bally Workers Plan Patriotic Picnic

CHICAGO, Aug. 2 (MR).—The Annual Picnic of Bally Manufacturing Company employees will be held at Harms Park, Saturday, August 23, according to announcement by John Simonsis, chairman of the picnic committee.

"A very large crowd is expected," Simonsis explained, "and arrangements are being completed to guarantee a good time to all. Emphasis will be on patriotism in keeping with the times and Bally's part in America's defense efforts. Many games and contests will take place during the day with valuable prizes for the winners. Dancing in the afternoon and evening will be to the music of Al Marney's WGN Music Masters."

Baker Sales Soaring, Says Head

CHICAGO, Aug. 2 (HR).—"That old saying, 'good things come in small packages,' was never more true than in the case of Kicker and Catcher," reports Harold Baker, head of the Baker Novelty Company. "From everywhere come reports of the game's popularity and profits. Kicker and Catcher is fulfilling every hope and fond expectation we've had as well as all predictions for a record-smashing success."

"Lucky Strike counter cigarette game," he went on, "has demonstrated popularity that seems to keep on growing. Between these two counter games and Baker's Pacers it's a lucky thing we have the new Baker factory and facilities at our disposal or we'd be in a spot trying to make delivery."

"Besides what it takes to keep up on production, there's a new Baker game in the offing that's already making them

OPERATORS IN MAINE, VERMONT, NEW HAMPSHIRE, MASSACHUSETTS, RHODE ISLAND AND CONNECTICUT YOU CAN BANK ON MIKE BALKIN AND BALLY GAMES

"PURSUIT" "SPEED BALL"

BALLY'S NEW 5-BALL NOVELTY HITS

Meet Mike Balkin—our New England States roadman! He'll be in to see you very soon with the latest news; the best prices; the highest trade-in allowances; the greatest deals—AND—THE FINEST SERVICE AND CO-OPERATION YOU'VE EVER RECEIVED!! Mike has won hundreds of friends in New England by his service and co-operation and help and good judgment. He has something really special to tell you. BE SURE TO MEET Mike Balkin. WRITE, WIRE, PHONE US TODAY for the time he'll be around to see you!!

JACK FITZGIBBONS

453 W. 47th STREET, NEW YORK ALL PHONES: Circle 6-8343

NEW FLASH! NEW APPEAL!

Miss America

HARLICH'S LATEST ART DIE-CUT BOARD

Beautiful 7-color lithograph art picture plus color printing makes knockout player appeal. First jackpot punches out completely for fast jackpot action. A sure fire profit maker. No. 12080 5c a Play 1200 Holes

Takes in \$60.00
Average Payout \$33.75
Average Gross Profit . . \$26.25

Write for New Folder No. NC-416

HARLICH MFG. CO. 1413 JACKSON CHICAGO, ILL.

QUALITY SPEAKS FOR ITSELF

PAYOUTS		FIVE-BALL FREE PLAY		FIVE-BALL FREE PLAY	
Four Bells	\$239.50	Jumper	\$12.00	Punch	\$12.00
Big Top, S.F.	115.00	Big Six	12.00	Lucky	14.00
Paces Races	114.50	Bangs	12.00	Sports	14.00
5c Royal Draw	97.50	Fifth Inning	12.00	Mascot	25.00
1938 Kentucky Club	39.50	Thriller	12.00	Yacht Club	25.00
Derby Day Flat Top	19.50	Ocean Park	14.00	Jolly	25.00
Mills 1-2-3	22.50	Super Six	14.00	Powerhouse	32.50
Derby Time	29.50	Buckaroo	17.50	Crossline	37.50
ONE-BALL FREE PLAY		Playmate, Novelty	15.00	Mystic	54.50
Big Prize, Console	\$44.50	Progress	24.50	Broadcast	54.50
Mills 1-2-3, Tophat	34.50	Double Feature	24.50	Metro	49.50
		1/3 Deposit With Order—Balance C. O. D.			

MODERN AUTOMATIC EXCHANGE, INC.
2618 CARNEGIE AVE., CLEVELAND, OHIO • 3307 SOUTH AVE., YOUNGSTOWN, OHIO

CENTRAL OHIO QUALITY BUYS

CONSOLES	PHONOGRAPHS	ARCADE EQUIPMENT
1938 Track Times	Wurlitzer 616A	Air Raiders
Beulah Parks	Wurlitzer 616 Lite Up	Sky Fighter
Jungle Camp, F.S.	Seeburg Royals	Anti-Aircraft Guns
Big Top, F.S.	1940 Super Rockola	Western Baseball, F.P.
Paces Races, Black, 30-1	Wurlitzer 412, Remodeled	Chicken Sam
	Marble Glo	
	6 Stewart-McGuire 9 Col. Deluxe	
	4 National 6 Col. Cab. Base	

WANTED: LATE BLUE FRONTS, BROWN FRONTS, CHERRY BELLS, SILVER CHIEFS, Q. T.'s, and COLUMBIA'S ACES, CUBS, IMPs.
Half Deposit With Order, Balance C. O. D.

CENTRAL OHIO COIN MACHINE EXCHANGE, Inc., 491 S. High St., Columbus, Ohio.

WANT TO BUY

25 PACES RACES (30 TO 1)
10 BAKERS RACES (30 TO 1)
15 1938 TRACK TIMES
50 MILLS LATE BLUE FRONTS

State Serial Numbers, Condition and Lowest Cash Prices in First Letter.

WANT A FIRST CLASS EXPERIENCED MECHANIC FOR PAYOUT TABLES, CONSOLES AND SLOTS.
Give full details as to age, experience, references and salary expected.

3147 Locust St.
ST. LOUIS, MO. **MR. CALL NOVELTY CO.**



PRESIDENT MAX D. LEVINE, of Scientific Machine Corporation, congratulates Joseph M. Cannella, superintendent, on his record of keeping Batting Practice rolling off the assembly line, thus making possible speedy deliveries. (MR).

Rosenberg-Munves Get New Game Line

NEW YORK, Aug. 2 (DR).—Hymie Rosenberg and Joe Munves, of Rosenberg-Munves Corporation, have been granted the distribution for New York, New Jersey, and New England on Markepp's penny counter game, Flipper. "Here's a penny counter game that really and truly is pure amusement," said Hymie. "It takes in the pennies on location and has an appeal that assures the operator continued profits. Our first sample was placed on location to note the reaction of players and the

location owner. Within a few hours a call came in for more pennies. The location owner won't let us remove the game, so we take customers over there until we get our first big shipment of machines.

"Just one game is enough to convince operators of the money-making possibilities of Flipper. It's got a thrill and a laugh and is one of the finest amusement ideas presented to the trade in a long time."

The firm is sending men on the road to introduce the game in its territory and will carry a large stock on hand, it states.

Mitchell Acquires D. Robbins & Co.

BROOKLYN, Aug. 2 (DR).—I. L. (Irv) Mitchell, of I. L. Mitchell & Company, announced he would take over the business of D. Robbins & Company, 1141 DeKalb Avenue, Monday morning, August 4.

Dave Robbins has been associated with the coin machine industry for 25 years. For many of these years Irv Mitchell worked with him to build the jobbing, distributing, and manufacturing organization.

Mitchell went into the jobbing and distributing of amusement machines with his own company not so long ago. Now he will also carry a complete line of new and used merchandise vending and service machines.

"We realize that this is one of the most important moves we have made," said Mitchell. "With the taking over of the business and offices of D. Robbins & Company, we want to assure coinmen that they will continue to receive fine service and machines. Because of the increased facilities we are now in a position to serve them better than ever before.

"We plan to do all that we can for operators. We have had many years of experience in the Robbins organization and know all the lines this firm handles. Therefore we shall be able to offer the same merchandise and machines and the finest of service.

"It is our hope that coinmen will visit us and note the improvements we are instituting to make I. L. Mitchell & Company one of the outstanding distributing firms in the country."

Five Star Named Flipper Distrib

YOUNGSTOWN, O., Aug. 2 (DR).—Robert E. Edwards and his son Dave, heads of the Five Star Amusement Company, Youngstown, have been awarded the distribution of Markepp's new counter game, Flipper, they report.

Five Star will have Flipper exclusively in Mahoning County, Ohio, they say, and promise that they will do a big job on the game, which is manufactured by the Markepp Company, of Cleveland.

Dave Edwards declares: "From the earning reports that have been coming in on Flipper it would seem to be one of the smartest moves an operator could make to get started with this counter game."

BIG AS LIFE!

In thousands of locations, Mills 1-2-3 is still big as life, the best profit producer in all game history, a reliable source of income for the months and years ahead. Mills Novelty Co., Chicago, Ill.

MILLS ONE TWO THREE

WINGS

5-Reel Cigarette Game

Here is a "Top Flight" money maker destined to soar to new heights of popularity.

WINGS has top-notch playing action—its 5 Cigarette Reels hold the promise to players of three tempting awards:

- 3 of a kind wins 1 pack.
- 4 of a kind wins 5 packs.
- 5 of a kind wins 10 packs.

The potential of getting 10 packs of cigarettes for one penny is a powerful appeal, bringing you sky-high earnings.

OPERATORS PRICE \$22.50

Groelchen Tool Company
130 N. Union Street Chicago

MILLS

Distributor

PHONOGRAPHS
BELLS TABLES
CONSOLES

KEYSTONE NOVELTY & MFG. CO.
26th & Huntingdon Sts., Philadelphia, Pa.
Baltimore Office:
515 Cathedral St., Baltimore, Md.

3 BAR JACKPOT

144 WINNERS — \$25.00

LAST BALL ON BOARD RECEIVES ONE PUNCH IN JACKPOT

3 BAR JACKPOT F-5240

1640 Holes — Takes in \$82.00
Pays Out Average \$48.69 — Av. Profit \$33.31

PRICE \$4.05 EACH

OTHER FAST SELLERS

1025 Hole, F-5280, Wonder 3 Bar Jack-	pot at	\$3.02
1200 Hole, F-5275, Horses at		4.35
800 Hole, F-5270, Pocket Dice at		2.10
720 Hole, F-5255, Pocket Jack at		2.07
600 Hole, F-5305, Royal at		2.35

CHAS. A. BREWER & SONS
Largest Board and Card House in the World
6320 Harvard Ave., CHICAGO, U. S. A.

Big Time	\$60.00	Paradise	\$52.50	Stars	\$65.00
Hold Over	30.00	Red, White & Blue	55.00	Three Score	30.00
Horoscope	65.00	Rotation	25.00	Ump	65.00
Keeny Repeater	60.00	School Days	60.00	Velvet	60.00
of '41	55.00	Sea Hawk	65.00	Wildfire	55.00
Merry Go Round ..	25.00	Sparky	42.50	Wow	82.50

G AND R SALES COMPANY

2233 Grand Avenue, Kansas City, Missouri
Other Items Not Listed Telephone, Victor 9449

Look To The GENERAL For LEADERSHIP!

Immediate Delivery

Hi-Dive	\$75.00	Dark Horse	\$99.50
Horoscope	67.50	Gottlieb's Spot Pool	89.50
Lite-a-Card	22.50	Keeny's Skylark & Twin Six	89.50
Play Ball	65.00	Jennings' Bobtail & Silver Moon	79.50
School Days	49.50	Totalizers	89.50
Seven Up	57.50	Baker's Kicker & Catcher	79.50
Strat-o-Liner	45.00	Mutoscope's Ace Bomber & Drive- Mobile	169.50
Ten Spot	57.50	Mills' Three Bells & Four Bells	

Many other games in stock. Write for Complete List of America's Finest Reconditioned Machines. 1/3 Cash With Orders, Balance C. O. D.

THE GENERAL VENDING SERVICE CO.

HERE ARE THE REASONS WHY

Chicago Coin's

LEGIONNAIRE

5 BALL REPLAY

IS TODAY'S BIGGEST SELLER and
GREATEST MONEY MAKER!

ORDER TODAY!

Chicago Coin
MACHINE COMPANY
1725 DIVERSEY BLVD. CHICAGO

ARROW Selects Number
—Makes New Selection
With Each Hit.

TWO SPECIAL BUMP-
ERS, When Lit, Register
Replays.

NUMBER LANES Turn
Out Numbers Selected
by Arrow.

WHITE BUMPER LANES
Register Mystery High
Score: 2,000 to 6,000.
When Lit, White Bump-
er Lanes Lite Up "Legion-
naire" in Five Steps.

HIGH SCORE

BUY
DEFENSE
BONDS



SAVOY VENDING CO. 651 ATLANTIC AVE. BROOKLYN, N. Y.

Anabel	\$14.50
Duplex	42.50
Silver Skates	52.50
Sea Hawk	55.00
Sparky	25.00
Speed Demon	19.50
Sports Parade	36.50
Stratollner	29.50
Velvet	39.50
Mercury, Token P.O.	14.50

NOW CHICAGO COIN GOES
TO THE FRONT
with
LEGIONNAIRE

1/3 With Order, Bal. C.O.D.

Batting Practice
Demand Strong

NEW YORK, Aug. 2 (MR).—The demand for Batting Practice is as strong as ever, according to Max D. Levine, president of Scientific Machine Corporation. Based on phone calls from distributors and letters forwarded from operators, all indications point to continued heavy demand for the game during the coming fall and winter season, it is said.

"The letters from operators are unanimous in stressing the facts that receipts remain at an even level," Levine stated. "The thrill of Batting Practice, reproducing as it does an authentic baseball game, brings players back again and again. In many cases dyed-in-the-wool

fans bring their friends along to try the game. In this manner the number of players is ever increasing.

"Alert operators are preparing now for the biggest fall in a decade. The defense program has stimulated circulation of money and the public is spending more for amusement. Operators report they have opened many new spots and more new locations will be operating in the fall.

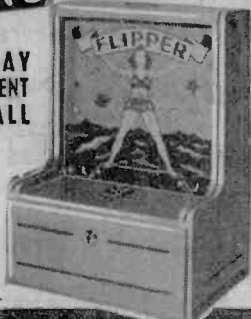
"Based on all these favorable reports, the fall and winter season should be a bonanza to all operators. We anticipate an unusually big run on Batting Practice, and are making the necessary preparations at this time."

The firm is taking additional space and adding to its facilities to make sure that deliveries are made on schedule, it declares.

THERE'S SOMETHING
YOU SHOULD SEE IN
FLIPPER
BY MARKEPP

GREATEST PENNY PLAY
STRICTLY PURE AMUSEMENT
COUNTER GAME IN ALL
HISTORY!!

\$19.50 EACH
F. O. B. CLEVE.
Packed Two In a
Carton at Only \$37.50



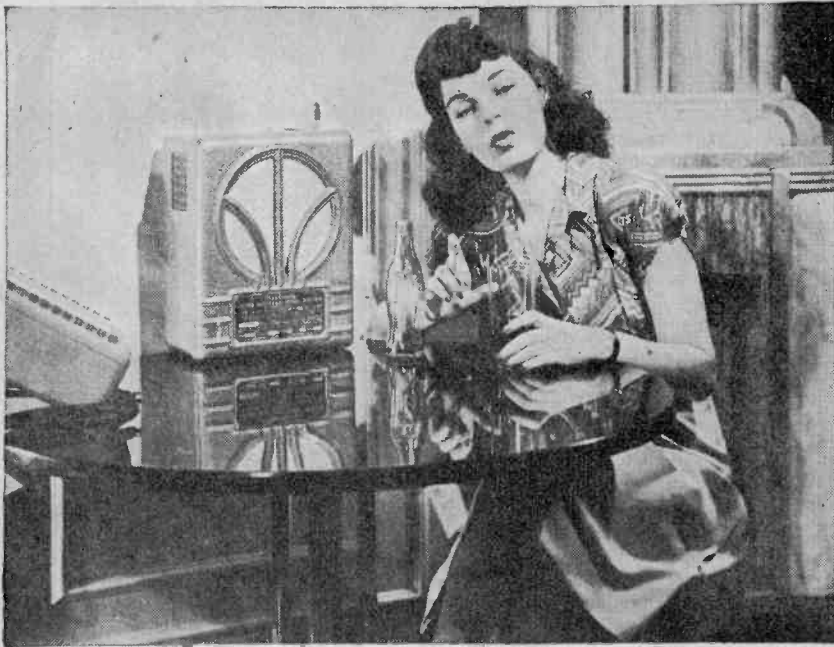
DISTRIBUTORS!!

TERRITORIES GOING FAST! WRITE,
WIRE OR PHONE TODAY WHETHER
YOUR TERRITORY IS STILL AVAILABLE!

MARKEPP CO 3328 Carnegie Ave., Cleveland, ©



LANNY ROSS, POPULAR RADIO and record artist, who will be in Chicago soon. Ross uses an automatic phonograph theme on his air programs. Here he poses with two Mills phonographs—the Throne of Music and the Empress. (MR)



SONGSTRESS JOAN MERRILL, heard in the current movie, "Time Out for Rhythm," with Rudy Vallee, takes time out from an engagement at Chicago's Rumba Casino to hear Seeburg's new Hotel Music System in action.

Target Machines Boost Movies in Theater Displays

PHILADELPHIA, Aug. 2.—Managers of motion picture theaters have continually sought out the coin machine gentry for tie-ins on music machines, desiring a music box for the lobby, either in connection with the personal appearance of a particular band on the theater stage or in connection with the songs from a particular picture coming to the screen. Now, for the first time, theater managers are making tie-ups for another type of coin-operated machine.

In connection with the showing of *I Wanted Wings*, the publicity and promotion department of the Warner Bros. Theater Circuit, including 114 theaters in the territory, has suggested to its

house managers that they use target machines as a lobby display to exploit the picture. Many managers have already followed that suggestion, loaning the machine from operators in their neighborhood, placing the machines either in front of the theaters or in the lobby, the operator getting a credit line for use of the machine.

Heat, Vacations, Biz Keep Atlas Busy

CHICAGO, Aug. 2 (DR).—While Morrie Ginsburg, of the Atlas Novelty Company, was enjoying a vacation trip to Mackinac Island, Mich., Eddie Ginsburg took advantage of the heat wave to pay a visit to the Omaha, Neb., branch office, according to advices from the Chicago home office.

The Chicago office was placed in charge of the sales staff during the absence of the Ginsburg brothers. One of the busiest during this period was Harold Schwartz, who took over the purchasing duties of Harold Pincus, who is away on vacation.

"Sales continue at a fast clip," reports Irving Ovitz, of the Chicago office. "Showrooms are often crowded with operators who brave the heat wave to purchase equipment needs. Many operators are anticipating future requirements now because of the possibilities of equipment shortages."

Churvis Reports Big Game Stock

CHICAGO, Aug. 2 (DR).—"Four large display rooms loaded to the walls with a vast assortment of every type of coin-operated machine constitute the largest stocks ever assembled by Grand National Sales Company," reports Mac Churvis, of the firm.

"We are ready for the biggest fall and winter season of all time," he continued. "Operators thruout the country are confirming our judgment in stocking up so completely—they're saying it with orders and that's the best evidence to us of what's ahead."

"Giving operators what they want when they want it is the result," continued Churvis. "That's why we're able not only to take care of the smallest operator's needs but the largest's as well—giving him a variety for selection at all times that just can't be beat."

Gratitude

From Jimmie Fidler's column:
". . . that picture the Andrews Sisters turned down at Universal was *Juke Box Jenny*; they refused it (and \$50,000 salary) because they didn't want to do anything to hurt the juke box trade, which made them rich!"

Evans' JUNGLE CAMP

SMALLEST, FASTEST CONSOLE BUILT!

4 MODELS
for All Territories!

FREE PLAY (Straight)
FREE PLAY (Convertible)
FREE PLAY (Mint Vendor)

Cash Award Model
Fully Metered



★ **BUY UNITED STATES SAVINGS BONDS**

A giant money-maker! Occupies less than 4 sq. ft. floor space! High Speed Spinner-lite action. Proven mechanism, absolutely free from bugs! Mystery selection of 1 or more Symbols. Awards from 2 to 40! Cumulative Free Plays to 99! Slug-proof single slot!

LOW PRICE!

Get Details on SUPER BOMBER
A Sensational Hit!

H. C. EVANS & CO.
1520-1530 W. ADAMS ST. CHICAGO
WEST COAST Factory Sales Representative **MAC MOHR CO.,** 2916 W. PICO BLVD. LOS ANGELES, CALIF.

AMERICAN EAGLE

Bell-Fruit Reels, Mystery Award Free Play Token Payout. 1¢ or 5¢ Models. Mechanism unconditionally guaranteed for 2 full years.

SAMPLE \$34.50

Ball Gum Model Only \$2 Extra.

BALL GUM

15¢ Per Box, 100 Pieces. Case of 100 Boxes, \$13.75.
1/3 Dep., Balance C. O. D.



SICKING, INC.

1401 CENTRAL PKWY., CINCINNATI, O.
927 E. BROADWAY, LOUISVILLE, KY.
SICKING COMPANY OF INDIANA
927 Ft. Wayne Ave., INDIANAPOLIS, IND.

Every Machine a Bargain

Used Less Than 40 Days

4 Rapid Fires, Like New	\$105.00 Ea.
2 Sky Fighters	149.50 Ea.
5 Western Major League Baseball with Payout Units	89.00 Ea.
1 Anti-Aircraft, Brown Cabinet	54.50
1 Keeney Air Raider	129.50
2 Big League Novelty Tables	27.50 Ea.
1 Britte Spot	29.50
1 Yacht Club	27.50
1 Sporty	27.50
1 Home Run	27.50

Shelby Amusement Co.

204 Fayard Street Biloxi, Mississippi

IN STOCK NOW

Stars	\$54.50	Big Chief	\$38.50
Metro	48.50	Seven Up	56.50
Four Roses	56.50	Leaders	36.50
Stratoliner	44.00	Zombies	45.00

S & W COIN MACHINE EXCHANGE

2416 Grand River Ave. Detroit, Mich.

NEW! DISTRIBUTORS FOR LEADING MANUFACTURERS

ALLIED APPROVED

RECONDITIONED COIN MACHINES USED!

FREE PLAY GAMES

Boom Town	\$57.50	Lone Star	\$27.50	Punch	\$23.50
League Leader	57.50	Britte Spot	27.50	Score Champ	23.50
Broadcast	49.50	Three Score	27.50	Commodore	23.50
Attention	49.50	Jolly	26.50	White Sails	22.50
Mills Five in One	49.50	Big Town	26.50	Oh Boy	22.50
Fleet	39.50	Big Show	26.50	Lot O Fun	19.50
Sara Suzy	37.50	Mascot	26.50	Super Six	19.50
Summertime	32.50	Charm	24.50	Lucky	19.50
Yacht Club	29.50	Roxy	24.50	Flash	19.50
Sporty	28.50	Follies	24.50	Super Charger	19.50
Landslide	28.50	Lancer	24.50	Mr. Chips	19.50

AUTOMATIC PAYTABLES

Santa Anita	\$122.50	Derby King	\$57.50	Dead Heat	\$36.50
Sport King	122.50	Derby Time	39.50	Hey Day	29.50
Big Prize	79.50	Gold Medal	39.50	Bally Classico	17.50

LEGAL EQUIPMENT, BOWLING GAMES, GUNS, ETC.

Bally Rapid Fire	\$104.50	Seeburg Shoot the Chutes	\$79.50
Seeburg Jallbird	69.50	Evans Ten Strike	49.50
Seeburg Chicken Sam	49.50	Keeney Anti-Aircraft Gun	49.50

PHONOGRAPHS

Wurlitzer 500, Like New	\$149.50	Seeburg Plaza	\$134.50
Wurlitzer 600A	134.50	Seeburg Regal	124.50
Wurlitzer 616	54.50	Rockola Luxury Lite-Up, '39	139.50
Wurlitzer 716	54.50	Rockola Standard, 1939	127.50
Wurlitzer 61, Counter Model	79.50	Rockola '40 Super Rockalite	197.50

IMMEDIATE DELIVERY ALL NEW GAMES!

PHONE: CAPITOL 4747 TERMS: 1/3 Deposit, Balance C. O. D.

"Stock Up Now," Monarch Advises

CHICAGO, Aug. 2.—Warning that economic conditions thruout the country will reflect on the coin industry, too, Al Stern, official of Monarch Coin Machine Company, is urging operators to stock up on equipment now.

"Now is the time," cautions Al Stern, "to stock up on equipment while extensive stocks are still available. We at Monarch foresaw the trend and have accumulated the largest stocks in our history. We've timed this effort, as we see it, just right, for merchandise is becoming increasingly more uncertain to obtain. The thing to do is to buy today—to make sure you'll have the machines you need tomorrow."

"At Monarch, every game receives our famous reconditioning. We know that our reputation depends on the merit of Monarch machines—and we go all the way to convince operators that our machines are right. Another thing, operators know every game is handled according to the Monarch policy of no sale being complete until the customer is absolutely satisfied."

Allied NOVELTY CO. 3520 W. FULLERTON AVE. CHICAGO



GENCO'S ZIG ZAG IS DIFFERENT!

ENTIRELY NEW AND DIFFERENT... WITH GREAT "MYSTERY BUZZER" FEATURE!!

We've shot the works with 4 ENTIRELY DIFFERENT and exclusive new features that you've never seen before... and we've put them all into one game that'll send your summer collections WAY UP! ZIG ZAG'S spectacular new "MYSTERY BUZZER" come-on will even give YOU goose pimples of suspense. Simply sensational location tests. You've GOT TO SEE ZIG ZAG TODAY if you want to get in on the ground floor of a new era in 5 ball games!

NATIONAL VALUES

PAYOUTS		1-BALL FREE PLAY GAMES	
Hawthorne .. \$55.00	Sport Page .. \$50.00	Mills 1940 1-2-3, Fruit Reels .. \$75.00	Sport Page .. 47.00
Sea Biscuit .. 49.50	Jumbo Parade .. 85.00	Dark Horses .. 87.50	Mills F.P. Slots with Mint Vendor .. 90.00
Grandstand .. 74.50			
LEGAL EQUIPMENT		PHONOGRAPHS	
Bally Rapid Fire .. \$104.50	Rockola 1940 Super Rockolite .. \$195.00	Rockola 1940 Super Walnut .. 185.00	Rockola 1940 Master Rockolite .. 175.00
Bally Lucky Strike Bowling Game .. 24.00	Rockola 1939 De Luxe .. 139.00	Rockola 1939 Standards .. 127.00	Rockola 1939 Counter Models .. 64.00
Bally Alley Bowling Game .. 15.00	Rockola 12 Record .. 29.00	Wurlitzer 500 Piano Keyboard .. 145.00	Wurlitzer 616 .. 52.50
Gottlieb Skiballette, New .. 75.00	Wurlitzer 412 .. 35.00		
Keeney Anti-Aircraft .. 49.50			
Seaburg Chicken Sam .. 45.00			
Jennings Cigarola .. 89.00			
Evans Tommy Gun .. 85.00			
Keeney Air Raider .. 104.00			
Rockola Ten Pins .. 49.50			

5-BALL FREE PLAY GAME BARGAINS			
Anabel .. \$24.50	Commodore .. \$22.00	Limelight .. \$28.50	Scoops .. \$12.00
All American .. 45.00	Congo .. 35.00	Mascot .. 26.00	Score Card .. 22.00
Bally Beauty .. 24.50	Dough Boy .. 27.50	MerryGoRound .. 39.00	Score Champ .. 22.50
Bandwagon .. 42.50	Drum Major .. 34.50	Mr. Chips .. 19.00	Seven Up .. 22.00
Big Chief .. 54.50	Fantasy .. 14.00	Oh Boy .. 22.00	Skyline .. 37.50
Big Show .. 26.50	Flicker .. 55.00	Paradise .. 50.00	Speedway .. 35.00
Big Six .. 12.00	Follies '40 .. 22.50	Playmate .. 32.50	Sports Parade .. 64.50
Big Town .. 25.00	Formation .. 37.50	Polo .. 32.00	Sporty .. 27.50
Blondie .. 27.50	Four Diamonds .. 69.50	Powerhouse .. 37.50	Stars .. 59.50
Boom Town .. 65.00	Gold Star .. 42.50	Red Hot .. 17.50	Stratoliner .. 47.50
Bowling Alley .. 22.00	Hi-Hat .. 69.50	Rotation .. 27.50	Super Six .. 17.00
Brite Spot .. 24.50	Home Run .. 28.00	Roxy .. 22.50	Three Score .. 27.50
Cadillac .. 34.50	Landslide .. 27.50	Progress .. 37.50	Vacation .. 26.50
Clipper .. 15.00	Leader .. 39.50	Punch .. 20.00	Yacht Club .. 22.50
		School Days .. 65.00	Zombie .. 51.00

IMMEDIATE DELIVERY ALL NEW GAMES!
 TERMS: 1/3 Deposit, Balance C. O. D., F. O. B. Chicago.
NATIONAL COIN MACHINE EXCHANGE
 1411-13 Diversey Blvd. CHICAGO

CREDIT WITHOUT EXTRA COST EXCEPT SLIGHT BANK CHARGE

Do Re Mi, mighty popular .. \$69.50

Sunbeam, like new .. 46.00

5% OFF for full cash with order. Cashier's check, certified check, or money order only.

Pike's Peak, swell counter game .. 24.50

Chicken Sam, fun with a gun .. 49.50

We buy, sell and trade used phonographs. Always a large stock on hand.

"America's QUALITY Used Game Headquarters"
NATIONAL NOVELTY CO.
 183 MERRICK ROAD, MERRICK, L. I., N. Y.

I. L. MITCHELL & CO.

IMPORTANT ANNOUNCEMENT!

On Monday Morning, August 4, 1941, We Take Over the Business and Move into the Offices and Showrooms of

D. ROBBINS & CO. 1141 De Kalb Ave. BROOKLYN, N. Y.

Featuring a Complete Line of all the Latest and Best New and Used Amusement Machines—and the Most Complete Line in America of New and Used Merchandise Vending and Service Machines of Every Type.

FIRST AID FOR COIN MACHINES!

GET IT FROM **BLOCK** They Have It **IN STOCK**

The finest kit of electrical parts on the market! Made by the PIONEER electrical engineers of the Coin Machine Industry—Guardian Electric Mfg. Co.!! No mechanic should be without this compact little kit. It will save you many times its cost on the FIRST few service calls. Contains silver points, levers, lifters, switches, bakelite bushings, separators, ONLY **\$6.50** COMPLETE TO ORDER OUR KIT No. B-9 TODAY!!

Don't wait for the next service call—be prepared with Kit No. B-9!! WRITE FOR OUR FREE PARTS CATALOG No. B9-17

BLOCK MARBLE CO., 1527 FAIRMOUNT AVE., PHILA., PA.

GUNS & MISC.	FREE PLAY GAMES	FREE PLAY GAMES
Defender .. \$109.50	Mascot .. \$27.50	Stratoliner .. \$49.50
Rapid Fire .. 99.50	Vacation .. 32.50	Flicker .. 49.50
Shoot the Chutes .. 64.50	Trailway .. 59.50	Play Ball .. 67.50
Bull's Eye .. 34.50	Progress .. 34.50	Gold Cup .. 39.50
Anti Aircraft, Black .. 32.50	Lucky Strike .. 19.50	Short Stop .. 24.50
Brown .. 42.50	Brite Spot .. 19.50	Mystic .. 57.50

AJAX NOVELTY COMPANY
 2707 WOODWARD DETROIT, MICHIGAN

FREE PLAY GAMES	This Weekly Special	FREE PLAY GAMES
All American .. \$37.50	GOLD CUP .. \$27.50	Sport Special .. \$72.50
Attention .. 35.00	(As long as present supply lasts)	Ump .. 49.50
Big Prize .. 95.00	JENNINGS	Velvet .. 45.00
Big Time .. 45.00	Silver Moon and Bobtail	Wow .. 52.50
Boom Town .. 55.00	TOTALIZERS	Yacht Club .. 17.50
Crystal .. 40.00	FREE PLAY MINT VENDORS	Zombie .. 37.50
Dark Horse .. 77.50	Mills .. \$79.50	CONSOLES, ETC.
Flicker .. 39.50	Jennings .. 59.50	High Hand .. \$169.50
Merry-Go-Round .. 12.50		Galloping Dominos .. 89.50
Metro .. 34.00		Paces Races, Br. .. 95.00
Mystic .. 40.00		Jumbo, F.P. .. 85.00
Paradise .. 27.50		Saratoga Combination .. 115.00
Repeater .. 34.50		F.P. & P.O. .. 95.00
Sparky .. 27.00		Jungle Camp, Comb. .. 37.50
Speedway .. 15.00		

ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.

Buy U. S. Defense Savings Bonds and Stamps

SPOT POOL

with SPECIAL "SPOT-'EM" FEATURE!



EVERY EXISTING RECORD SMASHED!

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CHICAGO, Aug. 2 (MR).—According to Chicago Coin Machine Company officials, Legionnaire, latest Chicago Coin release, has already achieved top honors.

"Legionnaire has been termed the best re-play game of the season by men whose judgment cannot be questioned," said Sam Wolberg, Chicago Coin executive. "Al Simon, Savoy Vending Company chief, reports that he has been doing a fine business with Legionnaire and daily large shipments to him prove the popularity of the game in the New York area. Heavy repeat orders have also been received daily from I. H. Rothstein, Banner Specialty Company head, who says that operators in Philadelphia and Pittsburgh are loading their locations as fast as he can make Legionnaire deliveries. From Baltimore's Hub Enterprises we learn that public reaction to Legionnaire is better than it has been to any other re-play game this year."

"The reason for such a response to Legionnaire is obvious to those who see it and play it even once," said co-executive Sam Gensberg. "An aggregation of new scoring ideas, the greatest of all time on a re-play game, has created a proportionately greater interest among players, and again a Chicago Coin game is taking top-earning honors."

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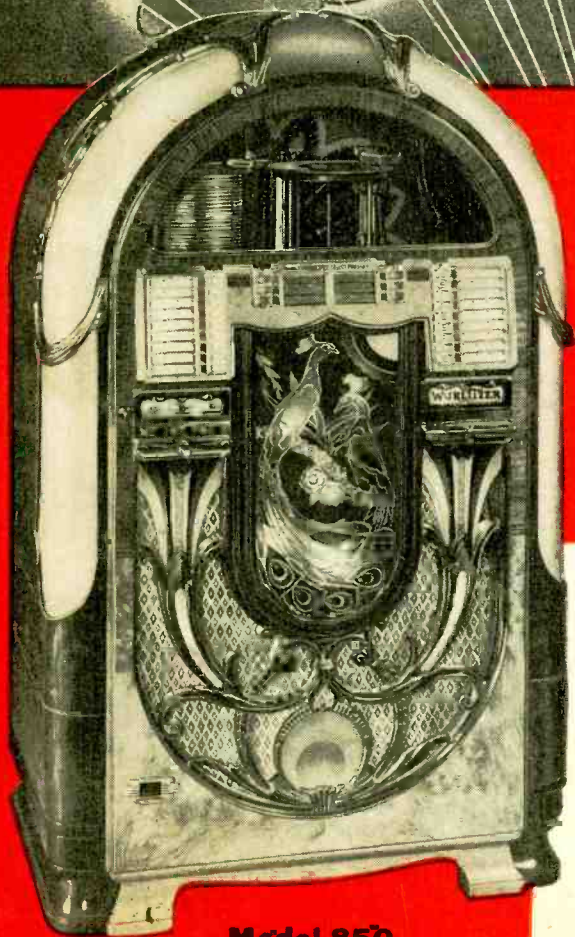


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