

The Billboard

The World's Foremost Amusement Weekly

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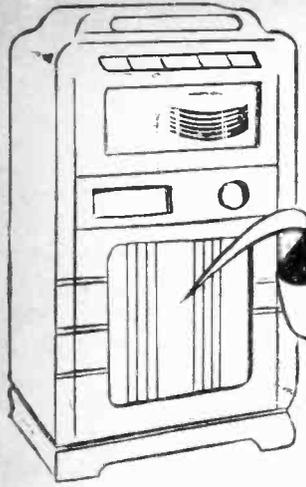
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Vol. 53
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1941

The World's Foremost Amusement Weekly

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RADIO BALLYHOO WINNERS

Phila Tries Low Prices To Corral High School Kids

PHILADELPHIA, April 12.—Philadelphia Theatregoers' Council, dedicated to keep local legit alive, finally had a chance to prove one of the points in its platform by developing an interest in legit among the local high school youth, most of whom have never seen a legitimate stage production. Thru the efforts of Ann Stuart Freeman, of the council, tie-up was made for the first time with *Life With Father*, figuring it was worth a try during the Holy Week lulls. But the kids grabbed up the offer like hot cakes.

For last Monday and Tuesday (7-8) performances, *Father* management set aside blocks of orchestra seats, 200 in all, for pupils of South Philadelphia, Olney, Benjamin Franklin, Gratz, and Girls high schools. Youngsters bought balcony seats and were given the orchestra location, with the added tax making it a \$1.26 tariff. Experiment was a complete success, and Walnut Street Theater, housing the play, has indicated that it will co-operate with the council again later in the season. Council is also angling for a block of student seats for *Blossom Time*, which comes in at Shubert's Forrest Theater later in the month.

As a result of the initial success of the plan, Miss Freeman is planning to organize theater-going clubs at the high schools, working thru English profs on the faculty. Plan is for youngsters to save at least three pennies a week to provide for at least one show a season. Council is selling the theaters on the idea that the cut-rate ducats are worth the difference, since the youngsters are always better word-of-mouthers than adults. Moreover, with a turn-over every five years in legit audiences,

Silent Marathon

PHILADELPHIA, April 12.—Lillian Ardell last Saturday (5) chalked up her sixth year in the talkless role of *Grandma Lester* in *Tobacco Road*. She has been on tour in Jack Kirkland's drama since 1935, and the anniversary date at the Locust Street Theater here marked her 2,011th portrayal of the role, in which she has never uttered a word.

Court Solves Mixed Bookings Of Yvette Dare

DETROIT, April 12.—Yvette Dare found herself one of the first headliners in years to double between a theater and night club date in this town by court order.

Miss Dare played two weeks at the Bowery and proved such a good attraction that she was booked by Jack Broder to open at the Town Theater a few days after closing at the Bowery.

Meanwhile, Frank Barbaro, owner of the Bowery, booked her for an extra week. Agreement with the Town was verbal, and the dates clashed.

Broder bought suit thru David Flayer, owner of the Amo Theater, who appeared as attorney, and got an injunction restraining Miss Dare from appearing at the Bowery after opening at the Town. The day before opening at the Town both sides got together and she was instructed by the court to double for the (See *Court Solves Bookings* on page 9)

youngsters today will be the ones five years later called upon to support the legitimate theater.

NBC W., WLW, WFIL, WJLS Win; Special Awards to KPO-KGO, NBC Central, WNEW, KOA, Don Lee

NEW YORK, April 12.—After wading thru a mass of station entries, the Awards Committee of *The Billboard's* Fourth Annual Exploitation Survey has selected winners in network, clear channel, regional, and local station divisions. In addition, a group of special awards were made. The winners are: Network—NBC Western Division; Clear Channel—WLW, Cincinnati, first; WLS, Chicago, second; WOR, New York, third; Regional—WFIL, Philadelphia, first; WNAX, Yankton, S. D., second; WBIG, Greensboro, N. C., third, and Local, WJLS, Beckley, W. Va., first.

Special awards went to KPO-KGO, San Francisco, for the outstanding single exploitation idea of the year; NBC Central Division, for the most outstanding exploitation job under adverse circumstances; WNEW, New York, for outstanding use of newspaper advertising; KOA, Denver, for consistent exploitation by a network owned and operated station, and Don Lee Broadcasting System, for exploitation and publicity in television.

Trends Revealed in Survey

As was expected, greatest number of entries in *The Billboard's* Fourth Annual Exploitation Survey were made in the Clear Channel and Regional Station Divisions, and competition in these categories was keenest. A few general trends were very apparent in all station classifications, including networks. These were (1) An increasingly greater effort to attempt to prove to listeners that the stations were an integral part of the communities in the coverage area. While this attitude of civic consciousness was most noticeable in the entries of the larger stations, as KPO-KGO in

San Francisco and WLW in Cincinnati, it was also quite noticeable among the lesser stations, most of which made tie-ups with civic organizations with the end in view of bringing the station closer to everyday lives of the listeners.

(2) Stations have become increasingly conscious of talent as both a direct and indirect basis for sound exploitation. Direct in the sense that better programming offers a sounder basis for ballyhoo, and indirect in that the stations have apparently become more convinced of the ballyhoo value of traveling units made up of the station's talent.

(3) Most of the stations show awareness of two broad classifications of drumbeating: (a) Exploitation designed to attract the listener, and (b) Exploitation to attract the advertiser. Both supplement and aid each other.

(4) Stations more than ever are giving their ballyhoo a public service slant. This is evidenced in many ways, most noticeably by the accent on school and educational tie-ups, and, in rural areas, by an apparently unlimited attention to farmers and agricultural problems.

In addition to these outstanding trends, the usual forms of ballyhoo persist, such as car cards, taxi cards, merchandising tie-ups, etc.

Network Division

NBC Western Tops

In the opinion of the judges, keenest exploitation job in the Network Division (See *Radio Exploitation Tops* on page 5)

In This Issue

	Page
Broadway Beat, The	4
Burlesque	27
Carnival	31-41
Circus and Corral	42-46
Classified Advertisements	53-55
Coin Machines	64-100
Crossroads	63
Endurance Shows	28
Fairs-Expositions	51-52
Final Curtain	30
General News	3-5
General Outdoor	63
Hartmann's Broadcast	63
Legitimate	17-18
Letter List	56-57
Magic	27
Merchandise-Pipes	58-62
Music	10-16
Music Merchandising	66-71
Night Club Reviews	20-21
Night Clubs-Vaudeville	19-26
Non-Theatrical Films	29
Orchestra Notes	12
Out in the Open	63
Parks-Pools	48-50
Pipes	61-62
Possibilities	4
Radio	6-9
Record Buying Guide	71
Repertoire-Tent Shows	28
Rinks-Skaters	47
Sheet Music Leaders	11
Show Family Album	54
Songs With Most Radio Plugs	11
Sponsored Events	41
Television	6
Vaudeville Reviews	24-25
Vaudeville Grosses	23

ROUTES: Orchestra, page 15. Acts, Units, and Attractions, 22. Dramatic and Musical, 22. Ice Shows, 22. Burlesque, 22. Carnival, 34. Circus, 34. Miscellaneous, 34. Routes Received Too Late, 34. Events for Two Weeks, 62.

RB Teems With Color, Novelty

N. Y. Run Promises To Exceed Show's "Dream" Record of 1940

NEW YORK, April 12.—The Big Show went into its first week-end today with ideal weather prevailing and a heavy advance sale booked for Easter week. It is expected that every afternoon will be a sellout. No reasonable basis for box-office comparison with the first five days of last year exists because the '40 debut was on a Friday and this year's on a Monday. Because the show missed the fertile Easter period last year and still hung up a "dream" record, everything points to comparable or better grosses for the current engagement. Moreover, weather so far has been typically spring, against '40's rains and freakish winds. Henry Ringling North, vice-president, said there is every reason to believe that the four weeks' run at the Garden will be satisfactory in every respect.

NEW YORK, April 12.—At Madison Square Garden, where Ringling Bros. and Barnum & Bailey Circus opened Monday evening, the track has blue sawdust, the end rings a reddish pink saw-

dust, and the center ring white sawdust. The outer circumference of each ring is lined with reflector material. The entire house is draped in bunting of blue, green, white, and silver. Norman Bel Geddes' sentimental spectacle, *Old King Cole and Mother Goose*, is fifth in the program, a troop of Bengal lancers serving as the prolog to the Greatest Show on Earth. The Ed and Jennie Rooney trapeze turn is out of the layout for the first time in about eight years. The Concello flying act has two catchers and four leapers. The Yacopis' teeterboard contingent uses a chair with a wing-spread, simulating an airplane. The Grand Finale is a Pan-American spectacle of heroic proportions in which four huge Stars and Stripes are unfurled by means of long trains worn by Albertina Rasch Girls. The Cristiani riders open their bareback inning by stunting on a moving platform drawn, in Russian sleigh style (but with heavy tires concealed) by three beefy steeds.

Five acts were presented solo—Juggler Massinilliano Truzzi, the bicycling Shyrettos, wire artist Hubert Castle, the Cristianis, and the aerial Deteros. Hubert Castle augments his acrobatics by vaulting from a high horizontal bar

and going into a back somersault to the thread. The show presents net dives for the first time on a large scale. The girls in the aerial ballet are dressed as birds, with this display's center-ring feature, Elly Ardely, brought into the arena in a large covered bird cage in which she is revealed as it rises to her trapeze. Last year's *An Afternoon at the Bois* "in the Days of the Empire," the chief menage and dressage display, is converted neatly into *An Evening in Central Park* in the days of Mrs. Astor and Mrs. August Belmont—thus removing France from the circus picture.

To save time, John Ringling North or possibly Fred Bradna, equestrian director, ordered the Liberty Horse acts shelved at opening. And even the one set of seals, worked by Ernest Firth, did not go on, tho waiting near the stage. The property men are dressed in roomy pantaloons, Dutchlike in character—the shirts are green with yellow borders, the pants and caps are blue. The elephant herd workers are rigged up in red pants and striped shirts and hats, and one bull does the Conga, altho it has done the identical gyrations before as the rumba, the shimmy, the Charleston, and the Big Apple.

Gargantua, Toto Top Billing

For the first time in modern R-B history there will be no after-show on the road. Merle Evans's musicians are dolled out in green uniforms with yellow braid, leopard cuffs, and leopard peak caps. The shoes are green. Downstairs, in the (Big One Strong on Changes on page 44)

40 Buffalo Niteries Using Shows Material With Bands; Out-of-Town Acts, Protection Bureau Including Semi-Names, at 25

BUFFALO, April 12.—There are approximately 40 niteries using live talent, music, and floorshows in this area. Around 25 book transient talent, with only a very few local acts used. Five near-by out-of-town spots, regarded as part of the territory, also book the travelers. Seven use traveling bands and semi-names. Ten clubs employ as a rule only local colored outfits averaging four men, while seven go in for local ofay bands.

Floorshow policies vary, with 10 spots having girl lines. Three hotel spots cater to socialites with small but high-priced shows, with a fourth using music and an occasional dance team. Several small

cocktail spots use traveling talent. Four local clubs use colored talent, two of them being under Negro management.

Seven clubs have used fairly well-known talent, with others considering the idea.

Seventeen of these clubs are not tied up with any one agent. Six are handled more or less exclusively by Buffalo agents for traveling acts. Three spots are supplied by Rochester agencies and four thru nationally established agencies in New York.

Local niteries: Chez Ami, operated by Phil Amigone with Jack Grood, uses traveling bands and units. Shows include a semi-name, a line, dance team, and novelties.

McVan's, owned by Lillian McVan, has girl-show policy. Shows include a line, an animal act, dance teams, and comedy and novelty acts. Band is a small colored unit.

Kaufman's Cafe Madrid has a local band policy, with specialty talent and occasional lines. Will use headliners.

The Glen Wintergarden, operated by Harry Atiman, employs large-scale shows plus semi-name headliners, along with a show of about 25 people, local band. (See **BUFFALO NITERIES** on page 9)

Dram Guild Okehs Kid Matinee Plan

NEW YORK, April 12.—This week the Dramatists' Guild gave its official okeh to the new plan to present special matinee showings of Broadway productions to high school students with a 25-cent admission charge. As yet the musicians have not come thru with their okeh, but it is believed it will be received shortly.

As soon as all the unions have put their stamp of approval on the idea a committee will be formed, consisting of a representative from each organization involved, to arrange the minor details.

It is expected that as soon as the committee is formed there will be one or two experiments of the plan before the close of the current season. However, the plan will officially go into effect with the start of the coming fall school term.

LAWRENCE WELK and JAYNE WALTON

(This Week's Cover Subjects)

LAWRENCE WELK'S name in recent years has spread far beyond the confines of his home town, Strasburg, N. D., where he first started his musical career by studying the accordion. There are very few theaters, ballrooms, hotels, or music machines in the Midwest which have not now heard his Champagne Music.

In the past four years, under the Frederick Bros.' banner, Welk has built up an organization of 14 people, and with the Champagne trademark has given the band a style and distinction of top-ranking popularity. One of his greatest achievements in recent months has been his extended run in the Karzas Trianon Ballroom, Chicago, the spot which launched Wayne King toward the big-name class. A Mutual network wire in the Trianon has now given Welk the only other medium of outlet he lacked—air time.

Jayne Walton is Welk's featured vocalist. Labeled the "Little Champagne Lady," Miss Walton has sung with the ork for two years. Welk spotted her in Omaha, Neb., where she had been singing on Station WOW. Born in San Antonio, Tex., she picked up her fluent Spanish vocals from trips into Mexico and a nine-year residence below the Rio Grande.

Last month Welk and his band signed a recording contract with Decca calling for 20 tunes to be recorded within a year. Previously the maestro had recorded many hits during a two-year association with Columbia.

Boles Gets Brush— And Brush-Off

ATLANTA, April 12.—John Boles learned the meaning of the old saying—he who laughs last laughs best—during his appearance at the Fox Theater here. Met at the airport by a reporter and photographer from *The Constitution*, he remarked he needed a shave before meeting his public. The reporter suggested Boles purchase one and a picture be made of the transaction.

With the picture made, Boles pocketed the brush and walked away, leaving the reporter to pay the \$2.50 bill. Laughed Boles: "That's the first time a reporter ever brought me a shaving brush."

The same reporter he'd left stuck with the bill, tho, was stuck with reviewing the Boles show. Justice triumphed.

TA Adds Contract Clause As Result of Fed Probe

NEW YORK, April 12.—As a result of the current federal probe of Theater Authority, the TA has inserted a clause in its contracts stating that the government may extract a 10 per cent slice and that the contract with TA is no guarantee of tax exemption.

TA spokesmen claim that the gist of the federal probe is the provision in the

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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.

tax exemption laws covering benefits which says that no organization other than the beneficiary of the affair may get any of the proceeds. The TA gets its usual 10 or 15 per cent slice notwithstanding.

Federal men, so far, have refused to comment on the probe, declining to reveal whether the investigation is being aimed at civil or criminal angles. However, they did point out that the office scrutinizing TA does both civil and criminal investigations.



THE President of the United States and the secretary of the navy made quite a point of complimenting newspapers that censored the name of the first British warship to put in here for repairs and of panning those that gave the name to their readers. But you really can't blame the papers when the British tars themselves are less than reticent. A day or two after the ship landed, two of its sailors were seen wandering up Broadway; one of them had the name of the ship on his cap dutifully covered by a black band; the other wandered along displaying for every passer-by to see, "H.M.S. Malaya." . . . Sammy Kaye reversed things a bit one night last week when he turned announcer pro tem on David Niles's recorded *Midnight Jamboree* over Station WEVD. Sammy went up to the studio for a stock interview, and wound up reading a couple of commercial blurbs and playing announcer for his own disks. His handling of a Servus Clothes commercial, a lengthy bit of ad copy, had a lot of laughs in it that the sponsor probably didn't have in mind . . . Kaye, incidentally, last week found himself in the unusual situation of recording a practically complete Sammy Kaye catalog for a series of NBC transcriptions. The band waxed 15 songs—and 14 were numbers that Kaye had either written, dug up, or discovered, with all of them published by Republic Music, the firm recently set up by Sammy's manager, James V. Peppe. . . . Vic Mature, before he went to the hospital for an appendectomy, took a look at the five-page publicity layout he landed in the April *Life* and said, "It's fine—but why didn't they put my picture on the front cover? It would have made my mom feel good." . . . Monte Proser did all right in *Life*, too. Carmen Amaya, at Proser's Beachcomber, drew a big layout recently, followed by another of the Copacabana girls.

WHEN Woody Herman and His Four Chips appeared on the *Chamber Music of Lower Basin Street* program last week, there was a nice error in the script. On Woody's first introduction, it was said that he was playing at the Hotel Pennsylvania last year. It should have been the New Yorker. Later on they rectified the faux pas thru another announcement. . . . Speaking of errors, on Thursday, April 3, *The Mirror* ran a picture of Eleanor Lynn and Frieda Altman, the caption reading, "They're featured in *Gabrielle* at the Maxine Elliott Theater." Which was very nice of *The Mirror*, the only trouble being that *Gabrielle* had closed on Wednesday, March 26. . . . Ben Jacobson, a showman who has been active in Hollywood and the Midwest, has come East and taken an option on a play called *The Green Cup*, by Elizabeth Welles and Michael Kallesser. He's also mulling plans for a musical. . . . Irony: Del Campo's folks recently wrote him from Santander, Spain, that a hurricane had done considerable damage to their home. With all the warring over there, not a bit of damage had been done previously to their property. . . . The murals at Jimmy Dwyer's Sawdust Trail must have been painted by an artist with pacifistic tendencies. The strips depict the Wild West—but amid all the routin' and tootin' there's not a single six-shooter to be seen. Maybe the cowboys have pea shooters hidden in their chaps.

THE life of a fashion model isn't all roses. Some of the better known and more respected slick-paper magazines hold up the kids' pay for months. And if they go broke meanwhile and ask to get what's due them, they're not hired for any more posing for that magazine. . . . Keenan Wynn was visibly nervous Monday night as he went from MBS to the New Amsterdam Theater for the debut program of *The Amazing Mr. Smith*; but he came thru very well once the dialog started. . . . To prove he's serious about abandoning "tic toc" rhythm, Gray Gordon has written a tune about it, in which he definitely gives the style back to the Indians. Penned with Roy Jacobs, the ditty is tagged *Don't You Mention Tic Toc to Me*. . . . Ivan Black, p. a. for both Cafe Society spots, got tired of the swing music expression, "playing out of this world." So Ivan now says, "They were playing to other

(See **BROADWAY BEAT** on page 9)

Alternate Names For First Time on Official Equity Slate

NEW YORK, April 12.—The Equity nominating committee has not yet arrived at a final decision regarding the names to be included in the official ticket that comes up for election at the annual meeting to be held June 6. There are 10 councilors whose terms expire this year and one replacement to be made.

According to a new regulation which goes into effect this year, 17 names must be submitted for the election, 15 for the 10 expired terms and two for the one replacement. This is the first time in 26 years that this is being tried. Previously members were not permitted alternative votes on the official slate. If, after the election is over, it is proved that this new method is not satisfactory, the old method will again be adopted.

The members elected to the nominating committee, which held its first meeting Tuesday (8), are Ruth Gordon, Frank Wilcox, Jack Norworth, Byron McGrath, Wyrley Birch, and Paul Huber. The three members appointed to the committee by the council are Florence Reed, John Lorenz, and William David.

No Ky. Censorship

FRANKFORT, Ky., April 12.—Kentucky has no State censorship of stage and screen shows, according to Guy H. Hardman, assistant attorney general. The only provision in Kentucky laws pertaining to plays and theaters, the assistant attorney general said, is the section which prohibits presentation in any theater, opera house, or building any play which is calculated to incite race prejudice. A penalty ranging from \$100 to \$500 is provided for presentation of such shows.

Possibilities



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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

ALAN GALE—youthful comic caught recently at the Club Bali, Philadelphia. Not a gagster, he depends primarily on comic characterizations. Has a great variety of bits, none resorting to blue; is a glib talker, and never lets a lull set in, either at the emcee controls or during his own inning. Looks good for a revue.

For VAUDE

LEIGHTON SISTERS—two vivacious brunettes with good voices and plenty of personality. Attractively gowned and equipped with nice arrangements, they are sock both visually and vocally. Caught recently at the Versailles, Boston, where they appeared with the house band and in the show, they are now with MCA's Water Ballet show playing arenas. Full of salesmanship and easy to look at, they should click handily in vaude.

AL ROBINSON—cowboy ventriloquist working a cleverly made doll tagged Alkali Ike, a manikin with plenty of human appeal. Robinson is a technical expert, talking and singing thru the doll easily and well. Was brought in from Palm Springs by Frank Bering, manager of the Sherman Hotel, Chicago, where he was caught. Allstrong bet for vaude.

RADIO EXPLOITATION TOPS

NBC West, WLW, KPO-KGO Are Again Winners

(Continued from page 3)

sion was turned in by the National Broadcasting Company's Western Division. In view of the necessarily limited number of network entries, *The Billboard* gives no awards for second and third place. A special award, however, was given to NBC's Central Division for outstanding exploitation in the face of extraordinary difficulties.

An analysis of the five network entries (Columbia Broadcasting System, National Broadcasting Company, Mutual Broadcasting System, NBC Western Di-

vision, and NBC Central Division) follows.

Ballyhoo of NBC's Western Division is handled by Harold J. Bock, who took the top award last year. Bock, in his entry for 1940, showed evidence of consistent, sharp, and imaginative drum-beating during every month of the year. The type of exploitation pursued was largely in the "stunt" category, with particular stress laid on newsreel as well as newspaper and magazine coverage. Some illustrations:

In March, Pathe made the first of a series of short subjects, using NBC's Hollywood Radio City and featuring programs and stars such as *One Man's Family*, Edgar Bergen and Charley McCarthy, Bing Crosby, Irene Rich, etc. In all, 27 similar stories were done with Pathe, all giving credit to NBC and the programs involved. Each of these shorts play to an estimated 7,000,000 people.

In March also, Bock had Bob Hope and others of the Pepsodent show make a movie short with Sheriff Biscauluz of (See *Exploitation Winners on page 6*)

Chicago Clubs Using More Men; Mostly Novelty, Emcee, Comedy

CHICAGO, April 12.—Niteries in this area, from the Chez Paree down, are no longer closing their doors to male acts. It used to be an accomplishment for a booker to set men into cafe floor-shows. And while girls still predominate in many shows, particularly in nabe cafes, more male performers are currently coping good spots in the better clubs than since the pre-prohibition music hall days.

Chief reason is scarcity of strong cafe talent. The top spots are having their periodic headaches patching up new shows, and when men can fill the proper spot they are more than welcome. A striking example is the Chez Paree, where previously the weaker sex had to step aside only for a Joe E. Lewis or a Harry Richman. The current show is holding over a singing act that has 16 men and only one girl (Commanders, with Lois Wallner) and features in the opening spot a male acro comic (Jimmy Rae). Heretofore a girl always took care of that assignment.

Mike Fritzel, co-owner, figures that men are as strong on the floor as women and furnish equal appeal if they have suitable talent and are properly dressed. Spot for a couple of seasons has been open to singing groups (male) of the Yest School, and they always did well.

Neatness of dress has opened many a cafe door to males. Such acts as the Debonairs and Oxford Boys stand out because of their appearance as well as their talents.

The novelty field lends itself strongly to men, as have the emcee and comedy trio classifications. Recent and current male acts in local cafes include the Whittson Brothers, Bob Evans, Bogash and Bardine, Roy Rogers, Walton and O'Rourke, Eddy Howard, Jack Marshall, Billy Gray, Sid Tomack and the Reis Brothers, Ralph Cook, Jackie Green, John Buckmaster, Tony Marks, Del Breese, and Walter Donahue.

Phono Film Recordings

NEW YORK, April 12.—Al Donahue's band has completed eight tunes for soundies for the Phono Film Company. Jimmy Dorsey recorded a similar number last week. The tunes of the various bands will be spliced together, eight of them to form one reel.

There is no selectivity in this model. The reels will be changed weekly.

Donahue recorded *Anvil Chorus*, *Volga Boatman*, *Lonesome Road*, *Come Back to Sorrento*, *It's Nothing New*, *How Deep Is the Ocean*, *Java Jive*, and *Jumpin' at the Juke Box*.

The recording took a single day, while shooting the scenes required two days. Luther Reid is the producer.

Sunday Shows in N. C.

SALISBURY, N. C., April 12.—The Colonial Theater, North Kannapolis, Rowan County, has been leased from the Kannapolis Theaters, Inc., for Sunday movies, Sam Trinchler, manager, announced. This is the only showing of Sunday movies in Rowan County.

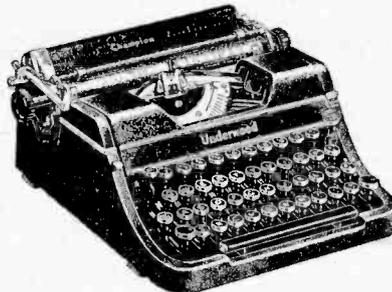
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SYMBOLS
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NL - Night Letter
LC - Deferred Cable
MLT - Cable Night Letter
Ship Radiogram
Ship Radiogram

SEND MONEY HOME BY TELEGRAPH. WESTERN UNION'S MONEY ORDER SERVICE CAN MAKE THEIR PAY DAY AT HOME THE SAME AS YOURS. QUICK, SAFE, EASY.

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. 1x2"

OUT of TOLEDO Comes many noted personages, others, but here is where you get good TICKETS of Every Description and as You Like 'Em.
SEND US YOUR INQUIRY, stating whether you want them in Rolls, Strips, Books or Flat. In spite of the big demands for Tickets we can give quick service.
THE TOLEDO TICKET CO.
Toledo (The Ticket Center), Ohio

SPECIAL PRINTED Roll or Machine
10,000. \$ 6.95
30,000. 9.85
50,000. 12.75
100,000. 20.00
1,000,000. 150.50
Double Coupons,
Double Price.

EXPLOITATION WINNERS

NBC West'n, WLW, KPO-KGO Still On Top in Exploitation Survey

(Continued from page 5)

Los Angeles County for his annual officers' benefit. Each short played a week in 450 theaters in Southern California.

In April, Bock pulled off the world premiere of Dick Powell's 10-cent store, a satire on expensive film junkets. Stunt included a formal opening in Long Beach, Calif., a civic holiday, shipping a load of celebrities to Long Beach, etc. Mayor dedicated the building and streets were roped off. Coverage included newspapers, fan mags, newsreels, and all syndicated columns. Resultant publicity: four pages in Long Beach papers, 4,000 syndicate clips, breaks in two newsreels and all syndicated columns. (According to Bock, total cost to NBC was \$3.65).

In the same month, Bock suggested a *News of the Day* sequence on the census, starring Bob Hope and Jerry Colonna. NBC was given credits.

In November, NBC pulled a terrific crowd in Hollywood by taking over the opening night of the annual Santa Claus Parade, staged by the Hollywood Chamber of Commerce. Some 600,000 jammed the streets to watch the NBC talent go by in floats. Stunt landed eight pages of space in Hollywood papers plus coverage by syndicates, magazines, and newsreels. (Cost to NBC, according to Bock, was \$2 for aspirin).

The above are just a very few examples of the type of ballyhoo done by NBC's Western Division. The pace was kept up for the entire 12 months of 1940, the entry carefully enumerating the specific items. According to the judges, it was by far the most solid job accomplished in the Network Division, and the most impressive from the standpoint of pure ballyhoo.

CBS Runner-Up

CBS was judged runner-up to NBC's Western Division. Entry from Columbia showed intensive co-operation between the network and its affiliated stations in the matter of exploitation of network programs. Outstanding stunt worked by CBS, however, was to send George Crandall on a trek covering more than 120 CBS stations and newspaper offices in the areas covered by the stations. Crandall functioned as a good-will ambassador and diagnostician—the general aim being to improve press-radio relations. Columbia, in sending Crandall on the trek, theorized that no blanket-form of good will can be applied to press-radio relations in 120 communities. Crandall's function, therefore, was to meet staffs of stations and newspapers, hear complaints, check up on troubles, suggest simple remedies—and in the event of complications, to get in touch with the home office.

He visited 250 cities, towns, and villages, and 500 newspapers, and sold the

CBS publicity service to many a die-hard editor. Some of these editors, in fact, commented on Crandall's trip in *The Billboard's* Publicity Survey.

In the matter of co-operation between Columbia and CBS stations, the network gathered data indicating that its promotion machinery was well oiled. Stations, for instance, receive carefully mapped out promotion campaigns (called "audience builders") for network programs, telling the stations what can be done in their particular areas. In addition, stations furnished CBS with extensive proof of stations' exploitation efforts in the interests of programs and sponsors. In this direction good bally was accomplished for *Campbell's Soup Week*, *Tezaco Star Theater*, *Helen Hays Theater*, *Design for Happiness*, *We, the Abbotts*, and numerous other CBS programs.

An example of the procedure is given: In all cities where Libby-Owens-Ford *Design for Happiness* was to be broadcast, advance meetings were held and local glass dealers addressed by a CBS man from New York. Dealers were urged to tie in the program with their own local station by means of chain-break advertising, newspaper ads, merchandise displays, etc.

NBC

Much of NBC's entry was in the nature of publicity rather than exploitation, but a few solid exploitation activities were included. Chief of these were the Toscanini tour to South America, which NBC feels was the year's greatest single radio promotion. Interesting angle connected with the tour is that all ballyhoo efforts—and they were very successful—were conducted at long range by air mail, radiogram, etc. No member of the NBC press staff accompanied the maestro, but much exploitation material was prepared in advance. In addition to much good will, tangible results were more than 2,000 clippings from South American papers, and feature articles in 29 magazines, including mags in Brazil, Argentina, Uruguay, and Chile.

Second NBC activity which hit high mark was the network's participation in the Metropolitan Opera Fund Campaign. The radio campaign was the most successful of several campaigns included in the \$1,000,000 drive—so much so, that nearly a third of the total amount contributed came from 151,931 listeners who sent in \$326,836.

MBS

Mutual Broadcasting System's exploitation efforts must be appraised with the knowledge that its staff is severely limited in personnel—only three people doing all the work as compared with 35 or 40 on the other national networks.



HAROLD J. BOCK, of the NBC Western Division, winner, Network Division.



CECIL K. CARMICHAEL, of Station WLW, Cincinnati, winner, Clear Channel Division.

In order to overcome this personnel limitation, MBS necessarily relies on member stations to do ballyhoo of their own; but these stations receive the material and impetus from MBS.

Good stunts done by MBS in 1940 were the exploitation jobs connected with the Republican and Democratic conventions, and the exploitation of Gillette Safety Razor Company's sponsorship of the World Series. MBS also closely cooperated with ad agencies, an outstanding example being the joint promotion by MBS and J. Walter Thompson Company of Raymond Gram Swing's broadcasts for White Owl Cigars.

Clear Channel Stations WLW Wins

Clear Channel Divisions of *The Billboard's* Fourth Annual Exploitation Survey drew the best entries of the three station divisions—clear channel, regional, and local. WLW, winner last year, took the award again on the basis of solid exploitation maintained at a dizzy pace thruout the year. Second position went to WLS, Chicago, and third to WOR, New York. Both WLS and WOR were unplaced last year.

WLW's ballyhoo reflects its program policy—which is, briefly, not to over-accentuate the importance of network programs at the expense of local service. With this in mind, the station has turned its double-barreled ballyhoo toward its farm service, personal appearances, and road tours by its local talent, coverage of conventions, etc. While these activities entail a great amount of exploitation, the exploitation is intricately tied up with the element of public service, and brings forcibly to the listener's attention the fact that the station is an integral part of the area it covers.

A few examples of what station did in 1940:

The aggressive Farm Department, under guidance of Ed Mason, set up a plan for operating its own farm of 127 acres in order to demonstrate actually, rather than with words alone, successful farm management. George C. Biggar, program director with degrees in agriculture, will supervise this venture. In addition, WLW carried out its usual policy of granting WLW Farm Scholarships to train men for jobs as agricultural directors at small stations; carried on its usual intensive coverage of agricultural events and festivals, and carried in its programming an impressive list of agricultural experts.

WLW has always been particularly keen in the matter of personalizing its talent and creating a more intimate relationship between talent and audience than is possible by the sole use of radio. Outstanding factor in this talent-audience accord is the *Boone County Jamboree*, which played to 425,354 people in six States during 1940. In Cincinnati alone, 33,696 people went into the Emery Auditorium on 16 Saturday nights to see the stagershow and visit the cast. Another instance of the show's pulling power is the fact that the unit

when playing at the Lyric, Indianapolis, grossed \$16,768.40 and pulled 57,673 persons.

Station's job of covering the Republican and Democratic national conventions in 1940 was also very much above par and represents the first time an independent station "traveled so far, stayed so long, and devoted so much time" to this type of special event. Cost was about \$16,000.

In addition to above-mentioned, WLW's work in the way of merchandising tie-ups, conventions, and educational tie-ups is overwhelming, and shows an acute "feel" for immediate exploitation values in addition to those accruing from long-range planning. The station, for instance, was the only one, or certainly one of the very few, which dedicated a program to *National Newspaper Week*, telling of the growth of newspapers. Angle here was to take the curse away from radio as an enemy of newspapers and to stress radio-press co-operation.

Space doesn't permit recounting the mass of remaining WLW exploitation, including *The Mailbag Club* and tie-ups plugging WLW as the "Nation's Most Merchandisable Station"—but James D. Shouse, and his assistant Cecil Carmichael, and the drum-beating staff go thru all possibilities with a fine comb.

WLS Second

Second position in the Clear Channel Division went to WLS, owned by the Agricultural Broadcasting Company and operated by *The Prairie Farmer*. Like WLW, WLS places great stress upon personal appearances of station talent, and does extensive exploitation in connection with farm activities and conventions.

In the line of creating a closer talent-audience accord, WLS talent played at (See *Exploitation Winners* on page 8)



A. E. NELSON, manager of Stations KPO-KGO, San Francisco, winner of a special award for the outstanding exploitation idea of the year.

Exploitation Survey Winners

NETWORK DIVISION—NBC Western Division.
CLEAR CHANNEL DIVISION—First place, WLW, Cincinnati, O.; second place WLS, Chicago, Ill.; third place, WOR, New York.
REGIONAL STATION DIVISION—First place, WFIL, Philadelphia; second place, WNAX, Yankton, S. D.; third place, WBIG, Greensboro, N. C.
LOCAL STATION DIVISION—WJLS, Beckley, W. Va.

Special Awards

1. NBC Central Division, for outstanding exploitation under adverse circumstances.
2. KPO-KGO, San Francisco, for the outstanding exploitation idea of the year.
3. WNEW, New York, for outstanding use of newspaper advertising.
4. KOA, Denver, for most consistent exploitation by a network-owned and operated station.
5. Don Lee Broadcasting System, for television exploitation and publicity.

Awards Committee

Alton Cook, Radio Editor, *The New York World Telegram*; Jo Ranson, Radio Editor, *The Brooklyn Daily Eagle*, and E. E. Sugarman, Paul Denis, Eugene Burr, Paul Ackerman, all of *The Billboard*.



*Pace
Setter
of the
Networks*

THE
COLUMBIA
BROADCASTING
SYSTEM



MAJOR EDNEY RIDGE, manager of Station WBIG, Greensboro, N. C., winner of third place in the Regional Station Division.



JAMES G. GIES, of Station WNAX, Yankton, S. D., winner of second place in the Regional Station Division.



GLENN SNYDER, manager of Station WLS, Chicago, winner of second place in the Clear Channel Division.



LOYD E. YODER, manager of Station KOA, Denver, winner of a special award as the network-owned and operated station which did the most consistent exploitation job.

KPO-KGO, Frisco 'Chronicle' in Gigantic Civic Promotion Idea

Special award for the outstanding exploitation idea of the year went again to KPO-KGO, San Francisco, NBC Red and Blue outlets managed by A. E. Nelson. Nelson, working along a line in which he is past master—newspaper co-operation—tied up with *The San Francisco Chronicle* to stage a series of pageants titled the *City of St. Francis*. The idea was all the more forceful in that it tied in with *The Chronicle's* 75th anniversary, and presented a two and one-half hour show depicting both the progress of the paper and of the city. The pageant was not merely a piece of ballyhoo for the paper, but attained proportions of a magnificent venture in civic pride and civic consciousness; so much so that it was correctly pointed out that the city of San Francisco—rather than the KPO-KGO or *The Chronicle*—was the real host at the broadcasts.

First of the series was presented at the Civic Auditorium, jammed with 12,000 guests. The pageant had to be presented again to take care of crowds not able to get into the first showing. Ballyhoo in *The Chronicle*, building up to the presentations and covering them, was terrific to put it mildly.

Nelson in 1940 engineered other impressive newspaper tie-ups. One of these was a joint promotion by KPO-KGO and *The San Francisco News* of the Golden Gate International Exposition of 1940.

When a third paper, *The Call-Bulletin*, brought NBC stars to town for a Christmas party, KPO-KGO met them at the station for a broadcast of name entertainment. For this occasion, the Hearst paper forgot its radio ban.

Across the bay at Oakland, Calif., Nelson again set the pace for press co-operation with *The Oakland Post-Enquirer* and the Conn Publications.

Nelson bolstered his radio-press co-operation theme with a raft of other forms of exploitation, his year's campaign having three major points: (1) A co-ordinated program of exploitation thru nine different media of expression. (2) A year-round drive to sell radio as a medium to San Francisco's non-radio-conscious business leaders. (3) Wide exploitation of San Francisco's new million-dollar NBC Building.

In addition to these outstanding

Don Lee Gets Award For Tele Promotion

NEW YORK, April 12.—Awards Committee of *The Billboard's* Fourth Annual Exploitation Survey has given a special award to the Don Lee Broadcasting System for exploitation and publicity in television.

Altho no entries were asked for in television exploitation, the Don Lee net, upon its own initiative, submitted an entry showing intensive promotion of the new art during the past two years, with countless press breaks in newspapers, trade papers, and magazines pointing up all tele developments on the part of the Don Lee Broadcasting System.

trends in exploitation, Nelson did intensive good-will ballyhoo at the annual convention of the National Association of Broadcasters; coverage at state fairs and industrial conventions; merchandising and various forms of ballyhoo in theaters, department stores, hotels, restaurants, etc. One of the most effective forms of impressing KPO-KGO on the potential advertiser was a studied campaign whereby business execs were romanced by bringing them into the radio whirl thru studio dinners, etc.

By the end of the year citizens of KPO-KGO's coverage area were very well aware of the stations' existence as an important segment of the civic set-up.

EXPLOITATION WINNERS

(Continued from page 6)

45 county fairs, casts of these shows including as many as 125 people. All told, WLS artists during the year made 500 personal appearances at theaters, fairs, celebrations. In the same vein, the station arranged a series of county salutes in the four States of its major coverage area—and played in each of these counties with a WLS cast. Attendance here totaled 107,500, which is greater than the population of the counties in question.

Station also did commendable service in convention tie-ups, broadcast tie-ups with agricultural festivals, educational institutions, charitable institutions, etc.

WOR Third

WOR, Mutual outlet, was the only New York station to take an award in the Clear Channel Division. Awards Com-

mittee gave the nod to the Bamberger station on the basis of the staff's acuteness in seizing upon immediate situations and cashing in on their exploitation value. The sum total of the station's ballyhoo during the year represents a mass of exploitation stunts indicating sustained activity, rather than a few stunts of outstanding magnitude. Much of exploitation was directly concerned with tie-ups designed to plug the station's programs and its artists. A few of the more interesting items were a talent hunt tie-up with the 1940 World's Championship Rodeo at Madison Square Garden; a trade with *Playbill* (legit theater giveaway) in order to plug the activities of WOR's theater reviewer, Howard Barnes; screwball broadcast from the World's Fair at the time of the fair's closing; exploitation connected with WOR-Mutual's broadcasts of the World Series; successful efforts to have Alfred Wallenstein's Mozart Opera Series reviewed by music critics; a campaign in connection with *The Sheep and Goats Club*, designed to attract Negro listeners, and other items too numerous to mention.

Regional Stations

WFIL In Top Spot

WFIL, winner of the top award in the Regional Station Division, did a solid job of ballyhoo and public service in the fields of talent, education, and merchandising. As a starting point, station revamped its programming after an analysis of listener surveys, and set about developing local radio drama and music programs—drama because Philadelphia had fallen to a very low position in this matter, and music because the station concluded there was a need for forms of non-pop music.

In order to make a bid for adjacent rural audience, WFIL's *Barn Dance* played Saturday nights in towns around Philadelphia, show usually attracting an

audience of between 2,000 and 3,000.

In the way of educational activities, WFIL's exploitation reaches both young and old audiences. Personnel takes groups of children on a tour of the station twice a week. Station also works closely with the Federal Office of Education, distributing the office's material to schools and submitting program data to the federal bureau.

Other activities considered important include: Promotion of combined music festival of all Philadelphia schools. In co-operation with the Poor Richard Club, station offered five scholarships to the Charles Morris Price School of Advertising and Journalism. Available to high school graduates, these scholarships were promoted by a series of 13 broadcasts. In order to service the sponsor, WFIL carries on extensive exploitation in the form of ads, merchandising, billboards, school bulletins, car cards, subways, buses, trains, window cards, and by various other means.

WNAX Second

WNAX, winner of last year's top award in the regional station division, came thru with another good entry which, in the opinion of some of the judges, was nearly as impressive as WFIL's.

WNAX's exploitation was directed at both listeners and advertisers. The station's greatest single activity, according to the judges, was an increasingly efficient farm service brought about by Charles Worcester, who was added to the station as Farm Service Director in November, 1939. In 1940, Worcester really got under way, and attended some 87 farm meetings with a combined attendance of 589,266. To do this type of personal contacting, Worcester traveled 26,141 miles. He also attended 12 State and county fairs in the Dakotas, Minnesota, Iowa, and Nebraska the past fall, making speeches and transcribing the events for WNAX audiences.

As Worcester's services became increasingly important to the listeners, the station gave him daily program time—which cannot be moved and is available to sponsors only if Worcester approves same and can control copy.

Other items included promotion and merchandising activity for sponsors, creation of a woman's department, and more or less stock methods of exploitation.

WBIG Third

WBIG, Greensboro, N. C., awarded third position in the Regional Station Division, does a homey type of year-round exploitation based on the principle of co-operation with all community ventures devoted to the upbuilding of the coverage area. This area is, roughly, a radius of 50 miles around Greensboro, to which the station has given the slogan, "The Magic Circle."

Station's exploitation mirrors its interest in everything educational, agricultural, and of civic interest. Examples are the granting of time to nine colleges for concert and dramatic presentations; permitting 7,000 school children to par-

NBC Central's Special Award

NBC Central submitted an outstanding entry in the Network Division—outstanding because NBC Central operates against obstacles much tougher than those faced by other network entrants. For this reason, and in view of the sterling exploitation job accomplished, a special award has been granted for outstanding exploitation under adverse circumstances.

Central Division originates some 45 network programs—with scarcely a name in any of them. It is logically pointed out that the foibles of Jack Benny, Edgar Bergen, or Fred Allen lend themselves much more easily to ballyhoo than the activities of performers on serial dramatic programs. Chicago radio is now so chock-full of serial drama that it is a close second to New York in this respect; but Chicago radio has no names in the Broadway or Hollywood sense. NBC Central's blurb artists, therefore, had their work cut out for them.

Exploitation at the Central Division is divided into several categories, including stunts, contests, newspaper tie-ups, special events, direct mail, and exploitation by radio. One of the most ambitious undertakings was a city-wide Hi-Li contest which was sponsored by WENR and attracted an estimated 1,000,000 boys and girls. Promotion information and contest news was broadcast daily; airplanes plugged the contest with sky-writing for 10 days; 500,000 circulars were distributed thruout the city, and 36 co-operating Chicago theaters and 150 playgrounds became arenas for neighborhood contests. In addition, there were screen and lobby displays, 35 motor bikes and cash as awards, and ice cream for all contestants. The promotion impressed as one of the most successful of its type ever conducted by a station.

NBC's Central Division co-operates closely with newspapers, WMAQ and WENR being widely publicized in three Chicago dailies which have no radio affiliations. For two years the stations have had a space-for-time swap with the *Daily News*. Last fall, a similar arrangement was concluded with the *Chi Herald-American*. Following this deal, NBC's two other Chi affiliates, WLS and WCFL, made similar arrangements with *The Times* and *Herald-American*. Currently, all Chi NBC stations are tied up with every paper except the *Chicago Tribune*, which is not available.

Winners in the Independent Press Agent and Advertising Agency Division of The Billboard's Fourth Annual Exploitation Survey will appear in next week's issue.

ticipate in station's programs; producing educational programs from city and county schools, both white and Negro; co-operation with religious organizations; drives for better housing, rural electrification, and soil conservation, and similar activities.

Local Stations

WJLS Wins

Best of the entries in the Local Station Division was judged to be that of WJLS, Beckley, W. Va. No second or third places were granted.

WJLS attempts no national ballhoos but confines its efforts strictly to selling itself at home. Its programs, on-the-spot mobile unit broadcasts, and promotion are all pointed towards this end.

In order to slant its policy so that it jibes with local needs, station offered scholarships, valued at \$300, to the high school student writing the best essay on *What I Like About WJLS* or *What I Dislike About WJLS*. Station also conducted Christmas Cheer Campaign, co-operating with the Salvation Army, and is building a model home—the latter resigned to bring attention to the station and stimulate civic interest in good home building. More than 30 dealers are co-operating on this venture.

In connection with the model home, WJLS runs a daily quarter-hour *Building and Home Clinic*.

WJLS also promotes itself via a novel radio program, promotional pieces, road signs, and other more or less routine methods.

Renfro Valley Dropped by WLW

CINCINNATI, April 12.—James D. Shouse, Crosley Radio Corporation vice-president in charge of broadcasting at Station WLW here, said this week that, effective May 1, WLW severs all connections with the Renfro Valley Barn Dance, rural show managed by John Lahr, which started on the station several years ago. Continued growth of the station's own

KOA Consistent

KOA, NBC station managed by Lloyd E. Yoder, was given a special award as the network-owned and operated station which did a consistently good exploitation job despite fact that no single item or stunt was of surpassing ballyhoo value. KOA's exploitation was slanted towards audience building, education, and public service. The items considered included many additions in the talent and personnel departments, and re-vamping of some of the station's departments in order to provide better service. Examples are the revamped music set-up thru competitive auditions; creation of a news department and the development of Tor Torland as an outstanding commentator; development of a better announcing staff with the addition of four men; addition of John B. Lyman Jr., formerly director of radio production at the San Diego, Dallas, and San Francisco fairs, to hypo KOA programs; addition of three men to the sports department; excellent special event coverage of particular interest to Denver and surrounding territory; a liberal talent policy with regard to newcomers; tie-ups with Fox Intermountain Theaters for broadcasts; promotion of educational broadcasts; close contacting of various civic organizations, and co-operation with regional agricultural agencies and Land Grant colleges for the dissemination of farm service.

In addition, station is the only one in the area to maintain an artist bureau. Also, by way of illustrating personnel's wide personal contacting, more than 60 staff members are affiliated with more than 25 civic and other organizations.

Besides the usual lobby, taxicab, and other displays, it should be stressed that the station, in connection with its theater tie-ups, has shown sound trailers in 12 Fox theaters in Denver, plugging 200 advertisers' programs to about 160,000 people weekly. In addition, these same trailers are sporadically used in Fox Intermountain Theaters in the entire Rocky Mountain West.

In general, the station stresses exploitation both to the listener and the advertiser.



JACK BANNER, of Station WNEW, New York, winner of a special award for the best use of newspaper advertising.



WILLIAM B. CASKEY, of Station WFIL, Philadelphia, winner Regional Station Division.



JERRY DANZIG, of Station WOR, New York, winner of third position in the Clear Channel Division.

Boone County Jamboree both as an air show and stage attraction has made it impossible to continue the Renfro Valley unit on WLW, Shouse said.

"In 1940," Shouse continued, "the Boone County Jamboree played to over 425,000 paid admissions and we feel that an enterprise of such scope demands all our promotional efforts behind it. The schedule of fairs and personal appearances of this unit and its continuing success as an attraction for the WLW audience makes it unwise for us to devote our efforts in any similar direction."

COURT SOLVES Bookings

(Continued from page 3)

three days the bookings overlapped.

Publicity over the unique suit helped business at both places. Both the Town and the Bowery, incidentally, are booked by Peter J. Iodice, of Amusement Booking Service.

Suggestions of bystanders that Miss Dare play one spot and her parrot the other were ruled out as irrelevant.

BUFFALO NITERIES

(Continued from page 4)

The Glen Barn, allied Altman venture, operates during the summer with a similar policy.

Club Mayfair, operated by Charlie Monroe, uses all colored talent, a small local band.

Havana Casino, piloted by George Cecilia, uses standard acts such as Tirza, and a five-girl line, emcee, and teams, with a local sepia house band.

Frank's Casa Nova is operated by Mr. and Mrs. Frank Di Blasi. Talent includes a line, emcee, and one or two acts. Band is local colored unit.

Stuyvesant Hotel goes in for small established bands and shows, managed by Darwin Martin.

Park Lane Hotel features small traveling bands with a show including a dance team and a specialty. Mandel Lurie is manager.

Buffalo Athletic Club, a private club, uses small traveling bands and local units, and adds a five-act floorshow Saturdays.

Statler Hotel Dining Room and Cafe Lounge goes in for semi-name bands only, with an occasional dance team.

Ray-Ott Club in Niagara Falls is an average show. Band is permanent.

Hotel Dudley in Salamanca uses about eight acts. Band is a local unit.

Marine Room at Celeron uses name bands during summer on week-ends, with small traveling units during the week, with floorshow. During the winter, room uses local bands and full-week shows. At present, only week-ends. J. G. Campbell is operator.

Cataract House in Niagara Falls uses traveling bands and singers during the summer.

Como, managed by James Savage, uses a local band and a traveling show of about six people, mostly novelties.

Cafe Aloha, with Hawaiian atmosphere, uses similar entertainment on week ends. William A. Siegel is manager.

Clark's Oasis, managed by Edna Clark, uses shows of 14 to 18 people. Some talent is local. Small local band is there.

Roger's Velvet Grill has girl shows, featuring line plus nude dancers, and a small local band. Mrs. Mary Rogers is proprietress.

Brogan's, under Agnes Brogan's guid-

ance, has weekly-changing shows of three acts and four-girl line plus a small local band.

Ryan's is in the same category as about 10 other small spots which use local bands and local talent.

Club Moon-Glo, owned by Max Levy and operated by Jimmy Oates, offers

sepia shows and bands.

Montgomery's Hotel is owned by Dan Montgomery and uses sepia talent. Harman Harrison is manager.

Little Harlem, operated by Ann Montgomery, will resume show policy around Easter, with a six-girl line and 10-act show. Local colored band is being used.

BROADWAY BEAT

(Continued from page 4)

planets." . . . A spy down at the marriage license bureau (this guy Spelvin has spies everywhere) reports that one jittery groom was so nervous when he faced the clerk that he remained tongue-tied for a couple of minutes—and then blurted out, "Can—can—can you please direct me to the men's room?" . . . Leslie Litomy, national organizer for the American Guild of Variety Artists, is apparently tired of "ism" accusations being hurled around. On his office wall he has a notice disclaiming any connection with any "ism," whether black, brown, red, or native. It reads like a one-man Declaration of Independence.

RAYMOND SCOTT'S latest stunt is his method of announcing to the customers of the spot in which he's playing (currently Frank Dailey's Meadowbrook) the tunes he is about to do on a remote. Clyde Burke, the ork's vocalist, sings to the tune of *Night and Day* special lyrics giving the entire tune line-up of the broadcast immediately before going on the air. Dancers get a big kick out of Burke's attempts to make the titles fit the Cole Porter tune. . . . A traditional ingredient of the circus was left out opening night at Madison Square Garden. Roustabouts set up the seal equipment, and the seals were actually wheeled out onto the track—but at the last moment they were wheeled back again. . . . Henry G. Fargel, of the Hotel Astor, has been elected managing director of the Broadway Association. . . . Press agent Doug Whitney is a modern father. When his three-year-old daughter asks him to tell her a story, he just puts a few kiddie records on the phonograph. . . . It was inevitable. A story's now going the rounds about a drunk who weaved into the Arcadia Ballroom, where the Beverly Twins ork is playing, danced his partner up to the bandstand, and then took a gander at the band. He fixed his glims on the seven pairs of twins—all playing music yet—dropped his gal cold in the middle of the dance, and made a mad dash for the door.

FRANK FORREST, on *Double or Nothing*, has been renewed for his third 13-week stint—and he started with what was supposed to be a four-day engagement. . . . Dave Mann, pianist with Charlie Spivak's band, has a Dwight Fiske sort of number in his original *Body by Fisher*. As a matter of fact, it out-Fiskes Fiske. . . . Outside of Grand Central Terminal the other day stood a man garbed in the raiment of a doctor of divinity, chanting hymns to the plaintive wall of a hand organ that he operated himself. He is Alexander Lowande, of the famous Lowande family of circus bareback riders, who left show business some years ago to enter the ministry.

A NOTE OF EXPLANATION!

In deference to our clients, we do not submit examples nor do we compete in The Billboard's Exploitation awards. This is a policy of long standing and we do not deviate from it.

Earle Ferris

OPERATING RADIO FEATURE SERVICE, INC.

NEW YORK

CHICAGO

HOLLYWOOD

"Truth is stranger than fiction and makes better publicity." Our slogan and our agency are six months old this week. Thanks to radio editors for voting their confidence in us in The Billboard Radio and Publicity Surveys.

HAL DAVIS — LES LIEBER

17 E. 49th St.,
New York, N. Y.

802 RAISING PRICE LISTS

New Scale on Location, Single Jobs To Be Approved by Local

NEW YORK, April 12.—The price of music is going up. Executive Board of Local 802, AFM, has certain ideas for increasing the price scales in the Greater New York area, while resolving members have other ideas. Despite the quibbling on the tactical front, however, a rise in the scales will be effected following approval of a resolution to be submitted to a meeting of the general membership Monday (14).

Union board is submitting six resolutions to the membership, involving a change in price lists, ranging from location engagements to single jobs. Regarding the entire situation, union is asking members to approve a resolution empowering the Executive Board to "revise upward the scales of employed members of Local 802 in all such categories and instances where in the judgment of said Executive Board such increase is possible."

Other resolutions concerned with increased salaries for musicians were unfavorably reported by the board, for a variety of reasons, but will come up for a vote nevertheless. Board says that these resolutions "are too rigid and inflexible, and do not permit the Executive Board to exercise judgment and discretion, which is always important in negotiations for wage scales."

An official of 802, explaining the resolutions, said that those submitted by members call for specific raises in salary, while the union's resolution allows for discussion and negotiations with employers and booking agencies.

One specific idea that board has in mind is to create a new category—possibly AA—which would call for a higher price than the top A rating, which is currently \$96.50 weekly for four sessions (of two hours each), \$82 for three sessions, \$63 for two sessions, and \$42 for one session.

Local will also institute a new category after passage of a resolution which 802 execs are confident of, providing for payment of show music in hotels, cafes, and ballrooms. No provision is made for this under the present price list. Union proposes a fee of \$8 and \$10 for shows.

Musicians who play break-in dates for legit shows will be hired for the New York run if a resolution on that score is passed. For the record of making the rule applicable all over New York, resolution will also come up providing for one-sixth of a week's additional pay if musicians play the seventh day of the week.

A series of 12 additional resolutions

MCA Signs Reggie Childs To Seven-Year Contract

NEW YORK, April 12.—Reggie Childs and his ork went under the Music Corporation of America banner this week, signing a seven-year contract. General Amusement Corporation formerly had the Childs aggregation.

Switch was made following Childs' appointment of Norman Campbell as his personal manager. Campbell was previously connected with Frederick Bros., Music Corporation.

Take Your Cherce

NEW YORK, April 12.—Army camps are throwing out all sorts of inducements to have musicians join their particular regiments because of an apparent shortage of fiddlers. Two letters on the bulletin board of Local 802, Musicians' Union, offer everything but hotel service—and then again, who can tell.

One from Camp Lee, Va., reads: "Pleasantly located, 25 miles from Richmond, and on the immediate outskirts of Petersburg."

For those not interested in the view, the musical director of the camp at Fort Slocum offers some competition with: "The fare from Fort Slocum to New York City is only 15 cents, and the restrictions are few and lenient."

will also come up, but have been unfavorably reported by the Executive Board, which action is usually the death knell for such resolutions. Those turned down by the board are essentially the same as the board's however, the more stringent and leaving the local no power to negotiate.

Savitt, U Talk Pic Role in Humoresque

CHICAGO, April 12.—A deal for the services of Jan Savitt and his band in a new screen version of *Humoresque* is pending. Universal producer Joe Pasternak is negotiating with Savitt here (leader is currently playing an engagement at the Sherman Hotel).

Idea is to star Deanna Durbin in the film, and feature Savitt as the violinist. Maestro has written a new musical score for the picture, which he submitted to Universal. Savitt will be in Los Angeles May 20 when he opens a run at the Casa Manana.

Joe Kelly Set To Operate Ballroom in Jersey Park

CAMDEN, N. J., April 12.—Joe Kelly will continue his ballroom operations this summer, having leased the Clementon Park Ballroom at Clementon, N. J. Park dansant unshutters next month, policy calling for traveling and territorial names. None set as yet.

Kelly operates the Dansorium here during the year, Ray Cathrall's music current. Also marks the first time in many seasons that Clementon Park will have dancing, ballroom having been used as a roller rink in recent years.

Olsen Tees Off Texas Spot

FORT WORTH, Tex., April 12.—George Olsen is slated to open this town's newest ballroom, located in the Colonial Hills Country Club, on April 26. Other name orks are scheduled during the season. Ballroom will accommodate about 400 persons.

Madison Sq. Garden Into Summer Nitery With Top Name Orks; May Tour Arenas as Unit in the Fall

NEW YORK, April 12.—After two weeks of dickerings, nitery impresario Monte Proser this week became the instigator of one of the biggest dine-and-dance deals ever to take place in the biz. Sum-up has Proser taking over Madison Square Garden here from June 1 to September, spending \$60,000 to turn it into a colossal tropical dance spot, and hiring the biggest band names in the industry.

If the Garden-Proser shebang is the success anticipated, the entire plan will be picked up (palm trees and all) and shipped off as a unit to various arenas and auditoriums thruout the country. Proser is already toying with the idea of attempting a deal with the Arena Managers' Association on this angle. Only hitch might be the fact that in September the arenas begin scheduling their hockey season.

At press time Friday (11) Benny Goodman and Horace Heidt were Proser's hoped-for starters at the Garden, but Music Corporation of America was unable to commit either ork until various other bookings could be looked into concerning both of these outfits.

Following the tee-off with the initial bands, Proser is working on a tie-up with the Hearst newspapers to hold a nationwide band contest for choosing the orks to come in thru the summer. Details for this end of the project have not been ironed out, however, and there is a possibility that another angle may be worked out in this respect.

Dissenter

PHILADELPHIA, April 12.—Guglielmo Sabatini has faced some critical audiences during his career as a symphony orchestra director, currently commanding the Pennsylvania Symphony, but perhaps never before has he experienced such out-spoken criticism as that voiced last week in the Murrill Dobbins School.

The 70-piece ork was playing a light classic when a boy about 14 piped up that he didn't like the music—it didn't seem to have enough zip and there should be more swing to it. Instead of taking offense, Sabatini remarked:

"I must commend you for saying what you think. You may make a fine music critic some day."

802 Nixes Byrne At New Yorker

NEW YORK, April 12.—Scheduled opening of the Bobby Byrne band for Friday (11) eve at the Hotel New Yorker failed to come off, and the Hotel's Terrace Room closed at 10 p.m. on that night. Byrne was following instructions of the American Federation of Musicians' Local 802, which yanked the ork because the New Yorker management refused to comply with an edict laid down by the International Alliance of Theatrical Stage Employees calling for the latter's men to handle the spotlights for the ork and show.

Entire ruckus is a union jurisdictional mess, because the hostelry has been employing members of the Hotel and Club Employees' Union Local 8 for the spotlight manipulations. IATSE says those jobs come under its jurisdiction, and AFM local prexy Jack Rosenthal agrees with it. New Yorker Hotel and the hostelry workers union says it's the latter's job. William Green, president of the AFL and who nominally holds control over such matters, has not said anything. At press time today no settlement has been reached, and the AFM Local 802 was threatening to pull bands out of the St. Regis, Biltmore, and Park Central hotels to bring added pressure.

MCA Steps Into S.A. Territory With Eddy Duchin Rio Booking

CHICAGO, April 12.—Music Corporation of America invaded the South American booking field this month by setting Eddy Duchin into the Copacabana in Rio de Janeiro for eight weeks, beginning June 19. This is the first big American name band to play Rio, and initiates MCA into the SA booking picture, which has long been dominated by the independents. Bert Lown had a band at the Capa last summer.

Duchin will open with a full show set here by Merriel Abbott, producer of the Palmer House, Chi. shows. Unit will include a couple of acts, an Abbott line of eight girls, and Dolly Thon, an Abbott graduate, in specialty work. Much fanfare will precede the departure of the unit. MCA's publicity presses will be rolling, and the entire show will be flown to SA and back via Pan American Airways.

Duchin closed a long run at the Palmer House Wednesday (9), and for the last couple of weeks has been rehearsing numbers with the Abbott line. His Rio date will follow an engagement at the Beverly Hills Country Club, Southgate, Ky., and a tour of theaters.

MCA has refused to sell any of its acts or bands to Rio thru other offices, having planned direct contact for a number of months. Other bookings are expected to follow the Duchin run, and the shipment of other bands will naturally, depend on the success of the Duchin engagement.

Ohio's Anti-ASCAP Bill Brushed Off

COLUMBUS, O., April 12.—Ohio's anti-ASCAP bill, for all practical purposes, died when the House Judiciary Committee referred it to a subcommittee "for further consideration."

Officially still alive, possibilities of any additional consideration, however, are deemed too remote to consider. Committee's course of action was taken, it is understood, to let the measure's author, "Cap" Mowrey, "down easy."

Shep Fields Debuts New Musical Style

NEW YORK, April 12.—Shep Fields, whose freak style known as "Rippling Rhythm" made his band one of the top money-makers in the business several years ago, is about to preem a new musical style which those who have heard it predict may be as revolutionary as his previous straws-and-water stylization.

For the past couple of months Fields has been experimenting with a novel instrumental line-up, which obviates the necessity of brass. He and his arrangers now have the new ork set, and the trumpetless and tromboneless outfit will first face an audience at the State-Lake Theater, Chicago, April 18. More theaters are lined up for Fields' new crew by MCA, and his first disks with the new set-up will be cut for Bluebird on the 25th.

In recent engagements, such as the one he just wound up at George White's Gay White Way here, Fields hasn't used much "Rippling Rhythm," contenting himself with straight swing and sweet, with an occasional touch of the scoring that brought him prominence. Trade has heard the new 13-men combo in rehearsal and is enthused about its chances.

That's All, Brother

OMAHA, Neb., April 12.—Bill Loose, playing member of Freddie Ebener's band at WOW, expects only the worst from the present national defense program.

His draft call number is 1313.



The Billboard

WEEK ENDING
APRIL 11, 1941

MUSIC POPULARITY CHART

LEADING MUSIC MACHINE RECORDS

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

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

GOING STRONG

HIGH ON A WINDY HILL. (6th Week) Jimmy Dorsey, Sammy Kaye, Vaughn Monroe.

THERE'LL BE SOME CHANGES MADE. (4th Week) Benny Goodman, Vaughn Monroe, Ted Weems.

IT ALL COMES BACK TO ME NOW. (3d Week) Gene Krupa, Hal Kemp, Ted Weems.

AMAPOLA. (2d Week) Jimmy Dorsey, Sammy Kaye, Connie Boswell.

COMING UP

OH, LOOK AT ME NOW. Tommy Dorsey.

BOOGIE WOOGIE BUGLE BOY. Andrews Sisters, Woody Herman.

THE WISE OLD OWL. Al Donahue, Joe Reichman, Dick Robertson, Teddy Powell.

DOLORES. Tommy Dorsey, Bing Crosby.

THE BAND PLAYED ON. Guy Lombardo.

FRIENDLY TAVERN POLKA. Horace Heidt.

I, YI, YI, YI, YI. Andrews Sisters.

UNTIL TOMORROW. Sammy Kaye.

I UNDERSTAND. Jimmy Dorsey.

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; Vesey Music Shop; Gaiety Music Shop. Boston: Boston Music Co.; The Melody Shop; Mosher Music Co., Inc.; Buffalo: Whiteman Song Shop; Broadway Music Shop; Avenue Record Shop. Pittsburgh: Volkwein Bros., Inc. Philadelphia: Ted Burke, Inc.; Wayman Co.; Co-Operative Music Co. Washington: George's Radio Co., Inc. Denver: The May Co.; The Record Shop; Charles E. Wells Music Co. Salt Lake City: Z. C. M. I. Record Dept. Portland, Ore.: Meier & Frank Co.; J. K. Gill Co. Los Angeles: Birkel-Richardson; Southern California Music Co.; Hollywood House of Music. San Francisco: Schwabacher-Frey; Quarg Music Co. Chicago: Sears, Roebuck & Co.; Marshall Field; Wurlitzer's; Lyon & Healy; Garrick Music Shop; Goldblatt Bros. Cincinnati: Song Shop; Willis Music Co.; Rudolph Wurlitzer Co.; Steinberg's, Inc.; Clifton Music Shop. Milwaukee: Schuster's; Record Library (Ed Dram's); Broadway House of Music; J. B. Bradford Piano Co. Des Moines: Des Moines Music House; Davidson Co. Detroit: Wurlitzer's; Grinnell Bros. Kansas City, Mo.: Music Box. St. Louis: Aeolian Co. of Music; Famous & Barr. St. Paul: W. J. Dyer & Bros.; Mayflower Novelty Co. Cleveland: Halle Bros. Co. Springfield, Mo.: L. E. Lines Music Co. Birmingham: Nolen's Radio Service Shop; E. E. Forbes & Sons; Monarch Sales Co.; Louis Piltz Dry Goods Co. Atlanta: Cox Prescription Shop. Raleigh, N. C.: James E. Thiem; C. H. Stephenson Music Co. Miami: Richards Store Co.; Burdine's, Inc. New Orleans: Louis Grunewald Co., Inc.; G. Schirmer, Inc. Fort Worth, Tex.: McCrory's; Kemble Bros. Furniture Co. San Antonio: Thomas Acuna; Alamo Piano Co.; San Antonio Music Co.

NATIONAL

POSITION Last This Wk. Wk.	1. AMAPOLA —JIMMY DORSEY
2	2. OH, LOOK AT ME NOW —TOMMY DORSEY
3	3. TONIGHT —XAVIER CUGAT
5	4. DO I WORRY? —TOMMY DORSEY
6	5. FRENESI —ARTIE SHAW
10	6. BLUE FLAME —WOODY HERMAN
—	7. WISE OLD OWL —AL DONAHUE
—	8. THERE'LL BE SOME CHANGES MADE —BENNY GOODMAN
7	9. NEW SAN ANTONIO ROSE —BING CROSBY
—	10. INTERMEZZO —WAYNE KING

EAST

POSITION Last This Wk. Wk.	1. Amapola —Jimmy Dorsey
2	2. Oh, Look at Me Now —Tommy Dorsey
—	3. Song of the Volga Boat- man —Glenn Miller
—	4. Anvil Chorus —Glenn Miller
3	5. Tonight —Xavier Cugat
—	6. Dolores —Tommy Dorsey
—	7. Frenesi —Artie Shaw
—	8. Wise Old Owl —Teddy Powell
8	9. Intermezzo —Wayne King
—	10. Everything Happens to Me —Tommy Dorsey
MIDWEST	
1	1. Amapola —Jimmy Dorsey
4	2. Oh, Look at Me Now —Tommy Dorsey
—	3. Tonight —Glenn Miller
—	4. Wise Old Owl —Al Donahue
—	5. Tonight —Xavier Cugat
3	6. Do I Worry? —Tommy Dorsey
—	7. There'll Be Some Changes Made —Benny Goodman
8	8. Frenesi —Artie Shaw
—	9. Alexander the Swoose —Kay Kyser
5	10. New San Antonio Rose —Bing Crosby

WEST COAST

POSITION Last This Wk. Wk.	1. Amapola —Jimmy Dorsey
—	2. Do I Worry? —Tommy Dorsey
7	3. New San Antonio Rose —Bing Crosby
8	4. Dolores —Bing Crosby
3	5. Oh, Look at Me Now —Tommy Dorsey
—	6. Walking by the River —Ginny Sims
2	7. Blue Flame —Woody Herman
—	8. Music Makers —Harry James
—	9. I Hear a Rhapsody —Charlie Barnet
—	10. Intermezzo —Wayne King
SOUTH	
1	1. Amapola —Jimmy Dorsey
2	2. Oh, Look at Me Now —Tommy Dorsey
4	3. Tonight —Xavier Cugat
—	4. Blue Flame —Woody Herman
8	5. There'll Be Some Changes Made —Benny Goodman
5	6. Do I Worry? —Tommy Dorsey
—	7. Wise Old Owl —Al Donahue
3	8. Frenesi —Artie Shaw
7	9. I Dreamt I Dwelt in Harlem —Glenn Miller
—	10. Wise Old Owl —Tommy Tucker

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

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

NATIONAL

POSITION Last This Wk. Wk.	1. AMAPOLA
6	2. WISE OLD OWL
7	3. NEW SAN ANTONIO ROSE
10	4. WALKING BY THE RIVER
1	5. THERE'LL BE SOME CHANGES MADE
2	6. I HEAR A RHAPSODY
9	7. IT ALL COMES BACK TO ME NOW
11	8. GEORGIA ON MY MIND
4	9. HIGH ON A WINDY HILL
12	10. OH, LOOK AT ME NOW
14	11. FRENESI
—	12. GOODBYE NOW
13	13. NO. 10 LULLABY LANE
—	14. I'LL BE WITH YOU IN APPLE BLOSSOM TIME

EAST

POSITION Last This Wk. Wk.	1. Amapola
5	2. Oh, Look at Me Now
7	3. No. 10 Lullaby Lane
4	4. Wise Old Owl
9	5. Walking by the River
14	6. Georgia on My Mind
2	7. I Hear a Rhapsody
—	8. Intermezzo
12	9. Goodbye Now
—	10. Do I Worry?
—	11. I Understand
—	12. Dolores
—	13. Tonight
—	14. My Sister and I
—	15. The Band Played On

MIDWEST

POSITION Last This Wk. Wk.	1. Amapola
3	2. There'll Be Some Changes Made
2	3. I Hear a Rhapsody
6	4. Wise Old Owl
4	5. High on a Windy Hill
5	6. You Walk By
7	7. New San Antonio Rose
12	8. It All Comes Back to Me Now
11	9. Tonight
—	10. Walking by the River
10	11. No. 10 Lullaby Lane
8	12. Georgia on My Mind
14	13. You Are My Sunshine
9	14. Because of You
—	15. Frenesi

WEST COAST

POSITION Last This Wk. Wk.	1. Amapola
5	2. Wise Old Owl
9	3. There'll Be Some Changes Made
12	4. New San Antonio Rose
8	5. I Hear a Rhapsody
—	6. It All Comes Back to Me Now
10	7. Oh, Look at Me Now
3	8. Walking by the River
6	9. Georgia on My Mind
—	10. Until Tomorrow
—	11. Two Hearts Pass in the Night
11	12. High on a Windy Hill
4	13. Tonight
7	14. Frenesi
—	15. My Sister and I

SOUTH

POSITION Last This Wk. Wk.	1. New San Antonio Rose
8	2. Frenesi
14	3. Tonight
9	4. Amapola
—	5. I'll Be With You in Apple Blossom Time
—	6. Goodbye Now
1	7. You Walk By
4	8. High on a Windy Hill
11	9. Walking by the River
10	10. Georgia on My Mind
—	11. Where the Mountains Meet the Moon
—	12. I Give You My Word
5	13. Wise Old Owl
—	14. Whatcha Know, Joe?
7	15. It All Comes Back to Me Now

SONGS WITH MOST RADIO PLUGS

The following are the 20 leading songs on the basis of the largest number of network plugs (WJZ, WEA, WABC) between 5 p.m.-1 a.m. weekdays and 8 a.m.-1 a.m. Sundays for the week ending Friday, April 11. Independent plugs are those recorded on WOR, WNEW, WMCA, WHN. Film tunes are designated as "F," musical production numbers as "M."

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

Position Last This Wk. Wk.	Title	Publisher	Plugs Net Indie
6	1. HIGH ON A WINDY HILL	BMI	23 8
4	2. AMAPOLA	E. B. Marks	22 16
6	2. WISE OLD OWL	BMI	22 5
9	3. THINGS I LOVE	Campbell	20 3
2	4. TWO HEARTS THAT PASS IN THE NIGHT	E. B. Marks	19 6
3	5. IT ALL COMES BACK TO ME NOW	BMI	18 2
1	6. YOU WALK BY	BMI	17 7
—	6. WALKING BY THE RIVER	BMI	17 4
5	7. GEORGIA ON MY MIND	Southern	16 4
7	8. NO. 10 LULLABY LANE	BMI	15 9
—	8. BECAUSE OF YOU	BMI	15 5
8	9. DO I WORRY?	Melody Lane	13 3
—	9. HERE'S MY HEART	BMI	13 1
2	10. I HEAR A RHAPSODY	BMI	12 6
2	11. THERE'LL BE SOME CHANGES MADE	E. B. Marks	11 6
9	11. WITH A TWIST OF THE WRIST	BMI	11 4
8	11. LET'S DREAM THIS ONE OUT	BMI	11 3
6	12. OH, LOOK AT ME NOW	Embassy	10 18
9	12. I DO, DO YOU?	Stevens	10 1
10	13. TONIGHT	Southern	9 12

Orchestra Notes

By DANIEL RICHMAN

Broadway Bandstand

BENNY GOODMAN takes unto himself a new colored arranger in **WILLIAM MOORE JR.**, formerly chief arranger for Jimmie Lunceford and recently with Tony Pastor and Jan Savitt. . . . When and if **BOBBY BYRNE** finally starts on the Hotel New Yorker Terrace Room stand, he will have a new male vocalist for the ballad chores. . . . **STUART WADE** is the replacement for the departing Jerry Wayne. . . . After four years as his own agent, **BUDDY CLARKE**, who ends a 16-month stay at the Park Central June 3, signed a three-year management pact with Irving Lazar, of the William Morris office. . . . **HONEY HAYNES** (nee Harriet Harper) and her ork are touring Southern army camps on three-day stands. . . . Another gal maestro, **GLORIA PARKER**, celebrates this week her second anniversary as a leader. . . . **EDDIE VARZOS** wound up a record run of 116 week at the St. Moritz Friday (11), and opened Monday (14) at the Biltmore Hotel, Providence, R. I., for four weeks. . . . following him in at the St. Moritz is **FORD HARRISON**, making his first American appearance after four years aboard. . . . **BOBBY MARTIN** goes back for a return engagement at The Place in Greenwich Village after a year's stand at Martin's Cafe. . . . **TEDDY KING** is at the Whirling Top. . . . **SONNY DUNHAM** takes his band into Roseland Ballroom May 8 for a run. . . . **HORACE HEIDT** adds **JAP HARRIS**, trombonist, to his brass section, replacing Jimmy Skiles, and takes on **GORDON MACRAE** in place of Ed Jones in the Don Juans singing group.

Midwestern Murmurs

STUFF SMITH is a patient at the Provident Hospital, Chi., a victim of pneumonia. . . . his job in the Windy City's Capitol Lounge is being filled by **RED SAUNDERS**. . . . **DEL CASINO** into the Nicollet Hotel, Minneapolis, April 25 for four weeks. . . . **FREDDIE FISHER** picks up his sixth date at Blatz Palm Garden, Milwaukee, April 15. . . . **BILL MUNDY** opened an indef run at the Nu-Elms Ballroom, Youngstown, O., Sunday (13). . . . **BERNIE CUMMINS**, current at the Edgewater Beach Hotel, Chicago, has lost five men to the army. . . . **GRIFF WILLIAMS**, who closed at the Trianon Ballroom, Chi., Saturday (12), returns to the Loop September 4 to open at the Palmer House for eight weeks or longer. . . . band did its first date under its new Okeh contract Friday (11). . . . Stan Zucker office signed **STAN NORRIS**, currently doing an indef stand at the Club Royale, Detroit. . . . **DANNY BECKNER** closed at the Anglesey Cafe, Minneapolis, where he opened during the Christmas holidays, and moved into the Club Chanticleer, Madison, Wis., on the 8th. . . . **JOEY HART** succeeded

him at the Anglesey. . . . **BENNY STRONG** winds up a three-month stand at the Hotel Gibson Rathskeller, Cincinnati, on the 18th, with **RUDY BUNDY** the follow-upper. . . . Strong goes into the Mayflower Hotel, Akron, O.

Of Maestri and Men

MARY ANN McCALL returns to the Charlie Barnet fold, leaving Tommy Reynolds. . . . she will be part of the quartet of girl singers Barnet is organizing. . . . Charlie, incidentally, follows his Panther Room, Chicago, date with a July 22 opening at the Casa Manana in Culver City, Calif., to be followed in turn by the Palace Hotel, San Francisco. . . . **CLAUDE HOPKINS** filed bankruptcy proceedings in New York, listing liabilities of \$3,770 and assets \$2,766. . . . **TOMMY DORSEY** was out of the show for two days last week at the Earle Theater, Washington. . . . illness overtook the sentimental gentleman, but he's okeh now. . . . the rumor that **FRANK SINATRA** was leaving the vocal chores in the Dorsey band apparently started when Sinatra was out sick a couple of days, and Bob Allen took over. . . . **ISHAM JONES** goes into the Henry Grady Hotel, Atlanta, on the 25th. . . . **McFARLAND TWINS** ork makes it the Raymor in Boston, eight days, starting Saturday (12). . . . **AL FREMONT** started a return engagement Friday (11) at the Washington Merry-Go-Round in Pittsburgh. . . . **MEL MARVIN** gets an extension at Blue Gardens, Armonk, N. Y., keeping him there until the first of May.

Michigan Bill Would Ban Music, Drinks in Spots

LANSING, Mich., April 12.—All music and dancing will be banned from places where liquor is sold if a measure just introduced in Michigan's house of representatives becomes effective. A four-line proposed amendment to the State liquor control act, the bill would affect nearly every establishment of any considerable size selling alcoholic beverages in the State and all the orchestras that play here. Proposal has been referred to the committee on liquor control.

Paul Whiteman to Chez Paree, Chicago, May 16

CHICAGO, April 12.—Paul Whiteman and his 15-piece ork open at the Chez Paree here May 16 for an indefinite run. Band comes in with a new show topped by Carmen Amaya. Whiteman's last location job here was at the Drake Hotel with an augmented band. Maestro will be coming in from the South where he is filling a series of one nighters.

New Band Spot for N. Jersey as Dailey Competish; WM Orks Eyed

NEW YORK, April 12.—A semi-ballroom, styled along the composite lines of Frank Dailey's Meadowbrook in Cedar Grove, N. J., and the Los Angeles Palladium, is planned as competition to the former spot in the same section of New Jersey, it was revealed this week. An investment syndicate, comprised of wealthy Philadelphia real estate people, is financing the place, which is expected to cost between \$75,000 and \$100,000. Group of backers is uncertain at the moment whether a spot will be built or whether a place can be found that will answer the purpose after renovation. If building is called for, opening is skedded for about July 1, but if a spot can be found, June 1 is likely to be the starter. Place would accommodate about 2,500 people.

Name bands are to be used, and the William Morris Agency has already been talked to about supplying some of them. Backers are interested in Will Bradley, and the likelihood exists that he will play the spot, with Benny Goodman and Vaughn Monroe also possible candidates for runs. Who will open the dansant,

which will run the year round, has not been decided as yet. Goodman has been mentioned for several locations during the summer, but has committed himself to none of them so far. He would be available for the Jersey spot.

Since a site for the place has not as yet been chosen, the Meadowbrook competition angle is uncertain, inasmuch as the new spot may be situated some miles from the Dailey place. However, a location is being sought in the same territory. That section of Jersey already has, in addition to Meadowbrook, Donahue's at Mountainview and the Chatterbox at Mountainside, both of which play names and semi-names.

No Slack in Grosses In Neb. Dansants

LINCOLN, Neb., April 12.—No suggestion that either Lent or Holy Week was anywhere near indicated in Nebraska music grosses during recent dates.

Lawrence Welk played three in a row—the Chermot, Omaha (75 cents), for \$1,225; the Schuyler (Neb.) Ballroom (\$1.50) for \$475, and the Auditorium, Beatrice (\$1.75), for \$450, between April 2 and 4. Prices quoted were per person.

Bob Strong, for \$1.50 a couple, played the University of Nebraska Coliseum for the "N" Club dance (4), and drew \$525, which cleared his asking price comfortably.

Gary Gross, of KOIL's music staff in Omaha, was spotted for low figure as a protective measure by R. H. Pauley for his Turnpike Casino (5-6), and did surprisingly well, \$450, on the two days.

This is exceptional in the trade for this time of the year, a showing which, on the verge of Holy Week, allowed for no losers, whether name or unknown.

Byrne Great in Knoxville On Two Successive Nights

KNOXVILLE, Tenn., April 12.—Bobby Byrne set a record here on a two-night stand (April 2 and 3) by putting the box office well in the black for each night independently. He drew slightly more than 2,000 dancers to Whittle's Pavilion for both nights.

New (for Knoxville) plan of selling \$3 couple ducats for two dances, and nothing but \$1.10 per person tariff for singles was a distinct success, and will be used in future, Jack Comer, Whittle's operator, said. Andy Kirk is booked for colored dance here May 1, and white dance May 3.

A Musi-Comedy of Errors--Or How A Golden Song Opportunity Was Lost

PHILADELPHIA, April 12.—This is the story of one of Lady Fate's practical jokes, the story of a song that might have been an over-night hit. Several weeks ago, Bing Crosby, on his air show, after singing *Number Ten Lullaby Lane*, remarked: "Well, how did you like it?" There was a silence. But there wasn't supposed to be an audible answer, for it was directed to a priest in this city and to Mr. and Mrs. Jim Begley. He's the KYW program chief here.

It seems that Mrs. Begley recently wrote a song that's been published by E. B. Marks Company. Jim was proudly telling his friend, the priest, about it. And the priest, who also happens to be a close friend of Crosby, immediately turned to the phone and called the crooner with the request that he do the

song on one of his broadcasts. Bing said he would be glad to, and Mrs. Begley was tickled pink, knowing what a Crosby introduction means for a potential hit song.

However, it seems that her song, *Lullaby Lane*, hasn't been listed yet, so when Bing told the program arranger to schedule this new tune, the only thing the latter could find whose title sounded like that was *Number Ten Lullaby Lane*, and figured that that was the one Bing meant.

Bing, thinking he may not have heard clearly over the phone, figured that was the one, too. So that's what he sang. And when he asked the question: "Well, how did you like it?" there were three people who definitely did not—Mr. and Mrs. Begley and their friend, the priest.

ASCAP Offers CBS 2 Licensing Methods; NAB Committee Fades

NEW YORK, April 12.—Several significant developments were noticeable in the radio-music situation this week, including the bowing out of the NAB advisory committee; belief on the part of ASCAP spokesmen that "we won't get a less proportion of radio's income than we got before; presentation by ASCAP to CBS execs of plans for two methods of operation—either licensing on a per program or a blanket basis. According to ASCAP, there will be no flat sum arrangement made between the society and major chains. Basis of the licensing system will still be a percentage of radio's income from the sale of time. There will be no change for non-musical programs.

ASCAP, in figuring that its take from radio will not fall below its take under

the old contract, which expired in December, 1940, points out that under clearance-at-source provisions of the consent decree, the society will be able to tap some \$65,000,000 which was untapped under the old contract. This will be possible, according to the society, because whatever percentage fee is agreed upon will be applicable to the entire income from radio time sales. There will be, in other words, no "twilight zone" of untaxed money, as had allegedly existed previously.

Owing to belief that this new money will be tapped, the society also figures it can give the stations, as apart from the chains, a very good deal.

Regarding bowing out of the NAB, ASCAP pointed out that the NAB's committee had already served its purpose and had been only advisory in nature. On Tuesday, the society execs will meet with NBC.

Late this week the society announced it had licensed nine Montana stations, the stations agreeing to pay 3 per cent of their income from time sales. Stations are KFBB, KGCC, KGEZ, KGHL, KGIR, KGVO, KIBM, KRJF, and KPFA. In the last month, ASCAP licensed 30 stations and now has a total of 220 under contract.



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On the Records

A critical analysis of the latest record releases, stressing their commercial value to record retailers and music machine operators. Reviews of greater length are given to recordings that possess unusual interest as to artist, selection, or both.
Key: FT—Fox Trot; W—Waltz; VC—Vocal chorus; V—Vocal recording.

By DANIEL RICHMAN

GUY LOMBARDO (Decca 3646 and 3675)

A Little Old Church in England—FT; VC. *An Old Country Garden*—FT; VC. *The Band Played On*—W; VC. *You Stepped Out of a Dream*—FT; VC.

IN THE first side of the second disk of this quartet, Lombardo has an already speedily rising coin phonograph item. *The Band Played On* is an oldie that dates back to horse-and-buggy days, and the reason for its having been revived at this late date is its presence in the current Jimmy Cagney flicker, *Strawberry Blonde*. Several records have already been made of it, but the Royal Canadians seem to have gotten the jump on the others as far as the phono network is concerned, and their disk is presently pointing for the top.

The song is performed just about as written, with no attempt to dress it up in 1941 clothes. It's taken at a typical waltz-me-around-again-Willie three-quarter tempo, with straightforward, simple scoring. Its simplicity, for that matter, is undoubtedly the reason for its appeal in the coin phones, aside from the fact that the melody is getting plugged via the movie. Kenny Gardner and the Lombardo trio take care of the words adequately.

Guy brings his popular style to bear on the Irving Berlin tribute to Great Britain, *A Little Old Church in England*, which also has its music machine possibilities. The Lombardo fans in all probability will go for this in droves, for it won't matter to them that this band's sax toolings are not the best complement to a song such as this, or that the piano-chimes bit is overworked long before the side is thru. Gardner sings here also, and well enough.

Reverse sides of both platters are ordinary Lombardo outpourings, typical from rim to label, up to and including a Carmen Lombardo vocal on each.

KAY KYSER (Columbia 36040)

Alexander the Swoose—FT; VC. *Why Cry Baby*—FT; VC.

ANOTHER potent bet for the country's automatic phonos comes from Kyser, who has supplied the boxes with sizable hits styled along lines like this in the past. The fable of Alexander, who had the misfortune to be born half swan and half goose, which quite obviously made him a swoose, has been recorded before, but not in the grandiose novelty manner that Kyser habitually brings to ditties of this sort.

A medium bounce tempo takes the band, Harry Babbitt, Ginny Simms, and sundry other voices thru the song story, with much humor of the silly variety strewn along the way. There are a couple of spots where the silliness outweighs the humor, but for the most part the clowning is definitely amusing. And certainly of a type that has proved itself on the machines, notably in the case of *Three Little Fishes*.

Flip-over is a lively bounce number that's a little lacking in real musical or lyrical merit, but that gets itself across thru the adroit Kyser handling. Sully Mason's vocal likewise helps to carry things along nicely, if not sensationally. It's the A side, however, that will sell the platter; it may not be terrific, but it's extremely likely fodder for the music machine maw.

CHARLIE SPIVAK (Okeh 6120)

Intermezzo—FT. *Simpatica*—FT; VC.

FOR the first time since he started recording, Spivak gets a chance to place his golden trumpet in the spotlight it so richly deserves, and which, up to this disk, has been denied it on wax. This is Charlie's fifth platter, but the first on which he has really had the opportunity to display the superb tone and melodic sweetness of his playing. *Intermezzo*, a beautiful thing to begin with, is here embellished still further thru the thrilling way Spivak handles it, his horn occupying most of the side in as fine and virtuoso a trumpet performance as has been recorded in months.

Harry James' work is of the flashy, spectacular kind, while Spivak's is quiet, simple, but nonetheless effective and enjoyable to listen to. The lovely tone and phrasing he brings to this number can do much to sell him to a record audience that will accept him wholeheartedly in the future if they are made to realize his merit in the beginning. This is the initial pressing Spivak has cut that can make them realize that.

Tempo here is slow and interesting, with Charlie soloing thru 80 per cent of the arrangement. The band backs him nicely, but it's the trumpet that alone counts. Reverse likewise has a lot of the Spivak horn, altho the arrangement is more along conventional ballad lines. Gary Stevens sings a nice vocal on this heavy and sophisticated Rodgers and Hart movie tune (from the forthcoming *They Met in Argentina*), and Spivak shines further with his playing behind Stevens' warbling.

Intermezzo is the side, however, and, altho a flock of recordings of the song have been and are being released, Charlie's splendid work should make this version stand out, if quality counts for anything at all.

WAYNE KING (Victor 27373)

Worried Mind—FT; VC. *A Broken Melody*—FT; VC.

The waltz king takes an excursion into the realm of hillbilly music and comes up with Jimmie Davis' *Worried Mind*. King does it in compromise fashion, at times allowing his smooth and relaxing strings to take over in the style he customarily brings to three-quarter tempo ballads, and at other times permitting the hillbilly vein to creep in. Flip-over is largely taken by an unidentified singer, who does a surprisingly good lyricizing job, backed well by the orchestra.

YVETTE (Bluebird B-11104)

Moments Like This—V. *Chiapanecas*—V.

Good contrast is present on this couplet from Yvette, altho the bouncy and slightly ambitious aura surrounding *Chiapanecas* is not exactly for her. Her intimate, caressing technic, with the at times only vaguely intelligible word-selling induced by her New Orleans patois, is far more suited to the out-of-tempo balladry of the A side, which she does well here. Second side is too swingy in a three-four tempo way for her to accomplish too much with it. *Moments*, however, is really okeh, particularly with the lush, velvety instrumental background it has here.

(See ON THE RECORDS on page 68)

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.

Harold Austin

(Reviewed at the Esquire Ballroom, Buffalo)

AUSTIN'S clean-cut group is a natural for ballroom stands, with its style geared to swing the stomperos and to stay bouncy even when playing the sweet stuff. Brass section is prominent without offending the ears, and boys can get really torrid and generally deliver in consistently solid fashion. Variety is achieved by muting the horns and inserting many special solo stints. Dance appeal is always evident, while boys dish up a rhythmically potent product.

Spending most of his time on mellow turmpet, Austin manages to be a thoroly engaging fronter. He is a pleasant-looking chap with personality used to best advantage with a lot of comedy mugging and clowning. On sweet trumpet standouts he sounds fine.

Instrumental set-up includes four reeds, four brass, and three rhythm. Spotlight is often focused on Charles Parlato and his ride trumpet, George Sedola doing torrid trombone bits, and Anthony Todaro, who capably handles clarinet and alto sax. A band-within-band, the Swing Six, called upon for the hectic jiving, includes William Brader, Bobby Nicholson, Stanley Opal for rhythm, Parlato, Todaro, and Tony Francis (tenor sax), and does sock work.

The vocal department comes in for much attention and the well-spotted chirpers deserve praise. Fem decor is provided by "Boots" James, nice-looking blonde, who sells the sweet tunes and ballads persuasively. Francis is the male balladeer, while Nicholson, who also handles arranging chores, comes thru with some okeh rhythm ditties. A quintet is formed by the above, plus Parlato and Dick Lecksell (sax), and purveys some well-sounding, effectively catchy numbers.

Library is replete with popular tunes and special swingeroos plus some rumbas and congas. Warner.

Beverly Twins

(Reviewed at Arcadia Ballroom, New York)

IF THERE is anything further to be done by a band to make it outstanding, the Beverly Twins (Gene and Don) would surely have thought of it. When six pairs of twins can be rounded up, all of them musicians, and on top of that able to split up into a four rhythm, four reed, and four brass combo—and be fronted by a seventh pair of twins—then Ripley had better look to his laurels.

It all started seven years ago when the Beverlys decided to give up studying for the priesthood in Columbus, O. During those seven years they conducted a twin-hunt which would put the FBI to shame. The results were preemed here,

and there is much to be said in their favor.

Twins tootle a very commercial and danceable brand of stuff, and strive to please with a versatile library consisting of can-can congas, pop ballads, swinger-dingers, and waltzes. Entire ork plays with youthful enthusiasm. Arrangements, for the most part, are good; and the doubling of two of the sax men on brass, plus another switch of a brass man on sax, gives added flexibility. At this point, band does its best job on the swing stuff, but some more months together will no doubt round them out.

Song department is handled solely by the Beverlys, whose voices are as much alike as their looks. They do a good straight job on the vocal choruses. Boys should loosen up more on their dual batoneering to dispel automaton-like impression. Biz of dressing the sets of twins in various colored jackets is smart showmanship, and same motif is also carried out with the music stands, each bearing the respective color scheme plus the first name of each. Exploitation possibilities, of course, are infinite with an outfit such as this.

It's a co-op outfit thruout, each set of look-alikes having a hunk of the ork. Line-up includes, besides the Beverlys, Myron and Harry Robbins on trumpet and trombone; Russ and Bill Whalen, trumpet and trombone; Jim and Joe McCarthy, saxes; Walter and Sol Brudno, saxes; Roger and Rodney Harmon, bass and guitar, and Ben and Sol Marcus, piano and drums. Humphrey.

Sterling Young

(Reviewed at the Cosmopolitan Hotel, Denver)

YOUNG'S sweet sophisticated style is particularly well adapted to swank spots. His four-three-three combo works full, always keeping on the sweet side, but at the same time attaining a nice rhythmic lift for terp tempos. A personable fronter with smooth chatter, Young takes a good many fiddle turns which he handles most commendably in a mellow manner.

Bobbie Ennis has plenty on both looks and vocal counts. The gal warbles novelties only, and a controlled range and her ability to show as well as sing make her a steady sell. Alan Simms handles the ballad work in a clean-cut manly manner that he backs with a set of pleasing pipes.

Young works four saxes and his fiddle for sweet effects, and a quartet clarinet combo with fiddle attains the effect of a string section. Pete Lofthouse turns in a nice job in his slide trombone work. Two trumpets and trombone work to a brightness that keeps sweet stuff from getting too much so, and adds much to fullness. Max Walter, first sax, does arranging.

Outfit is nicely balanced and is styled particularly for hotels and supper spots with accent on smoothness. Trackman.

Val Grayson

(Reviewed at the Turnpike Casino, Lincoln, Neb.)

GRAYSON was brought in over his head here, a big ballroom beyond the reach of his room-styled and Latin-flavored music. Estimated along the lines demanded of him here, and in big spots like this, he's hardly up to cutting it.

His entertainment battery is short, too, both in talent and in output. Diane Paige, brunet singer, shied as much as an octave away from the musical pathway laid down for her instrumentally at times. Sonny Grayson, on the masculine lyrical assignment, was so-so.

Grayson apparently has been gearing himself exclusively for work in close to his customers, and with the added soothing effect of an eatery. There's little of the snap demanded by young ballroomers in the Grayson gang, but it would be listenable enough for the elderly sitter-outers. Oldfield.

job on vocals. On this airing band dipped into some ensemble singing with all the lads doing *Friendly Tavern Polka*. It's all pleasant listening and balances off the five side of the dial.

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

Jan Savitt

(Hotel Sherman, Chicago, NBC Red Network, Monday (7), 12:05-12:30 a.m.)

FIVE out of the eight numbers played by Savitt on shot caught were swing versions of light or semi-classics. It was no doubt a from-hunger diet resulting from lean BMI pickings, but the maestro's handling of the classical renditions didn't weaken the program. In fact, entire stint came as a relief to the consistent dialer, who is usually plagued by a certain few numbers regardless of whether it's BMI or ASCAP who is in the saddle.

The Savitt ork is solid stuff and, with the vocal assistance of the Four Toppers (three gals and a guy), Jack Palmer, and Allan DeWitt, a very well-balanced period of entertainment is furnished. The swing arrangements of the semi-classical music are for the most part well executed. In some spots ork gets slightly bogged

down with the intricacy of some of the passages, and perhaps it wouldn't be necessary to disguise the old masters this much. However, this stuff was real meat compared to some of the senile ballads floating around which can't be changed much no matter how good the arranger.

Mel Marvin

(Blue Gardens, Armonk, N. Y., Mutual Network, Sunday (6), 2:30-2:45 p.m.)

SHOT was short and sweet, the Marvin ork giving the play to the reeds in most of the arrangements. Program had some oldies and pops. Marvin cashes in on the band's tag of "Take It Easy Music" by having the sax section glide thru the bars in a sweet, singing series of runs. It's pleasant and has been known to pay off at the gate, as can be attested by King, Lombardo, and Garber. Bobby King does a neat, clear-voiced

Chi Bookers Told By Union To Hire More Club Tootlers

CHICAGO, April 12.—Danger of legislation calling for the employment of more local musicians for club dates in this vicinity was seen at a meeting Wednesday (9) of the board of directors of the musicians' union, Local 10, AFM, and representatives of 31 offices holding AFM franchises. The bookers were told that every effort should be made to use more musicians where shows are played. It was pointed out that many contracts calling for the services of only a piano player or accordionist were being received in the office.

The boys were given an opportunity to show what they can do themselves for the next 30 to 60 days. All club date contracts will, henceforth, be checked to see how many performers are employed for those dates as compared with musicians. Should the present condition fail to improve, union officials indicated that a rule requesting the employment of more men will be put in effect. Eddie Benkert, secretary of the local, presided at the meeting.

Song Contest for Allies

NEW YORK, April 12.—Woman's Division of the Committee to Defend America by Aiding the Allies cooked up a patriotic song contest this week. Contestants must have their entries in by June 2 and winners will be announced July 6. Best flag-waving ditty will get a first prize of \$300; second prize, \$200; third, \$100. Only U. S. citizens can participate. Judges include Gladys Swarthout, Benny Goodman, Lanny Ross, and others.

Man. Center's Accordion Jag

NEW YORK, April 12.—Accordion fans will get a chance to lap up a program of strictly squeeze-box music May 11, when Manhattan Center will be the scene of the town's first all-accordion concert. Among artists already set are John Gart, Pietro Deiro, Andy Arcari, Pietro Frosini, Joe Biviano, and Charles Nunzio.

Seen? Is Believin'

FORT WORTH, Tex., April 12.—Sponsors of the Kay Kyser one-nighter at Casino Ballroom here April 19 are going to great lengths to prove that Kyser really is going to appear in Fort Worth after two false alarms last year.

First, Kyser was to open the Casa Manana season here last summer, but he couldn't get away from picture chores, and then the spot decided it did not want to put on a show anyway. Later, in October, Kyser was to make a tour of the Southwest, with a stop in Fort Worth, but the tour was put off because of more picture work and other engagements.

Now that Kyser is definite for the 19th, George Smith, Casino manager, has had tickets printed and has set up a ticket booth in the lobby of the Texas Hotel to convince people that the dance is on the up and up.

Barnet Last Test For Philly Dansant

PHILADELPHIA, April 12. — Jimmy Martin and Tom Cavanaugh, operators of the Swing Club, North Philadelphia giant jitterbug parlor, are giving name bands a final chance to prove their worth for an "in person" solo stand. To the music of the records, hall is nightly jammed, but kids failed to turn out for personal appearances. To uphold the honor of the box office, nod has been given to Charlie Barnet for the final test April 24. Changing the dance night from the early week days to a Thursday night is figured to help the draw.

Jitterbug parlor ops had some encouragement on their third try, Bunny Berigan on April 1. At six bits per head, Berigan doubled the draw of Bobby Byrne and Al Donahue on preceding weeks in bringing in 435, just about breaking even on the \$326 gate. Barnet tariff will be upped to \$1 and has the benefit of three weeks' publicity. Bands booked in by Carl Bubeck, head of Orchestra Agency of Philadelphia.

Names Not So Popular With Ia. Ballroom Ops; Ass'n Elects Fox

OELWEIN, Ia., April 12.—Name bands are losing favor with Iowa ballroom operators, with territory outfits regarded as surer money-makers. This was the consensus at the annual convention of the Iowa Ballroom Operators' Association held here last week.

The operators spent a full day discussing commercial appeal of various types of bands, music trends, operation problems, and legislative matters, particularly a proposed special amusement tax bill which would have worked a serious hardship on the ballrooms.

It was notable that, largely thru the ballroom operators' strong protests against the bill, the measure was pigeonholed in the Senate sifting committee after passing the House. With final adjournment of the Legislature only a few days off, it was virtually certain that the bill had been killed.

Fox New Prez

At the close of the meeting Carl Fox, of Clear Lake, Ia., operator of the Surf there; the Terp at Austin, Minn., and the newly opened \$250,000 Prom at St. Paul, was unanimously elected president, succeeding Tom Archer, of Des Moines, head of the Archer ballroom circuit, who asked to be relieved of the office because of the press of other duties. Veal Sissel, of Oelwein, was named vice-president, and Larry Geer, of Fort Dodge, secretary-treasurer.

Repercussions of the national defense program were heard during discussions with Ken and Don Kirker, operators of the Coliseum at Davenport, describing conditions there as improved because of defense workers, but pointing out that round-the-clock production caused a loss of two shifts of workers. They pointed out that with a change of shifts at 11 p.m. it prevented either the incoming or out-going workers from attending dances.

Virtually all of the operators reported better Lent business this year, altho some religious spots suffered heavily. Roy

Bartles was forced to close his Crystal Ballroom at Dubuque during the period.

Ops Pushed Opposition

Mixed dances were reported as popular in many ballrooms, altho some operators have been unable to set up the low-cost dances because of industrial conditions and lack of appeal in some cities.

Considerable effort in accomplishing the legislative work was credited to Geer, who made several trips to Des Moines to talk to senators and representatives in opposition to the amusement and sales tax bills. Many of the other operators personally contacted the lawmakers in fighting the measures.

It was also decided to hold quarterly meetings thruout the year, with the next gathering to be at Arnolds Park on July 14.

Dick Rogers OK With 971 At Ritz, Bridgeport, Conn.

BRIDGEPORT, Conn., April 12.—Dick Rogers, in for a one-nighter last Sunday (6), fared exceptionally well at the Ritz Ballroom, considering the competition of Clyde McCoy at the local Loew-Lyric Theater and the Mark Warnow-Bea Wain-Barry Wood combination at the near-by Arena in New Haven, 18 miles away, which opened for the season on that day.

Rogers drew 971 persons. With ducats scaled at 75 cents for men and 65 cents for ladies, the gross of \$688.25 wasn't bad. This was his second appearance in Bridgeport, having been at the Loew-Lyric several months ago.

OMAHA, Neb., April 12.—Lent rode hard on Tiny Hill at the Music Box, Harry Taylor's dance spot, and he finished (9) with a two-week run which grossed only \$1,425 and barely broke the house even. Prices ranged from 20 cents to 80 cents per person.

Seeger Ellis, with Irene Taylor, followed in for a fortnight, starting Saturday (12).

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Orchestra Routes



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

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

Abbs, Vic: (Congress) Chi, h.
Adams, Charlie: (Bonanni) Trenton, N. J., c.
Aguilar, Eduardo: (Biltmore Bowl) Los Angeles, nc.
Akin, Bill: (Tampa Terrace) Tampa, Fla., h.
Alberto, Don: (El Chico) NYC, nc.
Allen, Henry: "Red": (Cafe Society) NYC, nc.
Alvarado, Don: (La Fiesta) San Francisco, nc.
Amrine, Bill: (Club Lido) Youngstown, O., nc.
Angelo: (Bertolotti's) NYC, nc.
Arnheim, Gus: (Nicollet) Minneapolis, h.

Baer, Billy: (Eagles) Milwaukee, b.
Baquet, George: (Wilson's) Phila, c.
Barker, Art: (Warwick) NYC, h.
Barlow, Ralph: (Southern Mansion) Kansas City, Mo., nc.
Barnett, Arne: (Harry's New Yorker) Chi, nc.
Baron, Paul: (Essex House) NYC, h.
Barron, Blue: (Edison) NYC, h.
Basile, Joe: (Ottawa, Can., 21-26).
Baum, Charlie: (Stater) Buffalo, h.
Beck, Buddy: (Deming) Terre Haute, Ind., h.
Becker, Bubbles: (Merry-Go-Round) Pittsburgh, nc.
Beckner, Denny: (Chanticleer) Madison, Wis., nc.
Benson, Ray: (Stork) NYC, nc.
Bergere, Maximilian: (Versailles) NYC, nc.
Bourne, Earl: (Masonic) Kenosha, Wis., 17; (Armory) Ottawa, Ill., 18; (Morrison Hotel) Chicago 19.
Beverly Twins: (Raymor) Boston, b.
Boon, Howard: (Shockers Place) Williamstown, N. J., nc.
Bowman, Charley: (Wivel) NYC, nc.
Bradd, Eddy: (Seaside) Atlantic City, h.
Bradley, Will: (Earle) Phila, t.
Brandwynne, Nat: (Copacabana) NYC, nc.
Brashears, Don: (Beckerles) Evansville, Ind., nc.
Breese, Lou: (Chez Paree) Chi, nc.
Bresse, Leo: (Chum's) Aberdeen, Wash., nc.
Brigode, Ace: (Melody Mill) Chi, b.
Britton, Milt: (Keith-Boston) Boston, t.
Brown, Les: (Todd's Theater Cafe) Chi, c.
Burness, Tom: (Lake Merritt) San Francisco, h.
Busse, Henry: (Meadow Acres) Topeka, Kan., 16; (Frog Hop) St. Joseph, Mo., 19, b.
Byrne, Bobby: (New Yorker) NYC, h.

Cabin Boys: (Oxford) La Crosse, Wis., nc.
Cabot, Tony: (885 Club) Chi, nc.
Calloway, Cab: (Castle Farm) Cincinnati 19, nc.
Calvet, Oscar: (Casa Marta) NYC, nc.
Camden, Eddie: (Grande) Detroit, b.
Campbell, Jan: (Danceteria) Miami, Fla., b.
Candullo, Joe: (Latin Quarter) Boston, nc.
Cappello, Joe: (Jimmy Kelly's) NYC, nc.
Carper, Don, Foursome: (Roger Smith) Washington, D. C., h.
Carroll, John: (Casa Manana) Boston, nc.
Carter, Bob: (The Tavern) Reno, Nev., nc.
Castana, Count: (Beachcomber) Boston, nc.
Cavallaro, Carmen: (Cosmos) Washington, D. C., nc.
Chard, A.: (Renna) Syracuse, h.
Chavez: (Beachcomber) NYC, nc.
Chiesa, Don: (Ye Olde Cellar) Chi, c.
Clarke, Buddy: (Park Central) NYC, h.
Coe, Ray: (La Guardia Airport) NYC.
Collins, Bernie: (Sagamore) Rochester, N.Y., h.
Comfort, Roy: (Claridge) Atlantic City, h.
Cooke, Joe: (Cheerio) Bridgeport, Pa., c.
Costello, Diana: (New Yorker) NYC, h.
Courtney, Del: (Stevens) Chi, h.
Crawford, Dick: (Merry-Go-Round) Moorhead, Minn., nc.
Crocker, Mel: (Century) Steubenville, O., c.
Cugat, Xavier: (Waldorf-Astoria) NYC, h.
Cummins, Bernie: (Edgewater Beach) Chi, h.
Cunningham, Tommy: (Casino Gardens) Santa Monica, Calif, b.

Davis, Eddie: (La Rue) NYC, nc.
Davis, Milton: (Rainbow Room) Washington, D. C., nc.
Daw, Freddy: (Merry Gardens) Chi, b.
Day, Bob: (State College) Raleigh, N. C., 18.
Day, Henry: (Top Hat) Union City, N. J., nc.
Dengler, Carl: (University Club) Rochester, N. Y., nc.
Devodi, Don: (El Morocco) NYC, nc.
Dominguez, Jose: (Park Central) NYC, h.
Don Jose: (Cuban Village) Chi, nc.
Donahue, Al: (Roosevelt) New Orleans, h.
Donahue, Sam: (Coral Gables) E. Lansing, Mich., b.
Dorsey, Jimmy: (Strand) NYC, t.
Dorsey, Tommy: (Empire) Allentown, Pa., 16, b; (Press Club Ball) Phila, 18; (Univ. of Va.) Charlottesville, Va., 19; (Arena) New Haven, Conn., 20.
Dowell, Saxie: (Geo. Washington) Jacksonville, Fla., h.
Drayer, Roland: (Sweets) Oakland, Calif., b.
Dreyer, Leo: (Pierre) NYC, h.
Duchin, Eddy: (Beverly Hills) Newport, Ky., cc.
Duffy, Johnny: (Blackstone) Chi, h.
Duffy, George: (Blue Moon) Wichita, Kan., 11-19.
Duke, Louise: (The Cockatoo) Newark, N. J., nc.
Dukes & the Duchess: (Ambassador West) Chi, h.
Dunham, Sonny: (Rainbow Rendezvous) Salt Lake City, b.

Engel, Freddy: (Hillside) Rensselaer, N. Y., nc.
Ennis, Skinnay: (Wilshire Bowl) Los Angeles, nc.
Erns, Bobby: (Cotton Club) Phila, nc.
Everett, Jack: (Ritz) Springfield, Mo., nc.
Fabian, Teddy: (Park Recreation Parlor) St. Paul, nc.
Fens, Eddie: (Hi Hat) Chi, nc.
Fernandez, Manuel: (Book Cadillac) Detroit, h.
Fields, Shep: (Gay White Way) NYC, nc.
Flo Rito, Ted: (Blackhawk) Chi, re.
Fisher, Art: (Club Minuet) Chi, nc.
Fisher, Freddy: (Blatz Palm Garden) Milwaukee, nc.
Fisk, Charlie: (Black & Gold Inn) Columbia, Mo., nc.
Fitzpatrick, Ed: (Plantation) Houston, Tex., nc.
Flindt, Emil: (Paradise) Chi, b.
Fontaine, Sonny: (Walton) Phila, h.
Foster, Chuck: (Biltmore) Los Angeles, h.
Freeman, Bud: (Brass Rail) Chi, c.

Funk, Wash: (Old Vienna) Cincinnati, nc.

Garber, Jan: (Palmer House) Chi, h.
Garr, Glenn: (O Henry) Chi, b.
Gasparre, Dick: (Plaza) NYC, h.
Giedlin, Harry: (Geneva) Trenton, N. J., re.
Goodman, Benny: (Paramount) NYC, t.
Gordon, Don: (Olde Cedar Inn) Brookhaven, N. Y., ro.
Gordon, Paul: (Flint Athletic Club) Flint, Mich.
Gordon, Gray: (Log Cabin) Armonk, N. Y., ro.
Gorham, Jimmy: (Club Embassy) Phila, nc.
Gowry, Cecil: (Schroeder) Milwaukee, h.
Graffolier, Frenchy: (Club 100) Des Moines, nc.
Grant, Bob: (Savoy Plaza) NYC, h.
Gray, Glen: (Palace) San Francisco, h.
Green, Jack: (Wagon Wheel) Akron, O., nc.
Grey, Tony: (Bal Tabarin) NYC, nc.
Grey, Jerry: (Ferdinando) Hartford, Conn., nc.
Griffin, Art: (Midnight Sun) Dayton, O., nc.

Hines, Earl: (Apollo) NYC 18, t.
Holmes, Herbie: (Rice) Houston, Tex., h.
Holst, Ernie: (El Morocco) NYC, nc.
Hutton, Ina Ray: (Wash. & Lee Univ.) Lexington, Va., 18; (Rivoli) Rutherford, N. J., 20, t.

Irwin, Marty: (Churchill Tavern) Pittsburgh, re.
Isaac, Vernon: (Paradise) Phila, c.

Jackson, Jimmy: (Casino Moderne) Chi, b.
James, Jimmy: (Sky Harbor) Indianapolis, nc.
Jarrets, Ted: (Westfield) Westfield, Mass., h.
Jelesnik, Eugene: (Van Cleve) Dayton, O., h.
Jerome, Henry: (Child's Paramount) NYC, re.
Johnson, Johnny: (Shelton) NYC, h.
Johnston, George: (Cox Cafe & Roadhouse) Berkley, near Detroit, c.
Jones, Bernie: (Royal Hawaiian) San Francisco, nc.

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

Hackett, Bobby: (Versailles) Boston, nc.
Hallett, Mal: (Arcadia) NYC 16, b; (Mt. Holyoke) Holyoke, Mass., 18; (Paramount) Bristol, Tenn., 21, t; (Piazza) Asheville, N. C., 22, t.
Hamilton, Bob: (Majestic) Long Beach, Calif., b.
Hampton, Lionel: (Grand Terrace) Chi, nc.
Hanley, Don: (Marine Club) Duluth, Minn., nc.
Harris, Jack: (La Conga) NYC, nc.
Harris, Phil: (Paramount) Los Angeles, t.
Hart, Joe: (Anglers) Minneapolis, c.
Hayes, Joey: (Silver Fleet Inn) Phila, ro.
Heckscher, Ernie: (Club Lindy) San Francisco, nc.
Herman, Sylvan: (Barclay) Phila, h.
Hill, Dick: (Hi-De-Ho) Phila, c.
Hill, Eddie: (Penn) Trenton, N. J., h.
Hill, Tiny: (Rainbow) Denver, b.
Himber, Richard: (Palladium) Los Angeles, b.

Jones, John Paul: (400 Club) Ft. Worth, Tex., nc.
Jordan, Paul: (Skyline) Chi, nc.
Juanita's Rhumba: (Ball) Phila, nc.
Juneau, Tommy: (Show Boat) St. Louis, nc.

Kalama, Princess & Willie: (Brass Rail) Syracuse, N. Y., re.
Kain, Paul: (Mayfair) Washington, D. C., nc.
Kaisow, Karl: (Moonlight Gardens) Saginaw, Mich., b.
Kardo, Gene: (Zimmerman's Hungaria) NYC, re.
Kaspar, Gordon: (Blue Mirror) Baltimore, nc.
Kay, Kris: (Casino Russe) NYC, nc.
Kendis, Sonny: (Stork) NYC, nc.
Kent, Roger: (The Embassy) Brooklyn, re.
King, Eddie: (Di Pinto's) Phila, c.
King's Jesters: (Brown Derby) Chi, nc.
Kinney, Ray: (Lexington) NYC, h.

Bands on Tour—Advance Dates

AL KAVELIN: Lakeside Park, Dayton, O., April 12-13; Oriental Ballroom, Galitzin, Pa., 14; Highlands Club, Galt, Ont., 16; Capitol Theater, Niagara Falls, N. Y., 17; Mount Union College, Alliance, O., 18; Meadowbrook Park, Bascom, O., 20; Greystone Ballroom, Detroit, 23.
RED ROBERTS: Hotel Cleveland, Cleveland, April 17; Idora Park, Youngstown, O., 18; Country Club, Steubenville, O., 19; Buckeye Lake Park, Buckeye Lake, O., 20.
EMERSON GILL: KC Auditorium, Oil City, Pa., April 14; Broadhead Hotel, Beaver Falls, Pa., 18; Elks Club, Ellwood City, Pa., 19; Wanango Country Club, Reno, Pa., 21; Commodore Perry Hotel, Toledo, O., 25; Book Cadillac Hotel, Detroit, 26; Palisades, McKeesport, Pa., 28.
SAMMY KAYE: University of Illinois, Champaign, April 18; Crystal Palace, Coloma, Mich., 19; Rainbow Gardens, Fremont, O., 20; Memorial Auditorium, Buffalo, 22; Lakewood Ballroom, Mahanoy City, Pa., 24; George F. Pavilion, Johnson City, Pa., 25; Sunnybrook Ballroom, Pottstown, Pa., 26; Arena, New Haven, Conn., 27.
BOB CHESTER: Gymnasium, Thomas, W. Va., April 14; Coliseum, Greensburgh, Pa., 15; State Theater, Uniontown, Pa., 16; University of Virginia, University, Va., 18; Washington and Lee University, Lexington, Va., 19; Uline's Arena, Washington, 20; Hill School, Pottstown, Pa., 25; Civic Auditorium, Buffalo, 26.
HORACE HEIDT: Earle Theater, Philadelphia, April 25 (week); Stanley Theater, Pittsburgh, May 2 (week).
RAYMOND SCOTT: Rutgers University, New Brunswick, N. J., May 16.
ALVINO REY: Greek Relief Ball, Springfield, Mass., May 21; West Point Ball, West Point, N. Y., June 10.
TOMMY TUCKER: Manhattan Center, New York, May 16.
ERSKINE HAWKINS: Manhattan Center, New York, May 16.
JACK RUSSELL: Edgewater Beach Hotel, Chicago, May 26, June 2, and 9.
JIMMY JOY: Edgewater Beach Hotel, Chicago, April 28, May 5.
BILL BARDO: Auditorium, Evansville, Ind., April 22-24; Bellmeade Country

Club, Knoxville, Tenn., 25; Auditorium, Columbus, O., 26; Coconut Grove, Toledo, O., 27.
CAB CALLOWAY: Eastmarket Gardens, Akron, O., April 15; Armory, Cincinnati, 16; Palais Royale, South Bend, Ind., 17; Cass College, Cleveland, 18; Castle Farms, Cincinnati, 19; Rink Ballroom, Waukegan, Ill., 20; Surf Ballroom, Clear Lake, Ia., 22; the Prom, St. Paul, 23; the Terp, Austin, Minn., 24; Electric Park, Waterloo, Ia., 25; Carleton College, Norfield, Minn., 26.
WOODY HERMAN: Trianon Ballroom, Toledo, O., 17; Purdue University, La Fayette, Ind., 18; Ohio State College, Columbus, O., 19; Indiana Roof Ballroom, Indianapolis, 20; Auditorium, Chatham, Ill., 21; Auditorium, Burlington, Ia., 22; Auditorium, Ottumwa, Ia., 23; Playmor Ballroom, Kansas City, Mo., 24; Stevens College, Columbus, Mo., 25-26; Meadow Acres, Topeka, Kan., 27; University of Arkansas, Fayetteville, 28; Shrine Mosque, Springfield, Mo., 29; Turnpike Casino, Lincoln, Neb., 30; Surf Ballroom, Clear Lake, Ia., May 1; Orpheum, Minneapolis, 2 (week).
DICK ROGERS: Carnegie Tech, Pittsburgh, May 3; Coconut Grove, Toledo, O., 4.
JOE VENUTI: Myers Lake, Canton, O., April 20; Auditorium, Fort Wayne, Ind., 24; Westminster College, Fulton, Mo., 26.
DICK JURGENS: Milwaukee Auditorium, April 18; Chase Hotel, St. Louis, 19-20; Alhambra Ballroom, Collinsville, Ill., 21; Chase Hotel, St. Louis, 22-28; Casino Ballroom, Quincy, Ill., 29; Venetian Theater, Racine, Wis., 30; Bay Theater, Green Bay, Wis., May 1; Rockne Memorial Hall, South Bend, Ind., 2; Crystal Palace, Coloma, Mich., 3; Rink Ballroom, Waukegan, Ill., 4; Orpheum Theater, Madison, Wis., 5-6; Capitol Theater, Manitowoc, Wis., 7; Lyric Theater, Indianapolis, 9-15; Fox Theater, St. Louis, 16-22; Chicago Theater, Chicago, 23-29; Riverside Theater, Milwaukee, 30-June 5; Casino Ballroom, Catalina Island, Calif., 15-July 12; Lakeside Park, Denver, July 28-Aug. 7; Aragon Ballroom, Chicago, Aug. 15-Dec. 1.

Kirby, John: (Cafe Society Uptown) NYC, nc.
Klyde, Harvey: (Chateau) Chi, b.
Kole, Shelley: (Butler's Tap Room) NYC, nc.
Kolker Bros.: (Piccadilly) Baltimore, nc.
Korn Kobblers: (Flagship) Union City, N. J., nc.
Kristal, Cell: (Oakdale) Augusta, Ga., nc.
Kuhn, Dick: (Astor) NYC, h.
Kurtze, Jack: (Leighton's) Ardley, N. Y., nc.
Kyser, Roy: (Club Charles) Baltimore, nc.

LaBarre, Eugene: (Carnegie Hall) NYC 18.
Lake, Sol: (606 Club) Chi, nc.
Lane, Eddie: (Bossert) Brooklyn, h.
Lang, Lou: (Sheraton) NYC, h.
Laporte, Joe: (Old Roumanian) NYC, nc.
Latin Kings: (Rancho Grande) Chi, nc.
Lauro Bros.: (Oakes) Phila, b.
Lear, Jerry: (Heidelberg) Phila, nc.
Leighton, Joe: (John Marshall) Richmond, Va., h.
Lombardo, Guy: (Roosevelt) NYC, h.
Long, Jimmie: (St. James) Reading, Pa., h.
Long, Johnny: (Roseland) NYC, b.
Lorch, Carl: (Lookout House) Covington, Ky., nc.
Loring, Michael: (Beachcomber) NYC, nc.
Loss, Jimmy: (Admiral Semmes) Mobile, Ala., h.
Lozito, Joe: (Amphitrite) Fort Lauderdale, Fla., h.
Lucas, Clyde: (Biltmore) NYC, h.
Lunceford, Jimmie: (Teachers' College) Winston-Salem, N. C., 16; (Emory Univ.) Atlanta, Ga., 18-19; (Aud.) Augusta 20; (Planter's Warehouse) Martinsville, Va., 21.
Lyman, Abe: (Royal Palm) Miami, nc.
Lynn, Sammy: (Bomb Shelter) Dallas, nc.

McFarland Twins: (Syracuse) Syracuse, N. Y., h.
McLean, Connie: (Mimo) NYC, nc.
McPartland, Jimmy: (Nick's) NYC, nc.
Macias, Pete: (Lounge Riviera) Washington, D. C., nc.
Madden, Bill: (Traymore) Atlantic City, h.
Majors, Three: (Lafayette Inn) Bradford, Pa., nc.
Malneck, Matty: (Rainbow Room) NYC, nc.
Mario, Don: (El Chico) Pittsburgh, nc.
Marlowe, Tone: (Keating's) Clarence, N. Y., nc.
Marshall, Mary: (Aragon) Houston, Tex., b.
Martl, Frank: (Copacabana) NYC, nc.
Martin, Dave: (St. George) Brooklyn, h.
Martin, Joe: (Club Morocco) Phila, nc.
Martin, Lou: (Eddie's) NYC, nc.
Martin, Red: (Frank's Casa Nova) Buffalo, nc.
Marvin, Tommy: (Wardman Park) Washington, D. C., h.
Masters, Frankie: (Taft) NYC, h.
Maya, Froilan: (Havana-Madrid) NYC, nc.
Messner, Johnny: (McAlpin) NYC, h.
Miguel, Don: (Gaucho) NYC, nc.
Miller, Herman: (Abraham Lincoln) Reading, Pa., h.
Miller, Russ: (Jack & Bob's) Trenton, N. J., nc.
Miller, Ted: (Clary Club) Cumberland, Md., nc.
Miranda, Jose: (Pago Pago Room) Dunellen, N. J., nc.
Monchita: (Colony) Chi, nc.
Moncha, Nino: (La Conga) NYC, nc.
Morgan, Eddy: (Ritz Carlton) Atlantic City, h.
Morris, George: (Armando) NYC, nc.
Morton, Ray: (Warwick) Phila, h.
Murphy, Joe: (Fort Orange Tavern) Albany, N. Y., nc.

Nagar, Patt: (Fenway Hall) Cleveland, h.
Oliver, Ted: (Carroll's) Phila, nc.
Olman, Val: (Ambassador East) Chi, h.
Olson, Hem: (Coral Gables) Coral Gables, Fla., cc.
Onesko, Senya: (Commodore) NYC, h.
Oppe, Herman: (Emerald Inn) Albany, N.Y., nc.
Orlando, Don: (Chez Paree) Chi, nc.
Otte & Fields: (Murphy) Marietta, O., c.
Ovando, Manuel: (Walton) Phila, h.

Pablo, Don: (Palm Beach) Detroit, c.
Pacheco: (Sir Francis Drake) San Francisco, h.
Page, Paul: (Henry Grady) Atlanta, h.
Palmer, Joel: (Merry Gardens) Lynchburg, Va., b.
Panchito: (Versailles) NYC, nc.
Pancheo: (Beachcomber) NYC, nc.
Farfury, Joe: (Belmont Plaza) NYC, h.
Parodi, Wilbur: (Le Montparnasse) NYC, nc.
Pastor, Tony: (West Side Park) Berwick, Pa., 16; (Flatbush) Brooklyn 17-22, t.
Pencil, Ray: (Arcadia) NYC, b.
Pencil, Charles: (Zimmerman's Hungaria) NYC, re.
Perez, Milo: (Palmer House) Chi, h.
Peters, Oscar: (Senator) Atlantic City, h.
Peterson, Dee: (Studio) Warwick, R. I., nc.
Pope, Bobby: (Mayfair) Kansas City, nc.
Powell, Walter: (Roger's Corner) NYC, c.
Powell, Teddy: (Bordewick's) Tuckahoe, N. Y., ro.
Prager, Col. Manny: (Village Barn) NYC, nc.
Prussin, Sid: (Diamond Horseshoe) NYC, nc.

Quartell, Frank: (Colosimo's) Chi, nc.
Raffell, Rodd: (Nightingale) Washington, D. C., nc.
Raines, Chick: (Bruno) NYC, c.
Ramos, Bobby: (Colony) Chi, nc.
Ramos, Ramon: (Drake) Chi, h.
Ravel, Arthur: (Belmont Plaza) NYC, h.
Read, Kemp: (Radio Sta. WNBH) New Bedford, Mass.
Reichman, Joe: (Netherland Plaza) Cincinnati, h.
Reisman, Leo: (State College) Ames, Ia., 19.
Richardson, Bert: (Riverjack Casino) Roanoke, Va., nc.
Rizzo, Vincent: (Walton) Phila, h.
Robbitts, Bob: (Belza's Inn) Trenton, N. J., re.
Rock, Dick, & Esquires: (Blackstone) Chi, h.
Rocky River Ramblers: (Country Kitchen) Glenwood, N. Y., nc.
Rogers, Eddy: (Claridge) Memphis, h.
Rosen, Ronald: (Finocchio) San Francisco, nc.
Rossello, Jack: (Monte Carlo) NYC, nc.
Rossi, Sil: (Chin-Mott) Trenton, N. J., nc.
Roth, Eddie: (Alabama) Chi, nc.
Roth, Don: (Chez Paree) Omaha, nc.
Ruskin, Babe: (Hickory House) NYC, nc.
(See ORCHESTRA ROUTES on page 29)

BMI's Asking Fee of Camden Station Raises Spot Ops' Fears of Double Tax

PHILADELPHIA, April 12.—Local nitery, tavern, and hotel operators who have been carrying the torch for BMI under the impression that it means getting their music free are now fearful that they will bear the brunt of a double music tax from ASCAP and also BMI.

Grave concern was caused by the disclosure of a letter sent WCAM in Camden, N. J., threatening the radio station with loss of music unless it joined the BMI ranks. Station is one of the three in the area that linked with ASCAP, not joining BMI. WDAS and WIBG here, other two stations, are both ASCAP and BMI.

BMI letter was sent to Fred S. Caperoon, station manager, from Carl Haverlin, manager of station relations of BMI, drawing attention to the fact that "unlicensed use of BMI music constitutes an infringement of our rights." Letter warned, "we are taking steps to

protect our rights in ultimate fairness to our composers, publishers, and stockholders. We cannot let stations continue to have the advantages of BMI and the use of our music without adequate payment."

Letter made no mention of any amount of money for a BMI performing license. However, band buyers here are figuring that this means a license test will be started here first. Boys are beefing that, instead of removing ASCAP shackles, letter contains the same old threat that the industry objected on the part of ASCAP for many years. Moreover, instead of footing the ASCAP bill for composers and publishers, ops are waking up to the fact that BMI license will have to include a proportionate share for stockholders.

Holden Puts Jarrett At Head of KempOrk

CHICAGO, April 12.—Alex Holden, manager of the late Hal Kemp, has signed Art Jarrett to front Kemp's band, and set the outfit into the Blackhawk Cafe here for an indefinite run, opening May 14. Otto Roth, operator of the spot, at one time used both Jarrett's first band and the original Kemp orchestra. Holden is currently negotiating with both General Amusement Corporation and William Morris Agency for a booking agreement.

Arrival of the Jarrett attraction brings the Blackhawk into the band spotlight here once more, the accompanying floor-show set to play a minor role. Currently sharing honors are Ted Fio Rito's band and a lavish cafe unit, *Grandfather's Follies*.

Calloway Takes \$1,100 on One-Nighter in Detroit

DETROIT, April 12.—Cab Calloway grossed about \$1,100 on a one-nighter at Eastwood Park Ballroom last Saturday (5). Event was a political rally and celebration for a candidate for office of local Circuit Judge Maurice Sugar. Attendance was 1,500 people, at 75 cents per person.

Attendance was both hurt and helped by the Ford strike. Sugar is counsel for the CIO union which called the strike, and his name had plenty of publicity. Outbreaks of violence in the strike, plus necessity of saving for missing pay days while the strike went on, discouraged attendance on the other hand.

COMING UP . . .

FOR THE FOURTH CONSECUTIVE YEAR THE BILLBOARD OFFERS TO ORCHESTRA LEADERS, BOOKING OFFICES, AND PROMOTERS THE INVALUABLE SERVICE OF APPRISING THEM OF THE LIKES AND DISLIKES, TASTES AND DISTASTES OF THAT GREAT PART OF THE BAND BUYING MARKET—THE NATION'S COLLEGE STUDENTS—THE KIDS WHO BUY RECORDINGS AND MUSIC AND BANDS, AND WHO HAVE VERY DEFINITE IDEAS OF WHAT THEY LIKE AND WHAT THEY DON'T LIKE IN THE FIELD OF AMERICAN DANCE MUSIC.

Do They Still Like the Heated Rhythms, or Will They Pass Up the Greatest Jazz Band for One That Specializes in the Slow and Quietly Sweet Tempos? . . .

Is Glenn Miller Still the Overwhelming Favorite of the Campus as He Was Last Year, or Have Joe and Jane College Switched Their Allegiance to Someone New? . . .

Which of the Younger Bands Currently Heading for the Top Does Young America Think Has the Most Chance? Which Vocalists Do They Favor? Where Does Latin Music Stand With Them? . . .

COLLEGIANA HAS A STRONG VOICE IN THE DOINGS OF THE BAND BUSINESS—FOR THE FOURTH YEAR IN A ROW THE BILLBOARD HAS ASKED THIS VOICE TO HAVE ITS SAY—AND THE RESULTS WILL BE HIGHLY INTERESTING AND IMPORTANTLY INFORMATIVE TO ANYONE CONNECTED IN ANY WAY WITH THE ORCHESTRA FIELD—READ THEM IN NEXT WEEK'S ISSUE, DATED APRIL 26—THE FIRST INSTALLMENT OF THE BILLBOARD'S FOURTH—AND MOST COMPREHENSIVE—COLLEGE MUSIC SURVEY.



Selling The Band

Exploitation, Promotion, and Showmanship Ideas
By M. H. ORODENKER

Theater Campaign

AN AL DONAHUE dandy was promoted by Henry Okun in connection with maestro's date at the Strand Theater, Syracuse, N. Y. Numerous tie-ups with local merchants got the word around. C. G. Conn music store placed a phonograph in the lobby of the theater, grinding out Donahue disks, and devoted the store's entire window display to the maestro, with banners, records, and pictures. Adams hat store carried a picture of Donahue in the window, also plugging the playdate. Soda fountains at three drugstores and two five-and-dimes featured "Get in the Groove with an Al Donahue Swingeroo Sundae." And at one of the favorite eating spots in town, window screamed with a sign saying: "Ginsberg's Restaurant says Al Donahue band, now appearing at the Strand Theater, is as H-O-T as our coffee and just as smooth."

Tie-up in similar manner with Carroll's drugstore on a Pepsi-Cola display, both for store window and a newspaper ad, read: "Cool Off With a Glass of Pepsi-Cola After Hearing the H-O-T Music of Al Donahue at the Strand Theater."

Onondaga Auto Supply Company, local Columbia-Okeh record distributor, notified all record dealers and music machine operators that Donahue was in town. And Gene Curtis, Strand manager, permitted the maestro to ring in a plug at each stagemore that: "Our Okeh records can be purchased across the street at C. G. Conn music store." The Conn store also arranged for an "Al Donahue Day," the maestro autographing his records with the store promoting a contest that had 35 records and 50 theater passes for the prize winners. Personal appearances around town and radio interviews rounded out the elaborate campaign.

In thinking in terms of store tie-ups that make for all-important window and counter displays, David O. Alber, New York exploiter, points out that it is just as easy to deal with a chain as it is with an individual store. The single contact thus makes for displays at the stores all over town, as Alber arranged recently with the Horn and Hardart restaurant chain in New York for display pictures and signs on Sammy Kaye.

Cab Clickers

ED DUNN, of the Tri-States Paramount Theater, Des Moines, made the most of publicity possibilities when Cab Calloway came to town for a personal date. The first break came when Dunn had the local newspapers send reporters and photographers to interview Cab before embarking from his Pullman. Ed followed this with another news break tied into the band's rehearsals, this also being worthy of a photo and story on the human-interest angle.

To encourage local amateur camera fans, Dunn set aside the early supper show on the last night of the engagement for the candid camera enthusiasts, allowing them to "shoot" the band from all over the house. Stunt was plugged in the ads in advance and also to members of the local camera clubs, all of which aided in piling up a big final day's gross.

Lou Mayer, manager of the RKO Temple Theater, Rochester, N. Y., also made much of the Calloway date at his house. Campaign was started three weeks ahead of the engagement, featured by Sunday newspaper breaks, followed by daily stories and art a week ahead. In addition, an ad was run in the University of Rochester campus paper, as well as in the town's Negro paper. Excellent space was secured thru the personal appear-

ance of Cab and the band at a local sanatorium, which brought art and stories here also. Radio coverage included plugs over the two local radio stations.

Gordon & Williamson, New York band personal managers, are attracting attention in focusing attention on Jerry Wald's dance remotes via CBS from Childs Spanish Gardens, New York. Postals designed as console radios are used for the campaign, the dial spot listing the day and date of the next broadcast. Photo of maestro, with name and location, is all that graces the card. Different colored postal card used to herald each remote.

Store Frolic

SAN ANTONIO MUSIC COMPANY, S Wurlitzer dealers, sponsored a unique midnight stage and screen show at the Majestic Theater, with the live portion heralded as *The Midnight Musical Melodiers*, directed by Jack Condon, manager of the store's band instrument department. *Tin Pan Alley* was the appropriate screen show. The midnight jamboree presented six instrumental quartets, made up of students of the music company. The show was a tremendous success, and served as a vehicle for the young musicians to show off to the townfolk the excellent training they receive at the San Antonio studios.

More record promotion in the stunt arranged by Ivan Black, press agent for Cafe Society Downtown, in presenting "Album of the Week" parties honoring the bands and individual musicians presented in new record albums, having them as guests on Tuesday of the week during which the records are issued. A record player attached to a loud-speaker plays representative platters from the album. Since the emphasis is on "hot jazz" albums, it's a certainty to find the guests standing up and taking some hot licks.

Melo-Detective

QUIZ games giving so many kicks to the patronizing public today, Woody Herman invites the fans to play *Melo-Detective*, games given out in advance of his theater dates. It's a picturegraph designed as a royal coat-of-arms in which are hidden the names of many of the numbers which Woody has popularized on the air and on records, all of which are closely associated with the band. Altogether, there are 20 song titles hidden in the picturegraph, as well as the name of a New York nitery where Herman first started to click, and the nickname tacked on the band by musicians and critics.

Here's how the game is played from the printed sheet. In the lower right-hand corner of the picturegraph that dominates one side is a drawing of a jug of rum. On the jug is imprinted the word "boogie." Obviously, title of the hidden song is *Rumboogie*, which is checked off on the list included on the reverse side. List of the possible song titles, night club, and nickname is given. Plan is for the theater to distribute the game sheets to patrons in advance of Woody's booking. Ballots should be in the hands of the ushers the evening before the band opens, and the winning sheets to be posted on the bulletin board in front of the lobby on opening day to make for a flash display.

CHICAGO, April 12.—Frederick Bros.' Music Corporation signed a season booking contract with the Avalon Ballroom, Niles, Mich., calling for a series of bands to play one and two-week dates starting May 30. FB account for the second season.



GLORIA TOPS IN VERSATILITY
PARKER

Her Xylophone and All Male Orchestra

A FEATURE ATTRACTION

Now Playing One Nighters

ADDRESS: THE BILLBOARD, NEW YORK

Ft. Worth Ends Year in Black

Five shows make money, one breaks even — stagehands blacklist Aud

FORT WORTH, Tex., April 12.—The local road-show season ended last week, with final play being *Treat Her Gently*, starring Ruth Chatterton. Interstate Circuit brought all road attractions here, as the stagehands' continued blacklisting of Municipal Auditorium kept the local Symphony Orchestra Association from bringing in several plays and other attractions.

Of the six shows brought here by Interstate, five made a profit and the sixth broke even. *Hellzapoppin*, with three performances at the Worth Theater, drew top money for the season. The show was slated to go into Municipal Auditorium if the blacklist were lifted, but Interstate had to put it into its biggest theater, the Worth, which seats 2,300.

The Little Foxes, with Tallulah Bankhead, was next heaviest draw, while the Katharine Hepburn piece, *The Philadelphia Story*, was not far behind. These and the other shows, *The Man Who Came to Dinner*, *Skylark*, and *Treat Her Gently*, were housed at the Majestic, where most legitimate shows are presented here.

Treat Her Gently, with very little advance publicity and no big-time reviews to be quoted, broke even. *Hellzapoppin* was the only one to rate three performances.

Equity Upholds Free Speech

NEW YORK, April 12.—Equity ruled this week that the actor still has free speech in matters outside the field of the theater in spite of attempts to invoke the exclusive service clause in the Equity contracts.

O. Z. Whitehead, a member of the cast of *Life With Father*, now playing in Chicago, recently was invited to speak before a non-theatrical group regarding the current position of the United States in the European war, and the company manager of the show refused to permit him to do so, claiming the exclusive service clause gave him the right to deny permission. Equity, on an appeal from Whitehead, ruled that the appearance did not come under the terms of the clause, as he was not receiving pay for his speech.



Review Percentages

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

"The Night Before Christmas"—6%

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

"Your Loving Son"—0%

YES: None.
NO: Watts (Herald-Tribune), Atkinson (Times), Lockridge (Sun), Sylvester (News), Kronenberger (PM), Brown, (Post), Anderson (Journal-American), G. R. (World-Telegram), Winchell (Mirror).
NO OPINION: None.

OUT-OF-TOWN OPENINGS

"Treat Her Gently"

(Melba Theater)
DALLAS

A comedy by George D. Batson. Presented by Kenroad Productions, Inc. (Karold J. Kennedy, in association with Jus Addis and Hayden Rorke.) Staged by Hayden Rorke. Cast: Ruth Chatterton, Myrtle Tannahill, Alice John, Barry Thompson, Elaine Ellis, Hayden Rorke, and Mortimer Weldon.

Treat Her Gently, world premiered at Amarillo, Tex., Saturday (March 29), was presented to two enthusiastic audiences at the Melba Theater here Tuesday (2). With Ruth Chatterton in the starring role, the comedy has some of the earmarks of a successful play.

Authored by George D. Batson, much-publicized New York bus boy, the new play is being tried out in Texas and other Southern cities before presentation on Broadway in the fall. Its young author, who hitch-hiked from New York to Dallas and thereby got a story in almost every paper in the country, was in the Dallas audience Tuesday to meet Miss Chatterton and to view his brainchild on the stage for the first time.

The play possesses several excellent comedy angles that tangent into some sparkling good humor and plenty of risqué, double-meaning penthouse chat. The story introduces a dashing woman book reviewer, Julia, played by Miss Chatterton. Julia lives in a penthouse apartment to which her boss and newspaper publisher, Phil Wentz (Barry Thompson), carries the key. Phil has persuaded his wife to give him a divorce and wants to marry Julia. Julia prefers things as they are. When Phil begs, "I want us to be permanent," Julia replies, "We're permanent—you and me and President Roosevelt."

Becoming somewhat bored, Julia takes

BROADWAY RUNS

Performances to April 12 Inclusive.
Dramatic Opened Perf.

Arsenic and Old Lace (Fulton)	Jan. 10	107
Charley's Aunt (revival) (Cort)	Oct. 17	204
Claudia (Booth)	Feb. 12	70
Corn Is Green, The (National)	Nov. 26	159
Doctor's Dilemma, The (Shubert)	Mar. 11	39
Flight to the West (Royale)	Dec. 30	129
Johnny Belinda (Longacre)	Sept. 18	238
Life With Father (Empire)	Nov. 8, '39	508
Man Who Came to Dinner, The (Music Box)	Oct. 16, '39	624
Mr. and Mrs. North (Belasco)	Jan. 12	104
My Fair Ladies (Hudson)	Mar. 23	24
My Sister Eileen (Biltmore)	Dec. 26	124
Native Son (St. James)	Feb. 24	24
Night Before Christmas, The (Morosco)	Apr. 10	4
Old Acquaintance (Morosco)	Dec. 23	128
Out of the Frying Pan (Windsor)	Feb. 11	71
Separate Rooms (Plymouth)	Mar. 23, '40	441
Talley Method, The (Miller's)	Mar. 24	56
Tobacco Road (Forrest)	Dec. 4, '33	317
Watch on the Rhine (Beck)	Apr. 1	15

Musical Comedy

Crazy With the Heat (revised edition) (44th St.)	Jan. 30	84
Lady in the Dark (Alvin)	Jan. 28	92
Louisiana Purchase (Imperial)	May 28	367
Meet the People (Mansfield)	Dec. 25	125
New Hellzapoppin (Winter Garden)	Dec. 11, '39	560
Pal Joey (Barrymore)	Dec. 25	125
Panama Hattie (46th St.)	Oct. 30	150

in tow a broad-shouldered young radical and author, Leo Christy, who delivers a tirade against the feminine columnist's review of his latest book. Mistaking maternal instinct for love, Julia falls for the young radical and persuades her old lover, Phil, to give him a job.

From there on Mr. Batson's story is concerned with a labor versus capital theme and a constantly changing love triangle, into which are tossed too many trite sayings and too much penthouse

gossip. The melange winds up with Julia advising Leo to "be a columnist, not a Communist." Her ideas of love with Leo are thwarted by the seductive Sherry (Elaine Ellis), millionaire debutante who turns Leo's efforts from book writing to love making.

In the last act Phil walks out on Julia, and, in true feminine fashion, Julia packs her grips and follows to get her man.

With the Dallas showing as its fourth presentation, the play did not reach its proper standard of production. But if *Treat Her Gently* is to make the grade on Broadway, it will require all the efforts of its triumvirate of youthful producers, the expert acting ability of Miss Chatterton, and some real rescripting by its author. The first two acts are decidedly underwritten, and the stage mechanics creak. Entrances and exits seemed as confusing to the players as they were to the audience. To the author's credit, he has an innate talent for gags and turns a pretty phrase with ease. However, the general theme is not told with polished sequence, and the character delineations are not sufficient to fill in the gaps. Frank W. Wood.

"The Lady Breaks a Lance"

(Theater of Fifteen)
MIAMI

A play by Charles H. Faber. Directed by Hale McKeen. Setting designed and executed by Edward Sheffield. Cast: Elisabeth Cope, Virginia Adams, Mary Greene, Willard Thompson, Edward Sheffield, Samuel Leiderman, Nora Gregory, Vaughn Baggerly, Frank Rollinger, Pat O'Connor, Barbara Parmley, Douglas Campbell, James Crow, Lily Stone.

Taking as its motif world events of today; taking as its dominant character an outstanding personality of the last war who is endeavoring to influence the country towards her present pacifist ideals; and taking as its principal theme the conflicts between ideologies so pronounced during the last year, *The Lady Breaks a Lance* is a clean-cut, well-written, and well-directed play.

Nina Bristol, retired actress, once "darling of the AEP," convinced that this country is blundering needlessly into another war, and a firm pacifist, writes a play against war. However, she wages a lone war against war, for aligned against her ideas are George Everett, a young chorus boy whom she has "adopted" to save him from war; Marjorie Grinnell, who is to take the lead in her play; Major Lennox, army officer, her ex-husband, and Homer Kingston, an author-friend of long standing.

Nina Bristol's adopted young man grows romantic about his hostess, but decides to leave her if she won't withdraw the play. She resolves to let it appear that the opposition forced her to withdraw it, thus saving her own pride, her young man, and her convictions. When romance has proved disillusioning, and all have left her except her cynical author-friend, she is convinced her play must go on, and, tho it won't save the world from war today, sometime, she is sure, her play will be heard and heeded.

Nina Bristol is a vivid, brilliant, stimulating personality, and Mary Greene interprets the character with verve and feeling. She is on stage almost constantly, and never does she let down. Barbara Parmley is excellent as the young actress who feels she cannot play a part opposed to her own convictions. Good also are Samuel Leiderman, as Nina's ex-husband; Frank Rollinger, as the author; James Crow, as a blustering senator, and Elisabeth Cope, as Nina's long-suffering secretary.

The Lady Breaks a Lance, a strong and effective play, is also an enjoyable and entertaining one. The few awkward lines will probably be adjusted by the inevitable doctoring which follows the first presentation. The production moves in a positive, forthright fashion, with no let-down. FRED J. GOBELLE.

"DuBarry" Weak in D. M.

DES MOINES, April 12.—Despite the St. Paul ban, which had been expected to cause a sell-out in Des Moines, *DuBarry Was a Lady* had less than 3,000 customers at the Shrine Auditorium in Des Moines April 6. Prices ranged from \$1.12 to \$3.36, with mostly lower priced tickets sold.

"Stude" Takes 85C in Minne

MINNEAPOLIS, April 12.—*The Student Prince* enjoyed a good business at Lyceum Theater here during the five-day run, April 1-5, grossing \$8,500, it was announced by Leo Murray, Lyceum manager.

FROM OUT FRONT

Those Sunday Shows

—BY EUGENE BURR—

LAST week, in the Spring Special issue, the question of the continuance of Sunday shows was thrashed out at some length by Alfred Harding, speaking for the Actors' Equity Association, and James F. Reilly, speaking for the managers. As you know, last fall Equity was forced, by public opinion and the fine example of the usually maligned stagehands, to allow Sunday shows without extra pay. Previously, as you also know, Equity had held that Sunday performances not only entitled the actor to another day of the week off, but also to receive double pay for his Sabbath appearance, an arbitrary and fantastic demand that automatically ruled out all Sunday shows because of the extra expense involved. When Equity grudgingly put thru its present ruling, it did so for this season only, making the continuance of Sunday shows dependent on what they did for the theater this year.

The time will soon come for Equity's decision as to their continuance. It is Equity's position, fundamentally unchallenged by the managers, that the managers must prove to the actors' satisfaction that Sabbath playing should continue. Mr. Harding last week indicated various points that Equity feels the managers should touch upon, and suggested that many opportunities had been wasted in the present experiment, including the chance to try out early curtains and lower priced admissions. Mr. Reilly, on the other hand, contented himself with showing how Sunday playing had boosted the grosses and extended the runs of shows in the intermediate category—which was all that had been claimed for them in the first place.

IT SEEMS to this corner that to resume the ban on Sundays would be to re-create the old Sabbath picture—films, vaudeville, and even burlesque running full blast and reaping the holiday harvest, while legitimate theaters languished in darkness. This set-up puts a strike on legit as soon as it steps up to compete with other entertainment forms on the Stem—and I should think that Equity, which howls loudly and continuously about its careful love for the theater, would give a blanket okeh to Sunday shows for this reason if for no other.

But my objection to an Equity ban on Sunday playing goes a good deal deeper than that. My idea is not that the managers should have to prove the advantage of Sunday playing to Equity, but that Equity, if it wants to ban Sundays or charge overtime for them, should first be forced to show the managers why actors should have that day off rather than any other.

It is most emphatically the proper thing for a union to insist on one day off each week for its members. But it is highly improper for any union to attempt to tell an employer precisely which day should be given. The union, in so doing, steps outside of its functions and its rights. It is as tho a mechanics' union should insist not only on a two-week vacation for its members, but should also tell the employer precisely which two weeks of the year all employees should get off—and should then name the two busiest weeks of the busiest season.

IN OTHER words, this corner feels that it's pretty silly that Equity should have the whip hand regarding the Sunday show question, so long as its members get one night a week off. Even tho it has the whip hand, however, its demand that the managers show proof regarding the advantages of Sunday performances seems both stupid and arrogant. The mere fact that managers continue Sunday shows—with some even adding Sunday matinees—is proof enough that the Sunday shows are an advantage. The managers may be crazy—I'd never debate in the negative on that issue—but they're not crazy enough to continue Sunday performances if they're unprofitable. If Sunday shows weren't gathering extra shekels they'd have been automatically canceled, and Equity would now be spared the bother of holding its precious hearings.

Anything that brings in a few additional dollars is, I submit, of some advantage to the theater.

But Equity says that the managers must prove that Sunday shows are advantageous not only to the theater at large, but also, specifically, to the actor. It (See FROM OUT FRONT on page 18)

New Plays on Broadway

Reviewed by Eugene Burr

MOROSCO

Beginning Thursday Evening, April 10, 1941

THE NIGHT BEFORE CHRISTMAS

A comedy by Laura and S. J. Perelman. Directed by Romney Brent. Setting designed by Boris Aronson. Scenery built by Vail and painted by Eugene B. Dunkel Studio. Press agents, Richard Maney and Sol Jacobson. Stage manager, Charles Holden. Presented by Courtney Burr.

Madame Rochelle	Ruth Weston
Bigelow	John Ravold
Endicott	St. Clair Bayfield
Sam Bachrach	Louis Sorin
Denny Costello	Phyllis Brooks
Flora	Shelley Winter
Byron Schofield	Herbert Nelson
Fred Finch	George Petrie
Otis J. Faunce	Forrest Orr
Ruby	George Mathews
A Window Shopper	Ellen Hall
A Casualty	Frank Greigenhofer Jr.
A Fuss-Budget	John Junior
A Sophomore	Carl Gose
Smitty	Owen Martin
Gentleman in Black	Charles Furcolow
Bellhop	Kenneth Forbes
Policemen	Marshall Bradford, Charles Holden
Victor Immature	Dean Norton
Paranoiac	Jean Norwood
A Moviegoer	Muriel Campbell
Truckman	Pete Cusanelli
Aspinwall	William David
Leo	Harry Bratsburg
The Shield	Donald McClelland
Sergeant	Lew Eckels

ACT I—Scene 1: Afternoon. Two Weeks Before Christmas. Scene 2: Morning, a Week Later. ACT II—Scene 1: Five Days Later, About Noon. Scene 2: The Following Day, Early Evening. ACT III—One Hour Later. A Sixth Avenue Luggage Shop. Time: The Present.

It may be *The Night Before Christmas*, as S. J. and Laura Perelman, authors of the play of that name, claim; but when Courtney Burr presented the piece at the Morosco Theater Thursday night there were plenty of creatures stirring all thru the house. They were all making for the exits.

That, however, wasn't entirely the fault of the play. The Perelmans had an amusing comedy idea, and did manage to touch off a number of amusing cracks and situations. What the script needed was plenty of re-writing in its earlier sections, in which large slices of attempted humor were dispiritingly funeral, and heroic cutting in the frequent sections wherein dialog stretched interminably over arid fields of boredom. It was really just a blueprint for a farce, and Mr. Burr delivered it at the Morosco blurred by constantly ineffective direction and by a large number of heavy-handed, obvious, and flatly ineffective characterizations.

The tale is of a couple of crooks who hire a broken-down luggage shop on Sixth Avenue because its cellar happens to back on the vault of a neighboring bank. While one of them, a sort of Neanderthal man in modern dress, drills away in the cellar, the other, a pompous plunderer, acts as a harassed front—and their antics in trying to shoo away eager purchasers, friendly neighbors, salesmen, and assorted Sixth Avenue denizens make up the burden of most of the first two acts. They should have been very funny acts, but for the most part they weren't. That was partly due to the Perelmans and partly to the soggy pace and over-hyped characterizations.

In any case, the former moll of the lad who planned the job, and who is still languishing in jail, comes to them and gets herself cut in for a third. However, she unwarily passes herself off as a professor's daughter to an educated prescription clerk in a near-by drugstore; he falls in love with her; and she falls in love with him. So at the last moment she leaves the outfit, and the two crooks, experiencing trouble with their TNT, decide to sell the store to the bank, which wants to buy it in order to enlarge its premises. Then in walks the lad they thought they had left in jail, tells the gal's drug clerk her past, and forces his former pals to touch off the soup. They touch it off—and find that they've broken into the cellar of the delicatessen next door. The gal and her lad get together, of course; the two original crooks escape, and the badman is marched back to his cell.

The action begins to hit its stride in the last act, and so do the laughs, but even then they're held up by the pacing. This seems amazing, since the direction was in the hands of Romney Brent, an excellent actor who certainly should have known better. He allowed all his people to overplay, however, and never

managed to touch off the sometimes ponderous cartwheels of the plot.

Most of the players burlesque pretty badly, making everything painfully obvious, and landing on their laugh lines as tho they were mattresses. Even Ruth Weston succumbed slightly as a neighboring corset-vender. Forrest Orr ruined the potentially rich part of the unctuous cracksman by slow, obvious, and heavily over-accented playing, and the same thing happened to minor parts in the hands of Louis Sorin, John Ravold, George Petrie, and most of the others. George Mathews was amusing as the dim-witted wall driller, and might have shown to better advantage had the pace around him been fast enough to set off his characterization; Herbert Nelson was pleasant as the drug clerk, and Harry Bratsburg did the best job of the evening as the lad from jail, incisive, vivid, and mightily effective.

As for Phyllis Brooks, as the gal in the case, she may have approximated the musical comedy idea of a gangster's moll, but she seemed as little like a professor's daughter as she did like an actress. Her method of expressing emotion—any emotion—is to screw her face up into a knot; her voice is husky and inflexible; and to this ungallant corner she looked a bit like a blatant young lady entirely surrounding a sneer. With ingenue jobs as scare as they are, it seems unfair not to give them to actresses.

LITTLE

Beginning Friday Evening, April 4, 1941

YOUR LOVING SON

A comedy by Abby Merchant. Directed by Arthur Sircorn. Setting designed by Raymond Sovey, built by T. B. McDonald Construction Company, and painted by Bergman Studio. Press agents, Richard Maney and Colonel Jacobson. Stage manager, Edwin Gordon. Assistant stage manager, Stanley Murray. Presented by Jay Richard Kennedy, in association with Alfred Bloomingdale and Joseph F. Loewi.

Lulu	Rachel Sewall
Dorcas Winslow	Jessie Royce Landis
Joshua Winslow	Jay Fassett
Caroline Bradley	Kate Warriner
Joshua Winslow Jr.	Frankie Thomas
Rosamond Payne	Charita Bauer
William Hollinger	Eddie Nugent
Muriel Payne	Ruth Lee
Molly	Jullann Caffrey
Keith Evans	Edwin Gordon
Horace Payne	Raymond Greenleaf

The Action Takes Place in the Drawing Room of Mrs. Joshua Winslow's Duplex Apartment Near the East River, New York City.

ACT I—A Friday Afternoon in Early September. ACT II—The Following Afternoon (Saturday). ACT III—About 15 Minutes After Act II.

At the final curtain of *My Loving Son*, the Abby Merchant comedy that was presented at the Little Theater last Fri-

FROM OUT FRONT

(Continued from page 17)

is very probable that the managers can bring forward such proof—but demanding it seems a useless piece of abracadabra. If a play does better business, it tends to run longer; and if it runs longer, it helps the actor. Even in cases where increased takes fail to extend the run, they help the general financial complexion of the theater, and that, in the long run, creates more production and more jobs.

AS FOR Equity's disappointment that the managers failed to make the Sunday show experiment the basis for other experiments in differing fields (such as early curtains, development of new audiences, lowered admission rates, and the like), that seems to me to be entirely beside the point. Such experimentation might have endangered the value of the Sunday show experiment itself; earlier curtains might have reduced Sunday grosses and allowed Equity to condemn Sunday showings in general. So might the other suggestions. They should be tried out some day, certainly; but not as addenda to the Sunday tryout, which should stand or fall by itself.

In any case Equity has absolutely no right to insist on such experiments anyhow, or to consider them in its decision regarding the continuance of Sunday shows. To make Sabbath performances in any way dependent upon the managers' willingness to start show at 7 o'clock or install a \$2 top is ridiculous. It is as tho the International Ladies' Garment Workers' Union, in return for the inestimable boon of allowing its members to work during the peak of the dress season, should insist that all manufacturers pack goods in cartons of a certain color and charge no more for their products than a set amount fixed by the union.

It sounds pretty silly when you put it that way, doesn't it?

THIS corner would be the last to deny that Equity must insist unequivocally upon a definite amount of consecutive time off each week for its members. But I believe that Equity has no right whatsoever to decide arbitrarily just what day that time off should be given. That is one of the few remaining rights of the employer. If we grant the union the right to bar Sunday playing or charge overtime for it (even when another night off is given in return), then there is no earthly reason why it should not, at its own pleasure, assume the same right over any other night of the week, Saturday included. It would be a fine thing if a temporarily insane Equity membership should okeh Sunday playing, but provide that actors must either get Saturday nights off or double pay for Saturday performances, even tho free on another night. Yet, under the present precedent, Equity could do just that if it wanted to.

In any case, the managers should have little difficulty in proving the Sunday experiment a success. It should be—and must be—continued.

day night by Jay Richard Kennedy, in association with Alfred Bloomingdale and Joseph F. Loewi, young Joshua Winslow Jr. sits around trying to figure out just what caused the marital and extra-marital aberrations of his parents. Finally, after much cogitation, he attributes it all to adolescence. Perhaps that's the kindest thing to do about Miss Merchant's play.

It tells of the amorous phenagling of young Joshua's momma and poppa, and of how young Joshua tries to put a stop to it and, finally, does. Just why he should want to is something of a question. From the evidence on the Little stage, it would seem that Joshua's momma and poppa would be far better off separated, and that Joshua himself would be far better off if he never saw either of them again.

They all live in a lovely duplex apartment designed by Raymond Sovey, but they don't have much home life. Momma is forever having her portrait painted by a succession of young artists who want to marry her—after a proper divorce, of course—and poppa spends his time driving about the countryside with the lady who lives upstairs, who is a motherly and comforting soul and whose young daughter is Joshua's adolescent playmate. In any case, Joshua tries to break up momma's latest interest in modern art by popping in and out of the room at frequent intervals—which is almost as annoying to the artist as it is to the audience; while poppa and the lady who lives upstairs get themselves in an auto accident, which gives everything away. Joshua finally settles it all by pretending that he and his adolescent sweetheart have gotten themselves married because their elders provide an atmosphere uncondusive to the cloistered delights of studying for college entrance exams. The kids are not really married, of course, but it teaches the elders a lesson or something, and they decide to stay at home and make a go of their own marriage. I should think that this would turn out to be most unpleasant for both of them.

It's all told with a minimum of humor, and a maximum of stale and trite situations, and it receives the labored efforts of a determined but unhappy cast. Frankie Thomas, who was one of the greatest of child actors several years ago, has grown up a bit too quickly for this sort of thing, it seems, and already appears somewhat mature for his current role. Eddie Nugent, who is about as much like an artist as a neon sign is like an old master, plays the painter and delivers a number of highly amusing readings. Jessie Royce Landis, as Joshua's mother, performs with inventiveness and great charm, and does all that one player possibly could to make the evening entertaining. Charita Bauer, who once enacted the little girl in *The Women*, plays Joshua's sweetheart like an embodied squeak, and Jay Fassett and Ruth Lee fill other roles with a minimum of annoyance.

Holy Week Fails To Dent Philly Biz

PHILADELPHIA, April 12.—Holy Week proved exceptional this year, with the town's two stand-bys accounting for fat grosses. For the week ended tonight (12), *Life With Father* continued its merry pace for its sixth week with \$16,700 in the tills at the \$2.50 top, which figures at only a 20 per cent drop from the capacity crowds the previous five weeks. Easter week is a sell-out and, with advance sales heavy, break in weather should find show hitting until June.

Tobacco Road proved sensational at the Locust Street Theater, polling its best business on this eighth engagement. At a \$1.50 top, its third and last week ended tonight (12) hit \$8,200. For its three weeks took almost \$32,000, terrific considering the low scale. Could have stayed a fourth week, but Herman Yablokoff takes over the house Easter week for a Yiddish musical comedy, *Goldde Dem Bekers*.

Forrest Theater, remaining dark Holy Week after a fairish \$12,600 at a \$2.50 top for a return week of *Little Fozes*, relights Monday (14) for a fortnight with *There Shall Be No Night*. Promises to be a sell-out before opening, with the American Theater Society and Philadelphia Forum taking over three performances on a subscription basis. Revival of *Blossom Time* with Everett Marshall and Evelyn Daw set to follow on April 28.

Only other bookings are on a "maybe" basis, *Hope for a Harvest*, with Fredric March and Florence Eldridge, and *Theater*, new Cornelia Otis Skinner vehicle, mentioned as Locust Street possibilities.

Lunts Top Buff Mark With 14C

BUFFALO, April 12.—A dramatic financial finish was added to the 1940-'41 legit season at the local Erlanger Theater when a record take was clocked for *There Shall Be No Night* despite Lent and an early-in-the-week stand. The Lunts' four performances during a three-day stand, March 31, April 1 and 2, were aided greatly by big subscription advance sale under Theater Guild series set-up, but last-minute independent ticket sales were terrific, making for standees at every showing. A box office gross of \$14,000 not only set a three-day record high for this season's plays, but also surpassed all b.-o. results of the past three seasons by a wide margin. Scale was \$1.10 to \$3.30, with only the latter range available for individual purchases a week before opening.

The only three-day gross to surpass this was achieved by George M. Cohan during the 1938-'39 season in *I'd Rather Be Right*, which garnered a tremendous \$16,000. Scale was higher.

Second best b.-o. tally of the season was registered by Katharine Hepburn in *Philadelphia Story*, which grabbed \$13,000 and was also a Theater Guild production. The Hayes-Evans *Twelfth Night* did a neat \$11,000.

Next on tap at this house is Walt Disney's *Fantasia*, which will open an indefinite stand April 12. After that a summer stock venture is set.

Two semi-pro summer stock groups are watching this development closely, and may not reopen due to this competition. Stock at Erlanger is to start about May 15, but will not go thru if *Fantasia* is held over longer than that date.

N. O. Ends Banner Season; 25C for 4-Day "Hellza"

NEW ORLEANS, April 12.—The recent showing of *Hellzapoppin* at the Municipal Auditorium here closed the most successful legit season New Orleans has had in many years. With but one exception, all productions played to capacity houses. *Hellza* grossed \$25,546.45 for four evening and one matinee performances.

Jones Beach Ops Again

NEW YORK, April 12.—Negotiations are going on between the Shuberts and the Actors' Equity Association over the presentation of musical shows at Jones Beach this summer. During the summers of '39 and '40 there were no shows put on there because of the World's Fair. Discussions concern an allowance on salary in case of bad weather.

CHICAGO HAS 27 WEEKS

She Had To Go

MINNEAPOLIS, April 12.—For one of the consequences on his *Truth or Consequence* show here at Orpheum, Ralph Edwards had contestant give lecture on how to milk a cow, bringing a live moo-moo on stage.

At one performance, while contestant was in midst of manipulating "faucets," as Edwards insisted that part of the anatomy must be referred to, the cow decided "she had to go," to the consternation of the young lady with the pail and the show-stopping glee of the audience.

Joe Moss May Buy Into Phily Club; Evergreen Expands

PHILADELPHIA, April 12.—Joe Moss, of New York, may take over the Riverside Casino, nee Anchorage Inn. Riverside has failed to make an impression since reopening last winter. Last week Sally LaMarr filed suit in Municipal Court against the nitery for \$500 on a note for unpaid salary.

Moss started his career here, operating the one-time Club Madrid.

Hotel Adelphia, which has kept its Cafe Marguery and Roof Garden dark for several seasons, has appointed Al Zimmer assistant manager. Zimmer operated the Coconut Grove nitery in Reading, Pa., which he built, and has been associated with nitery operations for years.

Evergreen Casino enlarges its talent budget Thursday (17). It is owned by Tenny Newbold and managed by Harry Beard. Spring revue will have Beth Challis, Nita and Ravell, Helene Standish, Madeline White, Doris Elliott, and Pat Shevlin's orchestra.

Maine's 1st Sunday Vaude Opens to SRO

BIDDEFORD, ME., April 12.—The first Sunday vaude show in the history of the State resulted in a sellout here recently.

City Theater booked first half vaude, playing to packed houses. Sunday, (March 30) the house was packed, and Manager B. J. Murphy stopped selling tickets shortly after 7 p.m.

Opening bill included Jack McCloud, Russo and Duval, Swan and Lucille, Kay McKay, Clifton and Woods, and June Meredith & Company. Booked thru Ross Frisco agency in Boston.

Law allowing Sunday flesh shows was passed last fall. City Theater was the first house to make use of the legislation. Vaude will continue, according to management.

Remember-Whens Gain in Midwest

CHICAGO, April 12.—MCA is setting up a vaude tour for *Grandfather's Follies*, cafe unit winding up a five-month run at the Blackhawk Cafe here May 13. Three weeks set so far include Riverside, Milwaukee, May 16; State-Lake, Chicago, May 30, and Lyric, Indianapolis, June 6.

This is the second show with a "good old days" theme making the rounds in this area. The Sam Roberts-Nick Boila unit, *Gay '90s*, has been on the road for seven months. It is now playing the Great States time, and picked up a repeat date at the Palace, Rockford, Ill., starting end of this month.

TIM GALE, of the Moe Gale office, New York, left Sunday (13) for the West Coast to arrange for vaude time for Ella Fitzgerald and band and complete a picture deal for her. He will work in with Reginald Marshall on arranging Coast time.

Bookers List 52 Houses, Including 8 Regular Weeks; Rest On and Off; Units and Attractions Preferred

CHICAGO, April 12.—Fifty-two theaters booked out of this city can give units, bands, and vaude acts no less than 27 weeks of playing time. Almost 19 of those weeks, however, are in houses using only on-and-off flesh, averaging two to four days a month. Over eight weeks' time is regular, including six full-week dates and 16 days distributed among eight houses.

This flesh picture is the brightest in years and there is every indication that more houses will pick up shows. There is little hope, however, that many theaters will return to permanent combo policies. Theater operators are keen shoppers and buy only attractions showing promise of bringing a profit.

For that reason regulation vaude bills have almost passed out of existence. Only three theaters, with seven days of playing time, prefer vaude shows. Charles Hogan, who services Warner's Stratford, neighborhood house, with Saturday and Sunday bills, explains that in a period of seven years patrons have been trained to expect good vaude shows. Seldom, he says, will a unit have as much talent as a five-act bill; hence the latter gets first call. As a rule, acts out of the Loop combo houses are picked for the Stratford time. The St. Charles, St. Charles, Ill., runs vaude Sundays (booked by John Benson) because of the greater talent and because the house budget does not permit lavish units.

The Englewood, on the South Side, Stratford's competitive house, has a four-day vaude policy (Wednesday-Saturday), but its low budget has room only for small acts or standards hiding out. Units are not used here.

The cry from the other 49 houses is for units and more units—either band shows or exploitable vaude units. A flesh bill these days, like a picture, must have selling angles, operators say, and units offer the most commercial angles.

A growing boon to bookers is the defense program, which is concentrating thousands of soldiers and civilians in small areas. In Rockford, Ill., both the Palace and Coronado theaters are playing big shows week-ends (Friday-Sunday). The Palace caters to the neighboring army post with girl shows, while the Coronado buys attractions for the class trade.

Uncle Sam's activities have also steamed up the Butterfield Circuit books, handled here by Boyle Woolfolk. Ten of the chain's houses in Michigan use shows periodically, bands and big units predominating. Remote broadcasts of bands reaching any or all of the Butterfield house towns play an important role in influencing bookings for orchestras. The circuit offers from eight days to six weeks. Lawrence Welk recently played eight days in those towns that received his WGN remote from Chicago. A. B. Marcus unit was given all six weeks because he could change the show when necessary. He picked up full-week dates in towns which normally hold shows from three to four days.

Same holds true, incidentally, of attractions playing competitive time. If found suitable to hold longer than scheduled the run is extended.

State-Lake here, one of the two Balaban & Katz houses playing flesh, is using as few regulation vaude shows as possible. Warnie Jones, of B. & K. office, explains that seldom does the house make money with a vaude layout. Units and bands, however, show a profit.

The following is a list of vaude houses listed according to booker and policy. All bookers are in Chicago unless noted otherwise.

Nate Platt (B. & K.)

Chicago, Chicago. Full week (vaude, units). (Note: Most of the Chicago attractions are booked thru Harry Kalchelm, of the Paramount Booking Office, New York. Occasionally acts are set locally.)
State-Lake, Chicago. Full week (vaude, units).

Kermit Dart

Lyric, Indianapolis. Full week (vaude, units).

Sam Bramson (William Morris)

Riverside, Milwaukee. Full week (vaude, units).

Danny Friendly (Michael Todd Office)

Oriental, Chicago. Full week (vaude, units).

Dick Hoffman (Billy Diamond Office)

Tower, Kansas City, Mo. Full week (vaude, units).

Asher Levey

Orpheum, Madison, Wis. Spot bookings (about two days a month). (Note: Levey also operates the theater and buys only name attractions.)

Charles Hogan (Warner, Standard)

Stratford, Chicago. Saturday and Sunday (vaude).

Paramount, Hammond, Ind. Sunday (units).

Elco, Elkart, Ind. Spot bookings (units one to two days a month).

Kenosha, Kenosha, Wis. One day a month (units).

Venetian, Racine, Wis. One day a month (units).

Rio, Appleton, Wis. One day a month (units).

Oshkosh, Oshkosh, Wis. One day a month (units).

Bay, Green Bay, Wis. One day a month (units).

Capitol, Madison, Wis. Two days a month (units).

Capitol, Manitowoc, Wis. Wednesday (units).

Sheboygan, Sheboygan, Wis. One day a month.

John Benson

St. Charles, St. Charles, Ill. Sunday (vaude).

Morgan Ames (RKO)

Orpheum, Minneapolis. Full week (units).

Orpheum, St. Paul. Full week (units). (Note: Only occasional bookings from Chicago. Most shows come from New York.)

Tom Gorman (RKO)

Orpheum, Des Moines, Ia. Spot bookings (units played four to seven days a month).

Orpheum, Davenport, Ia. Spot bookings (units three to four days a month).

Orpheum, Sioux City, Ia. Spot bookings (units three to four days a month).

Orpheum, Waterloo, Ia. Spot bookings (units three to four days a month).

Orpheum, Champagne, Ill. Spot bookings (units three to four days a month).

Orpheum, Cedar Rapids, Ia. Spot bookings (units three to four days a month).

Warnie Jones (Great States)

Palace, Peoria, Ill. Sunday (units).

Palace, Rockford, Ill. Friday-Sunday (units).

Coronado, Rockford, Ill. Friday or Saturday to Sunday (units).

Rialto, Joliet, Ill. Single day (units three times a month).

Orpheum, Springfield, Ill. Single day (units three times a month).

Lincoln, Decatur, Ill. Single day (about two Wednesdays a month).

Orpheum, Champagne, Ill. Single day (about two Saturdays a month).

Palace, Danville, Ill. Single day (occasional Sunday).

Palace, South Bend, Ind. Single day (about two days a month).

Grand, Evansville, Ind. Spot bookings (Friday thru Monday about twice a month).

Boyle Woolfolk (Butterfield)

Capitol, Flint, Mich. Spot bookings (three to four days a month).

State, Pontiac, Mich. Spot bookings (played only one show so far).

Michigan, Jackson, Mich. Spot bookings (three to four days a month).

Temple, Saginaw, Mich. Spot bookings

Family Rivalry

BOSTON, April 12.—The Rooney family has split local night club patronage, with the wiseacres trying to figure which is the better performer.

Pat Rooney Sr. is appearing at the Latin Quarter, while his son heads the bill at the Versailles, a few blocks away.

Earlier in the year George Jessel was booked into the Mayfair while his wife, Lois Andrews, played the Versailles. Her engagement was cut short because of the State's minimum age law.

Pancho Ork, Gower & Jeanne, S. McCabe For Marden Opener

NEW YORK, April 12.—Pancho's band, Sara Ann McCabe, and Gower and Jeanne have been signed for the initial show of Ben Marden's Riviera, Fort Lee, N. J., for either a May 8 or 15 opening. Marden and Bill Kent, replacing the William Morris Office as booker of the spot, are to sign about three more acts.

Chester Hale will again supply the line, 16 ponies and eight show girls.

This is Kent's first try at booking the Riviera. The previous shows were booked mainly by the William Morris Agency, which also placed the Harry Richman, Sophie Tucker, and Joe E. Lewis show at Marden's Colonial Inn, Hollywood, Fla.

AGVA Fights Cafes Over Cancellations

CINCINNATI, April 12.—Flamingo Club, Louisville, Ky., (Claude Feldhaus, manager) was placed on the American Guild of Variety Artists' unfair list last week. Bob Edwards, AGVA secretary, charged Feldhaus canceled Frankie and Gladys Harris and Tony Capri after rehearsal and without sufficient cause. Edwards says Feldhaus will be sued for the amount of the contracts. Ernie Creech, Columbus, O., who booked the acts, has picked them up for further bookings.

Columbus, O., branch of the AGVA this week settled a claim of \$20 for the Aero Aces against the management of the Paradise Club, Findlay, O., Edwards states. The case between the local Wonder Bar and Zelma Hardin, emcee, was also smoothed this week by AGVA. Miss Harden, who allegedly walked out of the club after a tiff with a waitress, was permitted to fill out the week there, although assessed a day's pay as a fine.

(three to four days a month).
State, Kalamazoo, Mich. Spot bookings (three to four days a month).
Strand, Lansing, Mich. Spot bookings (three to four days a month).
Keith's, Grand Rapids, Mich. Spot bookings (three to four days a month).
New Bijou, Battle Creek, Mich. Spot bookings (three to four days a month).
Michigan, Muskegon, Mich. Spot bookings (three to four days a month).
Michigan, Ann Arbor, Mich. Spot bookings (three to four days a month). (Note: Only units played on Butterfield time.)

Cress Courtney (Tri-States)

Orpheum, Omaha. Full week (once or twice a month).

Paramount, Waterloo, Ia. Spot bookings (Tuesday to Thursday three times a month).

Paramount, Des Moines, Ia. Spot bookings (Friday to Monday three times a month).

Paramount, Cedar Rapids. Spot bookings (Tuesday to Thursday three times a month). (Note: Only units played on Tri-States time.)

Sid Wormser

Englewood, Chicago. Four days (Wednesdays thru Saturday).

Rainbow Room, New York

Talent policy: Two dance bands; floor-show at 8:15 and 12:15. **Management:** John Roy, with Edward Seay, assistant. **Prices:** Dinner from \$2.50; cover \$1 except Saturdays (\$2).

John Roy's new divertissement impressed when it bowed in Thursday (10) here. It is a strong novelty show that includes barefoot dancing (Chandra Kaly Dancers), chanteuse stuff (Mill Monti), puppets (Walton and O'Rourke), zingy swinging of the classics (Matty Malneck's band), and two pretty gals fronting a rumba band (Velero Sisters).

Show ran almost an hour, but it didn't fire. Chandra Kaly could do better by eliminating his opening East Indian gold-costumed number and then splitting his four-piece Latin set into two sections. The Indian routine is colorful but not exciting. His Latin routines have snap and movement and their drum-accented music accompaniment is fine. He and his two girl dancers, Mouni and Devani, show up best in the Latin stuff, their nimble movements and vivid expressions putting the dances over solidly.

Miss Monti, who made her American debut here three years ago, has improved greatly in poise, showmanship, and shrewdness in delivery. She sings French and French-English ditties about amour and such, leaping nimbly from triste to gai moods and disporting a properly enchanting personality. Smooth stuff.

Walton and O'Rourke, two young men, manipulate utterly captivating puppets in full view of audience. Their technique is excellent, the puppets are eye-catching, and the vocal and sound accompaniments just right. Their lazy darky puppet is their best, with their Love Bug puppets, used for an encore and for intimate table visits, surefire audience warmer-uppers.

Malneck, who introduces the turns, spots his band midway with a "rhythm concert" which includes *Liebesträume*, *Clare de Lune*, and *William Tell Overture*, all in swing, with the latter being the best. Malneck's hot fiddle leads, and his seven men are excellent musicians who can achieve widely varied effects, from schmaltz to toe-tapping bouncing rhythm. Malneck is backed by piano, bass, guitar, harp, drums-vibes, accordion, and trumpet-clarinet.

The Velero Sisters are pretty and front with singing, beating the clares and conga drums and shaking the maraccas, and are backed by accordion, violin, piano, drums, and trumpet. Their rumbas and congas are their best and the

Night Club Reviews

outfit as a whole is okeh.

Dr. Sydney Ross is still popping up at tables for moments of personality sleight-of-hand. *Paul Denis.*

Palmer House, Empire Room, Chicago

Talent policy: Production floorshows at 8:30 and 12; "little show" at 10; show and dance band; Latin relief outfit. **Management:** Edward T. Lawless, general manager; Merriell Abbott, producer; dance routines staged by Dick Barstow; Albert C. Fuller, publicity; Victor (Fritz) Hagner, headwaiter. **Prices:** Dinner, \$3; drinks from 50 cents; minimum \$3 daily except Saturdays (\$3.50).

Merriell Abbott's spring show, which opened on the heels of Eddy Duchin's record-breaking 12-week run, has two atmospheric production numbers, capably staged by Dick Barstow, and four standard acts. Jan Garber and band, a familiar outfit in these environs, copped the bandstand plum, and while he does not rate with such Palmer House predecessors as Duchin and Ray Noble, he should have enough followers left to promote a healthy run for him in this room.

Opening night he worked too hard to please (as band leader and emcee) and thus defeated his own purpose. But he should settle down to normal and keep the show running smoothly. His band (four sax, four brass, and four rhythm, including two pianos) depends on orthodox arrangements most of the time and his singers contribute novelty and variety. Lee Bennett, veteran romantic baritone, impresses with standard numbers. Fritz Hellborn uses his high falsetto to good advantage, mimicking Bonnie Baker and Mary Martin, among other femme warblers. Gail Robbins, attractive brunette, sells the pops with appeal.

The production numbers feature an Abbott line of 12 refreshingly youthful, snappy dancers, who open with a springtime number to *Moonlight and Roses* and wind up the bill with a cute ballet novelty in which they are dressed as birds and employ mouth whistles for chirping effects. Beverly Allen, of the line, is spotted as the only male member in this bird family.

Doraine and Ellis, musical comedy song team, are featured in the opening. Furnish suitable flavor.

The Whitson Brothers (4) break up the house with their strong comedy acrobatic act. The boys are a miniature circus in themselves and their presence in

an ace hotel room lends the revue a surprising novelty effect. Their varied somersault tricks, executed with accomplished speed, stand out strongly on the comparatively narrow confines of this floor.

The Barrys (Elaine and Fred) make a clean 'teen-age appearance and dance like veterans. Their routines have contrast and sock tricks, sustaining interest thru-out the act. Opening night they danced a waltz, a cute challenge number, Latin pattern, and a fast closing routine. Begged off.

Wences, master of voice control, is next-to-closing with his well-known vaudeville act. As soon as he shapes a dummy out of the palm of his left hand, adorned with a wig and a headless doll, he has the audience to himself with this fascinating novelty. Works with little effort, switching from a high to bass voice, the latter fed to a gruff-faced head in a box. Winds up juggling a tray on two sticks, while heckled by his "partners," and for an encore uses the box for another vocal control trick.

The "little show" features Glen Pope, young, good-looking magician, in a brief turn in which he uses clay pipes and a patron for a card trick. Later he emcees the mental turn performed by Rolf Passer and Marina, femme assistant. Passer has an attention-holding act but it takes up too much time. Made to order for club dates.

Beverly Allen is spotted in a tap dancing impression of a subway ride (cute) and members of the Garber band, including the leader and his violin, are singled out in specialties.

Pedro de Leon's rumba outfit (four men and a girl) make the patrons Latin-conscious during intermissions.

Sam Honigberg.

Shoreham Hotel, Blue Room, Washington

Talent policy: Band for shows and dancing; entertainment under Maxim Lowe; changes every week; two shows, 9:30 p.m. and 11:30 p.m. **Management:** L. Gardner Moore, hotel manager; Joe Deupree, publicity. **Prices:** Cover, 55 cents per person and \$1.10 per person Saturdays; dinner from \$2.

Crowded conditions in this city are reflected in business at this room, which has resorted to placing tables on its good-sized dance floor. Clientele represents a more mature and more affluent type than others get here, and as result the Shoreham usually shows a greater dollar volume than any rendezvous in Washington. Talent budget is modest, but people think it's a better show just because it's at the Shoreham.

Vera Fern, a blond dream, led off with a competent tap. Marjorie King, soprano, did good work with *My Hero* and *There'll Always Be an England*.

Some dance creations were offered by Frederico and Rankin, featuring sophisticated ballroom numbers. One effective routine had the pair holding aloft filled wine glasses as the in toast, while their finish showed them leaving the floor puffing on cigarettes. A third number offered variations of the Argentine tango, using shawls. Their appearance is polished.

Miss Fern returned to do some acro dancing, well seasoned with entertaining cartwheels. She has a good personality and is smart enough to keep up a fast pace.

Jack Spot, of Speck and Spot, does his clown unicycle turn. Dizzy pace extends to circling tables on the floor and closes with hustling a tray of two phony beers.

After that Barnee and his 12-piece band took over for dancing.

Edgar Jones.

Hotel Netherland Plaza, Pavillon Caprice, Cincinnati

Talent policy: Dance and show band; floorshow at midnight. **Management:** Max Schulman, hotel manager; Peter Maurice, room manager; Richard A. Elsner, catering manager; Toni LeMare, sommelier; Jean Bishop, advertising and publicity. **Prices:** Suppers from \$1; drinks from 50 cents; minimum weekdays, \$1.50; Saturday, \$2.50.

Business continues to hold up well at this swank chamber, with Xavier Cugat still the top money man of the season to date, with Enric Madriguera running close behind. Del Casino made a solid

impression here with his new combo, winding up last Tuesday (8) after four weeks of unusual Lenten business.

Joe Reichman, "Pagliacci of the Piano," and his ork crew moved in Wednesday for a three-weeker and, judging from the acrobatic pianist's engagement here a year ago, the management should have no complaints on business during his stay. Collette and Barry, ballroom pair, and the Fauver Dancers, five femmes, are holdovers, making it their fifth week.

New show, labeled *Pan-American Revue*, gets under way with Collette and Barry, classy and youthful pair, warbling *I Want My Mama*, then moving into a rumba routine, with the Fauver Dancers working right in with the pair. Good wardrobing lends effectiveness. Collette and Barry also contribute a tango, a lively *Samba*, winding up with a corking eccentric interpretative routine, featuring high kicks and splits, which sent them away to socko palm-sparking.

Charles Grifford, band trumpeter, steps down for a solid blowing of *Nightingale in Berkeley Square*. Marion Shaw, Reichman canary, gives nifty handling to *Summertime* and *After You've Gone*, and for an encore, *How Did He Look?* She left 'em howling for more.

Joe Reichman uncorks his cracker-jack pianistics on a novel treatment of *Smoke Gets in Your Eyes*, a blue spot and smoke effect adding immeasurably to the specialty. Joe gives 'em a further treat with his a swell arrangements on his own ditty, *Variations in D-Minor*. He was accorded a resounding hand.

Collette and Barry and the Fauver Dancers return to polish the show off with a well-done Spanish item.

Using four sax, guitar, bass, two pianos, three brass, and drums, the Reichman crew impressed favorably with its dance melodies. Ork runs the gamut from the oldies thru the pops and Latins, all the time maintaining a solid dance rhythm. Reichman gives his combo good fronting, his delightful clowning, piano caesthetics, and kbitizing with the waiters and patrons passing the stand bringing numerous laughs.

Opening crowd was surprising, considering Holy Week, which kept many regulars away. *Bill Sachs.*

Biltmore Bowl, Los Angeles

Talent policy: Dance and relief band; floorshows at 9:30 and 11:30 p.m. **Management:** Joseph Faber; headwaiter, Steve Sarfield. **Prices:** Dinner from \$2; minimum, \$1 weekdays, \$1.50 Saturday; drinks from 35 cents. *Closed Sunday nights.*

Altho the show runs only 35 minutes, it is fast, well balanced, and most entertaining. It is what one would expect with the room under the direction of such an able showman as Joseph Faber.

Show gets under way following fanfare by Chuck Foster and orchestra. The Three Colleens, introduced as a "novelty acrobatic team," get the show off to a fast start. Since the Bowl floor is large, these personable young girls can really put on a show. Handstands and somersaults give way to handspringing over a moving rope at a fast clip. Girls go at it wholeheartedly.

Buddy Hughes' act gets off to a slow start with the usual magic tricks. When he brings on the dogs the tempo picks up, for here Hughes really has something. The first dog is put thru a couple of balances, but its holding on to Hughes' arm by the back of its neck really gets applause. Balancing this canine on his thumbs is good.

Introduced as a new singing sensation, Corinna Mura, accompanied by Edward Aguilar and his rumba band, sings *Siboney* and *Tabu* in Spanish. Encores with *Agua Agua* to the accompaniment of both the Aguilar and Foster bands. For *Tabu* she plays her own guitar accompaniment.

Shea and Raymond are show-stops. They do a comedy tango and rumba, clicking so solidly that they had to return for a soft-shoe turn.

Foster's orchestra does a good job of accompanying the show. *Sam Abbott.*

Stamp's Cafe, Philadelphia

Talent policy: Show and dance band; floorshows at 11:30 and 2:30. **Management:** Jack Stamp, proprietor and manager; Johnny Welsh, headwaiter; Jolly Joyce, booker. **Prices:** Food a la carte; drinks from 35 cents; 75 cents minimum weekdays, \$1 Saturday and holidays; no cover.

Start of this nocturnal haunt goes back some seven years, and Jack Stamp has always lived up the boite's billing of

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Floorshow is on par with that viewed at the town's many nabe niteries. In top spot are the Three Loose Nuts, male septa trio blending song, dancing, and slapstick with emphasis on the last-named. With Eddie Cole at the mini-piano, Jimmy White straightening, and "Jellybeans" Rochester the madcap, boys click with a fast-moving routine that includes singing of *I Played Fiddle for the Czar*; eccentric soft-shoeing; *March of Time* satire; a Ted Lewis take-off, and a fast tap. On the recall, clinch the impression with the double entendre singing of an original. *She Got It*.

Emsee is songwriter-singer Ray O'Day, personable chap making polite introductions. Gives a good account balladeering *It All Comes Back to Me Now* and an original, *I Fell and Broke My Heart*.

Sultry chanting of pops contributed by Margie Drummond, tall on looks and pipes. Johnny Welsh, Bill Star, and Bobby Armstrong, of the cafe staff, blend their voices in barber shop harmonies for a roundelay of the ever-faves.

Three Novelettes (captioned by Hilda Walton and including Trudi Joyce and Helen Shell) intersperse with modern dance interpretations. Miss Shell adds a fetching acro dance. Gals plenty pleasing.

George Marchetti (6) gives musical support and inspires to hoofing with swiny rhythms. M. H. Orodener.

Jimmie Dwyer's Sawdust Trail, New York

Talent policy: Piano team and floorshows at 8, 10, and 12. Management: Jimmie Dwyer, operator; Dorothy Kay, press agent. Prices: No cover or minimum.

The addition of a stage and the employment of old-time headliners gives Jimmie Dwyer the right to bill himself as the Billy Rose of 44th Street. Naturally, the productions aren't as lavish, but the atmosphere is just as rich, with genuine sawdust streaking the floor and an innovation being an asbestos curtain upon which advertising space has been leased.

Current headliner is Francis Renault, probably the foremost female impersonator, now that Julian Eltinge has gone. Wardrobe is lavish; only sour note in his make-up is his obviously phony wig. Works and looks better with the wig off. Does some nice kidding of his own act and sings a couple of off-key songs. Went over very big.

Opener is June Boyd, who plays a xylophone in Chinese garb. Her hammering was much too loud, considering a half-filled house. Did some taps around the board and exited to a nice hand. Helene Francis does a nude dance of little consequence. Is liberal on the grind and bumps, and bows out with the shedding of the bra.

Martin's Marionettes, two lads pulling strings, give out with a pair of dolls in a musical comedy dance. In a single, one does a clown inflating a balloon. They wind up with two septa dolls doing taps. Went over well. Joe Cohen.

Sherman Hotel, Panther Room, Chicago

Talent policy: Dance and show band; shows at 8:30 and 12. Management: Ernest Byfield and Frank Bering, managers; Howard Mayer, publicity. Prices: Dinner from \$2; minimum \$1 except Saturdays (\$2).

Latest tenant for a month in this house of swing is Jan Savitt, who was liked so well here last year. Judging from his opening week-end business, the hotel will hate to see him go. The kids mob the room for an earful of his stylized swing, which is better than ever.

Jan fronts an alert, youthful, and capable organization. And one of the more prominent factors on the bandstand is the leader himself, a hard-working, active youth who makes customers feel at home.

New members of the Savitt ork are the Toppers (sister trio and Bud Lawrence), streamlined harmony quartet, dishing out pops in smooth, ear-relaxing style. Gals are cute youngsters with winning personalities. Lad helps out vocally and accompanies on a guitar. Other band features, doubling in the floorshows, include Allan DeWitt, dispenser of romantic ballads (good voice); Al Lepol, trombonist, who features *Roses of Picardy* on a bass trumpet, and J. Howard Cook, bass, who beats out mean rhythm on the bull fiddle (at this viewing it included an unorthodox version of *Darktown Strutter's Ball*).

Three outside acts augment the floorshows. Virginia Vaughn, tap dancer who works on the floor and atop a xylophone, is weak, working too hard and producing too little. The Two Eileens (Eileen Hirschfelder and Eileen Murtaugh), interpretative team, are a young and attractive pair, but their routines could stand improvement.

Al Robinson, cowboy ventriloquist discovered by Frank Bering at a recent Palm Springs (Calif.) steak fry, did very well. He works with a cute doll, "Aikali Ike," and gives it a natural line of talk. Good novelty for cafes and theaters.

Don Reid, handwriting analyst, and Carl Marx, clown, entertain in the room throught the evening. Sam Honigberg.

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

Policy: Dance music (except Sunday) 9 p.m. till 1 a.m. Management: L. C. Wallick.

Cecil Golly and His "Music by Golly" have moved into this band shell for a month's stay and, after the first week, plans already are being made to extend this stay by shifting dates with Eddie Rogers, who already had been booked in.

Golly's music, long heard over the air lanes, is smooth and splendid, catching on immediately with the collegians who frequent this spot. Golly has a solid string section, three fiddles and a guitar, and the orchestra is quite versatile, with vocal soloists, a trio, a glee club, and a comedy stunt or two very much in evidence.

Mildred Stanley, a brunet pretty, sings often and well. Gene Eyman (sax), Arno Lewis (fiddle), and Hal Fifer (guitar), also take vocal spots and have pleasant voices. Trio is made up of Lewis, Fifer, and Eddie Bragg. Golly also has a fine trumpeter in Roy Shaffer; Irwin Soska does a neat job of tuba and string bass thumping. Golly plays piano and drums, but spends most of his time out in front of the 14-piece unit.

Albert E. Redman.

Aragon Ballroom, Houston, Texas

Talent policy: Dance band with entertainment. Prices: Admission, 40 cents per couple week nights; 88 cents per couple Saturday; leased to private parties Sunday nights. Management: J. F. McMillian, owner and manager.

Mary Marshall and Her Esquires of Music opened to a crowded house here Saturday (29) and pleased the customers completely.

Featured is attractive Margie Little, singing ballads. Miss Marshall does the swing numbers, with patrons calling for more after *All of Me* and *What Do You Know, Joe?*

The band consists of 13, including Miss Marshall. Hobart Alexander is featured male vocalist. He was encored generously. A novelty, *Alexander Is a Snooze*, with Gene Robinson and Miss Marshall, was well received for its comedy and the duck talk by Robinson.

Miss Marshall and her band are okeh, her voice being pleasing and well suited to swing. She is vivacious and easy on the eyes. The lads in the orchestra also sing most of the dance numbers.

K. Evans Houston.

Sebastian's Cafe Donovan, Sacramento, Calif.

Talent policy: Floorshow and dance band. Prices: Dinners \$1.25 up; mixed drinks 25 cents and 35 cents; no cover, except occasionally Saturday night. Management: Frank Sebastian.

Continuing to present smash entertainment whenever money is in town—the State Legislature is now in session—Frank Sebastian presents a well-rounded

Short Follow-Up Club Reviews

MAXIM'S, BRONX. — Probably the handsomest night spot in the Bronx, this club is doing nice business with a fair floorshow and adequate dance music. Band is Richard Lewis, six pieces, and show is emceed by Mac Pepper, a big-grin, likable fellow with a sun tan. He works awfully hard—singing, doing imitations, hoofing, and gagging—and managed to hold the attention of a terribly dolsy audience. He is okeh, but shouldn't use so much blue material.

Hilde Simmons is the standout of the three supporting turns. She is a bright-faced singer at the piano, where her rhythm pounding and hotcha singing stopped the show cold. Is lively and attention winning besides playing the piano well. Morgan Sisters, two, do all right with a high kick tap, making a nicer impression with a *Masked Fantasy* affair (glittering masks and flowing robes). Audrey Noonan is a comely blonde whose singing is ordinary but whose tap dancing is better than average. Has a pleasing personality. Smilin' Lou Taylor is host, and Ira Morris the p. a. Denis.

HOTEL STATLER, MAIN DINING ROOM, BUFFALO.—For the first time in years this stolid society rendezvous is offering a real floorshow, altho talent includes only a ballroom team and the Bill McCune band. Apparently the show idea is going over big, as audience was enthusiastic. It's quality over quantity here without a doubt, but the result made for enjoyable diversion.

McCune's orchestra is excellently adapted for this type of variety band show because of its many soloists, who

perform with ease. Boys are nice looking. Comedy relief and special sight and sound novelty effects are well-knit sock stuff. McCune does well as emsee. Offerings included whole band in glee club style vocal, with Katherine Hoyt, decorative thrush, out front; bright piano stand-out by Ted Husted; comedy number in which boys play notes on bottles, with Red Lander, redhead funnyman, supplying the clowning. Miss Hoyt displayed fine pipes with several ballads and rhythm ditties. A well-handled comedy take-off on famous band leaders, their instruments, and theme songs concluded things with a laugh finish.

Preceding the band was the Arthur Murray Dance Quiz, which is a very cute idea. Two Murray dancers, Carl Young and Helen Cave, presented a variety of dance steps, with each set ushered in by a short helpful introduction. Customers punch cards in bingo style (each card has 25 dance steps designated) and winners receive free dance lessons, free dinners, etc. While the idea itself is entertaining, execution of terps mechanics lacked glamour. Couple were caught on first appearance here and worked under handicap.

Warner.

CAFE SOCIETY DOWNTOWN, NEW YORK.—Barney Josephson's basement spot in the Village is still plugging along, despite the East Side sister club grabbing most of the coin nowadays. The current Negro show is okeh, altho not the best he has had here.

Henry (Red) Allen (hot trumpet) and his small swing band weave in and out of the thrice-nightly floorshow, with Allen showing off his fine trumpeting, J. C. Higginbotham does well tromboning, and Kenneth Kirty deft keyboard fingering. Outside of the band are Big Joe Turner, whose swingy blues singing is arresting; Meade (Lux) Lewis, whose corpulent frame is as showmanly as his nifty boogie woogie pianoing; Mae Diggs, who sings spicy songs in competent style, and Willie Bryant, who emsees amusingly and really helps the show.

(Since this review, the club added Albert Ammons and Pete Johnson, boogie woogie pianists; Helena Horne, singer, who just closed with the Charlie Barnett band; Kenneth Spencer, basso-baritone, and Art Tatum, pianist.) Denis.

Armanda and Lita come on with a wild apache, which had the customers roaring. He flings her around like a feather pillow, she conks him on the head with tin pan, and the act winds up with him throwing knives at her against a board.

Les Parker, orchestra leader, follows with some fancy piano massaging, his *Park Avenue Fantasy* especially effective; then Putnam solos a couple of songs. Has an excellent voice and may go far.

Girls, in Indian costumes, wind up the show. Lighting effects, personally directed by Sebastian, were very effective. Plenty of fluorescent.

Tho Sebastian intends to trim his show somewhat for the summer lull, he will keep an orchestra, the girls, and perhaps one more act.

Spot has been getting a consistent play. Kirt MacBride.

Kelly's, Ciney, Closes

CINCINNATI, April 12.—Kelly's, one of the gayest and best known of local niteries, closed Sunday night (30). Mel and Mae Fernberg, operators, have been trying to unload the spot for some time to devote their full time to their Rose Bowl outside of Covington, Ky.

Angie Litz, emsee at Kelly's the last five years, transfers to the Bowl.

COLOSIMO'S CHICAGO SHOW revamped after first week, is clicking. Ralph (Cookie) Cook, local favorite, replaced Lew Parker as emsee. Blake and Lambert, musical comedy style singing team, using many operatic arrangements, are doing a nice job.

Zerby and Wiere, refreshingly youthful dance team, impress with their varied routines, especially the adagio numbers in the finale. Blois Adair, blond young tapstress, is attractive and sells her stuff admirably.

Roy Rogers was a bright spot in the show. Amazing backbends, falls, forward flips, and other comedy stunts, cleverly sold, win him repeated hands. Tirza, exotic dancer, offers an interesting marijuana dance and at the late show a wine bath number that is an attention-getter. Brucetta, young contortionist, does amazing stunts on a small stand, folding herself into seemingly impossible poses. A sock act for any spot. Frankie Quartell and band continue to offer pleasing music. Green.

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BELMONT BROS. — MUSICAL ALBERTS
VICTOR CHARLES NOVELTY PUPPETS

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

A
Adair, Blois (Colosimo's) Chi, nc.
Adams, Ann (Greenwich Village Inn) NYC, nc.
Adams, Stanley (Sky Club) Miami, Fla., nc.
Adelitas, Los (Havana-Madrid) NYC, nc.
Adler, Larry (Roxy) NYC, t.
Alexander, Mentalist (Continental Grove) Akron, O., nc.
Alkali Ike (Sherman) Chi, h.
Allen, Betty (Biltmore) NYC, h.
Allen, Beverly (Palmer House) Chi, h.
Allen & Kent (Pal.) Cleveland, t.
Alma & Roland (Drum) Miami, nc.
Alpert, Pauline (Sutton) NYC, h.
Amaya, Carmen (Beachcomber) NYC, nc.
Ammons, Albert (Cafe Society) NYC, nc.
Anderson, Erna (New Yorker) NYC, h.
Andre, Renee (606) Chi, nc.
Ardell Sisters (Palm Beach) Detroit, nc.
Arden, Elaine (Leon & Eddie's) NYC, nc.
Armida (Hi Hat) Chi, nc.
Arnolds, Three (Loew's State) NYC, t.
Atkinson, Betty (885 Club) Chi, nc.
Auld, Aggie (Lexington) NYC, h.

B
Bailey, Mildred (Ruban Bleu) NYC, nc.
Balabanow Five (Oriental) Chi, t.
Baldwin & Bristol (Oasis) W. Palm Beach, Fla., nc.
Barat, Olga (Gaucho) NYC, nc.
Barbour, Jimmy (Oriental) Chi, t.
Barnes, May (Jimmie Daniels) NYC, nc.
Barnes, Raye (Bamboo Room) South Gate, Calif., re.
Barr & Estes (State-Lake) Chi, t.
Barr, Welden (Roxy) NYC, t.
Barrett, Sheila (Versailles) NYC, nc.
Barrett, Virginia, & Billy Smith: St. Petersburg, Fla.
Barry Sisters (Oriental) Chi, t.
Barry, Sylvia (Park Central) NYC, h.
Barry & Ray (Happy's Sho Place) Glendale, L. I., N. Y., nc.
Barrys, The (Palmer House) Chi, h.
Belling, Clemens (Samoa Club) Flint, Mich., 14-20.
Bellit & English Bros. (Keith-Boston) Boston, t.
Bell's Hawaiian Follies (Palace) Fayetteville, Ark., 16-17; (Tulsa) Tulsa, Okla., 18-21; (Tackett) Coffeyville, Kan., 22-24.
Bergerson, Baldwin (Algonquin) NYC, h.
Bernard Dancers (Beverly Hills) Newport, Ky., cc.
Bernie, Al (Roxy) NYC, t.
Blackwell, Carlyle (Diamond Horseshoe) NYC, nc.
Blaire & Barnett (Lark Club) Davenport, Ia., nc.
Blaine, Jeanie (Butler's Tap Room) NYC, nc.
Blake, Gloria (Gay White Way) NYC, nc.
Blackstone (Pal.) Cleveland, t.
Blackstone, Nan (Brown Derby) Chi, nc.
Bob & His Texas Ramblers (Northern) Manistee, Mich., h.
Boeck, Al Rags (Club Diamond) Wheeling, W. Va., nc.
Bohn & Lee (Swan) Phila, nc.
Bonger, Art, & Andrietta (Ammatto's Club) Astoria, Ore., c.
Boran, Arthur (Beacon) Vancouver, B. C., Can., 11-17, t.
Bostick, Diane (3700 Club) Cleveland, nc.
Bowes, Major, Spring Jubilee (Orpheum) Los Angeles, t.
Brandon, Dorothy (Biltmore Bowl) Los Angeles, h.
Brandt, Nell (Jack & Bob's) Trenton, N. J., nc.
Brewster, Charles & Jean (Latin Quarter) Boston, nc.
Briants, The (Chicago) Chi, t.
Bromley, Bob (Walton) Phila, h.
Brucetta (Colosimo's) Chi, nc.
Bryan, Julie (606 Club) Chi, nc.
Bryant, Willie (Cafe Society) NYC, nc.
Burgher, Fairfax (Le Montparnasse) NYC, nc.
Burns, Joe, & Dottie Burnache (Carmen) Camden, N. J., 17-19, t.
Butterfield, Erskine (Barney Gallant's) NYC, nc.

C
Calgary Bros. (Oriental) Chi, t.
Calvin's, The (Nixon) Pittsburgh, c.
Carla & Fernanda (El Morocco) NYC, nc.
Carlisle, Charlie (Bowery) Detroit, c.
Carlton-Juliette (Beachcomber) Boston, nc.
Carney, Allen (Colony Club) Chi, nc.
Carole & Sherod (Belmont-Plaza) NYC, h.
Carter & Bowle (Barney Gallant's) NYC, nc.
Carter & Holmes (Shubert) Cincinnati, t.
Carver, Zeb (Village Barn) NYC, nc.
Cerr, Alyse (606 Club) Chi, nc.
Chamberlain, Peggy (Jack & Bob's) Trenton, N. J., nc.
Chandler, Beth (Village Barn) NYC, nc.
Charro Jil Trio (El Chico) NYC, nc.
Chick & Lee (Hollenden) Cleveland, h.
Chittison, Herman (Le Ruban Bleu) NYC, nc.
Claire, Dorothy (New Yorker) NYC, h.
Claire & Arena (St. Moritz) NYC, h.
Cleary, Michael (Chateau Moderne) NYC, nc.
Cleary, Three (Clary Club) Cumberland, Md., nc.
Cliff, Patty (606) Chi, nc.
Cobey, Lew (Loew's) NYC, re.
Cody, Kay (Sutton) NYC, h.
Cole, Jack, Dancers (Chez Paree) Chi, nc.
Cole, Lillian (L'Algon) Chi, re.
Colleens, Three (Biltmore Bowl) Los Angeles, h.
Collette & Barry (Netherland Plaza) Cincinnati, h.
Commanders, Sixteen Singing, & Lois Wallner (Chez Paree) Chi, nc.
Concaldi, Eusebio (L'Algon) Chi, re.
Consolo & Melba (Edgewater Beach) Chi, h.
Cook, Ralph (Colosimo's) Chi, c.
Copacabana Revue (Paramount) NYC, t.
Coralli, Claudia (Yar) Chi, nc.
Cordan & Sawyer (Harry's New Yorker) Chi, nc.
Covert & Reed (Biltmore) NYC, h.
Crazy Show (Keith-Boston) Boston, t.
Cuefo, Rudolph (El Chico) NYC, nc.
Cunningham, Paul & Florrie (Village Barn) NYC, nc.
Currito & Coral (Gaucho) NYC, nc.

D
Dare, Yvette (State-Lake) Chi, t.
Darro & Davis (Philadelphian) Phila, h.
Davis, Roy (Roosevelt) New Orleans, h.
Dawn & Darrow (Beverly Hills) Newport, Ky., cc.
Debutantes, The (Avenue Grill) Canton, O., nc.
Deep River Singers (Edgewater Beach) Chi, h.
Del Mar, Josephine (La Conga) NYC, nc.

(For Orchestra Routes, Turn to Music Department)

TRADE SERVICE FEATURE
Billboard

Acts-Units-Attractions Routes

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

EXPLANATIONS OF SYMBOLS

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

E
Del Rio, Manuela (El Chico) NYC, nc.
Delta Rhythm Boys (Ruban Bleu) NYC, nc.
DeMarco, Isobel (L'Algon) Chi, re.
De Marco, Tony & Renee (Plaza) NYC, h.
DeMay, Moore & Martin (Leon & Eddie's) NYC, nc.
Denizon, Helene (Shubert) Cincinnati, t.
Dennen, Ruth (Mike Todd's Theater Cafe) Chi, nc.
Deppe, Louis (Grand Terrace) Chi, nc.
Dering, Rosemary (Chicago) Chi, 11-18, t.
De Simone, Cheena (Leon & Eddie's) NYC, nc.
De Wolfe, Billy (Hollenden) Cleveland, h.
Dillard, Bill (St. George) Brooklyn, h.
Don & Cassandra (Wentz) Millvale, Pa., h.
Donahue, Walter (Edgewater Beach) Chi, h.
D'Orlo, Eldon (Moonlight Gardens) Saginaw, Mich., b.
Doraine & Ellis (Palmer) Chi, h.
Dorben Dancers, Dorothy (Edgewater Beach) Chi, h.
Douglas, Milt, & Priscilla (Pal.) Cleveland, t.
Draper, Paul (Versailles) NYC, nc.
Driscoll, Robt. F. (Lafayette) New Orleans, t.
Drysdale, Grace (Leon & Eddie's) NYC, nc.
Duggan & D'Ray (Silver Congo) La Salle, Ill., nc.
Dulo, Ginger (Park Central) NYC, h.
Dumont, Marie (Crisis) NYC, nc.
Duncan, Winnie (Gaucho) NYC, nc.
DuPont, Ann (Roxy) NYC, t.
Du Pont, Doris (Harry's New Yorker) Chi, nc.
Dwight, Delisse & Elliot (Charles) Baltimore, Md., nc.

F
Eddy, Nelson: St. Louis 17; Detroit 20.
Eddy, Val (Casino Royal) Washington, D. O., nc.
Edwards, Joan (Gay White Way) NYC, nc.
Eliens, The Two (Sherman) Chi, h.
Elmer, Arthur (Times Square) NYC, h.
Estelle & LeRoy (Copacabana) NYC, nc.
Estes, Del (Minuet) Chi, nc.
Eustis, Edwina (Music Hall) NYC, t.

Night Club and Vaude Routes must be received at the Cincinnati offices not later than Friday to insure publication.

G
Fabares, Nanette (Pierre) NYC, h.
Fauver Dancers (Netherland Plaza) Cincinnati, h.
Fay & Gordon (Ben Franklin) Phila, h.
Fears, Peggy (Loew's State) NYC, t.
Fenwick & Cook (State-Lake) Chi, t.
Fern, Pearl, & Co. (Lenox) Duluth, Minn., 7-21, h.
Finnell, Carrie (606) Chi, nc.
Fisher's, Bob, Fearless Flyers: Tullahoma, Tenn., 14-19.
Flower (Park Central) NYC, h.
Fontana, George (Diamond Horseshoe) NYC, nc.
Fontana, Titina (Gaucho) NYC, nc.
Ford, Nora (Cat & Fiddle) Cincinnati, nc.
Ford, Patricia (B-Bar-H) Chi, nc.
Foster, Emily (Wonderbar) Springfield, Mass., nc.
Foster, Gae, Girls (Earle) Washington, D. C., t.
Franklin, Cass (Chez Maurice) Montreal, Can., 7-26, nc.
French, Eleanor (Coq Rouge) NYC, nc.
Fuld, Leo (Butler's Tap Room) NYC, nc.
Funzafire Revue (Tower) Kansas City, Mo., t.

H
Galante & Leonarda (Mayflower) Akron, O., h.
Gallagher, Ruth (Edith Roark's Melody Club) NYC.
Garrick & Eloise (Hayward) Rochester, N. Y., h.
Gautier's Bricklayers (Shubert) Cincinnati, t.
Gautier's Steeplechase (Colonial) Dayton, O., t.
Geddis, George, & Rowdy (Caballero) Seattle, Wash., nc.
Gilford, Jack (Cafe Society Uptown) NYC, nc.
Giovanni, Dr. (Beverly Hills) Newport, Ky., cc.
Glenn, Cinda (Colonial) Dayton, O., t.
Glover & LaMae (Adolphus) Dallas, Tex., h.
Golden Pair, The (Colosimo's) Chi, nc.
Golden Gate Quartet (Cafe Society Uptown) NYC, nc.
Gordon Trio (Shubert) Cincinnati, t.
Gordon's, Al, Dogs (Keith-Boston) Boston, t.
Gower & Jeanne (Loew's State) NYC, t.
Grandfather's Follies unit (Blackhawk) Chi, re.
Gray, Billy (Harry's New Yorker) Chi, nc.
Gray, Gary (Clyde's) Detroit, nc.
Green, Jackie (885 Club) Chi, nc.
Grey, Joan (Kitty Davis' Airliner) Miami Beach, nc.
Guizar, Tito (Fefe's Monte Carlo) NYC, nc.

I
Haakon, Paul (Plaza) NYC, h.
Hadley Dancers (Bismarck) Chi, h.
Hamilton, Kay (500 Club) Atlantic City, nc.
Harding & Moss (Johnny Perkins Playdium) E. St. Louis, Ill., 14-19.
Harrington, Pat (18 Club) NYC, nc.
Harris, Bud (Oriental) Chi, t.
Harris & Shore (Gay White Way) NYC, nc.
Hartnell, The (Brown Derby) Chi, nc.
Haywood & Allen (Spivy's) NYC, nc.

J
Hayworth, SeaBee, Revue (Langley) Hampton, Va., 17; (Carolina) Asheboro, N. C., 18-19, t.
Healy & Evans (Butler's Tap Room) NYC, nc.
Hellmans, The (Earle) Washington, D. C., t.
Herr, Chic (Continental Grove) Akron, O., nc.
Hibbert, Byrd, & La Rue (Park Central) NYC, h.
Hildegard (Savoy Plaza) NYC, h.
Hoffman (Shubert) Cincinnati, t.
Hollenbeck, Loren (Music Hall) NYC, t.
Holmes, Madeline (Algonquin) NYC, h.
Holtz, Lou (Lookout House) Covington, Ky., nc.
Hope, Gloria (Stork Club) NYC, nc.
Houston, Josephine (Plaza) NYC, h.
Howard, Bunny (Park Central) NYC, h.
Howard, Eddy (Chicago) Chi, t.
Howard, Joe E. (Diamond Horseshoe) NYC, nc.
Howard, Johnny (St. Moritz) NYC, h.
Hoysradt, John (Drake) Chi, h.
Hyers, Frankie (Club 18) NYC, nc.

K
Iles, Steven (Weylin) NYC, h.
Inge, Adele (New Yorker) NYC, h.
Inanova, Olga (Russian Kretchma) NYC, re.

L
Jakobi, Anita (Northwood Inn) Detroit, nc.
James, Terry (Benny the Bum's) Phila, nc.
Jane, Marjorie, & Bobby Wild (Zimmerman's) NYC, nc.

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M
Jarrott, Lucille (Chateau Moderne) NYC, nc.
Jaxon, Great, & Jerry (Paradise) Findlay, O., nc.

N
Johnson, Bobby (Ha Ha) Hollywood, Fla., nc.
Johnson, Dorothy (Carroll's) Phila, nc.
Johnson, Lucille (Belmont-Plaza) NYC, h.
Johnson, Peter (Cafe Society) NYC, c.

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O
Jones, Allen, & Irene Hervey (Pal.) Cleveland, t.
Jones, Virginia (606) Chi, nc.
Jordan, Joanne (Harry's New Yorker) Chi, nc.
Jose & Paquita (Salle Versailles) Washington, D. C., nc.
Joyner & Foster (Grand Terrace) Chi, nc.
Juarez, Juanita (Copacabana) NYC, nc.
Julian, Don & Marjori (Rainbow Grill) NYC, re.

P
Kalbous, Lonya (Russian Yar) NYC, nc.
Kaly's Dancers, Chandra (Rainbow Room) NYC, nc.
Karavaef, Simeon (Russian Kretchma) NYC, nc.
Kavanaugh, Stan (Waldorf-Astoria) NYC, h.
Kaye, Sammy (Lyric) Indianapolis, t.
Kaye, Selma (Music Hall) NYC, t.
Kelson, Lee (Shubert) Cincinnati, t.
Kelton, Jack (Manhattan Gardens) Kansas City, Mo., nc.
Kean, Betty (Biltmore) NYC, h.
Keller, Dorothea (606) Chi, nc.
Keller, Honey Bee (606 Club) Chi, nc.
Kent, Lenny (Butler's Tap Room) NYC, nc.
Kerwin Trio (Beverly Hills) Newport, Ky., cc.
Kidd, Ruth (Greenwich Village Inn) NYC, nc.
King, Carol (Gay White Way) NYC, nc.
King, Charles (Diamond Horseshoe) NYC, nc.
King, Patsy (Ben Franklin) Phila, h.
King, Terry (606 Club) Chi, nc.
Knight, Frederica & Eleanor (Bertolotti's) NYC, nc.
Knights of Rhythm, Four (Belden) Canton, O., h.
Kozloff Dancers (Shubert) Cincinnati, t.
Kretlow Dancers (Harry's New Yorker) Chi, nc.

R
Lalage (Mike Todd's Theater Cafe) Chi, nc.
Lamb, Gil (Paramount) NYC, t.
Lamberti, Prof. (Mike Todd's Theater Cafe) Chi, nc.
Lane & Lee (Jack & Bob's) Trenton, N. J., nc.
Lane & Lee (Harper) Detroit, t.
LaPearl, Harry & Loretta, & Pals (Castle) Oregon City, Ore., nc.
Lassen, Sigrid (Stork Club) NYC, nc.
Laurence, Paula (Brevoort) NYC, h.

S
Leach, Earl & Josephine (Royale) Detroit, nc.
Lee, Bob (Wive) NYC, re.
LeRoy, Hal (Earle) Phila, t.
Leta, Jai (606) Chi, nc.
Lewis, Dorothy (St. Regis) NYC, h.
Lewis, Joe E. (Loew's State) NYC, t.
Lewis Sisters (606) Chi, nc.
Libuse, Frank (Chez Paree) Chi, nc.
Lind, Della (Diamond Horseshoe) NYC, nc.
Lime Trio (Mike Todd's Theater Cafe) Chi, nc.
Lit, Bernie (Gayety) Baltimore, c.
Lloyd & Willis (Hi-Hat) Chi, nc.
Loach, Jean (Helsing's) Chi, c.
Lockwells, Skating (Geo. Washington) Jacksonville, Fla., h.
Lolita & Ardo (La Flesta) San Francisco, nc.
Lorraine & Rognan (Earle) Washington, D. C., t.
Lucas, Nick (State-Lake) Chi 11-17, t.
Lynn, Don & Bette (606 Club) Chi, nc.

T
MacArthur, The (Evergreen) Phila, nc.
McCormick, Frank (Greenwich Village Inn) NYC, nc.
MacFarland, Frank (Barney Gallant's) NYC, nc.
Mack, Ernie (Village Nut Club) NYC, nc.
Mack & Mitzie (Putmans & Thurstons) Worcester, Mass., r.
Malina, Luba (La Conga) NYC, nc.
Malo Trio (Bal Tabarin) San Francisco, nc.
Mangan Sisters (Diamond Horseshoe) NYC, nc.
Mann, June (Diamond Horseshoe) NYC, nc.
Manners, Jayne (Armando's) NYC, nc.
Manor & Mignon (Havana-Madrid) NYC, nc.
Marco & Romola (Jimmy Kelly's) NYC, nc.
Marlowe, Don (Tabor) Denver 11-17, t.
Marmon, Lew Suicide, & Hazel Paul (Monroe) Peoria, Ill., nc.
Marna (Town & Country Club) Milwaukee, nc.
Marshall, Don & Ruth (Philadelphian) Phila, nc.
Marshall, Jack (Hi Hat) Chi, nc.
Marshall, Vivian (885 Club) Chi, nc.
Matthews, Babe (Jimmie Daniels) NYC, nc.
Matthews, Lucille (St. Moritz) NYC, h.
Melva, Renee (Rex Grille) Lowell, Mass., 14-19.
Mercer, Frances (Coq Rouge) NYC, nc.
Meroff, Benny (Tower) Kansas City, Mo., t.
Miles, Jackie (Leon & Eddie's) NYC, nc.
Milles, Joseph "Taps" (Cafe Society) NYC, nc.
Monti, Mili (Rainbow Room) NYC, nc.
Montoya, Carlos (El Chico) NYC, nc.
Morales Sisters (Onesto) Canton, O., h.
Morse, Lee (Chez Ami) Buffalo, nc.
Morton, Alvira (Minuet) Chi, nc.
Mura, Corinna (Biltmore Bowl) Los Angeles, h.
Murray, Dorothy (Fifth Avenue) NYC, h.
Murray, Mae (Diamond Horseshoe) NYC, nc.

U
Naldi, Nita (Diamond Horseshoe) NYC, nc.
Na Pua (Lexington) NYC, h.
Niesen, Gertrude (Chez Paree) Chi, nc.
Niesen, Georgette (Club 15) Phila, nc.
Nonchalants (Colonial) Dayton, O., t.
Norella, Dacita & Delle (La Conga) NYC, nc.
Norman, Karyl (Finocchio) Los Angeles, nc.
North, Betty (Shubert) Cincinnati, t.
Nusly, Elizabeth (Scotty's) Cleveland, c.

V
Orella, Princess & Pete (Latin Quarter) Boston, nc.
(See ROUTES on page 26)

BURLESQUE (First Circuit Shows)

Broadway Scandals: (Old Howard) Boston 14-19; (Lyric) Bridgeport, Conn., 21-26.
Cavalcade of Girls: (Trocadero) Phila 20-26.
Dare Devils: (Gayety) Washington, D. C., 13-19; (Gayety) Norfolk, Va., 20-26.
Ferguson's, Bob, Show: (National) Detroit 11-17; (Mayfair) Dayton, O., 18-24.
Frisky Frolics: (Colonial) Utica, N. Y., 17-19; (Old Howard) Boston 21-26.
Lid Lifters: (Mayfair) Dayton, O., 11-17; (Garrick) St. Louis 19-25.
Midnight Maidens: (Garrick) St. Louis 12-18; (Casino) Pittsburgh 20-26.
Naughty Nifties: (Gayety) Norfolk, Va., 13-19; (Rockin' the Town: (Empire) Newark, N. J., 13-19.
Saucy Srenaders: (Gayety) Baltimore 13-19; (Gayety) Washington, D. C., 20-26.
Scan Dolls: (Trocadero) Phila 13-19; (Hudson) Union City, N. J., 20-26.
Speedsters: (Hudson) Union City, N. J., 13-19; (Gayety) Baltimore 20-26.
Step Lively Girls: (Casino) Pittsburgh 13-19.
Tons of Fun: (Lyric) Bridgeport, Conn., 14-19; (Empire) Newark, N. J., 20-26.

DRAMATIC AND MUSICAL (Routes are for current week when no dates are given)

Arsenic and Old Lace: (Grand O. H.) Chi.
Blossom Time: (Ford) Baltimore.
Cabin in the Sky: (Nixon) Pittsburgh.
Chatterton, Ruth: (Lanier Aud.) Montgomery, Ala., 17; (Temple) Birmingham 18; Auditorium) Memphis, Tenn., 19.
DuBarry Was a Lady: (Lyceum) Minneapolis 13-16; (Davidson) Milwaukee 17-19; (Taft) Cincinnati 23-28.
Hellzapoppin': (American) St. Louis.
Hope for a Harvest: (Colonial) Boston.
Lunt & Fontanne: (Forrest) Phila.
Man Who Came to Dinner: (Erlanger) Chi.
My Sister Elleen: (Harris) Chi.
Pins & Needles: (English) Indianapolis 14-16; (Hartman) Columbus 17-19; (Cox) Cincinnati 20-22.
Rip Van Winkle: Lansing, Mich., until April 30.
San Carlo Opera Co.: (Auditorium) Chi, 12-20.
See My Lawyer: (Studebaker) Chi.
Skinner, Cornelia Otis: (National) Washington, D. C.
Student Prince: (Cox) Cincinnati.
Time of Your Life: (Biltmore) Los Angeles.
Tobacco Road: (Plymouth) Boston.
Twelfth Night: (Cass) Detroit.
Wynn, Ed: (Selwyn) Chi.

ICE SHOWS ON TOUR

Ice-Capades of 1941: (Pan-Pacific Arena) Los Angeles 18-May 11.
Lamb-Yocum Ice Revue: (Hotel Schroeder) Milwaukee 12-May 24.

Vaudefilm Grosses

Roxy Lone Exception to Big Biz; MH 100G; Para, Strand Open Well

NEW YORK.—With the exit of Lent, and a crop of new bills, Broadway vaude-filmers are making a nice comeback. Hefty grosses are the order of the week in all houses with the Roxy excepted.

The Paramount (3,664 seats; \$37,000 house average) opened to a big house Wednesday (9) with bill containing Benny Goodman's band, Gil Lamb and the Copacabana revue, and film *Road to Zanzibar*. Looks like the first week's take will come to about \$62,000. The second week of *Nice Girl*, Dinah Shore and Charlie Barnet's band pulled a fair \$28,000. Last week did \$50,000.

The Strand (2,758 seats; \$33,500 house average) likewise had its cashiers working overtime. New layout with Jimmy Dorsey band, and film *Great Lie*, should draw around \$47,000 its first week. Last week Charlie Spivak's band and *Sea Wolf* drew a weak \$16,000, their previous two weeks having drawn \$32,000 and \$46,000. Current bill is set for at least four weeks.

The Music Hall (6,200 seats; \$84,000 house average) looks like it will go above last week's gross. *That Hamilton Woman* and the Easter spec and Spring revue stagershow should go around \$100,000 in contrast to the first week's

Buffalo Brightens; More Flesh, Better Grosses in Offing

BUFFALO.—Spring weather, which lured many to the wide-open spaces, as well as the Holy week handicap, reduced grosses substantially last week, with takes below average at every establishment. Easter bills are ambitiously big, with Century vaude-filmer returning to big-time flesh policy. Despite Good Friday's late opening of houses, takes are expected to zoom powerfully for current layouts. Palace features Ann Corio plus burly and vaude talent, while Memorial Auditorium offers competition in form of *1941 Water Polities*, and the Erlanger Theater with opening of Walt Disney's *Fantasia*.

The 20th Century (seating capacity, 3,200; house average, \$6,500 for pix only) opened with much fanfare April 10 for a week of Earl Carroll's *Vanities*, the first top-notch live talent vaude bill to be seen in the Queen City in some weeks. Despite Holy Thursday's and Good Friday's comparatively restricted attendance, total take should climb to around \$15,000, with Easter week-end expected to be a sellout. The girl-studded revue stars Bert Wheeler, and spotlights Hank Ladd, Francetta Malloy, Frakson, Bob Williams and Red Dust, Sterner Sisters, Jean Tighe, Reginald Craig, the Biltmorettes, Beryl Cameron, Jetsa Parker, Georgio Artie Rice, and others. Film fare is *Play Girl*.

For week ended April 9 the Century fell below average with two pix on tap and no flesh. *Honeymoon for Three* wasn't very strong, and second film, *Father's Son*, no better. Box office tallied \$6,000, which wasn't too bad.

The Buffalo (seating capacity, 3,500; house average, \$11,500 for straight films) opened nicely, despite Good Friday. *That Night in Rio* pic on tap for Easter week. Takes estimated to reach at least \$14,000. Second feature is *The Penalty*, and added extra *Information Please*. Flesh is still absent here.

For week ended April 10 the Buffalo chalked up a meager \$9,300 with the pretty good screen combination, *Topper Returns* and *Rage in Heaven*. Holy Week hurt.

Blackstone Fair 15G Holy Week in Pitts.

PITTSBURGH.—Blackstone magic unit and the film *Bad Man* kept Stanley up to \$15,500 for Holy Week, in last vaude stanza until first of May. *Earl Carroll's Vanities* on stage, *Guy, Girl and God* on screen, grossed \$18,000 week before. Horace Heidt is penciled in for the first week in May.

Two local benefit vaude shows last week grossed more than \$7,000 for Greek relief.

\$96,800. Week-end alone pulled around \$35,000.

The Roxy (5,835 seats; \$36,000 house average) is the only sour exception, film, *Pot o' Gold*, keeping the trade away. Stage bill features Larry Adler. Second week will probably do only a disastrous \$12,000. First week's take was a small \$30,000.

Loew's State (3,327 seats; \$22,500 house average) is coming out of its stupor with current bill, including Joe E. Lewis, Peggy Fears, and Gower and Jeanne, with film, *Great Dictator*. Appears like a \$27,000 comeback. Last week Louis Armstrong's ork and pic, *Come Live With Me*, did a poor \$15,000.

Philly Earle Grabs Near 24G for Holy Week; Fay's \$5,800

PHILADELPHIA.—Holy Week didn't prove the box-office bugaboo as in previous years and satisfactory figures were reported at the film-fleshers. Earle Theater (seating capacity 4,000; house average on straight picture booking, \$14,000) drew \$23,500, with Bill Robinson and Jimmie Lunceford's orchestra capping an all-sepia stage show that included Jimmy Young, Willie Smith, and the Miller Brothers and Lois. *Knockout* was the pic.

Easter week, which opened Friday (11) figures to do a fancy \$26,000 with Tommy Dorsey's *Las Vegas Nights* flicker making for marquee value. Stage bill is shared by Hal LeRoy and the first local theater appearance of Will Bradley's orchestra with Ray McKinley, Freddie Slack, Lynn Gardner, Terry Allen, the Bradley Boogie-Woogie Trio, and Lynn-Royce and Vanya.

Fay's Theater (seating capacity 2,200; house average, \$6,900) weathered the Holy Week ended Wednesday (9) with \$5,800. Three items crowded the marquee in strippers Kay Kears, Irene O'Day, and Hoo Shee, Chinese songstress. Act interpolations included Ashley and Clayton, Billy Branch and Company, Foy Large and Frank Morganer, Jimmy Lonergan's house line and Billy Klais's house band. *Dead Men Tell* was on the screen.

New bill opened Thursday (10), and did not pick up until Saturday, but it is expected to hit the house par of \$6,900 with Sunya Slane and Joan Lee the burly leads. Al Stone and Tish Lee Carlton Emmy and His Mad Wags, Art Carney and Mark Dawson round out the stagershow, with *Repent at Leisure* on the screen.

Bob Howard Okeh

SPRINGFIELD, Mass.—A fast-moving vaude show and real spring weather combined to draw crowds to the three-day bill that closed at the Court Square here Saturday (22). *Life With Henry* was on the screen.

Another Pop Price Vaude Theater Sharpens Detroit Rivalry for Biz

DETROIT.—With only two lower-priced Woodward Avenue theaters playing regulation vaude among downtown houses, result of policy at the Vogue, suburban house where stagershow were put in for the first time this week, were being checked carefully.

At the Colonial (1,500 seats; house average, \$6,000) business has been running about \$5,000-\$5,500 the past two or three weeks with vaude without a name on the bill. Names will be resumed by Owner Raymond Schreiber April 20. Meanwhile *Crazy Show*, revue type unit produced for the house, goes in Sunday (13).

The Town (2,200 seats; house average, \$2,700) had Stepin Fetchit week closed Thursday (10) and drew a good \$3,500. This big house is being built up steadily, but has not yet seriously cut into the opposition Colonial, which has the ad-

Biz Up in Chi; Crosby Film, Eddy Howard and Revue \$40,000; S-L 18G

CHICAGO.—The Easter season, ideal weather, and good shows bolstered grosses in the combo houses this week.

Chicago (4,000 seats, \$32,000 house average) is heading for a dandy \$40,000, the best in weeks, with the Bing Crosby-Bob Hope flicker *Road to Zanzibar* and a revue topped by Eddy Howard, and including the Briants, Sterner Sisters, Gene Sheldon, and Rosemary Dering. Show opened April 11 and is slated to remain two weeks. Week ended April 10, the second and final session of *Lady Eve* and a new stage bill with Zasu Pitts and Patsy Kelly, flopped to a miserable \$27,000. Blame Holy Week and the disappointing draw of the two screen names.

State-Lake (3,700 seats, \$15,000 house

average) opened well Friday (11) with a strong stage bill featuring Buddy Rogers, Judy Starr, Nick Lucas, and Yvette Dare. Screen has second run of *Buck Privates*, also a help, since pic had its first run at the Palace which seldom draws State-Lake patrons. Healthy \$18,000 in view. Week of April 4, combo of Lou Walters' *Latin Quarter Revue* and *Blondie Goes Latin* grossed an okeh \$18,000.

Oriental (3,200 seats, \$13,000 house average) is still running second to State-Lake biz, due to weaker shows. Current bill (11-17) has a house-concocted unit *Easter Glamour Parade*, with Rosita Royce, and a Metro second-string film, *Wild Man of Borneo*. Will be lucky to get \$15,000, weak considering business of other houses. Week ended April 10, *Swing in Spring* house unit and *Little Men* humbled by \$12,000 gross. Danny Friendly comes in as booker of the house next week, succeeding Billy Diamond.

Tucker Sets Record In Ft. Wayne 3 Days

FORT WAYNE, Ind.—Orrin Tucker band set an all-time house record at the Palace here (1,850 seats), playing to 18,000 people April 4, 5, and 6. Tucker grossed \$7,823 for the three-day stand, which included Palm Sunday, according to Harvey G. Cocks, general manager of the theater.

Ducats were scaled at 33 and 44 cents.

Bowes Unit Good \$2,500 for 3 Days

LINCOLN, Neb.—Take on Major Bowes *Talent Parade* unit, which played here at the Stuart March 28-30, was in the good money region, around \$2,500, for the three days. Slow in starting, the unit caught on strongly Saturday and Sunday.

It was associated with the picture, *Great Mr. Nobody* (Warners), which was of no monetary assistance whatever. Price range was 10-25-40 cents, with a two-bit balcony at night.

Burnette Fine But Swing Unit Average

SPOKANE, Wash.—Smiley Burnette drew excellent business April 3-5 at the Orpheum (1,200 seats), which has not been faring too well with stage-shows. Supporting were the Gene Autry-Burnette Western, *Back in the Saddle* and *Blondie Goes Latin*.

Swing, Baby, Swing revue, at the Post Street (1,120 seats), ran into unusual competition and came out just an average \$1,750 April 4-6. First two days were big, but on Sunday everybody in town went outside the city to view new super airport headquarters for 11 Western States. Pictures were *Her First Romance* and *Flying Wild*.

John Boles

ATLANTA.—John Boles, appearing in a 10-minute singing performances as an added attraction to Warner's *Footsteps in the Dark*, did approximately \$9,500 business for a week at the de luxe Fox Theater (4,500 seats). Last night's performance was boosted by the appearance of Charles Coburn on stage and the previewing of *The Devil and Miss Jones*.

Earle, Wash., 18G; Capitol Strong 24G

WASHINGTON.—Tourists here for the Cherry Blossoms Festival brought theater business up for the Easter period. Last week's start, with Warner's and Loew's using stage names for pulling power, brought ticket sales out of the Lenten slump.

Warner's Earle featured Martha Raye for week ended April 10 and grossed a good \$18,000 as against a fair \$16,000 the previous week with *Sea Wolf*. Current bill, ending April 17, features *The Great Lie*, with the stage listing Lorraine and Rogan, Ben Yost Continentals, the Hellmans, and the Roxyettes. Estimated take is a big \$19,000.

Loew's Capitol chalked up a strong \$24,000 with the Tommy Dorsey band for the week ended April 9, as against \$16,000 the previous week, which featured Paul Haakon on stage. For the week ending April 16 Horace Heidt is on stage, with *Trial of Mary Dugan*. Line-up expects to do a handsome \$21,000.

Clyde McCoy Fair; Helen Kane Great

BRIDGEPORT, Conn.—Clyde McCoy, in for five performances at the Loew-Poll-Lyric Theater Sunday (6) with a bill consisting of Fritz and Jean Hubert, Bill Ames, Bennett Sisters, and Max and His Gang, grossed a fair \$2,000.

Opening of Sunday vaude at the New Haven Arena, 18 miles away, with Mark Warnow's band, Bea Wain, and Barry didn't help matters any.

House Manager Harry Rose, of the Loew-Globe, reports capacity houses for the week-end bill featuring Dan Healey, Helen Kane, Gene Bedini and Tanglefoot, Julio San, and Miller and Omer.

Springfield Okeh

SPRINGFIELD, Mass.—Good crowds saw the *Hits of 1941*, a well-balanced variety show that closed at the Court Square Theater Saturday (5) with the pic *Her First Romance*.

Fred Marshall took over the reins as manager of the Court Square Friday (4). Marshall spent the last four years on the West Coast for RKO and Columbia pictures.

Berni Vici \$7,000 At Colonial, Dayton

DAYTON, O.—Grosses moved up a bit last week, with Count Berni Vici and his *Pan-American Revue* hitting \$7,000.

The show is laying off a week and will be cut thereafter to fill a number of one and two-night stands with profit.

Lyric, Ind'p'lis, Dips to Weak 7G

INDIANAPOLIS.—Lyric's gross for week ended April 10 skidded to \$7,000. Average is \$8,500.

Show headlined Ciro Rimac's band, with Park and Clifford, Lester Cole and His Debutantes, and Mills, King, and Ray. Pic was *Sleepers West*.

Paramount, New York

(Reviewed Friday Evening, April 11)

Current show—which is expected to run four weeks—is in certain respects a departure from policy. In addition to regulation band layout headed by Benny Goodman and supported by Gil Lamb, Harry Kalchman has booked in a few acts from the Copacabana, including a six-girl line. Since the Paramount inaugurated its band policy, this is its first attempt to give the show a girlie slant. It is also the first time a night club unit has played it with billing given to both the club and its owner (in this instance, Monte Proser).

When caught the house was doing terrific business. Pic is *The Road to Zanzibar*; with Bing Crosby and Bob Hope.

Goodman band delivers the same pulsating brand of rhythm, driving the jitterbugs out of this world with such items as *One o'Clock Jump*. For a more subtle type of swing, there is the Benny Goodman sextet, a wonderful combination. Goodman has a few of his bandmen step out for specialties, including trumpeters Billy Butterfield and Cootie Williams. Williams, playing a Duke Ellington arrangement, was most impressive. Helen Forrest, vocalist, was not heard to very good advantage. Either the voice did not carry or the sound system was faulty. Otherwise the Goodman layout was very strong.

Gil Lamb is strictly sock in an act which includes some new material. Lamb, a very good eccentric dancer, did no hoofing in this turn, relying chiefly on comedy. Devoted quite a few minutes to impersonating a jitterbug. Stuff was all panto, mugging and posturing, and hilarious thruout. Tommy Sanford offered two harmonica numbers, followed by Lamb doing his familiar nut session in which he swallows the harmonica. Closed very strong.

Copacabana acts are Bernice Parks, Lyda Sue, and Fernando Alvarez plus the six girls. The femmes appear twice, looking very lovely while doing their Samba routines on the very narrow Paramount stage. Miss Parks, out in front of the girls, warbled vivaciously and wriggled becomingly. Alvarez sang Latin numbers with agitating passion.

Most impressive of the Copa cast was Lyda Sue, lithe and lovely dancer who does a most engaging acro number to the accompaniment of Latin rhythms.

Paul Ackerman.

Oriental, Chicago

(Reviewed Friday Afternoon, April 11)

Current home-cooked revue is of an inferior variety, moving along at a slow pace and, with the exception of three standard acts, exhibiting some dull entertainment. The exceptions are the Calgary Brothers, Balabanow Five, and Rosita Royce. On the other hand, the production numbers, too ordinary, employ the services of some 24 girls who give the affair a flashy if false front.

The girls open with a parade against a Southern plantation setting, return

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Vaudeville Reviews

for a garden scene which is in keeping with the spring season, and are seen again in the Easter finale. Jack Perry is in the opening with a rhythm tap number, and Curley Van, tenor, handles the production vocals.

The Barry Sisters (3), harmony trio, work with seven femme singers billed as their "vochestra." The girls blend their voices thru megaphones, simulating musical instruments. The effect is pleasing and somewhat different. What the girls lack at this moment is stage experience. Vocally, the act commends attention. The girls work in the opening and closing productions and during their own act the trio fronts the groups, harmonizing with pops and standards.

The Balabanow Five (two men, three girls) have a gay musical revue. Neither time nor change of entertainment trends seem to weaken its value. Still play regulation size and miniature accordions, two of the girls double in ballet and acro routines, and the boys deliver a sock finish with applause-getting dance tricks.

Bud Harris, colored comedian, has a dated act. The so-called cross-fire talk between him and his femme straight (Zerita) is ancient stuff, and the comedy efforts at the mike and at the piano are forced. Jimmy Barbour comes on at the finish with a good tap number, but good tap numbers by colored lads are taken more or less for granted.

Rosita Royce's dove dance is preceded by several of the line girls in a brief feather-costumed number. Miss Royce has a lovely figure and her turn with seven trained doves is a distinct novelty. Very effective for any production show.

Calgary Brothers netted strong laughs with their well-timed acrobatic antics. They have been in the Loop for the umpteenth time but the act can always stand up for another viewing.

On screen, Metro's *Wild Man of Borneo*. Biz fair second show opening day.

Sam Honigberg.

State, New York

(Reviewed Thursday Evening, April 10)

Bill offers a nice blend of entertainment, with Joe E. Lewis pacing the show. Individual acts provide no dead spots. A big week is expected. *The Great Dictator* is the film companion. House was just short of standees at show caught.

Openers are the Three Arnolds, two men and a gal perch act. They have a novel way of getting up to their three-high stand, which goes over well. Wind up with an exceedingly difficult method of achieving the mounts. Get a fine hand.

Gower and Jeanne show up well with their ballet work. In spite of the classy nature of their routines, their stuff is commercial. Open with an impression of a dress rehearsal, using graceful leaps and spins and some *Polonaise* steps. Also do a syncopated ballet. Got a sold reception and encored with an impression of a parade which utilized the cakewalk. The gal impresses as the stronger dancer of the pair.

Peggy Fears, altho lacking a punchy voice, more than makes up for that deficiency with her salesmanship. Did *Isn't That Just Like Love* and *Falling in Love With Love*. Encored with *Little Old Church in England*. Aided by Lewis's clowning, she got an extra bow and speched off.

As always, Lewis sold himself in no uncertain terms. In the deuce, he did a rib of radio commercials for many chuckles and wound up the show with *I've Got Those H. B. Kaltendorn Blues* and his taking an oath that he's as good as the big timers. Encored, asking for requests and *Sam You Made the Pants Too Long* won.

Joe Cohen.

Riverside, Milwaukee

(Reviewed Friday Afternoon, April 11)

It's a swell combination of rhythmic jam and jive interspersed with sweet bits that Bob Crosby and his orchestra bring to the Riverside this week.

Opener is *Drummer Boy* by the ork, featuring the Four Bob O'Links, songsters, and Ray Bauduc, swing drummer. Eddie Miller, tenor sax, steps into the spotlight with his rendition of *Do I Worry?*, accompanied by the band.

Paul, Slim, and Eddie do a bit of jumping jive and acrobatic soft-shoe dancing. They are nimble and humorous and well tuned to the tempo of the show.

Liz Tilton, gal warbler, is easy on the eyes and pleasing to the ears. She offers *There'll Be Some Changes Made*, *I Want My Mamma*, and *I, Yi, Yi, Yi, Yi*. An-

other member of the band, Nappy La-Mare, handles the vocal for *Little Brown Jug* in commendable fashion.

A gal and a lad engage in a smatter of nifty repartee and wind up with some snappy jiving. As an interlude, the female member of the duo sings *I'm Saving My Love for You* and imitates a trumpet doing the number without benefit of any instrument.

A burlesque on Sally Rand's fan dance by three members of the band using palm fans gets a laugh from the audience, as does a ballet encore number to the tune of *Woodrow Wilson, the Whole World Is Proud of You*, with eight of the ork's musicians, with their trousers rolled up, mimicking chorus gals.

Number 10 Lullaby Lane is sweetly done, with Crosby and the Bob O'Links carrying the vocal torch. The eight Bob Cats concentrate on a jam session playing Ray Bauduc's *Smoky Mary* and winding up with Bobby Haggart's *The Whistler and His Dog House*.

Bob DuPont, comic juggler, gets a big hand. His neatest bit is juggling a plate, a rolled napkin, and an apple, which he consumes all the while keeping the three in the air.

Finale is ork and vocal rendition of *America I Love You*, with Stars and Stripes lowered from above the stage. Despite slim Good Friday crowd, show should do business.

Pic, *Meet Boston Blackie* (Col.).

H. C. Brunner.

Strand, New York

(Reviewed Saturday Morning, April 12)

Even though the Saturday-morning audiences are out of the world at this theater, the stage bill still deserved the walloping appraisal it received from the assortment of jitterbugs that jammed the house to get a gander at Jimmy Dorsey and his crew on the stage and Bette Davis, *The Great Lie*, on the screen.

Dorsey's crew, with the exception of one outside act, Tip, Tap, and Toe, carry the complete flesh bill and tear the house down. The trio of colored dancers do even better than that. The Dorsey band, tho, had solidity, co-ordination, and enough entertainment punch to keep the morning enthusiasts screaming for more.

Helen O'Connell and Bob Eberly, singers, take over the brunt of the show and leave the stage with the audience screaming. The O'Connell chick, a blonde beauty, is as good a song seller as any. Went over best with a solo novelty of *Minnie From Trinidad*. Gal has a warm personality and precise delivery that gets under the skin.

Eberly is the female's choice without any doubt. No sooner did Dorsey mention his name and the dames started to scream. He, too, can sell the romantic mush like nobody's business, and the audience yelled for more. The two also worked two duets and banged with them also.

In between, Tip, Tap, and Toe scored the cymbal-crashing show-stopper of the morning with their versatile tap work performed on a raised stage. The three dancers worked together and then with individual routines of sliding taps, toe taps, and plain, fast, good, solid dancing. They were terrific.

Maestro Dorsey distinguished himself with his fine clary and sax work. Buddy Shutz drummed his two minutes to a show-stop. Everybody really worked like the blazes, but the results were worth the effort.

Sol Zatt.

Colonial, Dayton, O.

(Reviewed Friday Evening, April 11)

Latin music with a vibrant swing furnished by Ciro Rimac and His Rumba Band and small group of singers and dancers headlines the stagershow. With three other acts, the bill, while not a knockout, is pleasant Easter entertainment.

Except that its music becomes a bit piercing, the Rimac orchestra gives colorful interpretations of the sort of rhythms now sweeping the country. Variou types of Southern steps are presented by Alzira Camargo, Chinita and Estrellita Pena, while the very pretty and sparkling Camargo sings a trio of native songs, best of the group being *I Want My Mamma*. Rimac and Charley Boy engage in a Brazilian jitterbug that leads to such excitement that it ends in a fight, while the wind-up has everybody swaying to the La Conga.

Gautier's Toy Shop, with four ponies, half a dozen dogs, and a monkey, opens the show. The dogs are practically as

adept as humans in jumping from one tiny steed to the other and are otherwise good performers.

Three boys billing themselves as the Nonchalants manage to mingle some very good hand balancing and tumbling with a lot of comedy, the latter largely furnished by one of the boys who has a keen sense of what it takes to put fun into an act of this kind.

Cinda Green discredits her own accomplishments by singing *No Glamor* and then proceeds to give impressions of people met at Ciro's in Hollywood. Mostly they are caricatures, Garbo and a French singer who spills all over the top of the piano in singing her song. The act gives the impression of being a lot of odds and ends slapped together for no particular reason. On the screen, *You're the One*.

Rob Adams.

State-Lake, Chicago

(Reviewed Friday Afternoon, April 11)

Six-act bill topped by Buddy Rogers and Judy Starr who work alone as a team. The graying temples haven't robbed Buddy of his youthful personality and effervescent salesmanship.

Rogers and cute Judy Starr team up in the final inning with a novel song composed of pop song titles. Judy, alone, has never been stronger. Her distinctly individual song style is as commercial as it is entertaining. Did *Beat Me Daddy*, *Mean to Me*, *Three Little Fishes*, *Devil and Deep Blue Sea*, and could have gone on and on.

Rogers' instrumental specialties between acts fall short because he does not have the proper orchestral background in the house band. The accompaniment is of stock caliber. In the wind-up he offers his one-man band idea, running about the bandstand and playing a number of instruments.

Barr and Estes in the second spot barely get by. Barr is working with a new femme partner who is a good looker but a poor dancer. He is forced to carry the entire act; too much of a burden. In addition to his eccentric dance and impression of a streetcar rider, he added talk of the nonsense variety.

Nick Lucas is still the dependable song salesman he's been for years. Looks well and sings with ease and assurance. Stayed on for several tunes, most of them oldies, accompanying himself on the guitar.

Yvette Dare and her parrot dance is accompanied with much musical fanfare and an exotic routine by a line of six girls, all to furnish Balinese atmosphere. The bird flies on the stage from the balcony and during the course of Miss Dare's weird dance strips her of clothes. Good flash.

Fenwick and Cook scored with their comedy acrobatic dance and the familiar Tyrolean slap routine. In between one of the boys gets good laughs with a unicycle bit.

On screen, *Buck Privates* (Universal).

Sam Honigberg.

Olympia, Miami

(Reviewed Sunday Evening, April 6)

Continuing to book the cream of night club performers, the Olympia presented a bill headed by Sophie Tucker and Dean Murphy and including Cass Daley on the heels of her boost in *Life* mag a few issues ago.

Red Thornton, lightning artist, doubling from Kitty Davis Airliner, was emcee and took first spot on the bill. He rated much enthusiasm with his liveliness and speedy sketching.

Cass Daley, swing songstress and dance contortionist, sang her own arrangements of pop songs and, in spite of throwing herself out of joint, remains an attractive and outstanding performer.

She was followed by Dean Murphy, who scored such exceptional success this year at the Versailles and the Brook Club. He did impersonations, with especially good ones of Mrs. Roosevelt and the President. Outstanding is the satirical patter.

Betty Bruce, who has been at the Royal Palm Club most of the season, danced breathtakingly, using a new routine with difficult steps.

Sophie Tucker, with Ted Shapiro at the piano, spent most of the season at the Colonial Inn, the last several weeks at the Esquire Club, and goes into the Royal Palm this week. She went thru her own inimitable routine, with *The Wrong Side of the Tracks*, *Havana*, and then *Some of These Days*. Encored with *The Older They Get the Younger They Want*, which was definitely toned down for a theater crowd.

Pic, *A Girl, a Guy, and a Gob*. Crowd good.

Fred J. Gobeille.

Paramount, Los Angeles

(Reviewed Thursday Evening, April 10)
For those who like Kay Kyser this program is ideal. It consists strictly of Kay Kyser and his featured vocalists and instrumentalists. After the playing of several tunes and the vocalists have been introduced, Kyser brings on his Kollege of Musical Knowledge.

Show opens with band of four rhythm, five brass, and five reeds playing *San Antonio Rose*. Harry Babbitt follows with vocals on *It All Comes Back to Me Now*, and Sully Mason takes his mike to sing *The Wise Old Owl*. Ginny Sims sings *Amapola*, and for an encore offers *I Hear a Rhapsody*, with a muted trumpet trio helping to put the tune across in fine style. First semester of the Kollege comes to a bang-up close with *Darktown Strutters Ball*, with Mason and Kyser dividing the vocal honors. During recess the number is *Alexander the Swoose*.

Ticket stubs are drawn from a fish bowl to select the three women and three men contestants. Kyser capitalized on the fact that he got a sailor and two young women in middles. As the contest progressed, Kyser took advantage of opportunities to put added life into the program.

For the second recess Miss Sims and Babbitt sang *High on a Windy Hill*.

Kyser kept up his antics thruout the show and the full house applauded almost continuously.

Pic was *Power Dive*. Sam Abbott.

Chicago, Chicago

(Reviewed Friday Afternoon, April 11)

A corking laugh pic, *Road to Zanzibar*, with Bing Crosby, Bob Hope, and Dorothy Lamour, supplemented by four excellent acts, should give the house a very good week. Business good opening day.

The Sterner Sisters, backed by a lively production number, start the show with a neat tap routine. Attractive blonds, they intersperse their taps with graceful high-kicks and pirouettes.

The Briants, veteran comedy act, have lost none of their laugh-getting talents. The pair, as warehouse workmen, present their familiar knockabout routine in which one of the men does amazing falls, twists, and bends.

The ballet of 16 girls on for a beautiful number, *Danse Illumine*, a clever bit of fantasy in which lights beneath the full skirts give a picturesque glowworm effect; a prelude to the entrance of Rosemary Dering for a delightful toe ballet

Princess and Baby
YVONNE
"PSYCHIC WONDERS"
"A NEW BOX OFFICE SENSATION" White DOC. M. IRVING
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HAPPY EASTER

Joe E. Lewis
LOEW'S STATE
NEW YORK

Dir.: — William Morris Agency — Paul Small

FENWICK AND COOK

currently

STATE-LAKE THEATER, CHICAGO

WEST—Danny Graham

Wm. Shilling—EAST

BARR AND ESTES

NOW — STATE-LAKE THEATER, CHICAGO

JUST CLOSED Riverside, Milwaukee
Brandt Theaters, New York

number, beautifully executed.

Gene Shelton pleases with a comedy banjo-playing session, followed by clever comedy with a girl stooge in which Shelton does his familiar finger-sewing bit. Eddy Howard, strong local favorite, came on to a reception and proceeded to roll up a big hand with the singing of his own and other pop numbers, among them *You Got Me This Way*, *The Last Time I Saw Paris*, *Careless*, *Mean to Me*, and *If I Knew*. Howard has an excellent voice and sells his songs nicely.

Finale, appropriate to the season, is an Easter church scene with Howard in choirboy robes singing *My Rosary* and the line girls in church pew formation playing miniature organs. Beautifully staged, it makes an impressive finish.

Nat Green.

Todd Wants To Okeh Every Act; Diamond's Out

CHICAGO, April 12.—Michael Todd, manager of the Oriental Theater and the Theater-Cafe carrying his name, is opening his own booking office next week. Danny Friendly, New York agent, came in to take charge, with Todd to have the final say-so on all talent.

Todd parted with Billy Diamond, booker of the Oriental, who had the house since Jones, Linick, & Schaefer acquired it from Balaban & Katz two years ago. Last show booked by Diamond is Harry Howard's unit, coming in Friday (18) under a new label, *Red Hot and Beautiful*.

Todd landed the manager's job in February, when J.L. & S. turned the theater back to the landlord. He held on to Diamond, but insisted on personally okeing every act. Diamond, a booker of many years' experience, felt the booking problem should be left entirely up to his judgment. He explained that he was not used to submitting every act before booking it and therefore could not do a proper job.

NEW YORK, April 12.—The show at Mike Todd's Chicago night spot has been sent on the road as *Gal New Orleans*, with Gypsy Rose Lee and Willie West, and McGinty in the leads. Initial dates will be thru the Great Lakes Theaters in Illinois, starting April 18, followed by Shubert, Cincinnati, April 25, and the Palace, Cleveland, May 2.

These dates are on a percentage basis. Submitting price is \$8,500.

Harry Howard's new unit, *Goldiggers of 1941*, has been forced to change its name, the Warner studios claiming priority on the title by virtue of a series of Goldigger films. The new name is *Red, Hot, and Beautiful*.

Oriental Out of Red With Girlie Shows Plus Strips

CHICAGO, April 12.—Girl shows are making money for the Oriental. Long in the red under the operation of Jones, Linick, & Schaeffer, it has made a comeback since February 21 when the estate controlling the theater turned over management to Michael Todd.

With straight vaude and band shows dying from lack of patronage in this house, Todd decided to turn the theater into a semi-burly policy, much on the same order as Fay's Philadelphia. Shows, compared financially with those at the Chicago and State-Lake, are cheap. A strip or nude act tops most of the bills, and it is featured above all other turns.

Booking of name strips into Oriental gives M. S. Barger's Rialto, lone burly house in Chicago, the first real competitor in years. Veterans on Randolph Street feel that the policy, different from the other combo temples in the Loop, can make money provided it meets with the approval of local authorities. (City hall has long frowned on off-color fare on Chicago's Broadway.)

Some of the familiar Rialto attractions that have played here include Eddie (Nuts) Kaplan, Dagmar and Rosita Royce. Ann Corio is penciled for next month. House will sell the fem angle each week, regardless of whether the show is a local affair or a road unit.

Antonio Scibilla's *Waikiki Nights* unit will come in week of May 16.

Lone Minn. Vaude Theater in Slump; Only Names Draw

MINNEAPOLIS, April 12.—The Orpheum (Mort H. Singer-Para house) has been unable to draw sizable crowds the past few months, except when big names were offered. Having the vaude field all to itself, now that its hold on good pix forced Middle States Corporation, of Milwaukee, to close its Minnesota vaude-filmer some weeks ago, the Orpheum seems to miss the ball on exploiting its shows.

Manager W. C. Sears doesn't seem to be spending any more dough than he has to. Occasional 24-sheets, small posters on newsstands, and a minimum amount of newspaper ad copy are being used.

In past years the Orpheum used to pack them in with vaudefilms. Now it takes a Benny Goodman, a Horace Heidt and the like, to draw SRO crowds.

Canton Theater Blames the Unions

CANTON, O., April 12.—First local attempt in more than five years to revive units was abandoned by the Palace after the musicians' and stagehands' locals revealed their demands for three days' work. House had planned to bring in Red Norvo orchestra and revue.

It was learned that the musicians and stagehands wanted for the three days approximately \$800, this being prohibitive, according to the management. Musicians' unions demanded one stand-by for every one of Norvo's 14 bandmen. Local musicians would play only the overture and the "chaser."

Palace, at near-by Akron, which has been playing units almost every week, draws heavily from Canton and environs, especially over the week-end. Akron house cards more than 1,500 Canton theatergoers at their own request.

H. Kilby Sells West End Club to Neuberg

NEW YORK, April 12.—Rhumba Casino, West End, N. J., has been sold by Harry Kilby, now in the cafe department of the General Amusement Company, to Fred Neuberg, operator of the Beachcomber Room of the Blue Mirror, Newark. Neuberg will redecorate and enlarge the spot's capacity to 500 before its reopening June 14.

Kilby took over the spot last year, changing its name from San Remo Club. One of the terms in the bill of sale is the retention of Kilby as booker.

Will use a name band and Latin relief ork. A network wire will be installed.

For Two Successive Years
THE NO. 1 HIT
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Critics acclaim

ROSITA ROYCE

"TOPS"

The only dance of its kind in the world!



The Cleveland News:
"Rosita Royce offers genuine novelty at R.K.O. Palace this week. Working with seven white doves, she executes a dance highly artistic and a distinct departure from the average. Apparently Miss Royce was several steps ahead of all the other dancers."

Pullen in Variety:
"What gives bill an extra sock at the R.K.O. Palace is the presence of Rosita Royce, dove dancer, handed a big build-up."

Post, Boston, Mass.:
"Rosita Royce tops in her line at the R.K.O. Boston."

Record, Boston, Mass.:
"Most spectacular dancer of the day."

Associated Press, June 5, 1940:
"The leading contender of the N. Y. World's Fair is Rosita Royce with her Dance of the Doves."

Post, Washington, D. C.:
"Rosita Royce's specialty is one of the most unusual seen on this or any other stage."

News, Washington, D. C.:
"We also acknowledge Rosita Royce is tops."

The New Yorker, December, 1940:
"Dr. Fisher, the No. 1 astronomical character, found that the people who came to New York to see the Fair simply went right out to attend Rosita Royce's show and ignored him."

Click:
"The N. Y. World's Fair had one thing in common with the Chicago World's Fair. Each brought a new dancer and a new kind of dance. New York uncovered Rosita Royce and her Doves."

Life, March 13, 1939:
"Rosita Royce, the Dove Dancer, is one item that will make the Fair an unforgettable occasion."



New York World-Telegram:
"Rosita Royce of Dove Dance fame brings to spotlight a cockatoo and a macaw, both versatile birds, who can talk and act."

WARNING!!!

Any infringement on the two above dances—Dance of the Doves and Dance of the Talking Parrots—will be prosecuted to the fullest extent of the law.

(Signed) PHILIP R. DAVIS
(Attorney for Rosita Royce)

Both dances signed for the new Fall Broadway Show, "The Ziegfeld Follies."

Just closed wk. Apr. 11, Oriental, Chicago; wk. of Apr. 18, Fox-Tower, Kansas City, Mo.

Eastern Rep.: HARRY BESTRY
Paramount Theater Building, N. Y. City

Griffin Rapped for Outside Ad Soliciting; Goes on Union Payroll At \$75 a Week; May Resign

NEW YORK, April 12.—A new development in the American Guild of Variety Artists is the receipt of a letter by the Four A's protesting the appointment of Gerald Griffin as AGVA's administrative chairman.

The letter, sent by Petey Wells, president of the New York local, which is now being administered by the national executive board, charged that Griffin, because of his connection as night club editor and advertising solicitor for *The New York Enquirer*, was not qualified to serve in his position with AGVA since, by accepting paid advertising for his paper, he is placed "in debt to night club proprietors" to the detriment of the union.

He charged that Griffin refused to go to the Boulevard Tavern because the proprietor owed *The Enquirer* \$50. In another instance, he charged that Griffin was sent along with an organizer (Duke Granada) to negotiate a contract with the French Monte Carlo. He charged that Griffin did not come back with a contract, but discussed advertising, with the result that *The Enquirer*

carried a Monte Carlo ad April 7. Griffin answered that he impressed upon the Monte Carlo management that "Enquirer business and AGVA business was entirely separate." He telephoned Roger Kendall, with whom he had negotiated for the ad, in the presence of *The Billboard* representative, and Kendall verified Griffin's statement. Griffin also said he will negotiate with the Boulevard Tavern.

Griffin maintains that his AGVA connection can lose money for his brother, who is publisher of *The Enquirer*.

Griffin was voted \$75 a week Thursday (10) by the executive committee, to take effect immediately. Griffin says he did not request the pay, but that in last week's executive session announced he wanted to step out. He says he was talked out of it by the board members, and that the following week he was voted the coin. He says the board did not call the dough a salary, but merely a partial remuneration for his loss of income during his stay with AGVA.

Now that Griffin is on salary, he will be ineligible to run in the current elections, as the election procedure outlined by the Four A's forbids the nomination of any paid employee of AGVA.

Griffin says he will resign as soon as the elections are over, but may not if it is "in the best interests of AGVA" that he continue, he added.

The deadline for nominating petitions which expired this afternoon, saw few additions. Deadline for mailing of ballots to members is April 18. Ballots are to be returned by May 3.

The Four A's had not completed its listing of the nominees by deadline time.

Among those submitted are Ross McLane, Hal Sherman, Joe Smith, Dewey Barto, Gus Van, Charlie Bratt (Boston), Henry Dunn, Billy Glason, Dave Fox, Alan Corell, Harry Richman, Ollie Olsen, Jimmy Hollywood, Morton Downey, Charlie Arno, Romo Vincent, and Elton Rich. Griffin was also nominated, but will probably not have his name on the ballot because of his acceptance of remuneration.

Milwaukee Lines Up Attractions; Outlook Brighter

MILWAUKEE, April 12.—For the first time in months, the Riverside, lone vaude stronghold in the city, is set with enough attractions to see it thru to June. As a rule, Manager Eddie Weisfeldt has only one or two shows at the most lined up. Crop coming up indicates that the improved vaude conditions in this area encourage more names to take to the road.

Bob Crosby's band unit opened yesterday (11), followed by Antoine Nelle's new revue, *Maid 'n America*, week of April 18. Louis Armstrong and colored revue come in week of April 25. This date was originally set for the Minnesota, Minneapolis, which Weisfeldt managed, but house closed three days before Armstrong was slated to come in. Ritz Brothers' unit open week of May 2, for 50 per cent of the house gross.

Succeeding shows include Eddy Duchin's band unit, week of May 9; *Grandfather's Follies*, week of May 16; the Harry Rogers-Sam Fine unit, *You're in the Army Now*, week of May 23; and the Dick Jurgens band show, week of May 30.

AC Steel Pier Resumes Vaude

ATLANTIC CITY, April 12.—Steel Pier's Music Hall returned to vaude Easter Sunday. Pier will again light up for Memorial Day week-end, operating weke-ends until June 28, when it goes into full-week operation for the summer. Stage emphasis will be on names to match those booked for the pier's Marine Ballroom, according to Frank P. Gravatt, pier operator.

Easter Sunday show billed John Boles and Isabel Jewell, along with Steve Evans, the Christianis, Ryan and Benson, and the Dacing Debs. Feature picture completes the bill.

All pier shows booked by Eddie Sherman, of New York and Philadelphia.

Four-Year Run

DETROIT, April 12.—Charlie Carlisle, emcee at the Bowery Cafe here, is establishing a new record for long-time stands. Carlisle recently inked a new six-month contract which expires August 31. On that date Carlisle will have been at the Bowery for four years, with only three weeks off in that time.

B&K Prefers Orks Just Out Of Nitery Runs

CHICAGO, April 12.—Preference for bands which have just concluded engagements in prominent local hotels and ballrooms is being shown by the Balaban & Katz booking office, which sets a yearly average of 75 outfits into the Chicago and State-Lake Theaters. Nate Platt, head of the booking office, wants to take advantage of the publicity given the bands in local spots as soon after their departure as possible.

Bob Crosby, who closed at the Sherman Hotel recently, was offered a date at the Chicago, opening the following day, but turned it down because of the Holy Week bugaboo. Wayne King, who closed at the Edgewater Beach last week, goes into the Chicago May 2, while Eddy Duchin, who closed a long run at the Palmer House Wednesday (9), and Dick Jurgens, who closes at the Aragon Easter Sunday, take on the same house weeks of May 9 and 23, respectively.

While B&K wants to take a chance on them, bands, as a rule, don't want to move into a local house before breaking in a stagershow routine out of Chicago.

Same is true of acts just out of local spots. The good ones are gobbled up by the Loop houses just as soon as they are available. Eddy Howard, who closed at the Palmer House with Duchin, opened a two-week run at the Chicago yesterday. The Serner Sisters, a recent Chez Paree act, are on the same bill, and Morton Downey, another Chez Paree attraction, goes into the Chicago week of April 25.

Boogie-Woogie Unit

NEW YORK, April 12.—A sepiia unit, *Cafe Society Boogie-Woogie*, recruited from the talent at Cafe Society, will tour with Count Basie's band. Dates already set include the State, Hartford, Conn., May 2, and the Adams, Newark, N. J., May 9. Mainstay of the talent will be Pete Johnson and Albert Ammons. William Morris office is agenting.

ROUTES

(Continued from page 22)
Ortega, Rosita (Havana-Madrid) NYC, nc.
Otte & Fields (Coq Rouge) NYC, nc.

Pammer, Helen (Keith-Boston) Boston, t.
Parks, Barbara (Brown Derby) Chi, nc.
Parks, Bernice (Copacabana) NYC, nc.
Parrish, Paul (Royal Hawaiian) San Francisco, nc.
Peaches Sky Revue (Shrine Circus) Providence, R. I.; (Shrine Circus) Ottawa, Can., 21-26.
Pedro & Carmencita (Cuban Village) Chi, nc.
Pedro & Rafael (El Morocco) Montreal, nc.
Penman, Blondy (Puritan) Mendota, Ill., nc.
Penton, Kay (Gay White Way) NYC, nc.
Pepita & Lucia (Havana-Madrid) NYC, nc.
Perrell, Alice, Girls (Brown Derby) Chi, nc.
Pope, Glenn (Palmer House) Chi, h.
Powell, Ethel (Chateau Moderne) NYC, nc.
Prince, Jack (Colosimo's) Chi, nc.
Pritchard's Tune Tossers (E-Bar-H) Chi, c.

Rae, Jimmy (606 Club) Chi, nc.
Rae, Nan, & Mrs. Waterfall (Keith-Boston) Boston, t.
Raeburn, Bert (St. George) Brooklyn, h.
Rafferty, Tommy (Keith-Boston) Boston, t.
Ramirez, Carlos (La Martinique) NYC, nc.
Ramos & Nanette (Montparnasse) NYC, nc.
Randi, Robert (Swing Revue) Shreveport, La., 16-22.
Ravaye & Margo (Bowery) Detroit, nc.
Raymond, Pen (Palumbo's) Phila, nc.
Red, Hot, & Beautiful (Shubert) Cincinnati, t.
Remos, Paul, & Toy Boys (Mike Todd's Theater Cafe) Chi, nc.

Renault, Francis (Sawdust Trall) NYC, nc.
Reyes, Raul & Eva (Colony) Chi, nc.
Ribakova, Rita (Russian Yar) NYC, nc.
Richard & Carson (Royale) Detroit, nc.
Richards, Adrienne Trio (Edgewater Beach) Chi, h.
Rimaes & Orch. (Colonial) Dayton, O., t.
Rio, Joe (Silver Cloud) Chi, nc.
Rivera, Andree (Le Montparnasse) NYC, nc.
Roach, Mary (Helsing's) Chi, c.
Robbins, June (Beverly Hills) Newport, Ky., cc.
Roberts, Renee, Jack & Enos (Queens Hotel) York, Pa., nc.
Roberts & Farley (New Yorker) NYC, h.
Rogers, Buddy (State-Lake) Chi, t.
Rogers, Jimmy (Spa) Cincinnati, nc.

Rogers, Roy (Colosimo's) Chi, nc.
Roilckers Trio (Leighton's) Ardsley, N. Y., nc.
Rosario & Antonio (Waldorf-Astoria) NYC, h.
Rossenbloom, Maxie (Leon & Eddie's) NYC, nc.
Ross, Stuart (Le Ruban Bleu) NYC, nc.
Rossillanos, The (Brown) Louisville, Ky., h.
Rowland, Diane (606) Chi, nc.
Royce, Rosita (Oriental) Chi, t.
Russell & Farrar (Harry's New Yorker) Chi, nc.
Ryan, Sue (Shubert) Cincinnati, t.

Sanoff, Vera (Spivy's) NYC, nc.
Schubert, Florence (Ivanhoe) Chi, re.
Scott, Hazel (Cafe Society Uptown) NYC, nc.
Scott, Margaret (Brevoort) NYC, h.
Screwballs of 1941 (Strand) Syracuse, N. Y., t.
Sharon, Olive (606 Club) Chi, nc.
Shayne, Edward, & Charlotte Armstrong (Music Hall) NYC, t.
Shea, Bob (Gay White Way) NYC, nc.
Shea & Raymond (Biltmore Bowl) Los Angeles, h.
Sheldon, Gene (Chicago) Chi, t.
Sherman, Terry (3700 Club) Cleveland, nc.
Sherman, Shavo (Clover Club) Fort Worth, Tex., nc.
Shuman, Frank (Spivy's) NYC, nc.
Shutta, Ethel (Yacht Club) Pittsburgh, nc.
Spencer, Kenneth (Cafe Society Downtown) NYC, nc.
Starr, Judy (State-Lake) Chi, t.
Serner Sisters (Chicago) Chi, t.
Sue, Lyda (Paramount) NYC, t.
Sullivan, Joe (Sutton) NYC, h.
Sumner, Helen (Ivanhoe) Chi, re.
Swann, Russell (Warwick) NYC, nc.
Sweeney, Bob (Village Barn) NYC, nc.
Sweet, Sally (885) Chi, nc.

Taft, Ted & Mary (Edgewater Beach) Chi, h.
Tana (Sutton) NYC, h.
Tapia, Cesar (Havana-Madrid) NYC, nc.
Tatum, Art (Cafe Society Downtown) NYC, nc.
Tempos, Three (Moose Club) Johnstown, Pa., 14-19.
Theodora (Wonder Bar) Cleveland, c.
Therrien, Henri (Bowery) Detroit 14-28, c.
Thon, Dolly (Royale) Detroit, nc.
Tillman & Helene (Casanova) Detroit, nc.
Tip, Tap, & Toe (Strand) NYC, t.
Tirza (Colosimo's) Chi, nc.
Tito (Keith-Boston) Boston, t.
Toto (Rainbow Gardens) Little Rock, Ark., nc.
Trippi Trio (606 Club) Chi, nc.
Turner, Maxine (Hi Hat) Chi, nc.

Ulmer, Jack (Town & Country Club) Milwaukee, nc.

Velez, Killi (Yacht Club) Phila, nc.
Vermonte, Claire (Fifth Avenue) NYC, h.
Victor & Ruth (Kenmore) Albany, N. Y., h.
Vilan & Kevin (Rainbow Room) NYC, nc.
Vochestra (Oriental) Chi, t.

Wade, Dick (Chateau Moderne) NYC, re.
Wakefield, Merl (Monte Carlo) Chi, re.
Waldron, Jack (Park Central) NYC, h.
Wallace Puppets (Capitol) Lynn, Mass., 17-23; (Court Sq.) Springfield 24-26, t.
Walton & O'Rourke (Rainbow Room) NYC, nc.

Walzer, Oscar (Fifth Avenue) NYC, h.
Watson, Ruth & Jeanne (Jack & Bob's) Trenton, N. J., nc.
Wayne, Mildred "Wacky" (606 Club) Chi, nc.
Weaver, Doodles (Biltmore) NYC, h.
Wences (Palmer House) Chi, nc.
Whalen, Jackie (Crawford House) Boston, h.
White, Jack (18 Club) NYC, nc.
Whitsons, Four (Palmer House) Chi, h.
Wilbert, Ray (Mike Todd's Theater Cafe) Chi, nc.
Williams, Dee (St. George) Brooklyn, h.
(See ROUTES on page 34)

★ NINA KORDA ★

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SPANISH
FRENCH
& ENGLISH
"HIT" SONGS

Sailing SS Uruguay, April 11, accompanied by her teacher, Elizabeth Krieger, to open April 25 at the

CASINO COPACABANA

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NEWEST SENSATION

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Magic

By BILL SACHS

TOMMY MARTIN enters his fourth week at Chicago's Bismarck Hotel . . . **PLATO AND JEWEL** are being held two more weeks at the West Hotel, Sioux City, Ia. . . **THE HOLTON FAMILY** of mentalists (Patricia, Aloma Nell, and Warren) are working westward after winding up four weeks at the Park Plaza Hotel, St. Louis, last Saturday (12). . . **LESTER LAKE** (Marvelo) breezed into Cincinnati last Friday (11) after the folding of the Calvert the Magician opry in Birmingham, Ala., the previous Sunday. While in Birmingham, Lake enjoyed a visit with Paul Bolin and family and Brandino at Smitty's Fun Shop. En route north he stopped off in Nashville to gab with Doc Tom Dean and some of the other local magi. . . **GERBER THE MAGICIAN** is working Michigan club dates out of the Betty Bryden office, Detroit. . . **THE KARNACKS**, after working the Modern Homes Exhibit in Kankakee, Ill., arrived in Cincy early last week, where they will work clubs for several weeks. They worked 158 CCO camp engagements last year and plan to begin a tour of the army bases soon. . . **ALEXANDER**, mentalist, concluded a two-weeker at Continental Grove, Akron, O., April 9. . . **ZOGI THE MAGICIAN** is playing one and two-day stands and some midnight shows in Fox houses thru the Northwest. During a recent engagement at Ogden, Utah, Zogi was surprised to find a live-wire magic organization headed by Floyd Wadman, president; Kay Andersen, vice-president, and Reed Neuberger, secretary-treasurer. The Ogden lads tendered Zogi a banquet and presented him with the wand to the city. Zogi is heading westward toward Hollywood. . . **A LAD TO WATCH** is Clarence Slyter, formerly of the West Coast, and now residing in Milwaukee. Slyter has been attracting oodles of attention recently in the Chicago area with his comedy drunk magic routine which he presents in pantomime. . . **JOHNNY BAUER**, after a fortnight's stand at Bill Williams' nitery on Treasure Island, St. Petersburg, Fla., opened April 7 at the Mayflower Hotel, Jacksonville, Fla. Johnny is mending from a head injury suffered recently while fishing in St. Pete. It seems he was bending over to bait a hook, when a passing car did with a fender what is usually reserved for a thumb. His next move, involuntary, was to try a solid-thru-solid with his head and the concrete bridge railing. It didn't work. The owner of the liberty-taking fender ushered Bauer to the hospital for several stitches in the noggin'.

PAUL ROSINI, after four weeks at Hotel Gibson, Cincinnati, departed last Friday (11) for New Orleans for a monther at the Hotel Roosevelt. For several days last week, Rosini entertained his friend, Jimmy Foxx, Boston Red Sox first baseman, in town with his team for several jousts with the Cincinnati Reds. Foxx is an ardent magic

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Long, pleasant stock engagement; easy, short rehearsals. Only 3 thirty-minute shows a day. Salary \$18.00. Wire for immediate engagement, stating age, weight, and height. **CHAS. V. LEVY**, Manager, Lafayette Theatre, New Orleans, La.
BURLESQUE PEOPLE WANTED
EMPRESS THEATRE
540 Woodward Ave., DETROIT, MICH.

Since "Time of Solomon"

NORFOLK, Va., April 12.—Ann Corio is not worried about the future of the strip-tease. "Miss Corio," asked a local newspaper reporter, "do you entertain any fears that public interest in your specialty may wane in the future?" "Well," she replied, "I think history will bear me out that men have been interested in my specialty since the time of Solomon."

Shubert, Philly, Re-Opens Aug. 28

PHILADELPHIA, April 12.—After a try of two weeks and two days, Rube Bernstein shuttered his Shubert Theater Saturday (5). Playing Midwest Circuit shows, house got off to a bad start. Bernstein has a two-year lease and has deposited money with the landlord to insure the re-opening of the house August 28.

Strange, Cord Take Fair \$4,300 in Minn.

MINNEAPOLIS, April 12.—Gross business at the Alvin Theater, burly house here, for week ended Thursday (10), starring Mildred (Peaches) Strange and Marie Cord, strippers, was \$4,300, according to Harry Hirsch, of the Hirsch-Katz combo. Holy Week observance, said Hirsch, caused the gate to take a drop. Principals who opened yesterday (11) are strippers Kay Fears and Jeanne Williams. Margie Kelly will be the attraction week of April 18.

Cleveland To Stay Open

CLEVELAND, April 12.—George Young, operator of the Roxy, burly house, is making improvements in preparation for an all-summer run of stock following Midwest Circuit shows. Featured is a cooling system.

Ed Newman Switches

WINNIPEG, April 12.—Ed Newman, manager of Western Theaters shows at the Orpheum here the past six years, left Thursday (13) to open the new Mid-Town Theater in Toronto.

enthusiast . . . **JUDITH JOHNSON** and Company, mental turn, have been handed several more Lucas & Jenkins houses in the South, bringing their bookings there up to May 15. H. M. Laughon is advancing the act. . . **AL PAGE** and Company are in their third week of nitery dates in the Cincinnati area . . . **DUON**, private club and convention mentalist, has returned to his headquarters in Dayton, O., after several dates on the West Coast. His *Sacred Bell of Delhi* novelty is attracting considerable attention . . . **OTIS MANNING** continues in his umpteenth week at Larry Ford's nitery, St. Petersburg, Fla. . . **GUY STANLEY** winds up school season in Columbus, O., April 25. Business, he says, has been topnotch. Stanley day-dated Heaney the Magician recently at Port Huron, Mich., and says the latter gave a fine show to capacity business. Also present at the Heaney showing there were Stewart James; Gilbert, a local magus, and Reverend McDonald, minister-magician . . . **HARRY E. DIXON**, long identified with magic as advance man and manager, plans to launch his own magic and illusion show next fall, featuring a well-known magic name . . . **GREAT ROBA** and Company (Louls and Gladys Collins) have closed their *Night in Wonderland*, with which they have been playing schools in Missouri and Ohio, to prepare for another season on a carnival as concessionaires . . . **AT A RECENT** meeting of the Magic Hobby Club, Columbus, O., which marked the beginning of the third year for the organization, Dr. William T. Palchanis was elected president; Sam Housum, first vice-president; Joseph Kemp, second vice-president; Herb Finkle, third vice-president, and Bob Nelson, secretary-treasurer. Club now has an active membership of 38 . . . **DON DURAND** and Company recently finished eight weeks in Detroit niteries . . . **THE GREAT MARTINEZ** has been working in and around the Motor City for the past year.

Burlesque Notes

(Communications to New York Office)

NEW YORK:

VICKI WELLES, during her five-day layoff between Dayton, O., and Utica, N. Y., on the Hirst wheel, went to Philadelphia for a second tonsil extraction. **MIMI LYNNE** and her copyrighted numbers *Scarlet O'Hara*, *The Divorcee* and *The Bride*, reopened on the Midwest Circuit April 11 after two weeks at the Galety. Another Galety departure was Red Buttons for the Star, Brooklyn. . . **JOHN-NIE COOK**, straight, and Lou Black, comic, have teamed and are being booked for vaude thru Sid Moss. . . **JOAN COLLETTE** was featured at the Eltinge April 4 week. Lucille Rand, dancer, was specialty attraction, and June Fairbanks transferred from a Republic usherette to an Eltinge front-liner. . . **KID KOSTER** postals his recovery from illness which forced him to close in advance of *Little Foxes* (Tallulah Bankhead show). . . **DIAN ROWLAND**, still at the 606 Club, Chicago, has been given the title, *The Chesterfield Girl of 1942*. . . **MARGIE HART'S** recent fortnight at the Republic proved a welcome Lenten booking, inducing an extra show almost every day. . . **SHIRLEY LIND** doubled in strips and in the show girl line at the Eltinge part of April 4 week, pending sister Paula's recovery from tonsil trouble. . . **DAVE SEED** and Lillian White, a team the last six years in vaude, have joined a Hirst wheeler. With Dave, a former burly comic, are two other burly old-time ace funsters, Harry J. Conley and Billy (Scratch) Wallace.

MARGIE KELLY proudly displaying a new diamond engagement ring. Ditto Jean Mode and Marlane. . . **HOWARD MONTGOMERY**, producer, with the sudden closing of the Triboro March 27, moved to the Casino, Boston. Relieved Chuck Gregory, now at the Rialto, from where Fred Clark and Ida Rose shifted to Mexico to take care of N. S. Barger's second show. . . **ESTA ALJA**, Mickey Golden, and Mabel Lea are regular Sunday night visitors backstage at the Gayety, Baltimore, Md., where Gus Flaig is still house and stage manager. . . **JOAN LEE**, back after three years on the Midwest Circuit, closed a week at the Star, Brooklyn, and then opened at Fay's Theater, Philadelphia. . . **ROMAYNE** and her two new radium routines closed in Union City, N. J., on the Hirst wheel March 22; opened the day after at the Grand, Canton, O. . . **JEAN REMINGTON**, chorus producer at Carroll's nitery, Philadelphia, doubled at the Shubert for a week pending Paul Morokoff's trip in from the West. . . **BOO LAVON** opened at the Star, Brooklyn, March 28. . . **HAPPY HYATT**, comic, still in Baltimore, Md., attending her father, who is ill. Will return to Midwest Circuit. . . **CLEO CANFIELD**, first time here from three seasons on the Midwest Circuit, debuted at the Galety April 4. . . **JOE BABBITT**, former assistant manager in Briskman's Brooklyn burly houses, now treasurer of Briskman & Rudnick's City Theater, and Harry Mirsky, manager.

GARRETT PRICE and Fran White left the Eltinge March 20 to return to the Midwest Circuit, opening March 21 at the Palace, Buffalo. Price replaced at the Eltinge by Eddie Innis, who had just finished five weeks at Carroll's nitery, Philadelphia, where Sammy Spears relieved him. . . **LEE RUSSELL**, singer from orks and recordings, and the Blackstone Twins, girl dancers from niteries, were newcomers to burly at the Star, Brooklyn, March 28. Russell replaced Harry Pollard. . . **BETTY SMITH**, strip principal with the Miller-Kemper show on the Hirst Circuit, has changed her moniker to Carroll King. . . **TEDDY UNDERWOOD**, concession manager for Jacobs Brothers, left the Gayety, Baltimore, Md., and Riverside Hockey Arena, Washington, for a ball park job over the summer. **UNO.**

CHICAGO:

MARIE CORD planed from Minneapolis to Cleveland to reopen on the Midwest Circuit Friday (11). . . **CHUCK GREGORY** produced his first show for the Rialto this week. . . **JOE DORITA** and Frank Scannell are opening on the Midwest Circuit in Boston Friday (18). . . **CHARMAINE** booked week of April 25 at the Alvin, Minneapolis, and plays

Mortan's Latest Protegee

NEW YORK, April 12.—Nat Mortan, burly agent, says he made a terrific discovery in Gloversville, N. Y. She is a redhead dancer who went to Shanghai in 1936 and stayed there a year performing in night clubs and theaters.

She says she did the first strip act in Shanghai, playing the Ambassador Ballroom and other night spots there. Under Mortan's guidance she is planning a strip in Chinese costume while singing the Chinese lyrics of the American pop song, *There'll Be Some Changes*.

She will be billed as Jo-Chiang, and hopes to persuade the management of each house she plays to offer \$25 to the first person who knows the true meaning of the Chinese name. Part of the exploitation will be ads in Chinese papers.

the Rialto here week of May 2. . . **SHERRY BRITTON** booked for two weeks at the Eltinge, New York, starting Friday (18). . . **PADDY CLIFF** and Julie Bryan closed last week at the 606 Club. . . **MIMI LYNN** reopened on the Midwest April 11 at Cincinnati and is set for the Rialto week of April 18. . . **"PEANUTS" BOHN** closed on the Midwest at Cincinnati April 10. . . **ANN VALENTINE** is in the current show in Toledo, O. . . **LEONA THURSTON** closed on the Midwest at the Avenue, Detroit, April 10. . . **FRANCES ABRAMS**, secretary to Milt Schuster, leaves shortly for a four-week vacation.

PHILADELPHIA:

SUNYA SLANE and Joan Lee lead the Easter week bill at Fay's Theater, where Faith Bacon opens May 1. . . **DONNA DARNELL**, who shares billing with Waneta Bates at Carroll's nitery, is on the cover of *Artists and Models* mag this month. . . Holiday bill at the Troc Theater includes Sonya Duval, Mike Sachs, and Alice Kennedy. . . **LEW FINE**, off the Midwest Circuit, handling comedy at Carroll's with Bobby Vain. . . **MYRA DEAN** is the pretty in the Realsilk hosiery ads. . . **JACK COYLE** can't figure why the crook who stole the pants of his tux from the Shubert dressing room didn't take the coat and vest, too. . . Burly features at the near-by New Jersey niteries include Jean Weber at Mary Hubbard's, Berlin; Alice Dare at Murray Inn, Haddonfield; June LaMour at Twin Cedar Inn, Clementon; La Votos at Holloway's, near Marlton; and at Haddonfield's Smart Spot, Margo Fant and Jean Mitchell.

ALICE JEWEL



The **SCARLETT O'HARA** of **BURLESQUE** — **STRIPPING SINGING SCENE-ING**



Now on the **Hirst Circuit**. Available for offers about **May 1**.

Direction: **PHIL ROSENBERG**, Bond Building, New York City

Auslet, Fortson, and Maher List More Old-Time 10-20-30 Troupes

Chicago.

Editors *The Billboard*:

I have enjoyed reading the many interesting articles on the old 10-20-30 rep shows, but I note that nary a word has been mentioned about the ones that trouped the Southland. My old stomping ground was the sugar belt of Louisiana, and in later years Alexandria, the heart of Louisiana. When a kid in Thibodaux I was an errand boy for one of the hotels. Whenever the hotel could spare me I occupied my time as all-round boy for the theater. Soon I (still in my teens) became stage manager, then manager, and before I was 18 got troupers' blood in my veins and got a job as advance agent and manager of shows for several years.

Some of the popular reps which I recall are Jennie Holman Company, Otto H. Krause Company, Emma Warren and her husband, James S. Garside, and her brothers, Percy and George Warren; Scott McDonald, George W. Scott, Charles Tolson, Tolson-Miller, Hoyt Comedy Company, Allen Comedy Company, Arnold Stock Company, Webb Chamberlin, Frederick Lorraine, Charles King Company, Klump-Hearne, Punch Robertson, Maude Atkinson Company, Annie Burton, and the Albert Taylor Company.

Of the one-nighters which will always stand out in my memory are Joseph D. Clifton's *Ranch King*, Lincoln J. Carter's *Fast Mail*, Frank Gazolla's *On the Bridge at Midnight*, Hasty Bros.' *A Wild Goose Chase*, Dick Sutton's *Siege of the Alamo*, George Chenell's *Run on the Bank*, Murray and Mack in *Finnegan's Ball*, Edwin Ferry in *Othello*, Hennessey LeRoy in *Other People's Money*, Roland & Clifford's *Thorns and Orange Blossoms*, E. J. Carpenter's *Quo Vadis*, Dave Levis's *Uncle Josh Sprusby*, C. S. Primrose's *St Haskins*, *Uncle Josh Simpkins*, Little Corinne in *Little Madcap*, *Darkest Russia*, *Black Flag*, *Hidden Hand*, *Sign of the Four*, and *Flaming Arrow*.

JACK AUSLET.

Little Rock, Ark.

Editors *The Billboard*:

Have been reading of the old stock and rep days and have enjoyed it. Seeing Barry Gray's name in a recent issue took me back many years. From 1900 to 1905 Barry Gray and his marionettes appeared annually in Little Rock at the Glenwood Park Theater. This was the first time I had ever seen marionettes and it made a profound impression upon me and instilled in me the idea that I wanted to become a performer. Thanks to Barry Gray, I have had a show since 1910, using marionettes, magic, and ventriloquism.

Some of the old-timers that appeared at the Capitol Theater were Klump

Hearne Company, Jolly Della Pringle, Jolsen Stock Company, Millville Dramatic Company, Ollie & Dad Spooner Dramatic Company, Herrman the Great, and Griffith, hypnotist. I was employed at the first picture show, Jenner's Wonderland, to operate here. I enjoy reading the repertoire page very much.

WILLIAM P. FORTSON.

New York.

Editors *The Billboard*:

I herewith submit a list of the big repertoire companies that were sometimes listed as traveling stocks. Why, I don't know. Here they are: Chester DeVaude, Huntly-Jackson, Thomas E. Shea, Daniel Ryan, Irene Myers, Charles Holden, Harry Holden, Frankle Carpenter, Jerry McAuliff, Phelan Stock, Franklin Stock (I headed that), Corse Peyton, John Himmelein, Earl Burgess, Kind Dramatic Company, Minello Bros., Charles K. Champlin, and Murray & Mackey. I remember when I played Brockton, Mass. My company was the 27th rep company in that town that year—others to follow.

I want to speak about Chester DeVaude, a fine actor and a real matinee idol. I was DeVaude's comedian for three years and in that time I never saw a bad business week. I was also with Huntly-Jackson for a couple of years. Great company. Holden's was colossal also. What wonderful melodramas those companies put on. Stupendous!

PHIL MAHER.

Lou Griner Readying Combo Show at Corbin City, N. J.

CORBIN CITY, N. J., April 12.—Lou Griner, who for the last several seasons has been operating his Variety Show, presenting pictures, vaude, and rep bills under canvas, is readying for the new season at winter quarters here. He plans a bigger show for this season.

Already engaged are Jerry (Little Bit) Callahan, featured comic; Lou Griner, characters and music; Gladys Griner, leads; Florence Rawls, ingenue; Charles Lowry Jr. and the three Griner children, specialties. The unit has been breaking in at niteries in the territory the last several weeks.

Manager Corbin is adding a sound car, two trucks, three passenger cars, and a new light plant.

Elder Troupe in Rehearsal

PADUCAH, Ky., April 12.—Carl Elder's Dixie Comedy Players, carrying eight people, has just completed its first week

Selective Service Mail

In the Carnival Department of this issue appear the names of those having Selective Service mail in the various offices of *The Billboard*. This list is published in addition to the names which are set in capital letters in the regular Letter List.

Aulger Meller Ends 8 Weeks in Cincy

CINCINNATI, April 12.—Aulger Brothers' old-time meller, *Adrift in New York* or *Her First False Step*, concluded an eight-week stand at Barney Rapp's Sign of the Drum niterie here last Sunday night (6). Business for the local engagement was only fair, due largely to the suburban location. The troupe, headed by Addison Aulger, begins an indefinite stay at the Darling Hotel, Wilmington, Del., April 19.

Cast here had Addison Aulger, Ellen Douglas, Jack Irvin, Dave Heminger, Verda Gordinier, Mack McDonald, Marie McDonald, Paul Palmore, Mary Brandt, and Paul Swanson. Line-up remains the same for the Wilmington engagement with the exception of Dave Heminger, who has left to join the Madge Kinsey Players, with whom he has been the last 13 seasons.

Another unit of the same vehicle, headed by Harrison Aulger, is in its 33d week at the Seelbach Hotel, Louisville, Ky., and a third unit opened Wednesday (9) at the Hotel Jefferson, Peoria, Ill.

Early-Season Biz Good for Bryants

CHARLESTON, W. Va., April 12.—Bryant's Showboat, making its annual spring stop in Charleston, is playing to capacity boats with its presentation of the old tear jerkers.

Next week, in compliance with a request from *Life* magazine, the troupe will offer *Uncle Tom's Cabin* as directed by Capt. Billy Bryant, and a pictorial record will be taken of showboating in the rough.

Billy plans three more weeks in Charleston before taking off for Cincinnati and the boat's 13th summer there.

of rehearsal here. Troupe is being readied for a season in high schools and halls. First date will be the Mail Carriers' Convention, slated for Paducah late this month. Company's first bill is *What Every Woman Wants*.

Rep Ripples

MACK D. FERGUSON is with Charles V. Levy's stock burly at the Lafayette Theater, New Orleans. . . . "HI-BROWN" BOBBY BURNS, ex-minstrel and formerly for several seasons on the advance of the Rosalie Nash Players in Michigan, is keeping busy on home-talent minstrel promotions in Central Michigan. . . . DONALD BEST, erstwhile repster, is promoting and directing amateur shows under auspices in Steuben County, Indiana. . . . DEL TURNER, who has been enjoying a good play with his vaude-pic combination in halls and schools thru Mississippi, takes the outfit under canvas in Northwestern Texas soon. . . . FRANK J. POWELL has had good success in directing amateur minstrels in the Brockton, Mass., sector in recent months. . . . SUNNY AND DOLLY DU VELL have deserted the rep field for the niteries. They're currently in Central, Ill., where Sunny is emcee at the Hotel Pittinger's cocktail lounge. . . . LEONA HARMOUNT, widow of George (Buster) Harmount, of *Uncle Tom's Cabin* fame, is working night clubs in Ohio territory. . . . OLIVER KIGHT has disposed of his new home at St. Petersburg, Fla., following the recent passing of his wife, Stella Hayes, and was a visitor at the rep desk early last week. Kight will spend several weeks visiting friends in the Middle West before taking a job out of the business. . . . AL PITCAITHLEY, who has been resting for several weeks at his home in Beatrice, Neb., stopped off in Chicago last week for a visit with his young daughter before hitting out for Brunswick, Ga., to rejoin Billroy's Comedians. . . . BOB LA THEY, who recently underwent an operation at Excelsior Springs, Mo., is recovering nicely, and with his wife, Pearl, will be back on Choate's Comedians this season. . . . HAROLD A. LANE reports that he is taking Jack Joyce, organist and baritone, on a concert tour of the East. Joyce has been playing Chicago niteries. . . . DOC REID, the oldest canvasman still in active service (he's past 80), is looking after the Byron Gosh show tent, being readied for the new season on the fairgrounds at Tazewell, Va.

Tent Not Dead

By E. F. HANNAN

THERE will be an increase in small tent shows the next year and after. Small traveling tricks are finding that the tent itself is appealing, and outfits giving vaude-pic entertainment can be operated so economically that it's almost impossible to get very deep in the red with such shows.

Every town has a nucleus of picture-goers in the kid element and the kids alone will pay a small show's nut. Along in midsummer, fairs begin to get going, and tricks with light overhead are sure of some money by moving into small fairs, where pix and vaude, properly ballyhooed, are always among the paying shows.

For the pic end of it, small show operators with experience say that Western, mystery, crime, and racket films go best both in small towns and at fairs. Crime films may be augmented by racket flesh sketches, the "crime doesn't pay" angle being played up. With good billing a small outfit can be made to look like a big-city show. Some of the successful ones in the past year or two went along with four people taking care of all entertainment, as well as all the work around the show. The tent show business is not yet on the shelf.

DAYTON, KY., SHOW

Opening Thursday, April 17
You can still make it, so phone at once. Couples who are late will be given 48-hour opening. This can't miss being a winner.
HAL J. ROSS
Palace Hotel, Cincinnati, O.

KANSAS CITY SHOW

STARTS APRIL 16
With 48-Hour Opening
Can use five more good Spirit Teams only, with guaranteed sponsor from opening. Wire
PLAMOR ICE PALACE
Kansas City, Mo.

WANT

To join immediately. Specialty or Novelty Team, Woman Chorus, Sister Team, Chorus Girls, Boss Canvasman, Working Men. All must join immediately. Wire Western Union, don't write.

BILLY WEHLE

Mgr. Billroy's Comedians
Valdosta April 16, Moultrie 17, Albany 18, Americus 19, Columbus 21; all Georgia.

WANTED QUICK

Musicians, double band and orchestra; Comedy Acrobatic Act, man and wife; good Novelty Act. We furnish board and room; long, pleasant season. Salary must be low. Frankie and Gladys Harris, write; send photos. **JAMES BONNELLI**, Cotton Blossom Showboat, Paducah, Ky.

MANDY GREEN MINSTRELS

Want Colored Musicians, Chorus Girls, Dancer. Salary sure. No percentage. Room and board. Long season. Write
STOVEPIPE WILLIAMS
505 4th Ave., No., Nashville, Tenn.

THE PRINCESS STOCK CO.

WANTS

People in all lines for Dramatic Tent Show that double. Character and Juvenile Teams. Musicians that double stage. Piano Player, Gen. Bus. Actors. Tell all first letter. State salary. Address: **E. O. WARD**, Thayer, Mo. Actors and Musicians do not double canvas on here.

WANTED QUICK

Young Leading Team and Gen. Bus. People for one-a-week Stock under canvas. All must do Specialties. Want to lease or rent complete Dramatic Outfit. No junk. Write or wire
ROBERT "BOB" LARUE
4015 N. Keystone Ave., Indianapolis, Ind.

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

Freeport Contest Winds Up

FREEPORT, Tex., April 12.—Passo-Bacharach Derbyshow, just ended here, was won by Benny Leonard and Edith Merritt, with Louie Meridith and Margie Van Raam, second, and Chad Alviso and Joe Van Raam, third. Emsees were Hal Brown, Lenny Palge, and Jimmy Gable. Frankie Donato handles the comedy. Lloyd Brown was day judge; Ray Passo, heat judge, and Eileen Thayer, nurse.

BILL STEELE writes from Hollywood to inquire as to what has become of his good friend Bobby Sells. Try writing him in care of *The Billboard*, Cincinnati, Bill.

MARGE SHEFIELD is of the opinion that Tiny Sells and Junior Jack Kelly are the oldest walkers in the business. She tells that the pair were walking when she was still going to school, and, believe us, that's a long time ago. Marge further infos that her Chicago dress shop is catching on nicely. She plans to take in the Washington and Kansas City, Mo., shows.

HAL J. ROSS breezed into Cincinnati last Saturday (12) to complete final details for his new show which gets under way this week at Dayton, Ky. Ross staged a successful contest in Dayton two winters ago, but prospects for the new show look still brighter, what with the Cincinnati area booming with de-

fense work and with near-by Fort Thomas housing thousands of new recruits. For many of the latter an endurance contest will be a decided entertainment novelty.

JOE BANANAS, the Windy City endurance show enthusiast, remembered his many friends at Easter with wired greetings.

PLEASE DON'T REQUEST that we send a message for you thru the column to locate a friend. Write your friends in care *The Billboard*, 25 Opera Place, Cincinnati. When he sees his name in the Letter List he will send us his route and we will, in turn, forward your letter on to him.

INQUIRIES HAVE BEEN received recently on George C. Cobb, Eddie Leonard, Johnnie and Frances Dillon, Kenny Videto, Ginger Brown, Irma Safer, Jack Alexander, Bill McDaniels, Billy Baldwin, Sam Slusky, Chuck Payne, Kid Chissell, Lewis Brock, Eleanor Gault, Millicent Ross, George W. Pughe, Red Oleski, Joe Solar, Mary DiRosa, Vera Ogden, Freddie Nevola, Dick Le Nac, Don Naylor, Dale Thorpe, Gene Heck, Stan West, George L. Rutty, Bozo Lewis, and Jerry Garafolo. Shoot in a line and let your friends know where you are and what you're doing.

FRANK CASTELLO, out of the endurance field the last five years, infos from New York that he's all set to re-enter the game.

Non-Theatrical Films

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

12 Early Chaplin Films Not Available for Roadshowmen

NEW YORK, April 12.—Twelve more Chaplin titles must be added to the list of those restricted by copyright owners, according to an announcement made by Commonwealth Pictures Corporation.

N. D. Sikawitt, treasurer of the firm, told *The Billboard* that his firm had acquired complete copyrights to 12 titles produced by Mutual during 1917-18. The product was purchased from RKO Pictures, which had added sound tracks to the films in 1935.

No 16mm. rights have been granted, Sikawitt said, and showmen using any of these titles are liable to prosecution for possessing illegitimately duped prints. The titles include *The Fireman*, *The Count*, *The Immigrant*, *One A.M.*, *Behind the Screen*, *The Adventurer*, *Easy Street*, *The Cure*, *The Vagabond*, *The Pawnshop*, *The Rink*, *The Floorwalker*.

All rights in these titles are now vested in Commonwealth Pictures, which is currently conducting a Chaplin festival at the Fifth Avenue Playhouse here. No 16mm. rights will be granted for the present and no person will be allowed to show the films, either in standard or sub-standard, silent or sound, at least until the festival is over.

Some Illegitimate Prints

Sikawitt declared that some dupes of these films had been made and sold to roadshowmen who were unaware that the films were illegal. He said his firm is making every effort to contact persons owning the films and advising them they have no right to show the film. If the offense is repeated, the firm expects to take action.

Roadshowmen must check carefully before buying or renting Chaplin film. The 12 listed above must be added to the list of restricted titles. It is essential that a complete check of titles be made. A bill of sale does not protect a showman from legal action if the film

has been illegally duped. Possession of the film is enough to bring action.

In connection with the 12 titles listed, the only 16mm. rights are vested with Kodascope, and the films are not for open distribution. Arrangement is that Kodascope will rent the films to individuals for private showings in homes only. The prints held by the firm are not available for roadshowmen in any form, and those who are using these titles are in possession of illegal dupes for which they can be prosecuted.

It is advisable to check thoroughly with a reputable library before purchasing, renting, or showing any Chaplin film.

Showmen Contacting Small Night Clubs

NEW YORK, April 12.—Roadshowmen are reportedly contacting some of the smaller night clubs to arrange for possible shows during the off summer season.

The current interest in old-time movies is said to be one of the chief selling points. It is pointed out that many small clubs either close entirely or cut down on talent during the summer. With this in mind, showmen are keeping after the smaller clubs in an effort to arrange a deal.

Old-time movies in clubs is not a new idea. Last year many New York spots tried out films. The 48th Street Music Hall still runs a program of old-time films.

A percentage deal can be worked out thru which the club is able to offer entertainment at a low price and keep open to catch what business there is in the area. Smart exhibitors are pointing out that there is a certain amount of loss of business and prestige when a spot closes even for a few months.

Good Market for Patriotic Films

NEW YORK, April 5.—The wave of patriotism sweeping the country is resulting in more interest in patriotic and historical films. Roadshowmen are discovering new audiences thru the medium of historical films. Features based on historical fact also are good material and some roadshowmen have found that the public interest also has turned in a sense to geography. Travelogs of other countries are at times profitable, particularly when some area breaks into the news.

There are a great many historical films which can be used at this time. Different historical films are favored in different parts of the country. In some places features with historical backgrounds will do better business than a straight historical picture. Many of the feature-length Westerns which deal with the winning of the West in an authoritative fashion and are based on some historical incident will often prove a better attraction than a factual account of conditions during that period.

One of the most popular of all the historical films is *Abraham Lincoln*, 67-minute film with Walton Huston and Una Merkel. This film is an impressive, accurate document of the Civil War period. Endorsed by educators all over the country, *Abraham Lincoln* is particularly well suited for showing in schools.

Another film of particular interest at this time is *Dealers in Death*, a 66-minute indictment of war and its horrors. It reveals the economic background of World War I thru many scenes depicting the conflict and shots of diplomatic gatherings. In the short-subject field are available such films as *The Liberty Boys Series*, six two-reelers showing various phases in early American history. Also available is *Mr. President*, showing the inauguration of the President and portraying highlights in the careers of President McKinley and others up to Franklin D. Roosevelt. *Plymouth, U. S. A.*, is a historical film based on the historical community.

Fictional Films

Tom Keene is featured in many films

with a historical background, depicting various phases in early colonization and the winning of the West. These films are good for general market and are also marketable for schools. Included among the titles are *Battle of Greed*, a story of silver mining in 1861 following the discovery of the Comstock lode; *Drums of Destiny*, a story of Jackson's volunteers in Florida after the War of 1812; *Glory Trail*, a film of the Reconstruction period; *The Law Commands*, a story of the conflict between farmers and organized land grabbers under the Homestead Act of 1862; *Raw Timber*, a story of the conservation efforts begun in 1905 by President Theodore Roosevelt; *Rebellion*, a story of California in the early days after it had been acquired by the United States, and *Under Strange Flags*, a story of the turbulent Mexican Revolution of 1914.

It is also possible to acquire historical features of the current war in the form of newsreels pieced together to form a 90-minute film. Many libraries have pieced together the best newsreel shots of World War II and combined them, under various titles, to supply roadshowmen with an interesting and educational film.

Shorts Ordered Sold May 5

NEW YORK, April 5.—Referee Peter B. Olney Jr. has ordered sale on May 5 of all 16mm. and sub-standard non-theatrical rights on shorts of Grand National Pictures, Inc., and Educational Films Corporation of America.

Sale is part of proceedings to liquidate firms' assets under bankruptcy proceedings in U. S. District Court here.

ORCHESTRA ROUTES

(Continued from page 15)

Sabin, Paul: (Stuyvesant) Buffalo, h.
Sanabria, Juanito: (Havana-Madrid) NYC, nc.
Sandler, Bernie: (Tantilla Gardens) Richmond, Va., nc.
Sapienza, George: (Biltmore) Atlanta, Ga., h.
Saunders, Hal: (St. Regis) NYC, h.
Saunders, Red: (Capitol Lounge) Chi.
Savitt, Jan: (Panther Room) Chi, nc.
Seabridge, Howard: (Martonick's) Trenton, N. J., re.
Senators, Four: (Onondaga) Syracuse, N. Y., h.
Servis, Tony: (Sandy Beach Inn) Pontiac, Mich., nc.
Shaw, Maurice: (Chateau Moderne) NYC, nc.
Shepard, Eddie: (Park Casino) Phila, nc.
Siegel, Irving: (Ed's) Marshfield, Wis., nc.
Silhouettes, Four: (DeWitt Clinton) Albany, N. Y., h.
Siry, Larry: (Ambassador) NYC, h.
Sissle, Nobel: (Diamond Horseshoe) NYC, nc.
Sless, Alvin: (Embassy Club) Albany, N.Y., nc.
Smith, Joe: (La Rue) NYC, nc.
Smith, Stuff: (Ace of Clubs) Reading, Pa., nc.
South, Eddie: (Cafe Society Uptown) NYC, nc.
Spanier, Mugsy: (El Rancho) Chester, Pa., nc.
Spreer, Harold: (Park Lane) NYC, h.
Stabile, Dick: (Brunswick) Boston, h.
Stagno, Felix: (Paris) Houston, nc.
Stamols, Spiros: (L'Aligon) Chi, re.
Sterling, Frank: (Alpine Tavern) Atlantic City, nc.
Sterney, George: (Coq Rouge) NYC, nc.
Stoeffler, Wally: (Belvedere) Baltimore, h.
Story, Lew: (Graemere) Chi, h.
Straeter, Ted: (Monte Carlo) NYC, nc.
Strong, Benny: (Gibson) Cincinnati, h.
Sullivan, Mickey: (Lido) Worcester, Mass., c.
Sylvester, Bob: (Club Royale) Savannah, Ga., nc.
Sylvio, Don: (Bertolotti's) NYC, nc.

Tan, Jimmie: (Kaufman's) Buffalo, nc.
Teagarden, Jack: (Casa Manana) Los Angeles, b.
Terry, Frank: (McVan's) Buffalo, nc.
Thompson, Ken: (Villa Moderne) Chi, r.
Thomson, Billy: (Belmer's Plantation) Niagara Falls, N. Y., nc.
Thornhill, Claude: (Glen Island Casino) New Rochelle, N. Y., ro.
Trace, Al: (Ivanhoe) Chi, nc.
Trester, "Pappy": (Blackhawk Grill) Chi, c.

The Billboard

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The Billboard reserves the right to edit all advertising copy.

Vol. 53 APRIL 19, 1941 No. 16

Trini, Anthony: (Greenwich Village Inn) NYC, nc.
Tucker, Orrin: (Aragon) Chi, b.

U
Unell, Dave: (Alabam) Chi, nc.

V
Valero Sisters: (Rainbow Room) NYC, nc.
Varell, Whitey: (President) Atlantic City, h.
Varrol, Tommy: (Club Ball) Brooklyn, nc.
Venuti, Jimmie: (Schoolhouse Inn) Phila, nc.
Vera, Joe: (Congress) Chi, h.
Versailles, The: (Olimos) San Antonio, Tex., nc.
Vazros, Eddie: (St. Moritz) NYC, h.

W
Wald, George: (Brown) Louisville, h.
Wald, Jerry: (Child's Spanish Gardens) NYC, re.
Walters, Lee: (Casanova) Detroit, nc.
Weber, Jack: (Club Cherie) Chi, nc.
Welk, Lawrence: (Trionon) Chi, b.
Whitemar, Paul: (Paramount) Atlanta, Ga., t.
Wilde, Ran: (Nicollet) Minneapolis, h.
Williams, Sander: (Astor) NYC, h.
Windsor, Sir Reginald Guy: (Toppers Cafe) Merchantville, N. J., nc.
Winton, Barry: (Rainbow Grill) NYC, nc.
Wintz, Julie: (Top Hat) Union City, N. J., nc.

1000 16MM SOUND FILMS
BOOK SHOWS NOW LOW RENTAL RATES MANY NEW SUBJECTS
Rates and Catalogue
ARROW FILM SERVICE
1600 Broadway, NEW YORK CITY

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HERE'S YOUR CHANCE NO INVESTMENT SHOW TALKIES
ALL YEAR BUSINESS
Show Talkies-Theatrical towns your territory waiting. We furnish Films, Sound Projector, etc. Write for Details
ARROW FILM SERVICE
728 7th Ave., NEW YORK, N. Y.

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500 Watt Regular Price \$3.90 Our Price \$2.93
750 Watt 4.10 3.08
1000 Watt 6.00 4.50
BELL AND HOWELL OWNERS, ATTENTION! A SPECIALTY LAMP ADAPTER can be slipped on these lamps for use in your projectors, they give perfect alignment and can be used over and over. \$1.50 apiece. Special—200 Hour Lamps, —750 Watt—\$3.57.
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6 George Street, Rochester, N. Y.

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16MM. SOUND 35MM.
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OTTO MARBACH, 630 Ninth Ave., N. Y. City

NOW IN 16 MM!
THE ONLY GREAT WESTERN STAR
WILLIAM S. HART IN
'TUMBLEWEEDS'
IN SOUND
THE GREATEST REVIVAL IN FILM HISTORY!
Leased only on STATES RIGHT basis to responsible showmen—eliminating cut-throat rental price competition!
ASTOR PICTURES CORP.
130 W. 46TH STREET
NEW YORK CITY

The Final Curtain

BURR—Henry, 69, widely known singer, April 6 in Chicago after a long illness. Burr, popularly known as the "Dean of Ballad Singers," was born Harry McClaskey at St. Stephen, N. B. He started singing when he was five years old, later studied in New York, and became a popular concert artist. With Thomas A. Edison, Burr pioneered in the experimental stages of phonograph recording and was one of the first artists to record on cylindrical waxings. He adopted the name of Henry Burr because at the time record making was not considered proper for concert artists. More than 10,000,000 of his records have been sold. Burr toured the country with his own concert company, Eight Popular Victor Artists, from 1912 to 1920. He then entered radio, formed his own production company, and produced some of the biggest early-day network programs. Six years ago he joined the Old Hayloft Gang at WLS, Chicago, and was with them until his death. His widow, Cecelia, survives. Burial at Kenesco, N. Y.

DEVERE—Marie, 67, for many years a sword swallower with various shows, including Barnum & Bailey, Frank A. Robbins, and Sig Sautelle circuses and the 101 Ranch Wild West Show, in Providence, R. I., April 9 after a year's illness. She was born in England and for the last 25 years resided in Wyoming, R. I. Funeral from the home of her daughter-in-law, Mrs. James Kennedy, Westerly, R. I., with burial in St. Sebastian Cemetery there.

DIXON—George, well-known concession operator at fairs and on carnivals, last season with the F. E. Gooding Amusement Company, April 5 in Ohio Valley General Hospital, Wheeling, W. Va. Interment in Mount Zion Cemetery, that city, April 7.

EVANS—Jim, candy floss and slum spindle stand operator on the Empire Amusement Company, suddenly April 7 at Zapata, Tex. Body was shipped to deceased's home in Oklahoma City for burial.

FERRIS—Elmer J., business agent of the Toronto Local IATSE No. 58, in St. Michael's Hospital, Toronto, April 2. He was formerly carpenter at the old Princess Theater, Toronto. Survived by his brother, Eddie Ferris, and son, Jack. Services April 5 at St. Ann's Church, Toronto, with interment in Mount Hope Cemetery there.

HODGES—Jennie, well known in outdoor show circles, at her home in Chicago recently after a lingering illness. Her daughter, Myrtle Hutt, concessionaire and a member of the Ladies' Auxiliary Showmen's League of America, survives. Interment April 8 at Forest Home Cemetery, Chicago.

JOHNSON—Dr. Roy K., 52, physician who specialized in hypnotism and magic, April 4 in Franklin Hospital, San Francisco. He toured the United States, South America, and the Orient as Vlademar the Great. Survived by a son, Kenton, of Los Angeles.

KAIN—Gertrude, veteran platform show performer, at Altus, Okla., of pneumonia following operation. Services and burial at Altus. Survived by her husband, Elmer, performer.

KIGHT—Stella Rose (Hayes), 51, of

the well-known tab, rep, and vaude team of Kight and Hayes, March 28 at Mound Park Hospital, St. Petersburg, Fla., after a stroke which followed a few days' illness. A graduate of the College of Music, Cincinnati, the deceased began her career as prima donna with Marie Dressler's *Tillie's Nightmare* in 1919. In 1921 she married Oliver Kight and for years the pair trouped with Charles Benner's *Peck's Bad Boy*. Later they appeared with the Halton Powell, Johnny Burton, and other tabs on the Gus Sun and Joe Spiegelberg circuits. In late years they appeared in vaude and niteries. They retired from the business last October to settle in St. Petersburg. Christian Science services in St. Petersburg March 31, with interment in Royal Palms Cemetery there. Her husband and a half-sister, Ida Smith, South Newport, Ky., survive.

LOWTHER—Lloyd, 72, who for many years appeared in vaudeville and at fairs as a trick and fancy skater, April 7 in St. Thomas Hospital, Akron, O., after a brief illness. He toured the United States, England, Canada, and Mexico for 12 years and at once time managed the rink in Summit Beach Park, Akron. In recent years he was employed by the city. Survived by his widow, two daughters, three brothers, and a sister. Services at Adams' Funeral Home, Akron, and burial in Rose Hill Cemetery.

LUNDIN—Hjalmar, 70, former strong man with the old Ringling Bros.' Circus, April 8 at his home in Jamaica, Queens, N. Y., after an illness of several months. He leaves his wife and daughter.

MACGREGOR—Eugene, actor, April 5 in New York. He appeared in *Four Flushers*, *Battling Butler*, and *Within Four Walls*. At one time he was associated with Klaw & Erlanger. He leaves his wife and a son.

MICKEY—Edwin, 68, April 8 at the St. Louis County Hospital, St. Louis, where he was a patient for eight weeks. Mickey was for years a stock performer, having been with the Hobern Davies and the Favorite stock companies. He retired six years ago. Survived by his widow, Mrs. Grace Mickey. Services at Stuart & Sons Funeral Home, St. Louis, with interment in Memorial Park Cemetery there.

MURREE—Frances Alice, 76, wife of Fred (Bright Star) Murree, Pawnee Indian roller figure skater, April 6 at her home in Red Lion, Pa. Survived by a son, Charles F., Los Angeles.

PARRAVICINI—Florenco, 67, South American actor and comedian, suddenly March 25 in Buenos Aires, Argentina, after a long illness. He was one of the most popular comedians in South America until he retired last September due to ill health.

POTTER—Harry P., 73, veteran aerialist, April 6 at Bensonville, Ill. Potter was widely known in the outdoor show world. For many years his casting act, the Peerless Potters, appeared with leading circuses and was considered one of the best in the business. Potter worked in the act until he was 64, when he retired to train and manage the act. In recent years his act had played State and county fairs. It was featured at A Century of Progress in Chicago, and last year appeared at Golden Gate Exposition, San Francisco. Surviving is a daughter, Aerial Potter Marquette, at whose home he died. Burial in Acaela Park, Bensonville.

PREVOST—Marcel, 79, French novelist and playwright, in Vianne, France, April 8. Prevost wrote a play, *La Plus Faible*, in addition to his literary works.

PRICE—Robert E., 49, co-owner and manager of Station CKBI, Prince Albert, Sask., in a Saskatoon, Sask., hospital April 2 after a brief illness. He was one of the pioneers of radio broadcasting in Saskatchewan. Survived by his widow and daughter. Burial in Prince Albert.

PRINCE—Adelaide, 80, former actress, April 4 at home in Shawnee-on-Delaware, Pa. She appeared in plays under the direction of Charles Frohman with such stars as Ethel Barrymore, Maude Adams, William Gillette, and John Drew. She also appeared with Helen Hayes and Edward G. Robinson on Broadway under David Belasco's management. Miss Prince was the widow of Creston Clarke, actor and nephew of Edwin Booth. She leaves a son and a daughter.

ROBINSON—Johnnie May, of the Leonard Duncan *Showboat Revue*, recently in Houston, Tex.

SCOTT—S. B., 62, musician and music patron, April 6 in University of Pennsylvania Hospital, Philadelphia, after a brief illness. He founded the Germantown

Symphony Orchestra in Philadelphia. Surviving are his mother; his wife, Margaretta Morris; three daughters, two sisters, and two brothers.

SELDOMRIDGE—Clinton J., 68, theater owner and manager, March 31 in Philadelphia General Hospital after a long illness. He was associated with theater operations for 30 years, last connected with the Gem Theater, Philadelphia. Three sons and a daughter survive. Crematory services in West Laurel Hill Cemetery.

SHAW—Edward, 63, last member of the original Bud Scott band, at a Natchez, Miss., hospital April 2 after several months' illness. Survived by his widow, Fanny; son, Earl; daughter, Odessa, and three brothers, Louis, Theodore, and Morris. Interment in Natchez.

SPENCER—Ray Allison, 50, legitimate actor and radio script writer, in Grand Rapids, Mich., April 2. He was on the road with William Gillette and Sothern and Marlowe. He was one of the first script writers for radio and prepared programs for Rudy Vallee for a number of years. He was connected with little theater productions in Grand Rapids in recent years and was active as a lecturer. His widow survives.

TIEDE—William C., 84, retired exhibitor and in his youth advance man for the Georgia Minstrels, April 8 at his home in Racine, Wis. Tiede operated a billposting service for 45 years. Survived by his widow, a son, and a daughter.

ULLMAN—Simon (Cy), 68, well known in fair and pitch circles, in Charleston, Ill., April 9. For a number of years he was connected with cookhouses at the larger fairs. He later entered the trade-paper business and at the time of his death was working with Frank Murphy on sheet. Body was shipped to La Fayette, Ind., deceased's home town, for burial.

UNDERHILL—Howard Deloss, 45, veteran circus and Wild West performer and for the last several years operator of his own vaudeville show, of a heart attack April 1 in Joplin, Mo. Survived by his widow, Amy, circus performer. Services at Pogue's Funeral Home, Rocky Comfort, Mo., with interment in Rocky Comfort Cemetery there.

WILE—Frederic William, 68, journalist, author, and radio commentator, April 7 at his home in Washington of heart disease after a long illness. He was among the pioneer radio news commentators and had been a regular newscaster over NBC and CBS. He leaves his wife, a son, and a daughter.

WILSON—Albert L., 63, blackface comedian and former endman with Dumont's Minstrels, in Naval Hospital, Philadelphia, April 4 after three weeks' illness. Wilson was a member of Messinger Camp No. 76, United Spanish War Veterans. Survived by his widow, Mae; a daughter, Mrs. Joseph F. McCabe; his father, Ike Wilson, and a sister, Mrs. Laura Hughes, the last two named now residing in Delaware, O. Services at the Oliver H. Bair undertaking establish-

ment, Philadelphia, with interment in National Cemetery there.

WITKE—Carl G., 65, trombonist, at the home of his sister in Wauwatosa, Wis., April 2. As a child he was with Hensler's Juvenile Band and later was with the Dunker, Joseph Clauder Sr., Hugo Bach, Tripoli, and the Great Royal Rosarian bands. He was also a member of Rudy Kopp's orchestra at the Wisconsin Theater, Milwaukee, and other orchestras for 21 years. He was a member of Knights of Pythias, the Milwaukee Musicians' Union, and Tripoli Shrine. Services at the Fass Chapel, Milwaukee, and the body was cremated. Survived by his sister, Mrs. Charles Hadler.

Marriages

BENNETT-KAABER—Herman Bennett, office manager at Chez Ami night club, Buffalo, and Karen Kaaber, dancer, in Buffalo March 25.

BERNSTEIN-BARNETT—Harold Bernstein, owner of three theaters in Bay City, Mich., and Margaret Barnett, of Monogram Picture Exchange, Detroit, recently in that city.

BETTGER-ROLFE—Lyle Bettger, actor in *The Man Who Came to Dinner*, and Mary Rolfe, of *See My Lawyer*, April 10 in Chicago.

BISHOP-HAGEN—Willard Bishop, of Joliet, Ill., and Lucille Hagen, of the NBC Central Division continuity department, April 5 in Clinton, Ia.

FLETT-HARRINGTON—John Flett, automatic phonograph operator and radio serviceman, to Joyce Harrington recently in Marshfield, Wis.

HOWARTH-BOYD—William Howarth, manager of the Palace Theater, Atlantic City, and Margaret Boyd April 2 in Atlantic City.

PRESHAW-BYRNS—Jerry Preshaw and Pauline Byrns, members of Six Hits and a Miss, vocal aggregation on Bob Hope's radio show, in Las Vegas, Nev., April 9.

PRIMO-GREEN—Adrian Primo, nonpro, and Marie Green, of Station KOMA, Oklahoma City, March 29 in that city.

REAMER-MASCHE—Al Reamer, manager of the Byrd Theater, Philadelphia, and Alice Mascke, cashier of the Ambassador Theater, Philadelphia, April 5 in that city.

SEAWELL-RAWLS—Donald Seawell, nonpro, and Engenia Rawls, dramatic actress appearing in *The Little Foxes*, April 5 in Philadelphia.

TETZLAFF-DUVAL—Ted Tetzlaff, film director, and Yvonne Duval, actress, recently in Hollywood.

VANDERCLOOT-CARROLL—Capt. W. J. Vandercloot, nonpro, and Della Carroll, dancer, recently.

Births

A boy to Mr. and Mrs. Harry Wismer April 8 in Henry Ford Hospital, Detroit. Father was formerly announcer on Detroit stations.

A daughter to Mr. and Mrs. Bill Laferty April 1 in Philadelphia. Father is manager of Warners' Liberty-Tacony Theater, Philadelphia.

A daughter to Mr. and Mrs. W. R. Westlake April 8 at Carmel Hospital, Columbus, O. Father is a widely known glass manufacturer and exhibitor at fairs.

A daughter, Rita Katherine, to Mr. and Mrs. Lloyd Meverden April 1. Father owns and operates Lloyd's pony ride.

A son to Mr. and Mrs. Bob Smart in Tulsa, Okla., March 23. Mother is the former Jackie, Davis, well known in outdoor show circles.

A daughter to Ruth and Billy Ambrose in Youngstown Hospital, Youngstown, O., April 6. Parents are a well-known dance team.

A son to Mr. and Mrs. Dale Thoma April 4 in Mercy Hospital, Canton, O. Father was formerly a concessionaire with the Hagenbeck-Wallace and Tom Mix circuses, and mother formerly was a ballet dancer.

A daughter, Wendy Laurel, to Mr. and Mrs. Reed Browning at St. Mary's Hospital, San Francisco, April 6. Father is an NBC announcer.

A son, Glen, to Mr. and Mrs. Harry Elders April 6 at South Shore Hospital, Chicago. The father is a radio actor, now appearing in *Right to Happiness*.

A daughter, Elaine Marie, to Mr. and Mrs. E. E. MacCosbe in Mercy Hospital, Pittsburgh, April 6. Father is engineer at Station WCAE.

A son, Martin Douglas, to Mr. and Mrs. Walter Compton in Glendale, Calif. Father is publicity director for Republic Pictures.

A son, Ronal Klethley, to Mr. and Mrs. Matthew Bonebrake at Oklahoma City March 18. Father is manager of Station KOCY in that city.

"The Lone Ranger"

Earle W. Graser, 32, radio actor known professionally as the Lone Ranger, was killed instantly April 8 in an automobile accident near his home in Farmington, Mich.

Graser had been broadcasting as the Lone Ranger three times a week for the past nine years. Program, which originates in the studios of WXYZ, Detroit, and is heard over the Mutual Broadcasting System and a score of independent stations, is also recorded and rebroadcast over the air in many other English-speaking countries.

Graser started his career in radio some years ago when he went to work for WXYZ doing character bits. A short time later the original Lone Ranger, Brace Beemer, was promoted to studio manager, and Graser assumed the role, Beemer being retained as narrator. From that time on the popularity of the program steadily increased and the Lone Ranger's familiar call, "Hi-yo, Silver!" became a byword to thousands of children. It was recently reported that the program had developed into an industry grossing a half million dollars a year.

Ironically, Graser had used the program and his voice to promote traffic safety.

He leaves his wife, a year-old daughter, his parents, and a sister.

Isidore Witmark

Isidore Witmark, 71, composer and music publisher, April 9 in the Poly-clinic Hospital, New York, of pneumonia.

Witmark, with his brothers, founded the firm of M. Witmark & Sons and had been engaged in the music publishing business for nearly 50 years when he retired as president of the company in 1932.

In his youth Witmark wrote songs for his brother, Julius, a boy soprano, to sing. In 1886 the Witmarks published their first popular songs, among which was *President Cleveland's Wedding March*, written by Isidore.

Many of Victor Herbert's compositions were published by the Witmarks. Among them were *Ah! Sweet Mystery of Life*, *Kiss Me Again*, *I'm Falling in Love With Someone*, and the comic opera, *The Fortune Teller*.

Among other songs published by the Witmarks were *Sweet Adeline*, *My Wild Irish Rose*, *When Irish Eyes Are Smiling*; *There's a Long, Long Trail*, and *Tammany*.

In 1929 Witmark wrote a book, *From Ragtime to Swingtime*, in which he gave a history of Tin Pan Alley and the part the House of Witmark played in its development.

He leaves two brothers, Jay and Frank; a sister, and two daughters.

GETAWAY GROSSES ARE GOOD

Zacchini in Click 1941 Inaugural at Charleston, S. C.

CHARLESTON, S. C., April 12.—Altho handicapped by cold winds and threatening weather, Zacchini Bros.' Shows bowed in their 1941 tour here April 5 on Rutledge Avenue showgrounds to big crowds. Patrons came early and remained late and proved good spenders. Sponsored by the American Legion Post, shows opened with 8 rides, 8 shows, and 28 concessions. Organization again is featuring its double repeating cannon act as free attraction.

Roll-o-Plane and Tilt-a-Whirl were top rides. Octopus, not ready, did not open. Lil White's Girl Revue led shows, with the Side Show next in line. Shows are well illuminated by eight mammoth light towers, and rides have been repainted. Show fronts were rebuilt under direction of Hugo Zacchini, assistant general manager. Cannon act personnel has been changed this year with Bruno and Hugo Zacchini appearing as the human projectiles. Mrs. Elsie Zacchini is at the trigger.

Carl O. Bartels is in the office again, with Mrs. Bartels on the front gate. William E. Cooke, general representative, visited the shows on opening night and reported that bookings are almost complete. W. H. Jones, who has his bingo unit booked, visited at opening, as did city and county officials. Show-owned cookhouse is under direction of Red Hall.

Lawrence Midway Pleases at Initial Stand in Charlotte

CHARLOTTE, N. C., April 12.—With good weather Lawrence Greater Shows made a colorful 1941 bow here this week. Altho nights were cool, they were a relief from a week of rain which preceded shows' scheduled opening under the Charlotte Central Labor Union auspices at the Wilkinson Boulevard show grounds. General Manager Sam Lawrence was congratulated by numerous local and State officials and show folk when the well-illuminated midway disclosed many shining new rides, attractive show fronts, and well-stocked concessions. All agreed the organization was bigger, better, and more attractive than ever, Bill Snyder reported. A large bouquet of flowers from his employees banked Manager Lawrence's desk at opening.

During the week good co-operation was received from *The Observer* and *The News* as well as Station WSOB, where Bill Goll, Aquacade Show owner-manager was featured several times in 10-minute broadcasts. Newsboys from both papers were entertained on the midway Tuesday and Wednesday nights. The new office wagon, delivered in time for opening by George Chaplin, New York, attracted much attention. Opening night business was satisfactory and it improved nightly.

Shows received society page publicity in both papers Wednesday when Arthur Goodman, local attorney, entertained 75 guests on the midway in celebration of his daughter's birthday. Staff includes Bert Rosenberger, general agent; Joe Mannheim, advance; Howard Conaway, billposter; Billy Breese, legal adjuster; Mrs. Sam Lawrence, secretary; Bill Snyder, publicity; Jerry Champion, artist, and William Todd, handyman.

Sunburst Opening Is Set; Org Signs James Kelleher

SINCLAIRVILLE, N. Y., April 12.—New Sunburst Exposition Shows will open their season with a seven-day stand in Warren, Pa., beginning May 10. Co-Owners Gerald Barker and Thomas J. Hoctor said at quarters here this week. They plan to carry 10 rides, 10 shows, and 30 concessions, and a crew has been working all winter.

James R. Kelleher, with James E. Strates Shows for the last 14 years, has been signed as general representative. Barker will operate his own bingo and cookhouse.

Doc Barfield Sells Out to Henry Mills

NEW ORLEANS, April 12.—C. E. (Doc) Barfield, owner of Barfield's Cosmopolitan Shows, said this week that he had sold his organization to Henry Mills, of this city. Mills will operate the shows at the new colored park here. Barfield said that he has not retired from the amusement business but will operate his recently purchased Spitfire ride and another modern ride as soon as he can get delivery on it.

He and Mrs. Barfield are vacationing here after a successful winter in Florida and Nassau, Bahamas.

Sickels' Savannah Shove-Off Is Fair

SAVANNAH, Tenn., April 12.—Bob Sickels' United Shows wound up their seven-day opening stand here last Saturday night to fair business, altho hampered thruout by cold and rain. Crowds were good, but weather was too cold for them to spend, Clifford Matthews, secretary, reported. Staff includes Bob Sickels, manager; F. N. Ogilby, general agent; A. S. Brewer, special agent; E. E. Baker, superintendent and electrician; Tom Johnson, band leader; Art Sorrell, sound system; Walter Gillis, night watchman, and Matthews, who is also the mail man and *The Billboard* sales agent.

Rides and their foremen are: Merry-Go-Round, James Anderson; Ferris wheel, Irving Goings; Chairplane, William Offutt, and Kiddie Auto Ride, Tommy Jones.

Shows: Claud Martin, Snake Show; Billy Logsdon, Girl Show; Tex Pugenat, Mona Monkey Girl; Charles (Tarzan) Tollman, Athletic; W. W. Wilson, Minstrel, and William Goodman, stage producer.

Concessions: Buddy Raymond, cookhouse; Bonnie Ogilby, diggers; Tommy Jones, popcorn and peanuts; Red Higgins, lunch stand; John Denton, corn game; Art Sorrell, photos; E. E. Baker, two; Lou Carper, six; Cecil Hendricks, two; Lester McGee, one; Art Sorrell, three; Edward Cruz, one; Claude Martin, two, and Tom Demetro, one.

ACA Brigade Agents Signed

CHICAGO, April 12.—L. B. Greenhaw, in charge of billing crews for the Amusement Corporation of America, reported that the following brigade agents have been signed for the season: Barney Yates, Dave Trauggott, Fred Hewitt, and Roland Davis.

Zorima Signed for B. & G.

CHICAGO, April 12.—Zorima, who appeared at the New York World's Fair last season, has been signed for the Beckmann & Gerety Shows. Show will be under management of William McCloskey.

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

By STARR DE BELLE

Boot Lace, N. J.
Week ended April 12, 1941.

Dear Editor:

With all due respect to General Agent Lem Trucklow, many members of our show have openly expressed their opinions in the cookhouse that any big midway could operate without a general agent. This date proved that a show could operate without sending a man ahead and could depend solely on local promoters to book and handle all details. It also proved that, regardless of one's position on the midway, he or she may have influential friends some place or other. While all of our agents were out hunting for a town William Washington, the cookhouse dishwasher, infoed that



FRANK S. REED, vet of 50 years in outdoor show business and until a few weeks ago secretary of Rubin & Cherry Exposition, has retired from the road and will operate a second-hand magazine stand, which he has purchased in Shreveport, La. The Shreveport Times of April 6 carried a lengthy story ament the 79-year-old Reed's tenure in show business and the successful manner in which he is operating his new enterprise. Piece, written by a staff writer, Charles W. Price, was accompanied by a two-column photo of Reed at work in his stand.

Fuzzell's United Bows Successfully At No. Little Rock

NORTH LITTLE ROCK, Ark., April 12.—Fuzzell's United Shows officially opened their 1941 season at 19th and Washington streets here last week to fair weather and good business, under American Legion Post auspices. With a free gate, opening night proved a winner when big crowds turned out to patronize the 10 rides, 8 shows, and 25 concessions. All rides, show fronts, ticket boxes, concessions, and trucks have been repainted and present an attractive appearance. (See FUZZELL'S IN BOW on page 38)

Sutton Switches Bow Site

CAIRO, Ill., April 12.—Great Sutton Shows moved in here this week for their opening today, marking first time in 10 years they have inaugurated a season in a town other than Osceola, Ark. Management took delivery on four new tractors and trailers, and Mr. and Mrs. B. B. Brundage purchased a new trailer and tractor, as did Mr. and Mrs. F. A. Steinbarger. Mr. and Mrs. Connolly purchased a new truck, as did F. M. Sutton Jr.

Weather Fails To Hurt Takes

Inaugurals reveal enlarged organizations—hike in rosters, improvements noted

CINCINNATI, April 12.—Early predictions of outdoor showmen that 1941 would prove one of the most outstanding for carnivals from a financial standpoint since the big one of 1929 were strengthened by the volume of business registered by almost all traveling organizations which inaugurated their seasons last week and this week.

Good business at the getaway dates was attributed by carnival managements to the great federal defense program, as shows, almost without exception, encountered much cold and rainy weather at bow-in time, with some of them chalking up from fair to excellent business despite the fact that they were hampered by rain thruout their week's engagements.

Contributing factors to the various shows' good draws were increased investments and improvements made by show owners in general. A decided increase of the rosters of attractions and enlargement of shows generally was particularly noticeable from reports received here, lending credence to the early-season statements of showmen that they planned to present to their 1941 patrons programs which not only would meet with their approval but merit the increased business which should result from the strong spending power made possible by the preparedness program.

Blue Ribbon Opener Best in Years; Map Booster Club Plans

COLUMBUS, Ga., April 12.—Blue Ribbon Shows' inaugural stand here proved one of their best opening spots in several years. Ride, show, and concession operators reported good business altho hampered by cloudy and unsettled weather. Columbus Police Charity Fund Committee, sponsor, gave good cooperation and complimented the management on the shows' appearance, as did city officials and Felix Jenkins, secretary-manager of Chatachoochee Fair Association, who were among visitors.

A boosters' club was organized during the stand and plans are now being worked out whereby proceeds from the club will be turned over to a sick and accident fund to be sponsored by the club. Boomerang and Ridee-O topped the rides, while Clarence Thame's Girlesque Revue vied with Johnnie Williams' Hot Chocolate Revue and Babe LaBarle's Life Show for top show honors. Staff includes L. E. Roth, manager; Mrs. L. E. Roth, treasurer; L. H. Hardin, assistant manager; Vernon Moore, business manager; E. P. Sumrall, mechanic; P. H. Brady, electrician; J. J. Craig, canvas; Lee Paden, secretary and *The Billboard* sales agent.

Rides

Merry-Go-Round, Jimmie Paden, foreman; Ottis Dorman, tickets; Autos, Robert Bryant; Ferris Wheel, E. M. Evans, foreman; William Boyd, clutch; Jack Russell, tickets; Chairplane, Charles Wells, foreman; Wayne Pritt, tickets; Tilt-a-Whirl, Joe Bruneau, foreman; Alvin Smith, clutch; George Parisen, tickets; Ridee-O, Lamor Morgan, foreman; Frank Conway, clutch; John Shanks, tickets; Boomerang, Al Creighton, foreman; Raymond Carter, brake; Thomas Tigges, clutch; Thelma Davis, tickets; Cuddle-Up, Raymond Roberts, foreman; Robert Marshall, tickets; Loop-o-Plane, F. C. Clark, owner; James Boynton, operator; Peggy Dennis, tickets; Pony Ride, W. C. Hatcher, owner-operator.

Shows

Side Show, Al Alfredo, manager; Rose Starr, mentalist; Electrica, electric (See BLUE RIBBON CLUB on page 62)

Centanni Greater Shows

Open April 30, 1941, Ford, N. J.

Two Saturdays.

Wanted—Girl Show, Snake Show, Athletic Show, or any other Show that can make money. Wanted—Fish Pond, Cigarette Shooting Gallery, Long Range Shooting Gallery, Hoopla, Penny Pitch, Diggers, Ball Game or other legitimate Concession.

Tommy Fallon, get in touch with me.

MICHAEL CENTANNI

827 Broadway, Newark, N. J.

NOLAN AMUSEMENT CO.

No Racket—6 Office-Owned Rides—No Gate

WANT WANT WANT
RIDE HELP SHOWS CONCESSIONS

Opening April 19th, Columbus, Ohio

3 weeks in Columbus, then industrial cities, street

celebrations and fairs. CONCESSIONS—Bingo,

Cook House, Photo and legitimate Stock Stores of

all kinds. AGENTS for Ball Games, P. C., and

Grind Stores. MANAGERS—Athletic Show and

Medicine Show, 60-40. Have complete outfits for

above. Pep Hartley, write. RIDES—Will book

M.G.-R., Fun House or any Ride not conflicting.

RIDE HELP for Wheel, Loop-o-Plane, Whip, and

Chairplane. Some Foremen positions open. BAN-

NER MAN who can produce. FOR SALE—

Condemner Ferris Wheel, in A-1 shape, cheap.

JIM J. NOLAN

617 Whitethorne Ave., Columbus, Ohio

L. J. HETH SHOWS

Want Side Show with or without outfit.

Second Agent, Banner Man, Photo Gallery,

exclusive open. Other legitimate Conces-

sions. Answer:

JOE J. FONTANA, Tullahoma, Tenn.

WANTED WRESTLER

or Combination Man that can make openings

for Athletic Show on W. A. Gibbs Shows.

Opening April 19th, Parsons, Kan. Wire

HONEY BOY LYMAN

Parsons, Kansas.

LEGITIMATE CONCESSIONS

Of all kinds. Also place Dope Show Operator and

Snake Show. Furnish new outfit to reliable operator.

Foreman for Roll-o-Plane and Octopus. Top salary

to reliable men. AL WAGNER, Huntsville, Ala.,

this week; Milan, Tenn., next week.

WANTED

CATERPILLAR OPERATOR TO JOIN AT ONCE.

Frank Savadge, wire.

GEO. YAMANAKA

World of Mirth Shows, Richmond, Va.

HARRY WEBB CAN PLACE

2 Agents for Slum Skillo. Must be capable and

sober. Positively no drunks tolerated. TOMMY

BUCHANAN, can place you here. WIRE AT ONCE.

PHIL PHILEEN, advise at once if you are joining.

Place Help for Wheels. Willard, advise if joining.

H. D. WEBB, Lawrence Greater Shows, Raleigh,

N. C., week of April 14th.

MAC'S CARAVAN SHOWS

Want legitimate Concessions: Bingo exclusive, \$15.

Cook House Help. Ride Help for M.G.-R. and

Chair-o-Plane, come on. One or two more Shows.

Booked solid in government area.

Address: Waynesville, Mo.

ROGERS & POWELL

WANT

Bingo, Cook House, Hoopla, Popcorn, Candy Floss,

Stock Joints, Knife Rack, Pitch Tilt You Win,

Hawaiian and Girl Show. Furnish outfit for Ath-

letic, Minstrel, Ten-in-One, Wax Show. Our route

is in the money. Calhoun City, Miss., this week.

SUNSET AMUSEMENT CO.

Opening Sedalia, Mo., April 25—Two Saturdays—

Two Sundays.

Concessions open. Grind Shows with own equipment.

Address: Excelsior Springs, Mo.

WANTED—MANAGER

for Athletic Show. Have new top and panel front.

Wire

J. F. SPARKS SHOWS

Birmingham, Ala.

PROMOTERS WANTED

Immediately to handle Program, Advance Ticket

Sale, Merchants' Display Booths and Baby Show.

Powerful auspices. Concessions, Demonstrators,

Vaudeville and Circus Acts and Units, get in touch.

B. H. NYE, Rudd Hotel, Owensboro, Ky.

OLYMPIA EXPOSITION SHOWS WANT

Ferris Wheel, small Cook House, Merry-Go-Round,

Loop-o-Plane with or without transportation. Shows:

5-1, Athletic, any kind of Grind Shows, 25% with

own outfit. Concessions of all kinds except Corn

Game, Photos, P.C., Penny Pitch, Mitt Camp. Must

work for 10¢ only. Reasonable rates. Fair Secretaries

and Celebrations, have some open dates in Minne-

sota, Wisconsin, Iowa and Missouri. Will inform

parties booked by mail opening dates. All address:

STANLEY WARWICK, Box 858, Rochester, Minn.

Mighty Monarch Does Biz In Waycross Despite Cold

WAYCROSS, Ga., April 12.—Altho hampered by cold weather, Mighty Monarch Shows showed here for a week ending April 5 to successful business. Shows arrived here on March 31 after a long jaunt from Arcadia, Fla., and opened to a large crowd and attendance continued good all week. Co-Manager Norris P. Roland returned from a successful booking trip, and Mrs. Nina Scott continues to do a good job with the marquee banners.

A number of new concessionaires joined here, while Tommy Fallon left with his girl show for another organization. Capt. Dan Riley continues popular, as does the Sunshine Minstrel Show. Fred Thomas joined after visit-

ing friends in Jacksonville, Fla. Robert Draper and Douglas Roland are in charge of the front gate tickets.

Jack Tavlin Sues ACA

CHICAGO, April 12.—Suit for \$250,000 has been filed in Superior Court of Cook County by Jack Tavlin, thru Sol R. and I. S. Friedman, against the Amusement Corporation of America. Action is outgrowth of an alleged verbal contract between Tavlin and the ACA. In his complaint Tavlin alleges that on December 15 last he entered the employment of the defendant as solicitor of advertising for a trial period of four months, and that the defendant agreed orally to pay him 50 per cent of proceeds of any advertising he obtained for the ACA. He further alleges that on February 7, 1941, the defendant wrongfully discharged him and refused to permit him to complete his contract, and that by reason of this action he was deprived of "great gains and profits."

Rain Hurts Buckeye State

PORT GIBSON, Miss., April 12.—Rain killed off early part of Buckeye State Shows' week's stand, which ended here on April 5. Business increased last half of the week, but it was not on a par with last year's, altho attendance was larger. Members of the Lincoln County Chamber of Commerce visited, as did Mr. Weeks and party from Franklin County Free Fair. Other visitors included Messrs. Gilbert and Craig, State tax department; Commander McGee, State American Legion, and Secretary Ballard, Yazoo County Fair.

L. A. Date Fair for Kortes

LOS ANGELES, April 12.—After two weeks to fair business on Main Street here, Pete Kortes's World's Fair Museum moved to Long Beach, Calif., for an indefinite stay. Attractions include Iko and Iko, sheepheaded men; Harry Lewis, human enigma; Barney Nelson, armless wonder; Edema, human balloon; Popeye; long-tailed roosters, and Leroy, magic. Austin King and Leroy are the lecturers.

WANTED

For Ruskin, Fla., Tomato Festival, April 22 to 26, Shows, one more Ride, Concessions: Bingo, Palmistry, Photos or any Stock Concession.

Lorena Midway Attractions

Harry C. Dalvine, Mgr. Plant City, Fla.

Opening May 1st—Closing October 1st

INN MISSISSIPPI AMUSEMENT PARK

BAY ST. LOUIS, MISS.

Located on Beautiful Gulf Coast Highways 80 and Waveland Beach. Can place Ferris Wheel, Loop-o-Plane, Merry-Go-Round, Kiddie Car, Rolloplane, and other Rides. Photos, Ball Games, Popcorn, and other Legitimate Concessions. All address A. C. PATTERSON, 1428 Canal St., New Orleans, La.

HUGHEY & GENTSCH SHOWS

WANT AT ONCE

Thoroughly experienced Second Man on Ferris Wheel, also other Ride Help. Vardaman, Miss., this week.

HOTEL SHERMAN
1700 Rooms 1700 Baths

chicago's exciting hotel
names make news . . . gene krupa . . .
larry clinton . . . bob crosby . . . jan savitt
. . . all the nation's great swing masters
play in the exotic panther and malaya
rooms of the college inn . . . stay at hotel
sherman tonight—choose one of the
hundreds of rooms that radiate the future.
from \$2.50 \$3 \$3.50 \$4

hotel sherman
Randolph, Clark, Lake and La Salle Streets
chicago
drive right into the hotel, as you are

BARNEY TASSELL UNIT SHOWS WANT

Either Octopus, Rolloplane, Tilt-a-Whirl, or Silver Streak for Greenwood, S. C., week April 21, Fairgrounds, heart of town. Can also use Shows with own outfits and Concessions. P. S.—This Show combining with Royal Amusement Company for four weeks, special defense work towns, then into its own defense towns, including six weeks around Richmond, Va. Doc Wellse, write, wire. This week, Sylvania, Ga.

B. & V. SHOWS

Opening Garfield, N. J., May 1st

WANT

Cookhouse, Custard, Pop Corn, Bingo. Concessions all open. Grind Stores. Can place Octopus, Roll-o-Plane, Tilt or Whip. Ride Help wanted. Shows with own outfits, give good proposition. Write or wire 5 WESTMINSTER PL., GARFIELD, N. J.

HAVE BEAUTIFUL FRAME UP

For Midget Show. Will turn same over to organized Midget Troupe. Can place Unborn Show. Will furnish top and front for same. Address:

James E. Strates Shows, Inc.

Washington, D. C., April 16 to April 26, incl.; Wilmington, Del., April 28 to May 3.

Hughey & Gentsch Shows

Want Side Show. Will furnish outfit; give good proposition. Also want other Shows with own outfit. Concessions—Want Fish Pond, Bowling Alley, Clothes Pin Pitch, Hoop-La, String Game, High Striker, Scales or any legitimate Concessions. Will sell ex. on Diggers and Custard. Pop Clyde wants Man and Wife for Photo Gallery, also competent Help for Cook House, Mac Fyle, wire. Want competent Ride Help at once. Address: Vardaman, Miss., this week. P.S.: Charlie Raymond, correspond with us.

WANTED

Octopus Ride. Will book immediately. Must have own transportation. Splendid route, including large fairs and celebrations.

Address:

THE F. E. GOODING AMUSEMENT COMPANY

1300 Norton Ave. Columbus, Ohio

PALMETTO SHOWS WANT

Concessions. Will sell exclusive on Photo, Diggers, Penny Arcade. Johnnie Caruso wants Agents for Roll Down, Slum Skillo and Wheels. Place Ride Help for Wheel and Plane. Place any Ride not conflicting. Bud Foreman, Wallace Richards, wire. Spindale, N. C., this week.

Mid-Way of Myrth Shows

Want Concessions—Mitt Camp, Stock Stores, High Striker, Cookhouse or Grab Joint. Shows with own outfits, Girl Show. First Man for Whip. Address all communications to E. L. MURPHY, Bowling Green, Mo., this week; then Louisiana, Mo.

KAUS EXPOSITION SHOWS

Want Ten-in-One. Whitey Wagner wants Girls for Posing Show. Helen McLain, Honey Lane, Larine, Dottie Lee, Happy Hayes, John (Flagolet Player), Redia Robinson, wire. Marion McWhethy wants Griddle Man, Dish Washer. Whitehead wants Agents. Address this week, Emporia, Va.; next, Hopewell, Va.

SMITH'S GREATER SHOWS

WANT Foreman and Second Man for Eli Wheel, also other Ride Help. Larry Kuntz wants Side Show Attractions. Gilbert Tauwor wants Minstrel Show Performers and Musicians. Kelly Trumpet, come on. All Concessions open. Dillon, S. C., this week; next week, Lions' Club Old Home Week. Pittsboro, N. C. K. F. BROWNIE SMITH

H. P. LARGE SHOWS

Can place Merry-Go-Round, Chair-o-Plane, Tilt-a-Whirl and Kiddie Rides. Want legitimate Concessions of all kind. Good opening for Cookhouse, Diggers, Long or Short Range Gallery, American Palmistry and Ball Games. Will book Shows of merit. Want Sound Truck. Ziegler, Ill., April 14-19; Hurst, Ill., April 21-26. H. P. LARGE as per route

WANT TO BUY FOR CASH

OCTOPUS. MUST BE IN GOOD CONDITION.

MAURICE MILLER

Russells Point, Ohio

WANTED

COOK AND WAITERS. Write or Wire

SID GOODWALT

Care National Showmen's Association, Broadway and 47th St., New York City. Show opens April 28th, Port Reading, N. J.

WANTED

One more Kiddie Ride. Shows with own outfits, 20%. Will book Ferris Wheel. Want Concession Agents for Bingo, Cookhouse and other Joints. If you are capable, come on. I can place you. Williamsville, Missouri, this week.

PIKE AMUSEMENTS

WANT---SCOTT EXPO. SHOWS---WANT

For big Legion Celebration, Dalton, Ga., up town, week April 21; Sweetwater, Tenn., auspices Legion, week April 28; Maryville, Tenn., week May 5; then Virginia, West Virginia.

Kentucky mines and mills, working full time, plenty of money. Fairs straight from August to November 15. Want for season—Musicians and Performers, Boxers and Wrestlers, Man to take charge Geek Show. Have four Monkeys and Frame Up, complete, 65 ft. panel front. Man to take charge Turn Over Crazy House. Want set Kiddie Rides, one more big Ride, Grind Shows with or without outfits, legitimate Concessions. Ride Help that drive Semi or Merry-Go-Round, Ferris Wheel, Tilt Foreman, and Help for Loop-the-Loop.

Address: Stephens and Humphries Streets, Atlanta, Ga.

LAST CALL CONVENTION SHOWS LAST CALL

Booked solid till Armistice Day, with the strongest list of bona fide Firemen's Celebrations and Conventions in Western New York, and ten weeks of Fairs in Virginia, West Virginia and Kentucky.

OPENING DUNKIRK, N. Y., SATURDAY, MAY 3

CAN PLACE legitimate Concessions of all kinds. Want Long or Short Range Gallery, Penny Arcade, will furnish front for same; Ex. on Photos due to disappointment; Scales, Novelties, High Striker, etc. Want Foreman for Ell Wheel and Whip, other Help in all departments. Can place Roll-o-Plane or Octopus. Fay Lewis wants Concession Agents. Address all communications to CLAY MANTLEY, 228 Russo Bldg., Fredonia, N. Y. P.S.: Marty Smith wants Freaks and Acts for outstanding Side Show.

J. J. PAGE SHOWS

OPENING JOHNSON CITY, TENN. DOWNTOWN LOCATION. POSTPONED UNTIL APRIL 26. CATCH ALL PAY DAYS HERE AND SURROUNDING TOWNS. Can place Concessions such as Frozen Custard, Long Range Gallery, Fishpond, Pitch-Tilt-Win, Bowling Alley, Glass Pitch, Over and Under, Cane Pitch, Frozen Confections, Clothespin Pitch, Balloon Ball Game, Dart Game, and all other Legitimate Concessions except Cook House, Corn Game, and Popcorn. Reasonable rates for all. Good opening for Picture Gallery account disappointment. Want Kiddie Auto Ride. Can place Grind Shows. Good opening for Illusion Show. Good opening for Penny Arcade. Mickey Donahue wants Straight Rider for Motor Drome. Want Dancers for Hawaiian Show. Also Wrestlers and Boxers for Athletic Show. Can place Talkers and Grinders. Bob Coleman wants Grind Store Agents. We start moving on the lot April 28. Everybody wire as time is short.

J. J. PAGE SHOWS, Johnson City, Tenn.

SHOWS WANTED

Monkey and Chimpanzees, Monster and large Snakes, Midgets, Fun Houses, Animals, other outstanding Shows. Prefer Shows with own equipment. Booking terms reasonable. Best territory in Middle West, including complete route of large fairs and many celebrations.

Address:

THE F. E. GOODING AMUSEMENT COMPANY

1300 NORTON AVENUE

COLUMBUS, OHIO

WEST'S WORLD'S WONDER SHOWS

WANTED

Minstrel Musicians and Performers. Freddie Robinson, wire. Wanted—Fun House, Unborn Show, Ten-in-One and a Fat Show. Will furnish complete outfit to capable Showmen. Legitimate Concessions Wanted—Wheels, Novelties, Long Range Shooting Gallery, Scales and Photo Machines. Wanted—Caterpillar Foreman and other Ride Help. Cotton Rodgers, John Hoffman (animal trainer), wire. Answer:

GEN. MGR. FRANK WEST, Dothan, Ala., this week; Montgomery, Ala., next week.

Wright Amusement Company

WANTS

Talker and Wife for Girl Show. Will book Chair-o-Plane, American Palmist, Penny Arcade, Diggers, Mouse Game, Custard, any Concessions that do not conflict. Jack Ogle and Henry Globe, write. Have outfit for Snake Show and Pit Show. Need man for Athletic Show, capable making opening and handling show. Good proposition for right man. Must be sober. Playing Iowa and Minnesota territory. Write: F. W. McDERMOTT, Missouri Valley, Ia.

CETLIN & WILSON SHOWS, INC.

Week April 21st, Baltimore, Md., at Ostend and Nanticoke Sts.

Want Silodrome and Grind Shows with or without own equipment. Will finance capable money-getting Shows. Want Monkey Circus.

Can place legitimate Concessions. Want Workingmen in all departments. All Address: Petersburg, Va., this week.

FUNLAND SHOWS

Big Celebrations April 21st-May 3rd, downtown Columbia, S. C. Red, then cream of Virginia, Maryland, and Pennsylvania. Want ex. Arcade, Long Range Gallery, Cane and Shive Racks, Photos, Scales, Diggers, Bumper, Blower, Ball Games. Need Wheel First and Second Men. Will book or buy Little Beauty M.-C.-R., Octopus, Spiffire. Shows: Drome, Hawaiian or Revue, Funhouse, Grind Shows. Minstrel folks, come on. All replies: Laurel St. lot, Columbia, S. C., this week.

BUCKEYE STATE SHOWS

Clean Modern Amusements

14 BONA FIDE FAIRS AND CELEBRATIONS—14

SEVERAL OTHERS PENDING.

Memphis Cotton Makers' Jubilee, Week May 12th.
Bald Knob, Ark., White Co. Strawberry Festival, Week May 19th.
Farmington, Mo., Flag Day Celebration, Week June 23rd.
Batesville, Ark., White River Water Carnival, Week July 21st.
Mansfield, Mo., Ozark Summit Exposition, Week Aug. 4th.
Mammoth Springs, Ark., Soldiers', Sailors', Marines' Reunion, Week Aug. 18th.
Jackson, Mo., 22nd Annual Home-Coming, Week Aug. 27th.
West Plains, Mo., Howell Co. Fair, Week Sept. 8th.

Louisville, Miss., Winston Co. Fair, Week Sept. 16th.
Charleston, Miss., Tallahatchie Co. Fair, Week Sept. 22nd.
Brookhaven, Miss., Lincoln Co. Fair, Week Sept. 29th.
Greenwood, Miss., American Legion Fair, Week Oct. 6th.
Cleveland, Miss., Bolivar Co. Fair, Week Oct. 13th.
Meadville, Miss., Franklin Co. Fair, Week Oct. 20th.
Natchez, Miss., Elks' Fall Celebration, Week Oct. 27th.

WANTED: Party to take charge of Girl Show. Prefer one who has Accordion for bally and talent. One more neatly framed Grind Show, with or without own outfit. One more Feature Act for Side Show.

Will book Octopus, Dual Loop, Roll-o-Plane or any other Novel Ride. Will place any legitimate Concession that works for 10c. Will sell exclusive on Novelties and Jewelry Engraving.

Few weeks' open time in Missouri. Want to hear from responsible committees and Fair Secretaries. All address: BUCKEYE STATE SHOWS, Joe Galler, Gen. Manager. Hattiesburg, Miss., Stock Show Week April 14th
Laurel, Miss., V.F.W. Celebration Week April 21st

W. G. WADE SHOWS

OPEN SATURDAY, MAY 3

We will open in the heart of busy Dearborn, Michigan, for a 9-day engagement, including 2 Saturdays and 2 Sundays. After Dearborn we will show such towns as Kalamazoo, Grand Rapids, Muskegon, Pontiac, Lansing and Battle Creek. Our fair dates open the first week in August and will continue until late in October. Want Fun House, Glass Show, Motordrome, Monkey Circus, and any other attractions that do not conflict. Exceptional opportunity for Circus or Large Animal Show to feature. S. J. Sheidler wants outstanding attractions for Ten-in-One Show. Can place any rides except Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl, Octopus, Roll-o-Plane and Chair Plane; especially want Kiddie Rides. Wanted Tilt-a-Whirl foreman and experienced ride help on all other rides. Can start work immediately. Salary no object. Concessionaires, if you want to play real territory, get in touch with us at once. Reasonable rates a few exclusives. Can place one more Sensational Free Act. Write or wire W. G. WADE SHOWS, 289 Elmhurst, Detroit, Michigan.

DOWN EAST ATTRACTIONS

WANT AT ONCE

Rides, Shows and Concessions. Most reasonable rates, come on.

For Sale—24 seats Chairplane, 20 x 50 Top, Zephyr Novelty Ride, Trucks, Concession Tops. Joe Karr no longer connected with show. SILVER JACKSON, Ninety Six, S. C.

SICKELS UNITED SHOWS

Want Cook House, Privilege \$35.00 and meal tickets. Ten-in-One with complete outfit, 30%. Legitimate Concessions, \$12.50. Tommy Jones wants Agents for Popcorn and Peanuts. Lou Carper wants Roll Down Agents. Want reliable help for Merry-Go-Round and Ferris Wheel. Colored Musicians and Performers for Minstrel Show. Peewee Cheatham and Bubba Mack, answer. Office pays salaries. Address BOB SICKELS, Lawrenceburg, Tenn., this week; Lebanon, Tenn., next week.

JONES GREATER SHOWS

Opening So. Charleston, W. Va., April 26
CHARLESTON, W. VA., week May 5th

Want Penny Arcade, American Palmistry and Stock Concessions of all kind; no Wheels. Want Shows with or without own outfits, working Acts for Side Show. Geo. Kerestes wants Ride Help. Address PETE JONES, 727 Sixth Ave., Huntington, W. Va. P. S.—Al Westcott, wire Kerestes.

MIGHTY MONARCH SHOWS WANT

For Kingstree, S. C., Legion Spring Festival, the boom town of South Carolina. Million dollar pay roll each week within radius of twenty miles, several projects in full operation. Want Concessions—Will sell exclusive on Bingo, place Ball Games, Pitch To Win, String Game, Fish Pond, Cork Gallery, Hoop-La, Rat Game, and couple Stock Wheels. Want Octopus, Roll-o-Plane, or any Flat Ride. Also one Grind Show. Show playing best industrial route in country. Fair season starts in Virginia in August and closes in Florida in December. All address this week:

NORRIS ROLAND AND GEORGE GOFFAS, MONCK'S CORNER, S. C.

DELIGHT SWEETS, INC. 50 EAST 11th STREET, NEW YORK CITY

ORIENTAL CREWS 10 pcs. - 100 pgs. \$3.50

SALT WATER TAFFY 1/4 lb. - 100 pgs. \$5.00

SUNSET CRUSHED CHERRIES 3oz. - 100 pgs. \$5.50

TANGERINE ORANGE SLICES 3oz. - 100 pgs. \$4.50

SMILES CREWS 8 pcs. - 200 pgs. \$3.50

ALL TYPES OF BOXED CANDY POPULAR PRICES

CHOCOLATES, GUMS, CHEWS. WILL STAND ALL KINDS OF WEATHER

FREE CATALOG ON REQUEST • 20% DEPOSIT ON ORDERS

POLACK BROS.' INDOOR CIRCUS

WANT

FLYING ACT—SENSATIONAL HIGH ACT

— FOR —

SACRAMENTO, CAL., APRIL 26 TO MAY 3

SAN FRANCISCO, CAL., MAY 8 TO 15

CAN PLACE CLOWN OR COMEDY ACTS, AERIALISTS.

Address IRV. J. POLACK, care ISLAM-SHRINE TEMPLE, SAN FRANCISCO, Cal., until April 17th; Shrine Circus, Eugene, Oregon, April 19th to 22nd.

Bullock Amusement Co.

CAN PLACE

Following concessions: Bowling Alley, Cigarette Gallery, Long Range Gallery, Hoopla, Balloon Dart Game or any other concession not conflicting. We carry only one of a kind. No gate, no racket. Want to join at once, second man on Eli Wheel and other rides; counter man for Bingo, assistant mechanic. Good chance to learn Diesel motors. All must be truck drivers. Winnsboro, S. C., this week; next week, Cramerton, N. C.

LAST CALL LAST CALL

BAZINET SHOWS, INC.

SCENIC ARTIST—Salary and Concession. SHOWS—Manager for beautifully framed Life Show (Bernhardt, answer), Athletic (Frankie Colburn, Cowboy Waters). Want Motor Drome, Fun House, Mechanical, Big Snake, Monkey (Prof. Ronald E. Baker, Bob Tabor, answer). ACTS—Freaks and Side-Show People, contact Cliff Patton here. AGENTS—Ball Games, Bingo, Penny Pitch, Percentage Games. Manager for Bingo Game, salary and percentage. CONCESSIONS—All kinds Slum Joints. No racket. OPENING APRIL 19. HEART OF MINNEAPOLIS. REPLY TO DWIGHT J. BAZINET, Mgr., 629 5th St., N. E., Minneapolis, Minn.

CENTRAL AMUSEMENT CO. WANTS

For Whitmire, S. C., and balance of season: Stock Concessions all open except Photos. Want Ride Help on all Rides that can drive semi. Concession Agents, married preferred. All contact SHERMAN HUSTED, Mgr., CENTRAL AMUSEMENT CO., Saluda, So. Car., April 14th to 19th; Whitmire, April 21st to 28th.

MOTOR CITY SHOWS

WANT—Rides not conflicting. Shows with or without outfits. GOOD OPENING FOR PENNY ARCADE. Can place Talker, Freaks and other Working Acts for 10-in-1. Salary from office. Want—Man and Wife to operate newly built Fun House. Tex. write, H. Gordon wants experienced Photo Gallery Man. Must drive truck. Want—Long Range Gallery, Palmistry and other 10¢ Concessions. VIC HORWITZ, Springfield, Ohio, this week; Newark, Ohio, next week.

LAST CALL

KEYSTONE MODERN SHOWS

Want for the best territory in West Virginia, Pennsylvania and New York State, legitimate Concessions of all kinds, including Custard, Diggers, Pitch Till You Win, Scales, Bumper, Hoopla, Cigarette Gallery; one of each kind only. Want Novelty Slide Show Acts and one or two more Shows not conflicting with what we have. Have opening for Roll-o-Plane Foreman and Ride Help that can drive trucks. Opening date April 21st, Bristol, Va. Address: Milledgeville, Ga.

SIDE SHOW PEOPLE WANTED

One more outstanding Freak to feature, top salary; Sword Swallower, Tattoo Artist, Novelty Act, and a good Annex Attraction. Mimi and Freddie Garneau, Clarence Catlett, Bob Taylor, Chick Frazier, Tex Rogers, Leonard Ross, Happy Jack Long, Ted Burgess, please contact me at once.

HAZEL HASSON MILLER GREAT LAKES EXPO. SHOWS Huntsville, Alabama, this week Milan, Tennessee, next week

WORLD OF FUN SHOWS WANT

For three choice weeks in North Carolina—Rides: Kiddie Auto, Roll-o-Plane, Barnhill, wire me. Shows: Have complete outfit for Ten-in-One. Will book Motor Drome, Fun House or any Show with own outfit. Any legitimate Concession except Popcorn, Photos, Custard. Have complete Bingo for sale; new top, real bargain. Ride Help in all departments. Tilt Foreman. This week, Fort Mill, S. C. J. E. STEBLAR, MGR.

Lacey Services Impressive; PCSA Members Pallbearers

LOS ANGELES, April 12.—Impressive services Monday afternoon marked the funeral of Ralph Lacey, 45, concessionaire, who was killed in an automobile accident near Eugene, Ore., March 21 and in which his companion, Otto Huba, also a concessionaire with the Huggins Model Shows, was injured. Burial was in Showmen's Rest, Evergreen Cemetery, here under direction of the Pacific Coast Showmen's Association.

Services at Bresse Bros. & Gillette Funeral Home were conducted by H. A. Ludwig, chaplain, and at the grave by Roy Johnson, past chaplain. Pallbearers were John R. Ward, Ben Beno, James Dunn, Leo Haggerty, James Gallagher, and R. B. McCoy.

ROUTES

(Continued from page 26)

Williams, Patricia (Bertolotti's) NYC, nc. Williams, Pearl (Forrest) NYC, h. Wilson & Mead (Jimmie Daniels) NYO, nc. Winton & Diane (Park Central) NYC, h. Withee, Jeri (Bowery) NYC, nc. Wood, Eleanor (Park Central) NYC, h. Woodie & Betty (New American) Lowell, Mass., h. Woods & Bray (Lookout House) Covington, Ky., nc. Worth, Caley (Gay White Way) NYC, nc. Wright, Judith (Mark Hopkins) San Francisco, h.

Y

Yar, Sonia (Casino Russe) NYC, nc. Yost's, Ben, Singing Group (Earle) Washington, D. C., t. Yost's White Guards (Todd's Theater Cafe) Chi, c.

Z

Zerita (Oriental) Chi, t.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo Expo.: El Campo, Tex. Alhambra: Calion, Ark. Anderson-Brader: Wichita, Kan., 17-26. Antique: Gilbert, S. C. Arthur's Mighty American: Watsonville, Calif., 15-20. Barker: Cape Girardeau, Mo. Barkoot: Toledo, O. Bazinet: Minneapolis, Minn., 19-26. Baysinger, Al: Sikeston, Mo. Bee's Old Reliable: Glasgow, Ky.; Bowling Green 21-26. Blue Ribbon: Rome, Ga. Bright Lights Expo.: Stony Creek, Va. Buckeye State: (Stock Show) Hattiesburg, Miss.; Laurel 21-26. Bullock Am. Co.: Winnsboro, S. C.; Cramerton, N. C., 21-26. Burke, Frank: Alamogordo, N. M. Byers Bros.: Festus, Mo. Central Am. Co.: Saluda, S. C.; Whitmire 21-26. Ceilin & Wilson: Petersburg, Va.; (Ostend & Nanticoke sts.) Baltimore, Md., 21-26. Clark's Greater: Taft, Calif. Coleman Bros.: Middletown, Conn., 17-26. Colley, J. J.: Maud, Okla.; Shawnee 21-26. Cotton State: Piedmont, Mo. Crafts 20 Big: Lynnwood, Calif., 15-20. Crescent Am. Co.: Batesburg, S. C. Crystal Expo.: Camden, S. C. Down East Attrs.: Ninety Six, S. C.; Greenwood 21-26. Dudley, D. S.: Nocona, Tex.; Wichita Falls 21-26. Elite Expo.: Independence, Kan.; Emporia 21-26. Endy Bros.: Richmond, Va., 21-26. Evangeline: Simmesport, La. Fidler United: St. Louis, Mo. Fitzpatrick, G. T.: Culpeper, Va. Fleming, Mad Cody: Columbus, Ga. Florida Expo.: Elenton, S. C. Four Star Expo.: Spring Hill, La., 21-26. Frisk Greater: Cape Girardeau, Mo.; Rolla 21-26. Funland: Columbia, S. C. Fuzzell's: Pochontas, Ark.; Flat River, Mo., 21-26. Gibbs, W. A.: Parsons, Kan., 19-26. Gold Medal: Jackson, Tenn. Golden Belt: West Plains, Mo.; Rolla 21-26. Golden Gate: Guthrie, Ky. Golden State: San Fernando, Calif. Great Lakes Expo.: Huntsville, Ala.; Milan, Tenn., 21-26. Great Sutton: Cairo, Ill. Gruberg World Famous: Salem, N. J. Heller's Acme: Gloucester, N. J., 18-26. Henke: (S. 16th & Cleveland sts.) Milwaukee, Wis., 17-25. Heth, L. J.: Tullahoma, Tenn. Huggins' Model: Tacoma, Wash. Hughey & Gentsch: Vardaman, Miss. Ideal Expo.: Winston-Salem, N. C. Imperial: Moberly, Mo., 19-26. Jones, Johnny J.: Expo.: Savannah, Ga. Kaus Expo.: Emporia, Va. Lang's, Dee: Springfield, Mo. Large, H. P.: Zeigler, Ill.; Hurst 21-26. Latlip: Charleston, W. Va., 18-26. Lawrence Greater: Raleigh, N. C. Lewis, Art: South Norfolk, Va.; Norfolk 21-May 3. M. & G. Am.: Carlton, Ga. Mac's Caravan: Waynesville, Mo. Marks: (21st & P sts.) Richmond, Va.; (Petersburg Pike & Maury St.) Richmond 21-26. Merited Shows: Cisco, Tex., 19-26. Midway of Myrth: Bowling Green, Mo.; Louist- 21-26. Mighty Monarch: Moncks Corner, S. C. Miller Am.: Forest Hill, La. Miller, Ralph R.: Albany, La.; Hammond 21-26. Mimic World: Alexandria, La. Motor City: Springfield, O., 11-20; Newark 21-26.

Oliver Am. Co.: St. Louis, Mo. Page, J. J.: Johnson City, Tenn., 19-26. Palmetto: Spindale, N. C. Parada: Bartlesville, Okla.; Neodesha, Kan., 21-26. Paradise: Charleston, Mo. Pike Am.: Williamsville, Mo. Reynolds & Wells: Eldorado, Kan. Rogers Greater: Harrisburg, Ill. Rogers & Powell: Calhoun City, Miss. Royal Expo.: Sylvania, Ga. Prell's World's Fair: Portsmouth, Va. S. & M. Attrs.: Emporia, Va., 19-26. Santa Fe Expo.: Madisonville, Tex. Sheesley Midway: Gadsden, Ala.; Rome, Ga., 21-26. Shugart, Doc: Westville, Okla. Sickels United: Lawrenceburg, Tenn.; Lebanon 21-26. Siebrand Bros.: Barstow, Calif. Smith Bros.: Halleyville, Okla. Smith's Greater: Dillon, S. O.; Pittsboro, N. C. 21-26. Sol's Liberty: Champaign, Ill. Southern: Calhoun City, Miss. Southern State: Wauchula, Fla. Southern United: Aughton, Okla. Sparks, J. F.: Birmingham, Ala., 17-26. Strates, James E.: (4th & Fla. sts.) Washington 16-26. Steffens Superior: Pico, Calif., 16-20; Temple City 21-27. Tassel, Barney: Sylvania, Ga.; Greenwood, S. C., 21-26. Texas Expo.: Durant, Okla. Texas Kidd: Pelly, Tex. Texas Shows: (Onion Fiesta) Raymondville, Tex. Tidwell, T. J.: Artesia, N. M. Tilley: Champaign, Ill., 23-26. Tivoli Expo.: Webb City, Mo.; Aurora 21-26. Tower Am.: Little Mountain, S. C. Wallace Bros.: Clarksville, Tenn.; Evansville, Ind., 21-26. West Bros.: St. Joseph, Mo., 17-26. West Coast Circus Shows: San Jose, Calif., 21-27. West, W. E., Motorized: Fredonia, Kan.; Madison 21-26. West's World's Wonder: (Fair Grounds) Dothan, Ala.; Montgomery 21-26. Wolfe Am. Co.: Greenwood, S. C. World of Fun: Fort Mill, S. C.; Spindale, N. C., 21-26. World of Today: Lawton, Okla. Zaccini Bros.: Florence, S. C.; Martinsville, Va., 21-26. Zeiger: Albuquerque, N. M.

CIRCUS

Cole Bros.: Louisville, Ky., 25-27. Dailey Bros.: Colorado City, Tex., 17; Snyder 18. Eskew's, Jim, JE Ranch Rodeo: (Arena) Cleveland, O., 18-27. Gainesville Community: Gainesville, Tex., 23-25. Hamid-Morton: Ottawa, Ont., Can., 21-26. Mills Bros.: Berea, O., 26. Polack Bros.: (Islam Shrine) San Francisco, Calif., until April 17; (Shrine) Eugene, Ore., 19-22. Ringling Bros. and Barnum & Bailey: (Madison Sq. Garden) New York April 7-May 4. Tiger Bill: La Porte, Tex., 15; Highland 16; Crosby 17; Mt. Belvieu 18; Daisetta 19. Wallace Bros.: Reidsville, N. C., 16; Roanoke.

MISCELLANEOUS

Birch, Magician: Russellville, Ala., 15; Tusculum 16; Florence 17; Huntsville 18; Russellville, Ky., 21; Glasgow 23; Elizabethtown 24; Paris 25. Campbell-Stensvad's Circus Parade: Jackson, Tenn., 19; Nashville 26. Campbell, Loring: Galveston, Tex., 12-19; Santa Rosa, N. M., 22; Holbrook, Ariz., 25. Evergreen Players: Cottonwood, Calif., 18; Biggs 17; Redding 18; Central Valley 19; Oroville 21. Lewis, H. Kay, & Hollywood Varieties: (Camp Forest) Tullahoma, Tenn., 16-18; Cave City, Ky., 19-20; Franklin 21; Ft. Knox 22-23. Lippincott, Magician: McIntyre, Ga., 16; Gordon 17; Chesterfield, S. C., 21-23. Lucy, Thos. Elmore: Ft. Scott, Kan., 16; Kansas City, Mo., 18-20; Minneapolis, Minn., 22. Myhres Entertainers: Overbrook, Kan., 14-19.

ADDITIONAL ROUTES

(Received Too Late for Classification)

Aloma's Hawaiians: (Scenic) Rochester, N. H., 19; (Colonial) Sanford, Me., 21; (Somersworth) Somersworth, N. H., 22; (Civic) Portland, Me., 23. Bisbee, J. C.: Milan, Tenn., 14-19. Blythe, Billy, Players: Harborton, Va., 14-19. Buckwater, Junior, & Band: (Rocky Springs Park) Lancaster, Pa., 20. By-Gosh Tent Show: (Fairgrounds) Tazewell, Va., 14-30. Dandy Dixie: Clarkton, N. C., 14-19. Daniel, B. A.: Maysville, Ky., 16-17; Manchester, O., 18; Fayetteville 19; Russellville 20; Felicity 21; Gettysburg 22. DeCleo, Magician: Marysville, O., 14-19. Kay, Herbie, Orch: (Univ. of Mo.) Columbia, Mo., 19. McNally's Variety Show: Edenville, N. Y., 14-19. Marianne: (Paramount) Atlanta, Ga., 13-16. Miller, Al H., Show: Warm Springs, Ga., 14-19. Romas, Flying: Artesia, N. M., 14-19. Trainway Expo.: Hugo, Okla., 14-19.

WANT TO BOOK

Shows with or without their own outfits. Have new tents for Pit Show, Hillbilly or small Minstrel. Address **ANDERSON-GRADER SHOWS, INC.** Wichita, Kan., until April 26.

WANTED FOR HAMITER BROS.' CIRCUS

Family Acts doing two or more, Clowns, Band Men, Side Show Manager, Agent Jack Turner, wire, Mechanic, Working Men in all departments. Salaries must be low. Opening last week in April near Dallas: **JIMMY HAMITER, MGR., P. O. Box 1882, Dallas, Tex.**

SURE YOU CAN MAKE MONEY
 with an old model or with a second-hand Tilt-a-Whirl
BUT YOU CAN MAKE MORE WITH A SMART NEW 1941 TILT-A-WHIRL



The Time To Buy Is RIGHT NOW
Sellner Mfg. Co., Inc.
 FARIBAULT, MINN.

Full-Date Carnival Show Letters

As Reported by News Representatives for the Shows

Dee Lang

Texarkana, Tex. Week ended April 5. Location, East Ninth Street lot. Auspices, fire department. Business, good. Weather, good.

Lot here proved difficult to get on and a bulldozer and caterpillar tractors were used. Noble C. Fairly came here two days in advance to assist Lester Hutchinson in preparing the grounds for shows' arrival and everything was up and open on time. Large crowds and good business prevailed daily, except Wednesday, which was a near blank because of rain. Saturday's matinee was one of the largest in shows' history thru an arrangement made by Fire Chief Springer with superintendents and principals of schools. Visitors included Jimmie Lynch, Bob Morelock, Ken Maynard, Honest Bill Newton, and Congressman Patman, of Arkansas, and party.
DAN J. MEGGS.

Montana and Phyllis Walker left to join Patrick's Greater Shows. Members making broadcasts over Station KEVC included Ethel Henry, Anna Velde, Ruth Groff, Thomas Williams, and the writer. General Agent H. W. Campbell and Dale Petross left on a booking tour of Northern California. Charles Marshall left with one of Jack Schaller's units for the East. Tommy Vontila arrived from Seattle, Wash., to join the Merry-Go-Round crew. Johnnie Cardwell arrived from Los Angeles. Mr. and Mrs. Vic Davis made several trips during the week. Mr. and Mrs. Charles Greiner's two girl shows topped the midway. William Groff's and Clyde McGahn's ball games reported fair business. Privilege car, under direction of Johnnie Donzelli, is doing well. Vernon Burns, one of Jack Dyke's digger crew, left for Pell City, Ala., to be inducted into the army. Chet Barker returned to Los Angeles to visit his family. **WALTON DE PELLATON.**

Mac's Caravan

Dixon, Mo. Week ended April 5. Location, City Park. Auspices, fire department. Business, good, weather permitting. Weather, fair. Free gate.

Altho Thursday and Friday nights were lost to bad weather, all shows, rides, and concessions reported a good week. The Aerial Sweets, free act, continue popular. Rusty and Billie Woods joined here with their Girl Revue to good results, as did Lester Kroger, with two concessions, and Billy Kelly, with three. Sid Snyder, owner of the Dixon Theater, entertained the personnel at a special show Thursday night. Tony Massa, owner Massa's Cafe, entertained show-folks at a party after the show. Dad Laughter joined with his kiddie rides, coming in from North Little Rock, Ark., where he wintered. Business the last three weeks has been exceptionally good considering the weather. Show will play this section as long as business holds up, Manager L. R. McNece reports.
S. C. EMERSON.

Wallace Bros.

Milan, Tenn. Week ended April 5. Location, regular show lot on Highway 45. Auspices, Junior Chamber of Commerce. Business, poor. Weather, rain and cold. Enclosed midway, 10-cent gate.

If the old adage that a poor beginning makes a good finish is a criterion for business, shows should have an excellent fall season, because opening week was a disappointment from every angle. Workers on the near-by defense project evinced their interest by staying away, as did the sponsors except when it became time to collect their pound of flesh. Cold weather held attendance to a minimum. Many of the personnel suffered with bad colds, and General Agent A. R. Wadley was confined to his room all week. Billie Wolfe arrived and joined the Athletic Show and Adam (Pop) Erbe is expected soon from Moss Point, Miss., where he wintered. Mrs. Dorothy Farrow made a short trip to Gleason, Tenn., to visit her mother, and Mr. and Mrs. Taylor left for Fort Payne, Ala. The writer returned from a business trip to Northern Indiana. Visitors included Herbert Hoffman, Continental Premium Mart; Mr. Rose, Acme Supply Company; Mr. and Mrs. Jos. Brennum, Mr. and Mrs. Fred Rainey; Mr. and Mrs. Harry L. Small, Rogers Greater Shows; Mr. and Mrs. Joey Ray, Ernest E. Farrow Jr., and Buddy Braden. **WALTER B. FOX.**

Paradise

West Memphis, Ark. Week ended April 5. Auspices, City Council. Business, good. Weather, good.

This seemed to be the organizing spot for the shows, which were up and ready on time Monday. Eddie (Wop) Schaa's did a good job of laying out the lot. Ernest Marohl and Louie Hockenberry have charge of the rides, and Henry Carlson is in charge of Kiddieland. Wild Bill Cathorn's Death Riders are the free attraction. Shows are carrying a Merry-Go-Round, Ferris Wheel, Chairplane, and two kiddie rides; Minstrel, Athletic, Girl, Mickey Mouse, and Animal shows, and about 30 concessions. Manager Jake Miller has been busy arranging lighting effects. Among recent visitors were Kokomo Jimmy, Mrs. C. P. Jones, and Mr. and Mrs. Hearn.
JULIETTE MAROHL.

Arthur's Mighty American

San Luis Obispo, Calif. Week ended April 5. Location, 101 Highway at 10th Street. Auspices, Veterans of Foreign Wars Post. Business, fair. Weather, rain. Pay gate, 10 cents.

Despite rain for six of the seven-day stand, shows managed to come out on the right side. The storm which raged all week and at times grew to flood proportions turned the midway into a lake and tons of hay and sawdust were used daily. Shows had to be gillied from the streets while the elephant act was eliminated. Two nights were lost. Rooms here were at a premium and many show-folk took up quarters in the big tops and trucks. Mrs. Dolores Arthur and Mrs. Al Fine went to Los Angeles on business. Mr. and Mrs. Everett W. Coe and Ted Corey visited. Mrs. Clyde McGahn, who was rushed to a local hospital last week from Paso Robles, Calif., is on the road to recovery. Clyde McGahn celebrated his 51st birthday. Mr. and Mrs. Bull

CONCESSION CARNIVAL TENTS

Our Specialty for Over 46 Years
UNITED STATES TENT & AWNING CO.
 701 North Sangamon Street, Chicago, Ill.

Midway Finishes PAINTS—ENAMELS

(We Pay Freight Charges)
 PAINT AND SAVE
PAINT EXCHANGE OF CHICAGO
 2000 Milwaukee Ave., CHICAGO, ILL.

SHOW TENTS AND CONCESSION

Fulton Bag & Cotton Mills
 Manufacturers Since 1870
 ATLANTA ST. LOUIS DALLAS NEW YORK
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"TENTS—BANNERS"
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 MAY WE SERVE "YOU"
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BAKER-LOCKWOOD
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CARNIVAL CARDS
 STOCK CARDS FOR SPECIAL EVENTS
 Immediate shipment
 Write for Free 24-Page Catalogue
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TENTS—CHAIRS BLEACHERS SALE or RENT
THOS. A. DEMING CO., INC.
 110 Monticello Ave., JERSEY CITY, N. J.
 NEW USED

TENTS-BANNERS
 150 Ft. Round Top With Three 50 Ft. Middle Pieces and 10 Ft. Wall. Good as New.
 CHARLES DRIVER—BERNIE MENDELSON
O. HENRY TENT & AWNING CO.
 4862 North Clark Street, CHICAGO, ILL.

WILL COMPENSATE
 Liberally anyone furnishing information as to present whereabouts of R. H. (Bob) Miller, one time connected with Magic Empire Shows. Wire collect.
E. RASMUSSEN, Old Colony Bldg., Des Moines, Ia.

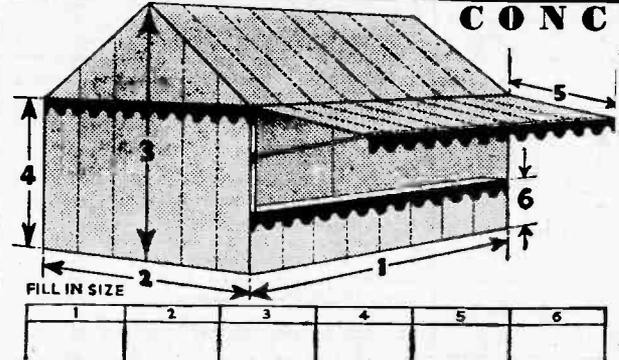
WILL COMPENSATE
 Liberally anyone furnishing information as to present whereabouts of Hardy Delmar Brady, one time connected with Magic Empire Shows. Wire collect.
E. RASMUSSEN, Old Colony Bldg., Des Moines, Ia.

WANT - - WANT
 Shows and Concessions. Have complete outfits for reliable showmen. This show is booked solid in the best territory of Northern Wisconsin and upper Michigan.
SKERBECK SHOWS
 Dorchester, Wisconsin

WANTED CONCESSION PEOPLE
 Agents for Coupon Stores, Ball Games, Slum Grind Stores. Al Hunt, answer. Capable Agents all lines. Concession Truck Mechanic, must be sober, reliable. Can place Juice, Grab Store. We are booked solid in the industrial Midwest. **ROY GOLDSTONE, Fuzzell's Shows, Pocahontas, Ark., this week; Flat River, Mo., week of April 21.**

WOLF GREATER SHOWS
 Opening May 3rd in St. Paul, Minn. Will book Ball Games, Hoop-La, High Striker, Scales, Photo Machine, Corn Game, or any Concessions that operate for Stock only. Play seven days a week at most places. All mail: **BOX 2725, Bloomington & Lake Sts., Minneapolis, Minn.**
 P.S.: Have Stair Illusion and new Banners to sell.

CONCESSION TENTS
 Give Measurements as Indicated BUY from Factory SAVE Money
POWERS & CO., Inc.
 26th and Reed Sts., Phila. Pa.



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NOTICE
LOU WAGNER, WILLIE GLICKMAN, LOU HANDELL, MICKIE TIMMIN, JAKE FISHER, TOMMY FOX
 Want all their Help to join them in Philadelphia. Show opens April the 25th, G and Erie Streets. Harry Harris, wire. All other Concession Agents and Help address until April 22nd:
JACK GILBERT
 CARE OF WORLD OF MIRTH SHOWS, RICHMOND, VA.

ZACCHINI BROS.' SHOWS WANT
 Grind and Bally Shows of all kinds excepting Girl and Side Show. Lil White wants Girls for Posing Show and Girl Revue; salary sure. Want organized Minstrel Show, Snake Show, Monkey Show, Pit Show, Midget Show, Hill Billy that can cut it. Will furnish complete outfits for above for capable Showmen. ROSS SISTERS, write; have good proposition. Talkers wanted for all Shows. Want legitimate Concessions of all kinds that can and will work for Stock. Positively no Flat Stores. Want Cane Rack, Candy Floss, Ball Games, Dart Game, Pitch Til Win, Snow Balls, Balloon Game, Diggers, etc. Due to illness want CAPABLE, SOBER ELECTRICIAN. This show booked with twelve fairs and one of the finest route of still dates in the industrial east. Playing the heavy payroll spots. Address Florence, S. C., week of April 14th. All correspondence to Bruno Zacchini, Mgr.

WANTED—MERITED SHOWS—WANTED
 OPENING RIGHT DOWN TOWN, CISCO, TEX., APRIL 19, WITH BROWNWOOD, RISING STAR AND OTHERS TO FOLLOW
 RIDES: Will book Octopus, Tilt, Rolloplane, or any Ride not conflicting. SHOWS: Want Minstrel, Athletic, Five in One, Snake, Illusion and any money getting Shows. Will furnish outfits to capable showmen. Want young, attractive Girls for (Office) Girl Show. Frances Annin, write, Concessions all open, including Cookhouse, Photos, Pop Corn, Snow Cone, Fish Pond, Hoopla, Pitch Till U Win, Cigarette Gallery, Short Range Lead Gallery, and any Concessions that work for stock and not over 10c. Positively no racket. Want Dealers for percentage, also over and under, and other Concession Agents. Address all replies to **MRS. MARY TIDWELL, Owner and Manager, Box 708, Cisco, Tex.**

Midway Confab

(Communications to 25-27 Opera Place, Cincinnati, O.)

ALL openings can't be grand.

ALBERT WINES assumed his duties as electrician on Byers Bros.' Shows at their opening in Kennott, Mo., April 5.

BENNY HERMAN infos from New York that he and Sam Levy have booked four stock wheels on Freddie Phillips's Fair at Home Shows.

AFTER a successful winter with the Hollywood Museum, Delores Coronado, fat girl, went to Oakland, Calif., to join the Billy Bozzell Side Show, she reports.

NEW attractions will get new scratch.

WINTER QUARTERS of Tivoli Exposition Shows are in Joplin, Mo., instead of St. Joseph, Mo., as was reported in a recent issue.

FORMER banner man with carnivals, W. Terry Martin is now with a Washington, D. C., firm as advertising manager.

AMONG attractions with Smith's Greater Shows are Larry Kountz's Side Show, Gilbert Tarewor's Minstrel Show, and Marie Swain's Serpentine Show.

SIDE-SHOW operators report hearing from too many attractions of the same kind. Oughta be a moral in this.

DAVID R. RANKIN, the Yankee Whittler, well-known side-show performer, arrived in Venice, Calif., recently from Dallas. He makes his home in Southern California.

HAVING booked his ball games with West Bros.' Shows, Mervin Barackman will leave his home in Hobbs, N. M., soon for shows' quarters in St. Joseph, Mo. Harvey and Ann Vogt, Minneapolis, will assist him.

CRITICIZING another showman's work is okeh—if you've proved yourself a master showman in his line.

VET cookhouse owner, Harry DeVore, opened with a new top and equipment at Lawrence Greater Shows' inaugural in Charlotte, N. C. New layout is completely floored and screened, Bill Snyder reports.

J. W. BLAIR cards from Youngstown, O.: "Joe-Ann LaFrance has been signed with L. B. Lucas Circus Side Show on Jones Greater Shows. We visited O. F. Friend on the Harry Lewiston Museum when it was here recently."

PHOTO GALLERY OPERATORS Mr. and Mrs. Claude Daugherty will not return to the road this season, but will



CLYDE WEBB, concessionaire with the United American Shows last year and for many years with Roy Goldstone and the McClellan Shows, is a private stationed with Company E, 140th Infantry, Camp Robinson, Ark. He is a brother of Mrs. Sarah Buley, of Byers Bros.' Shows.



HARMON BURNS, son of Ruby Latham, former aerialist, is stationed with the Second Infantry, Fifth Division, Fort Custer, Mich., with the rank of corporal. Burns, who enlisted in the army for a three-year hitch on December 12, 1940, did an iron-jaw and trapeze act until the last several years, when he operated concessions independently.

'TIS said some opened without any jack.

LEE LESTRA is still with Floyd King's World's Fair Museum and did not leave to be inducted into the army as was recently reported.

CRYSTAL BENNETT, formerly of the Three Bennett Sisters and well known on midways and in vaudeville, is a dress designer in Hollywood, where she lives.

TAKING charge of the Tilt-a-Whirl on Motor City Shows was Joe Warren. Mrs. Warren will continue to operate their cafe near Morehouse, Mo.

CARNIVALS have, at least, never been accused of profiteering in prices.

LOUIS GUETH was appointed The Billboard sales agent for Lawrence Greater Shows at the opener in Charlotte, N. C., his sixth consecutive year in that capacity.

CAPT. CHARLES T. SMITHY, with his chimp, Princess Marie, returned to Hubert's Museum in New York for an indefinite stay after vacationing in the South for three months.

JERRY (FROSTO) SHOUP, human icicle, is free attraction on Smith's Greater Shows and is proving popular. Peck Wilson reports from Chesterfield, S. C.

AFTER an absence of four years, Pinky Pepper is back with Sickels' United Shows, presenting her Harlem Show and Monkey Girl illusion. Tex Putegnat is managing the units.

Seasonal
A NEW chorus girl, who joined a show while it was in winter quarters, remarked, "I am being continually warned to look out for the fresh paint—but it's the fresh painters that I've got to beware of."

Mr. and Mrs. Jack Lowry, Paul Hillis, Mr. and Mrs. Barry Gray, and Mr. and Mrs. Charles Hugo, who arrived recently from the Orient.

ANYONE KNOWING whereabouts of Thomas Ellis, also known as Chief Tom Ellis, is requested to have him contact Mildred Renkel, P. O. Box 134, Chillicothe, O. Miss Renkel reports that Ellis's wife, Brookie Ellis, is seriously ill there.

SPRING and summer dates to be played by the Amusement Corporation of America include the Battle of Flowers, San Antonio, Tex.; Cotton Carnival, Memphis, Tenn.; Spring Fiesta, Joplin, Mo., and Aquatennial Celebration, Minneapolis.

ASKED why he did all his building at night, an old-time showman replied, "I spend the day promoting the lumber."—Milo McGoof.

"JUST arrived from Houston, Tex.," cards Major O'Satyrdæ from Richmond, Va. "Joined Duke Jeanette's Side Show, where I'm presenting my fire manipulation act. Seal, seal boy, and Bobbie, dogface girl, are back again, with Ted Kellar handling the front."

ROBERT WHITE JR., former business manager of Zacchini Bros.' Shows, has been released from Burrus Memorial Hospital, High Point, N. C., where he had been receiving treatment for several weeks. Mrs. White reports, however, that his condition is still serious.

BARNEY O'DARE (The Duchess) letters from Tampa: "Will open soon with Crystal Exposition Shows as street advertising clown. Played local streets for the last five months and had a successful winter. Plan to return here next fall."

"AND this is a secret," whispered a carnival manager to his press agent, "so listen closely and be sure to quote me right."

HAVING leased his freak animal show, Prof. Willie J. Bernard signed as manager of Mrs. Marion T. York's Jungle Animal Show on Molly's Greater Shows. Bernard says he will soon leave his home in South Liberty, Me., for shows' quarters in Portland, Me., to frame the new office-owned attraction.

SECOND bingo unit, owned by H. W. Jones, left quarters in Norfolk, Va., to join Zacchini Bros.' Shows for opening in Charleston, S. C. In the line-up were William H. Sendell, manager; Mrs. Sendell, Frank Darazzi, Eddie Rigsby, Edgar Henderson, and Jack Williams, agents.

"WILL book shows of merit. Must be guaranteed money getters." Uh-huh, I know of 100 other carnivals that would do the same thing.—Oscar the Ham.

MANAGER of Lachman Amusement Company, Emil Lachman advises the organization recently added another

PENNY PITCH GAMES
Size 48x48", Price \$20.00.
Size 48x48", With 1 Jack Pot, \$30.00.
Size 48x48", with 5 Jack Pots, \$40.00.

PARK SPECIAL WHEELS
30" in Diameter, Beautifully Painted. We carry in stock 12-15-20-24- and 30 number Wheels. Price \$12.00

BINGO GAMES
75-Player Complete \$5.00
100-Player Complete 7.25

SEND FOR CATALOGUE.
Full of New Games, Blankets, Dolls, Lamps, Aluminum Ware, Canes, etc.

SLACK MFG. CO.
124-126 W. Lake St., Chicago, Ill.

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Ferris Wheel to its line-up and will operate it as a separate unit. Company's larger ride, which operates in Washington, D. C., will open about the middle of May.

RECENT visitors to John H. Marks Shows' quarters in Richmond, Va., were C. V. Starkweather, Allan Herschell Company, who delivered a Moon Rocket ride, and Mike Prudent, Long Island, who purchased the Ridec-O which has been on the Marks midway for the last two years.

SIDNEY AND MILDRED PRESSON have signed with H. C. Swisher to produce two girl show units on the Parada Shows, which opened the season in Caney, Kan., on April 5. Swisher has been supervising construction of both shows, which will be new thruout.

VET RIDE OWNER Harry Hunting, who spent the winter in Cincinnati, visited the confab desk last week and advised that he would join Motor City Shows at the opening in Springfield, O., on April 11. Last season he was with Mighty Monarch Shows and Great Lakes Exposition.

NOW that they're open, most cookhouses will enjoy big patronage until the shows play their first red ones. After that, a lull until fairs.—Eye-Know.

BILL BERRIDGE tells from Parkersburg, Pa., that he has been released from a local hospital, where he was confined for 45 days suffering from fractures of the neck and ankles. He says he expects to be ready for the fair season with his frozen custard, ball game, and pitch-till-you-win stands.

IN A LETTER to the confab desk last week Mrs. I. B. Hill, 908 Columbus Street, Waco, Tex., asked that anyone knowing whereabouts of Edward (Whitey) Stanford have him contact her immediately. She reports that his mother was seriously injured when struck by an automobile.

C. E. KIDD letters from Baltimore that he has booked his long-range shooting gallery with Traver Chautauqua Shows and that Quinton Anderson and family will have their popcorn and candy apple stands with the same organization. He adds that Mr. and Mrs. O. A. Gates, long-range shooting gallery operators of O. C. Buck Shows, visited recently.

ASKED if a rumor were true that he didn't pay his people, a boss replied, "I HAD to stop. They got to spending it before I could borrow it back."

CECIL STANTON, formerly of Fort Smith, Ark., has opened a jewelry concession in the Midwest Merchandise Company's branch office at Little Rock, Ark. Slim Johnson, of Midwest, left recently on his spring trip, which will take him to Birmingham, Ala.; Dallas, and Wichita, Kan. Harry Vliet is now located at the Little Rock store.

BILLY MACK, ventriloquist, and his boy, Jerry O'Reilly, have signed with Mighty Sheesley Midway to work with Milt Robbins, doing vent and tattooing. Mrs. Mack will operate her engraving store on the organization. The Macks spent a few days visiting Mrs. Mack's parents in Wichita, Kan., before leaving for the Sheesley quarters in Anniston, Ala.

THREE LATLIP SISTERS, acrobatic trio, concluded a month's engagement with Frank Bryan's stock burlesque at



CLYDE E. FORTNER, carnival trowper, posed for this photo outside the army kitchen at Camp Blanding, Fla., where he is head chef for Company B, 124th Infantry, 31st Division. He was inducted recently after having trowped for the last eight years with Johnny J. Jones Exposition, Ben Williams, Miller Bros., Barfield's Cosmopolitan, Crystal Exposition, and Cettin & Wilson shows.

the Grand Theater, Canton, O., recently and left for Charleston, W. Va., to re-join the Latlip Shows, operated by their father, Captain Latlip. They will be the free act with the shows again this season. Their mother visited them for several days in Canton.

DUE to enlarging our show, have the following for sale: Five 72-foot steel flatcars (new last season) and 20 wagons.—Gate & Banner Shows.

WELL-KNOWN concessionaire Fred Newman left Atlanta for Charleston, S. C., where he opened on April 5 with Zacchini Bros.' Shows. His wife, Claire, a writer of note, is still too weak from a recent operation to do any trowping as yet, however, and left Atlanta on April 9 for the Newmans' Tryon, N. C., retreat, where she will recuperate and continue her writing.

SAN DIEGO, Calif., with a defense boom in airplane factories, was mecca of several West Coast carnivals this spring. Siebrand Bros.' Shows opened there in February and played on several lots for five weeks. Archie Clark's Shows played one lot for three weeks and Crafts 20 Big Shows went in for a three-week stand on a waterfront location and chalked good results.

OPERATOR of prize candy concession on James E. Strates Shows for the last five years, Harry C. Duvall is in Brockville, Ont., where he will spend the summer working on war materials in a factory. He says it's going to be difficult to stay put after 14 years with various carnivals. Duvall adds that he and his wife, the former Sue Collins, of James E. Strates Shows, plan to visit the Conklin Shows when they play Brockville.

FUNLAND SHOWS' notes by Ted C. Taylor: Shows worked to good business and clear and cool weather at their stand in Columbia, S. C., under IOOF Lodge auspices. Sid Smith joined with three rides, three shows, and six concessions. His Great American Shows and this organization have been combined for the 1941 tour. Rocopolis & Mickypoulls cookhouse has been booked. Staff remains the same. Moe Jackson and Charles H. Sutton joined here.

THE men I'd like to meet are the special agent who sold a banner to a newspaper or the fair secretary who put up a deposit with a show office as part of a guarantee.—Cousin Peleg.

ELECTRICIAN and The Billboard sales agent with De Luxe Amusement Company last season, C. N. Andrews letters from Harrisonburg, Va.: "Because of injuries sustained in a fire here on November 9, I'll be a little late in hitting the road this year. Altho my feet have been itching, my wounds are too tender to make much progress in rebuilding. I hope to get out in time to replace some of that folding money I lost in the fire. Mrs. Andrews's health is im-

proving daily, but she will not be able to return to the road this season."

TALENT from John H. Marks Shows presented a special performance in the new theater at Camp Lee, near Richmond, Va., on April 8 during the Okay America program staged weekly under the direction of Joe Brown over a national radio hook-up and emanating from Station WRVA, Richmond. Brown was emcee and Duke Jeanette and Walter D. Nealand were stage managers. On the program were Jean Walker, Georgia Brown, Marion Jeannette, Major O'Satyr-dae, and Wesley Charles. Event was highly successful, with over 2,600 soldiers in the auditorium.

JOHN H. MARKS, chairman of the outdoor committee for the Greek War Relief Benefit Fund, has arranged a benefit to be staged on the Marks Shows' midway the night of April 30 on the West Broad Street and Belt Line show-grounds, Richmond, Va. In co-operation with the local Greek committee, booths will be erected on the midway with girls in native costumes in attendance. Manager Marks will donate his share of the receipts to the fund. At midnight a dance and special show will be staged, with trowpers presenting the program and assisting in raising funds.

AS during the last World War, girl shows will again do a lot of flag waving. Red, white, and blue g-strings in the finale are not so patriotic.—Annie Fay.

HENRY LEWIS tells from Camden, S. C., quarters of Crystal Exposition Shows: "All shows and rides were ready for opening here on April 14. All with it are optimistic over a good season. Shows were sponsored here by the American Legion Post. Mechanic George McVey did a swell job on trucks and equipment. Late concession arrivals were Harry Benjamin, with four, and Roberts Brothers, with two. Billposting crew did an excellent job, and the writer arrived for a conference with Owner W. J. Bunts and left immediately on a short fill-in booking trip."

"WORK in local quarters was finished in time for shows' opening on April 5." Viola Sharkey, Elk Valley Shows, letters from Clifton, Tenn. "All rides, trucks, and concessions were repainted, and organization plans to carry three rides, three shows, and 15 concessions. White Jones will have the cookhouse again, and Spud Williams will be here with two concessions. David Brown is the electrician, and Willis Moore, the lot man. Mrs. Anna Askins has returned from a business trip to Fayetteville, Tenn., and Mr. and Mrs. Blackie Oglesby, of Sickel's United Shows, were among recent visitors."

VALDOSTA, GA., quarters notes of the Lofstrom & St. Elol Monkey Circus, by William Lofstrom. Painting of props and rolling equipment is finished and show will take to the road soon, with opening scheduled for Atlanta. Several new members have been added this year and Capt. Raymond Audette is putting the stock thru its routines. Stationary cages were erected here to house the animals during the winter. Doc Frank Murdock left recently for shows' opening spot. Among recent visitors were Mr. and Mrs. Guy and Lil White, Mr. and Mrs. Sickels, Doc Kinsley, Mr. and Mrs. Litchler, and Pop Durringer. The writer will handle openings and tickets; Eddie St. Elol, tickets; Raymond Audette, trainer, and John LaMarr, canvas.

TO do away with a lot of dish washing,

a cookhouse operator that I know had plates painted on the table tops. Then they could be treated with a wet cloth after customers had finished eating.—Mrs. Upshaw.

FORMER carnival general agent and now assistant manager of Southland Park, Starke, Fla., William C. Murray letters that among showfolk visiting the midway there recently were Tommy Allen, Johnny J. Jones Exposition; Sammy Weintraub, Henry Fredericks, Mr. and Mrs. Murrel Gratiot, Frank Pope, Izzy (Firesides) Murphy, Mr. and Mrs. L. C. McHenry, and George T. Whitehead. Concessionaires include Z. B. Cox, high striker, dart game, scales, and popcorn stand; Rene Aitkin, photo gallery; Mr. Welch, photo gallery and pitch-till-you-win, and Mrs. Del Lampkin, cigarette gallery, hoop-la, and shooting gallery. George Hartley has two concessions there. Recent arrivals included Keeler and Mahn with Merry-Go-Round and Chairplane and Huler Brothers with concessions.

CHARLES F. McDONALD, who spent the winter emseing at night clubs on the West Coast, has signed as inside lecturer on the Congress of Living Wonders on O. C. Buck Exposition, Winsome Winnie and Sisto, managers of the side show, report. Last year McDonald was with Rubin & Cherry Exposition, and

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Bringing It Up to Date

ON NEARLY EVERY SHOW there are old-timers who are forever discussing the "good old days" and comparing the present with the past. To them a First-of-May trowper is always a menace to the business. One day some midway sages were grouped around a bonfire under the shop tent while rain fell on the top in torrents. Sitting near by and a bit too meek to horn in nearer to the fire were several first-season trowpers. Said one old-timer, "This reminds me of the rain of 1899." Said the second, "I believe that rain in 1900 had this beat." The others compared the weather with that of 1902-'03-'04. Standing it as long as he could, one of the beginners cracked, "Why rack your weary brains by going that far back? It ain't a damn bit worse than last Monday, Tuesday, and Wednesday."

before entering the carnival field was with Ringling-Barnum, Al G. Barnes, and Tom Mix circuses. Side show's roster also will include Frank Plauga, talker and front; Winsome Winnie, fat girl; Sisto, iron tongue; Lady Ethel and Prince Dennis, midgets; George De-Grasse, vent and his talking dog, Trixie; Professor Eustis, tattoo artist; M. E. Button, three-legged boy; Mary Gamble, indestructible girl; Mackie Lagston, bally; Helen, mentalist; Frank and Fred White, tickets, and Ray Rayette, annex attraction.

LED by a sky pilot, a mission band would nightly play hymns from 7 to 8 p.m. in front of a store show. "Cripes," squawked a ticket seller, "they scared me so much that I couldn't turn the duke."—Colonel Patch.

Defense Ups Spillman Work

NORTH TONAWANDA, N. Y., April 12. —Spillman Engineering Corporation here is having one of its busiest years, with its foundries working at capacity on government work and other departments of the plant operating two shifts daily, reported President George H. Cramer. In

expecting 1941 to be one of the best years in history for showmen, he cites the high rate of industrial activity. Last fall work was started on sub-contracts. There has been an influx of orders for new rides and facilities are available for delivery of new Caterpillars thru July, the company having placed orders for materials before they became scarce.

FUZZELL'S IN BOW

(Continued from page 31)

pearance. Several rides and shows have been added.

Sponsoring committee and local authorities gave good co-operation and numerous soldiers from near-by Camp Robinson were in attendance nightly. Bingo stand was popular, while the Octopus, Rolloplane, and Tilt-a-Whirl were top money-getters among rides. Al Kish's Diamond Lou Attraction and the Georgia Minstrels topped the shows. All with it reported good opening business.

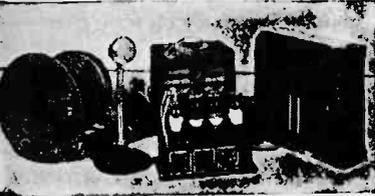
Staff includes T. A. Fuzzell, owner and manager; Roy Goldstone, concession manager and owner; Mrs. T. A. Fuzzell, secretary-treasurer; Mrs. Roy Goldstone, Social Security; Harry Failor, electrician; P. M. Starnes, scenic artist; Ed Elam, show mechanic; Ellis Sadler, concession mechanic; Stanley Miller, light towers; F. W. Pratt, mailman and *The Billboard* sales agent.

Rides

Kiddie Auto, Buster Obrect, foreman; Kiddie Ferris Wheel, Blackie McMillan, foreman; Ferris Wheel, Ed Elam, foreman; M. D. Briant, second; Merry-Go-Round, Fred Worlein, foreman; Jack Mason, second; Pony Ride, Mr. and Mrs. Joe Murray, Stanley Sobieski, assistant; Rolloplane, B. H. Britt, manager; Mrs. Britt, tickets; Jack Ross, foreman; Carl McNell, second; Matthew Kmon, third; Tilt-a-Whirl, Joe Kahn, foreman; Fred Kelley, second; Gene Crum Sr., tickets; Mix-Up, Gene Crum Jr., foreman; Mr. Waller, second; Octopus, B. H. Britt, manager; Tommy Heat, foreman; Jack Johnson, second; R. C. McQueen, tickets; Kiddie Mix-Up, Stanley Miller, foreman.

Shows: Circus Side Show, W. J. Dunne, manager; Elmer Jones, front; Ryle Barhydt and Joseph Green, tickets; Leona Leonard, annex; Madam Mishia Hooks, mentalist; Curley Hooks, assistant; Flora Kish, illusions; Frances Kish, electric chair; George Hershey, human volcano; May Woods, sword box; Sailor King, tattoo artist; Tabor, rubber-skin man; Duaine, two-headed baby, and Queen Anne, human target. Diamond Lou, Al Kish, owner-manager; Delores Kish, dancer. Mechanical, Elmer Feldman, owner-manager. Paris Follies, Al Sideman, front; Arthur Owens, tickets; Billy Sideman, June Purcell, Billy Brazzell, Lola Taylor, and Yvonne Leroux, dancers. Crime, Mr. and Mrs. Paul Larvis, owners and operators. Athletic, Chief Red Wing, front; Pat Patterson and Donald Wilson, wrestlers; Ginger Red Wing, tickets. What Is It?, P. M. Starnes, Geek, Texas Tommy, manager; Lucky Don, pit; Buffalo Cody, tickets. Minstrel, C. J. Halles, trumpet; Chick Simmons, trombone; James Gorner, tenor sax; William Miggs, bass; Eugene Pope, piano; B. C. McLain, drummer; Carrie Wilson, blues singer; Georgia Pope, Frankie Jones, Ethel McLain and Maudy Jenkins, chorus; PeeWee Clyde,

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Charleston, S. C., 10 days starting APRIL 30

Show train will leave Winter Quarters, Jacksonville, Florida, Monday morning, April 28, for Charleston, S. C. All people engaged please answer this call. Will place for season Spitfire ride, or any new ride; will furnish wagons for same. Can also place any money getting show. Legitimate concessions of all kinds. Train help and working men in all departments. Girls for Posing Show, and Singer for Girl Show—salary out of office.

Address: Dodson's World's Fair Shows,
P. O. Box 3157, Jacksonville, Fla., until April 28th.
P. S. Will sell Exclusive on Frozen Custard.

Selective Service Mail for These Men at The Billboard's Offices

CINCINNATI, April 12.—The following men have Selective Service mail at *The Billboard's* various offices. In some instances the mail consists of questionnaires and in others order number cards. The order numbers are given in parentheses where known. All of these men are requested to send forwarding addresses immediately:

CINCINNATI OFFICE, 25-27 OPERA PLACE

- | | | |
|----------------------------|---------------------------|---------------------------|
| Albright, Roy Jos. | Hammerschmidt, Geo. John | Naugle, Michael Andy |
| Archer, H. L. | Hammond, Carl J. | O'Brien, Jas. Pat |
| Baillie, John B. | Harris, Lumas Edw. | O'Brien, Michael |
| Baldwin, Geo. | Haughton, Robt. F. | Orneallas, Jos. Gomez |
| Baldwin, R. M. | Hays, Geo. C. | Own, George (69) |
| Batt, William | Heckman, David R. | Painter, Robt. Stanley |
| Beaver, Clarence C. | Hector, Frank | Palmer, James |
| Beggs, J. Francis | Helms, Chas. P. | Parr, Jos. Chas. |
| Bigony, Roger Emerson | Helton, Herman | Payne, Raymond Lee |
| Binder, Herman E. | Henry, Chappie | Peterson, James |
| Blake, Delbert Sam | Hilborn, Clarence Edwin | Pettus, Wm. Randolph |
| Blankenship, Walter | Hodges, Cecil Clay | Polk, Milton L. |
| Bostwick, Grover Francis | Howard, Holly | Pomponet, Anthony |
| Bowers, Wayne W. | Hudspeth, Fred Ward | Pomponet, Art B. |
| Bowman, Chas. R. | Hugh, William Oscar | Porter, Earl C. |
| Braswell, Wm. David | Humphreys, Arlee | Posely, Jas. Henry |
| Bright, James Harvey | Humphreys, Chas. H. | Pursell, John Wm. |
| Briggs, Willard Carson | Humphreys, Horace | Ragland, Phillips Thomas |
| Brown, Clayton Geo. | Jackson, Ralph | Ray, Glen Dennis |
| Brown, Lester Lee | Jackson, Fred Randal | Reaves Jr., Jesse D. |
| Brown, Roland O. | Jacobs, Wesley LeRoy | Reeves Jr., Johnnie |
| Bujnowski, Joseph Steve | Janecak, Stephen J. | Renfro, Ozle Lee |
| Burdine, Charles Bell | Jenson, Ralph Palmer | Reuter, Lawrence |
| Burke, Wm. Francis | John, Frank S. | Reynolds, Ralph |
| Burns, Saul | Johnson, Jerrel F. | Ristlick, Louis |
| Byrd, Tony Albert | Johnson, Morris | Roberts, Gerald H. |
| Cahill, Jas. L. | Jones, Freddie William | Rogers, Clem (13) |
| Cain, Wm. Richard | Jones, Geo. Cleveland | Rogers, Otey Claydon |
| Cameron, Louis Chas. | Jones, Jos. C. | Samuelson, Charles Elmo |
| Carter, Andrew M. | Jones, Roger Lee | Schoonover, Harold Earl |
| Clem, Robt. Liff | Keith, Ferrell Edw. | Schweda, Henry |
| Clemens, Francis B. | Kelly, John Lisbon | Seyfert, Richard J. |
| Cole, Creston E. (4206) | Kelsey, Allan E. | Shepherd, Sandy |
| Collura, John | Kemper, Perry Martin | Shewmaker, James |
| Cooke, Winston Ralston | Kenny, Henry P. | Smith, David |
| Counter, Wm. J. | Kesketh, Robert | Smith, Willis O. |
| Cowell, Arthur Benj. | Kessler, Sydney | Smith Jr., Geo. Edward |
| Cox, Wm. Taylor | Knight, Dallas C. | Sparks, Joseph |
| Crayton Jr., Albert W. | Krause, Walter Linwood | Sperk, Jos. Frank |
| Custer, Robt. Paul | Kreiger, Albert W. | Sprague, Paul D. |
| Cusick, Thomas F. | Lajore, Wm. Wattson | Stacey, Michael J. (288) |
| Daniel, Norman L. | Lanes, Clarence Roosevelt | Stacey, Frank (330) |
| Daniels, Raymond | Larson, Thurman A. | Stanley, Chas. W. |
| Davis, Bennie Jack | Leath, Roosevelt | Stanley, Steve |
| Davis, Eli | Lee, Edward | Stephenson, Phillip L. |
| Davis, Harvey S. | Lepore, Mattieo Jos. | Stites, Eugene Rufus |
| Davis, Robt. Lewis | Lewis, Isaac Newton | Stratton, Wm. H. |
| Demmien, Raymond R. | Lord, Jack Delbert | Strauss, Frank S. |
| Donnell, Thomas J. | Lordlaw, John Miller | Streeter, Jas. W. |
| Dossett, Edw. W. | McDonald, Reid Leroy | Stutts, Gary Lumar |
| Drake, Erwin W. | McGire, Richmond | Sullivan, Kokomo |
| Drouin, Wilfred | McKay, Glenn Edrick | Sutton, Kenneth |
| Duncan, Louis Gaston | McPeak, James Monroe | Swain, Sam Lee |
| Dyer, Merle Edw. | Mackey, Chas. Lester | Sylow, James |
| Eckhart, Harry A. (142) | Makley, Wilson F. | Synok, Leonard S. |
| Edwards, Gerald Sayman | Mallery, Richard (184) | Talmadge, Randolph S. |
| Edwards, Herman Douglas | Marlowe, Earl Burt | Taylor, Henry O. |
| Ellis, James Edw. | Martel, Camille Jos. | Taylor, Howard Ray |
| Fairbanks, Wm. L. | Masson, Adolfo F. | Terry, Henry Carroll |
| Farmer, Lewis E. (573) | Mathews, Robert P. | Thomas, Arthur |
| Farthing, John Marion | Mathews, James | Tousey, Geardian A. |
| Fee, John Leonard | Medley, Thomas | Tracey, Gilbert H. |
| Fisher, Frank Irving | Meech, Ben R. | Turner, Dennis Thoe. |
| Flick, Edw. L. | Meyers, Joseph | Usher, Wm. Thomas |
| Florence, Elmo | Miller, Art | Wapnick, Nathan |
| Floyd, Alvis M. | Miller, Harvey A. | Ward, Clyde Cornelius |
| Fogle, Chas. H. | Miller, John L. | Ward, Wm. P. |
| Force, Harold Willis | Miller, Richard R. | Washington Jr., Nelson |
| Garner, Robert A. | Mills, Madison Emory | Webster, Earl Claris |
| Gee, Robt. Henry | Mills, Bob Dick | West, Alfons Boris |
| Giles, Ronald D. | Mitchell, Russell Emil | Western, William Franklin |
| Goudie, Frank Charles | Montello, James T. | Whalon, John Edw. |
| Graham, F. W. | Moore, Ralph Everett | Whitney, James John |
| Grant, Harry Lee | Moore, Thomas | Wlist, Richard Lee |
| Gray, Clifford | Morley, Donald V. | Will, Paul Vern |
| Greenberg, Myer M. | Morris, Allen | Williams, Lewis Henry |
| Griffith, Lewis | Morris, James Millin | Wilson, Alfred J. |
| Gripp, James M. | Morrison, Robert P. | Wilson, Harry Jno. |
| Guber, Edw. L. | Mrotchak, George Jerome | Wilson, Merrill G. |
| Guthrie, Curtis A. | Mullahy, John | Willard, Robt. Lee |
| Hale, Chas. Walter | Murray, Thos. Eloy | Woolsey, Floyd |
| Hambright, Albert Clarence | Myers, Lucky Vee | Young, Howard A. |

ST. LOUIS OFFICE, 390 ARCADE BLDG.

- | | | |
|-------------------------|-----------------------|--------------------|
| Adants, Ira F. | Grimes, Lewis Delaven | Morgan, Robert Lee |
| Alexander, Cavity Bruce | Kujawa, Ervin Joseph | Payne, Raymond Lee |
| Brouhard, Clint H. | Lewis, Sammy | Rogers, John H. |
| Edison, Robert E. | McKay, Glenn Eldrick | |

NEW YORK OFFICE, 1564 BROADWAY

- | | | |
|----------------------|---------------------------|-----------------------|
| Bevans, Joe | Flaherty, James Timothy | Miller, Luther (1015) |
| Dobbs, William David | McKernan, Charles Patrick | Payne, Raymond Lee |

CHICAGO OFFICE, 155 NORTH CLARK STREET

- | | | |
|-------------------------|------------|---------------------|
| Averill, William George | Smee, John | Vani, Joseph Robert |
| Payne, Raymond Lee | | |

producer; Earl Jenkins, comedian; Willie Johnson, manager; Frank Wallford, canvas; James Murphy, front, and Mr. O'Conner, tickets.

Concessions

Midway Coffee Shop, Mr. and Mrs. Harry Banta, managers; Jack Frelbolt, griddle; Frank McKinney, waiter; Marjle Kahn, chef; Edward Hoffman and Robert L. Clark, dishwashers. Scales, Joe West; photo gallery, Mr. and Mrs. Ed Friend, milk owners; Russel Landreth, helper; milk bottles, Florence Smith; cork shooting gallery, Mr. and Mrs. William Noffz; bowling alley, Mr. Cummins; G. R. Smith, agent; fishpond, Mrs. Goldstone, owner; J. C. Webster, helper; skillo, Kenneth Logan; blanket stand, Don O'Brian, agent; A. W. Grant, helper; swinging ball, George Earle; long-range gallery, B. K. Duff; palmistry stand, Billy and Mary Hayes; watch-la, Bill Baker; roll down, Frank Stone. Red Conway and Mickey Dales, helpers.

String game, A. P. Triplett; clothespins, Raymond Crozier, agent; Billy Crickloff, helper; cat rack, Evelyn

O'Conner, agent; Louis Tilly, helper; dart balloon, Mrs. B. K. Duff, owner; grind store, Mr. Terry, agent; Joe Rice, helper; radio store, Al Suski, agent; H. E. Elliot and Howard Albright, helpers; popcorn, F. W. and Florence Pratt, owners; candy floss, Mr. and Mrs. Dale Crotchet, owners; corn game, J. T. Glinchy, caller; Ralph Daniels and Ellis Saddle, helpers; prize candy, Fred Bockelman; hoop-la, Lula Crenshaw, Mrs. Joe Hoy; percentage, T. Neil; SI Clayborne, assistant; rat race, Mr. and Mrs. Dave Goucher; penny pitches, Rose Stone, Marie Suski, and Mertha Keyman. General utility, Bill Smith and Leroy Brewer; stock, Bob Kanaly; Mr. Bell, canvas man; merchant tickets, Norman Boyd. Roy Goldstone presented Mrs. Goldstone with a new car and added a new two-ton truck to his fleet.

Visitors included Mr. and Mrs. L. O. Allen and Betty Stewart, Mr. and Mrs. Ray Wheellock and Mr. Jelsma, Mr. and Mrs. George Heiman and family, Charles Lenz, Mr. and Mrs. Ted Sharkey, and Slim Johnson.

Showmen's League of America



Sherman Hotel
Chicago

CHICAGO, April 12.—In the absence of the regular chair officers, Brother Lew Keller presided at the April 8 meeting, and with him at the table were Secretary Joe Streibich and Fred H. Kressmann. Judd Goldman is still at the Billings Hospital and Tom Rankine and James Murphy are at their homes. Maxie Herman is getting along nicely, and Jack Lydick advises he soon will be able to leave his bed after a long confinement. House committee has installed a typewriter for convenience of members and Brother Jessop donated a cover for it. Al Rossman is working hard on the Outdoor Amusement World Directory. The new bulletin board gives plenty of space for all general information to members. Final spring meeting will be held on May 2. Rube Liebman and Lee Overland left for Iowa and Missouri and Denny Howard left to start the season with Sol's Liberty Shows.

Past President J. C. McCaffery is on an Eastern trip. Sam Gluskin is back in town after a long absence. L. C. Kelley again is among regulars at the rooms. Walter A. White visited for a day, and Louis Schlossburg visited before leaving to join Ray Marsh Brydon's International congress of Oddities. Paul Fairly, son of Brother Noble Fairly, called at the rooms. Brothers who visited while en route to join the Conklin Shows were Paul Olsen, Jack Halligan, Harry Seber, Russell Donnelly, Edward Gamble, Al Cohn, and John Saladin. Walter Hale advises he will join in the Canadian trek soon. Charles Owens returned from a Florida vacation. Brother John P. Snyder and John Alexander Pollitt are still Chicago visitors. Application of John J. O'Connell arrived. Club is holding mail for Cecil B. Perkinson.

M. J. Doolan and bingo crew will get busy after Easter. Max Harris opened at the airport for the summer with Charles Miller's rides. Nate Eagle is still in town, but plans to leave soon to join Beckmann & Gerety Shows. Fred Donnelly advises he will troupe with the Imperial Shows. President Frank R. Conklin was in town on business over the week-end and was a constant caller at the rooms.

Ladies' Auxiliary

Auxiliary's social and Sis Dyer Night on April 4 in the West Room of the Hotel Sherman, with Past President Frances Keller as hostess, were successful. A big crowd was on hand and many prizes were awarded. Members were pleased to have Mrs. Nate Hirsch in attendance. Sick list includes Mrs. Al Miller and Mrs. Charles Driver. Messages of cheer will be appreciated.

Members were grieved to learn of the death of Sister Myrtle Hutt's mother, and a number of them paid their respects. Mrs. Henry Belden is enjoying her Florida vacation.

WANTED LARGE CARNIVAL

For 4th Annual Flag Festival, June 23-28, at Farmington, Mo. Prefer one carrying Free Acts and large number of Rides. Write or wire OSCAR E. HENDERLITE, Care Junior Chamber of Commerce, Farmington, Mo.

WANT

Organized 10-in-1 Show or Acts, Snake, other Grand Shows. Furnish new tents, fronts, complete outfits for Shows. Capable Ride Help, come on. Wire

ROGERS GREATER SHOWS

Harrisburg, Illinois

BIG YEAR AHEAD

Want Rides that do not conflict with Ferris Wheel, Chair Plane or Kiddie Ride. Would like to book Merry-Go-Round or Loop-o-Plane especially. Also will book legitimate Concessions of all types. Want Ferris Wheel Foreman and Help on Rides. Must be reliable and sober. Write E. COPELAND & F. BUTTERFIELD, 149 Oak St., Manchester, Conn.

WANTED--AGENTS--WANTED

For Razzle Dazzle or Block Store. Boys with me before, let me hear from you. Positively opening April 25th, Fair Park, Little Rock, Ark.

R. W. ROCCO, care of Goodman Wonder Shows.

Shorly Adams Wants

Sober Criddle Man. 4 months' season — top salary. CUP AND SAUCER RESTAURANT, Jacksonville Beach, Fla.

Club Activities



National Showmen's Assn

Palace Theater Building
New York

NEW YORK, April 12.—Wednesday's meeting was presided over by President Max Linderman. On the dais with him were Past President George Hamid, Secretary Sam Rothstein, Counselor Max Hofmann, who has just recovered from pneumonia; Dr. Jacob Cohen, and Executive Secretary John Liddy. President Linderman spoke of the generous contribution of \$150 to the club's fund from R. H. Christian, Richmond, Va. Brother James Davenport received a big hand for his efforts in making the barn dance the success it was. Edward L. (Blackie) Nye, proposed by George Hamid, was admitted to membership. Members were sorry to learn of the death of Brother Sam Walker's mother on April 4. Among members who paid their last respects were Ike Weinberg, Harry Kaplan, Sam Finkel, Morris Finkelstein, Mack Brooks, and Sam Berk.

Brother Edgar (Doc) Kelley post-cards that he and his wife, Charlotte, are both on the road to recovery after leaving the Backus Hospital, Norwich, Conn., where he had been taking X-ray treatments and she had an operation performed on her eye. Brother Fred Murray is back in town after a trip thru the South. David Linderman, son of Jake Linderman, has been drafted by the army. Club gratefully acknowledges contribution of \$53 from the North Carolina Association of Agricultural Fairs by Secretary W. H. Dunn. Brother Harry Sussman is a frequent visitor to the rooms now that he has returned from the South, and Brother Sam Peterson is back in town with a swell tan.

It was decided to make April 19 Palisades Park Night, and members are urged to come for a grand evening of fun. Admission is free, and there will be refreshments, dancing, and entertainment.

Birthday congratulations to Aurel Vaszin, David S. Lindenbaum, Edward Elkins, April 18; Harry E. Prince, 19; Louis Decker, Charles Rubenstein, Paul Benintende, Frank Clandorf, Bernie Mendelson, 21.

Ladies' Auxiliary

Wednesday's meeting was attended by about 70 members, with Midge Cohen in the chair. Sister Bess Hamid reviewed the membership drive which started April 9. Those sending in their applications will pay only \$5 in dues for the rest of the year and up to and including June 15, 1942. Auxiliary will provide the food for Palisades Park Night. Strawberry Festival will be held May 1. Tickets are now on sale at 50 cents. At the conclusion of the meeting, the big event of the night occurred when President Cohen called on each member to make herself known to her "Secret Pal," and surprises were in store for many. Sisters Rose Lange and Jean Davis left to join Art Lewis Shows. Sister Frances Fournier is to leave this week to join the James E. Strates Shows. Sister Rose Weinberg goes to Philadelphia, then to Pittsburgh to join her husband, Ike. Sister Kate Benet is back after a long illness. Welcome was extended to several who have not been around of late, including Sisters Hilda Vincent, Elizabeth Solti, Madge Bloch, Edythe Hamburg. Irene Greene has been called home to her mother, who is ill. A great deal of mail is being returned—please supply up-to-date addresses or show you are with to the secretary.

Heart of America Showmen's Club



Reid Hotel
Kansas City

KANSAS CITY, Mo., April 12.—Because of lack of attendance, the April 4 meeting was called off. Most of the members are out of the city and those located here are busily engaged at various occupa-

tions. Brother Mayer Pellman visited while en route from Hot Springs, Ark., to his home in Minneapolis. Brother and Mrs. Elmer Velare were here on business and then left for Chicago. Mr. and Mrs. Mel Vaught visited during the week.

Brother Bill and Jackie Wilcox left for Emporia, Kan., to join the Bud Anderson Circus. Mr. and Mrs. Keith Chapman are visiting friends here, but will leave soon to join the Elite Exposition Shows. Members were sorry to learn of the death of the brother of W. R. (Bill) Hirsch, secretary Louisiana State Fair. Brother Roger Haney came in to obtain his new Scooter.

Brother Slim Johnson arrived from Little Rock, but will leave soon on a business trip thru the Southwest. Brother Bill Snyder left to join the Rubin & Cherry Exposition, and Brother George Duvall joined the Frank Burke Shows at El Paso, Tex.

Banquet and Ball committee is working out plans for the exploitation of the annual event, which will be held this year at the Hotel Continental on New Year's Eve. Secretary G. C. McGinnis again requests all members to advise him of their summer address.

Ladies' Auxiliary

President Ruth Martone presided at the regular meeting on April 4. Martha Walters was appointed warden. In the absence of Treasurer Helen Smith, Bird Brainerd, finance committee chairman, gave the treasurer's report. Nellie Weber, co-chairman of the entertainment committee, announced the next meeting would be a social night with entertainment and refreshments.

Cemetery committee reported that the graves in the club's plot are in good condition and that headstones have been placed on all. Addie May Willets, of Harrisonville, Mo., was elected to membership. Bird Brainerd passed the penny box, and the night's award went to Catherine Boyd. A letter from Leah Brumleve was read. Jess Nathan made her birthday donation. Members were glad to have Peggy Chapman in attendance. Lola Hart and Mario Jones are reported to be improving.



Michigan Showmen's Assn

156 Temple Street
Detroit

DETROIT, April 12.—Board of directors met prior to the regular meeting to discuss plans for the Bural Fund Drive to be held this summer. President Harry Ross opened the regular meeting at adjournment of the board confab. Other officers present were Hymie Stone, first vice-president; A. O. (Pop) Baker, second vice-president; Lou Rosenthal, treasurer, and Bernhard Robbins, secretary. Attendance totaled 64. Under the good of the order, Brother Lou Rosenthal gave a splendid talk aimed at the advancement of the organization.

Lou Wish, Moonlight Boatribe committee chairman, appointed these members to assist him: Harry Stahl, Arthur J. Frayne, H. Sobel, Oscar Margolis, Harry Wish, Frank Hamilton, Fred Williams, Edgar McMillen, Richard Elwell, George Brown, and William A. Bulleyment. Brother Frank Hamilton brought his twin grandsons to the rooms and they were adopted as mascots.

SNOW CONES CANDY APPLES

A complete line of Supplies, including Equipment and Machines. Highest quality, low prices and fast service.

Buy from concessionaire's headquarters this year. Write for price list today.

GOLD MEDAL PRODUCTS CO.

131 E. PEARL ST.,

CINCINNATI, O.

Lone Star Show Women's Club

Campbell Hotel,
Dallas

DALLAS, April 12.—Since clubrooms in the Campbell Hotel have been closed, weekly meetings are being held at the home of Mrs. Jack Lindsley, where the various members alternate as hostesses. Luncheon and refreshments are served and after a short business session the night is given over to the playing of games. Many members were recent visitors on the Reynolds & Wells and World of Today shows.

President Margaret Pugh and Sylvia Re were here last week and attended a surprise party tendered Tarapin Rees by his wife, Helen. Rees is secretary of the men's club. Denny Pugh took delivery on a new car. Chuck Moss is reported to be recovering from injuries sustained in a recent auto accident. Members were grieved to learn of the sudden passing of Sister Mrs. Mary P. Carey and many of them attended services here for her. Club sent a floral offering.

POPCORN BOXES

WHILE THEY LAST

\$2.25 per thousand

OFFICIAL NEW YORK WORLD'S FAIR 10c SIZE. VERY ATTRACTIVE.

ALSO

All World's Fair Popcorn Machines—used 5 months. Reconditioned—ready to go. All Sizes — Exceptional Bargains. Good Machines \$50.00 up.

ORDER TODAY

ADVANCE DISTRIBUTING COMPANY

117 No. Wacker Dr., Chicago, Ill.

Phone: Andover 1798

LAST CALL

W. A. GIBBS SHOWS

OPENING PARSONS, KAN., APRIL 19TH

All people contracted be at lot not later than 16th. Few Concessions open. Will book Roll-O-Plane, Live Ponies, or U-Drive-It Cars. Will book Freak Shows. What have you? Need two little men. Address W. A. GIBBS, Parsons, Kan.

WANTED

ROLL-O-PLANE

Will pay cash. State price and full particulars to BOX NY-20, The Billboard, 1564 Broadway, New York City

PENNY ARCADE

Due to disappointment have beautiful Penny Arcade to book on reliable Show or Park. Have been with Hennies Bros. past 4 years. Operate my own Arcade. Wire or write best proposition. CLINTON L. NOGLE, care Hennies Bros., Shows, Birmingham, Ala.

MICKEY MANSION WANTS

For Side Show with Endy Bros.' Shows, outstanding Attraction, Knife Act, Bag Punching, any Novelty Acts suitable for A-1 Show. All letters answered. Show opens April 21st, Richmond, Va., playing eastern route. MICKEY MANSION, care of Endy Shows, Miami, Fla.

LAST CALL

JAMES E. STRATES SHOWS, INC.

SHOW OPENS WASHINGTON, D. C., APRIL 16TH
TEN BIG DAYS AND NIGHTS. LOCATION: 4TH AND FLORIDA
On account of Draft can place Publicity Director. Can place any new and novel Shows that don't conflict. Can place Legitimate Concessions, Mitt Camp open. Can place useful Show People in all departments. Have 14 Fairs and best still dates in the East. Everyone contracted acknowledge this call. Address JAMES E. STRATES, Gen. Mgr., Washington, D. C.

LAST CALL

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices.
 35 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. Light-weight 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. 8,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50c.
 Automatic Bingo Shaker. Real Glass . . . \$12.50
 8,000 Jack Pot Slips (strips of 7 numbers), per 1,000 . . . 1.25
 Lightweight Lapcards, 6x16, Per 10050
 8,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25, Size 4x5, per 1,000 . . 1.25
 8,000 Featherweight Bingo sheets, 5 1/2 x 8, Loose, \$1.25 per M. Stapled in pads of 25. Per M 1.50
 Postage extra on these sheets.
 Bingo Card Markers, in strips, 25,000 for . . 1.25
 Dice boards and pads, 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



WRITE SIOUX TIRE & BATTERY CO.
 SIOUX FALLS, S. D.
 Buy on Our Easy Terms.

CONCESSIONS WANTED

Will sell exclusive Pitch Till U Win, Hoop-La, Long and Short Range Shooting Gallery, Country Store Wheel. Opening April 24 near Philadelphia, Pa. Write or wire
MIKE ZIEGLER, Hotel Milner, Philadelphia, Pa.

FOR SALE

4 for Dime Studio, completely equipped. Also a 6x7 Camera for large pictures. Doing good business. Will sacrifice on account of ill health. \$500 cash.

Capital Photo Studio
 1002 7th St., N. W., WASHINGTON, D. O.

JIMMIE CHANOS SHOWS

Wanted—Chairplane and Wheel Man. Also experienced Carnival Electrician, Boxers and Wrestlers. Portland, Ind., April 26.

JIMMIE CHANOS
 716 East 4th St., Greenville, Ohio

DICK'S PARAMOUNT SHOWS, INC.

East Hartford, Conn., April 24th to May 3rd

WANT WANT WANT

SUPER-ROLL-O-PLANE FOREMAN, ROCKET FOREMAN. Top salaries assured. **RAY DACKERY,** contact me. Your wire received too late to answer. **WANT BILLPOSTER, MOTOR MECHANIC. RIDE HELP** who can drive semis.
DICK GILSDORF, General Manager, Winter Quarters, Warehouse Point, Conn.

WANT—LAKE STATE SHOWS—WANT

"Truly One of America's Great Attractions"

OPENING PONTIAC, MICH., MAY 3—8 DAYS—TWO SATURDAYS—TWO SUNDAYS. Showing industrial cities Michigan, Indiana. Good proposition to Special Agent with car. Concessions—Long Range Gallery, Cork Gallery, Fish Pond, Pan Game, Scales, Mouse Game, Jewelry Worker. Shows—Good proposition to Showmen with own equipment, especially Motor Drome, Fun House, Unborn Show, Reptile Show, Ten-in-One, Walk-Thru. Will book or buy Penny Arcade. Billy Barlow wants Dancers for Parisian Show. Will book Tilt-a-Whirl.
 Address All Replies: P. O. BOX 175, BAY CITY, MICH.

WANTED

Girl Revue and Expose Shows. Furnish complete outfits with panel fronts. Ride Help with semi-trailer experience, come on. All Concessions open. Alfredo wants Acts and Talker for Sideshow. Useful Show People, come on.

BLUE RIBBON SHOWS

ROME, GA., THIS WEEK

CALL . . . TILLEY SHOWS . . . CALL

OPEN CHAMPAIGN, ILL., WEDNESDAY, APRIL 23RD.

All people contacted acknowledge this call.
 Concessions—Can place Fishpond, Bowling Alley, Cigarette Gallery, Mitt Camp, Hoop-La or any legitimate Merchandise Concessions operating for not over ten cents. No Coupons.
 Shows—With or without own outfits. Especially want Snake Show, Mechanical Show or Funhouse. Will furnish complete outfit for Snake Show. Want capable Manager with Acts for Side Show. Have 20 by 100 Top and complete outfit for same.
 Will make good proposition to flashy Arcade. Mose Smith and Doc J. F. Johnson, wire me.
 Address: Ladd, Ill., until April 19th; then Champaign, Ill.

BANTLY'S ALL AMERICAN SHOWS

LAST CALL . . . LAST CALL . . . LAST CALL

Show opens Du Bols April 26th . . . Tarentum, Pa., week of May 5th. (300,000 steel and aluminum workers within 3 miles.) Week of May 12th, Uniontown, Pa. (In the heart of the city with 5 coal paydays.) Want Concessions that give stock. Will sell "x" on Ball Games. Will sell four completely framed Milk Bottle Ball Games. Want Long or Short Range Gallery. Will buy Long Range Gallery if price is right for cash. Girls for Posing and Burlesque Show (office paid). For Sale—2 brand-new Drive-Up Self Cars. Working Men in all departments. Duck Pond (C. A. Stephens, wire), High Striker, Caddy Floss, Pitch-Till-You-Win, Came Rack, Knife Rack. ALL PERSONS CONTRACTED ANSWER THIS ADVERTISEMENT. REYNOLDSVILLE, PA.

Winter-Quarters News and Gossip

As Reported by Representatives for the Shows

Goodman Wonder

LITTLE ROCK, Ark., April 12.—T. W. (Slim) Kelly, who has the contract for the Side Show this season, arrived last week and, after a conference with Owner Max Goodman, decided to build a new front using streamlined stainless steel, a bally platform, and ticket boxes. Floodlights will be used to illuminate the front of the Side Show. Another new front is being built for Dr. Samuel F. Friedman. This one will use an ultra-modernistic theme. Doc Welch, The Billboard sales agent, is here. Eddie Latham, electrician, has built a portable lighting system to be used exclusively for the loading of the show train. The Arkansas Democrat devoted an entire page with pictures in a recent Sunday supplement to the building and improvements on the shows.
 C. W. FRANKLIN.

John H. Marks

RICHMOND, Va., April 12.—Opening of shows' 16th annual tour has been set next Monday as usual at the East End Baseball Park in the Church Hill sector. Opener is to be followed by the annual engagements on the Petersburg Pike location, South Richmond, and the West Broad Street circus grounds in the heart of the city. The recent cold snap caused the postponement of the scheduled April 7 bow. Finishing touches are being applied to equipment at quarters. C. F. Tidball, electrician, and two assistants arrived, and they are installing the new neon and fluorescent lighting effects, which will adorn the showfronts, main entrance, and several rides. J. M. (Shorty) Anderson returned and is overhauling the Merry-Go-Round, which has been decorated by Bert Miller and assistants. Dave Rosenberg and crew have the town well billed. Bryan Seamon, concessionaire, is on hand, and Willie Lewis's concession crew has everything ready. Jack Gilbert, concessionaire, visited recently, as did Jack Auslet, J. F. (Irish) Horan, George Mason, Harry Gilman, Mr. and Mrs. Walter C. Holliday, Harry Heller, and William L. Sydnor. The Wallenda Troupe, feature of the Free Thrill Circus, opens for 30 weeks with the shows beginning April 21. Moon Rocket ride arrived. Spitfire ride's

arrival has been delayed two weeks, but will be on the midway for the final week of the local engagement. Chet Dunn arrived with his Rolloplane, Octopus, and several concessions. E. L. Jenkins returns to the carnival field this year as co-owner of two rides. He will also operate several concessions. Ralph Flannagan's bingo crew arrived. L. D. (Duke) Jeannette will feature 18 oddities, including Sealoe, sea boy; Bobby, Dog-Face Girl; Major O'Satyrdae, human volcano; Tex Duncan, human pincushion, and Doradina, sex enigma. Leonard (Skeeter) Garrett has the Twin Ferris Wheels in good condition, and the La Conga and Miss America revues, with Georgia Brown at the helm, are ready.
 WALTER D. NEALAND.

Dodson's World's Fair

JACKSONVILLE, Fla., April 12.—Activity in the quarters is in full swing and all shops are running full blast. Jo-Jo Lyle, painter, has his crew of eight working a full schedule and about 25 wagons are finished. W. S. Sturgess, former painter with the Johnny J. Jones Exposition, is here and has started re-decorating several fronts. Work on the Side Show, Jitterbug House, and Olive Hager's Wall of Death is progressing rapidly. Among members of the staff now in quarters are M. G. Dodson Sr.; Harold English, manager; Lee Faulkner, superintendent electrical department; Tom Evans, trainmaster; Mel G. Dodson Jr.; Chocolate Daniels, banner agent; Ray Kramer; H. E. Vann, manager Vann's Animal Show; Olive Hager, manager Wall of Death, and Jack Smith, press agent. Mr. and Mrs. J. C. Weer, who will have the Rocket Ride, are expected from Miami soon. Opening here is scheduled for April 17.
 JACK S. SMITH.

Bee's Old Reliable

DICKSON, Tenn., April 12.—Bee's Old Reliable Shows were ready for their opening here this week, under American Legion Post auspices. Management has spared neither effort nor money on the organization this year. Among recent arrivals were Mr. and Mrs. L. McLemore, with rides and six concessions; Mr. and Mrs. V. McLemore, six concessions; Mr. and Mrs. Bill Brown, Penny Arcade, Funhouse, and two concessions; M. H. Campbell, Spot Morgan; Mr. and Mrs. Paul Critzer, percentage; Gus Bethune, cookhouse; Joe Smith, concessions; Billy Stinson, Athletic Show; Merl Gribbens, Ferris Wheel; J. C. Godsey, Tilt-a-Whirl; William Tomes and T. E. Staples. W. M. Jarvis will be mailman and The Billboard sales agent again. Mr. and Mrs. Dan Culbert also are here. Dan is shows' electrician.
 MRS. W. M. JARVIS.

Convention

FREDONIA, N. Y., April 12.—Mr. and Mrs. Marty Smith returned from the South and Marty is busy on his fronts and shows. Paul Kaczmarek came in from Miami and is assisting Bob Lambertson with the bingo stand. Fred Stumpf and Frank Grossi are with it and Secretary Keith Johnson has recovered from a recent illness. The mechanical department turned the Custer Cars and Chairplane boats over to the painters and the Monkeydrome is undergoing minor repairs. A new top and Whip have been purchased. Mr. and Mrs. Gene Rosler have their cookhouse ready. Albert Smith, formerly with the Barker cookhouse on the show last season, is assisting them. Gerald Barker, Sunburst Exposition Shows, is a frequent visitor. Other visitors include Varius Jermain, Edward (Tiny) Wolfert, Leroy Lambertson, and Jack Arnott.
 FAY LEWIS.

J. J. Page

JOHNSON CITY, Tenn., April 12.—Bally weather has arrived and all are looking forward to opening. Showfolk are arriving daily and the grounds adjacent to quarters are a beehive of activity, with concessionaires making last-minute repairs and painting. However, most of the attractions are in shape. Mickey Donahue has the Motordrome in the air, while Mrs. Donahue busies herself with Leo, the drome lion. Bob Coleman advises he has about completed work on his concessions and that he installed fluorescent lamps in the corn game.

Trevor Montgomery did a good paint job on the Tilt-a-Whirl and ticket boxes. Tex Thorpe arrived and is arranging details for his Athletic and Hawaiian shows. Buster Hayes completed work on the Side Show and Big Snake Show. The Sensational Royals have been replaced by the Mills Troupe as the free attraction. Rhineholt Follies attraction is expected here about April 15. C. F. Tidball, who held down an inspector's job at Fort Bragg this winter, has been signed as chief electrician. John Metcalf and Edward Brown will assist him. Mr. and Mrs. Jack Conway, cookhouse operators, arrived from their home in Bucatunna, Miss. Roy Fann has completed painting the fronts. Show will use a new line of posters this season. Visitors included were Mrs. Carl Fann and Mrs. King.
 R. E. SAVAGE.

American United

RENTON, Wash., April 12.—Final touches on equipment were completed in quarters at Seattle, Wash., under direction of Pop Avery, this week in time for organization's opening here tonight. Doc Carr has the motors and trucks in good shape, and Red Mason's lead gallery has been repainted. John (Mex) Snowbar has his light wagon ready, and Johnny Bowers, with Girl Show, arrived this week. A crew of 20 has been in quarters for the last three weeks getting the organization ready for opening. Personnel and staff this year includes O. H. Allin, president-manager; M. M. Beuchamp, vice-president; H. H. Avery, secretary-treasurer; Charles R. Mason, general agent; Pat Patterson, special agent; Mrs. Charles R. Mason, publicity; John (Mex) Snowbar, ride superintendent and electrician, and Doc Carr, sound car.
 MRS. CHARLES R. MASON.

Cetlin & Wilson

PETERSBURG, Va., April 12.—Numerous members of shows' personnel have arrived at local quarters and shows are setting up on Mock Orange Ball Park for next Monday's opening. Mike Roman's modern cookhouse is one of the midway highlights. E. K. Johnson is doing advance work and staging the beauty contest in conjunction with shows' local stand. Merchants are co-operating. Co-owners John W. Wilson and I. Cetlin are making arrangements for the season, and Mrs. Cetlin and Mrs. Wilson are rehearsing the new Paradise Song and Dance Revue, featuring Princess Mitzl and Princess Olga. They also are rehearsing their Miss America's Show. Van Ault's Penny Arcade, Charles Cohen's bingo, R. S. Walter's Miniature Train and Aeroplane ride, Johnny Hertl's Rolloplane and Octopus; Moon Rocket, Carl J. Lauther's Side Show and Stranger-Than-They-Seem Show, and Funhouse have arrived. Art Parent, orchestra leader on the Paradise Revue, is here, as is Dick Parrish, new drummer. William Cowan came in from West Palm Beach, Fla. Harry Dunkel, general agent, is working out route details with Trainmaster Neal Hunter. Delmar's Fighting Lions and Six Glamour Queens, free acts, are here.
 RAYMOND D. MURRAY.

Bantly's All-American

REYNOLDSVILLE, Pa., April 12.—With spring days clearing away the last vestige of winter, four rides were erected on the main street to good business. Manager Herman Bantly took the newly built neon fronts out of quarters and set them up for their finishing touches. Promotion Manager Percy Martin and Mrs. Martin arrived from Crystal River, Fla. New arrivals here included Walter Paul, Midget Village; Harry Faith, Jack Ace, Charley Ellison, Ray Millorn, Frank Ludolph, Shorty Urban, Bud Rilee, Jim Alters, Danny Klein, Charles Kelly, Flo and Dot Carlson, Tommy Blackhall, and Irene Gassel. Mal Fleming visited recently. Bud Rilee came in with a new house trailer. Mr. and Mrs. Dick Keller lettered that they are purchasing three lions for their Motordrome. Mrs. Sue Copping is a constant visitor. Mr. and Mrs. Bud Bantly returned from medical school for their Easter vacation. William Whitmore is preparing to join the army.
 L. C. MILLER.

CARNIVAL WANTED
 for three days in connection with
CORONADO and JULY 4TH CELEBRATION
 AT GREAT BEND, KANSAS
 Address: G. L. WADE, Adjutant, The American Legion, Great Bend, Kansas

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., April 12.—This association has received a communication from the Interstate Commerce Commission with a copy of the new edition of the Motor Carrier Safety Regulations, revised, issued within the last few days, in which are included the requirements applicable to private carriers of property by motor vehicle engaged in interstate or foreign commerce. The commission informed us that copies of these regulations are being sent to private carriers whose names and addresses are known to it.

In commenting on applicability of the regulations, the commission states, "The regulations apply only to transportation in interstate or foreign commerce. If any member of your organization transports by motor vehicle property of which it is the owner, lessee, or bailee, when such transportation is for the purpose of sale, lease, rent, or bailment, or in furtherance of any commercial enterprise, between points in different States, or if it transports within a State property which is moving to or from points in other States, such operations are subject to the safety regulations of this commission.

"Any of your members engaged in transportation of this character should communicate with this office, or with the bureau representative located at the nearest field office, who will be glad to advise them in regard to these regulations and to forward the carrier's name to this office for service of a copy of the Motor Carrier Safety Regulations, revised, is necessary. Additional copies may be obtained from the Superintendent of Documents, Government Printing Office, Washington, D. C., at 20 cents per copy, with 25 per cent discount on quantities of 100 or more (stamps not accepted).

"While private carriers of property are not required to register with this commission or to file formal application of any kind, it is desirable that, in communicating with us, they indicate the type of commodity transported, the territory generally covered by their motor vehicle operations, and the number of vehicles engaged in interstate or foreign commerce. Publication by your organization of the information contained in this letter, for the benefit of private carriers of property engaged in interstate or foreign commerce, will be appreciated."

There has also been filed with this office a list of Interstate Commerce Commission field offices throughout the United States, which we shall be pleased to pass along to any member upon request. It is urged that member shows transporting by motor vehicle familiarize themselves with provisions of the regulations that are applicable to them. We shall be pleased to send any members any information available on the subject if they will communicate with this office.

Los Angeles

LOS ANGELES, April 12.—Ben Beno, who was injured in a 50-foot fall from his trapeze at Playland, Rye, N. Y., June 14, 1939, has removed the steel brace he's been wearing. Ben is custodian of the Pacific Coast Showmen's Association and claims the honor of being the club's first life member, receiving this honor in 1922. Capt. Billy Ament, who had the London Ghost Show at Long Beach, Calif., was a recent visitor. Goldie Vinson is with Siebrand Bros.' Shows, where he has a game concession. Mrs. Effie Vinson has the photo gallery there and is assisted by Bill Garrison.

Ted Wilson has a girl show on the Siebrand Bros.' Shows and features Alice Dugan, Helen Turner, Thelma Johnson, and Jackie Wagner. Dianne Wilson is

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.

operating a ball game. Clyde and Topsy Gooding left here by auto for Salem, Ore., to join the Browning Show. Virgil Freeman, bingo concessionaire on the Siebrand Bros.' Shows, is considering a hitch in the U. S. Navy. When the shows were in San Diego a few weeks ago, Freeman went into the matter with officers stationed there. Herman Jackson is in his sixth year as foreman of the Ferris Wheel on the Siebrand Bros.' Shows. Mrs. Rachel Williams is in the ticket box. Mrs. Nell Clarke is handling the bally and tickets for the animal show. Among those leaving Los Angeles recently were Nina Rodgers, Chris Olsen, girl show operators, and Moe Levine, concessionaire. All joined the Monte Young Shows at Provo, Utah. Jimmie Jamison, high diver, left last week to join Sol Bloom's Show in quarters in the South. Albert Johnson is in his third year as side-show

operator on the Siebrand Bros.' Shows. With him are Lee Kildare, Buddha; Matty Clarke, impersonator; Robert Pinney, inside lecturer; Victor Letulle, magic; Albert Courtney, torcher; Spencer Lee, pinhead; Charles Moran, sword swallower; Marie Smith, sword box; Floyd Casey, pincushion; Fred Lewis, tattooed man; Dr. Don All, palmistry, and Bob Lischefska, tickets. Recent visitors to the Siebrand lot included William Murphy, of the Thomas Shows. Frankie Regan, pennant machine operator with Siebrand, is planning a trip to her home in Phoenix, Ariz. Gladys Belshaw, *The Billboard* sales agent, is in her third year as game concessionaire; Connie and Lee Ritter have the corn game; Ray Slover, lot superintendent, and Bob Gould, shooting gallery. Albert Wells and Curley Cummings have game concessions.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25 Opera Place, Cincinnati, O.)

Iowa Show Attracts 54,200; Kelly Gets 7-Year Contract

DES MOINES, Ia., April 12.—Corn Belt Sports Show concluded an eight-day run in the Coliseum on April 6, pulling attendance of 54,200, highest figure yet attained by any similar show here. Martin Kelly operated the show. It was sponsored by Des Moines Izaak Walton League.

Kelly has signed a seven-year contract to continue the event here and next year's dates have been extended to nine days. Already 85 per cent of concession space has been booked. Among concessionaires at the show were Bill Stevens, two mouse games; R. L. Seider, wooden ware, and C. H. Stevens, flowers.

Pomona Plane Contest Pulls

POMONA, Calif., April 12.—About 2,000 attended the third annual gas model airplane contest sponsored by Disabled American Veterans on March 16, reported Bob Orth, contest chairman and DAV commander, who did advance work. C. B. (Jack) Afflerbaugh, manager of Los Angeles County Fair, permitted use of fairgrounds and furnished some equipment. Originally slated for March 2, rain caused postponement, necessitating repetition of advance work, which resulted in Orth contracting pneumonia. He is convalescing and expects to be carrying on soon. Pathe and Universal Newsreel took pictures of the meet.

Shorts

ANNUAL six-day Clyde (O.) Cherry Festival has again signed J. R. Edwards Shows to provide the midway. There will also be free acts and contests.

FOR the second annual six-day Lions' Club Playground Carnival, Williamsport, Ind., shows, band concerts, and a free act are planned, officials reported. Last year's event cleared \$250 despite cold weather and an admittedly inexperienced administration, and a bigger take is expected this year. Proceeds are used for purchase of playground equipment.

CONTRACT for the seventh annual Fourth of July Celebration of the American Legion, Cook County (Ill.) Council, Chicago, has been awarded to Toby Wells, of Performers' Consolidated Attractions.

PIERCE Greater Shows, reported John F. Mero, have been signed to play a six-day benefit for Schuykill County Master School Band in Pottsville, Pa., and six-day Clymer (Pa.) Volunteer Firemen's Celebration. At the latter date fireworks, parades, contests, and an auto giveaway will be featured.

VARIETY in attractions is planned for six-day Portage County Manufacturers' and Northeastern Ohio Merchants' Exposition to be held under auspices of Ravenna (O.) Fire Department on Portage County Fairgrounds, reported A. J. Sutter, entertainment chairman. There will be a midway, fireworks, free acts, parades, and special events. City has population of 20,000 and is near



HARRY WHITTAKER, thru whose efforts the annual Dow Field Day Celebration in Midland, Mich., has grown to be one of the largest in the State. The event is sponsored solely for entertainment of employees of the Dow Chemical Company. Attendance in 1940 was over 20,000. Free acts, fireworks, rodeo, rides, shows, and concessions are featured yearly.

other centers of population. Near-by 15,000 are working on an arsenal, to be opened during celebration week.

J. J. PAGE Exposition Shows, reported R. E. Savage, have been contracted for six-day American Legion Post Colored Fair in Leslie Park, Knoxville, Tenn.

W. T. JESSUP, general agent of West Coast Amusement Company, reported he signed seven-day Eugene (Ore.) Pioneer Pageant.

SPONSORED by the YMCA and Tuscarawas Valley Conservation Club, sportsmen's show in Memorial Hall, Dover, O., on April 3-5 drew over 3,500. Talent included Beverly Harnett and Billy Noble, ropes and whip crackers, and the Mansfields, trick shots.

WANTED FOR Old Home Week and American Legion Celebration

JUNE 30 to JULY 5, inclusive

RIDES—Merry-Go-Round, Chair-o-Plane, Ferris Wheel, Double Loop Plane, Octopus. Mr. Dealing and Carl Ferris, write.
SHOWS—Ten-in-One, Athletic, Girl Show, Monkey, Dog and Pony, Mabel Mack, Tommy Falloon, Joe Ricoco and John Ray, write.

NICHOLAS A. DeJOHN,

Selden THE STRATOSPHERE MAN
A Few Weeks Open for Early Dates. Wire or Write Today.
World's Highest Aerial Act!
Care of THE BILLBOARD, CINCINNATI, O.

The Largest Arsenal Plant in Ohio
JULY 4th CELEBRATION
Entire Week June 30th-July 5th, Inc.
Ravenna Population 20,000.
Arsenal 15,000 employees working day and night.
Portage County Manufacturers and North Eastern Ohio Merchants' Exposition.
Fairgrounds.
Balloon Ascensions, Parades, Fireworks, Free Attractions, Spectors.
Wanted: Large Railroad Car Amusement Enterprise; Free Acts, must be sensational; also Fireworks Displays.
Address: A. J. SUTTER, Chairman
Ravenna, Ohio, Fire Department

WANTED CLEAN CARNIVAL
For Week of July 4th.
Annual Celebration.
TOLUCA FIRE DEPARTMENT
Floyd Robinson, Secy.
Toluca, Ill.

WANTED WEEK OF AUGUST 4-9 FOR 2nd ANNUAL PLAYGROUND CARNIVAL
Only first-class Mechanical, Fun, Glass Houses; Monkey, Animal Shows; Photos, Engraver, Wood Worker, Archery, Shooting Gallery, Motor Drone, etc. Only one of a kind. Have Miller Rides. LIONS' CLUB PROGRAM COMMITTEE, Williamsport, Indiana.

WEAUBLEAU ANNUAL REUNION
July 10-11-12
and
FLEMINGTON PICNIC
July 17-18-19
Rides and Concessions Wanted
JOHN ALLEN, Weaubleau, Mo.

WANTED
High Diver and other Free Acts, reasonable. State all in first letter.
June 29 to July 5.
Barberton Golden Anniversary Celebration, Inc.
P. O. Box 93, BARBERTON, OHIO

PEARSON SHOWS
WANT SHOWS WITH OWN EQUIPMENT.
WAX SHOW OR SNAKE SHOW.
CONCESSIONS—Pitch-Till-You-Win, Cork Gallery, Fishpond, American Mitt Camp.
WILL STAY IN ILLINOIS 1941 SEASON.
OPEN PANAMA, ILL., APRIL 26.
Address: Winterquarters, Ramsey, Ill.

WANTED STOCK CONCESSIONS FOR Greece Post 468 American Legion Carnival
June 18-19-20-21.
Write AL SHANNON
87 Falmouth St., Rochester, N. Y.

ANNUAL AMERICAN LEGION CELEBRATION
JULY 3, 4, 5, 6
WANT RIDES, SHOWS, CONCESSIONS
America's Largest Defense Project. \$980,000 Powder and Bag Plant Being Constructed.
Fireworks — Contests — Free Acts
Address: EDWARD J. MORRIS, 915 Pratt Street, Jeffersonville, Indiana.

New Fees for Outdoor Shows In Evansville; Billing Curbed

EVANSVILLE, Ind., April 12.—New license fees for outdoor shows playing here will become effective May 1. The fee for circuses, Wild West shows, dog and pony shows, and menageries shall be based upon the number of railroad cars or wagons or motorized vehicles used to transport the show, including advance equipment.

The scale of the new fees follows:
Circuses, menageries, dog and pony, and Wild West shows, 60 to 100 railroad

cars or over 80 wagons or trucks, \$150 per day; 30 to 60 railroad cars or 50 to 80 wagons or trucks, \$100 per day; 15 to 30 railroad cars or 25 to 50 wagons or trucks, \$75 per day.

Carnivals, \$100 per day.
All other shows \$50 per day.
These new fees cover any show operating within three miles of the corporate city limits so that shows cannot operate outside the city limits and avoid the fees. One license fee will be sufficient in the case of circuses when the menagerie, side show, etc., are under one management.

Routes over city streets to and from the show lot or for parades must be secured from the Board of Public Works and Safety.

It is also unlawful to post any advertising upon any building or fence or other structure within this city, except on established billboards or those especially erected for this purpose. All advertising matter concerning shows must be removed immediately after the date of the engagement.

A rule affecting tickets, complimentary or otherwise, provides that they have printed on them the type and name of show; name of owner, promoter, or sponsor; date, and admission prices. Also, a pass or ticket to any entertainment that requires a government tax or service charge to be paid must show on its face the amount of such tax or charge or the percentage the same is to the admission price. If there is no tax, the ticket shall so state. Violations are subject to \$300 fine and 180 days in jail.

Exhibition of puppets, wax figures, monsters, monstrosities, natural or artificial curiosities, deceptions, panoramas, tumbling, jugglery, rope or wire walking, sleight-of-hand performances, or of other shows not in connection with any circus, menagerie, or carnival, and excepting where no admission is charged; shall pay a fee of \$5 per day.

There shall be no fee for shows given for charitable, religious, or educational purposes if the entire profit goes to the sponsors. Shows that give a percentage to such causes shall have their license reduced in the proportion of the percentage given to the sponsors.

Advance Sale Okeh For HM in Ottawa

OTTAWA, April 12.—Omer J. Kenyon, general representative of the Hamid-Morton Circus, arrived here March 7 to handle the advance ticket sale for the Ottawa Shrine Circus to be held in the Ottawa Auditorium April 22-26. He reports that telephone advance ticket sales are okeh to date. Kenyon has established offices in the Banque Canadienne Nationale Building on Rideau Street.

All hotels in Ottawa are crowded to overflowing and the city is filled with over 50,000 government employees, so good business is expected. It will be the first big indoor show here for many years, Kenyon reports.

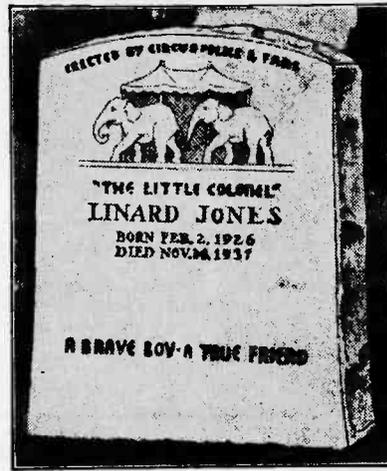
Is There a Secret Pact Between AGVA and R-B?

—By LEONARD TRAUBE

NEW YORK, April 12.—When John Ringling North, head of Ringling-Barnum, signed formal papers within the past week recognizing the American Guild of Variety Artists as collective bargaining agent for circus performers, did he also agree, in writing, to a specific set-up covering wage scale and conditions applying to certain types of performers?

Neither the Guild nor the show has announced the existence of any contract beyond the recognition principle, which by itself is an empty achievement save what it suggests as prestige for the union.

Yet those who are credited with being on the inside track of AGVA activities insist that North signed a secret pact with the Guild. Just what the union gave up, if anything, to effect such an arrangement, or what the Big Show sur-



THIS MONUMENT, made possible thru donations by showfolks and circus fans, will be erected over the grave of "Colonel" Linard Jones, who was a circus-loving orphan lad, in Glendale Cemetery, Umatilla, Fla. Dedication will be held April 26. The monument is 30 inches high and made of Rock of Ages stone. It cost \$200.

Sunbrock Plays to 16,462 at One Show In San Antonio

SAN ANTONIO, Tex., April 12.—Taking advantage of the huge soldier population at Kelly Field, Fort Sam Houston, and Randolph Field, the Barney Oldfield Hollywood Thrill Show, produced by Larry Sunbrock, drew a total of 16,462 paid admissions at its one performance here in the Alamo Stadium Sunday afternoon, April 6, according to Sunbrock. It was the largest crowd ever seen here, with the exception of that at a football game two years ago, he says.

The show played without auspices, and tickets were \$1 and 55 cents. Sunbrock says he will repeat his show here in October.

Youngstown Showmen's Club To Hold Spring Jubilee

YOUNGSTOWN, O., April 12.—Annual spring jubilee of the Youngstown Showmen's Club will be held at the Ohio Hotel here May 4. C. A. Klein, president, has announced. Details will be completed at a meeting to be held here April 20.

The Youngstown club, now in its second year, has a membership of more than 200 in a score of district cities. Jack McNulty, former trouper and assistant manager of the Ohio Hotel, is vice-president of the local club, and Beatrice Cassidy, of Cleveland, is secretary.

An invitation has been extended to the Charles Siegrist Showmen's Club, of Canton, O., to attend the affair.

Nationwide Hook-Up For Cole Pre-Opening

LOUISVILLE, Ky., April 12.—Harry Thomas, director of radio with Cole Bros.' Circus, has landed a Coast-to-Coast hook-up over Station WHAS, the Columbia network's affiliate in Louisville, for the night of April 24, just prior to the show's official dress rehearsal, which will be attended by members of the press and radio. This will be a 30-minute program, on which Governor Keen Johnson of Kentucky and Mayor Scholtz of Louisville will officially welcome the show to the Blue Grass State, and Owner-Manager Zack Terrell will respond in behalf of the circus. Others to be interviewed on this program include Florence Tennyson, operatic soprano with the show; Emmett Kelly, Vic Robbins, and Dorothy Herbert.

On the afternoon of April 25 Station WGRC, Louisville's Mutual outlet, will broadcast the spec, *Pan Americana*, on a Coast-to-Coast hook-up, including an interview with the producer, Rex de Roselli. Thomas also has Miss Tennyson booked for a 15-minute program of song and interview on WGRC's Woman's Club of the Air program. Three 15-minute programs have been arranged over Station WAVE, the NBC outlet, prior to the show's opening, while Station WINN will present a 30-minute broadcast from the winter quarters three days prior to the opening.

Advertising Car No. 1, under the direction of Verne Williams, completed the Louisville billing last week and is now on the road. The car will arrive in Indianapolis April 19.

Ora O. Parks, who is handling the press for the opening, is landing lots of art and stories in the local papers.

Daily Arrivals

Performers and workmen are arriving daily at quarters, and much activity is in evidence in the ring barns, while the paint shops are working double shifts on last-minute preparations.

Recent arrivals include Dorothy Herbert and her horses, Emmett Kelly, Legal Adjuster Hayworth and wife, and General Agent J. D. Newman, who is in after a trip thru several States of the show's early route.

Rex de Roselli is in Chicago superintending final work on his ballet of 60 girls from the Betty Jones School of the Dance who will appear in the spec and the grand finale.

The Zoo still does capacity business on Saturdays and Sundays, crowds now being attracted by the acts under train- (See *Nationwide Hook-Up* on page 46)

Raum's Show To Play Under Elks in B'ham

BIRMINGHAM, Ala., April 12.—The second annual rodeo, circus, and thrill show here for the benefit of the Elks Crippled Children's home has engaged Jack Raum's Circus and Rodeo for a three-day engagement early next month. Show will be staged by the McLaughlin & Hawkins Amusement Company in the soft ball park.

Offices have been opened in the Molton Hotel here, and the advance sale of tickets is already under way. Tex Sherman came up from Miami to direct the publicity. He will be assisted by Harry Reid, well-known business man here and an officer of the Elks Club.

Bea Cooper and Jolly the Clown will be featured. A big street parade will be held the opening day thru the principal streets, with a police escort heading the parade and several high school bands in the line of march. Business concerns are planning decorated floats and riding academies, with their stock and riders in a special division.

Mr. McLaughlin left to close several dates in the Middle West, which means that the organization will be kept booked.

Fifty 24-sheet boards have been contracted and all will be illuminated, covering most of the vicinity of Birmingham. Radio stations have been contracted for 25 spot announcements per day.

Lucky Teeter and his thrill show will play here one day before the opening of the Elks show, so the soft pedal will be on the thrill show end of the program, but the rodeo and circus will be given heavy publicity.

Beavy will be in charge of the advance membership ticket sale. Polack's partner, Louis Stern, will also remain in San Francisco until the finish of the engagement there.

Polack is optimistic about the San Francisco date and feels that it will be bigger than the Oakland one because of the large membership of over 9,000 nobles of the Islam Temple and the booming business on the West Coast due to the defense program.

"Col." Jones Monument Dedication April 26

NEW YORK, April 12.—Frank V. Baldwin Jr., treasurer Col. Linard Jones Memorial Fund, announced that a monument for the late circus-loving orphan lad, who succumbed to infantile paralysis following a struggle which attracted nationwide attention in and out of the trade, was shipped by freight from Erie, Pa., by George H. Lux, fund chairman, and is due in Umatilla, Fla., over the week-end.

Dedication will take place at Glendale Cemetery, Umatilla, April 26. Confederate Memorial Day. J. Edwin Baker, superintendent of Harry-Anna Home for Crippled Children, is in charge of ceremonies, with Elks' lodges and the little "colonel's" aunt among others invited. Lux, who is planning to attend, said the plot where the youth is buried was provided by Mr. and Mrs. S. L. Cronin.

Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati, O.)

FRANK STOUT and his animals are reported signed with the Mills Bros.' Circus.

FRANK B. HUBIN caught the opening of the Big Show in New York and says it is the best yet.

J. (CAPT. JIM) STUTZ will not be with the Big One as previously reported, but will be agent on Charles Hunt's Circus.

CHUCK GAMAN, assistant manager of the side show on Cole Bros.' Circus, will leave Los Angeles to join organization in Louisville, Ky., where it opens on April 25.

THE U. S. Tent & Awning Company entertained its employees recently with the showing of color movies of the Ringling-Barnum circus at Sarasota and the Royal American Shows at Tampa.

EDWARD H. KINTZER, of Marietta, O., spent several days at the quarters of Sam Dock's Bell Bros.' Circus in Glenburnie, Md., recently. The show will open the first week of May.

DOLLY LIND is in the Bethesda Hospital, Cincinnati, for tuberculosis treatment thru efforts of the Cincinnati Community Chest and the American Guild of Variety Artists.

THE FLYING LeCLARES were again with Polack Bros.' Circus the last few weeks. Members of the act are C. L. Croutcher, owner and manager; Walter Graybeal, and I. J. Croutcher.

CHARLES (KID) KOSTER, who has been off the road for several weeks because of a nervous breakdown, is enjoying the warm weather and sunshine in Santa Monica, Calif., and says he feels great.

HARRY CHIPMAN, who handles publicity for the Pacific Coast Showmen's Club, left Los Angeles by auto recently for Troy, N. C., where he will be associated with the Wallace Bros.' Circus as general agent.

JIMMIE M. SALTER, after trouping many years with various carnivals and circuses in different capacities, has quit show business and is a field manager for the Dolly Dimple Laboratories, a cosmetics firm. He is located in Atlanta.

NELLIE DUTTON and William McK. Bausman, of Dutton Circus Attractions note, who have been appearing with Pagel's Circus in Africa for several years, were to sail from Durban, South Africa, on or about April 1 for the U. S.

SEVERAL Akron, O., circus fans will see the Cole show opening in Louisville, Ky., April 25, including Mr. and Mrs. Tom Gregory and Fred Work. Fred and Tom are active members of the Charles Siegrist Showmen's Club.

THE FLYING VALENTINOS appeared this week at the Omaha (Neb.) Shrine Circus, featuring La Rayne, claimed to be the original and only girl to accomplish a two and a half catch to the feet while enclosed in a sack.

ARTHUR BORELLA has been busy around Galveston, Tex., appearing at schools with his entertainment and at clubs as a speaker and entertainer. He left recently for San Antonio to fill school and club engagements.

VINCENT AND THELMA KNAPP, for the last two years with Dalley Bros.' and Miller Bros.' circuses, will not troupe this season. Vincent is with a Chrysler and Plymouth auto sales department in Charleston, W. Va.

BILLY (RAGS) MACK recently played the rodeo and circus at Palm Springs, Calif., with Art La Rue, clown cop. They are now playing vaude and club dates with their rag picture and dog act. Mack says they have several outdoor dates booked starting the last of April.

FIRST IN of the new season at Alliance, O., will be the Mills Bros.' Circus, which will appear there two days, May 1 and 2, under auspices of the Moose Lodge. Jack Mills, managing director of the show, was there recently and completed details.

GEORGE BALL reported his booking

agency has been awarded contract to furnish about 100 acts for the five-ring 17th annual Pasadena (Calif.) Firemen's Circus in the Rose Bowl. He recently co-produced the Palm Springs (Calif.) Desert Circus.

EDWARD R. MALLON, of Boston, had a visit with Dave Carroll, business manager and press agent for Maurice Bowes, English concert violinist, and his assistant, Charles Wentworth, on April 9. Carroll is a former circus advance agent and originally from Boston.

REX M. INGHAM and wife, former showfolks, now living in Ruffin, N. C., were in Washington recently and attended the rodeo staged there by Col. Jim Eskew. They also enjoyed a visit with Polly Jenkins and her Plowboys at the Atlas Theater there.

HARRY L. (HAPPY) HOLMES, clown, has been with the Whiskered Wizards basketball club all winter, playing from the Gulf of Mexico to the Canadian border and from Coast to Coast. Since closing with the basketball team he has been working theaters thru Texas, Oklahoma, and Missouri.

A **GOLD-MOUNTED** lion's claw, given to Cy Plunkard, veteran Canton, O., retired showman, by Colonel Boone, one of the original lion trainers of the country, while he was appearing with his act with P. T. Barnum circus 50 years ago, was presented to Sterling (Duke) Drukenbrod April 2. Drukenbrod and Plunkard have been close friends for many years.

JOHNNY WOODARDS, former accordionist with the Ringling-Barnum side show, has another new song, *Lovely Little Lila Lee*, that is getting radio plugs in Nashville, Tenn., according to him. He says Lila Lee Keywood, to whom the song was dedicated, is being auditioned for a singing contract over Station WSIX, Nashville.

LESTER (BUCKLEY) BUCKELEW, of Bridgeport, Conn., says he recently had a story in *The Bridgeport Sunday Post*, in which he told that the ballet of girls with the Big Show this year is nothing new, as P. T. Barnum streamlined his show 50 years ago with a ballet of girls and male dancers on a special stage and with an orchestra.

OLD TROUPERS turn up in spite of time's devastating changes and Harry W. Cole, of Detroit, writes of one, Charles McPhee. McPhee now runs a little refreshment stand around on Bates Street, Detroit. He is a member of the old McPhee and Hill horizontal bar team, a well-known vaudeville act of the '90s. He remembers the Whitney Family Circus, for his professional career began on

Selective Service Mail

In the Carnival Department of this issue appear the names of those having Selective Service mail in the various offices of *The Billboard*. This list is published in addition to the names which are set in capital letters in the regular Letter List.

that show when he was eight years old. The show wintered in Imlay City, Mich. McPhee was with the Ringlings for two seasons, the first one being with the wagon show and the second one with the rail show.

JAMES K. ADCOCK, publicity director of the San Jose (Calif.) State Symphonic band, declares that the circus and its music is still held in high regard, as he has received seven requests for a recording of the great circus number, *Thunder and Blazes*, which the San Jose band will make at its annual concert Wednesday night, April 30.

CHIEF KEYS and daughter, Mary, are working out three nights a week at Fort Towson, Okla., getting ready for the opening of the Al G. Kelley-Miller Bros.' Circus, with which Keys has the concert this season. Their act includes trick and fancy rifle shooting, knife throwing, rope spinning, single horse catches, and big horse catches. Mary will also work in the big show program.

LEO HAMILTON has signed contracts to direct the Chicago Stadium show for Sam Levy. Hamilton will act as equestrian director and his wife, known as Ethel Marine, will do her trapeze and web act. Margie Gorgan will do swinging ladder. Hamilton also says he will open at Lake Pontchartrain, New Orleans, May 18 for two weeks with his high act, the D'Arcy Girls.

TIMBU, the human ape on the slack wire, one of the featured acts of the J. R. Malloy Circus unit, presented by Nancy Darnell (Mrs. J. R. Malloy), was among the 20 or more acts which donated their services for a midnight show March 29 at Loew's Theaters, Canton, O., for the benefit of the Greek war relief. It was the only circus turn on the bill.

MANY OLD-TIMERS will remember George C. Clifford, who for many years was boss canvasser for various shows. Clifford retired from show business 20 years ago, married, and moved to Plainview, Tex., where he bought the Missouri Hotel, which he and his wife have operated very successfully since. J. N. Wisner, another old-time showman, is one of Clifford's permanent guests.

WHILE playing at the Palomar Theater in Seattle, Wash., recently, Harry and Loretta La Pearl were on the bill with Britt Wood, harmonica comedian,

who is now with Paramount Pictures. Britt is quite a circus fan, say the La Pearls. He returned to Hollywood after this date to work on a new picture. From Seattle the La Pearls went to Astoria, Ore., then to the Capitol Theatre, Portland, Ore.

OSCAR LOWANDE and his nephew, Howard Lowande, who will be with the Main circus if it is revived, motored to Hartford, Conn., recently, accompanied by Walter L. Main. Howard, a New York business man, does not expect to travel with the show. Mrs. Walter Main, who has been visiting her brother in Maplewood, N. J., has returned to her home in Geneva, O., for a fortnight, after which she will return to Maplewood.

DOC WADDELL visited two winter quarters recently—Byron Spaun's, at Adelphi, O., and that of the Mills Troupe at Wausau, Wis. The Spaun show will make its usual West Virginia and eastern territory. Walter and Betty Clingman, at Wausau, will have new equipment for (See UNDER THE MARQUEE on page 45)

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OFFICIALS of the Polack Bros.—Aahmes Shrine Temple Indoor Circus which played at the Oakland (Calif.) Auditorium March 29-April 5. Attendance at this engagement set an all-time record since its inception in 1931. Kneeling, left to right, are Robert S. (Bob) Abernathy, recorder of the Aahmes Temple, who was in a large way responsible for this year's success, and Russell C. Horstmann, chairman of the underprivileged ticket committee. Standing, left to right, Vernon L. McReavy, promotional director of the Polack show; Irving J. Polack, managing director of the show; Aiden E. Glaze, potentate of Aahmes Temple; Ben F. Morris, general chairman of the Shrine Circus committee, and Fred C. Wells, treasurer of Aahmes Temple. The elephant is Mona, star of the Polack show.

BIG ONE STRONG ON CHANGES

Costuming, Presentation, Lighting All Different; Spec Fifth Display

(Continued from page 3)

menagerie, Side Show, Gargantua-Toto, and Monkey Mountain divisions of operation, there are 18 cages painted in blue and the wheels beneath them are hidden. The painted backgrounds in the cages represent native habitats. Gargantua and Toto get top billing, No. 2 goes to the nursery rhyme spec, and No. 3 is Alfred Court, whose three-ringed wild animal display, with new lighting, is again a standout.

Norman Bel Geddes has redesigned the show with lavish taste that cost plenty, a good chunk going into the nostalgic Cole-Goose pageant, which has been long in coming because other specs like Marco Polo, Dunbar of Delhi, and the rest have lacked wide popular interest, tho these were intended to show dazzle and opulence rather than developing a good story of appeal to a variety of ages.

Albertina Rasch, who is responsible for the girl portions of the show, has shown skill in working up big groups with accent on the body beautiful. Some of the gals have torsos fit for the smartest musicals and hot spots, and this doesn't figure to be a dud with circusgoers, who are human, too.

Everywhere in the proceedings there is an obvious attempt to alter traditional arrangements in costuming, presentation, and lighting, but the chances are it will still be good circus with or without the same because the fundamental part of the circus is still present in great abundance. There were some glaring faults at the opening, but the bow has always been more rough than ready anyway. Juggler Truzzi, who was billed for the No. 8 spot, was ordered on to precede the spec, and he gave out with temper quite visible to the audience, missing tricks more often than he accomplished them. Whatever his feelings, he shouldn't have stayed on so unendingly long, which is a mannerism that this great showman displayed at debut last year and calls for correction. Hubert Castle was more showmanlike in quitting his newly devised somersault to the wire from a bar after four attempts, but he did it the next day after a couple misses, one of which threw him to the ring curb, and scored heavily as a result.

Several New Turns

One of the top new acts is the Shyretto trio, who specialize in unicycle balancing, and altho it seems unusual to give center position to a turn of this type with the other rings empty, they held the audience steadily. There will probably be a rearrangement on the regular tour. Another click among new turns is the Gregorio duo in difficult catches from a trampoline, sharing honors with the accomplished Adrianna and Charly, a holdover from the 1940 debut. On the ground, occupying the three rings and two stages, there's nothing that quite compares with the Yacopis, Gauchos, Akimotos, Picchianis, and Ortans, and in the perch and aerial display a well-deserved key position goes to the veteran Albert Powell, surrounded by the Strudons, the De Ocas, the Walters, and the Davisos. Davisos, mixed team, is a flashy perch appearing in the center ring, and Daviso's wife, Louisa, previously does a single trap in harlequin get-up which is easy to take, even tho it serves as a dismantler insert following the Court cage work.

Clown Alley doesn't seem to have much opportunity for exerting prowess, which is unfortunate, as not a few of the Ringling joys are A-1 experienced, know the score, and need only the go-ahead signal. If things go along as they have been, the clowns will be more wait-fillers than any doctor ever ordered.

But these are all critical reflections on a show that is so big and so flexible that

it can stand up under any attack. The brothers North are proving that they are showmen that rate with the best in the past. And they've rung the Bel with Norman's colossal costuming.

(Fred Bradna blew his whistle to start the show at 8:35, and at 12:14, following the finale, the band struck up the national anthem, thus bringing to a close one of the most unusual layouts in tan-bark history.)

New Acts

Spec

Old King Cole and Mother Goose gets the feature billing this year in nursery rhyme pageantry which cannot be compared with any other spec in circus annals. Just what mythical Old King Cole and Mother Goose characters would think were they to see their garish facsimiles, as enacted by clown Felix Adler and a camouflaged camel, is a moot question. But whatever their reaction, here is a spec which deserves the full implications of the name. Creation credit goes to Norman Bel Geddes, who also designed and costumed this spec. Albertina Rasch is the choreographer and producer of the ensemble numbers performed by dozens of show girls.

Thruout the procession the nursery rhyme theme is carried out—in the costumes, the characters, and the dreamy pastel colors. Parade girls, horses, elephants with show girls perched in the howdahs, and the fabled Mother Goose rhymes, all form a sort of story continuity. For example, a float bearing Mistress Mary ("quite contrary," remember?) is followed by girls dressed as "silver bells and cockle shells." Three midgets garbed out as the Blind Mice are followed menacingly by the Farmer's Wife, a still-walker dressed for the part. A huge float with a papier-mache Humpty-Dumpty atop a wall heads a group of horsemen decked out as the King's Horses and the King's Men. Little Miss Muffett, Jack and Jill, Jack Spratt, Mary and her Little Lamb, Little Bo-Peep, Peter the Pumpkin Eater, and a host of other nursery rhymers are presented. During the parade the Albertina Rasch girls break into various formations around the brilliant blue tanbark while Old King Cole, riding a howdah suspended between four elephants, is carried into the center ring.

Entire production is beautifully and tastefully executed, and the big point proved by this spec is that radical changes can be made while still being kept within the physical and traditional confines of the circus. Another departure risked with the spec this year was having it as Display No. 5 instead of opening the program. Nothing was lost thru the experiment.

The Shyrettos

Getting solo billing in Display No. 6, the Shyrettos (two men and a girl) work in the center ring with their array of bicycles and unicycles. Act made its first appearance in this country a few years ago when it was brought from Europe in one of the Clifford Fischer revues. In their initial circus appearance on this side of the pond, these cyclists more than fill the requirements necessary to hold down an individual spot in the program. All three open on standard-size bicycles, riding around the ring and at the same time going into various body contortions. Girl then mounts one of the two-wheelers with one of the men, and the pair goes thru a series of acrobatic turns, girl standing on man's shoulders for a few encirclings around the ring. Each takes a side of the bike standing on a pedal and doing consecutive pedaling. Finish with the girl switching from her perch on the handlebars to the seat, but making the pass underneath her partner, who in turn moves over to the front wheel. Other lad takes over for a single turn on a bike, pulls the front wheel into air using rear wheel as a unicycle; then tops it off by doing a handstand on the handlebars while he turns them completely around to bring him back to

Running Order

As Caught at Opening Performance April 7

DISPLAY 1.—INAUGURAL MANEUVERS, Bengal Lancers in Trooping of the Colors.

DISPLAY 2.—WILD ANIMAL EXHIBITION, with Alfred Court in center ring; other rings, May and Harry Kovar and Frederic Olsen and Joseph Walsh; Prince Damoo alternating performances with Court.

DISPLAY 3.—AERIAL, Mile. Louisa (Daviso) and the Wolthings.

DISPLAY 4.—JUGGLING, Masmilliano Truzzi (No. 8 in program).

DISPLAY 5.—SPECTACLE, Old King Cole and Mother Goose.

DISPLAY 6.—BICYCLING, the Shyrettos.

DISPLAY 7.—LEAPS, combining performers from various troupes, including Cristianis (unbilled).

DISPLAY 8.—HIGH BARS AND NET DIVING, Diego Fernandez, Arturo Fernandez, and Pablo Fernandez troupes.

DISPLAY 9.—TIGHT WIRE, Hubert Castle.

DISPLAY 10.—TRAMPOLINE, Adrianna and Charly, the Gregorios.

DISPLAY 11.—BAREBACK RIDING, Cristian Family.

DISPLAY 12.—BIRDLAND AERIAL BALLET, Ely Ardely; Belmonts, Floretta Troupe, the Palmeros, the Melbourne; all-girl.

DISPLAY 13.—DOMESTIC ANIMALS, Douglas Whyte, dogs; Tommy Cropper and Gordon Orton, ponies; Ernest Firth, sea lions (Firth and seals on scene but did not work).

DISPLAY 14.—AERIAL AND PERCH, Albert Powell, the Strudons, De Ocas, Davisos, and Walters (doubling name for Wolthings).

DISPLAY 15.—ELEPHANTS, Walter and Evelyn McClain, Bobbie Warriner, Erica Loyal.

DISPLAY 16.—FLYING RETURN, Concellos, Comets, Randolls.

DISPLAY 17.—MENAGE, DRESSAGE, AND JUMPS, Roberto de Vasconcellos, Aserveras-Konyot Troupe, Ella Bradna, Tex Elmund, Bobby Steele, Roberta Warren, Robert Thomas, Andrea Gallagher.

DISPLAY 18.—TEETERBOARD AND ACROBATICS, Yacopis, Akimotos, Ortans, Gauchos, Picchianis.

DISPLAY 19.—HIGH REVOLVING NOVELTY, the Deteros. (Los Navarros billed but did not appear.)

DISPLAY 20.—GRAND FINALE, Pan-American spec.

(Liberty Horse Display, scheduled for No. 13, was omitted at opening, but went on the next afternoon with Roberto de Vasconcellos, Tex Elmund, and Arthur Konyot. In Domestic Animals Display, omitted at opening, was a pony matching routine of a Liberty horse in center ring. To hasten premiere performance several acts cut their routines, which were later reinstated. Clown stops, walkarounds, and runarounds put on between various displays.)

Credits

Costumes for spec, menage-dressage, and other production numbers, Brooks Costume Company, with additional costumes by Eaves and Mahieu. Properties for spec (and "midway restyling under canvas"), Studio Alliance. Some spec characters (including inflated cow, pig, and moon), Toy Balloon Company. Tights, Kohan Manufacturing Company. Liberty horse harness, Barras. Saddles, bridles, and harness, Hermes, Kopf, Bon-tem, Kauffman, Carletti, and Fennell. Shoes, Laray. Fabrics, Dazian. Drapes, I. Weiss and Joseph C. Hansen. Wigs, Lerch. Program, Joseph Mayer, Publisher, Inc. Music, Merle Evans and His Ringling-Barnum Band.

the seat. All three return to the ring on high unicycles, and it is with these that the trio does its most outstanding stuff. To a hot rhythm number by Merle Evans's band they tread the one-wheelers in a rhythm tempo in unison. To further carry out the dance idea they kick out a leg and move their bodies in a regular routine while still atop the cycles. Girl does a high kick above her head, still retaining her balance on the high perched seat. Makes

for an astounding sight. After a drunk take-off by the two men, each aboard the high single-wheelers, the three go into a comedy finish, the girl on a midget unicycle with an extra free-wheeling front wheel, one lad on about a 10-foot unicycle, and the other on a 20-footer.

Fernandez Troupes

Working between two troupes of high bar gymnasts, this sextet was programmed at Display No. 7 but actually came in No. 8 order. Perched on high covered platforms on the 49th Street side of the track, the four men and two girls performed high dives into a net. Comedy was injected by three men dressed in long-legged, broad-striped bathing suits. Their dives were gagged up with screwy contortions and poses in mid-air. Well done. Eddie Ward, the "straight man," did several difficult dives and finished with a good triple somersault that rates an announcement. The two girls also came in for some real breath-taking jumps, delayed turns, and difficult timed landings into the net. It's an Art Concello-devised display.

The Gregorios

A change in the line-up of Display No. 9 (by the program) gave Adrianna and Charly and the Gregorios Stages 1 and 3 for their performance. Hubert Castle, originally billed for the center ring, was given a well-deserved solo spot. The Gregorios, fellow and girl, did some very nifty hand-to-hand catches from a trampoline tilted at an angle. The girl jumped from a high pedestal behind the trampoline, onto the springy net and thru the air to be caught and balanced on the hands by her partner, who then sprang her into the air for a somersault and caught her by the feet. Same catch is made again but with the girl doing a somersault from the perch onto the trampoline first. Another stunt was done with the catcher turning his back to the trampoline. Duo finished with the man swinging his mate between his legs and lifting her to a straight-out hand-to-hand balance, performed several times in succession. Act has a good routine, especially because of the unique way of employing the trampoline.

The De Ocas

Another male-female duo, the De Ocas, held down Stage 2 in Display No. 14. It's combination perch-trap act, the man working from a horizontal bar and holding the tricks of his partner below on various props. He assumed a headstand on the bar and with one hand held a pair of rings on which the girl did a series of muscle-grinds. As another feature he held a perpendicular bar from his headstand position while the girl placed her feet on it and posed outward in a down-hill position. Finished with a double headstand, girl underneath on a revolving horizontal bar. A wind-up with plenty of sock.

The Strudons

Two girls working on twin high trapeze bars above Ring 1 in Display 14. Did a series of ankle and toe-holds while swinging on the bars, finishing with a held breakaway. Their work is timed perfectly in matching tricks. Deserves more prominent spotting than in the end-zone.

The Deteros

Display No. 20 (No. 19 as caught) was billed as being shared by the Deteros and Los Navarros, but the latter troupe did not appear opening night, spotlight being given to Deteros alone. Two girls and a man performed on a high pivoting apparatus, one end of which bears a miniature plane, the other a trapeze. They struck various poses while in a revolving motion. On the trapeze end the man held one of the girls, first with one hand then by the teeth while she got into positions on another bar. In one of these, the girl did a single toe-hold from her bar. A ladder dangles from the undercarriage of the plane, and the other girl leaves the plane to work on it. Turn, drafted from the fair circuits, is good, but an over-emphasis of high aerial work earlier in the evening seems to dull the audience for appreciation of this troupe. Booked for indoors only.

Bengal Lancers

Twenty striking-looking horsemen in brilliant red uniforms and bearing red

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and white flags pound onto the tankark for a short horsemanship display. They are not new to RB, but are reviewed here because of their unusual position this year as the opening number for Display No. 1, instead of the spec. Display No. 2, featuring Alfred Court and his wild animal acts, followed immediately after the Lancers.

Grand Finale

An entirely new twist is given this part of the Greatest Show on Earth, and it is a far cry from days of torpedoing a human cannon-ball out of a tube. Some five dozen girls parade into the arena wearing silver-colored gowns with hoods, on top of which is perched a silver-glazed Eagle (American, no doubt). Boys, also dressed in silver, follow each girl, carrying a long train attached to her gown. As the girls enter they break up into four sections, with two groups proceeding to the center ring and the other two groups going to the end rings. Each group simultaneously climbs a network of rope ladders to a height of about 50 feet. As they do so, the lads below begin unfolding the girls' trains, so that by the time they have reached the top-most rungs their trains hang clear to the arena floor. Boys then turn the long cloth trains inside-out, which forms a huge replica of the Stars and Stripes. At this point horsemen enter dressed in the red-and-white-striped pants symbolizing Uncle Sam, completing their attire with blue-gray jackets and high-crowned sombrero, which are designed to give the uniform a thematic Pan-American touch. The Merle Evans bandsters strike up *The Star-Spangled Banner* and the show is over.

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John Szabo, menagerie; William H. Curtis, canvas; McCormick Steele, front door; John H. Brice, chief of police; Alexander Kaner, ring stock; Lawrence Banchi, wardrobe; Margaret Graham, wardrobe mistress; John M. Carson, ushers; Ray Milton, train; Ralph Lill, properties, assisted by Howard F. Mentz, Blackie Wallace, and Joe Allen; George J. Blood, cookhouse; Walter McClain, elephants; Richard D. Kroener, superintendent Gargantua the Great; William Yeske, mechanical; Raleigh E. Davidson, illumination; Joe Dan Miller, porters; Michael J. Carey, paint; James McLaren, stables; Harry Lott, trucks; James Reynolds and Claude Rhodes, utility.

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Tickets

Theo Forstall, Lloyd Morgan, and Hubert N. Sicks, red wagon; Lewis H. Woodruff and Paul Ringling, white wagon; Joseph F. Boyton and Joseph Paul Boyton, yellow wagon; Thomas C.

Haynes, superintendent; Matthew J. McGowan, downtown.

Band

Merle Evans, conductor; William Phoenix, Philip Garkow, Joe Doble, Henry Kyes, H. C. Werner, George Henn, cornets; Max Ring, flute and piccolo; Dan Rickard, Don Baker, Tony Ramiriez, James Schlantz, Anton Tonar, Joe Shepherd, Harry Newell, Tony Palma, clarinets; Paul Davis, Howard Ham, Pete Staluppi, horns; Noble Howard, G. L. DeKay, baritones; Lew Bader, Stanley Czerwinski, Andy Grainger, Clarence Bennett, Henry Forthman, trombones; Johnny Evans, Gabe Russ, basses; Ray Brownell, R. L. Sherbondy, drummers; Pete Heaton, calliope.

This is Evans's 22d consecutive season on the show.

Clowns

Clown Alley, including midgets, as listed by Pat Valdo: Felix Adler, Bluch Landolf, Charles Bell, Billy Denaro, Paul Jerome, Paul Wenzel, Louis Bell, Dick Bell, Lawrence Anderson, Paul Mortier, Splinters, Robert Nelson, Larry Tripp, Lou Jacobs, Chesty, Willie Moser, Paul Jung, Johnny Tripp, Homer Goddard, Bones Hartzell Trio, Milt Taylor, Johnny Bossler, Jack LeClaire, Frank (Dutch) Luley, Clayton Chase, Howard Marco, Henri Duchin, Frankie Saluto, Paul Horompo, Baptiste Gallicolle, Prince Paul, Henry Bedow, John Pizzo, Jerry Bangs, Harry Dann, and Stanley White.

Side Show

Fred Smythe, manager; Bob Hasson, assistant manager and lecturer; Don James and Charles Roark, lecturers; Melvin Burkhardt, anatomical wonder; Alice From Dallas, fat girl; Betty Broadbent, tattooed girl; Wilbur Harris, big mouth; Patricia, sword swallower; Great Waldo, gastronomic wonder; Doll Family, lilliputians; Egan Twist, rubber-armed man; Major Mite, midget; Mr. and Mrs. Gottlieb Fisher, giants; Josephine, snakes; Doc Mayfield, fireproof man; Milo Vagge, bagpuncher; Katie Sandwina, strong woman; David Naoele and His Royal Hawaiians.

UNDER THE MARQUEE

(Continued from page 43)

The Mills Troupe of high-wire artists. Waddell also writes that Marlyn Watson is reported going with the Ringling-Barnum show.

JAMES O'DONNELL, of the Six English Macks, teeterboard act, and the Three Byrons, recently left Philadelphia for Newark, N. J., and Boston, reports Michael Byron McKeone, who is with Mr. and Mrs. Mack Ambrose in Philadelphia. John McKeone, also of the Macks and Byrons, is employed at the Maryland Dry Dock Company, Baltimore. Bobby McKeone is appearing with the Five Maxcellos on the West Coast.

THE CLARKE family of bareback riders and aerialists will leave Venice, Calif., for Rolla, Mo., April 15 to join Russell Bros.' Circus. Troupe includes Ernestine Clarke, her mother, Elizabeth, Hanneford Clarke, Percy, and Charles Clarke, whose daughter, Alithea, will also make the trip. Troupe recently purchased a trailer to be used as dressing quarters. Mrs. Charles Clarke will remain in Venice for the season.

A SERIES of full-length movies of wild animals in Frank Walter's circus quarters, just off the Old Main Street road, Houston, Tex., will be made by John Hermann. Hermann went to Houston recently to start work on the animal pictures. Movie sets and backgrounds will be started shortly. It is expected that the work will take all summer to film. Walter is well known in circus circles for the circus menagerie which he maintains to stage a circus each year for underprivileged children of Houston.

STANLEY F. DAWSON and Bert Cole recently visited the winter quarters of Hunt Bros.' Circus and found everything busy. They took a ride to the new quarters that are being built for next winter. The new site is about 10 miles out of Trenton, N. J., and is ideal, says Dawson. He met Fletcher Smith and Elmer Kemp. Harry Hunt informed Dawson that the show was staffed by Charles Hunt Sr., Charles Jr., Harry and Eddie Hunt, Mrs. Charles Hunt Sr., treasurer; Johnny Wakeski, boss elephant man; Walter Wilson, side show, and Bobbie Stewart, steward.

RAY HARRIS, for many years a featured clown with the larger railroad

circuses, returned March 21 to California from Hawaii, where he completed a six-month engagement with the E. K. Fernandez Shows. His picture equipment was under lease in the islands and he had been running one of the side shows on the Fernandez midway. He reports it was one of his most pleasant engagements and regrets that sickness cut it short. He is now at home in California and well on the road to recovery. He expects to open with his own show within two weeks or so.

BILL LeTOURNEAU is in his sixth year as director and manager of the Siebrand Bros.' Shows. His wife, Maxine, is in her third year as trapeze heel and toe worker. Other circus folks with the show are Max Craig, who is doing hand balancing and rolling globe, after 12 years with Henry Bros.' Circus; his wife, Gertie, and son, Darrell, are also in the act. Happy Henry is also in his sixth year with the show. He is assisted by his wife, Marie, in a slack wire act. He also has a clown and dog act. Henry Clark has a dog and pony act on the show and an animal show on the midway. This is his seventh year with the show. Valene and Thora Steward do tight-wire work and are planning to resume their pedestal contortion act. Don Ray is at the electric organ on the lot.

PROF. GEORGE J. KELLER, art director of the Bloomsburg (Pa.) State Teachers' College, whose hobby is the training of wild animals for his circus during the summer vacations, has added a tiger and two Indian leopards to his collection. In another week he will move his menagerie to his new home to begin intensive training for the coming season. He will leave on tour immediately after the school term closes in June, and his bookings last until late September when he will close at the Bloomsburg Fair. It is his fifth year as a trouper. Keller recently addressed the Hazleton (Pa.) Woman's Club on *Behind the Scenes of the Circus*, during which he described his adventures as a wild animal trainer. He also showed motion pictures of a three-ring circus and a colored film showing the life of circus people behind the scenes.

C. E. DUBLE was reminded of circus days of another period when he saw the photo of performers with the Great Van Amburg Show, season of 1905, in *The Billboard* recently. He writes: "It was in April, 1904, that two young hustling showmen started on the road at Centropolis, Mo., their first circus venture, the Great Van Amburg Show. The show was in Jefersonville, Ind., in May, 1907. I struck up an acquaintance with Allan R. Wheeler, Jerry Mugivan's first band leader with the show for some years. At that time Mugivan and Bowers, the two young circus men, never dreamed that some years later they would control the powerful American Circus Corporation, operating five prominent shows successfully; and it likely never occurred to them that when they sold those same shows in September, 1929, to other interests that in less than 10 years one by one they would be swept off the boards. The elaborate hand-carved chariots, dens, and band wagons of those shows now lie crumbling away in Peru, Ind., and Sarasota, Fla., their glamour vanished."

ARTHUR C. MILLER, of Arthur C. Miller's Variety Show, says that while routing and working a small show in the sticks one often has an opportunity to pick up circus lore. He writes: "Over near Wellsville, N. Y., last season a farmer decided to clean out some hay in his barn. Imagine his surprise to find that the hay covered a circus cage wagon. It was a real old wagon and all dry rot, without a title but fairly well painted. None of the natives could help in identifying it. In one tank town I hit the kids boasted of the show stored in a tobacco shed, and sure enough, there was the remains of some show, blues, poles, and what have you. Scattered all thru the sticks of New York and Pennsylvania are similar scenes of pre-war show days. Both Dad Backer and Ed McCann used to work small two to five-wagon tricks out of Elmira, N. Y. As late as 1939 I ran into many villages whose old-timers mentioned Charles Lee's Great London Circus, and recently while booking spots down thru Canton, Pa., I made it a point to drive over the village and inquire about what was left of that show's old quarters. I found a two-story barn with Lee's name still painted on it and learned that it has been 50 years since that show went out. The exterior of the barn and sheds were patched with boards that can still be



With the Circus Fans

By THE RINGMASTER

President WILLIAM H. JUDD, 25 Murray St., New Britain, Conn. Secretary W. M. BUCKINGHAM, P. O. Box 4, Gales Ferry, Conn. (Conducted by WALTER HOENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., April 12.—President William H. Judd and Mrs. Judd, of New Britain, Conn., returned April 3 from a short southern motor trip. They first visited Charleston, S. C., arriving there in time to see the Azalia Gardens at their height. Leaving there they next visited Asheville, N. C., where it was more wintry, with a 10-inch fall of snow soon after their arrival. They made a short stop at Knoxville, Tenn., before making their closing stand at Louisville, Ky., where they visited Cole Bros.' Circus quarters. They visited with Curly Stewart, superintendent, who showed them about.

Samuel M. Prentis, director and State chairman, and Mrs. Prentis, of New London, Conn., returned April 1 from a southern trip of several weeks which took them to the Mardi Gras at New Orleans, after which they went to Florida, visiting Fort Lauderdale and Clyde Beatty's wild animal farm. They visited with Clyde, who showed them about his interesting place. Then on to Miami Beach for the many points of interest, including the world famous Lincoln Road Shops. And then a stop at the famed Bok Tower and on to Sarasota and the quarters of the Big One. In Sarasota they met Director Jim Tomlinson and Mrs. Tomlinson, of Portland, Me. Tampa was the final stand for the Prentises before returning home.

Thomas M. Gregory, CFA of Akron, O., and Eddy Jackson were recent visitors at the winter quarters of Mills Bros.' Circus in Berea, O. Jackson will handle publicity at Benson's Wild Animal Farm, Nashua, N. H., this season.

Mr. and Mrs. Walter M. Buckingham attended the Shrine Circus at Hartford, Conn., staying there overnight and returning home the next day. They report a fine time and met Micky King. She plays Providence in a couple of weeks and has invited the Buckinghams to be her guests there.

George H. Barlow III, of Binghamton, N. Y., left for Florida April 10. He will visit Sarasota, this making his sixth trip to the quarters of the Big Show. En route home he will stop off in New York and see the Ringling show.

Jacobs To Headline Chi Stadium Show

CHICAGO, April 12.—Capt. Terrell Jacobs will headline the Greater Olympia Circus opening at the Chicago Stadium. As in previous years the show is produced by Barnes-Carruthers and in addition to some standard circus acts will include a number of thrillers. Among these are the Loopin' Nixes, looping the loop on motorcycles; the Waldorf Family, high cycle act, and Ella Carver, fire diver.

Among other acts are the Gaudsmith Brothers, the Walter Guise riding troupe, Rudy Rudynoff and his horses, an all-girl aerial ballet, and several troupes of elephants. Terrell Jacobs, in addition to his own and wife's act, will bring a menagerie to the Stadium.

Y-P To Play L. A. Under Auspices

LOS ANGELES, April 12.—The Yankee-Patterson Circus will play here April 26 at the Castellar and College streets lot under auspices of the Brotherhood of Railway Clerks. The lot, which is directly back of New China Town, is a new one for circuses, but due to the fact that large throngs come to New China Town and the railroad workers live in the vicinity, a large attendance is expected.

It will be the first time that a railway labor organization has sponsored a show of this kind here.

identified as being circus. Inside the barn are posters and heralds galore. One, in good condition, was of the H. A. Mann & Company's Bijou Circus and Museum."

The Corral

(Communications to 25-27 Opera Place, Cincinnati, O.)

Autry, Eskew Draw 'Em at Washington

WASHINGTON, April 12.—Gene Autry, Western film star and Col. Jim Eskew's JE Ranch Rodeo drew an estimated \$55,000 gross for 15 performances in the Uline-Ice Arena here, March 27-April 6. Four matinees were presented to turnaway crowds. Autry and Eskew broke the Washington jinx on Western presentations, the 101 Ranch Show and the Col. Tim McCoy Show having folded here.

Autry was entertained by government officials and Washington socialites. On opening night Congressman Richard Cleburn, owner of King Ranch of Southern Texas, had a boy with a party of friends and during the show slipped into the arena and congratulated many of the riders, doggers and ropers.

Newspapers gave much space and published numerous pictures of the event daily. One event which garnered much publicity was a special performance for the crippled and mentally defective children and the orphans. Autry donated his services; Colonel Eskew provided the stock and features, and Owner Uline paid the extra purse money.

Pawnee Bill Improves

PAWNEE, Okla., April 12.—Improvement was reported this week in the condition of Major Gordon W. Lillie (Pawnee Bill), veteran Wild West show man for many years. The 81-year-old pioneer showman has been ill here for several months.

CLARK LUND again will direct the annual two-day Raymond (Alta.) Stampede to be held this summer, it was announced last week.

DON PERRIN will again superintend the Swift Current (Sask.) Rodeo this

A Double Dose

WILMINGTON, Del., April 7.—When the Ringling Bros. and Barnum & Bailey Circus comes to Wilmington on May 27 local residents will have a chance to get a double dose of circus, as a circus picture, *Chad Hanna*, will then be playing a return date at the Savoy Theater here in honor of the occasion, according to Earle G. Finney, manager of the theater.

summer. Celebration this year will be titled *Bulldog Days in the Frontier City*.

CLIFF McDUGALL pens from Hollywood, Calif., that he is working in advance of the big Newhall-Saugus Rodeo to be held late this month in Saugus, Calif.

VISITORS to the recent Lake Charles (La.) Rodeo included Clyde Miller, rodeo producer of Waterloo, Ia., and Jimmy Howell, rodeo printer and producer of Sidney, Ia.

CREMER RODEO COMPANY has been contracted to provide the stock and produce the rodeo to be held in Mandan, N. D., this summer under Mandan Fair Board auspices. *Where the West Begins* is the celebration's title.

COL. A. L. GATEWOOD'S Flying X Rodeo closed at the Coliseum, Chicago, Saturday (12). Holy Week business was bad with the exception of the week-end, but the rodeo got off the nut early in the week and closed with a profit.

BEVERLY HARTNETT and son, Billy Noble Jr., rodeo performers, were among features at the recent three-day Tuscarawas Valley Sportsman's Show in Memorial Hall, Dover, O. They presented their roping and whip-cracking act.

OFFICERS and members of the executive board in charge of the Sheridan (Wyo.) Rodeo include R. E. McNally, president; Frank Schall, vice-president; T. T. Tynan, treasurer; E. F. Ernst, J. S. Bentley, C. J. Oviatt, R. E. Harrison, and E. S. Lewis, secretary.

ALL OFFICERS of Colorado City (Tex.) Frontier Round-Up Association were re-elected at the group's annual spring meeting last week. V. J. Richardson, secretary-treasurer announced. Jenks Powell is the new rodeo committee chairman.

A FOUR-PERFORMANCE rodeo will be held in Guthrie, Okla., in connection with the city's celebration in honor of the anniversary of Oklahoma's opening to settlement in the run of 1889. The celebration was given an advance opening with a big hat breakfast April 4, attended by about 200 persons in pioneer dress.

RESULTS in calf roping, saddle bronk riding, and steer wrestling at the first championship rodeo in connection with the Central Louisiana Fat Stock Shows in Alexandria March 20-23 follow: Calf Roping—First day (Thursday night), Clyde Burk, Jess Goodspeed, Everett Shaw, Ike Rude. Second day (Friday matinee), Jack Skipworth, Buck Goodspeed, Dick Truitt, Jess Goodspeed. Third day (Friday night), Jess Goodspeed, Buck Goodspeed, Bud Spilbury, Dick Truitt. Fourth day (Saturday matinee), Jess Goodspeed, Clyde Burk, Glen Harp, Gene Ross. Fifth day (Saturday night), Hoyt Hefner, Everett Shaw, Jess Goodspeed, Clyde Burk. Sixth day (Sunday matinee), Everett Shaw, Jack Skipworth, Buck Goodspeed, Glen Harp. Finals, Jess Goodspeed, Everett Shaw, Dick Truitt, Buck Goodspeed.

Saddle Bronk Riding—First day (Thursday night and Friday matinee), Gerald Roberts; Cecil Henley, Ken Hargis, and Burel Mulkey split second, third, and fourth. Second day (Friday night and Saturday matinee), Burel Mulkey; Milt Moe, Floyd Stillings, and Vic Swartz split second, third, and fourth. Third day (Saturday night and Sunday matinee), Mickey Hicks, Vic Swartz, Bill McMacken, Milt Moe.

Steer Wrestling—First day (Thursday night and Friday matinee), Jim Whiteman, Milt Moe, Bruce Ross, Bill McMacken. Second day (Friday night and Saturday matinee), Hub Whiteman, Blackie Karman, Milt Moe, Jim Whiteman. Third day (Saturday night and Sunday matinee), Tom Hogan, Herschel Ross, Blackie Karman, Hub Whiteman. Finals, Milt Moe, Jim Whiteman, Hub Whiteman, Gene Ross. Bull Riding—First day (Thursday night and Friday

matinee), Jimmie Hazen, Paul Bond, Hubert Taylor; Fritz Becker and Joe Vinas split fourth. Second day (Friday night and Saturday matinee), Dan Wilder, Gerald Roberts, Jack Knight; C. J. Shellenberger, Kid Fletcher, and Al Fletcher split fourth. Third day (Saturday night and Sunday matinee), Buck Killough and Gerald Roberts split first and second; Font Marshall, Al Fletcher.

Wirth Gets Norfolk, New Haven Dates

NEW YORK, April 12.—Frank Wirth Booking Association has landed the contract to stage a circus-revue combo at City Stadium, Norfolk, Va., an 18,000-seater. Show will be for benefit of Police, Firemen, and City Employees Benevolent Fund.

Offices have been opened, with Wirth staffman Elmer Perdue in charge. Acting for sponsor are A. V. Hayman, president, and Leon Nowitzky, chief of detective bureau, general chairman.

Features will be *Salute to Freedom* revue and a thrill circus.

NEW HAVEN, Conn., April 12.—Frank Wirth will produce the Knights of Columbus Circus next month at the Arena here for the fifth consecutive year. The show will run a week.

Giveaway of a bicycle each afternoon and an auto at the final performance is expected to bolster attendance. The Wirth show will come here from New York and after the local date will play in Norfolk, Va.

O. K. Biz for Tiger Bill Despite Rainy Weather

VALASCO, Tex., April 12.—Tiger Bill's Circus, which opened its season February 24 in Brownsville, Tex., has since played nearly all towns of consequence in the lower Rio Grande Valley to satisfactory business, even tho this spring has been the rainiest in many years in that territory. Many matinees have been lost due to soft lots and late arrivals. The show is now heading north.

Performance is given under a four-pole big top. The performing personnel includes the Silver Lakes, the De Leon Trio, Snyder Brothers, the Gonzales, Miss Jonney Mae, Shorty Glenn, Smiley Luther, Chief Two-Feathers, Mrs. Madge Snyder, and Tiger Bill, ringmaster and star of Western exhibits. The program consists of aerial acts, acrobatics, iron jaw, juggling, comedy rings and ladder, roping, shooting and riding, clown numbers, trained dogs, monkeys, goats and ponies. Mobile sound equipment is carried for rural and urban advertising.

Show is piloted by Frank Dannelly, general agent and advance publicity man, and concessions are operated by W. L. Bostwick.

Drukenbrod Again Heads Siegrist Showmen's Club

CANTON, O., April 12.—Sterling (Duke) Drukenbrod has been re-elected president of the Charles Siegrist Showmen's Club. Other officers re-elected are Glenn Z. Wagner, of Dover, vice-president; J. W. Nedrow, of Massillon, treasurer, and Rex McConnell, of Canton, secretary.

Named to the executive board are Ralph J. Peters, R. Jay Myers Jr., and Jack Mullane, all of Canton; Von Black, East Sparta, well-known concessionaire, and J. R. Edwards, of Wooster, owner-manager of the J. R. Edwards Shows. Retiring executive board members are Paul Zimmerman, Massillon, and Jack McNulty, formerly of Canton and one of the founders of the club, now vice-president of the Youngstown Showmen's Club.

The Siegrist club has accepted an invitation of the Youngstown Showmen's Club to attend the latter's annual spring frolic.

NATIONWIDE HOOK-UP

(Continued from page 42)

ing which are presented in public on those days. Joe Daniels, giant chimpanzee, has just been transferred to his big new cage, and will be a feature of this season's enlarged menagerie. A camel is expected to be born before the show takes to the road.

Recent visitors include George Guinn, noted breeder of saddle horses, from whom Zack Terrell has purchased many beautiful horses to be featured this season: Mr. and Mrs. Johnny Weigel, of Winston-Salem, N. C.; John Robinson

Benham Answers Story on Origin Of the CSSC

New York.

Editors *The Billboard*—I have just read an article in your April 5 issue by Walter D. Nealand, entitled *The Origin and History of Circus Saints and Sinners*. I found it interesting. I found it very interesting. I wish that I could say that I found it accurate as well, but I can't.

In 1926 an organization was formed under the title Circus Fans' Association. One of the charter members of this outfit was F. Darius Benham. That's I. Remember the name because you will hear more about it later. I originated the idea of calling individual chapters "tents" and asked for the name of P. T. Barnum Tent for New York. I also wrote the by-laws and constitution. We met for two years under the name of the P. T. Barnum Tent No. 1.

Came politics and personalities, funny business and unfunny business, and four members of the P. T. Barnum Tent seceded from the Circus Fans' Association to form their own outfit. With three men, Frank V. Baldwin Jr., Chalmers L. Pancoast, and Fred P. Pitzer, listed alphabetically and not in the order of their importance, I organized the Circus Saints and Sinners' Club. The name was chosen by Fred Pitzer; it was his idea and he gets the credit for it. This all happened in July, 1929. Nobody belonged to the Saints and Sinners before that because there just wasn't any such organization.

Frank Baldwin informed us that he knew of a group of fellows in Richmond, Va., who he thought might be interested in forming a tent. Frank, expenses paid by himself, went to Richmond and returned with a smile and good news—that some of his friends would be interested. One in particular, the late Harry Tucker, a newspaper man, said that Richmond would be interested in having us build a home, and this was at my suggestion.

Chalmers Pancoast was sent to Richmond. He preceded us at the first national convention. Fred Pitzer, Pancoast, Baldwin, Fred Rutledge, and I, from New York, went to the William Byrd Hotel in Richmond, and at that meeting Cliff Rudd was elected president. The next national president was Charlie Noss, followed by the writer, at which time I was made a life member, a card I now hold.

In 1932 another rumpus ensued and the majority of the P. T. Barnum Tent walked out and formed the Dexter Fellows Tent, but that's another story.

The official history of the club shows that Frank Baldwin, the New York banker mentioned in Mr. Nealand's yarn, went down to Richmond shortly after the P. T. Barnum Tent of the Circus Saints and Sinners was organized.

The W. W. Workman Tent of Richmond, Va., is flourishing, and it should, because it has a very fine class of members and a treasurer who goes out and collects dues. But it isn't the parent tent. P. T. Barnum Tent is the parent tent and it's dead; the mantle has been inherited by Dexter Fellows Tent.

Mr. Nealand in his story tells nothing about three tents which were contemporary in origin with the Richmond tent, Hollywood, Chicago, and Wheeling all had groups at that time. They waxed and waned and few are left to mourn their passing.

A couple of items in this story puzzle me. The club was formed in September, 1927, according to Mr. Nealand, and was not incorporated until March, 1930. If it was such an instantaneous success, why did they wait two and a half years to incorporate it? Moreover, he says that the first annual convention was held in October, 1929, and that later a number of tents were formed. National convention of what? Did the Richmond tent hold its own national convention? The article contradicts itself.

And Charlie Woo isn't the only Chinese member of the organization. Dr. William Poy Lee, of New York, is a member of Dexter Fellows Tent.

F. DARIUS BENHAM.

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IV, of Cincinnati, and Wayne Guthrie, city editor of *The Indianapolis News*, who with his family has been visiting a relative, Bert Johnson, of Louisville. Guthrie plans to return for the opening April 25.

Mineola Sets Pace In N. Y. Contests

NEW YORK, April 12.—Skaters from Earl Van Horn's Mineola (L. I.) Roller Rink swept to a decisive victory in the New York State amateur roller skating championships in Fordham Roller Rink here on March 18 and 19, capturing first honors in 10 of 11 divisions and winning 21 of a possible 29 places. Competitions were sanctioned by the Roller Skating Rink Operators' Association of the United States. Winners will be sent to Cleveland to compete in national skating championships to be held in Public Auditorium concurrently with the annual RSROA convention.

Mineola's 23 skaters, members of the Earl Van Horn Figure Skating Club and trained by Mr. and Mrs. Van Horn, competed against some 85 entrants representing Hillside Rollerdom, Richmond Hill, L. I.; Wal-Cliffe, Elmont; Steinway, Long Island City; New Rochelle (N. Y.) Rink, Fordham; Sunnyside, Long Island City; Queens, Elmhurst, L. I., and Bay Ridge, Brooklyn.

Results in the order in which they finished: Junior women's figures, Lois Goeller, Mineola; Theresa Kelsch, Steinway; Evelyn Konrad, Mineola. Junior men's figures, Walter Bickmeyer Jr., Nicholas Solviuff, both of Mineola. Novice women's figures, Martha Weed, Mineola; Rita Luginbuhl, Mineola; Carol Bodden, Wal-Cliffe. Novice men's figures, Gordon Finnigan, Mineola; Chad Deatrick, Steinway; Eddie O'Neill, Mineola. Senior women's figures, Jean

Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

White, Mineola; Jacqueline Bodden, Wal-Cliffe. Senior men's figures, Ralph Schenck, Mineola; Clifford Neschke, Mineola; Edward Taylor, Steinway. Novice pairs, Jean White and Walter Hughes, Rita Luginbuhl and Gordon Finigan, Mildred Kallenbrun and Clifford Neschke, all of Mineola. Senior pairs, Martha Weed and Jimmy Connors, Dorothy Luginbuhl and Ozzie Nelson, all of Mineola. Junior dances, Joan Morano and Robert Guthy, Wal-Cliffe and Mineola respectively; Joyce Perine and John Dolan, New Rochelle. Novice dancers, Ellen Reichert and Clarence Carter, Rita Luginbuhl and Fred Ludwig, Joyce Dangerfield and Charles Aff, all of Mineola. Senior dances, Gladys Koehler and George Werner, Hillside; Jacqueline Bodden and James Lamberton, Wal-Cliffe; Jean White and Walter Hughes, Mineola.

VIRTUAL completion of new Amusement Gardens Roller Rink in Spartanburg, S. C., was reported on April 3 by Paul Mattley, an official of the concern.

L. C. SPINES, who began roller rink operations in Powell's night club, Antigo, Wis., on January 4, reported he closed the spot on March 31 and reopened his Bob-o-Link Rink at Post Lake, Elcho, Wis., on April 13. He will operate on Fridays, Saturdays, and Sundays until Decoration Day, start of a policy of daily matinee and night sessions until close of the summer season.

ANNUAL OLD HAT Night was held on April 10 in Earl Van Horn's Mineola (L. I.) Roller Rink, prizes in the form of hat purchase certificates being awarded to four skaters wearing the finest old hats. Trio voodoo number was held on April 3. Three prizes were distributed.

PALMER (Mass.) selectmen have granted a permit for roller skating at Forest Lake to Joseph Peliski from April 5 to November 2.

DAN B. DAVIS, operator of Davis Recreation Rink, Kingston, Pa., staged a party on April 1, offering door prize and contests.

STRAND RINK, McAdoo, Pa., recently held contests for skaters, with Ted White in charge. An exhibition program was also featured.

KAYE AND LENIE, girl skaters, appeared at the Irving Theater, Wilkes-Barre, Pa., on April 3-5.

LLOYD LOWTHER, former professional roller skater who died April 7 in Akron, O., was a colorful figure in the sports and entertainment world in the '90s. While touring England he appeared on the same stage with James J. Corbett, former world's heavyweight boxing champion, and was said to be originator of the slide-for-life skating stunt. Before appearing on the stage he won a skating title at Sea Beach Palace, Coney Island, N. Y. Details in the Final Curtain.

"FRIENDS of Fred (Bright Star) Murree, 79-year-old Pawnee Indian roller-figure skater, will regret to learn of the death of his wife, Frances Alice Murree, 76, who died at her home in Red Lion, Pa., on April 6," writes E. M. Mooar. "She was well known to skaters. Her last public appearance was made last fall, when she accompanied Bright Star to Detroit for his annual birthday party at Fred Martin's Arena Gardens Rink. She is survived by a son, Charles F., Los Angeles."

FIVE of the seven winners in the Pennsylvania-West Virginia roller figure and dance championships held at H. D. Ruhlman's Lexington Rink, Pittsburgh, were from that city. The remaining were from Upper Darby, Pa. Edna Mae Altenbaugh, 1940 national and Pennsylvania novice women's figure champion, won in senior women's class, with Gloria Roche Stalcup runner-up. Edna Haber Davis

won in novice women's figure skating, followed by Audrey Marnell and Mildred Bigler. Novice figure men's champ was Thomas Foulkes, runners-up being Colin Whyte and Robert Riddle. Lois Steiner took the junior women's figure skating title, followed by Arleen Holton and Norma Nichols.

NILES AND JOAN, roller skaters, are slated for a return engagement at Hopkins Rathskeller, Philadelphia.

FOUR Hollywood Blondes, roller skaters, appeared at the Towers Theater, Camden, N. J., week of April 4. Troupe includes Celeste Eichling, Joan Reid, Dorothy Hayes, and Dorothy Olson.

SINCE reorganizing, Whirling Wheels (Al and Lorraine) report they have been working in Buffalo. They recently closed a three-week engagement at Cafe Aloha and opened on April 4 for two weeks at Little Harlem.

FINALS in a series of amateur races were held in Dance Box Roller Rink, Philadelphia, on April 7, reported operator James Toppi. Winner of the women's half-mile was Connie Summartra in 1:45, followed by Kathleen Boggi. In the men's race the winner was Frank Nardo, second place going to Frankie Smarra. Don Martino won a free-for-all in 1:39. Jimmy Boyle, of Dance Box Rink, won a one-mile professional race in 3:04 over Al Neff, of Reading, Pa., and Mike Peters.

AT A MEETING of the Chicago Roller Skating Club on April 14 possibilities of trips to Detroit, Saginaw, Mich., and the Cleveland national championships sponsored by the Roller Skating Rink Operators' Association of the United States on April 23-26 were discussed, reported Secretary Gwen Ray. Club staged a party at Swank Rink on April 6, door prize and barn dance contest being featured.

Contests in Philly Pull Capacity Crowd

PHILADELPHIA, April 12.—Before a capacity crowd, Anna Henry and Clarence Goodwin, Play-Mor Roller Rink, and Madge Peterson and Frank Tompkins were named respective winning couples in finals of the recent waltz and graceful skating contests held in Jesse and Malcolm Carey's Circus Garden Rink under auspices of *The Philadelphia Daily News*, reported E. M. Mooar, of Circus Garden. Eight couples competed in each division. Preliminaries and semi-finals had been under way two months and were sanctioned by the Roller Skating Rink Operators' Association of the United States.

In addition to being awarded pairs of shoes and skates by a local sporting goods dealer, winners will be sent to the national roller skating championships to be held in Cleveland Public Auditorium in connection with the annual convention of the RSROA on April 23-26. They will be chaperoned by Mr. and Mrs. Joseph Barnes, operators of Adelphia Rink.

Work of RSROA Judges Edward Hughes, Frank Barik, and Thomas Ryan, of Hy-Way Arena, Union, N. J., was highly praised by skaters. Scoring was done on the point system. RSROA President Fred H. Freeman, Winter Garden Rollerway, Dorchester, Mass., was referee and received an ovation when introduced. Other prominent in attendance were Mr. and Mrs. Victor J. Brown, Union, N. J.; Mr. and Mrs. Joseph Barnes, accompanied by Colonel Phillip, "91-year-old wonder on wheels"; Mrs. Fred H. Freeman, and Mrs. Boston, Pla-Mor Rink.

Competitions were preceded by a march, led by Barnes and Mooar. It terminated in a patriotic theme. Skaters were brought 16 abreast to the center of the floor, the front row flanked on each side by Circus Garden hostesses bearing American flags. Singing of the national anthem was accompanied by Prof. Harry Hartung at the electric organ.

Club Carnival Draws 8,000 In 4 Showings at Winnipeg

WINNIPEG, April 12.—Rolling Lights of 1941, fifth annual carnival of Winnipeg Roller Skating Club, showed to nightly 2,000-seat sellouts on March 31-April 3 in Winnipeg Roller Rink. Performers numbered 325 out of the club's membership of 1,150, and cost of the presentation was \$3,100.

The 31 numbers illustrated about everything in roller skating turns and spectacles and drew much applause. Cameron Highlanders Cadet Pipe Band opened the program. Jean Welsh and Bernie Bolduc, professionals from the Toronto Roller Skating Club, were guest performers. Seats were 25 and 50 cents.

Among singles and group waltzes, skating displays, comedies, boleros, adagios, novelties, and group spectacles was a tone of war inspiration. Music was by skating tempo records thru the public-address system.

Directors were William Russell, Vic Weston, Tommy White, P. Odette, E. Penman, H. Hollier, E. Lane, Gladys Crow, W. Dunn, Jim Craig, and A. Rhodes. Others on the carnival committee were Jean Kormylo, Rose Gordon, Phil Del Bigio, Ted Feely, J. Steele, G. Sargent, W. Porter, E. Mort Sr., and Lorne Hutchinson.

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Defense Boosting Calif. Piers

Los Area Biz Up Despite Rain

Factory work reflected at Ocean Park and Venice in downpours thrice normal

LOS ANGELES, April 12.—Despite rainfall almost twice as heavy as last season and nearly three times the normal figure, amusement piers in this area report good business because of increased production in airplane factories and other employment on defense programs. Piers this past week featured a special price of 5 cents for children as part of a pre-Easter plan.

Among spots reporting good business on Ocean Park Pier are Fun in Movieland, managed by Joe Bull; High Boy Coaster, Bob Sewell, manager; Harvey Schill, Moe Friege, Ivan Seal, attendants; Florence Case, cashier; Toonerville, Robert Hiner, manager; Leona Schill, cashier; Chutes, Davie Valdez, manager; Irving Friege, tower man; Ernie Jacobs, Bill Green, Earle Reynolds, Lew Shripser, Morrie Jacobs, boatmen; Irene Farrell, cashier; Bob Griffin, manager; Harry Ginn, owner. These are operated by Ocean Park Pier Company.

Shows on the pier operated by John R. Ward include Wild Pygmy Horses, T. B. Tarver, manager; J. C. Cunningham, door and bally; *Birth of a Baby*, 16mm. movie, Bob Goldsworthy, manager; Sally Grier, tickets; Luis Abrams, lecturer; Sex and Sin, Pauline Weaver, inside lecturer; Bella Simon, tickets; Dope Show, Leo Meyers, lecturer; Margaret Roberts, cashier; Nude Ranch, Eva Alexander, Toodles Prizmich; Bo-Bo, ape woman, Valsi Young, Loraine Midget, front; Doc Offutt, lecturer; Fun House, Leo R. Standiford, manager; Elsie Murray, tickets.

Other spots include Sol Golden's popcorn stand, managed by C. W. Copeland; ham and bacon, Peter Boucher; ball game, Charles Alexander; Sportland Penny Arcade, Paul Gerber, Benny Fish. (See PIERS IN LOS AREA on page 50)

Illions Installing In Pair of Spots

VIRGINIA BEACH, Va., April 12.—Harry A. Illions flew here this week from New York to sign contracts for attractions that he will install in Seaside Park, which is managed by Rex D. Billings Jr. Two of the three Ferris Wheels which Illions had at the New York World's Fair and a Magic Carpet will be placed here, the latter to cost about \$30,000, he said. The building is to be constructed by the park operating company and it is possible that a Laff-in-the-Dark or a Glass House may be added.

Illions said he would go from here to Belmont Park, Montreal, managed by Rex D. Billings Sr., where he is installing a new Roll-o-Plane. This will augment the Illions interests' attractions already there, the Magic Carpet, Glass House, Kiddie Auto Ride, and Laff-in-the-Dark.

Working crews will be split between the two parks. In August the super-rides, the Bozo and the Rapids, will be readied for installation in Frolexland, directed by J. W. (Patty) Conklin, at the Canadian National Exhibition, Toronto. Illions recently returned from Brandon, Man., where he designed and built several showfronts to be used at Brandon Exhibition and other Class A Western Canadian fairs in Frolexland, to be directed by Conklin. Illions said he used the Maynes locks as well as some mechanical jigs to build frames of two-inch pipe for a new water show which Conklin will present.

Moxahala Leased by Miller

ZANESVILLE, O., April 12.—Moxahala Park here has been leased to Jack A. Miller, formerly of Syracuse, N. Y., it has been announced. Park last season was operated by an Eastern syndicate and a good season was reported, especially for dance pavilion, rides, and roller rink.



HARRY A. ILLIONS, who will have attractions in two parks this season, Seaside Park, Virginia Beach, Va., and Belmont Park, Montreal. In Seaside he will have two of the three Ferris Wheels he presented at the New York World's Fair and a Magic Carpet, and in Belmont his four installations already there will be augmented by a new Roll-o-Plane. He recently finished designing and building several showfronts for J. W. (Patty) Conklin, to be used at Class A Western Canadian fairs. Illions will have the Bozo and the Rapids at the Canadian National Exhibition, Toronto.

Velare Bossing Ride Erection at Palisades

NEW YORK, April 12.—Elmer Velare, co-owner of Royal American Shows, came in by plane this week to arrange for installation of the Sky Rider at Palisades Amusement Park.

Device made its debut on the RAS midway at Florida State Fair, Tampa, in February. At PAP it will be spotted diagonally across from the Bobsled and will rise to about 90 feet, visible from the New York side of the Hudson.

Pontchartrain Opens Early

NEW ORLEANS, April 12.—Week-end opening of Pontchartrain Beach, marked by an Easter parade, was the earliest opening in its history, starting the 12th season under Harry J. Batt's management. Week-end activities will continue until week-day schedule starts on May 4. Huge new bathing and locker department and Funhouse will be additions. Manager Batt promises another full season of free outdoor acts. M. Peter Villere has been named promotion and special events manager. Several new rides and concessions will be ready for summer. Beach is now surrounded by army and navy air bases and new streets have been cut thru to the lake from the city's business area.

Briefs From All Around the Field

LONDON.—Outdoor amusement men are happy over the announcement made by Herbert Morrison in the House of Commons that "summer time" is to be increased to two hours between May 3 and August 9. This is one more hour than last year.

DE LAND, Fla.—Florida will occupy a location at the entrance to Steel Pier this summer, according to Earl W. Brown, De Land, manager of Florida National Exhibits, who has just closed negotiations with Atlantic City Steel Pier Corporation. This is in addition to space already taken on Heinz Pier.

LAWTON, Okla.—Craterville Park, about 20 miles from here, owned by Mrs. Frank Rush and Frank Rush Jr., opening on April 13, has been open for pre-season business on two Sundays to good turnouts. Occupying 640 acres, it has a dude ranch, rodeo grounds, natural pool, several stores, race track and grandstand

Court Contempt Is Charged in AC-Piers Suit

CAMDEN, N. J., April 12.—When Atlantic City Steel Pier and Hamid's Million-Dollar Pier sold hot dogs, soft drinks, or charged patrons more than the admission price they violated a court injunction dating back to 1908, it was declared in Chancery Court here last week. And a one-man fight against the piers moved toward criminal contempt of court when the vice-chancellor instructed former State Senator Emerson L. Richards, an attorney who operates a bathhouse on Atlantic City Boardwalk, to file criminal citations against operators of both piers.

The order is in connection with alleged violation of a covenant signed by owners of beach-front property at the resort in 1906, which deeded the city their rights to property beyond the Boardwalk and on the ocean side with the understanding that no foodstuffs would be sold on the properties. At conclusion of the hearing here on a motion to strike all charges against operators of the two piers, Richards filed with the court a petition demanding a restraining order and citing the operators for contempt. He also asked that Atlantic City be cited for granting licenses to the piers in violation of the injunction which made part of the Easement Deed of 1898. The court set April 14 for a post- (See AC-PIERS SUITS on page 57)

Improvements for Joyland; Entertainment Program Set

LEXINGTON, Ky., April 12.—Extensive improvements have been started in Joyland Park here and Owners John and Keller Sauer have announced inauguration of a new band policy for the spot, tentatively slated to open on May 15.

Principal structural additions will be five concession buildings, enlargement of dance hall, and a new Funhouse. Installation of a Tumblebug has started. Indirect lighting will be used on fronts, and towers are being equipped with multi-colored neon. General improvements have been started on the pool. Al and George Wish, beginning their second season as exclusive concessionaires in the park, have lined up numerous additions, including shooting and photo galleries.

Frederick Bros.' Music Corporation has been signed to furnish such name bands as Ray Herbeck, Red Nichols, Manny Prager, and Ace Brigade for two-week stretches. Big name bands are expected to make one-night stands every seven to 10 days. Nightly features will be free acts, fireworks, and outdoor movies. Promotion department has made plans for kid days, nickel nights, picnics, and free swim instruction.

Calendar Capers

TRENTON, N. J., April 12.—To extend the Jersey resort season the State Senate here last week passed a measure, introduced by Senator Proctor, Monmouth, fixing a new date for Labor Day. Holiday was set for the second Monday in September (8), rather than the first (1). The House adopted a bill designating the last Thursday in November as Thanksgiving Day. For the past two years the State accepted President Roosevelt's Thanksgiving date. "It is becoming so," remarked Majority Leader Boswell, "that we don't know whether we are going to have Christmas on one day or another, or whether we will have Christmas on Fourth of July."

New Accounts Raise NAAPPB Premium Roll

CHICAGO, April 12.—This season will see more names of new operators covered under the public liability insurance plan sponsored by the National Association of Amusement Parks, Pools, and Beaches, according to President A. W. Ketchum, in a release from the NAAPPB executive offices here.

"The record of saving aggregating over \$190,000 during the first five years of operation of the plan have aroused operators to a fuller appreciation of the merits and exceptional efficiency of the plan and carrier," said Executive Secretary A. R. Hodge. "John Logan Campbell, official insurance consultant of the NAAPPB, and Fred S. James & Company, authorized brokers, urge, however, that because of the large number of new applications involving careful inspection before the opening of the season all operators get in their applications early."

N. S. Alexander, chairman of the public liability insurance committee, consisting of Leonard B. Schloss, vice-chairman; Richard F. Lusse, H. P. Schmeck, and Edward L. Schott, stated that possibilities for saving under the plan are almost unlimited but in the long run will, of course, be determined very largely by the number of participants which will largely govern the volume which, in turn, governs the earnings and which, therefore, are reflected in better rates for all policyholders.

Chairman Alexander reported that the insurance committee recently met in New York with representatives of the (See NAAPPB ACCOUNTS on page 52)

AC Palm Sunday Washout; Piers Have Easter Doings

ATLANTIC CITY, April 12.—Palm Sunday week-end, considered a preview for opening of the spring season on Easter Sunday, was a washout this year, with a rainy Saturday and Sunday. Boardwalk looked practically deserted and the estimated 20,000 who came in spite of weather was a tenth of what would have come in fair weather. Gardenia corsages, which it is the annual custom to award to the 50 best dressed women on the Boardwalk, were not distributed.

On Easter Sunday at Hamid's Million-Dollar Pier a Day for Greece was set with a bazaar, folk dancing, and opera and theatrical stars, proceeds to go to Greek war relief. Steel Pier's bill was set with Tommy Dorsey in main ballroom and Alex Bartha's orchestra, and in Music Hall a stagershow with John Boles, Isabel Jewel, Steve Evans, the Christianis, Ryan and Benson, and the Dancing Debs.

Cincy Philipps Pools Prep

CINCINNATI, April 12.—Renovation and streamlining under way on Philipps swimming pools in Avondale, Walnut Hills, and Price Hill, suburbs of Cincinnati, are to be completed in seven weeks to permit opening on May 24, reported General Manager Frank J. Philipps. Marine Pavilion in Price Hill will have an expanded recreational program for day and night bathing. At Walnut Hills pool facilities will provide for lunch-hour bathing by office workers. Avondale pool will have an enlarged area for sun bathing and sports.

American Recreational Equipment Association

By R. S. UZZELL

Our first casualty of the year was genial, hard working, and efficient Paul Heinze, of Detroit, who passed on April 2, not long after returning from Florida, where he spent the winter. Had been with Edgewater Park from its inception and, as co-owner, he expected to score a good record there this year. He knew the city well from having worked for Fred Ingersoll at Belle Isle or East Detroit Waterfront.

We first met him at Forest Park, Chicago, where he demonstrated his worth to the amusement park industry. From the lake city he went to Ingersoll at Detroit and did work also for Fred at Krug Park, Omaha. It was at the Automobile Capital of the World that John J. Carlin met him and induced him to go to Baltimore, where his work was so satisfactory that Carlin put him in full charge of building an entire park on the fairgrounds at Wheeling, W. Va. Here again he produced so well that John J. sent him to Buckeye Lake, O., to build another complete park, with most satisfactory results. This park ran only in summer months so that Paul spent winters in Carlin's Baltimore park.

Hard Going in Crash

Banishing all amusements from Belle Isle Bridge locality at Detroit by the city for park beautification made the ambitious locate elsewhere in Detroit, and Heinze could not resist the temptation. Unfortunately, this was just before the big financial crash and therefore made hard going for all, with Heinze and his associates no exception. A man of ambition and of Paul's conscientiousness naturally would chafe under such unforeseen restraints. He was anxious to be up and doing and more than once told the writer he would like to sell out and return to Carlin.

He wrote to your author last fall and said he would spend the winter in Florida in an effort to regain his health. Like too many these days, he followed the strenuous life with no relaxation until resiliency was gone. The following tribute from an employer over many seasons is a fine estimate of his character:

"In the passing of Paul Heinze the amusement world has lost one of its most lovable characters. After his devotion to and love for his family his life was dedicated to the operation of and upbuilding of clean, wholesome amusements. He came to Baltimore from Detroit. After spending several years in Baltimore he was transferred to Wheeling, W. Va., and from there went to Buckeye Lake, O. In both of the places new amusement parks were built under his supervision and much of the success of these ventures was due to his ability and energy. His sterling character and kindly disposition was recognized in each locality and he soon won for himself a host of friends and supporters. My sympathy goes to his bereaved family, and I am one among many who will miss his loyal friendship and pleasing personality." (Signed) JOHN J. CARLIN.

Couney Back to Coney

"The mills of the gods grind slowly but exceedingly fine." Dr. Martin Couney had the baby incubators in Luna Park, Coney Island, N. Y., for many years and never failed to turn up a fine percentage earning for the park each year. Because he earned money, the park decided to put over on him what we believed at the time to be an unjust subscription. This genial man refused to submit. The manager said, "Come thru or else—!" and the owner sustained the manager. The master showman got out. The building occupied in over 15 years has never turned up for the park company anything approaching the infant earnings and sometimes almost went begging.

Under the new regime of this famed resort Dr. Couney is to have his same building at a reasonable arrangement, while the former owner has passed on, bankrupt, and the former exacting manager is still looking for a job. Dr. Couney is the world's foremost baby incubator showman. Some of the babies he saved were World War soldiers and many of them are active in this conflict. The doctor-showman speaks five languages and has shown in all of the largest expositions of the world, including the last one at Chicago and the New York World's Fair. He is a showman, a scientist, a business man, and a fine character. When will the arrogant learn not

to step on worthy people?

The activity at Coney Island grows at an accelerated pace. A lot of people see that the place is going to town this year. Space that has gone begging is now humming with activity. All new and worth-while attractions will be installed down there by the Sea this year. All strategic spots are rented. Luna Park shows more action as the days grow warmer. The Scoota Boat tank looms up well from the entrance. Dance hall, with its new fancy dressing up, is ready for business. Several new attractions are under contract.

Port Arthur Pier Plan Up to Voters

PORT ARTHUR, Tex., April 12.—All other obstacles having been removed, citizens of Port Arthur have only to vote approval of a 15-year lease of Pleasure Pier to Fred McFalls, Fort Worth amusement operator, and the \$400,000 improvement project on the pier may begin, said officials of the Chamber of Commerce as the city commission prepared to set an early date for a vote.

In connection with the development two engineers were here for conferences. R. L. Ackley, of Ackley, Bradley & Day, Pittsburgh, arrived on April 3 to confer with McFalls, and A. L. Eisenman, of Paddock Engineering Company, Dallas, held several conferences with city and chamber officials.

McFalls said he intended to spend \$200,000 for amusement equipment, while the city would contribute a like amount for dining and dance halls, heating facilities, fans, swimming pool, landscaping, parking area, yacht harbor, white way for the pier, and utilities. It was decided that a recently voted \$200,000 city bond issue for pier improvements, submitted to voters with the understanding that an RFC loan of the same size would supplement the sum, could be used in the case of private joint financing without another vote.

May 24 Bow for Bass Lake Beach; Promotions Planned

BASS LAKE, Ind., April 12.—Activities at Bass Lake Beach have been thrown into high gear in preparation for the May 24 opening, announced by Owners Ray Marsh Brydon and his wife, Theresa Adkins Brydon. Superintendent Red Monroe's staff, engaged in enlarging and remodeling the tavern, completing a new pergola dance pavilion, and erecting buildings which will house attractions, has been raised to 54.

Gov. Henry F. Schricker, other State and city officials, and service clubs of Knox, Ind., have accepted invitations to attend on Decoration Day, when an elaborate program will be presented. It will include acts and a name band.

In the advertising campaign under way literature was distributed at a recent Indianapolis sports show and the promotion staff plans displays at travel shows during the next few weeks, including dates in Indianapolis and Chicago. General Manager Brydon has been contacting civic leaders of near-by communities in a drive to book community days.

Johns Plans for Reopening In Ohio on Decoration Day

COSHOCTON, O., April 12.—Dance pavilion in Lake Park here, operated by Helen and Dick Johns, will be opened on Easter Sunday with Larry Grayson and orchestra. Mr. and Mrs. Johns are home after a five-month stay in Florida, where they sought some new ideas for the park. Johnny Martone and orchestra will be in the ballroom on April 20.

A new bar is being installed in the ballroom, floor refinished, and new decorations and lighting are among improvements planned. On the midway the Penny Arcade will be enlarged. Official opening is scheduled for Decoration Day, with inquiries reported brisk for outings, industrial picnics, and other events. Jimmy Rice, assistant manager, will take over with the departure of Mr. and Mrs. Johns to fairs and celebrations with their Penny Arcades about the middle of June.

PITTSBURGH.—City council authorized hiring of a Highland Park Zoo superintendent from outside of Pittsburgh, waiving its former two-year residential requirement. Annual salary is \$3,600, raised from \$2,400 paid the last superintendent, who resigned a few months ago.

New Idea Mulled To Stretch Season For N. J. Resorts

ATLANTIC CITY, April 12.—Amusement and business interests here are mulling over another idea to prolong the summer season, a movement to postpone reopening of schools in the State by at least two weeks. A. W. Coffin, managing director of New Jersey Council, State publicity agency, agreed to take up the subject of lengthened vacations with State Commissioner of Education Charles H. Elliott. As the law requires 180 days of school in a year, some readjustment seems indicated if schools are not to reopen until September 15.

Engineers for one of the country's largest concerns will draw plans and specifications for glass wind-breakers and canopies for Boardwalk street-ends. Whether they will be built must be decided by the City Commission. Cost has not been determined. Project is being studied by the Chamber of Commerce, which will petition the commission to appropriate needed funds if it is found feasible.

Some national and State officers of the American Legion were informed last week that the city had raised \$27,000 in four days toward a fund to bring the 1942 national convention here. Mayor Tom D. Taggart Jr. said the cash had been contributed as nucleus of a \$50,000 fund. Should the Legion select Atlantic City, he said, the Legislature would appropriate an additional \$50,000. State officials are supporting the resort in its efforts to get the convention, a special corporation being formed for that purpose. Choice will be made in September.

Heinze Death First In Detroit's Group

DETROIT, April 12.—Passing of Paul Heinze, 61, co-owner and manager of Edgewater Park, who was buried in Grandlawn Cemetery on April 5, marked the first inroad by death among men who created Detroit's present amusement park industry. Like most of the others, he had been with old Riverview or Belle Isle Bridge Park, which was always under divided ownership until it was closed in 1925. About 1926-'28 Detroit's present three parks were built—Edgewater by Heinze, and it has been his operation since, with Charles S. Rose, Milwaukee. John A. Miller was a partner for a time, but Heinze has always been resident manager.

He was a leader in Masonic affairs and member of several civic and fraternal organizations. Redford Exchange Club attended the funeral in a body of 100. Floral tributes from park men of every department were received, and the funeral was attended by numerous showmen.

Among those sending tributes and, in most cases, personally attending were A. M. Brown, manager of Buckeye Lake (O.) Park, representing John J. Carlin, Baltimore; Claude D. SeCheverell, Milwaukee, auditor for Charles S. Rose; Fred and Gene Pearce, Walled Lake (Mich.) Park; Max K. Kerner and Henry Wagner, operators of Eastwood Park, Detroit; Riall B. McLain, park ride operator, and Charles S. Rose.

MILWAUKEE.—Washington Park Zoological Society voted on April 8 to purchase a pair of giant South American jaguars at cost of about \$700. Zoo has not had jaguars in many years.

Long Island

By ALFRED FRIEDMAN

Fire razed an Island landmark, the Ostend Hotel, Far Rockaway, and threatened three big bathing pavilions near by, Ostend Shore Hotel, Roche's, and Far Rockaway Shore Club.

Owners of roadside spots and amusement places in the Broad Channel area are filing petitions of protest over slowness in repairing the boulevard after it had been ripped up. Biz fell off in many cases 50 per cent during winter.

Rumors are that the nine-mile Rockaway Peninsula, occupied by many outdoor amusements, will eventually be converted into a public park, with elimination of all privately operated amusements. Plan is considered much too ambitious to carry out entirely in less than a decade and would involve the expenditure of many millions.

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NEW YORK



The Pool Whirl

By NAT A. TOR

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

Employment Problem

Some operators of outdoor pools who have just started prepping for the season have discovered that a majority of their former help are not available for this summer. And in some localities pool men are finding it tough to fill aquatic jobs. One reason for the shortage, which, incidentally, was predicted in this column many months ago, is that the bulk of natatorium employment is in draft age limit, with the result that many capable life guards, beach boys, and locker men are now serving the old gentleman with the whiskers. In certain sections where factories are humming with defense work jobs are plentiful and good men are no longer interested in seasonal positions. And you certainly can't blame them.

This biz of keeping help from one summer to the next is not a new problem. But it has never been as acute as this year. Ordinarily there are always stand-bys that form a nucleus around whom a staff can be built. But this season some plunges will reopen with all new faces. Naturally it's no cinch for a pool manager to break in an entire greenhorn crew. Pool and beach operation has become a fairly specialized field, requiring some experience. And by the time one gets a staff in working order the season is nearly over.

Pool men who find themselves in this position are urged to use more care than ever in selecting employees. Of course, it's important to watch the purse strings. Salaries must be figured in accordance with biz. But, at the same time, don't be penny wise and pound foolish. Don't hire incompetent help just to save a few pennies, especially if you haven't any old-timers who know the ropes.

Many years ago when New York's twin Cascades open-air tanks first opened, Sol Pincus, then operator of the two plunges and who has since forsaken aquatic industry for a city post, had a good idea. Plan was to have stockholders connected with both pools place the staffs in winter jobs so that experienced men could be held over from one year to the next. The idea was very good, the only trouble having been that it didn't work. Stockholders, being what they are, refused to co-operate. Nevertheless, pool men

suffering from this shortage for one reason or another are advised to try Pincus's plan. Get your stockholders—if you have any—or your friends to arrange winter work for your staff. In this way you will be able to engage better men and, even tho you are starting from scratch without any graduate employees, you will discover that your operation will be smoother.

Turf Versus Sand

Apropos to the shower problem, it might be interesting to examine a trend toward grass in place of sand, started by some outdoor pools. Grass turf, of course, doesn't offer the problem that a sand beach does. Hershey, Pa., pool has a beautiful lawn layout, which is very popular. The idea, tho, is to keep the lawn as far away from the pool and sand beach as possible. Norm Alexander told a group of us at a meeting last summer, "When we first built our Crystal Pool we had about half of the sand beach area laid out in grass, and it was unsatisfactory because we had such tremendous crowds that they carried sand over into the lawn area and that killed the grass. And then their feet and legs were wet and that made mud of it. The combination was terrible." Still some tanks are turning to grass. Paul H. Huedepohl, Jantzen Beach Park, Portland, Ore., has this to say: "We had over 60,000 square feet of sand area and a few years ago we plotted some of it in grass very successfully. I find it is much easier to keep the pool in condition with the grass area than with the sand area. Of course, there are problems, especially when you are cutting the grass. You have to rake it very carefully."

Mack Rose, who boss-mans Riverside Cascades tank, New York City, will be back at the helm this summer. At first it was thought his work on defense factory construction would prevent him from assuming pool duties but he has obtained a leave of absence.

Mirwin Park, in Ontario, Can., expects a big play this summer in its pool from those hearty Canadian soldiers. Which reminds me that some arrangements have been made by commercial tanks with training camps thruout the Dominion to have swimming as part of regular curricular activity.

Summit Has Heavy Act Bill

AKRON, O., April 12.—Frank Raful, who has been retained as managing director of Summit Beach Park here for the fifth consecutive year by Summit Beach, Inc., said the largest free-act program in history of the park has been laid out. Acts are to remain one and two weeks, starting with the opening, and several already have been contracted with Frank Cervone, of George A. Hamid, Inc. Budget for acts has been nearly doubled by the owners, Raful said. Picnic season is expected to be one of the best in a decade. A Dodgem is being installed.

LITTLE ROCK, Ark.—Application for a WPA project for a new elephant house in Fair Park Zoo here to cost \$21,000 has been approved in Washington and work is to start soon. Structure will be of native stone and project is sponsored by Little Rock Zoo Commission. It will house Ruth, zoo's only bull.

Martine Diving Bell at S. F. Playland; Defense Takes Men

SAN FRANCISCO, April 12.—Edmund Martine's Diving Bell began operating at Whitney Brothers' Playland-at-the-Beach last week. Equipment has done good business since opening. It is the same as used at Golden Gate International Exposition here last year.

Defense program has made inroads into Playland's personnel. Jack and Bill Spellman, ride operators, are now at Mare Island, building ships. Harold Caldwell, formerly of Topsy's Roost, is at a pipe and steel plant. Red Bradshaw and Carl Cissel, of the Merry-Go-Round crew, are working at the Bethlehem yards. Charles Waite, former ride foreman, is at the Moore Shipyards, Oakland, and Bill Sindona, of the Pie Shop, is at the Bethlehem Steel plant.

Charlie Potter and his wife, Toni, both of the Penny Arcade, were hurled from their motorcycle when it collided with an auto on the night of April 1. She sustained a broken collarbone and Potter three cracked ribs and numerous bruises.

Beatty Zoo Performances On Easter Wind Up Season

FORT LAUDERDALE, Fla., April 12.—Final performances of the season were set for Easter Sunday at Clyde Beatty's Jungle Zoo here. On April 14 Beatty and his troupe will leave for a two-week stand at the St. Louis Police Circus. After that they will go to Washington, D. C., to open on May 3 with the Johnny J. Jones Exposition and to be featured on the midway.

During absence of performers the zoological specimens will be open to the public. Extensive expansion will take place during summer. A profitable winter season is reported.

PARK BRIEFS

(Continued from page 48)

a nine-day engagement at Ray Marsh Brydon's Bass Lake Beach here, doing five ascensions and parachute drops and nine night fire sky rides, reported C. C. Bonette.

ALBANY, N. Y.—Certificates of incorporation have been issued by the secretary of state here to Julian I. Bergoffen, Emerson L. Simon, and Albert Buchter, New York, named as promoters and stockholders of Bonraz Holding Corporation, Brooklyn, and Bob-Sled Operating Corporation, Brooklyn.

CANTON, O.—Louis E. Leichtamer, local concessioner, operating at Ohio county fairs and celebrations for several years, has taken popcorn, caramel corn, and peanuts concessions at Bass Lake (Ind.) Beach, he reported after a trip to the spot, operated by Ray Marsh Brydon. Leichtamer will build his own concession buildings, which are to be ready for the opening on May 24.

WALLED LAKE, Mich.—Reopening of Walled Lake Park was slated for April 12, with the Casino, ballroom operated by Mrs. Louis Tolletene, the forerunner of full park operation to follow later. Distance of the park, 25 miles from Detroit, gives it a later opening than bigger parks. Ray Herbeck's orchestra went into the Casino.

DETROIT.—Opening plans remain in the dark at Jefferson Beach Park here, where negotiations for sale of the property were recently reported. Present ownership, under R. C. Mahon, has not decided on any debut date. Probability is that it will be the last to open of the major Detroit spots, as is usually the case, because of its location on the exposed shore of Lake St. Clair.

WILDWOOD, N. J.—Hunt's Ocean Pier will light up on Decoration Day for weekends, going on a full-week policy on June 28. Name bands will again be featured in Starlight Ballroom with Woody Herman in at the opening on May 30 and 31. Pier will again be operated by Guy Hunt and Bill Gerst.

COLUMBUS, O.—If stricter rules for operation of horse-race tracks are set up during the next two years, they probably will have to come from the State Racing Commission. The Senate on April 8 killed, 18 to 12, Senator Grant P. Ward's bill to impose more stringent regulations on proprietors of racing plants and to increase the State's tax on betting. Some senators said the commission already

had power to make most of the regulations which the Columbus senator sought to impose by statute.

PIERS IN LOS AREA

(Continued from page 48)

man, Woody Gerber; Sportland annex, Ralph Brojansky; Merry-Go-Round, Harry Hargrave; Steve Johnson, cashier; Joe Barton, foreman; Bill Berger, second man; Jack Bowers, ring boy; Diving Bell, E. S. Martine, operator; W. C. Foster, manager; Torchy Flett, Kent Armstrong, divers; Midget Horse Racing, Lawrence A. Wallace; bottle game, J. N. Clerk, operator; R. H. LaBoessiere; balloon-dart game, English Lightstone; country store, Dave Gross, Louie Watt; court baseball, B. B. Dale, operator; Frank Lush, guess-your-weight-age-State-home town. Jack DeMardo, operator; Joe Rogers; shooting gallery, Bill Klein; Scooter, R. C. Illions, operator; Mrs. R. C. Illions, Ruth Illions, cashiers; Jack Payne, Charles Harris, controls.

On Venice Pier

Venice Pier amusements include Vernon C. McEntire, guess-your-weight-age-State-home town; shooting gallery, Gladys Morris, Alfred Arnold; Flying Circus, A. J. Schultz, operator; Mrs. Thezan, tickets; Rene and Gene Thezan, talkers; Robert E. Brown, engineer; automatic guns, Charles Tuman, operator; R. E. McPherson; sling shot game, C. V. Marshall, operator; Bill Newbury, counter man; Bobbie Thomas, shooting gallery; Ernie Boone, operator; ball game, Ernie Boone, operator; Jack and Alice Russell, counter; Scooter, Rudy Illions, operator; Frances Illions, tickets; Laine Sharpe, foreman; Clarence Mortimer, attendant; Fun House, W. D. Newcomb, operator; Ted Newcomb, manager; Mrs. Bessie Jones, tickets; Major Birdsall, bally; Bozo (Larry Valli), clown; Charles Thunderbolt, floor man; Laura Elsa Jones, checkroom; Jack Simmons, Angelo Tarmimica, Frank Noxon, John Tichenor, Bob Jackson, Bob Young, Bud Young, Bill Fair, Martin Scheller, George Tatter, Charles Neale, attendants; pitch-till-win, Mrs. Beverly Levy; balloon-dart game, Alfred Gallock, operator; Jack Maples; Dragon Slide, Harry Hargrave, operator; Edith Bullock, tickets; Roy Rose, Dorrr Berger, controls, and Racem, W. D. Newcomb, operator; Arthur Allison, Wayne Allison, controls.

BRYDON'S Beautiful Bass-Lake Beach

ON BASS LAKE

6 mi. south of Knox, 11 mi. N. of Winnamac, 10 W. Culver, Ind. With a drawing population of 2 and a half million people within 75 miles. Just 15 mi. from Kingsbury, Ind., the new \$40,000,000.00 government powder plant; just 17 miles from the largest airport in the world, being built at a cost of \$70,000,000.00. All in all, just about the best spot in the good old U. S. A. to get a bang-up season's work.

FINEST BALLROOM IN IND.

playing internationally known name bands. Greatest sand beach and largest lake in Indiana. New open-air beach-side cafe and cocktail lounge. Beautiful big new boat and bath house. Most elaborate bingo and penny arcade buildings in the Central West. All new midway and board walk, for which we would like to contract anything new in the way of rides and concessions. Notice to restaurateurs: We have a fine building, 20x60 feet, fully equipped, ranges, dishes, utensils; everything ready to open; would like to lease to experienced man or firm to operate lunch and refreshment stand. Located in center of midway. Have sold palmistry, milk bottle game, dart, high striker, mouse game, automatic golf, penny arcade, root beer, orange and pineapple, all corn confections and peanuts.

CONCESSIONS STILL OPEN:

Scales, cotton candy, frozen custard, string games, fish pond, cat racks, long range shooting galleries, air rifle galleries, Hoop-La, pan joint clothes pin store, merchandise wheels of all kinds that work and throw out stock, photo gallery, and any other legitimate concessions.

Would like to hear from fun house owners and operators of all kinds. A-1 proposition to party with up-to-date roller rink, portable, complete. Also man to install real barbecue stand. WE HAVE CONTRACTED WITH O'DONNELL OUTDOOR ADV. SERVICE FOR 50 24-sheet bulletin boards; contracted with NATIONAL TRANSITADS, INC. for streetcar and bus advertising in 7 Ind., 3 Mich., and 8 Ill. towns with over 6,000,000 riders per month. Have contracted with Gus Sun Booking Agcy. to furnish us one sensational high free act each week. Have contracted with United Fireworks Co. of Dayton, to furnish us our weekly fireworks. Have contracted with Bonnette Bros. to give weekly balloon ascensions.

GOV. SCHRICKER HERE

DECORATION DAY

We have the biggest picnics in this section of the country contracted. We have a force of 80 men building the finest resort in the Middle West. Contract now, get in on the ground floor before it's too late. All addresses:

ROUTE 3, BOX 201, KNOX, IND.

BRYDON'S Beautiful Bass-Lake Beach

FOR SALE USED

PHILADELPHIA TOBOGGAN
MERRY-GO-ROUND
MINIATURE AUTOMOBILES
MINIATURE RAILROADS
CUSTER CARS

THE NATIONAL AMUSEMENT DEVICE CO.
Box 488, National Military Home,
Dayton, Ohio

FOR SALE SHOOTING GALLERY

20x40 foot depth. With Tanks, 4 Glass Ball Traps, Side Wall Curtains, a Motor, Counter and Shutters. Write or call
A. BALZANO, 810 Surf Ave., Coney Island, N. Y.

CHARLES A. LENZ

SAYS:

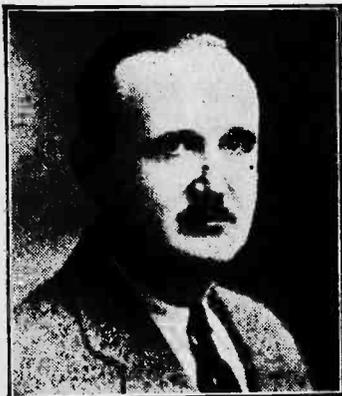
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SAVE ON THEIR INSURANCE, AND ARE ASSURED OF SOUND
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LARGEST INSURANCE ORGANIZATIONS

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CHAS. A. LENZ



Agricultural Situation

Condensed Data From March Summary by U. S. Department of Agriculture, Washington, D. C.

ANOTHER crop-planting season has begun. Plowing and planting of new crops are under way in the South, and moving progressively north as the earth is made ready to take the new seed. Total acreages planted do not change much one year with another, but there may be some changes as between crops this season in view of the large supplies of products used in domestic consumption. Early prospects are for a good growing season.

Economists predict a better domestic demand for farm products this year than last, a higher average of prices, and larger total farm income. Prices average higher than at this time last year—both prices received by farmers and prices farmers pay for commodities used in production. Farmers are paying higher wages this season than last and employing more help.

The problem now is how the producers of export products—cotton, tobacco, wheat, and fruits—may share in the general improvement in farm prices and income. A supplemental adjustment program has been announced for cotton, and tentative plans for a marketing quota referendum on wheat. Tobacco acreage may be about the same this year as last. No indications were available in early March as to acreages of feed grains.

DEMAND: IMPROVED

The sharp rise of industrial activity and consumer purchasing power in the last half of 1940 has resulted in a definite, but less marked, improvement in the domestic demand for farm products. Signs of improvement are found in connection with most commodities which are not adversely affected by the unfavorable export situation. Prices of apples have been somewhat higher than last year, and orange prices are up despite larger supplies. Livestock prices are distinctly higher than a year earlier, influenced recently by reduced hog supplies as well as by the improvement in consumer demand.

Changes in industrial activity and consumer income during the next few months are expected to be relatively small, but indications point to a further pick-up after new defense plants come into operation next summer and fall. Of course, sudden and drastic changes in the international situation could materially alter the outlook. The immediate export demand situation continues unfavorable, with large competitive supplies in other surplus-producing nations, many markets entirely cut off, and British purchases restricted to necessities. Easing of dollar exchange difficulties for Great Britain might be accompanied by increased exports of farm products, but these possibilities are still very uncertain.

F. L. THOMSEN.

INCOME: UP

Government estimates of farmers' cash income from marketings, commodities placed under loan, and government payments in 1940 have been raised to \$9,120,000,000, compared with \$8,668,000,000 in 1939, with \$8,134,000,000 in 1938, and \$9,155,000,000 in 1937. Figures for 1940 include \$8,354,000,000 from marketings and loans on crops, livestock, and livestock products, and \$766,000,000 from government payments. Approximately two-thirds of the increase in 1940 over 1939 was from livestock and livestock products. Government payments were smaller by \$41,000,000 than in 1939. Income from livestock and livestock products totaled \$4,818,000,000 in 1940, compared with \$4,490,000,000 in 1939; income from marketings and loans on crops totaled \$3,536,000,000, compared with \$3,372,000,000 in 1939. The largest percentage gain in the livestock and livestock products group was

from dairy products, which yielded farmers \$1,501,000,000 cash, as compared with \$1,355,000,000 in 1939.

Most of the principal crops except tobacco, fruits, and sugarcane yielded more cash income in 1940 than in 1939. Income from grains was the largest since 1929, cotton yielded slightly more cash than in 1939, income from vegetables was larger than in 1939. Income from sugarcane for sugar and sugarcane sirup was sharply lower, but sugarbeets returned the largest income for recent years. Cash income, including government (See AGRICULTURAL on page 52)

N. C. Prospects Are Best In 15 Years, Says Dorton

SHELBY, N. C., April 12.—Dr. J. S. Dorton, manager of North Carolina State Fair, Raleigh, and long active for fairs in the State, said at his home here that prospects for the 1941 Tarheel fairs are best in 15 years.

There has been continuous advancement in industry and agriculture, he said, and at the Raleigh fair the policy of yearly expansion in facilities and programs will be continued. As there is little activity requiring labor at this season, he has noted no shortage.

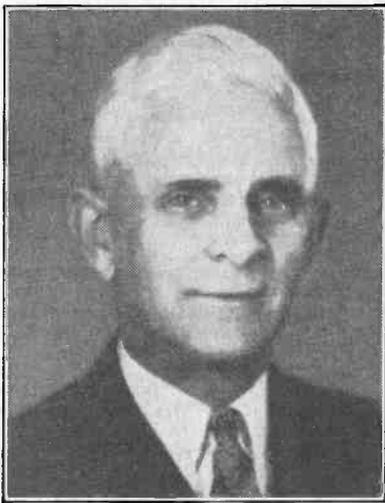
Lawrenceburg, Ind., Group Decides To Hold '41 Annual

LAWRENCEBURG, Ind., April 12.—At the request of business men, city officials, and public, David McAllister Post, American Legion, sponsor, has reversed its decision not to hold a 1941 Dearborn County Fair here. Secretary Leonard Haag said an 80-acre site on the new Route 50 had been leased from the city.

Old grounds have been abandoned, as they will be used in location of the new Ohio River flood wall. Dates later than usual have been set to allow more time for preparation and to arrange for exhibits and attractions. Officials, Dr. G. F. Smith, president; George Koethemeyer, vice-president; Carl Stauss, treasurer; Fred Wirth, superintendent of speed; Frank Taylor, superintendent of grounds, and Secretary Haag, have been re-elected.

Badgers in Regional Meet

CHILTON, Wis., April 12.—Speakers at a regional meeting of Wisconsin Association of Fairs here on April 3 included Mayor John Diedrich, Chilton; William T. Marriott, State department of agriculture and markets, Madison, on *Streamlined Premium Lists*; John Kaiser, Port Washington, *The Fair President's Job*; Julius Cahn, Luxemburg, *The Southern 1941 Preview*; Senator Taylor G. Brown, Oshkosh, *The Legislature and the Fairs*, and Sunny Bernet, Globe Poster Company, *Off the Record*. Round-table discussions on *1941 Rules and Regulations*, *Concession Department Operations*, and *Advertising* were led by Association Secretary J. F. Malone, Beaver Dam; Elmer Wandrey, Wautoma, and W. H. Eldridge, Plymouth.



PAUL DUNN, new manager of Indiana State Fair, Indianapolis, a post he acquired when he was appointed secretary to Lieut. Gov. Charles M. Dawson, succeeded Harry G. Templeton, who was manager of the fair four years. Married and the father of a son and a married daughter, Dunn is a member of the Scottish Rite and Shrine. He was formerly a banker and a Marion county councilman. The lieutenant governor also has announced appointment of Lee M. Waynick, Marengo, as superintendent of State Fair grounds and property, succeeding Carl (Jimmy) James, superintendent for the last eight years. Both new appointees are Republicans.

Court Rules S. C. Fair's Carnival Exemption Invalid

GREENVILLE, S. C., April 12.—That section of the 1935 act exempting Greenville County Fair Association from paying a license to operate a carnival is unconstitutional, according to a ruling by County Judge Oscar Hodges, who directed the association to pay the county \$150, or \$25 a day, for carnival operations during the 1940 county fair.

The court held that the section was local or special legislation when a general law could be made applicable. His ruling in the case of Greenville County Fair Association, Inc., against Clerk of Court T. E. Christenberry and G. R. Richardson, who was sheriff when the action was instituted on November 1, was filed on April 7.

An agreement was reached, when the action was brought, whereby the carnival operated during the fair—with the understanding that the association would pay the county \$150 if the court held the section was unconstitutional. Constitutionality of the section was attacked by County Attorney W. H. Earle.

MADISON, Wis.—State Assembly, by a vote of 49 to 32 on April 7, killed the Schmitz bill outlawing sale and use of fireworks in Wisconsin. Bill's passage would have prohibited sale and use of all types except supervised public displays. Permits would have been issued by the State fire marshal and each town sponsoring a display would have been required to post a \$500 bond.

Around the Grounds

EDMONTON, Alta.—Damage estimated at \$2,000 was done to one end of Edmonton Arena on April 3 by fire of undetermined origin. Artificial ice plant, installed in 1937 at cost of \$30,000, was unharmed. Edmonton Exhibition board went ahead with the annual spring stock show, opening on April 7. Loss of stored concession stock, owned by Cecil Crennell, was estimated at \$600.

DOVER, O.—Recently enlarged board of directors of Tuscarawas County Agricultural Society, sponsor of the annual county fair here, adopted a new constitution, revised its rules, and named an executive committee to conduct its business. S. O. Mase, Dover, is secretary of the reorganized set-up.

BLOOMSBURG, Pa.—An agricultural and horticulture building, to be located

between the main exhibit and flower show buildings, and a permanent building for judging cattle are to be among improvements for the 1941 Bloomsburg Fair. Ag building will be of brick and steel, 60 by 144 feet. Building for judging, to be erected where a tent has been used for several years, will be of steel with asphalt shingle roof, open on all sides, and 112 by 80 feet.

SPARTANBURG, S. C.—Tom W. Woodworth, president of Spartanburg County Fair Association and mayor of the city for the past four years, is up for reelection in the April 29 primary.

STATESVILLE, N. C.—Plans for securing additional buildings at an old prison camp site for permanent quarters for Iredell County Fair here are being (See FAIR GROUNDS on page 52)

6th Auto Race Fraternity Meet Heralds Big Year

DETROIT, April 12.—Auto racing is due for the greatest season in its history this year, according to views of nearly 300 racing drivers, promoters, and owners who gathered here on April 4 and 5 in the Detroit-Leland Hotel for the sixth annual convention of the American Auto Race Fraternity and Associates. Held under auspices of Central States Racing Association, the meeting was highly successful, being marked by greater harmony than ever before, and accomplishing considerable serious work.

Representatives were present from many parts of the country, their activities extending from New England to Phoenix, Ariz. There were a dozen from Canada, among them Stanley B. Robinson, president of the Automobile Racing Club of Canada, Riverside, Ont.

Interest in automobile racing, particularly in the big car field, is increasing, it was brought out in general discussions. More and more fairs are turning to it to provide an attendance stimulant on what ordinarily have been slack days. It was pointed out that there are hundreds of fairs where automobile racing has never been held which could be brought into the fold if properly sold.

Two Added to CSRA

Officers of Central States Racing Association stated that much increased activity in the field is noted this year. The CSRA is rapidly expanding its field; so much so, in fact, that it is taking steps to capitalize on its national, rather than sectional, coverage. Two important additions to the CSRA line-up have been made this year. One is Walter Stebbins, New York, who has tracks at half a dozen important Eastern spots and who recently brought York, Pa., back into the fold after some seven years. The other is National Speedways, operated by Al Sweeney and Gaylord White. National already has more than 20 dates signed for the '41 season, most of them in the Middle West but ranging as far as Phoenix, Ariz.

The committee in charge of convention arrangements, Mel Moore, chairman; Al Blixt, secretary, and Harold Speed, chairman, laid out a comprehensive program for the sessions, providing ample social activities for both men and women. At the men's party Friday night many interesting racing films were shown; also a Jimmie Lynch film in which Jimmie presented some of his most thrilling stunts; a film titled *War on Wheels*, giving a comprehensive idea of Uncle Sam's defense activities, and *Wheels Across India*, pictorial description of an Asiatic exploring expedition. Open house for the women was held in the CSRA suite. A general meeting was held Saturday afternoon at which there was general discussion of racing topics. At an executive meeting of the CSRA the annual election was held.

Dr. J. K. Bailey, Dayton, O., was elected president. Other officers chosen were: Executive vice-president, Walter Stebbins, New York; secretary, Norman Witte, Dayton; treasurer, Wallace Booker, Greenville, O.; honorary vice-president, Henry Miller, Pittsburgh. Trustees chosen were Foster Schultz, sponsor; Mel Moore, sponsor; James Frankland Jr., owner; Ralph Morgan, owner; Henry Schlosser, driver; Eddie Zalucci, representative; Henry Gilchrist, representative, and August Delagrang, mechanic. It was voted to make the contingent fund for midget cars the same as for big cars, \$200. For the crash fund a maximum allowance of \$50 in case of a wreck was set, and a minimum of \$25.

Dinner and Show

The dinner, held in the Jade Room of the Detroit-Leland, was a gala affair, marked by much godfellowship. Attendance exceeded 200. Dr. Bailey presided and, after announcing the new officers and trustees and outlining the accomplishments of the racing fraternity, turned the mike over to Sam Nunis, sports announcer, who was emcee for the evening. Besides Dr. Bailey and Nunis, those at the speakers' table included Harry Gilchrist, Columbus, O.; Norman Witte; Mel Moore, Al Blixt, Harold Speed, Wallace Q. Booker, Greenville, O.; Foster Schultz, Cleveland; Walter Stebbins; Al Sweeney, Chicago; Henry Miller; Stanley Robinson; George (See AUTO RACE MEETING on page 52)

Tail-Docking Bill Kept Alive

BOSTON, April 12.—By a close vote, the State Senate on April 1 gave a new lease of life to the bill sought by Eastern States Exposition, Springfield, and fair associations to permit horses with set-up tails to be exhibited at Massachusetts horse shows. Senate voted 20 to 19 to "place the bill on the table," with a move to reconsider pending. Tabling the bill keeps it alive. Senators reported "a deluge of telegrams" descended on them to reverse the previous day's adverse vote.

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One Mile From Philadelphia

TEN NIGHTS
JUNE 18 TO 28

RIDES SHOWS CONCESSIONS

E. E. Mitchell, Chairman
Lafayette Hill P. O., Pa.

Fair Elections

LANCASTER, Wis.—Ernest Naumann was elected manager of Grant County Fair here; LeRoy Selpp, superintendent of grounds; Adolph Vesperman, publicity chairman.

JERSEYVILLE, Ill.—Jersey County Fair Association re-elected R. Leo Smith president, and named Theodore L. Conklin, F. A. Downey vice-presidents; William P. Ryan, secretary; Robert McPherson, treasurer.

NEILLSVILLE, Wis.—President William Creed, Vice-President Alvin Eisenbraut, Treasurer Ernest Vine, and Secretary Harold Huckstead were re-elected by Clark County Fair Association.

NEWTON, Ill.—Jasper County Fair Association elected C. G. Batman, president; Colmore Harris, vice-president; Ben D. Lowe, secretary; L. P. Foltz, treasurer.

GRAND RAPIDS, Mich.—South Kent Fair Association elected Earl Robson, president; E. J. Campbell, vice-president; Ernest B. Blett, secretary; C. R. Garnett, treasurer.

MONTGOMERY, Ala.—Alabama State Fair Association, chartered by Veterans of Foreign Wars Post and sponsor of

Montgomery County Fair here, re-elected I. F. Miller, president, and P. H. Lipman, secretary-treasurer.

ORANGEBURG, S. C.—Orangeburg County Fair Association re-elected J. W. Smoak president.

RUSTON, La.—Reorganization of Lincoln Parish Fair Association here has been completed with election of John L. Boddie as president. W. J. Moore was named vice-president, and A. E. Stinson was held over from the old organization as secretary-manager.

Grandstand Shows

GEORGE BALL, of George Ball Attraction Booking Agency, reported he is producing a new 40-people unit, *Happy Days Revue*, to play fairs in California, Oregon, Montana, Idaho, and New Mexico. It will include Mark Cook, baritone and emcee; 12-girl chorus, prima donna, dance team, orchestra, and circus acts. Recent additions to the Ball staff were H. Werner Buck, former Montana fair press man who will handle agency publicity; Henry and Georgene Mollandin, Harry Walker, and Joe Cornblath.

AMONG bookings for Bloomsburg (Pa.) Fair are George A. Hamid's *revue, Echoes of Broadway for 1941*, and Lucky Teter and His Hell Drivers on Tuesday, and Jimmie Lynch and His Death Dodgers on Friday.

FOLLOWING their Southern opening at Legion Field, Birmingham, Ala., on April 20, Lucky Teter and His Hell Drivers will appear at Lakewood Park, Atlanta, on April 27. Atlanta appearance will be the 27th in seven years. The troupe will return to Atlanta in October at Southeastern Fair, Lakewood Park. The Hell Drivers will be at Langhorne Speedway, near Philadelphia, for opening of the auto racing season on May 11.

FAIR GROUNDS

(Continued from page 51)

considered by the county board of commissioners. Plan outlined by W. E. Webb Sr., fair association president, is to utilize buildings formerly used by the State highway prison camp and build a grandstand and other facilities with the aid of WPA. Buildings could be used for educational and recreational gatherings.

BOISE, Idaho.—WPA grant of \$19,434 for Ada County Fair grounds here, location of Western Idaho State Fair, will be used to complete horse barns, repair infield, and move rodeo chutes nearer the grandstand, said W. L. Hendrix, chairman of Ada County commissioners.

NEWTON, Ill.—Jasper County Fair Association has approved purchase for \$600 of a two-acre plot adjoining its grounds here. It will be used as a parking lot and trailer camp for exhibitors and carnival personnel. Installation of water and electric lines is planned. Bandstand will be removed from front of the grandstand and set inside the race track, increasing seating capacity of the reserved section.

AUTO RACE MEETING

(Continued from page 51)

Clark, Galesburg, Ill., and Mason Benner, Dayton.

Awards for outstanding racing performances in 1940 were made to James Wilburn, Class A champion; Elbert Booker, Class A; Harry Robtoy, Class C; Eddie Zalucci, Johnny Shackelford, and Henry Schlosser. Wilburn received the championship trophy, also a beautiful ring from the CSRA, a check for \$500 from Montgomery Ward, and a trophy from Perfect Piston Ring Company. Awards of the others included a wrist watch, check, diamond ring, handbags, and jacket.

Nunis also introduced Jimmy Frankland, trustee of CSRA, Detroit; Roy Hall, stock car champion, Atlanta; E. Von Hombach, Detroit; Walter Harvey, Donaldson Lithograph Company; Jake Shapiro, Triangle Poster Company; Nat Green, *The Billboard*, Chicago; Bill Mitchell, Detroit starter; Bill Kane, Del Snyder, Ted Everade, Clarence Thomas, Carl Forberg, Duke Naylor, Mrs. Bob Gehringer, Earl Moser, and Clyde Bryson.

An entertaining floorshow was presented, including Bob Hall, Lang and Lee, Helen Blondell, Irene Burke, Rulson, Morgan and Baro, and Estelle Kew. Dave Diamond orchestra played for show and dancing.

AGRICULTURAL

(Continued from page 51)

ment payments, was higher than in 1939 in 39 States. The nine States showing smaller income included Louisiana, Mississippi, Florida, North Carolina, South Carolina, New Hampshire, Massachusetts, Alabama, and Washington. Largest gains were in Minnesota, Iowa, North Dakota, South Dakota, and Montana.

PRICES: DOWN

Products which are important sources of farm income in late winter—dairy products and eggs—declined during the past month, but the average of all products combined is higher than at this time last year. Prices of bread grains declined, but farm marketings of such grains are not large at this time of year. Principal commodities selling higher during the month included fruits and vegetables. The general level of prices received by farmers is not expected to change much during the next few months, but the general tendency for the year as a whole will probably be toward a higher level. This applies especially to products dependent almost entirely upon domestic markets. Prices paid by farmers for commodities used in agricultural production also are likely to advance.

The ratio of prices received to prices paid is 16 per cent below the pre-World War base of 100. The only major groups of commodities showing a higher-than-pre-war ratio of prices received to prices paid are truck crops and meat animals. Lowest ratios are shown for grains, cotton and cotton seed, and fruits.

EMPLOYMENT: INCREASE

Farm employment is increasing as a new planting season gets under way, increasing south to north progressively up thru the country. Farmers have been employing more hired help this winter than last, and paying higher wages. Estimate is that 1,793,000 hired workers were employed on farms on February 1, principally in the South, as compared with 1,693,000 on that date last year. There was a corresponding decline in numbers of family workers. The number of family workers was 6,969,000, as compared with 7,088,000 on February 1 last year. A trend toward a larger proportion of hired men in the total number of persons working on farms has been in evidence this winter. This may reflect some displacement of tenants and sharecroppers by hired workers.

ST. PAUL.—Governor Stassen signed the bill which outlaws private use of fireworks after July 4. It was passed by the Senate and House after lengthy hearing. Amendments ease bond requirements for supervised exhibitions, which are permitted. Manufacturers who have stock on hand may dispose of it by July 4.

NAAPPB ACCOUNTS

(Continued from page 48)

Associated Indemnity Corporation and went over very carefully the individual records of all policyholders so that proper rates could be set for the coming season. Everyone present, he said, was gratified at the small loss record for the 1940 season which indicated efficiency of inspection service of the carrier and excellent co-operation on the part of participants in holding down losses thru painstaking maintenance and careful operation.

"Under the 'Associated' plan, these savings are enjoyed to the full by policyholders thru co-operation of the company and the association's committee in setting individual rates according to losses," said Secretary Hodge, whose office, 201 North Wells Building, Chicago, has been conducting an extensive campaign and which, it is reported, has been very fruitful of results.

FAIR SECRETARIES!

WIN CASH PRIZES IN THE BIG FIFTH ANNIVERSARY JUBILEE PROGRAM OF THE NATION-WIDE CROCHET CONTEST

SPECIAL AWARDS! SPECIAL FEATURES!

- \$50 in cash goes to each Fair represented by one of the ten national first-prize winners.
- \$5 in premium money to all cooperating Fairs.
- \$1,350 in cash goes to winning contestants.
- PRIZE PINS go to all contestants enrolling for the first time this year.
- PRIZE PENCILS go to all contestants entering for the fifth consecutive year.
- SPECIAL DIVISION for 4-H Club members.

Here is the Greatest of All Attendance Builders, and One Which Can Bring Nation-Wide Publicity for Your Fair . . . Help One of Your Patrons Become the 1941 Crochet Champion! . . . Win \$50 for Your Fair!

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The week of August 18th to 23rd, inclusive, for the

NEW DEARBORN COUNTY FAIR

Bigger and Better Than Ever

Good, clean Stock Concessions only. None other need apply. Would like to hear from our old friends. A new fair. On a new 80-acre tract on the new U. S. Route 50, four blocks from town. Write or wire GEORGE KOETHEMEYER, Supt. of Concessions, Lawrenceburg, Ind.

AN IMPORTANT ANNOUNCEMENT BY THE SHOWMEN'S LEAGUE OF AMERICA

Beginning September 1, 1941, our initiation fee will be increased from \$10 to \$25.

Join Now While Initiation Fee Is Only \$10.00

Contact your nearest League member or write direct to Membership Committee. SHOWMEN'S LEAGUE OF AMERICA, Sherman Hotel, Chicago.



WANTED

Concessions and Rides of All Kinds for Western Illinois Fair Assn.

Griggsville, Ill., July 29th-30-31st-Aug. 1st
4 Big Days — 4 Big Nights
JNO. F. NAPIER, Secy.

WINDOW CARDS

14x22 Cards, \$4.00 per 100;
17x26 Cards, \$5.00 per 100;
22x28 Cards, \$6.00 per 100.
250 Bumper Strips, \$8.75.

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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.

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AGENTS! — MEN'S SUITS, 88c; PANTS, 23c; Top Coats, 49c; Ladies' Coats, 36c; Dresses, 10c. Other bargains. Catalog free. PORTNOY, 566-C Roosevelt, Chicago.

AGENTS — SELL 10c-25c JOKE ITEMS. COST 50c dozen. Samples (\$1.00 retail value), postpaid 25c. M. CASEY, 1481 Washington, Boston, Mass.

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DISTRIBUTOR FOR PENNSYLVANIA BY MANUFACTURER of coin-operated Travelogue Picture Machine. Motion picture film, natural color. List at \$22.50, including three film changes. MAC SANDERS, 2837 W. Pico, Los Angeles, Calif.

EARN WHILE TOURING — SELL IMPROVED, original Changeables; Religious (Blue Stock Signs cost 3c; retail 25c). KOEHLER'S, 335 Goetz, St. Louis, Mo.

KEY CHECK STAMPING OUTFITS — BIG profits stamping Checks, Name Plates, Social Security Plates. THE ART MFG. CO., 303 Degraw St., Brooklyn, N. Y.

RAZOR BLADES — ASPIRIN, COMBS, HANDKERCHIEFS, Needle Books, Pocket Knives. Write for prices. AMERICAN DIST. CO., Box 724, Knoxville, Tenn.

SALESMEN, AGENTS — SELL SIDE LINE CLUBS, churches, friends, homes, novelty stores, canvassers repeat 10c Game. Good profit. Sample on request. Sales several to a customer. PETER A. RUDD, 823 Commerce Bldg., Rochester, N. Y.

THE KNACK OF MAKING MONEY IN ANY job, business or profession. Send stamp, please. SIDNEY, Pottsville, Pa.

THREE FOUNTAIN PENS, \$1.00, PREPAID, insured. Agents, make more money selling pens. Quantity price low. AMERICAN-SIMPLEX (1201 B), Anderson, Ind.

TOBACCO, CANDY, NOVELTY MEN CALLING on jobbers, handle sure-selling item as sideline and sales stimulator. No extra effort brings you quick sales and attractive commission. In answering state line carried and territory. BOX C-88, Billboard, Cincinnati.

WANTED — PERMANENT REPRESENTATIVE for Hoover Uniforms, Smocks, Aprons, Frocks, Nurses', Doctors', Waitresses' Uniforms. Smartest styles. Finest quality. Exceptional commissions. Line free. HOOVER, 251 W. 19th St., Dept. SK-4C, New York.

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. MAYWOOD B. PUBLISHERS, 1107 Broadway, New York.

WHEELMEN! BINGO OPERATORS! — BEAUTIFUL Lamp made of Sea Shells, \$7.50 per dozen. Sample postpaid, \$1.25. RED'S NOVELTY SHOP, Boca Raton, Fla.

WHOLESALE SOURCE — CARTOON BOOKLETS. Catalog, 12 samples, 30c. R. AND S., Box 422, Rolla, Mo.

SALESMEN WANTED

SELL BUSINESS CARDS, STATIONERY, BOOK Matches, Gummed Tape, Restaurant Necessities, Salesbooks, Advertising Specialties, Pencils, Picture Cards, Tags, Pricing Sets. Experience unnecessary; 40% commission. Free deals. Sales portfolio free. DAVID LIONEL PRESS, 312 S. Hamilton, Dept. 54, Chicago.

BUSINESS OPPORTUNITIES

DON'T WORK, BE ALERT. STOP WAGE Slavery—Start Mail Order Business. Send 25c for register containing 5,001 ideas and items of how to make money without work. STANDARD PRODUCTS COMPANY, Howell, Mich.

ESTABLISH A CHICAGO MAIL ADDRESS — Traveling persons, we handle your mail, receive and forward, \$2.00 monthly. BONDE MAIL SYSTEM, 308 W. 24th Place, Chicago, Ill.

HUNTING AND FISHING RESORT — Northern Michigan, A-1 business; also Scale Route and Used Mills-Jennings Slots. KREBS, 102 1/2 S. Superior, Albion, Mich.

NATIONAL CANDY FLOSS MACHINE CO. —and Concession Specialty Co. for sale. Long established. Sacrifice good will, patterns, and \$4,500 stock for \$1,500 cash. RICHARD KUEHNER, 8 Ridgeland Manor, Rye, N. Y.

OPPORTUNITY FOR LIVE OPERATOR — BE financially independent servicing automatic phonographs. Territory surrounding large concentration camp. Investment required. COLEMAN NOVELTY, Rockford, Ill.

"PALMISTRY" STUDIO — COMPLETELY FURNISHED in heart of city; \$200.00 mo. license required. Reason, selective service. THOMAS VAUGHN, 121 Stuart, Boston, Mass.

PITCHMEN! SOLICITORS! — MAKE EXTRA money with new Stamping Outfit. Stamp Checks, Plates, Fobs. Catalog 69-B free. C. H. HANSON, 303 W. Erie, Chicago.

REAL MONEY-MAKING BUSINESS STARTERS dollar book, now only 25c. Full, spare time. Little capital, no experience. ELKAY PUBLISHERS, Englewood, N. J.

RECREATION PARK — FIVE ACRES ON NEW England's finest lake. Ideal Beach, Ballroom, Roller Skating Rink, Apartments, Cottage, Shooting Gallery, Restaurant, Refreshment Stands, Gas Station. All equipped, priced right. No competition. BOX C-85, Billboard, Cincinnati.

START ELECTRIC ENGRAVING BUSINESS! Engrave on keytags, jewelry, mirrors, steel tools. Astonishing earnings reported. Small investment. Details free. MOORE MANUFACTURING COMPANY, 651 South State, Chicago.

UNUSUAL OPPORTUNITY—MAN OR WOMAN to obtain active interest successful Roller Skating Rink near two army posts, city of New York. Investor act as treasurer, assist present management. Experience unnecessary. \$20,000 required to double size of rink. Money fully secured by real estate, equipment. Speedy action required to alter present rink. BOX 239, Billboard, 1564 Broadway, New York.

WANTED ORGANIZERS, CO-WORKERS — Members for Mutual Benefit Association. Patriotic, economic, social, our destiny. STEPHENSON, 20 W. Jackson Blvd., Chicago.

INSTRUCTIONS BOOKS & CARTOONS

HYPNOTISM — INSTANTANEOUS METHOD. Hypnotize anyone instantly. Send for this amazing new method. Guaranteed, \$5.00. ACADEMY OF PSYCHIC & OCCULT SCIENCES, Box 175, Oberlin, Pa.

PERSONALS

ONTOLOGY SOLVES PROBLEMS. HELPS YOU gain influence, friends, happiness, prosperity, confidence, health. Free details. ALEXANDER KEENE, 651 S. State, Chicago.

MISCELLANEOUS

COLORADO BLUE SPRUCE TREES—2 YEARS old, extra strong, 25 prepaid for \$1.00. ROCKY MOUNTAIN EVERGREEN CO., Dept. A-2, Evergreen, Colo.

SLUM JEWELRY GIVEAWAYS AND FLASH — Also Intermediates for games. Send for price lists. SAMUEL POCKAR, 131 Washington St., Providence, R. I.

TEN THOUSAND SALES BOARDS — SELL 1/3 price. Write for list. DIXIE BOARD CO., Box 2549, Beaumont, Tex.

WILL TRADE YORK ICE CUSTARD MACHINE for House or Refreshment Trailer. Wanted: Echols Ice-Shaver, large Root Beer Barrel. MYERS, Dupont, O.

PRINTING

FLASHY TWO COLOR BUSINESS STATIONERY — Exclusive designs, prompt service, lowest prices, samples free. ACME PRESS, 232 Washington St., Elkhart, Ind.

FREE — SAMPLES OF OUR NEW DESIGNS in Flashy 3 Color Window Cards, 14x22 non-binding, \$3.00 hundred. TRIBUNE PRESS, Box 551-B, Fowler, Ind.

WINDOW CARDS — 14x22, ONE COLOR, 100, \$2.50. 50% deposit, balance C. O. D., plus shipping charges. THE BELL PRESS, Winton, Penn.

100 WEDDING INVITATIONS, DOUBLE Envelopes, \$3.50; 1,000 Business Cards, \$1.50; 1,000 Envelopes, \$2.25. Plus postage. SAVAR, 429 Market, Philadelphia, Pa.

COIN-OPERATED MACHINES, SECOND-HAND

ADVANCE VITASCOPE GIRL PICTURES, \$17.00; Advance Postcard Machines, \$6.00; twenty Snack Gum Machines, \$4.00; and Arcade Machines. SKINNER, 445 E. 87 Place, Chicago, Ill.

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 REMOTE CONTROL MUSIC route being dismantled. Over 300 practically new Keeney Wall Boxes for sale at only \$14.50 each. Rush your order with one-third deposit quick. ROYAL MUSIC CO., 641 Hunterdon St., Newark, N. J.

ARCADE MACHINES SACRIFICE — \$5,500.00 worth for \$3,500.00 cash. Enough machines for a complete Arcade. Will buy good used Photomatics. MCGUIRE, 1322 Lee, Long Beach, Calif.

BALL GUM, 5/8", FACTORY FRESH, 12c BOX; Tab, Stick, Midget Chicks, every Vending Gum. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J.

BROWN PACES RACES, 30-1, \$90.00; 1937 Galloping Dominos, Long Champ, 25c play, \$27.50 each; Mills Blue Front, \$29.50; Mills D. J., \$17.50; Q. T., \$25.00; Columbia Bell, \$32.50; Vest Pockets Bell, \$25.00; Imps, \$7.00. Fruit Reels all kind. Counter Games. 1/3 deposit. J. L. PARTLOW, 128 7 St., Augusta, Ga.

FOUR SHEFFLER SCALES, 110 D.C. WURLITZER 412, trade for 1938 or later Phonograph. Make offer. ACE MUSIC CO., Waukon, Ia.

GOODBODY HAS A MESSAGE FOR EVERY OPERATOR reading this advertisement. Send in your name and address at once. JOHN GOODBODY, 1824 E. Main, Rochester, N. Y.

GRIPPERS RECONDITIONED — GREAT FOR camps. Twelve One-Way, \$4.50; forty Three-Way, \$8.50. Legal, taxless. 1/3 deposit. COLAN, 243 W. 99th, New York.

MILLS EXTRAORDINARIES AND BLUE FRONTS, \$20.00; Smoker Bells, \$35.00; Watling Roll-a-Top, \$17.50. One-half deposit. LARKIN, Box 141, Seffner, Fla.

PAY CASH FOR LATE MODEL TRIPLE AND Single Gottlieb Grippers. State condition and price delivered. SIDNEY MUSIC SERVICE, Sidney, Mont.

PISTOL MACHINES — CHALLENGERS, \$11.50; first Model "F", \$8.75; late Model "F", \$14.75; late Model "A", \$11.50; King Jr. Breath Pellets, \$2.95; Pin Games, one ball, automatic payouts, \$5.00 each; Heavyweight, Casino, Ballot, Hi-De-Ho, Tout, Hialeah, Prospector. ATLAS, Wells, Minn.

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.

SEVEN RED, WHITE AND BLUE CABINET Model F ABT Target Skills, good condition, \$15.00 each. Send 1/3 cash, balance collect. WARD PETERS, Box 1973, Baton Rouge, La.

SPECIAL — KEENEY'S AIR RAIDER MACHINE Gun, like new, \$100.00; Daval's Marvel, \$25.00; ABT Challenger and Model "F" used two weeks, \$16.00. Also large variety of used Pin Games and Slot Machines. NEW ORLEANS NOVELTY COMPANY, 115 Magazine St., New Orleans, La.

SPECIAL — 50 STEWART MCGUIRE NUT, \$3.50; 50 1c Snacks, \$6.95; 25 5c Package Nut, \$5.00. Also Machines wanted for cash. CAMEO VENDING, 402 W. 42d, New York.

SPECIAL — TWO SNACKS, FIVE DOLLARS each; two Northwestern Penny Merchandisers, porcelain, three dollars each; nine Columbus Peanut Vendors, one dollar each; six Penny King Gum Vendors, two-fifty each; one U-Need-A-Pak Cigarette Machine (octagon) with stand, four dollars; G-Man Gripper, five dollars; two Army Games, three dollars each; two Rowe Aristocrats, good shape, ten dollars each; Stands, two dollars extra. Trade for American Eagles, Marvels, etc. JACKSONVILLE NOVELTY CO., 222 E. State St., Jacksonville, Ill.

SPOT CASH FOR SLOTS, WURLITZER PHONOGRAPHS, and Counter Games. State price and description first letter. MUSIC MACHINE CO., 431 Eighth St., Augusta, Ga. "We buy—we sell."

TEN WURLITZER PHONOGRAPHS—MODEL 24 and 24-A, \$70.00 each. F. O. B. Columbus, O. COLUMBUS COIN MACHINE COMPANY, 1257 W. Broad, Columbus, O.

THREE EVANS' 1941 FREE PLAY TEN STRIKES, \$95.00 each. A-1 condition. Like new. Used only three months. 1/3 deposit. KRAMER COIN MACHINE COMPANY, 6373 Catina St., New Orleans, La.

TRADE — TWO 61 WURLITZERS, ONE 616 Wurlitzer, one Watling Twin Jack-Pot, all perfect. Tables or Consoles wanted. MAURICE KUTZ, Pittsburg, Kan.

TRADING FOOL WANTS SLOTS, COUNTER Games, Vest Pocket Wurlitzers, State price. Cash paid. KING HARRY'S, 26 13th St., Augusta, Ga.

WATLING'S BIG GAME, MILLS' JUMBO CASH, \$72.50; Evans' Lucky Star, \$79.50; 1940 Western Baseball, \$45.00. 1/3 deposit. H. REICH, 323 S. E. 1st Ave., Miami, Fla.

5 TOM MIX GUNS, \$15.00 EACH; CRATED, \$18.00; 1 Bally Ray's Track, \$25.00; Chicken Sams, \$45.00; Keeney Aircraft, brown cabinet, \$47.50; 2 Roll A Score, 9 ft. bowling alley, \$22.50 each; crating \$5.00 extra; Single and Three Way Grips, \$5.00 each; Counter Games, \$5.00 up (send for list); Pace Penny Slots, \$10.00 each; 2 Five Jacks, \$5.00 each; 3 VanAk Slug Proof Slots, \$7.50 each. Other good Machines. E. & R. SALES CO., 813 College Ave., N. E., Grand Rapids, Mich.

WANTED — '38-'39-'40 MODEL GALLOPING Dominos, late Counter Games and Keeney Consoles. SAM YEASHMAN, 715 Brook Rd., Richmond, Va.

6 HOLLY GRIP TESTERS (LIKE NEW), \$7.50 each; 3 D. Robbins Baseball Gum Vendors, \$7.50 each. W. L. GROOVER, 1896 Madrona St., N. W., Atlanta, Ga.

61 WURLITZERS, LIKE NEW, \$70.00. 1/3 certified deposit, balance C. O. D. Will buy 700 and 800 Wurlitzers for cash. Price must be right. McDANIEL MUSIC COMPANY, 711 N. Indep., Enid, Okla.

8 MODEL E DIGGERS, ERIES, MERCHANTMEN, Mutoscopes, Arcade Machines, Hockies, Love Testers, Victor Home Runs. NATIONAL, 4242 Market, Philadelphia, Pa.

FOR SALE SECOND-HAND GOODS

ABOUT ALL DIFFERENT MAKES POPPERS; Twelve Quart Geared Popping Kettles, \$7.50 each. CAMEL CORN EQUIPMENT, 122 S. Halsted, Chicago, Ill.

ALL KINDS POPCORN MACHINES — BURCH, Long Eakins, Peerless, guaranteed. Fearless twelve quart geared aluminum Popping Kettles. NORTHSIDE CO., Indianola, Iowa.

CORN POPPERS, GEARED KETTLES, GRIDDLES, stoves, lanterns, burners, tanks, tubing, repairs. Lowest prices. IOWA LIGHT CO., 111 Locust, Des Moines, Iowa.

FROZEN CUSTARD MACHINE — USED, A-1 condition, reasonable. S. E. HIRSCH, 17570 Lake Shore Blvd., Cleveland, O.

GUESS YOUR WEIGHT CHATILLON CHAIR Scale — Perfect condition, chrome plated seamless steel tripod. Made in 10 sections for easy handling. First \$75.00 takes it. M. C. SCHNEIDER, 303 Allicedale St., Akron, O. Phone BL-6725.

POP CORN MACHINE — POTATO CHIP OUTFIT. Dry Popper, Wet Popper. LONG EAKINS, 1976 High St., Springfield, Ohio.

SKEE BALL ALLEYS — 6 LARGE SIZE, wonderful condition, for quick sale, only \$300.00. WIGHTMAN'S, Mt. Kemble Park, Morristown, N. J.

TEN YEAR ACCUMULATION OF STONES removed from jewelry. Opals, Garnets, etc. 200 assorted, \$2.00. B. LOWE, Box 525, Chicago, Ill.

TWO SIMPLEX SOUND PROJECTORS, AMPLIFIER, Speaker, Turntable, Tent, Seats, Truck, 1 1/2 ton, cash \$650.00. F. A. HARGRAVE, Box 293, Crosby, Tex.

USED EQUIPMENT — ALL KINDS. TOPS FOR all concessions from cook house down. Popcorn, Candy Floss Machines, Juice Joints, Hamburg Grills, Stoves, Burners. Have to make quick sale. Write us your needs and price willing to pay. No reasonable offer turned down. CONCESSION SUPPLY CO., 1405 W. Bancroft St., Toledo, O.

YORK CUSTARD MACHINE — A-1 CONDITION; also Root Beer Barrel and one G. E. 3 Horse 1140 RPM Electric Motor. TURNER'S CONCESSIONS, 201 S. 14th St., Petersburg, Ill.

5 USED RUNNING POCKET AND WRIST Watches, American and Swiss, our assortment, \$7.50. B. LOWE, Box 525, Chicago, Ill.

400 PAIRS "CHICAGO" ROLLER SKATES, "Chicago" Skate Grinder. Public Address System. All in good condition. Write ROLLER RINK, Cadillac, Mich.

FOR SALE—SECOND-HAND SHOW PROPERTY

A BARGAIN — COOKHOUSE COMPLETE WITH new Tent. Will trade for good Hamburger Trailer. CHAS. CUDAHY, 954 E. Walnut, Frankfort, Ind.

ATTENTION, AERIAL ACTS — SWINGING Ladder complete, 25 ft. cotton rope Spanish Web, single Crane Bar and Serpentine. MAYBELLE KESTLER, 21 S. Honore St., Chicago.

BALL GAME RACKS — CATS, DOLLS, KIDS, Complete Portable Ball-Throwing Outfits, Ball Game Supplies. LAMANCE, 782 Marion, S. E., Atlanta, Ga.

FOR SALE—SIXTEEN AND TWENTY-FOUR Seat Chair Planes complete; Kiddy Aero Plane and Chair Plane. CALVIN GRUNER, Pinckneyville, Ill.

FOR SALE — BALL GAME, CATS, DEVILS Bowling Alley, Tops, Frames, Sound System. H. A., 76 Burnet St., Newark, N. J.

FOR SALE — FROLIC RIDE, NOW OPERATING Mission Beach, San Diego, Calif. \$500.00 will handle. JOSEPH ZOTTER, 423 12th St., Oakland, Calif.

FOR SALE — TWO BAND ORGANS. BOTH play Wurlitzer 48 key endless music rolls. Any reasonable offer accepted. ARTHUR KARSLAKE, 1308 Lincoln St., Lincoln Park, Mich.

KIDDIE AERIAL-MIXUP, \$200.00; 3 GASOLINE U Drive It Cars, \$200.00, or will trade. What have you? BILL STOPHEL, 11431 Fairchild Ave., Cleveland, O.

LOOP THE LOOP TRAPEZE, SLACK WIRE, new Head Balancing Trapeze Rigging, all Edward Van Wyck make. FOREST LITTLE, Route 2, Fremont, O.

NEW LAUGHING MIRRORS FOR PARKS, Carnivals, fairs, fun houses, museums, nite clubs. Small outlay, big returns. C. J. MURPHY, Elyria, O. ma3

SACRIFICE — 217 NEARLY NEW Upholstered Theatre Seats, section front, 30 feet wide; Electric Popper; Air Blower; Wiring. ROSIER, Mountain View, Mo.

SHORT RANGE LEAD GALLERY — BUILT ON trailer. Cost \$600.00. Greatest money maker out; \$195.00 complete, ready to go. JOHNSTON, 1019 Hays Park, Kalamazoo, Mich.

SIDEWALL BARGAINS—15,000 FEET, SLIGHTLY used. Seven feet high, \$18.00 per 100 ft.; eight ft., \$20.00; nine ft., \$22.00. Good as new; light tan. Half deposit required. MAIN AWNING & TENT CO., 230 Main, Cincinnati.

USED PARKER BABY "Q" TROUPER STYLE Machine for sale cheap. Write C. W. PARKER AMUSEMENT COMPANY, Leavenworth, Kan.

10x10 CENTER TENT — 16 OZ. CANVAS, used one season, perfect condition, thirty dollars. W. CAULDER, 100 Davenport, Detroit, Mich.

10x16 TENT WITH 7 FT. WALL COMPLETE, \$20.00; perfect 30x40 Top, \$90.00, with 8 ft. Wall, \$135.00; new 110' AC 1KW Light Plant, \$200.00. STEPHENSON, 448 Phoenix, Elmira, N. Y.

36" ANTI AIRCRAFT SEARCHLIGHT COMPLETE with its own Power Plant, and P. A. System, all streamlined and mounted on a new International Truck. Light beam can be seen over 50 miles. Will sell complete unit or will furnish operator and lease for season. STONER ELECTRIC WELDING WORKS, Ft. Dodge, Ia.

300 FEET 10 FOOT SIDEWALL, \$25.00 PER 100 ft.; 400 feet 7 foot Sidewall at \$18.00. All hand roped, almost new. Machine roped, cheaper. Tents, 20x30, 20x40, 32x32, 30x60, 50x80 and others. D. M. KERR MFG. CO., 1954 Grand Ave., Chicago, Ill.

MOTION PICTURE FILMS & EQUIPMENT

NOTICE

News and display advertisements of interest to roadshowmen will be found in The Billboard's new film department. Look for "Non-Theatrical Films" in the index on page 3.

A NEW 16MM. FILM LIST FOR SUMMER. Late releases. Equipment rental and sale. SWANK'S 620 N. Skinker, St. Louis, Mo. ap19

ABOUT ONLY ADVANTAGES DENNIS FILM BUREAU offers you for free shows are profits, satisfaction, permanence. Write Wabash, Ind., for catalogue. ap19

ATTENTION, OPERATORS — MERCHANTS' Free Movies. Biggest thing outdoor amusement world today. Talkie Programs, equipments rented. No. 603 Steuben Bldg., Chicago, Ill.

BARGAINS IN USED REBUILT PROJECTORS, Sound Heads, Amplifiers, Speakers, Opera Chairs, Screens, Spotlights, Stereophones, Rectifiers, Rewinds, Ticket Machines and Generators. Catalogue 5 free. MOVIE SUPPLY CO., 1318 Wabash, Chicago. ap26x

BIG PROFITS 16MM. ROADSHOWS — THEATRELESS communities. Complete sound equipment; money-making film programs rented weekly. Rich territories available. SOUTHERN VISUAL, Box 2404, Memphis, Tenn. ma31x

FOR SALE — 16MM. SOUND FEATURE PRINTS. City Limits (7) Ray Walker, \$49.00; Crashin' Thru Danger (7) Ray Walker, \$49.00; Danger Trails (6) "Big Boy" Williams, \$48.00; Girl of Limerlost (9) Marian Marsh, \$72.00; Girl of My Dreams (8) Mary Carlisle, \$40.00; Hot Off the Press (6) Jack LaRue, \$42.00; Little Red Schoolhouse (7) Frank Coughlin, Jr., \$56.00; Lucky Terror (6) Hoot Gibson, \$36.00; Knight of the Plains (6) Fred Scott, \$48.00; Nut Farm (7) Wallace Ford, \$42.00; Melody of the Plains (6) Fred Scott, \$48.00; Outlaw Rule (6) Reb Russell, \$48.00; Rustler's Paradise (6) Harry Carey, \$48.00; Speed Devils (6) Paul Kelly, \$42.00; Star Packer (6) John Wayne, \$48.00; Successful Failure (7) William Collier, Sr., \$49.00; Suicide Squad (6) Norman Foster, \$36.00; Sweetheart of Sigma Chi (8) Mary Carlisle, \$48.00; Swifty (6) Hoot Gibson, \$42.00; Trail of Terror (6) Bob Steele, \$36.00; When Lightning Strikes (6) Lightning, the Wonder Dog, \$60.00. All prints complete. Capable giving good service indefinitely. Priced F.O.B. Davenport, subject prior sale. Terms: Cash with order; 10% deposit, balance C. O. D. subject rewind examination. BLACKHAWK FILM LIBRARIES, Davenport, Ia. x

JOE E. BROWN, LINCOLN'S LIFE, WAR SUBJECTS, many others, 35 Millimeters reasonable. Will trade for 16 Millimeter Sound Film and Machines and 35 Millimeter Portables. MERTZ, Virginia, Ill.

LARGE SELECTION OF RELIGIOUS, WESTERNS, Action Features, 16MM, 35MM. OTTO MARBACH, 630 Ninth Ave., New York City. ap26

NEW AND LIKE NEW FEATURES AND Shorts—(35MM.) (S.O.F.) special productions. New free list. VICTOR FILM, Box 422, Cincinnati, O. my3

ROADSHOW MEN CAN SECURE COMPLETE Programs of 16MM. Talking Pictures from the world's largest library at ten dollars weekly. Machines and Screens furnished. IDEAL, 28 E. 8th St., Chicago, Ill.

Show Family Album



THREE MEMBERS of the Ringling-Barnum circus, snapped season of 1926 at Altus, Okla. Left to right are Al Sylvester, contortionist and member of the Four Comrades act; Bob Good, menage rider and horse trainer, and Elmo Sylvester, contortionist, all of Allentown, Pa.

SEARCHLIGHTS, SIZE 24 AND 30 INCH, WITH Generator Plant. 35 K.W. Generator D.C. 40 Ampere Arc Spot Lights and Klieg Floods. Bargains. LEE, 934 N. Lancaster, Dallas, Tex.

TEX RITTER WESTERNS — ALSO TWO REEL Slapstick Comedies. All new subjects, 35MM. only. Free list. STANDARD FILM SERVICE, Charleston, W. Va.

TRADE SIMPLEX PORTABLE 35MM. SILENT Projector, Lamp and two Public Address Systems complete with Turntable, Speakers, Mike, 6 volt and 110, for Concession Equipment. J. D. H., 1604 S. Campbell, Springfield, Mo.

WANTED — ONE 35MM. PORTABLE SOUND Projector (Synchrom film preferred). Also want 16MM. Films and Shorts. BOX 312, Waverly, Mo.

PHOTO SUPPLIES DEVELOPING-PRINTING

ALL 4 FOR 10c OPERATORS—CUT PRICE ON all Machines and Supplies. Full Length Camera. WABASH PHOTO SUPPLY, Terre Haute, Ind. ap19

ASK FOR LITERATURE ON THE NEW MARFUL Precision Enlarger-Reducer. Takes copy from 1 1/2x2 to 3x4. Enlarges up to 10x12 portrait size or reduces to 3/8 inch! Nothing like it on the market. Send for free catalog. MARKS & FULLER, INC., Dept. B31, Rochester, N. Y. my3x

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. my10x

FREE! EIGHT CHROMIUM FINISH DECKEL Edged Enlargements with each roll of film developed, 25c. GIANT FOTO SERVICE, Dept. BB, Lincoln, Neb. ap19

PROFESSIONAL AND IDENTIFICATION PHOTO Machines — Complete line of single, double, and full-figure models, enlargers and visualizers. A-SMILE-A-MINUTE PHOTO COMPANY, Salina, Kan.

ROLLS DEVELOPED — TWO PRINTS EACH and two free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1c. SUMMER'S STUDIO, Unionville, Mo. my3x

ROLLS DEVELOPED, PRINTED, 25c. FREE Enlargement. Everyone says they are best yet. Samples. Bags if needed. BLODGETT'S INDUSTRIES, Bristol, Vt.

4 FOR DIME OUTFITS — DOUBLE CAMERA for 1 1/2x2 and 2 1/2x3 1/2 photos, only \$25.00; 1 1/2x2 Camera, \$10.00; 2X 3 1/2x5 Camera, \$20.00; Enlarger for 5x7 and 3 1/2x5 enlargements, \$10.00; Center Panel, \$65.00; "Olson" Photo Machine, \$100.00. OLSON SALES CO., 315 9th, Des Moines, Ia.

ACTS, SONGS & PARODIES

LYRIC WRITERS, AMATEURS OR PROFESSIONALS, co-writer in producing songs. Send lyrics or examination; postage for reply. Address BOX C-94, Billboard, Cincinnati, O.

YOUR SONG REVISED, ARRANGED, PRINTED. Recorded, \$20.00; \$5.00 down, balance C. O. D. Send lead sheet. URAB, 245 W. 34th 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.

MOVIE STARS' SLIGHTLY USED CLOTHING — Suits, Gowns, Dresses, Coats, Slacks. Large Mixed Bundles, \$5.00 and \$10.00. Send size with money order. J. MOSS, 6115 Fountain Ave., Hollywood, Calif. x

SCENERY AND BANNERS

BEST CARNIVAL SIDE SHOW BANNERS AND Modern Pictorial Panels. Positively no disappointments. NIEMAN STUDIOS, 1236 S. Halsted St., Chicago, Ill. ap26

MAGICAL APPARATUS

A LATEST 216-PAGE ILLUSTRATED PROFESSIONAL Magic Catalogue of Tricks, Books, Supplies, Ventriloquial Figures, etc., 25c. KANTER'S, B-1311 Walnut, Philadelphia, Pa. ap26

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. ap26x

BARGAIN LISTS FREE — HUNDREDS TRICKS and Illusions at half price. Get yours now. Don't delay. EXCEPTIONAL MYSTERIES, Marion, O.

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City, N. Y. ma3x

TRANSMITTER AND RECEIVER — CONCEALABLE on the body of two people, for mind-reading act, private investigation work, etc., \$135.00. Slightly used. NELMAR, 2851 Milwaukee, Chicago.

\$75.00 SUBSTITUTION TRUNK, \$27.50; DOLL House Tables; lots of apparatus in trunk, \$50.00. ECKAM, 1407 E. Main, Rochester, N. Y.

TATTOOING SUPPLIES

BIGGEST OPPORTUNITY IN TATTOOING now! Outfits, Supplies, guaranteed Remover. Full instructions included. Write TATTOOING SUPPLY COMPANY, 651 South State, Chicago. ap19x

ANIMALS, BIRDS, REPTILES

ANIMALS, BIRDS, AND SNAKES FOR SHOW folks — Now contracting Trained Wild Animal Acts for coming season. SNAKE KING, Brownsville, Tex. ma3x

ANIMALS, BIRDS, REPTILES — WRITE FOR large free all new 1941 Spring Catalog, now ready. MEEMS BRDS. & WARD, Oceanside, N. Y.

DOGS AND PUPPIES — SOME NICE SCOTTIE and Wire Hair Puppies. We also specialize in selling spayed females, which are the ideal pets, especially for stage and show people. Can furnish them in a variety of breeds. Write for details. SELANNA KENNELS, Chestnut St., Selinsgrove, Pa.

FRESH STOCK — BOAS, 5', \$5.00; AFRICAN Green Rattlesnakes, 5', \$5.00; Mexican King Cobras, \$5.00; Diamond Back Rattlesnakes, \$10.00 den; Harmless Snakes, \$10.00 den; Black Iguanas, \$3.00; Mexican Bearded Lizards, \$10.00. WORLD'S REPTILE IMPORTER, Laredo, Tex.

HIMALAYAN SLOTH BEAR—WONDERFUL ATtraction, \$100.00; Giant Red Tegu Lizards, \$25.00; Ostriches, \$75.00; Monkeys, \$18.00 up; Big Snakes, \$35.00. Various other Animals, Birds, etc., all on hand. WHIP-POOR-WILL GAME FARM, Rockville, Md.

LIVE ARMADILLOS, \$2.50; PAIR, \$4.00 — Guaranteed feeders. Mother and Babies, \$9.50. Armadillo Baskets, Lamps, Novelties. APELT ARMADILLO FARM, Comfort, Tex. x

MEXICAN DONKEYS (BURROS), TAME FOR children to ride on, baseball play, polo play, \$18.00 each. Mexican Saddles, beautiful for children, complete, \$20.00. NATIONAL PRODUCTS COMPANY, Laredo, Tex.

OPERATION NECESSITATES SACRIFICE — First \$150.00 gets my three highly educated Rhesus Monkeys. Hand Balancing, ground and aerial Somersaults, Tricycle Riding; many other tricks covering thirty minute routine dressed. Price includes Pictorial Banner, Props, Wardrobe. DOC HOWELL, 4721 Second, Louisville, Ky.

PEAFOWLS — GREEN, WHITE, AND BLUE; Hand Raised Rhesus Monkeys, smart and healthy; Parrots, Macaws. OLYMPIC GAME FARM, Grand Junction, Colo.

WANTED — PAIR OF YOUNG LLAMAS. State color, age, sex and price. HOWLING DOG FARMS, Saranac Lake, N. Y.

SIX LEGGED CALF — EXTREMELY HEALTHY. Eight weeks old. Legs fully developed. C. L. MILLER, Waynesfield, O.

300 LB. TRAINED N. A. BLACK WRESTLING Bear, Collar, Chain and Muzzle, \$50.00. Come and get him. "BEARMAN," 701 Dupont, Flint, Mich.

PARTNERS WANTED

BUSINESS MANAGER-PARTNER WANTED FOR large private well-established music school in rapidly growing industrial center. Business demands so heavy owner needs an aggressive assistant. BOX C-95, Billboard, Cincinnati.

LYRIC WRITER DESIRES TO FORM A TEAM with a young Composer. Popular music. Write stating details. B. DILBERT, 387 Lippincott, Philadelphia, Pa.

SOBER MAN OR WOMAN — FOR BIG BANNER line freak show. Sell half interest reasonable, or all. Have money-getting show, plenty freaks, banners, etc. Also want sober, dependable (unencumbered) woman partner, 38 to 40 years, for novelty platform trapeze act (low rigging). No high hatter wanted. CHAS. LACROIX, 1304 S. Anthony, Blvd., Ft. Wayne, Ind.

WANTED — PARTNER FOR SMALL MOTOR Circus, Pacific Northwest; \$1,200 cash to be invested in additional equipment to enlarge present show. Want Agent with car. Acts, other useful people. For sale, 16MM. Film. BOX C-90, Billboard, Cincinnati.

HELP WANTED

BANDS, COCKTAIL UNITS, STROLLERS wanted for hotels. Union. Rush photos, data. CONSOLIDATED ORCHESTRA SERVICE, Altamont Apartment Hotel, Birmingham, Ala.

BLACKFACE, MUSICIANS, SISTER TEAM, Chorus Girls, Canvas Boys. Cannon's Comedians, week stand tent show, opening May 5 West Virginia. State lowest. FRANK CANNON, 144 Baltimore St., Hanover, Pa.

CLOWN WANTED FOR MY TRIO, COLE BROS. Circus. Young, single, out of draft. State height, weight, age, salary. Everything furnished. ARTHUR BORELLA, 1225 Ave. E, Galveston, Tex.

FIRST TRUMPET, STRING BASS, BOTH FEATURING voices; Accordionist, Society Piano Man, Drums doubling Vibes. State lowest. BOX C-89, Billboard, Cincinnati.

FOR SUMMER SEASON OPENING MAY 19 — Med Performers all lines, good Office Worker. Have opening for clean, useful Concession Worker. DOC KIRBY, 2000 E. 52 St., Indianapolis, Ind.

GIRL WANTED FOR TRAPEZE ACT — SEASON booked solid; salary \$40.00. RAYE NELSON, 23 Nelson Ave. Reading, Mass.

GIRLS — CHORUS, SPECIALTIES, STRIP Tease. Steady. Fourteen dollars. State all, inexpensive photo. GILLIS THEATRE, 5th and Walnut, Kansas City, Mo.

LADY CASHIER — UNENCUMBERED. SEND photo. Also want man and wife for carnival concession. BOX NY-21, The Billboard, 1564 Broadway, New York. ap26

MECHANIC FOR CONSOLES, SLOTS AND FREE Plays. Good salary to experienced man. References. Address BOX 92, Steubenville, O.

NEED IMMEDIATELY — STRICTLY SOBER SAX and Trumpet. Reliable jobbing band. 2622 Homan Ave., Waco, Tex.

SIDE SHOW PEOPLE, FREAKS AND WORKING Acts of all descriptions wanted. Contact at once. CLIFF PATTON, Bazinet Shows, Minneapolis, Minn.

TENOR SAXOPHONE AND CLARINET — PREFERRED Singer. Write; state all. AL MENKE, Fairmont, Minn.

VERSATILE COMEDY TEAM DOING SINGING, Dancing and Musical Specialties. Able to produce good concerts. Hillbilly Band and Musicians. Boss Canvasman for variety tent show. FRANK LEE, Apt. 105, 11640 Belleterre, Detroit, Mich.

WANT OPERATOR THAT UNDERSTANDS portable machines and conditions under canvas. Comedy Team, change for week. State salary; pay your own. Write what you can and will do. CHARLIE HUNTER, Lanes, S. C.

WANT BOOKING AGENT—CAN BOOK THE world's best animal acts; different from all others. CARROLL GLASSCOCK, P. O. Box 162, Floresville, Tex.

WANTED — GIRLS FOR WESTERN UNIT. Accordion Player, Bass. Girls double given preference. Must be respectable. Steady work in theatres. Contact RAY SALZER, General Delivery, Syracuse, N. Y.

WANTED — 6 TO 10 PIECE NON-UNION String Orchestra; 40 hours weekly, entire summer season. DUDE RANCH, Atlantic City, N. J. ap26

WANTED — EXPERIENCED FERRIS WHEEL Man to handle No. 5 Eli. Write CHARLES J. CASEY CO., INC. 1881 Park St., Hartford, Conn.

WANTED — A SMALL INDOOR CIRCUS ACT for evening of May 7 at Rome, N. Y. Address JOSEPH BOTTINI, Rome, N. Y.

WANTED — EXPERIENCED, CAPABLE YOUNG Lady for Tinting Table. Must be A-1. Salary and percentage. Also Dark Room Boy. JERRY'S STUDIO, Box 86, Forest Hill, La.

YOUNG LADY — TRAVEL, TRAILER, Ambitious, convincing Talker. Photo work. Experience unnecessary. Eighteen. Might consider man. Georgia Crackers, write. MRS. LOTTIE TAFT, care Maryland Stock Co., 219 N. Liberty, Baltimore, Md.

WANTED TO BUY

BUY OLD PISTOLS, MUSKETS, SWORDS, DAGGERS, ARMOR—Opportunity. Customer clean out unwanted stock. ROBERT ABELS, 860 Lexington Avenue, New York. ap19x

GLAMOUR FREE PLAY MARBLE MACHINES—State condition and best prices. Also number. RICE NOVELTY CO., Crowley, La.

FEATURES AND SHORT SUBJECTS. 35MM. Sound; small portable 110 A.C. Light Plant. LEROY MITCHELL, M. & M. Tent Show, Verdell, Neb.

WANT USED TENTS 40x90 AND LARGER—State all particulars first letter. Age, condition, color, make, with or without sides or poles. Pay cash. Tent companies, send lists. BOX C-87, Billboard, Cincinnati.

2 ABREAST MERRY-GO-ROUND—GOOD CONDITION. Price must be right. For sale, 3 8x14 Concession Tents, Frames, Wheels, one complete Radio Wheel, all in good condition. TONY SANTO, 1779 E. 9th St., Cleveland, O.

At Liberty Advertisements

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AT LIBERTY ACROBATS

AERIALISTS—YOUNG MARRIED COUPLE DO Rings, Traps, Teeth Swivel, Perch, Muscle Grinds. Man also does Handstands, Levers. Ages 22-23. BOX C-77, Billboard, Cincinnati. ap19

Boy wishes to learn Wire or Acrobatics, Front Conformation, Age 18, weight 135. Karl Vogel, 5520 Wells Ave., St. Louis, Mo.

Two Boys Doing Tumbling—Slack Wire. Ages 15 and 17. Price and photo on request. Evans Bros., 5705 Florida Ave., Tampa, Fla. ap26

AT LIBERTY AGENTS AND MANAGERS

MANAGER FOR RIDES AND CONCESSIONS—Park or beaches. Ten years' experience. Sober and reliable. Consider any reasonable offer for summer. I. M. RAMSEY, 924 W. Trinity Ave., Durham, N. C. ap26

TRAVELING ORCHESTRA BUSINESS MANAGER, now with nationally known name band, desires to make a change. Experienced handling all business with unions, radio stations, booking offices, transportation, payroll, insurance, taxes, etc. Over draft age. Best references. R. W. JONES, 4120 N. Ashland Ave., Chicago, Ill.

AT LIBERTY BANDS AND ORCHESTRAS

AVAILABLE APRIL 18—OUTSTANDING UNIT. "Mr. and Mrs. Rhythm" and Their Orchestra, 4 pieces, completing 20 weeks present location. Unit features two Pianos doubling Celeste, Sol-o-Vox, Sax double Clarinet, Drums. 4 feature voices, one sings in Spanish. Library includes classics, pops, oldies, all specials. Cut shows, units intimate style; best suited hotels, cafes, cocktail lounges. Have photos, publicity. Agents, bookers, take notice. ORCHESTRA, Hotel Powell, Galveston, Tex.

RED BLANCHARD'S RADIO GANG NOW BOOKING spring and summer one-night engagements in Wisconsin. Electric Guitar, doubling Fiddle; Accordion, Bass, Trumpet, and Drums. Vocal Trio. Novelties and plenty of entertainment. Dance or entertainment, old time and modern. Flashy window cards. Best sound system. Union. Can add Girl Singer or extra man if wanted. On the air every morning 6:30 to 8:00 and noon hour. Contact RED BLANCHARD, Talent Director, WFHR, Wisconsin Rapids, Wis.

AT LIBERTY BILLPOSTERS

2-AA BILLPOSTERS—

Thoroughly experienced, capable, sober and reliable. Handle any equipment, do any type construction. Can work anywhere, together or separately. BOX C-78, Billboard, Cincinnati. ap19

AT LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY — BOSS CANVASMAN, 20 YEARS' experience. Exempt from draft. My salary your limit. W. H. BYRD, Coats, N. C. ap19

DOR-ACE TROUPE—DANCING STILT WALKER. Rubes, Producing Clowns. Indoor or outdoor events. DOR-ACE TROUPE, care Billboard, St. Louis, Mo. ap19

HALF AND HALF — APPLY TO DONALD COOK, 60 New Park, Lynn, Mass. my3

THREE CLOWNS—5 ACTS. GO ANYWHERE. Great for units. Address RIDICULOUS TRIO, Billboard, Chicago. my3

WANT TO HEAR FROM A SMALL CIRCUS or a reliable carnival, or a park. I have a 1-Ring Circus of dogs, pony, monkey, cats and birds. I have my own transportation. Write or wire full particulars. CAPT. IRWIN, care General Delivery, Suffolk, Va.

Notice, Reliable Agents and Managers—Comedy Magic, Punch and Judy, Electric Act and Name Calling Mental Act, for sideshow, schools, clubs, churches, fairs, parks, theatres and private entertainment. Laughs galore on any program. Cortland Winston, 169 Lewis Ave., Brooklyn, N. Y.

AT LIBERTY COLORED PEOPLE

Want—Job with Cole Bros.' Circus as Porter or Waiter. William A. Royster, 2916 Jay St., Detroit, Mich. ap26

Wanted—To cook for small outfit. Can do Singing and Talking Specialties, male or female. Vaughn Dell, 50 Penna Ave., Uniontown, Pa. ap26

AT LIBERTY DRAMATIC ARTISTS

Team—Lady. Gen. Bus. Characters. Man. Gen. Bus. Characters. Good appearance, ability, experienced, specialties. R. F. Lewis, 64 W. Ontario St., Chicago, Ill.

Team at Liberty—Character. General Business, Singing and Talking Specialties. Woman doubles Piano. Furnish our own music for double songs. Good wardrobe. Sober, reliable, experienced. Reasonable salary. Have car and house trailer. Address W. Leroy, General Delivery, Bushnell, Ill.

AT LIBERTY MAGICIANS

AT LIBERTY — HIGH CLASS MAGICIAN. Suitable for schools, churches, clubs, etc. Hour and half show. No carnivals. If you have nothing definite save your time. Write C. E. KEYSTONE, Springboro, O.

AT LIBERTY MISCELLANEOUS

CHAUFFEUR, HANDY MAN — SINGLE COOK. Consider small unit. BOX C-82, Billboard, Cincinnati, O.

DIRECTOR WITH AN ASSEMBLED CAST AND scripts available for a good spring and summer stock location. Have Hollywood and New York background. Write full details in first letter. BOX C-93, care The Billboard, Cincinnati, O.

Girl Roller Skate Flyer—5 years' experience, travel anywhere. Age 22, blonde, 112 lbs. Doing both Swivel Tricks, Ruth Dell, 2717 Jackson Blvd., Chicago, Ill.

Woman With 6 Feet of Hair—Demonstrate for some big hair tonic manufacturer. Eastern territories preferred. Have car and trailer. Will give details in letter. Address Mrs. Ethel Farewell, 4925 V St., Sacramento, Calif. ap26

AT LIBERTY M. P. OPERATORS

MOTION PICTURE OPERATOR, EXPERIENCED on R.C.A. unit, will take position as operator or assistant anywhere. JOHN McDONOUGH, 38 Clinton St., Yonkers, N. Y. ap26

AT LIBERTY MUSICIANS

AT LIBERTY—TRUMPET, all essentials. TRUMPET, Milner Hotel, Hattiesburg, Miss.

ALTO SAX, CLARINET—PLAY FIRST OR Third. Experienced, young, sober, reliable. Good reader, tone, take off. Go anywhere. ANDREW BARBERELIS, 560 Lafayette St., Baton Rouge, La. ap19

ATTENTION—HOTELS, TAVERNS, COCKTAIL lounges. Pianist and Sax, both Vocalists. Good entertainment our specialty. Consider all deals. ZELDA AND ROY, 2-11 Club, Winona, Minn. my3

CONCERT BASS DRUMMER—FORMERLY OF famous Armo Band, desires locating in good industrial band. Age 36. JOHN BALLAY, 1728 Columbia Ave., Middletown, Ohio. ap19

GIRL ALTO SAX, DOUBLING CLARINET AND Vocals. Wish replies from organized band only. Union. BOX C-84, Billboard, Cincinnati, Ohio. ap26

GIRL TRUMPET — EXPERIENCED STAGE AND dance work. Union. Young. Desires position in organized band only. Good reader, fine tone, reliable. State salary. BOX C-83, Billboard, Cincinnati. ap26

H A M M O N D ORGANIST — EXPERIENCED cocktail lounge, hotels, restaurants, taverns. Distinctively styled dinner, dance music, community singing. Hardworking, sober, dependable and also a gentleman. State full particulars in first letter. Address BOX C-86, care Billboard, Cincinnati.

STRING BASS — YOUNG, MODERN, SOLID, thoroughly experienced, reliable. State all. BILL LEEK, Athens, N. Y.

TENOR SAX, ALTO, CLARINET, VIOLIN, Vocalist desire location with a reliable band. Sight read Second or Third Sax, plenty of take off, very modern, reliable. Best offer gets. State particulars. JACK WALLACE, 916 2d St., Dixon, Ill.

TRAP DRUMMER — EXPERIENCED IN ALL lines. Trouper. Not subject to draft. Anything considered. State all. Sober and reliable. HARRY (DOC) RICHARDS, Box 236, care Billboard, 1564 Broadway, New York.

TROMBONE — GOOD RANGE, TONE, READER. TUBBY ARMSTRONG, Fairmont, Minn.

TRUMPET—EXPERIENCED BAND, ORCHESTRA. Sober. Prefer stage unit. F. BELL, 806 Howard Ave., Altoona, Pa.

Acc Alto Sax, Clarinet—Read or anything. Available May 1. Prefer location in Kentucky. Deferred in draft. No panics. Don't wire. Reliable only. Write John Kidwell, Crittenden, Ky. ap26

At Liberty — String Bass, Guitar, Married, union. Plenty experience. Prefer small cocktail combination. Location desired; anything reliable; no panics. R. Mears, McKelvey St., Sandusky, O.

Drummer at Liberty—Age 29, plenty experience. New outfit and car. Go any place. Draft "exempt." Wire or write Musician, 420 Stanley Ave., Columbus, O.

Music Teacher — Violin, Banjo and Guitar. Fifteen years' experience in class teaching. Married man. 40 years old. Will accept position in any town. Box C-92, Billboard, Cincinnati, O.

Piano-Guitar Team—Two men, extra good musicians. Modern dance rhythms and entertainment features. Guitar has electrical pick-up, doubles Banjo for hot numbers; also does Vocal Choruses. Nice Tenor Voice. Piano, exceptional player, doubles Musical Bottles, a musical feature; Announcements, Hammond electrical instruments if you have any of them. Organ, Novachord, Solovox. Both read music, comprehensive library. Sober, reliable, well dressed, good mixers, nice personalities. Experienced hotels, grilles, summer resorts. Write particulars first letter. "Bob and Tiny," General Delivery, Geneva, N. Y.

Tenor Sax, Clarinet—Would like location. Do other work on side. Will troupe; out of Draft. Walter Cate, 306 W. Morrill, Jackson, Mich.

Trombone — Experienced, modern, tone, range, imbrating, reading good. Transpose Sax parts. Dixie, sweet and go. Neat appearing, young, reliable, sober. Consistent at all times. Location or territory. Union. Write Musician, 1027 Sherman Ave., Coeur d'Alene, Idaho.

Trombone on Short Notice—Wife and two children. conscription deferment. Arrange any combination. Consistent high range. Good solid Bass register. Dixieland go. Follow anybody, guaranteed sight reading. Trombonist, Sigel, Ill.

AT LIBERTY PARKS AND FAIRS

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. my10

BALLOON ASCENSIONS

for all occasions. JACKSONVILLE BALLOON CO., Jacksonville, Ill. ap26

FOR FREE ACTS — BOB

FISHER'S FEARLESS FLYERS, Billboard, Cincinnati. my17

HIGH POLE AND TRA-

peze Act. DE POLO, 1810 Perkiomen Ave., Reading, Pa. ap19

AERIAL CIRCUS ATTRACTIONS — SWINGING Ladder, Novelty Trapeze, Web, Double Trapeze, Hand Balancing, Teeterboard, Table Rock, Clowns. Youthful, good appearance. ERV LANGE, Turner Hall, Sheboygan, Wis. my10

FOUR HIGH-CLASS ACTS — WORLD'S BEST Wire Act, real Comedy, Tramp Juggling Act, Novelty Trapeze Act, Hand-Balancing and Acrobat Act. BINK'S CIRCUS ATTRACTIONS, Route 1, Cudahy, Wis. ap26

HIGH POLE AND TWO STAGE ACTS — BOX C-75, The Billboard, Cincinnati, O. ap26

JAMES COGSWELL—CLOWN STILT WALKER, for parades, celebrations, fairs. For prices, write 1433 Rose St., Lincoln, Neb. ap26

THREE CLOWNS—LAUGHING SUCCESS TWO Continents. Work anywhere. Address RIDICULOUS TRIO, Billboard, Chicago. my3

Aerial Cowdens — Lady, Gent. Three snappy Free Acts. Double Trapeze, Comedy, Revolving Ladder, Swinging Ladder. Flashy appearance. Literature, price on request. Address Billboard, Cincinnati, O. ap26

Attention, Theatrical Agencies, Managers — Three Tomlinson Brothers, for every occasion and budget. Comedians, union musicians, professional entertainers. Sing, Tap, Eccentric Dancing, Club Jugglers; Baton, Rope Twirling; play ten different instruments; Comedy Blackface Sketch, Clown, Punch-Judy, Ventriloquism, Community Singing, Amplifying system. Extensive wardrobe. Circular mailed. 3600 Addison, Chicago. Keystone 8491. my10

Charles La Croix — Outstanding Novelty Trapeze Act. Available for indoor events. Can erect my attractive nickel-plated upright apparatus under most any low or high ceiling. Large advertising posters free. Original act. Drawing card. Price reasonable. Also available for outdoor events, fairs, celebrations, etc. (Platform Act.) Address Charles La Croix, 1304 S. Anthony Blvd., Fort Wayne, Ind.

Clown of Merit—Offering many different characters. Also full line of America's greatest All Whiteface Work, Grand Stands, Strolling Clowns. Lead local bands, do Comedy Drum number. Producer of laugh provoking numbers. Look and act the part. Plenty to offer. Roy Barrett, Hotel St. Regis, Chicago. ap26

Hello, Everyone—Managers, Secretaries, Friends and Knockers, I am offering my Four People Circus Unit of comedy and straight Novelty Acts; also Clown Bits. Bigger and better this season. Have few dates open for the summer. Clod Harrison, Billboard, Cincinnati, O.

Panahaska's Society Circus — Dog, Pony, and Monkeys, featuring the Act Beautiful, the Famous White Cockatoos, Military Marches. Produced by the only original Prof. Panahaska. Address: Circus Headquarters, Geo. E. Roberts, Manager, 3504 N. 8th St., Philadelphia, Pa. Sagamore 5536.

AT LIBERTY PIANO PLAYERS

PIANIST — PREFER SHOW. ABILITY, Appearance, experience. No drinking. PIANIST, R. F. D. 1, Box 81, Idaville, Ind.

PIANIST — SHOWS ONLY. EXPERIENCED, read. Neat, age 38. MAURICE LUCKETT, Eddyville, Ky.

PIANO — DESIRES LOCATION WITH A GOOD band or will play alone. Young, sober and reliable. Go anywhere. Sight read and modern take off. Write or wire TOMMY SPRAKER, 911 7th Ave., Sterling, Ill.

RHYTHM PIANIST — EXPERIENCED, MODERN dance style, light classics, read. Free May 29. Write JACK HOWARD, Mount Berry, Ga.

Pianist — Union. Just past draft age. Schooled musician. Years of experience in concert and dance work. Desire location in Oregon or Washington. Will accept day job with music as side. Pianist, 401 Arch St., Little Rock, Ark.

AT LIBERTY VAUDEVILLE ARTISTS

At Liberty—Three versatile performers. Two men and one lady. Comedians, Singers, Cowboy, Hill-billy with Guitar, Magic, Contortion and Escape. All do singles and doubles. Trio work in acts or can produce change for one or two weeks. Best of wardrobe. Sober and reliable. Young man, do Straights; other man, Comedian; lady, Straights or Character. All sing. State best offer in first. Walter, Molly and Pat King, care Harris Theatre, Dillsburg, Pa.

At Liberty for Mel. Rep or Vaudeville—Versatile work in bits and afterpieces. Song and dance specialties. Double Drums in orchestra. Please state best salary and full particulars. Write or wire Roy Wyatt, 221 S. Lincoln, Ponca City, Okla.

At Liberty—Lady Singer, Dancer, Talker; change 2 weeks. A-1 in Acts, Bits. Need ticket. Want reliable engagement with med. tent or vaudeville show. Dependable, reliable, and a lady. Gussie Flamme, General Delivery, Toledo, O.

At Liberty—Fake Piano Player, Guitar; Specialties, including Dancing, Comedy, Novelties, Singing, Harmonica, Parts in Acts. Experienced, young, free of draft for summer season. Gilbert Conway Boyd, General Delivery, Indianapolis, Ind.

Clown Cop — Bingo Sunshine, King Comic of Circus Ring, for parades, celebrations, fairs or circuses. Good clean clown specialties. Address 4502 Packard Ave., Cudahy, Wis. my23

E. R. Gray's Attractions—Twelve Vaudeville and Circus Acts. Six ladies, four gents. Triple Bar Act, Rolling Globes, Contortionist, Roman Ladders, Skating Act, Comedy Acrobats, Swinging Ladders, Slack Wire, Dog Act, Posing Act, Singing and Dancing. Can be booked as a unit or separately. Address Ross and Keck Ave., Evansville, Ind. ap26

Four Acts—Muscle Control and Strong Man Act; 1,000-pound horse supported by a 150-pound man. Twice featured in "Believe It or Not." Expert Rope Spinning and wonderful Educational Horse Act. Nice Acrobatic and Contortion Act. Very unusual. Lestad's Attractions, Elkhorn, Iowa. ap26

Jaxon's Attractions — Two outstanding features, Ambassador on High Stills Parades, Walkarounds; top-notch Ventriloquist Act, perfect technique. Address Bob Shaw, Regent Theatre Bldg., Springfield, Ohio. ap26

The Guthries — Four different Free Attractions. Dancing, Flight Wire, Balancing Trapeze, Fun Jaw Butterfly and Double Trapeze. Lady and Gent. Beautiful wardrobe. Reasonable. Care The Billboard, Cincinnati, O. my3

Link, Bob
Linwood, Milo
Little, Jack
Lockwood Jr., Jack
Logan, Harry
Lofan, Ray
Lofstrom, Wm.
London Trainway
Lopez, Pedro
LORD, JACK
LORDLAW, DELBERT
LORRELL, JOHN
LORRELL, JOHN
LORRELL, JOHN
Lorver, Curley
Lowry, Robt. H.
Lundquist, Leonard
Lungren, Eddie
Luttrell, Sam
Lynch, Eddie J.
Lyon, B. L.
MacKnight, H. A.
McBride, John R.
McCann, Jimmy
McCarthy, Roy C.
McCarthy, Charlie
McCarthy, Pat
McClain, Edwin E.
McCormick, Jas.
McCoy, Jack
McDaniel, Terry
McDaniels, Billy
McDonald, Jack D.
McDONALD, REID LEROY
McDonald, V. F.
McFarland, Jack
McFarland, Tope D.
McGee, Jimmie
McGill, E.H.
McGill, J. Walter
McGill, Leo
McGIRE, RICHMOND
McKAY, GLENN
McKAY, GLENN
McKee, John
McKinley, Joe
McKinney, Thos.
McLam, J. Thomas
McLaren, John
McLaren, Michael
McLaughlin, Del
McLean, Sam D.
McMullen, John L.
McPEAR, JAMES
McPherson, James
McPherson, J. R.
McWorter, Joe
Mack, Hughie
MACKLEY, CHAS.
Maddox, David R.
Maden, John H.
Masee, Joe
Masse, Ernest
Mazury, Paul
Mahan, Bob
Maialo, Jimmy
MAKLEY, WILSON F.
MALLERY, RICHARD
Mallory, O. V.
Malmberg, Walter
Mancini, Lina &
Mansfield, Lorenzo
Mansfield, Frank
Marasco, Richie
Marcello, Charley
Marcus, Marvin
Margolies, Louis J.
Marks, Pete
Marks, Steve
Marlow & King
MARLOW, EARL R.
Marshall, Harold
Marshall, Jack
Marshall, Sam
Marshall, Troy R.
MARTEL, CAMILLE JOS.
Martene, H. R.
Martin, Chas. H.
Martin, Frank R.
Martin, Geo. O.
Martin, Herb
Martin, Tommy
Martin, Willis
Martone, Tony
Massey, Sam
MASSON, ADOLFO F.
Mateo, Frank
MATHEWS, ROBERT
MATHEWS, ERT P.
MATHEWS, JAMES
Mattison, Vincent
Matlock, W. M.
Maushardt, Ernest J.
Mayman, Gilbert &
Maynard, Amanda
Mayo, Carl T.
Mayo, Willie
Medcalf, Jim L.
MEDLEY, THOMAS
MECH, BEN RAY
Meehoff, Buddy
Melton, James
Melville, Ralph
Mennetti, Eddie
Mertz, Roy
Metro Show
Meyers, Gypsy Bob
MEYERS, JOSEPH
Mifflin, Billy
MILLER, ART
Miller, C. M. Red
Miller, Cole
Miller, Happy Jack
MILLER, HARVEY A.
Miller, Jas. Terrieri
Miller, Jerry
MILLER, JOHN L.
Miller, Paul &
MILLER, RALPH
MILLER, RICHARD R.
Milliken, Geo. P.
Millon, Eddie
MILLS, MADISON
MINER, BERT
Mitchell, Alex
MITCHELL, BOB
MITCHELL, DICK
Mitchell, Chas.
Mitchell, Frank J.
Mitchell, George J.
Mitchell, Leo
MITCHELL, MICHAEL
MITCHELL, RUSSELL EMIL

Mitchell, P. G.
Mitchell, T. S.
Mittendorf, Louis
Mix, Art
Moe, Arthur
Moto Minstrels
Monahan, Pete
MONTELLO, JAMES T.
Montgomery, S. W.
Montomaro, Pancakes
MOORE, HAROLD
Moore, John
Moore, Shandra
Moore, Patrick H.
Moore, Paul R.
MOORE, RALPH
MOORE, EVERETT
Moore, Roy R.
MOORE, THOMAS
Moran, John J.
Morgan, Charlie
Morgan, Jas. N.
Morgan Sr. Joe
Morgan, W. E.
MORLEY, DON-ALD V.
MORRIS ALLEN
Morris, Elmer
MORRIS, JAMES
MORRIS, JOHN
Morris, Tex Jacques
MORRISON, ROBERT P.
Mort, Joe
Motley, Ernest
Moss, Lee
MULLA, JOHN
MURDOCK, WM. S.
MURPHY, JOE
MURRAY, THOS.
MURRAY, LEROY
MROFCHAK, GEORGE
MULLIN, JOHN F.
MURDOCK, ROBT. K.
MURPHY, DONALD
MURPHY, PAT
MYERS, LUCKY
MYERS, VEE
Myrka, J. M.
Naidrett, Stanley
Nail, Tinsley
Naro, Sam
Nation, Jack H.
NAUGLE, MICHAEL
Nelson, Jim
Nelson, Morris
Neubauer, Carl E.
Nevans, F. M.
New, Bert
Newham, Gordon M.
Newman, Clyde
Nicholas, Leo
Nichols, Chet
Nick, Kansas City
Nix, Grady
NIXON, EZRA
FRANK
Noble, Bill
Norton, Bill
Nurt, Ernest H.
O'Brien, Geo. F.
O'BRIEN, JAS. PAT
O'BRIEN, MICHAEL
O'Brien, W. R.
O'Brien, Jerry
O'Connell, Thos.
O'Connell, Sunshine
O'Connell, Pete
O'Dell, E. T.
O'Dell, Mannel
O'Diamonds, Capt.
O'Malley, Ed
O'Neal, Blady
O'Neil, Geo. G.
O'Neil, Frank J.
O'Shea, Pat
O'Leary, Tex
O'Leary, Geo.
Okie, Hubert
Okla. Curley
Olympia Boys
Ormsby, Roland
ORNEALLAS, JOS. G.
Orth, Joe
Orsborn, Jas. L.
OWEN, GEORGE
Owings, Robt.
OWN, GEORGE
Packard, A. J.
PAINTER, ROBERT
Palemont, W. E.
Palumbo, Mickey
Parent, Art
PARK, GEORGE
Park Jr., Jos. C.
Parker, Edw.
Parker, Ray
PARR, JOS. HAROLD EARL
Pepper, Pinky
Parrott, George
Patrick, Ted
Paul, Geo.
Paulert, Albert
PAYNE, RAY
Paynton, Harry T.
Pembroke, Douglas
Perkins, A. H.
Perkowski, John
Peters, Wm. R.
PETERSON, JAMES
Petrella, Louis
PETTUS, RANDOLPH
Pfeifer, F. W.
Pflister, R. C.
Phil & Bonnie
Pickens, Noble
Pickert, Rolly &
Pierce, Maurice
Pierce, Ross
Pigs, Lucian
Pike, Bill
Plyboys, The
POLK, MILTON L.
POMOVENI, ART
POMPONENI, ANTHONY
Pope, Frank C.
Porter, Alvin
PORTER, EARL
PORTER, O.
POSELY, JAS. HENRY

Shook, Eulin
Shore, Al
Shriver, Salem E.
Shrum, Cal
Shubert, Albert
Siebrand, John
Signaigo & Rossi
Silver Fun Show
Silverlakes, The
Silverton, Lewis
Silvers, Jack
Simons, Bert & Ruth
Simpson, Rollo
Singer, E. H.
Singer's Edgerts
Singer, Danny
Sink, Frank J.
Sink, Staley M.
Sizemore, Logan
Skelton, Cap.
Skelton, Red
Skidmore, Skippy
Slusser, Ed
Smallwood, Bob
Smit & Smit Co.
Smith, Bob
Smith, Chas. O.
Smith, Clarence & Mrs.
Smith, Dick
Smith, Doc Tom
SMITH, DAVID
Smith, Eddie
SMITH JR., GEO. EDWARD
Smith, Geo. L.
Smith, Lloyd
Smith, Robt. M.
Smith, Sid
Smith, Thos. E.
SMITH, WILLIS C.
Smucker, Bannie
Snider, Col. Billy
Snider, Jennings
Snider, Shorty
Snider, Howard
Soldwell, Dutch
Soma, Leslie
Sonell, A. A.
Sordet, Sr. Henry
Sorger, Steve
Spaehl, E. J.
SPARKS, JOSEPH
Speigle, Daniel
SPERK, JOS. F.
SPRICK, Capt. ALBERT
SPRAGUE, PAUL D.
Spring, Tony
STACEY, MICHAEL J.
Stamper, Kid
STANLEY, CHAS. W.
Stanley, Dick & Mary
STANLEY, FRANK
Staples, Thos.
Staples, Elmer
STEPHENSON, PHILIP L.
Storch, E. B.
Stevens, M. S.
Stevens, Wm. M.
Stewart, Ernie
STITES, EUGENE R.
Stodgill, Martin
Stone, Hal
Stone, Kelly
Stone, Oscar
Stotz, E. N.
STRATTON, WM. H.
STREETER, JAS. W.
Stroud, Earl
Strude, Bill
STRUSS, FRANK S.
Struble, O. F.
Strubaker, Paul
STUTTS, LUMAR
Suber, Morrie
Sullivan, Edw. B.
Sullivan, Jack
SULLIVAN, KOKOMO
Sundstrom, J. E.
Sutherland, Tex
Suttons, Harry & Mabel
SUTTON, KENNETH
SWAIN, SAM LEE
Swiger, B. F.
Sword, Bert
Sylvester, Harry
SYLOW, JAMES
LEONARD S. TALMADGE
Tabor, Howard A.
Talerico, Billy
TALMADGE, RANDOLPH S.
Tanner, Gordon
Tanner, Don
Taylor, Charles A.
Taylor, E. T.
Taylor, Frank
TAYLOR, HENRY C.
TAYLOR, HOWARD RAY
Taylor, Raymond
Taylor, W. E.
Teague, Thomas
Terrill, Tom
Terry, Don
TERRY, HENRY CARROLL
Terry, John
THOMAS, ARTHUR
Thomas, Earl
Thomas, Freddy
Thomas, Hobart J.
Thompson, C. J.
Thompson, Earl
Thorne, Lorward
Tiger & Atlas
Toby, Kid
Tomlin, W. F.
Toungquist, Paul
TOUSEY, GEARDLAN
ABRAMS
TRACEY, GILBERT H.
Treadwell, J. C.
Trotman, Ross
Truett, Pistol
Trulson, Gale
Tucker, Hoxie
Turner, Bert
TURNER, DENNIS THEO.
Turner, L. E.
Tutson, King

Younger, C. L.
Zaino, Countr. Jos.
Zimbra, Johnny
MAIL ON HAND AT
NEW YORK OFFICE
1564 Broadway
Women
Allen, Prairie
Beasley, Romie
Belmont, Inez
Canines, Elizabeth
Carmyle, Madge
Caven, Loretta
DeMille, Jacqueline
Dinsmore, Sally
Dooley, Kay
Dugan, Barbara
Farnsworth, Mrs.
Frasier, Mary
Germaine, Alah
Goss, Ollie
Hayes, Mary
Hayner, Mother
Herndon, Inez
Higgenbotham, Agnes
Humes, Marie
Lambert, Beatrice
Lee, June
Montez, Mitzie
Murray, Betty
Oppenheim, Inez
Page, Peggy
Scouten, Margaret
Stoddard, Marie
Thornon, Inez
Turner, E. M.
Wagoun, Fransiska
Wray, Lucille
Wright, Helen J.
Zorita, Mile.
Abella, Francis
Allen, E. V.
Avery, Tommy
Baker, Teddi
Bankrath, Louis
Bardine, Charles
Bell, Charles
BEVANS, JOE
Bob & Babette
Bowman, Ed
Bragdon, Jack
Brown, Harry K.
Burros, Tex
Capp, Billy
Coleman, Max
Cooper, Harry C.
Cridger, Harry
Dean, Joey
Delory, W. E.
DOBBIS, WILLIAM DAVID
Durant, James
Dyke, Jack
Edison, Robert E.
FRANZ, JAMES
French, A. H.
Gentry, Tony
Gerard, Chas.
Glover, Robert
Gosh, Byron
Gramlich, Charles
Green, R.
Hafer, George W.
Halliday, Bill
Hart, Thomas D.
Harrigan, Bob
Harris, Russell
Haver, Jack
Healy, Martin J.
Heron, James
Homan, Charles
Jager, Jimmy
Johnson, Musical
Johnston, (Clateon)
Kane, James W.
Kelly & Hayes
LaMotte, Clifford
Law, Harry
Lee, Johnny
Lopez, Barney
Lorenz, Loring
Lutifig, Charles
Weston, Geo.
Weston, J. W.
Weydt, Harry
Whealy, Ed
Whelan, Freddie
WHALON, JOHN EDW.
White, R. L.
White, Ray
White, Richard
White, Wally
Whited, Walter
Whitcomb, Tom
WHITNEY, JAMES JOHN
Whitney, John W.
WIEST, RICHARD L.
Wilbur, James
WILL, PAUL
Williams, Bub
Williams, Claude J.
Williams, Dewey
WILLIAMS, LEWIS HENRY
Williams, Maple
Willis, Thomas
WILSON, ALFRED J.
Wilson, Dick
Wilson, Doc Jack
Wilson, Harry E.
WILSON, HARRY JNO.
Wilson, Henry
Wilson, J. K.
Wilson, Jack
Wilson, John D.
Wilson, Lloyd
WILSON, MERRILL G.
Wilson, Peter
Wilson, W. H.
Wilson, Willard W.
Witase, Cash
Winchester, Jas. F.
Winkle, Rip
Winters, Edw.
Winters, James W.
Winter, Sigmond
Wipf, Dave
Wise, Johnnie
Wise, Jas.
Wolcott, Fred
Wold, Louie
Wolfe, Billy
Wolfe, Mark
WOLLARD, ROBT. LEE
Wolf, Norman O.
Wolfe, Woodrow
Wood, Chester
Woodman, Carl
Woodman, John Jos.
Woolrich, C. H.
WOOLSEY, FLOYD
Wright, Carl
Wright, Will
Wright, Chester
WYOMING DUO
Young, George
YOUNG, HOWARD A.
Young, Jack
Young, Toby
Youngblood, Zeke

EDISON, ROBERT E.
Ellenborg, John
Elmer, Gus
Everett, Ray & Leola
Farrell, Happy
Farrow, Lloyd
Faskey, John
Fred, H. T.
Froskey, John
Gable, Earl E.
Goldstein, A.
Good, Charley
Goode, W. L.
Griebing, Otto
GRIMES, LEWIS DELAVEN
Hall, G. V. (Goody)
Hard, Sam
Hall, Richard
Haun, Eddie
Hayes, J. M.
Hayes, Jonnie
Howard, A. L.
Hutchin, Jonnie
Johnson, Frances E.
Jones, Mike
Kaler, Carroll
Keller, Robert
Kelly, Emery
Kenosha, Bob
Kreus, F. H.
KUJAWA, ERVIN JOSEPH
Learned, Ray
Lewis, R. B.
LEWIS, SAMMY
Litts, Guss F.
Louis, Hillbilly
McKAY, GLENN ELDRICK
Mansion, Mickey
Miller, Carl
Miller, Frank
Moorehead, Bud
MORGAN, ROBERT LEE
Norton, James H.
O'Brien, Robert L.
O'Bryan, Lub
O'Conner, J. J.
O'Steen, T. J.
Olinhart, Ora
Omsal, A. N.
Ostrum, James
PAYNE, RAYMOND LEE
Percy, Capt. James J.
Pink, Wm.
Poe, Cootie
Robertson, Al
Rockwell, E. W.
ROGERS, JOHN H.
Ruppert, Chuck
Sherwood, James
Shirley, Arthur
Simms, Thomas
Skeene, L. G.
Smith, H. Norman
Stapleins, W. J.
Swan, W.
Taylor, Charles
Taylor, Jim
Todd, C. O.
Tyler, Melvin
Vernon, C. A.
Wahl, Ted
Walford, P. T.
Ward, Capt. Bobbie
Webb, Harry D.
Webber, Billy
Weiss, Bernard
Williams, Barney
Williams, Floyd
Wilson, Ted
Winters, J. W. (Jimmie)
Wolfe, Joseph H.
Wright, Harry P.
Yagle, E. L.
Yates, Kirby

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway

Women

Allen, Prairie
Beasley, Romie
Belmont, Inez
Canines, Elizabeth
Carmyle, Madge
Caven, Loretta
DeMille, Jacqueline
Dinsmore, Sally
Dooley, Kay
Dugan, Barbara
Farnsworth, Mrs.
Frasier, Mary
Germaine, Alah
Goss, Ollie
Hayes, Mary
Hayner, Mother

Men

Abella, Francis
Allen, E. V.
Avery, Tommy
Baker, Teddi
Bankrath, Louis
Bardine, Charles
Bell, Charles
BEVANS, JOE
Bob & Babette
Bowman, Ed
Bragdon, Jack
Brown, Harry K.
Burros, Tex
Capp, Billy
Coleman, Max
Cooper, Harry C.
Cridger, Harry
Dean, Joey
Delory, W. E.
DOBBIS, WILLIAM DAVID
Durant, James
Dyke, Jack
Edison, Robert E.
FRANZ, JAMES
French, A. H.
Gentry, Tony
Gerard, Chas.
Glover, Robert
Gosh, Byron
Gramlich, Charles
Green, R.
Hafer, George W.
Halliday, Bill
Hart, Thomas D.
Harrigan, Bob
Harris, Russell
Haver, Jack
Healy, Martin J.
Heron, James
Homan, Charles
Jager, Jimmy
Johnson, Musical
Johnston, (Clateon)
Kane, James W.
Kelly & Hayes
LaMotte, Clifford
Law, Harry
Lee, Johnny
Lopez, Barney
Lorenz, Loring
Lutifig, Charles
Weston, Geo.
Weston, J. W.
Weydt, Harry
Whealy, Ed
Whelan, Freddie
WHALON, JOHN EDW.
White, R. L.
White, Ray
White, Richard
White, Wally
Whited, Walter
Whitcomb, Tom
WHITNEY, JAMES JOHN
Whitney, John W.
WIEST, RICHARD L.
Wilbur, James
WILL, PAUL
Williams, Bub
Williams, Claude J.
Williams, Dewey
WILLIAMS, LEWIS HENRY
Williams, Maple
Willis, Thomas
WILSON, ALFRED J.
Wilson, Dick
Wilson, Doc Jack
Wilson, Harry E.
WILSON, HARRY JNO.
Wilson, Henry
Wilson, J. K.
Wilson, Jack
Wilson, John D.
Wilson, Lloyd
WILSON, MERRILL G.
Wilson, Peter
Wilson, W. H.
Wilson, Willard W.
Witase, Cash
Winchester, Jas. F.
Winkle, Rip
Winters, Edw.
Winters, James W.
Winter, Sigmond
Wipf, Dave
Wise, Johnnie
Wise, Jas.
Wolcott, Fred
Wold, Louie
Wolfe, Billy
Wolfe, Mark
WOLLARD, ROBT. LEE
Wolf, Norman O.
Wolfe, Woodrow
Wood, Chester
Woodman, Carl
Woodman, John Jos.
Woolrich, C. H.
WOOLSEY, FLOYD
Wright, Carl
Wright, Will
Wright, Chester
WYOMING DUO
Young, George
YOUNG, HOWARD A.
Young, Jack
Young, Toby
Youngblood, Zeke

Men

Abdella, Ben Deb
Adams, Jack or John H.
Arens, Sam
Alperine, Jack
Arthur E. Nelson
AVERILL, WILLIAM GEORGE
Bell, Charles D.
Berman, Joe
Billingsly, Mr. Hopi Indian Village
Boyer, Gordon H.
Browning, M.
Brunke, Ted
Caplano, Joseph
Checo, Checo
Coleman, Leonard
Cohen, W. Lorenzo
Cohe, Rex (Gail)
Dale, Chick (Coleman)
Davis, Jack
Delmar, John J.
Donnelly, Russell
Edison, Robert E.
Fradette, Arthur
Gallagher, Jim & June
Gardiner, W. S.
Gray, Frank A.
Greener, Mr. (Jew)
Gupana, Paul
Hamilton, Jack & Mercedes
Hamilton, Jack & Mercedes

Men

Harding, Lloyd
Hays, Suicide Bob
Healy & Mack
Hoffman, Jean O.
Howell, William E.
Kais, K. L.
Kline, Al
Kokey, F. J.
LaRue, George
Levine, Sam
Long, C. E.
Mardoni, Clayton
Marmon, Lew
Melville, Bert
Myers, Timmie
Murphy, Bob
Palen, Bud
PAYNE, RAYMOND LEE
Peterson, Charles
Phaneuf, Wm.
Perry, G. Eben
Seimers, Art
Sexton, Reg
The Sharrocks
SMEE, JOHN
Thompson, Ray
Tobin, William
Truby, Buddy
Vance, Marshall
VANI, JOSEPH ROBERT
Wells, Albert
West, Paul & Meggs Lexing
Wilbur, Whitey
Wise, Harry K.
Yogi Ray

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg.

Women

Brunson, Lois
Cook, Mattie
Crowell, Mrs. H. W.
DiSanti, Mrs. Gertrude
Dixon, Mrs. Betty
Douglas, Frances
Ellis, Madame Rose
Elkton, Mrs. Lottie
Fetterly, Bernetta (Siegfried)
Grimes, Virginia
Hackbarth, Mrs. Wm. C.
Huff, Carrie
Hutcherson, Mrs. Jack
King, Mrs. Helen
McCoy, Mrs. Betty
Mason, Mrs. Thomas C.
Moorehead, Virginia
Nottingham, Mrs. Rex B.
Prather, Marie
Shea, Mrs. Bessie
Stein, Mrs. A. E.
Tidwell, Mrs. T. J.
Townsend, Mrs. Dorothy
Van, Mrs. Dan
Vernon, Mrs. C. A.
Voorhees, Mrs. Iva
Williams, Louise

Men

ADAMS, IRA F.
ALEXANDER, BRYAN
CAVITY CRUCE
Anderson-Novak
Arenz, Sam
Averill, Kiddo
Bahnsen, William
Bailey, Charlie
Beeson, L. A.
Bennett, Jack
Bills, E. (Blackie)
Boshart, Ed
Brad, Fred
BROUHARD, CLINT H.
Brown, Earl
Bryer, Harry
Burke, George
Butcher, O. J.
Cassidy, Tang or McHugh
Childs, Big Bill
Clark, T. J.
Cody, Tex
Coner, H. D.
Darrow, John
Darenport, Tommy
Duffy, R. T.
Dunn, G. E.
Duy, H. M.
Eaton, Gale

MAIL ON HAND AT CHICAGO OFFICE 12th Floor Ashland Bldg, 155 No. Clark St.

Women

Benevento, Carol
Cheatham, Irene

AC-PIERS SUITS (Continued from page 48)

sible decision or request for further argument by counsel.

Transfer Legally Advised

"Fraud is confessed in this court when it is admitted that last year the company (Steel Pier) withdrew its New Jersey incorporation and incorporated in Delaware," Richards said. "That was done after a conference held last summer when it was learned that an action was planned against the operators and it was thought possible to forestall contempt for court in the middle of the summer season by such transfer. The transfer was made on advice of lawyers, and the United States Supreme Court has held that persons who advise an attempt to evade the law are liable to contempt of court, as well as their principals."

Those cited in Richards' petition are Frank P. Gravatt, president; Flora Gravatt, his wife, as secretary, and Richard Endicott, assistant secretary of Steel Pier Company. Similar action was taken against operators of Hamid's Million-Dollar Pier. They are specifically mentioned as violating an injunction handed down by the Court of Chancery in 1908, which cited the then operators of resort amusement piers of violating the Easement Deed.

Louis Le Duc, representing Steel Pier operators, said, "My clients could not be guilty of violating the covenant, since they were not parties to the original complaint in 1908. Nor can they be cited

now, because they are not the corporation and the corporation cannot be cited in New Jersey because it is a Delaware corporation." Appearing for Hamid's Million-Dollar Pier, Hiram Steelman said his principals did not come into operation of their pier until 1938, so they could not be cited.

Richards Action Questioned

James N. Butler, representing Associated Realtors, Inc., owner of rented pier properties, charged that his clients could not be cited because they are not responsible for acts committed by tenants. "Anyhow, I do not see how Senator Richards can enter this case, since he was not one of the signers of the covenant," Butler asserted. Richards stated that the Gravatts and Endicott knew of the existence of the covenant when they took over operation of Steel Pier in 1933.

"I do not have to chase this corporation thru various courts, not even into the federal courts," Richards said. "The Gravatts and Endicott are liable as the principal stockholders and operators of the Steel Pier." To Hamid's attorney he said, "There are many cases which hold succeeding operators responsible for the observance of injunctions handed down against previous occupants. An injunction is enforceable against the property as much as it is against the occupants. The Hamid operators knew of the covenant when they took over the property in 1938. Moreover, I may say that I am the successor to one of the signers of the covenant, so I am within my rights in appearing in this court to demand an injunction." Anticipating that his plea for a contempt citation would be challenged as a civil matter, Richards said he was prepared to file it as a criminal matter.

Merchandise

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by MIKE KAPLAN — Communications to 1564 Broadway, New York

BINGO BUSINESS

By JOHN CARY

ANOTHER BILL to legalize bingo in Pennsylvania has been introduced by Representative Falkenstein. Measure calls for a license fee of \$10 per year and would permit churches, fire companies, and social or fraternal organizations to operate games once a week.

A PROVISION to license the premises where the game is conducted is contained in the measure to offset the low license fee for the games. Under this provision a sliding scale of fees for premises has been suggested. Premises located in municipalities with a population of less than 1,500 would be taxed \$150 annually; population from 1,500 to 10,000, \$200; 10,000 to 50,000, \$300; 50,000 to 100,000, \$400, and 100,000 to 150,000, \$500. Cities with a population exceeding 150,000 would set the tax rate at \$600.

LEGISLATORS of late have been devoting considerable time to the bingo question. In many places legislation has been suggested which would outlaw the so-called professional bingo. Games which run on a cash basis are arousing the ire of lawmakers and prize bingo stands to benefit. In many cities all games of chance involving cash prizes have been ruled out by municipal authorities. The professional promoter who uses cash awards as a lure is being stampeded by law enforcement officers in many places, and in these communities honest operators should find a good opportunity. In addition to having official sanction, operators will find a large percentage of fans ready and willing to play. The ban on chance games in theaters will also aid the merchandise bingo games.

BERGEN COUNTY, New Jersey, has banned all chance games except those operated for charity. County Prosecutor Breslin, citing an opinion that games are gambling, announced he would not permit "any invasion of Bergen by out-of-the-county professional operators." Police chiefs were asked to check on all games being conducted in their municipalities. Questionnaires were distributed, to be returned to the prosecutor for his records. Merchandise bingo run by local operators for the benefit of charities and churches do not come under the prosecutor's ban.

THE ATTEMPTS to use all forms of bingo as the spearheads of attacks by various parties on games still continues in many sections. Bigoted attacks hamper honest operators and offset the good work being done in some sections toward stamping out the evils of the cash prize professional.

A BILL permitting bingo games by certain charitable organizations has been passed by the Maryland Senate. The measure was introduced by the Ann Arundel County delegation. It is expected that the measure will be quickly passed, paving the way for bingo operations on a large scale.

IN VIEW of the progressive legislation in certain sections of the country it might be well for operators to keep informed of current affairs in the bingo world. A strong argument against banning all forms of bingo is the good that charities, churches, and fraternal organizations derive from the game. With this in mind, an operator who is abreast of the times will have definite knowledge with which to fight any bans if he closely follows all measures legalizing bingo.

Novelty, Souve Take at Fair Was \$1,091,610 During 1940

NEW YORK, April 12.—Here are the figures on novelty and souvenir sales during the 170-day run of the World's Fair of 1940. It will be noted that the total, \$1,091,610, was a drop of \$1,516,390 from the 1939 total of \$2,608,000.

The figures are presented herewith in the hope that pitchmen, demonstrators, and novelty and souvenir workers may learn something of value from them and may be guided in future operations at fairs and expositions.

Firm Name	Item	Total Gross	Fair Take
General Motors.....	Souvenirs	\$ 1,143.18	\$ 285.80
Firestone Tire.....	Souvenirs and Novelties.	9,743.40	1,948.68
Underwood Elliott Fisher....	Souvenir Banks.....	1,135.00	227.00
H. J. Heinz.....	Miniature Replicas.....	7,152.61	715.34
*Dudley Crafts Co.....	Planes	40,619.16	4,061.94
*Dudley Crafts Co.....	Souvenirs and Novelties.	4,298.28	1,074.59
Dudley Crafts Co.....	Jewelry	15,487.29	3,480.14
International Mutoscope.....	Photomat	3,251.02	487.67
International Mutoscope.....	Skyfighter	9,927.31	1,489.12
Frank Galland.....	Embossed Pennies.....	39,154.66	9,789.20
Kaplan & Bloom.....	Canes, etc.....	140,555.18	28,111.05
Exposition Souvenir Corp.....	Souvenirs	723,129.95	181,032.51
International Mutoscope.....	Photomat	11,542.58	1,731.42
Mike Goldstein.....	Personalized Newspapers.	3,321.91	564.38
Exposition Souvenir Corp.....		12,254.37	2,450.88
Exposition Souvenir Corp.....		62,979.82	9,446.95
Sam Minkin.....	Tintypes	4,985.05	1,233.80
TOTALS		\$1,091,610.77	\$248,130.47

* Indicates planes, novelties, and souvenirs were assigned to Dudley Crafts Company by U. S. Aviation Exhibit, Inc.

Fair Take Varied

The fair take varied in percentage with each firm, ranging from 10 to 25 per cent. The various percentages taken by the fair are shown below:

Firm	Fair's Percentage
General Motors	25
Firestone Tire	20
Underwood Elliott Fisher	20
H. J. Heinz	10
Dudley Crafts Co. (Planes)	10
Dudley Crafts Co. (Souvenirs and Novelties)	25
Dudley Crafts Co. (Jewelry)	22 1/2
International Mutoscope (Photomat)	15
International Mutoscope (Skyfighter)	15
Frank Galland	25
Kaplan & Bloom	20
Exposition Souvenir Corp.	25
International Mutoscope (Photomat)	15
Mike Goldstein	20
Exposition Souvenir Corp.	20
Exposition Souvenir Corp.	15
Sam Minkin	25

Sun Glasses in Limelight Again

NEW YORK, April 12.—Sun glasses are again off to big early-season demand, definitely establishing them among top-notch money-makers for the spring and summer.

Introduced in a big way to the pitch and concession trade only a few years ago, glasses have had as rapid a rise as any number in recent merchandise history.

Besides picking up where they left off last fall as a popular carded item, better quality anti-glare glasses are commencing to create favor as consolation prize use and gift purposes. An innovation this year is the use of Crookes lenses for the first time in a low-priced sun spectacle. Greater stress is being placed on the comfort and safety features. Demand is for the full-vision lenses, non-skid nose rests, and side shields.

On the fancy and colorful side there is a wide variety of glasses in assorted colors, plastics with engraved frames, and oversized frames that are destined to get a big play this year.

Demand for Leather Goods Shows Gains

CINCINNATI, April 12.—Leather goods are expected to be in bigger demand this year as a result of the patriotic emblems which have been attached to many of the items. Workers who realize their

pulling power are stocking quantities of them now that the spring season is in full swing.

Coin purses which keep change in separate rows are among ever-popular items in this category which are expected to benefit. Others include leather wallets; sport kits containing glasses, comb, nail file, and beveled-edge mirror; key, card, and regular coin purses.

The patriotic trend which is sweeping the country, combined with the usual popularity of leather items, should mean profits for workers.

More Manufacturers To Show At Chicago Premium Expo.

CHICAGO, April 12.—With 16 days to go before the National Premium Exposition opens in the Palmer House April 28, all booths for the three-day conclave have been sold, despite the fact that exhibit space was increased 20 per cent.

One reason advanced for this is the fact that manufacturers seem more interested this year to help foster the sale of their wares by helping their jobbers in every way possible to write orders.

One hundred and thirty-four firms have contracted for space at the show and indications are that practically every user and manufacturer of premium and prize merchandise will attend. Round-table sessions will be held Wednesday, April 30, and Charles Wesley Dunn, general counsel for the association will address the group on "Premium Law Progress."

The Billboard will be on hand at booth 13.

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

OUT OF THE MAIL BAG

J. H., of Springfield, Ill., writes: "I would like to have the address of F. G. so that I may write to tell him that I, too, am just starting back on the road after a four-year layoff. I've had an increase in my family and would like to get into the deals business, but sure need help and info as it is all new to me. I know where to get premiums but don't know how to get up a deal, how to work with the locations, or where to get complete deals. I would appreciate a copy of Salesboard A,B,C's if any are available. I have a new car and trailer, and am raring to go."

We don't know where F. G. is at the moment, as he hit the road some time ago. However, if F. G. would like to get together with J. H. and will drop us a line as to where he can be reached we will do our share by forwarding this information along to J. H.

There is really nothing complicated about getting up a deal or placing it. The important thing is to obtain an item with consumer appeal and have one of the salesboard manufacturers that advertise regularly in *The Billboard* furnish the proper card to push it. However, the newcomer would do well to start with a deal created by an experienced deals distributor and we sent a list of several such distributors to J. H.

As a rule two major awards are distributed on a deal, one to the location and one to the individual who selects the winning name or number, as well as several consolation awards.

We are out of copies of Salesboard A,B,C's, but expect a new batch shortly.

Last week's Rhode-Spencer ad on the Movie-matic brings back memories of one of the hottest deals that ever hit the market. It was so good, in fact, that the first year it was out many of the cards turned over in a single day, and a location that couldn't complete at least one or two a week was crossed off the list as n. g. Murray Fierst had the first crack at the deal and before the run was finished had made a killing. As we recall, the deal worked on a \$11.90 card, 1 to 29 cents and gave away two Movie-matics, one to the seller and one to the winner, and several inexpensive pens as consolation awards. With warmer weather coming along and picture-taking so popular it is quite possible the deal can be brought back to life.

No matter how dull business may be generally, give a salesboard operator something he can get his teeth into, something which has a fair amount of flash and consumer appeal, and he'll go to town. John Public will invariably chance a few pennies on a card if given half an incentive. This is especially true of reasonable merchandise. At this time such items as cameras, portable (See DEALS on page 60)

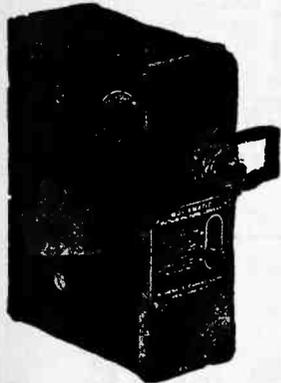
Planning '41 N. Y. Housewares Show

ATLANTIC CITY, April 12.—Plans are being made here for the 1941 edition of the annual New York Housewares Show scheduled for July 13-18. It will be held in the huge Atlantic City Auditorium.

Many items of interest to carnivals, bingo operators, house-to-house canvassers, demonstrators, and pitchmen are expected to be shown.

Manufacturers from all over the country will be represented.

MOVIEMATIC



16 MM
MOVIE
CAMERA

ONLY
\$2.50

FIVE FOR
\$11.25

BB9542

The only fully automatic movie camera that takes movies for projection on screen—and also takes 10 individual snapshots. Complete operation instructions included. There is no charge for developing or printing. Has strong spring motor, an F 8 lens and 1/32 shutter speed. All metal black case with chrome trim. Size 5 1/2 x 3 3/4 x 1 3/4 inches.

Each \$2.50

ROHDE-SPENCER

223 W. Madison Chicago

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.

Glass Utensils

Two new glass products for kitchen use are being featured by the Kitchen Gadget Manufacturing Company. Items are a glass knife and a juice extractor. Firm reports the knife has a razor-sharp cutting edge and high polish lustrous finish. It is available in two sizes and four colors. The juice extractor is made of plastic and faster extraction is claimed for it.

Candy Bars

New candy deals are offered thru Casterline Bros., who are featuring 50 per cent nationally advertised candy bars. Firm claims new plans are full of irresistible features which indicate profits for operators.

Frames

A complete assortment of frames for four-10-cent cameramen is offered by Automatic Mirror Company. Firm members advise they also have a large line of mirror frames suitable for the photo trade. A circular is available on request.

Patriotic Auto Stickers

No one except a fifth columnist would refuse to buy a "Hell With Hitler" auto and store window sticker, according to its originators, Southwest Sales, who report it is selling exceptionally well to cafes, service stations, night clubs, high school students, army camps, and national defense boom towns.

Foot Relief

A new solution for persons bothered with hot, tired feet is offered by Vel-Foot Distributing Company. Of anti-germ action, the product brings quick relief, according to the manufacturers. Product comes in three and 12-treatment packages in attractive display cartons.

Penny Badges

Metal specialties known as penny goods are being supplied by a firm new in the field. The merchandise is sometimes used as prizes in candy packages. In addition the company is handling an assortment of gilt badges, such as G Men, Deputy Sheriff, Junior G Men, etc. The badge line is furnished on cards for display purposes. Products of Cosmo Casting Company.

Fluorescent Lighting

A combination electric clock and fluorescent lamp has been introduced. The clock is of the airliner type. The lamp is reported to be up to the minute in design and volume production to cut costs. Utility lights are also carried by the concern. Product of Lexington Manufacturing Company.

Mechanical Hen

An item for novelty workers that should be popular with children this season is a recently announced mechanical hen. The attractively colored metal hen, seated on a nest, is about four inches in height. When a handle is turned it lays "eggs" about the size of a jellybean while emitting a realistic cackle. It may be loaded with "eggs" as many times as desired. Product of Baldwin Manufacturing Company, Inc.

Men's Wallet

Novelty and souvenir workers and other merchandise users will be glad to hear of the new men's wallet now on the market. It is made of genuine pig

OUR NEW 1941 CATALOG
WILL BE READY ABOUT
APRIL 25th
SEND FOR YOUR FREE COPY TO-DAY

Again we present to you — for the 1941 Season — a Bigger and Better Catalog than ever before! Upwards of 400 illustrated pages! Jammed with the "cream" of the World's Merchandise Mart! The newest Concession items! The latest Novelty creations! Premium merchandise and specialties of all kinds! You'll find everything that's new in our new 1941 General Catalog! Send for your FREE COPY today!

GELLMAN BROS. MINNEAPOLIS, MINN.
119 NORTH 4TH STREET

BAT OUT A FAT PROFIT WITH "PIG PEGGY"



Every kid wants one Now!

FAST 10c SELLER

Long Spring-Summer Season Just Starting!

Gross \$6.50 F. O. B. Brockton

Sample Doz. 75c Prepaid

Plywood Bat in Ass'd. Colors (Vegetable Dye), 17 1/4" long, 4" wide; complete with 3" wood "Peggy."

RUSH ORDERS

For Immediate Shipment.

PIG PEGGY CO.

Box 837, Brockton, Mass.

NEON SUPPLIES

While on the road...make us your Headquarters for NEON SUPPLIES.

★ Rush Service to any part of the country.

★ Write or wire for FREE 68 page catalogue.

NEON SIGN SUPPLY INC.

2020 W. Walnut Street • Milwaukee, Wis.

FRAMING A JOINT!

HERE'S WHAT YOU NEED

- B6481—Aluminum Milk Bottles, Each, \$.85
- B5151—Wood Pint Milk Bottles, Each, .35
- N9149—Throw Darts, Gross, 3.25
- BN1522—"Worth Special" Balls, Doz., 1.40
- N1515—Rubber Covered Balls, Doz., .85
- N9384—2-Inch Wood Balls, Per 100, 4.50
- VARNISHED RACK RINGS
- N9382—Knife Rack Rings, Per 100, \$2.10
- N9410—Cane Rack Rings, Per 100, 2.10
- Wheels, Hoopla Rings, Hoopla Boxes, Corks, Cork Guns, Admission Tickets, Etc.

LEVIN BROTHERS

TERRE HAUTE, INDIANA 25% Deposit Required With All C. O. D. Orders

★ RECONDITIONED \$2.95 and GUARANTEED \$2.95 UP

ELGINS Walthams, Hamiltons, Etc. Also Luggage, Novelties, Radios, etc. (Write for Free Catalog)

Mid-West Watch Corp. 5 South Wabash Ave., CHICAGO

'41 WINNERS
a few of the hundreds of items from our General Catalog... state line of business.

No. 6754 Table Lamp Doz. (no less sold) \$5.40

No. 6611 Bomber Lamp Each \$3.25

No. 6616 Vanity-Lite Each \$0.85

CONTINENTAL PREMIUM MART
822 N. Third St. Milwaukee, Wis.

BABY GRAND PIANO RADIO

Newest Sales Sensation!

Proves "There's Something NEW Under the Sun"

Here IS an ENTIRELY DIFFERENT radio. Gorgeous hand finished genuine Walnut or Blonde Prima Vera inlaid wood cabinet, reproduced from most expensive grand pianos. Patented-feature unexposed dial and knobs. 5 full working tubes. AC-DC radio with "Synchro Tenna." Re-orders are coming in fast. Climb aboard this money making "band wagon." Order your sample today.

EVANS NOVELTY CO.
A Division of Premium Sales Co.
Dept. D-3, 800 W. Washington Street, Chicago, Ill.

ORDER SAMPLE TODAY... \$16.95 (Special Quantity Discounts)

ATTENTION, CONCESSIONAIRES

Due to price increase on raw materials, labor and other operating expenses, we are forced to increase PLASTER Prices. NEW PRICES will go into effect MAY 1st. Place your order now and save money. Write for new lists of Slum, China Novelty Items, Flash-Lamps, Wheel Items, Bingo Specials. Always first with the latest. State Show and kind of Concessions.

WIS. DELUXE CORP. 1902 N. Third St. Milwaukee, Wis.

BULOVA — GRUEN — WALTHAM — ELGIN

WE LEAD FOR PRICE AND QUALITY

Wrist & Pocket Watches
FOR LADIES AND GENTS
Reconditioned, Guaranteed Like New, 1941 Styles now available. Write for Free Catalogue.

NORMAN ROSEN
801 SANSOM ST. Wholesale Jeweler PHILADELPHIA, PA.

ATTENTION! ENGRAVERS!



The most attractive piece of military jewelry you have ever seen! Every Service Man is a prospective customer! An appropriate gift for wife, sweetheart and mother. Highly polished, yellow-finished Double-Hearts with enamel-trimmed, rose-finished, military insignia drop in choice of Army, Infantry, Artillery, Navy and Aviation. No. 236J325—Per Doz., \$1.50. Gross, \$18.50.

In heavily gold-plated quality. Individually boxed. No. 236J326—Per Doz., \$1.95. Gross, \$21.50. Also an ideal item for Novelty Stores, Hotel News Stands and Drug Stores.

Military Stores! Write for prices on our complete line of "Service Jewelry."

For thousands of flashy items, send for our big free No. 401 Catalog. MENTION YOUR BUSINESS. We do not sell retail.

JOSEPH HAGN CO.
Wholesale Distributors Since 1911
217-223 W. MADISON ST., CHICAGO

grain and is available in de luxe packing, consisting of price band and individual leatherette box. As a souvenir the wallet may be goldleafed at a small additional cost. Also offered by the dealer are tobacco pouches, manicure sets, and first aid and sun glass kits. Products of Clark Mechanical Laboratories.

Cutlery Set

The Kutmaster line of cutlery is said to feature beauty, workmanship, and price. It is a new six-piece stainless steel set and is attractively packed in a two-color gift box. Included in the set are a heavy cleaver, vegetable or dicing knife, pot roast fork, meat knife, spatula, and bread knife. Imported cocobola handles are used. Set is designed especially for bingo operators, house-to-house workers, and concessionaires. Product of Charles H. Jainchill.

Steem-Iron

The new Steem-Electric Dial-Matic pressing iron is reported to be showing indications of being a leader with merchandise prize users. Iron features precision dial-matic heat control—automatic

cutoff, hammer-finished non-corrosive aluminum shell, chrome-plated dent-proof sole plate, cool plastic handle, recessed contact points, and nickel-chrome wrapped element. When the iron is in use the dial is set for material being ironed. It permits the ironing of celanese, silks, cottons, woollens, and linens with or without steam. The iron weighs 5 1/4 pounds and is available with cord, asbestos stand, and plastic funnel. Product of Steem-Electric Corporation.

Jar Conditioner

The Mikalson Fruit Jar Conditioner is a new product that is making money for demonstrators. Used in home canning, it protects the health of the family and raises the quality of canning. It culls sagged, warped, or oversized jars, a yearly source of trouble to housewives. The conditioner ends loose lid trouble by producing a highly efficient vacuum and stops juice extraction when processing in a pressure cooker. By smoothing the edges of the jar, housewives are assured that their canned foods will keep throught the year. Product of Mikalson Manufacturing Company.

Desk Fan

A new item in the electric fan line is the Samson Safe-flex Greyson desk model, with 10-inch oscillating rubber blades, combining safety with streamlined styling and breeze-producing power. The finish is in Greystone baked enamel. It oscillates 90 degrees, may be kept stationary by the turn of a knob, and is adaptable to wall use. The motor runs quietly and will not interfere with radio reception. It operates on a 110-120-volt AC line. The fan, also available with smaller blades, is recommended for bingo and salesboard operators. Product of Samson United Corporation.

the combination of bad judgment and cash-bait dangling can be is the situation in a town in the Midwest. Complaints of parents that big cash awards in spots near schools coaxed tuition and lunch money from children brought official action in the form of an order to put all boards away. While officials seem willing enough to allow deals featuring merchandise prizes to continue to operate, they are forced to crack down when they run into a set-up like the above.

HAPPY LANDING.

ARMY CAMP MDSE.

- U. S. ARMY HANDKERCHIEF CASES. Inscribed with poetry to MOTHER, SWEETHEART, WIFE, SISTER. Individually boxed. Many colors. Gross \$21.60. Doz. \$2.00
- MILITARY SEWING KIT Thread, Pins, etc. Gr. \$9.00. Dozen .80
- ARMY INSIGNIA FOUNTAIN PEN & PENCIL COMB. Gr., \$21.00; Doz. 1.80
- MILITARY TRAVELING KIT. 6 pcs. Complete with supplies. Doz., \$7.20; Each .65
- MILITARY TRAVELING KIT. 10 pcs. Complete with supplies. Doz. \$11.50; Each 1.00
- RED, WHITE & BLUE Rhinestone Lapel Pins. Gross ARMY, NAVY or MARINE LAPEL PINS. Gross 2.25
- TRENCH MIRRORS — 3 1/2 Inches. Dozen .60
- TRENCH MIRRORS with Stand—5 1/2 Inches. Dozen RUBBERIZED ARMY CAP COVER. Dozen 1.75
- ARMY, NAVY or MARINE RINGS. Iridium Silver Plated or Gold Finish. Will not tarnish. Doz. 1.50

PARKS and CARNIVAL MEN—
Here is your LEADING MONEYMAKER for 1941



The Original and Genuine **SLEEPY-HEAD DOLL**

Every Girl and Woman Wants One

THE CUTEST AND MOST LOVABLE DOLL. Zipper arrangement on back allows plenty of room for pajamas or bathing suit, which fit neatly into body of doll. Made of washable plush in assorted pastel shades, with kapok stuffed body, mask face and wool hair. Packed each in box.

18 Inches Tall NO. B41N199 Per Dozen \$18.50 Each 1.85

24 Inches Tall NO. B41N195 Per Dozen \$24.00 Each 2.10

N. SHURE CO., ADAMS & WELLS STS., CHICAGO

BENGOR PRODUCTS CO.
878 BROADWAY, NEW YORK, N. Y.

ATTENTION DRIVE-IN OPERATORS

No more worry about customers driving away with expensive service trays. Our new paper Auto Serve container solves the problem.

STOCK PRINTED TRAYS, \$17.50 PER THOUSAND

STOCK PRINTED SERVICE SAFETY RESTS FOR TRAYS, \$8.75 PER THOUSAND

Your name printed \$1.00 per thousand additional.

Send \$10 for a special introductory order 500 trays and 200 safety rests. All prices F.O.B. Indianapolis.

Paper Products Corporation
INDIANAPOLIS, IND.

AMERICA'S GREATEST BOXED SUMMER CANDY VALUES—FROM 1c up

For Corn Games! Stock Wheels! Ball Games! Guess Your Weight and Age! Shooting Galleries! Humidor Packed, Cellophane Wrapped. Conform With Pure Food & Drug Act.

Write for FREE Illustrated Circular!

CASEY CONCESSION COMPANY 1132 South Wabash Avenue Chicago, Illinois

NOTES from SUPPLY HOUSES

In the What's New in Merchandise item for Zaharoff on page 112 of the Spring Special the word "imitation" was inadvertently inserted in describing a line of items used by wire workers. They are reported to be made of mother-of-pearl.

Ben Cohen, of Cohen Bros., novelty dealers, was inducted into the army March 5. He is in the 4th Division, 22d Infantry, Company G, Fort Benning, Ga. Brother Frank is now handling the business, and with summer coming on wishes Ben were back.

J. Harry Payne, for many years associated with the coin-operated phonograph business, is now in charge of advertising and sales at the Newark Specialties Manufacturing Company. Harry is eager to serve his many friends.

DEALS
(Continued from page 58)

radios, fur jackets and boleros, fishing tackle, athletic equipment, picnic accessories, fitted picnic baskets, and lightweight automobile robes should hook a fair share of the long green.

And following along on the same thought it is quite apropos to say that an operator may be down but he is only out as long as it takes him to get a new item.

Murray Weitz, of Fredmorr, Inc., reports that his cedar-box candy deal is going on all four and giving the boys plenty of fast action.

The finest deal in the world will not turn over successfully unless enough cards are placed to take care of the law of averages. Some spots complete faster than others. Some don't pay out at all. But if a sufficient number of locations are covered the average return will be satisfactory when the deal is basically sound.

Another example of what a nuisance

BINGO SUPPLIES

??????????

See Next Issue

Metro Manufacturing Co.
28 W. 15th St., New York, N. Y.

ELGIN, WALTHAM, BULOVA

Renewed Guaranteed MEN'S WRIST AND POCKET WATCHES **\$3.25**

Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG. **LOUIS PERLOFF**
729 Walnut St., Philadelphia, Pa.

NEW FUNNY HOT SELLERS

LIE DETECTORS 4 subjects. Made of wood show em sell em. Doz. 30c. **SILK UNDIES** (miniature) for Ladies, a RIOT of Fun, 25c seller. Doz. 1.00. Cartoon Sets of 8 cards. Doz. 80c. Chinese Puzzle Pants. Put ring or coin inside no one can find out how they open clever. Doz. 90c. 30 samples best sellers & Catalogue 2.00.

MAGNOTRIX NOV. CORP., 136 Park Row, N. Y.

EVERYTHING Wagon Jobbers, House Canvassers, Premium & Salesboard Operators. **BIG PROFITS.** Drug Items, GOGGLES, Lotions, Notions, Carded Goods, Sideline Merchandise. **METAL FLAG LAPEL BUTTONS**, 100 for 95c. Free Catalog. WRITE

SPRING ITEMS: Moth Cakes, Snak Insect Cards, Fly Swatters, RoachPowders, Window Cleaners, Etc.

KNIFE & PEN DEALS
Nudies, Patriotic, Midget, Hunting, Jackmaster. 12 to Deal with 1c to 39c Card. Per Deal \$1.80
FLASHLIGHT-PENCIL DEAL—12 With Push Card—Takes in \$4—Your Cost \$2. Include Dep. and Postage.

CHAMPION SPECIALTY CO., 814-C Central St., Kansas City, Mo.

BINGO GAMES AND SUPPLIES CARNIVAL SUPPLIES PREMIUMS NOISEMAKERS HATS BALOONS WRITE FOR OUR No 50 CATALOG BE SURE AND MENTION YOUR LINE OF BUSINESS

MIDWEST MERCHANDISE CO. 1006 BROADWAY KANSAS CITY, MO.

NOW IN OUR NEW HEADQUARTERS 3333 LINDELL BLVD.
"At the Triangle"—Main Cross Roads of St. Louis
WHERE OLIVE, LINDELL AND LOCUST STREETS CROSS
GREATLY ENLARGED SPACE—IMPROVED MODERN FACILITIES. Quicker and More Efficient Handling of Your Rush Demands. FEATURING THE NEWEST IN NOVELTIES—PREMIUMS—CONCESSION GOODS. We Appreciate and Solicit a Continuance of Your Valued Patronage.

ACME PREMIUM SUPPLY CORP.
3333 LINDELL BLVD. ST. LOUIS, MO.

ARMY "EXPANSION" WATCH BRACELET!



No. B-1W34, \$13.50 Dozen
VERY BIG SELLER

Now—a low-priced "expansion style" watch bracelet—with official army insignia (also navy and aviation)—with plate suitable for engraving name, number, etc. Looks as nice as styles retailing for \$6.50 each. Both yellow gold and pink gold colors; stainless steel "rhodium finish" backs; also in all white finish. (We carry a big line of military jewelry, rings, lockets, etc.) Order samples today!

HARRY PAKULA & CO.
5 No. Wabash Ave., Chicago, Ill.

PITCHMEN STREET MEN—AGENTS

Hold the Crowds With
STA-BRITE GLASS CLEANER

Amazing Demonstrator—Sells at 25c

Put up in attractive Packets, in crystal form—ready for you to hand right out at 25c. One Packet added to water makes a gallon of STA-BRITE. Makes auto windshields, windows, mirrors, all smooth surfaces sparkle. Nothing like it. Apply and rub with dry cloth. An amazing, economical cleaner sensation! **ORDER NOW—BIG PROFITS!** 1 doz., 80c; half gross, \$2.80; gross, \$5; 5 gross, \$21, shipped postpaid. Enclose 25¢ deposit, balance C. O. D. **HURRY!** Big cleaning season now! **JOHNSON SPECIALTY CO.** Dept. 10, Brookport, Ill.

1 Packet of Crystals makes 1 Gallon of CLEANER.

ELGIN & WALTHAM REBUILT WATCHES

7 Jewel, 18 Size, in S. H. Engraved Cases, at **\$1.75**

Send for Price List, Money Back If Not Satisfied.
CRESCENT CITY WATCH MATERIAL CO.
113 N. Broadway, St. Louis, Mo.

NEW JEWELRY for ENGRAVERS,

Demonstrations and Promotions! Immediate Delivery.

Locketts, Rings, Crosses, Engraving Items, etc. Send for Free CATALOG or \$2.00 for samples.

MAJESTIC NOV. CO., 307 5th Ave., New York, N. Y.

SOCIAL SECURITY

Go into business for yourself at a small investment. Sell Social Security Plates and Draft Plates. Complete Stamping Outfit for stamping names and numbers on plates, \$4.00. Social Security Plates, \$3.00 per and illustrated circulars.

RELIABLE SALES CO.
1133 Broadway, Dept. B-2, NEW YORK CITY

AMERICA'S LEADING MANUFACTURERS OF FELT RUGS

Lowest Prices. Sample, \$1.35. Postage Prepaid.
EASTERN MILLS, EVERETT, MASS.

VETERANS—SALES INCREASING YEARLY!

Lincoln, Washington issues, live magazines monthly. Get a territory. Patriotic Calendars, Holiday Closing Cards; Service Joke Books. "KEEP U. S. OUT OF WAR," thrilling stories by wounded soldiers; "5th Column Exposed," by J. Edgar Hoover, list 535 communists in government jobs. Will Rogers gripping Joke Book, Flag Respects, Rules. Cost 2c-5c, sell 10c-25c. Samples 10c with copy U. S. Sup. Ct. Law. **VETERANS' SERVICE MAGAZINE.** 169 Duane St., New York.

FREE! WHOLESALE CATALOG

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., 441 Biilet, Le Center, Minn.

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

WALKER AND COZY . . . of Hav-a-Laf fame, have joined Brydon's International Congress of Oddities. They are doing magic and music, with Walker pitching tricks and novelties. Show was in St. Louis recently.

TRIPOD OPININGS: "Shoot 'em straight, boys. Intentional misrepresentation is a deadly enemy to any profession. It never pays."

HARRY WOODRUFF . . . is working small towns around Los Angeles with coupons on rings, pens, silverware, and hose to better-than-average business. Not many workers are there, he says. He would like to see pipes from Hi Tower Jimmy Creegan, George Dumas, F. E. Hardee, Roy Dumon, and Andy Richardson.

DOC GEORGE BLUE . . . informs that Indianapolis is in fair shape and that Kid Carrigan is operating a lunch room there.

W. D. COWAN . . . after 20 weeks with Floyd King, will be with Art Windecker, manager of Cole Bros.' Circus side show this season. He says the past winter has been his best in the last five.

YOU CAN HEAR almost any pitchman chirping the following these days: "Roses are red, violets are blue; do I need dough? I'll say I do."

GEORGE HOLMES . . . recently finished the Sport Show at New Orleans and several stock shows thru Louisiana. He met Doc Sanders, field manager for *The Progressive Farmer*, whom he says is hitting on all eight. Holmes asks for pipes from Jack Campbell, St Ulman, Stiff-Finger Johnson and Pappy Graham, and Jimmie Woodward.

FREDDIE SEWARD . . . has seen a few boys in Sacramento, Calif., working doorways and beefing about the rain. Among them were Roy Metz, rad, who has pulled out for the Northwest, and Robert Carey, electric razors. Carey is said to be getting the long green. Seward also says he met Eddie Curtis in Fresno, Calif., selling soap.

DESPITE selfish activities of opposing business interests, pitchmen will be on hand for many more years to come.

"STILL HIBERNATING" . . . here and getting our new double photo stand and jewelry ready for opening May 1," K. Max Smith blasts from Piqua, O. "Pitchmen and roadmen in general have been rather scarce in this section this winter. I did, however, see Mr. and Mrs. George Byers and Ken and Greta Reynolds in Dayton, O."

MR. AND MRS. GEORGE BYERS . . . former med workers, recently clicked off some long green with a neat jewelry layout in the H. L. Green Store, Dayton, O.

SPOTTED ON A . . . downtown San Antonio, Tex., location with their name pins are Fount Duston and Lavada Clarke.

PITCHDOM NEEDS the aid of all those who engage in it.

STILL WORKING . . . a Natchez, Miss., night club to fair business, according to reports from that sector, is Curly Watson, novelty photographer.

OUR SCOUTS . . . tell us that West Point, Ga., is a good spot and can be worked to a \$1 reader. Don't jam up on the location, tho. There are other good ones, too, you know.

E. A. PINE . . . comes thru with the following from Mountain Home, Tenn., after a lengthy silence: "Things were plenty tough in the South this year and to make matters worse my wife was stricken ill and had to be sent to New York. I have just been admitted to Veterans' Hos-

pital here to undergo a kidney operation. Would like to read pipes from Eddie Reed, Pat Graham, and Jack Hendrix."

THE PLEA, "Blocking Traffic," is for the most part an alibi for those opposed to Pitchdom and the pitchman.

FOLLOWING . . . a successful winter around Miami, A. Fox left the Southern city recently for the P. E. Gooding Greater Shows, with which organization he will tour this season.

WORD FROM . . . Flint, Mich., indicates that Red McCool is still getting some dough with med there.

KEN AND GRETA REYNOLDS . . . ace gold-wire workers, are reported to have clicked handsomely with their neat jewelry set-up on Jefferson Street, Dayton, O.

INDIVIDUALITY is a splendid attribute, but let's all work toward the rights and benefit of all.

GETTING THE LUCRE . . . with shampoo at Neisner's, Wilkes-Barre, Pa., is Jack David.

GRATER PURVEYOR . . . of note, Fred Mavis garnered some good business in Grant's Store, East Liberty, Pa., recently.

HAVEN'T HEARD . . . from B. E. (Frenchy) Thibaut in a coon's age. What's doin' in your diggin's, Frenchy?

BROADCAST the good points of Pitchdom to the populace of each city visited. Everyone in the profession can do this.

SOME OF THE BOYS . . . and girls want to know what's become of Cliff Askins, Charles Price, Jack Eaglefeather, J. G. Nazzo, Jack (Bottles) Stover, William (The Kid) Dietrich, Barrel Rodeffer, Ray Neff, Specks Higgins, Blackie Shifflet, Big Al Ross, Bob Roche, Bill Gibbs, Count Jarvis, Whitey Johnson, Salem Bedoni, Jack Hoxie, and Donald E. Crabb.

"STILL GOING STRONG" . . . is the word from Prof. Jack E. Sharkey, who says he's working the New England States for the most part, teaching dancing, trick roller skating, drum majoring, working floorshows, and getting younger all the time.

HOW DID the Easter parades treat you novelty workers?

JACK RYAN . . . well-known pitch exponent, is working Newberry's, Cincinnati five and dimer, to good results with a unique herb and oil combination. He clicked with the dual demonstration at stands in two other Queen City locations during the Easter holidays. He and Doc Ehrling were sighted with their heads together in a Cincinnati pub last week.

ALTHO HE'S BEEN . . . off the road for the last three years, John F. Hood is still among those present. He has been living in California and pitching lawn mower sharpeners of his own make to successful turns. Hood says he plans to leave for the North soon and he, like the rest of the pitch folk, is looking forward to a successful season.

FAMOUS LAST WORDS: "I don't need any help. I do a competent job of everything."

AFTER A SUCCESSFUL . . . stand in Miami with your-name-on-sea-shell brooches and vases, Cliff Stand left for Atlantic City, where he opened with the items April 6.

PHILIP J. LANDAU . . . after corraling plenty of geedus with the your-name-on-a-sea-shell brooches in Miami, has returned to Columbus, O., where he expects to work the shells until May 10. He will then go to New York to work the item until the start of the

fair season. Landau is an agent for J. A. Whyte & Son.

TAKE INVENTORY of your practical ideas now; then set to work to make them pay dividends.

DR. EVIN BLACKER . . . in the med business for 20 years, pipes in for the first time from St. Petersburg, Fla. He has had a wonderful time there the past winter and is ready to return to New York State to open his med opry. He will play New York and Ohio. He met Doc Check Williams in St. Petersburg and says he is one of the fastest platform men he has ever known. Check has a fine magic show and an excellently trained dog and is playing hotels in and around St. Petersburg and Miami. Blacker also saw Doc Pete Thomas in Tampa and Doc Johnnie Warde in Bradenton. Doc Less Williams and Doc T. A. Smith are asked to pipe in.

THE BYERS BROTHERS (4) . . . are getting the gelt with running mice on High Street, Columbus, O. They are sons of the late Frank Byers, who was well known in the show world a few years ago.

TRIPOD OPININGS: "The most successful pitchmen are the ones who handle good merchandise and treat their customers right. Get this habit and success isn't far in the offing."

IN THE PASSING . . . of Ralph Warner, High Street, Columbus, O., has lost a familiar figure.

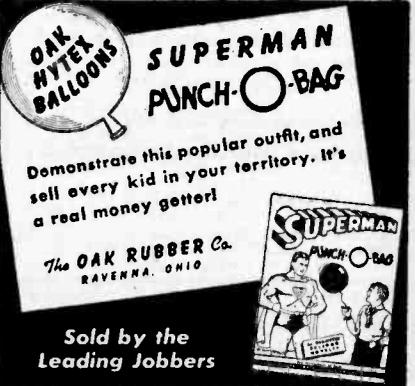
WALTER FREER . . . of razor blade and long-book fame, is doing okeh in Columbus, O., at a spot he has had for six years.

FERGIE FERGUSON . . . spent a few days in Columbus, O., at the General Products Laboratories last week after a winter in Florida. He has left for Alabama and Georgia.

DOC GEORGE REED . . . and wife will spend Easter in Canton, O., with their daughter. While in the territory Doc will look over Akron. He recently had a card from Wayne Garrison, of Indianapolis, who reported biz not so good. A card from Mr. and Mrs. Hubert Hull, of razor-blade fame, from Hot Springs, Ark., informed that they are soon returning to Grove City, O., for the racing, which begins May 3.

LOOKS LIKE the weather will decide what you will or will not accomplish this season.

HARRY (KEY CHECK) HISCO . . . letters from Port Gibson, Miss.: "Today (4) is the last day of the Fat Stock Show. I came in here March 31 in a



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Demonstrate this popular outfit, and sell every kid in your territory. It's a real money getter!

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227 Eddy St., PROVIDENCE, R. I.

bad rain, set up on the street, and started off with a bang. Business continued good during the week. I renewed acquaintances with members of the Buckeye State Shows, which were here for the week. I formerly worked concessions with that show. I am not going out this year, so will remain in Natchez, Miss., with my old stand-by of key checks, dog collars, and what have you. I also have the proposition of the concession in the ball park there."

HARRY MAIERS . . . scribes from Anniston, Ala., that there are several photo stores there and one wire worker. The reader is \$2.50, but there are no good spots, he says. He is leaving for Birmingham. Harry is feeling a little weak after his operation.

TED TRAVERS . . . is reported in Birmingham, Ala., working doorways with juicers and peelers.

GEORGE FERGUSON . . . is in the S. H. Kress store, Birmingham, Ala., with glass knives and juicers.

HARVEY JONES . . . is with F. S. Wolcott's Rabbit Foot Show in Mississippi and is getting along okeh. Weather, he says, has been very bad.

EDDIE GILLESPIE . . . and Jake Newhouse are still couponing pens. They were recently in Hot Springs, Ark., taking the baths and resting up. Say they expect to join Al Nordquist in Alaska soon.

JERRY, THE JAMMER, SEZ: "Keep your methods and manners constantly in mind and you'll have little difficulty creating and conserving good will."

REPORTS FROM TAMPA . . . advise that a number of the boys and girls managed to get their share of the lucre working that city this winter.

STILL IN . . . Athens, Ga., after working Alabama and Florida sales days to fair takes, is Bob Smith, who recently began his 45th year in the art of talking good health.

HAROLD GOLDBERG . . . and Eddie Edwards, guess-your-age workers, corralled some hermans while working the race track in Miami recently.

MANAGING . . . to collect some long green with your name-on-a-sea-shell brooches in Nelsner's, Pontiac, Mich., are Mr. and Mrs. Frank A. Whyte.

WHAT'S DOIN' . . . Art Nelson, Charley Courteaux, Bob Linnenfeller, Tommy Burns, Harry Corry,

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WHETHER IT'S MILITARY ITEMS
or any staple Notion, Novelty, Gift, Deal, Razor Blades or Sideline Merchandise, we are **NEVER UNDERSOLD**.
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Care of Drum and Bugle Corps Circus

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Tom Kennedy, Charley Gow, Hot-Shot Austin, Morris Kahntroff, George Hess, and Paddles MacCullough? Pipe in and tell us about it.

EDDIE HOAR . . . is working to good passouts with kitchen gadgets in Nelsner's, Detroit, according to word hitting the pipes desk from the Motor City.

DO YOUR SHARE . . . for the column by shooting in some brief, newsy, pipes about what's going on in your territory.

LESTER AND GRACE OWEN . . . advised from West New York, N. J., last week that they had sold their interest in the Owen Old-Time Overland Show to Statts Brothers, who will continue to operate the organization under the same title. Owens said other business interests made it impossible to continue with operation of the show.

DOC W. Y. ROWE . . . is still in Johnson City, Tenn. He made several spots a week ago with his friend, Al Rice.

FUZZY LACKNER . . . is working Cleveland with a new jewelry layout. Says he has a firm hold on the corner of Prospect and East Second Streets, which has proved a good spot. Business is getting better, he says. Lackner has been on his jewelry line for two weeks and believes Cleveland is a good town for pitchmen, altho he has run into many migratory workers there. He recently spent four weeks making a round of Ohio cities and found much easy bait on novelties and flowers. In Akron, while working gardenias and daffodils on the East Market and South Main corner, a policeman asked him for his permit. When Lackner told him he had none, the officer took him to the station house by streetcar. After several lonely hours, Lackner was released and told that he needed a permit from the owner of the property to pitch at that spot. In Dayton, Lackner found many pitchmen on Schiller Avenue. The town appeared okeh, but competition was too stiff. Lackner recently saw Georgienne Griswold in Cleveland. She has her artificial flower line going to good business. He asks to see pipes from John Zilen, Mary Melega, Doris Goodwin, and Hank Yankovich.

FRIENDS OF ELMER KAIN . . . were saddened recently by news of the death of his wife and partner, Gertrude (Peedee) Kain, who died in an Altus, Okla., hospital of pneumonia after an

operation. Her death came just a short time before the expected opening of Elmer's new platform show. Elmer has announced he will go ahead with plans for his new show and expects to open the season within two weeks.

TOMMY COOPER . . . who has been wintering in Oklahoma City, is an old-time blackface comic and hopes to go on the road this season. Walter Bell is another veteran recently seen in Oklahoma City, passing thru on his way to an engagement in Missouri.

HARRY CHRISTIANSEN . . . was seen working a department store in Cleveland with sea shell brooches to good business.

Events for Two Weeks

TRADE SERVICE FEATURE
Billboard

- April 14-19**
- ALA.—Attala. Legion Carnival, 14.
 - CALIF.—Red Bluff. Rodeo, 19-20.
 - San Diego. Flower Show, 19-20.
 - CONN.—Hartford. Dog Show, 19.
 - GA.—Atlanta. Fat Cattle Show, 15-18.
 - Savannah. Paper Festival, 14-19.
 - ILL.—Chicago. Greater Olympia Circus, April 18-May 4.
 - MICH.—Escanaba. Smelt Jamboree, 17-19.
 - MINN.—Minneapolis. Northwest Sportsmen's Show, 12-20.
 - Hattiesburg. South Miss. Livestock Show, 15-17.
 - MO.—St. Joseph. Food & Industrial Show, 14-18.
 - St. Louis. Indoor Circus, 17-30.
 - Springfield. Metro Better Homes and Food Expo, 14-19.
 - NEB.—Omaha. Better Homes Building & Electrical Expo, 15-19.
 - N. J.—Teaneck. Dog Show, 20.
 - N. C.—Asheville. Dog Show, 17.
 - O.—Dayton. Sportsmen's Show, 12-19.
 - OKLA.—Bartlesville. Knights of Pythias Fiesta, 14-19.
 - Enid. Tri-State Band Festival, 16-19.
 - Oklahoma City. Dog Show, 19.
 - S. C.—Columbia. Dog Show, 15.
 - Greenville. Dog Show, 18-19.
 - TEX.—Plainview. Fat Stock Show, 17-18.
 - Raymondville. Onion Fiesta, 18.
 - WIS.—Madison. Eagles Kiddie Encampment, 17-19.

- April 21-26**
- CALIF.—Newhall. Newhall-Saugus Rodeo, 26-27.
 - San Diego. Spring Fair of Modern Home Ideas, 22-27.
 - FLA.—Ruskin. Fla. Tomato Festival, 22-26.
 - ILL.—Chicago. National House & Garden Expo, 19-27.
 - IND.—Fort Wayne. Food Show, 22-26.
 - KAN.—Neodesha. Metro-Esta Week, 21-26.
 - N. Y.—Buffalo. Food, Beverage, & Equipment Expo, 21-24.
 - Rochester. Mardi Gras, 24-26.
 - PA.—Philadelphia. Relay Track & Field Meet, 25-26.
 - S. C.—Charleston. Azalea Festival, 23-25.
 - TEX.—Dallas. Dog Show, 20.
 - Fort Worth. Dog Show, 20.
 - San Antonio. Fiesta San Jacinto, 21-26.
 - San Antonio. Dog Show, 26.
 - VA.—Alexandria. Dog Show, 26.
 - Charlottesville. Dog Show, 22.
 - Norfolk. Dog Show, 24.
 - Richmond. Dog Show, 25.

BALLYHOO BROS.

(Continued from page 31)
less important matters, such as guarantee, percentages, and concession rate, were to be left to the committee's discretion and voted upon after the show arrived in town.

Arriving in Boot Lace early Sunday evening, unloading of the train was held up until midnight, because the parking lot was filled with cars of picture-show patrons. Monday morning we learned that we were in for more of a shoestring than a bootlace promotion. As fast as a wagon arrived on the grounds the parking manager collected 75 cents for a day's parking. We finally agreed to give him \$2.50 a wagon flat. House trailers, trucks, and autos came under the same rate. Calling our committeeman, he informed us that he owned the lot and that we were lucky to get on at that reduced rate. This came under the head of "Long Lacing," as they furnished space only for attractions and not for vehicles.

Monday night opening was held up until 9 p.m. due to our committee of shoestring peddlers not getting back from their foot-trail routes in time to act as ticket takers. The fact that we were being sponsored for a worthy cause made the bosses overlook some of the auspices' shortcomings. On Tuesday the office thought it was time to get the guarantee and percentages settled. Our auspices convinced the boss that they trusted him implicitly and would make some kind of an agreement on or before Friday.

Wednesday night was featured as Long and Short Lacing Night. The midway

was turned over to the committee, who hustled bootlaces and shoestrings by all ticket boxes. Their slogan was, "Buy a shoestring and ride or see a show free." The midway grossed both a long and short lacing. Thursday was billed as Frank Night, with the slogan, "Cut somebody's shoestring and get a laugh." Ous sponsors spent the night running from patron to patron, slashing shoe laces with knives. The other towners took on the carnival spirit and followed suit and by closing time there wasn't a good string on the lot. The committee's shoestring wheel mopped up.

Friday night the committee agreed to accept \$1,000 guarantee with no percentages, as the midway hadn't grossed anything. After collecting the guarantee Saturday morning, they told us to tear down so as to provide parking space for week-end shoppers. Thus ended a week of shoeing, booting, and lacing. Heard that the bosses were presented with a hand-whittled bootjack as a token of appreciation by our committee.

MAJOR PRIVILEGE

BLUE RIBBON CLUB
(Continued from page 31)

chair; Dixie Lew, sword manipulator; Tattoo Jack, tattooer; Alo, magician; Wilma Matthews, sword swallower and glass dancer; Alice Alfredo, sword box; Flamo, fire eater; Rudolph Gamble, tickets; Happy McNeil and R. E. Ferris, front. Hot Chocolate Revue, Johnnie Williams, manager-producer; Frank Dickerson, leader and trumpeter; S. B. Watson, trumpeter; Ernest Covington, drummer; Spoons, piano; Willie Brown, sax; Ernest Gilmore, sax and arranger; Mary Brown, Eliza Gilmore, Susie B. King, Jessie Spoons, and Slim and Jim, chorus; Pork Chops and Harry Jones, comics; Edna Brown, wardrobe mistress; Ralph Anderson, talker; Elie Prince and Stack O'Dollars, canvas.

Midget, Lee Wyatt, manager; Princess Marguriete, Andre and Rose Marie Wyatt. Life, Babe LaBarie, manager; William C. Crosby, lecturer; Madam Rosella, annex; Johnnie LaBarie, tickets. Showboat, Capt. Harry Seldier, manager; Kid Jack Wells, Benny (Snowball) Sinkfield, Motordrome, F. C. Clark, manager; George and Clara Clark, riders; Jack Lang, talker; Harold Nehrenberg, tickets. Mechanical City, Capt. Elton Denham, owner-manager; Victor Barnes. Girl-sesque Revue, Clarence Thames, manager; Bob Burton, tickets; Madge Thames, Lois June Burton, Dixie Del Marr, Marguerita Jane McEachern, Peggy Allen, and Ann Ryan, dancers. Expose, Clarence Thames, manager; Carl Stone, talker; Tommy Hunt, tickets; Peter Galamb, Jean Stone, Rosie Lee Thames, Margie Griswold, Helen Ward, Paul Jacobs, and Lillie Jacobs, characters.

Concessions

Cookhouse, Mr. and Mrs. Arthur Moe, managers; Trudie Clifton, cashier; Ted Kleppinger and Lester Moe, waiters; Arthur Moe, griddle; Agnes Moe, chef; Robert Hagwell and David Mosley, kitchen. Poole Concessions: Fishpond, John Newberry, Gus Poole; photo gallery, Vernon Lowe, Don Poole; nickel pitch, Mrs. Elsie Poole; ball game, T. D. Turner; under and over, James Williams; bottle game, J. W. Farrell, owner; Vivian Parmley and Weldon Parmley, agents; lead gallery, Ed Matson, owner; Opal Matson, agent.

Popcorn, Mr. and Mrs. William Mindach; diggers, Pops Hudgins, owner; George Dailey, operator; palmistry stand, Frank Adams; cigarette penny pitch, Howard Chase, owner; Mrs. Howard Chase, agent. Alexander Concessions: Penny Arcade, Art Alexander, owner-manager; Charles Thomas, painter; Ray Wheeler, master mechanic; ball game, Evelyn Blackford; hoop-la, Annabelle Clark, Jack Blackford; mouse game, Mary Ann Alexander; bingo, Eddie Brenner, owner; R. C. Edison and L. C. Edgar, counters.

Pitch-till-you-win, Vince Hubbard, owner; Peter Stone, agent; pitch-till-you-win and cigarette gallery, James R. Bumpus, owner; Tinsley Nall, Jimmie Metcalfe, and Al Bumpus, agents; ball game, Mrs. E. J. Murphy, owner; Mrs. Tinsley Nall, agent. Vernon Moore Concessions: Pan game, Willie Hewitt and Jack Sacey; penny pitch, Pat Riley; tommy guns, Jack Fisher; grocery stand, Harry Martin and Frank Stewart; clothespin pitch, Mrs. Vernon Moore, L. J. Courtier, and A. J. Dennis. Willie Gamble, canvas.

Automobiles entering Canada for touring purposes during 1940 totaled 3,405,537. Canadian automobiles touring in the United States in 1940 totaled 539,553.

Hartmann's
Broadcast

CINCINNATI

FAIR, park, circus, and carnival men appear to be justified in their predictions that this year is going to be of the kind that one "would write home about." Of course, there are always the "ifs and ands" to be considered, but when in business one must base his decisions on the conditions of the country industrially and agriculturally, and in both of these respects the situation is very favorable for amusements of the outdoor variety.

The defense program has speeded up business materially. The total value of major defense contracts awarded by the War and Navy departments from June 1, 1940, thru January 31, 1941, was \$12,575,869,000. Since that time the U. S. and British governments, either directly or thru tax depreciation provisions have been instrumental in plant expansions involving 784 plants having an estimated cost of \$2,138,000,000.

Too, the defense program has put 2,000,000 men to work since September of 1940 and will provide jobs for 3,000,000 more before the end of next summer.

The \$7,000,000,000 lend-lease bill has already caused a substantial advance in cotton. A prominent insurance man of Houston, Tex., recently predicted that the Southwest, particularly Texas, will have its greatest prosperity. The millions of dollars being poured into Texas for defense projects has speeded up the industrialization program of the State. Texas produces more cotton and oil than any other State. The price for crude oil there has already been upped by some companies and others are expected to fall in line. Virtually all of the State has been blessed with good rains and it now has what is known as "a season in the ground."

WALTER L. MAIN could not resist writing this corner after reading in the issue of March 29 the list of legal adjusters with whom J. Ed Brown said he became acquainted during his many years in the circus business. Main claims some of the men mentioned were not fixers but agrees all were good folks. He writes from Maplewood, N. J.:

"In regard to Eddie Brown's yarn in *The Billboard* I wish to compliment him on his memory. While some of those mentioned were not fixers, they were all good circus folks. I personally knew nearly all of them, but Eddie overlooked a few whose names I'll mention. Some no doubt died before his time.

"Bill Main, my father, started with a small mud show in '79. He could not afford to hire a mender, so did his own mending. In 1883 he and his partner, M. M. Hilliard, had America's largest wagon show. M. M. did his own fixing with the assistance of Jim Sturgis.

"In 1893, the year of the Main Circus wreck, my manager, E. D. (Doc) Carvin, was a mender, and George W. Aiken, my general agent, was also one. The wreck occurred on the Pennsylvania Railroad at Tyrone, Pa. I handled the superintendents of the Tyrone Division and Aiken worked with the adjusters and big shots in Philadelphia. He worked so fast and pulled so many new stunts that they got dizzy and built me an all-new circus. We moved in eight days. Don't know whether Aiken's alive. Have not heard of him for years. The last report I had was that his son, Eddie, was general passenger agent of the Southern Railroad.

"For several years with my one-ring circus the late George S. Cole (Bert's father) was my legal adjuster. In 1894 Tom Ford was adjuster. He also worked in that capacity the fore part of 1896 when Ed Knupp was treasurer. When Ford left I made Knupp adjuster. Later I appointed Knupp general agent, which position he held for years. In 1897 John Stowe was the mender, and in 1898 Charles Andress took on this work. Those were the horse and buggy days, and Andress always kept a nag hitched

to the ticket wagon ready for quick action if there was an attachment. In 1899 Jack O'Brien was the Main show fixer, and in 1901 W. W. Powers did the mending. Powers was with us for years in various official capacities. In 1902 we had Harry Allen, in 1903 George Hines, in 1904 Al Gillingham, in 1906 X. Y. Z. Hennessey, and in 1918 and other years when my title was leased to Andrew Downie, the adjuster was a man whose name I can't recall, but his nickname was Whitey. He lived near Erie, Pa. For many years with the original Main aggregation I always had an understudy. My side-show manager, Hugh Harrison, was a good fixer, too.

"With all the above mentioned talent I learned to borrow brains."

And here's another letter on the same subject. It's from Frank L. Bynum and dated at Dallas:

"I just read your *Broadcast* and was certainly surprised that our mutual friend, J. Ed Brown, would leave out the names of some of the most illustrious representatives in his otherwise good memory of 'fond recollections.' This is no criticism of good friend Ed, but first I will name Gordon Calvert, who was associated with the Christy Shows over a period of years. He died in Quincy, Fla., several years ago while with Floyd and Howard King's Gentry Bros. Circus. Another adjuster whose name Ed omitted was Pack Amsden, who was with Andrew Downie for many years. He, too, is deceased. Then there are two men who are still active, Frank L. (Kokomo) Anders and Joe B. Webb. As Ed mentions only circus men, I will not launch into a long list of very capable carnival executives who are now active. I mention the four in a kindly spirit and as a reminder of these good, loyal, and true men."

Leonard Traube's
Out in the Open

NEW YORK

Quoting the Quittics

HOW the New York newspapers, thru their hired hands, received the 1941 Ringling Bros. and Barnum & Bailey Circus:

Circus Reaction, by H. I. Phillips in *The Sun*: The elephants now go 'round; The band begins to play; But nothing happens as it Happened yesterday. The opening parade Begins the show no more; It's in the middle now—Not where it was before. It's be-oo-t-ful, ah yes, With lovely lads and leddies— But give me more trained seals, And not so much Bel Geddes.

Mark Murphy in *The Post*: New York today had taken its first look at a streamlined circus. It was wonderful. Even if the sawdust is red, white, and blue, it's sawdust and it smells like sawdust. The spec was the best bit of circus that's hit town in years. It is still, for our dough, the Greatest Show on Earth.

Robert Coleman in *The Mirror*: It's a honey. The most lavish and opulent parade (the spec) ever to grace a big top.

Frederick Woltman in *The World-Telegram*: Instead of a pompous opening fanfare the spec was a colorful, spectacular, opulent, and witty principal feature, fourth on the bill. John Ringling North threw every facility he had behind Mother Goose. Thruout all of it the feminine form was exhibited to its best advantage in circus history.

From *The Journal-American*: The only commodity that retained its pristine tint after the Bel Geddes face-lifting was the pink lemonade—and he expects to get

around to that any day now. The circus reflected the opulent taste that distinguished the World's Fair Futurama and other Bel Geddes brain-children. Aside from the new-fangled splashes of color, the circus clung closely to formula—meaning that it delighted the audience with its ageless humor and enduring vitality.

George Ritchie in *The Sun*: The clowns had various and sundry new items of amusement and delight. But where the heck is the two-alarm fire they used to stage?

Robert Sylvester in *The News*: The circus, boys and girls, has gone Broadway. All the way. You wouldn't know the old show. John Ringling North's new streamlined version of the circus is without doubt the greatest flash show ever produced. From the standpoint of color and novelty it's vastly improved. And doubtless the boys will now find time to tighten it up a bit from the showmanship and speed angles. There's room for a few top flight spot acts. The thing that was most necessary was to modernize the old show as soon as possible. And this they've done with greatest possible success.

From *The Times*: John Ringling North has brought the town a tonic; a happy sip of yesterday for the unpleasant taste of today. For the fleeting minutes that it (the spec) was on, the tough old Garden was transformed into a childhood paradise, and harassed adults, depressed by wars and violence, were really kids again.

From *The Herald-Tribune*: The tan-bark was covered with red, white, and blue sawdust, which seemed to many in the audience to be garish and uncircus-like. Even for an opening night, the shifting of scenes and confusion between acts seemed unusually long.

Cecilia Ager in *PM*: Streamlining is creeping up on the Greatest Show on Earth. But weep not for the good old days. The circus still smells the same. The old doesn't let the new bother it much. Its fantasy (the spec) is charming, tasteful, and generous.

L. T. in *The Billboard*: Norman and North have rung the Bel.

Md. County Open to Shows

ANNAPOLIS, Md., April 12.—Legislature has passed a bill authorizing commissioners of Anne Arundel County to issue licenses to any carnival, circus, show, amusement ride, or amusement device except in the Sixth District, and forbidding commissioners to charge a license fee to shows or amusement devices playing under auspices of patriotic, educational, fraternal, religious, charitable, civic, or volunteer fire department groups. Licenses shall be issued by clerk of the Circuit Court, receipts to be turned over to commissioners for use in maintaining licensing facilities, and the residue to be distributed in 40 and 60 per cent lots, respectively, for maintenance of county police and roads, except in the Sixth District.

Nat Green's
The Crossroads

CHICAGO

INDIANA, once the greatest center of circuses in America, this year finds itself without a single circus quartered in the State for the first time in more than 10 years. While *The Billboard's* winter quarters list records one organization in Indiana as "circus and rodeo," it is not, in the proper sense of the term, a circus, and as far as can be learned the Hoosier State is without a recognized white top organization.

According to the records, the first year a circus headquartered in Indiana was in 1836, when the Spaulding & Rogers Circus wintered at New Albany. Since that time there have been many, large and small, which have made white top history. Famous during the tag end of the century, the old Ben Wallace Circus has become merely a tradition. The same is true of the H. B. Gentry Dog and Pony Circus, which at one time was known in every small town of the Middle West. Its home was Bloomington. The shows that formed the Mugivan-Bowers-Ballard combination made Peru the "Circus City." They included Sells-Floto, Howe's Great London, Hagenbeck-Wallace, and John Robinson. For a time Hagenbeck-Wallace show wintered at West Baden. After the Ringling interests took over the American Circus Company holdings, they continued for some time to use the Peru quarters for wintering their livestock. All of the shows mentioned are now but a memory. Cole Bros. Circus, organized at Rochester, Ind., in 1934, had its quarters there until the disastrous fire of the spring of 1940, but at the end of the season moved to Louisville, Ky. At Peru only a smoldering shell of the nationally famous quarters remains, its buildings deserted and only an ancient Negro, old "P. A.," acting as guardian of the few remaining cars and wagons on the grounds.

J. C. McCaffery took in the preview of the Ringling-Barnum show at Madison Square Garden and also found

time to take in a couple of good legit shows while in New York. . . . R. A. Crump, New York concession dealer, taking a swing around the Middle West. . . . G. L. (Mike) Wright leaving early this week for the West Coast via the air line. . . . Al Martin has felt the call of spring and is off to join the Bud Anderson Circus. . . . W. B. Naylor, press man with Beckmann & Gerety Shows, left several days ago to report at the San Antonio quarters. . . . L. Clifton Kelley, feeling fit as a fiddle after his tussle with the flu, has been in and out of town the past week. . . . Just to make things interesting, Sam Gluskin, opposition agent, also has been bobbing in and out of the Windy City. . . . Hogan Hancock, MCA outdoor man, who was laid up for a few days, is again flitting around the country by plane so fast it's difficult to keep up with him. . . . Nor have we been able to catch up with Sam Stratton, that ramblin' *Hellzapoppin'* agent, who has been doing a magnificent job thru the South and Southwest. . . . Al Sweeney, of National Speedways, made a swell speech at the auto racing fraternity banquet in Detroit, promising the boys a lot of action this summer—and he'll give it to 'em. . . . C. J. Sedlmayr in from the South for an ACA home office conference. . . . Mel Smith, the Sally Rand emporario, changed his base to the Maple Leaf country last week. . . . What's become of the ambitious plans for a new convention hall and permanent exposition which a year ago seemed a very live issue? The promoters spent several thousand dollars getting out elaborate prospectuses picturing an enormous building to be built in a strategic location and designed to house not only exhibits of all kinds but also continuous entertainment features. It seems to have gone the way of many other dreams. If the Navy Pier could be divorced from politics it could be developed into a top-notch spot for both conventions and exhibitions, but there seems little likelihood that anything like that will happen.

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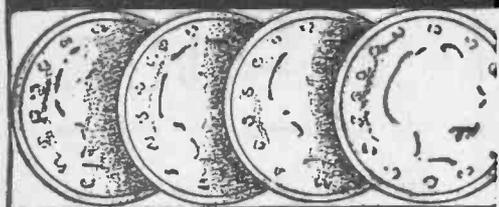
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Ordinances

As State legislatures close, a trend to city ordinances for licensing games is likely to increase

A number of State legislatures have already adjourned and each week finds additional sessions coming to an end. At this writing the legislative situation in three or four States is still considered to have an unfavorable omen for one or more divisions of the industry. But the amusement games industry has already gained licensing systems in two new States, has possibilities in a third, and may gain an opening in a fourth new State.

At present 10 States license pinball games or collect a tax on them as legitimate amusement devices. Perhaps it is well to say that Pennsylvania collects a State tax on the games by virtue of two State Supreme Court decisions in which it was decided that pinball games are in the same class with other table games. With the prospect of two more States being added to the list of licensing systems that would give an even dozen that give legal recognition to modern pinball games.

The weight of 12 States with pinball license systems will be tremendous in gaining added support for the games industry as a whole. It is probable that the industry has never used this argument as effectively as it should. But unfavorable points exist in all of the State license laws which make it difficult to use them as examples. The State of Arkansas is the only one so far that has amended its license statute in order to correct points that proved impractical by actual trial.

As the State legislatures come to an end for 1941, the next legislative year will come in 1943—which means there are two years for thinking about other things in most States. There will no doubt be a trend toward city ordinances for licensing amusement games.

It is natural that the increase in the number of States that license pinball games will also encourage city governments to take up the subject. A number of bills were introduced in States that did not pass and these all created a lot of publicity in the newspapers on the subject. At least one national publication called attention to the idea. State municipal leagues have also issued bulletins on the subject. One of these bulletins called attention to the fact that 119 of the 221 incorporated towns in the State licensed pinball

games. City councils and city officials in all parts of the country get these bulletins and the subject of licensing amusement games is sure to get increasing attention in cities, now that the State legislatures come to an end.

The trend will be from State statutes to city ordinances.

An interesting idea has appeared during recent months, as various States considered pinball legislation, which should be used to good advantage by the amusement games industry. It has developed that there is definite competition between States and cities for the revenue that may be obtained by licensing amusement games. This fact has come vividly to the front in at least three States.

In other words, it is fair to say to all those cities in States without pinball licenses that the cities should be forward in passing a reasonable license on amusement games in order to beat the State to this source of revenue. With the federal and State governments tapping every possible source of revenue, it will be more and more a problem for cities to find needed revenue. Now is the time for cities to consider that a reasonable license on amusement games will serve to regulate this form of amusement and at the same time produce revenue. Cities that really want revenue should be made aware of the fact that too high fees reduce the total revenue rather than encourage it.

In one State a big majority of the mayors expressed strong approval of the idea of home rule and that the regulation and licensing of such things as amusement games should be left to the local city governments. The idea of home rule is a bedrock principle in the American system and it forms a very effective argument in favor of local licensing.

In another State the league of city governments argued before the State Legislature that the licensing of amusement games should be left to the cities for local revenue. In another State the hardest legal battle in many a day for local pinball licensing was made—not by the trade itself—but by a city government and its attorneys.

All this is an excellent foundation for greater progress in the passing of city ordinances that place reasonable licenses on amusement games.

Gottlieb Game Ups Location Business

CHICAGO, April 12.—“We are sometimes apt to overlook how much a hit game can mean to a location and, indirectly, how much it can mean to the operator until we get a plain reminder,” declares Dave Gottlieb, president of D. Gottlieb & Company.

“Here is an example that shows a surprising fact, yet it happens over and over every day. A Tennessee operator writes up as follows: ‘We placed one of your Horoscope games in a top spot recently, where it gained an unusual amount of attention and became the favorite of players overnight. As a matter of fact, it actually switched patronage in this particular vicinity to this location. We placed another make of game alongside, but customers wait their turn to play their choice. We believe it very good business to comply with this location’s request and put in another Horoscope to satisfy the heavy play.’

“That explains why we have so often emphasized that the right games make warm friends of location owners,” continued Gottlieb. “There are not only the large profits to the operator and to the location to consider, but locations are harder to lose when they get such service from the operator. With so many benefits in favor of the proven hit games, it’s no wonder that the leading operators are not contented with anything less.”

Joseph Berkowitz Expands Factory

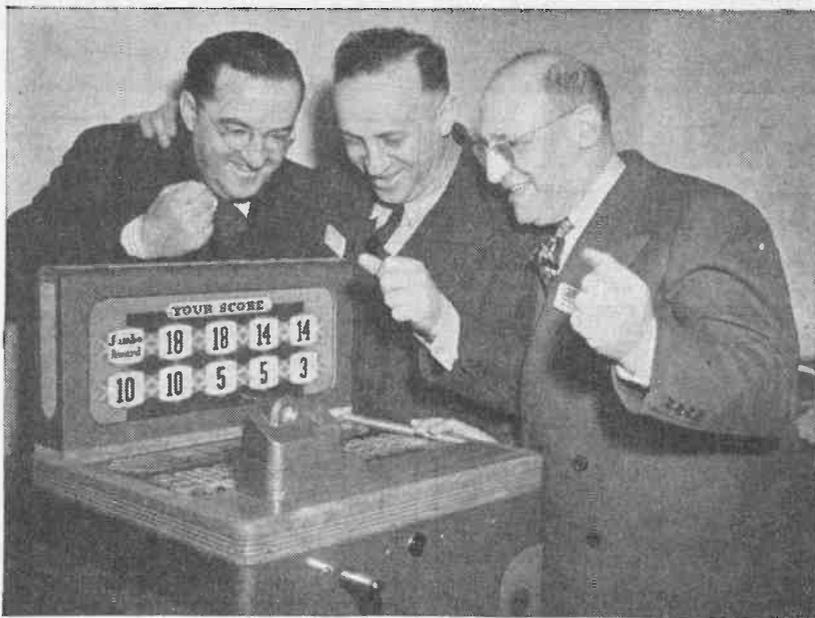
KANSAS CITY, April 12.—“It’s hard to believe that the Universal Manufacturing Company was able to handle the salesboard, ticket and jar game business in its old factory when you view its new modern and busy factory,” declares Joseph Berkowitz, president.

“Our new facilities have been expanded five-fold and yet we are up against production problems. Our answer to these troubles will be to continue to expand so that we may service all and maintain a satisfied clientele. New machinery is on order and is being installed as rapidly as received in order to boost production which will clinch more than ever before Universal’s lead in its field.”

LeVine Clicks With Counter Games

CHICAGO, April 12.—“One pair that can’t be beat is Kliz Blackjack game and Pok-o-Reel,” reports Harry LeVine, of Gerber & Glass, “two knockout counter games with many standout features and all the oomph in the world!”

“LeVine is doing a marvelous job,” said Max Glass, “and getting a big hand from operators. The two games that have his enthusiasm so high are rapidly prov-



A WINNER! Happy smiles comes from Mills Roadman Briz Crabtree, Harry Goldberg, Detroit, and Irving Goldberg, Timmins, Ont., as they get the top award on Mills Jumbo.

P. A. System for Jennings Factory

CHICAGO, April 12.—An important part of the extensive modernization program in the big Jennings plant is the new microphone call system recently installed thruout the plant. With production at top speed, every effort is being made to curtail and eliminate any possible lost motion. By means of the new microphone system an operator can contact practically anybody in the entire plant within a moment’s notice. This has definitely simplified a great deal of confusion and increased plant efficiency, it is said.

In speaking of the new system, Leo J. Kelly, vice-president and sales manager of the company, said: “The new call system is just one of the many improvements we have made in the Jennings plant. In addition to this we have installed many large new machines for cutting metal, as well as welding equipment. Jennings’ plant has always been recognized as one of the most modern equipped plants in the country and our latest expansion is further evidence of our intention to keep our plant in the lead.”

ing themselves among the most popular counter machines in a long time. It certainly looks as tho they’ll lead the parade for some time to come. Judging from the way operators are going for them, LeVine’s enthusiasm is well founded.”

Applaud Groetchen Counter Games

CHICAGO, April 12.—Enthusiastic reception has been accorded to Groetchen’s new Kliz, blackjack game, and to Pok-o-Reel, according to Smiling Jack Kagan, West Coast representative for the Groetchen Tool Company.

“Give distributors credit for seeing and recognizing leadership in the design of Groetchen’s new Kliz,” states Kagan. “Their response to these new games has been prompt and overwhelming as to quantity. All I have to do is to put Kliz or Pok-o-Reel on the counter and the battle is won right there and then. “Everyone seems surprised at the amazing large cash capacity of these Groetchen streamliners, the easy removability of the slide-out mechanism, and the well-known ruggedness of the master-built mechanism.”

In Washington and Oregon, Tom Linthicum is contacting leading distributors and finds acceptance running high for these new card games. “Demand runs neck to neck,” he says, “and there is also considerable interest shown in Pike’s Peak, which is only now coming to many localities, due to the insistent demand which has existed for this game during the last three months. Operators realize that in Pike’s Peak they have a real bread and butter game which will make swell profits even in the most restricted territories, because it measures up to all legal requirements.”

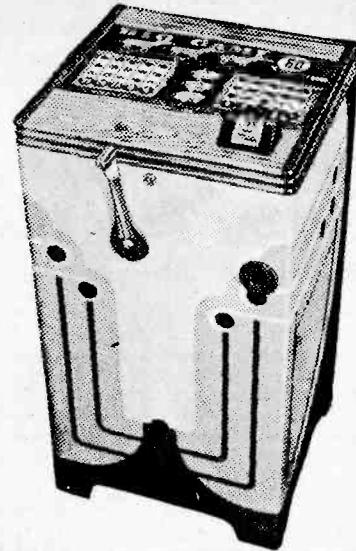
Minoco Fellowship Club To Hold Dance April 12

CHICAGO, April 12.—Today the Minoco Fellowship Club of Mills Novelty Company marks the calendar with another of its always successful events. This time it’s a dance at the Logan Square Masonic Temple for employees of Mills and their friends. The club has obtained the Midshipmen and their orchestra for the evening.

Outstanding presentations of the band are *Don’t Give Up the Ship* and *Anchors Aweigh*. Recently added to their repertoire is Jim Mangan’s patriotic theme, *We’re All Americans*.

Palastrant Is Host

BOSTON, April 12.—Ben Palastrant, district manager for Packard Manufacturing Corporation, returned recently from a trip to Connecticut, where he supervised the installation of 15 Pla-Mor wall boxes and 3 wall speakers in the Old Town Hall, East Hartford. While there he played host at a steak dinner to 20 operators of Hartford County and arranged a demonstration of Packard products.



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It’s Marble Time Again . . .

As sure a sign of spring as the proverbial robin are such cries as “knucks down,” “no hunchin,” “play ya for keeps,” and the other age-old terms which every lad learns when he plays that grand old game of marbles.

Already the marble season of 1941 is in full swing. Newspapers sponsoring the National Marbles Championship are now holding their various city and regional elimination tourneys. Every city and hamlet boasts lads who are hoping and praying that their lucky shooter will win them a trip to Atlantic City for the finals.

Few games have held the fancy of American youth so closely year after year. Most men of today received their first lesson in gambling for pleasure back when they first played marbles for “keeps.” They still like to play marbles—but instead of knucks down on the corner lot, they play the pin game in the store next to it. They still like to match their wits against the machine and win some sort of award in recognition of their skill.

Yet some would condemn the grown-up version of marbles as gambling. The Cleveland Press last year won the Editor and Publisher annual award for the best newspaper promotion on the strength of a full-page advertisement fostering the annual National Marble Championship; yet this same paper led the reformers’ cause in the drive against pinball games in the city a month ago.

Such a policy brings back memories of the town bully who inveigled kids to play marbles with him by putting two for one in the center ring. After all the marbles were in and the games ready to start, the bully yelled, “Gray Horse,” picked up all the marbles and ran. Today The Press condemns on page 1 the adult version of the game it sponsors on page 2. It yells for the city authorities to “Gray Horse” the grown-up marble game it encouraged many of its readers to play in simpler form a generation ago.

Maybe The Press, like the British Constitution, owes its “success in practice to its inconsistencies in principle.”

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MUSIC MERCHANDISING

Baton Twirlers Work Hard To Stay on Top, Says Woman Writer

By GWEN DESPLENTER

BAND leaders, baton wielders, stick men—call them what you will, they're still the leaders of the band. Painted with glamour, gilded with an atmosphere of unreality, the average person in an audience gazes upon this personage and feels "here is a man who has no trouble; here is a man who just gets up there and waves a stick or his arms around and music comes forth. Bet those guys could and would play the same way whether he was up there or not."

Just a slight acquaintance with a few bandmen leads me to say that no leader of his men ever got there without plenty of hard work and stick-to-it-iveness; business acumen, in addition to constant development of natural talent. And once there—no matter where on the ladder—midway, at the top, or climbing, he still must keep plugging away. The only guy that doesn't have to worry is the one that's at the bottom, and as one of the top flighters said the other day "the only thing that's good about the bottom is that it's warmer down there!"

When you sit at your radio, play your favorite record on your favorite automatic phonograph or on your table model; conga, rumba, waltz, or square dance to the strains of Dick Jurgens, Tommy Dorsey, Benny Goodman, or Glenn Miller—with your eyes and hearts and minds filled with the spell of music, consider for just one minute the effort the leader has put forth in hours of rehearsals to bring you these few minutes' music enjoyment.

It's a long way from getting up and waving the stick for the first downbeat. Most bands or their leaders seem to get started during college days, or perhaps even high school, as in the case of Dick Jurgens. Dick is becoming increasingly popular in Chicago and the Midwest and on automatic phonographs, too. He's been at Chicago's Aragon Ballroom ever since Wayne King departed. He's practically a fixture, but Dick leaves the end of April to fill another engagement. He can be considered fairly close to the top. But by no stretch of the imagination did he ever fall into that spot. He organized his group while in high school. For four years they did odd jobs around Sacramento. Recognition came with their first real job at the St. Francis Hotel in San Francisco.

Dick once had to train six new men, write their parts into orchestrations—about 200 different tunes—in one week. While organizing the band and studying music in high school he also held a part-time job in a radio store; to get a knowledge of recording he has been studying it and developing equipment of his own and now possesses about \$5,000 worth of recording equipment which he uses to cut test records before going to the Columbia Okeh studios.

Tunes are rehearsed privately and cut again and again before the studio session to cut disks for the music boxes. The same procedure is followed on tunes that are introduced at the ballroom. Columbia Recording now has so much confidence in Dick that it lets him take complete charge, without even sending its representative in from New York.

This meticulous care has resulted in Jurgens's being in *The Billboard* record surveys for long weeks at a time. Jurgens writes many of his own tunes, as do the members of the band. Some of them are *My Last Goodbye*, *Careless*, *A Million Dreams Ago*; *I Do, Do You?*, and the latest is *Let's Make Love Again*. Dick composed his own theme song, *Day Dreams Come True at Night*. His band is often referred to as the band of songwriters.

Does that sound as tho they had much time for frivolity? They must also make personal appearances, rehearse, do charity performances, etc., and in between eat and sleep just like the rest of us. Oh, yes, they also worry about their next engagement. When their contract expires on a certain date, they've got to have another place to ring out the bells right away.

During the 1941 Coin Machine Show Gray Gordon and his bunch drove in from a road tour—a batch of one-night-



GWEN DESPLENTER

ers. They arrived in Chicago, tired from all night riding on a milk train, just in time to spread make-up on their faces and get on the stage for their first show. In between they'd try to rest, pay salaries, get to the coin show celebrity breakfast, pose for publicity shots, make appearances at various exhibits, and wind up after midnight for a few hours' sleep. Incidentally, the band was completely disrupted by having to disperse to various parts of the city because the Chicago hotels were packed with coin conventioners. As Gray put it, he had a box to sleep in at the Sherman, but his feet were out the window all night.

The Bobcats when questioned about what they had to do while in Chicago and when not on the stand replied that they had to spend their extra time learning about 200 new tunes. The Crosby outfit had just finished a couple Hollywood pictures and the band was a little behind in new music.

People in the music line are frequently painted as being on the wild and woolly side of life. Yet I haven't noticed them to be any worse than the

"Juke Box Murder" Pic Rumors Denied

LOS ANGELES, April 12.—It's all a rumor, and like most rumors false. At least that's the outcome of stories that have been spreading here about Paramount Pictures planning a new picture starring Bing Crosby to be entitled "Juke Box Murder."

Bing's brother and business manager, Everett Crosby, told *The Billboard* for Bing this week: "I would not consider making a picture hurting any industry, much less one which may give the public an erroneous impression of the music machine industry, which has treated me so nicely all these years."

Eastern executives of Paramount contacted in New York also denied making a film by that name.

What evidently precipitated the flood of denials was the barrage of protests against such a picture shot out by leading operators and distributors to Paramount.

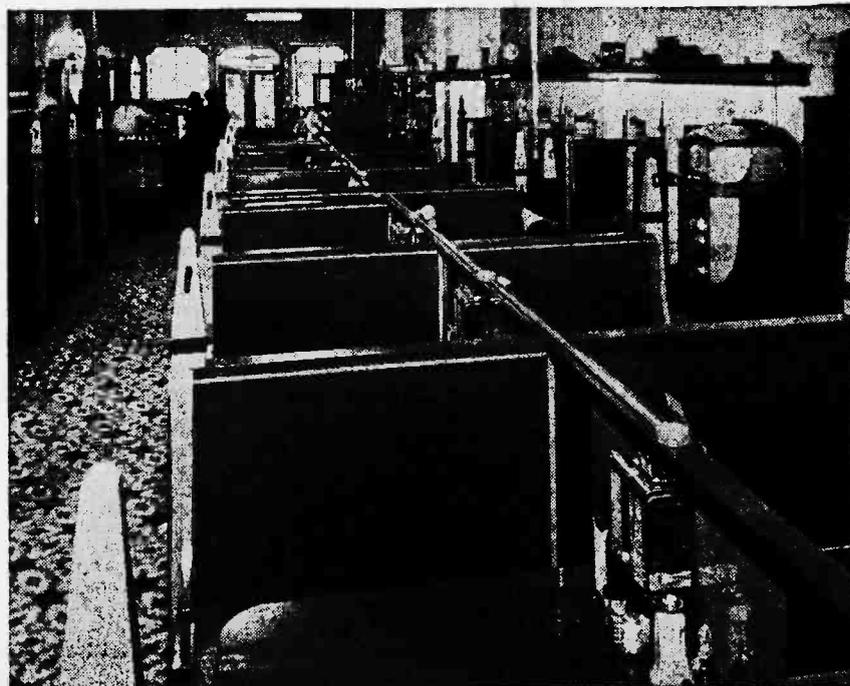
average person. A girl featured at one of the night clubs spent her time off in her hotel room crocheting and reading detective stories. Dick Todd is busy writing a book, *Mike Made Men*, in between radio and record work. Gray Gordon worries about his mother, living alone in Freeport. Tommy Dorsey and Dick Jurgens drink very little, if at all. Ray Heatherton doesn't touch the stuff.

Most band leaders have had to work too hard to foolishly sacrifice their gains by careless modes of living. They know they've got to be constantly on the alert to keep the lead they have established. And let's remember that they are people just like the rest of us, and sometimes when the band leader seems to be conceited or high-hat he's only nearsighted.

Davis Sales Has Rebuilt Phono Shop

SYRACUSE, N. Y., April 12.—Davis Sales Company, headed by Paul E. Davis and Al Wertheimer, has its own woodworking shop where phonos are rebuilt and speakers are built for individual needs.

Paul is well known in the industry.



BIG WURLITZER INSTALLATION in Denver's Brass Rail is said to be the largest remote control system in Denver. No less than 31 Wurlitzer wall boxes, two Wurlitzer bar boxes, and a Wurlitzer Stroller are available from which patrons can operate the Wurlitzer phonograph. Al Roberts, of Wolf Sales Company, Denver distributors, reports almost continuous play has made the large amount of equipment profitable to install.

He has shown many operators in the State the way to bigger profits with music machines. Firm heads report they are enjoying the best season in their history.

"The automatic music operator today has many more problems than just placing machines on locations," Paul declares. "He must gauge his locations perfectly and get to understand them better."

"That's why we have established our own phono shop. We work out individualized speakers. We make unique consoles for the remote control wall and bar boxes. With this shop we can please any operator who needs things done in a hurry and wants them done right."

Claims Wireless Phono Control Best

CHICAGO, April 12.—N. Marshall Seeburg, president of the J. P. Seeburg Corporation, recently declared that in his opinion wireless remote control selection in automatic music operating has proved the most practical method of remote selection yet devised.

"As pioneers in the development and presentation of wireless remote control units, we have discovered that no other type of remote control selection quite meets operating needs as does our wireless Wall-o-Matic System," said Seeburg. "The there have been derivations of this type of selection and tho we ourselves have experimented with other types and offer a wired system which is the finest of its type, the music operator himself has put the seal of approval on wireless Wall-o-Matic selection."

From every standpoint wireless Wall-o-Matic selection has met the test of public opinion. From a merchandising point of view no other remote selection can touch the Wall-o-Matic System. From an installation standpoint it is the only remote control system which can be installed without the cost and annoyance of wiring problems, a feature that appeals both to location and operator.

"The general consensus among operators, distributors, and locations is that Seeburg wireless Wall-o-Matic remote selection offers most in merchandising strength, dependability, and profitable operating. It is a consensus that has been verified by an overwhelming majority of installations in locations in every part of the country."

Cleveland

CLEVELAND, April 12.—Automatic Electric Phonograph Owners' Association met recently at the Hotel Carter. Attendance was practically 100 per cent. Jerry Antel, president, presided.

Important changes in the program of the forthcoming banquet and entertainment were made. Instead of it taking place at an out-of-town spot, it will be held at Hotel Statler May 21 instead of May 7. Further details of the affair still remain to be worked out, but it has been agreed that there will be a card party for the ladies in the afternoon.

Orchestra and floorshow will all be paid talent. There will be a souvenir book for the occasion in which the history of the organization will be given. Ads will be solicited for the publication only from members of the coin machine industry. The following are the committees: General chairman, Jack Cohen; Jerry Antel and Leo Dixon, co-chairman. Tickets and advertising, James Ross, James Panvy, Gary Weber, Nate Pearlman, Sanford Levine, George De Frieze, Joe Nemish.

Dave Edwards, of Youngstown, will look after the Youngstown-Warren chapter's advertising. Sam Abrams will handle the publicity and the book.

The remainder of the meeting was taken up with committee reports and other routine business. Peter Lukish told of his trip to Philadelphia and that city's association.

Jack Cohen, head of the J. C. Novelty Company, left recently for Los Angeles, where he has a branch.

Lou Golden, head of Ace Cigarette Service Company and president of the Cleveland Cigarette Vending Association, is back from a few weeks' vacation in Florida, bronzed and feeling fine.

Hillbilly and Cowboy Songs Attract More Attention on Phonos

NEW YORK, April 12.—No matter what the reason, hillbilly and cowboy ballads seem to be coming back again, at least that's what reports from operators of music machines in several key operating centers reveal. Some ascribe the play these songs are getting to the number of Western-type pictures now coming out of Hollywood. Others say the conflict abroad has made most of us more conscious than we realize of the earthy, homespun philosophy so typically American that's contained in the lyrics of most such songs; and that as a consequence we are beginning to like them more than we think—just as the strains of *The Star-Spangled Banner* thrill us now where 10 years ago we listened with indifference. Another group attribute the hillbilly rise to the dearth of good popular tunes occasioned by the ASCAP-BMI controversy.

But whatever the reason, the fact remains that hillbilly disks are reported cropping up in music machines which never before saw the likes of one. Of course, these plaintive ballads have long been the most popular record fare in the rural regions—especially in the hill country of the South and the wide-open spaces of the Southwest, but even the stolid New Englander and the blasé New Yorker are beginning to slip in a coin to hear Bing Crosby warble *Boots and Saddles*, or Cliff Bruner strum his guitar in accompaniment to the plaintive strains of *It Makes No Difference Now*, or Gene Autry give out with his latest song of the plains.

Reports indicate that many operators who never before gave this type record a thought are trying them out on their machines. Others who used them in only a few spots where location owners demanded them are now voluntarily putting them in other locations. It will be another couple of months before enough tangible evidence will be available to indicate how far the use of these tunes will spread, but its beginnings are now noticeable.

Among the newer recordings now getting a play is the *Story of the Bum*, a plaintive song of the American knight

of the road. Altho this song has been around for a long time, it's just now beginning to catch on. Bing Crosby has several outstanding hillbilly and cowboy numbers in his repertoire, as have Gene Autry, Jimmy Davis, the Prairie Ramblers, Cliff Bruner, Tex Ritter, Red River Dave, and other favorites. Outfits like the Hoosier Hot Shots and Freddie (Schnickelfritz) Fisher's band give this type of song a novelty touch which widens the scope of their appeal.

The titles of many of the songs are so unusual and interesting that many curiosity seekers slip in a nickel "just to hear what they sound like," many operators report. Some such tunes are *Henpecked Husband Blues*; *Mary, the Prairie*, and *I; A Dollar's All I Crave*; *Love Has Been the Ruin of Many a Young Maid*; *I'll Be Back in a Year*, *L'il Darlin'*, and *Hillbilly Bill*. More are being added to the catalogs of record distributors weekly.

Frankie Masters Appears at Modern

NEW YORK, April 12.—Frankie Masters and his vocalist, Marion Frances, will be guests of Nat Cohn, of Modern Vending Company, Friday, April 18, from 3 to 5 p.m. Masters will meet music machine operators and present them with autographed records of his latest recordings.

Frankie has met many operators recently and has always tried to co-operate with them in recording music that might prove profitable to coinmen.

Birmingham, Ala.

BIRMINGHAM, Ala., April 12. — The Birmingham Vending Company, Rock-Ola distributor, has opened up a phonograph record department with a young lady who knows her records in charge. On the two opening days a free package of phonograph needles was given with each purchase of one or more records. The Hurvich Brothers, operators of this concern, are pleased with the way the record department has gone over.

The G. & S. Distributing Company, Wurlitzer distributor, had to rush a truck over to Atlanta and "borrow" a few phonographs to fill some rush orders for customers who "just couldn't wait" for machines to arrive from the factory.

The Ten Ball Novelty & Manufacturing Company, at 102 N. 19th Street, has recently doubled the size of its office and display room and taken on the distributorship for Alabama of Packard Pla-Mor wall boxes. Nathan Allen, president, says the wall boxes are selling like hot cakes

Singing Towers

FIRST IN MUSIC PROGRESS!

The most advanced music equipment at a new LOW price! New features . . . both sides of records played selectively! True Ear-Level Music! Exclusive Crystex Cabinet! Four-color illumination changes to harmonize with any location . . . and many other innovations mark a new era in music money-making. Wire or Air Mail for details!



WALL BOXES
BAR BOXES
TOWER SPEAKERS

AUTOMATIC
HOSTESS
TELEPHONE
MUSIC

AUTOMATIC INSTRUMENT CO.

3007 WEST WASHINGTON BLVD., CHICAGO, ILLINOIS

and the remodeled place exudes prosperity with rugs on the floors, Venetian blinds on the windows, etc. It looks like the "Green Mountain Boy" is making good in a big way.

ing away with a handful of cash and trinkets and commenting, "Champeen Sharpshooter—That's a Laugh." Also in the picture is a drawing of an army sergeant with a sharpshooter's medal on his uniform coat.

Pennsylvania

WILKES-BARRE, Pa., April 12.—Lou Unterberger, of the Rex Novelty Company, announced the formal inauguration of the Rock-Ola Music System, with advertisements in local papers listing the cafes and restaurants where the system has been installed.

The *Scranton Times* published a cartoon of Rookie Joe, by Zere, showing what appears to be a top score on the pinball machine and Rookie Joe walk-

Altho condition sales contracts for electrical devices filed with Prothonotary Peter Margie, of Luzerne County, totaled only \$3,978 in March, it is reported that sales of coin and automatic music machines far exceeded that figure during the month with many of the sales being outright.



write for prices
Fulton Bag & Cotton Mills



KEENEY WALL BOX remote control installations continue to grow in number thruout the country, adding to operator's revenue and putting new life into locations, Keeney officials report. Featuring wall boxes in all booths and at the counter, Charlie's Coney Island Cafe, Los Angeles, reports increased revenue in both music and food.

Coming Events

Fifth Annual Dinner-Dance, Phonograph Association of Eastern Pennsylvania, April 20, at Club Bali, Philadelphia.

Installation of officers, Coin Machine Industries, Inc., Sherman Hotel, Chicago, April 24.

Sixth Annual International Travel Exposition, Stevens Hotel, Chicago, April 23-27.

Premium Show at the Palmer House, Chicago, April 28 to May 2. (See The Billboard at Booth 13.)

Bottled Carbonated Beverage Week May 11 to 17.

Amusement Board of Trade of New Jersey, Inc., Banquet, scheduled for May 18. Time and place not yet announced.

Retail Tobacco Dealers of America, Inc., annual convention, May 15-17, at Hotel Pennsylvania, New York.

Meeting of Cleveland Automatic Electric Phonograph Owners' Association, May 21, Hotel Statler, Cleveland.

American Federation of Musicians' Convention, Seattle, Wash., June 9.

Ohio Cigarette Venders' Association annual meeting at Cedar Point, O., July 10.

1941 Meeting of American Bottlers of Carbonated Beverages, Philadelphia, November 10 to 14.

1 TO 11, 20CEA. - 12 TO 99, 18CEA. - 100 UP, 16CEA.
MIRACLE POINT -
You simply can't beat
Miracle Point Needles
M. A. GERETT CORP. 2947 NO. 30 ST. MILWAUKEE, WIS.

Phonographs Wanted
We pay following prices F. O. B. yours: 618s, \$30.00; 24s, \$60.00; 600s, \$100.00; 500s, \$110.00.
BOX D-60, Care The Billboard, Cincinnati, O.

On the Records

This column is designed to aid music machine operators in the selection of records for their machines. It gives a descriptive appraisal of the latest releases and an evaluation of their potential commercial value to phonograph operators.

(CONTINUED FROM PAGE 13)

JIMMY DORSEY (Decca 3657)
When the Sun Comes Out—FT; VC.
Yours (Quiereme Mucho)—FT; VC.

Dorsey has been turning out extremely successful records of late, both for music machines and record counters. He adds another double to his list here that stands every chance of duplicating some of his current hits. *Yours* is a well-known Latin American item that should enjoy notable coin phono success in this version because of the large amount of listening value packed in the three minutes. Arrangement starts off with Bob Eberly in slow tempo, switches to swing after the vocal and winds up in rumba rhythm, with Helen O'Connell singing the Spanish words. With each component part of high musical value, the whole makes for a highly effective and different pressing. Plattermate stars Miss O'Connell in a Ted Koehler-Harold Arlen song that reveals them in the mood of their noted *Stormy Weather*. Slow and torchy, the number is a perfect complement for Helen's individual style.

LEO REISMAN (Victor 27375)
My Sister and I—FT; VC. *Do You Believe in Fairy Tales?*—FT; VC.

A really bad recording from Reisman definitely constitutes news, and this week he makes news by turning out a version of the anticipated BMI smash tune, *My Sister and I*, that is surprising in its poor treatment of a song that cries out for proper handling—and one to which it is so easy to give proper handling. Reisman attacks it as an ordinary dance tune, playing it far too bouncily fast and ruining it, despite an interesting arrangement, by tossing it off in a casual manner that doesn't reconcile itself with the song, its theme, or its lyric. The scoring would be fine on any conventional ballad or rhythm tune, but the general interpretation here is so out of harmony with the number that it's hopeless from the start. Even Anita Boyer, customarily one of the finest band singers in the business, had an off day with this one; her phrasing of a lyric that must be phrased only one way to be correct is inexcusably poor. Reverse is a lilting melody treated well enough, but the slapdash technic of the A side seems to have crumbled over her as well, and it, too, is second-rate Reisman.

MILT HERTH (Decca 3664)
Down Home Rag—FT; VC. *Hoity Toity*—FT; VC.

Herth gives an unconscious imitation of the Schnickelfritzers here by playing a couple of corny things in a corny style that hasn't often been noticed from this small combination. Each side has quite a bit of vocal, and over all is Herth's expert handling of the Hammond organ,

but he has made far better platters in the past.

VAUGHN MONROE (Bluebird B-11103)
Thumbs Up—FT; VC. *Clam Chowder*—FT.

Another pair of swingers come from this fast-rising band, both of them from the arranging pen of Johnny Watson. Other Monroe-Watson opuses, such as the recent *Take It, Jackson*, have contained more relaxed and less effortful riffs and ensemble and solo rides, but these two are all right even if they haven't as much originality and listenability as certain of their forerunners. Marilyn Duke and the band boys liven up the A side with some swing singing, while the companion piece needs no livening up vocally, being a fast-tempo jumperoo with some spectacular solo work. Drive and beat on both sides is as fine as this ork habitually puts out.

FATS WALLER (Bluebird B-11102)
All That Meat and No Potatoes—FT; VC. *Bucking the Dice*—FT; VC.

More inimitable Waller. It would seem that Fats would run out of screwy ideas for these belligerently tossed off ditties, but each new disk that comes up contains some bright and amusing moments to match anything that went before. Both lyrics here are entertaining and made doubly so by the Waller interpretation. In addition, there is some great piano and a fine rhythmic beat to the whole thing that make it more listenable than some of its more ambitious fellow platters.

DICK POWELL (Decca 3662)
I Wonder How the Old Folks Are at Home—V. *Where the Morning Glories Twine Around the Door*—V.

The sentimental nostalgia of both numbers, and the way they're delineated here may sell this disk nicely to those who prefer their musical relaxation soft, melodic, and definitely not jazzy. Powell is accompanied by the Sleepy Hollow Quartet and Eddie Dunstetter on the organ, and they all combine in out-of-tempo harmony to make a pleasant if unexciting few minutes of listening.

MILDRED BAILEY (Decca 3661)
When That Man Is Dead and Gone—V. *Jenny*—V.

With the Delta Rhythm Boys to back her up, la Bailey turns her attention to a couple of contemporary numbers—the Irving Berlin "ode" to a certain world figure, and the Kurt Weill-Ira Gershwin song story of the girl who would make up her mind, from *Lady in the Dark*. Neither one, however, is too well mated with Miss Bailey's sultry and splendid style of lyric delivery. Here

she has to pay too much attention to getting the words over thru good diction, and in the case of *Jenny*, there's too much lyric to be crammed on one side of a 10-inch disk, without sacrificing arrangement and allowing choruses to follow one another hurriedly and monotonously. It's not so much Bailey's fault that these are among her weaker recorded efforts; it's simply that the material is not quite up her alley.

TOMMY DORSEY (Victor 27374)
Another One of Them Things—FT. *Serenade to the Spot*—FT.

The title of the A side is about as descriptive of this swingeroo, as well as its plattermate here, as any. Both are Sy Oliver originals, and while they offer a few of Oliver's interesting scoring touches, the net result is pretty undistinguished. Commercially, they're good for Tommy, for they break up the string of picture tunes and ballads that he has been making of late. Musically, the solos are fine, ensembles are okeh, and the band gets good beat and drive. But the repeated stock ending of *Things*, plus the reminiscent *Hittin' the Bottle* phrase near the beginning of the side, holds this one down a bit, and the other side offers little that's new or sparkling.

MITCHELL AYRES (Bluebird B-11101)
And the Band Played On—FT; VC. *Just a Little Bit South of North Carolina*—FT; VC.

Ayres bring waltz and fox-trot tempos to his version of the song, popular years ago and revived via the Cagney *Strawberry Blonde* movie, on the first side here. Mary Ann Mercer sings very well thru most of the side, taking the waltz passages, while Tommy Taylor supplies the four-four interlude with special lyrics. Conception of the number is uniformly good, except for a too-long verse at the start; interest in what's going on is almost lost before Miss Mercer (who sings the verse as well as a couple of choruses) reaches the main melody. That's not her fault; it's simply that it's a meaningless and lengthy way to get the side started. The distinctive alto sax, absent from *Band Played On*, makes up for it on the reverse, a light little ditty that also displays Mary Ann to good advantage.

JOHNNY LONG (Decca 3660)
Walkin' By the River—FT; VC. *Accidentally on Purpose*—FT; VC.

Long has a nice, smooth, danceable and listenable outfit, and he offers a couple of nicely arranged numbers with it here. *River* is a good tune, and it's not let down in this version, with Bob Houston rounding out a good ork performance with a cleanly delivered vocal. Other side contains a poor song, but the band covers up some of its faults, and Helen Young takes an adequate vocal.

ART KASSEL (Bluebird B-11097)
I Only Want a Buddy, Not a Sweetheart—FT; VC. *You're the Moment of a Lifetime*—FT; VC.

Corn pervades the first side in no uncertain terms. The song itself is directly off the cob, the band's beat, arrangement, and general style are corny, and there's some trumpet tootling thruout the side that makes it complete. Harvey Crawford's vocal is okeh here, as well as on the reverse, which side emulates the Lombardo technic of quivering saxes among other things. The rumba touch of the maracas at the start and end of the arrangement is a bit of a mystery, inasmuch as it's straight fox-trot in between.

LARRY CLINTON (Bluebird B-11094)
Sahara—FT; VC. *Because of You*—FT; VC.

Another Clinton original is on the A side, this time mood music with a desert setting. The song is good, if uncommercial, and it's well played in a typically intelligent Clinton arrangement. Peggy Mann sings this side and its plattermate engagingly. The B side is a medium tempo version of an oldie of more than a decade ago, smoothly arranged in a highly danceable way.

DICK JURGENS (Okeh 6108)
A Little Old Church in England—FT; VC. *Let's Make Love Again*—FT; VC.

Someone ought to set Jurgens straight on the poor taste, not to mention the absurdity, of having his catchphrase—"here's that band again"—start off a side with a theme such as the Berlin number on side A. Last week the same thing was used to lead off *My Sister and I*. It's okeh on a light, bouncy little ditty, but it's definitely out of place on songs with heavy or deep (See ON THE RECORDS on opp. page)



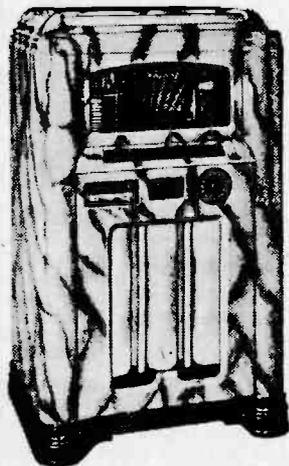
SMILES ARE IN ORDER AT THE SHOWROOMS of the Atlas Coin Machine Company, Boston, as Atlas official Barney Blatt takes operator Theodore Sklavos's order for new Seeburg music equipment. Sklavos, operator of Lynn, Mass., states that he is enthusiastic about Seeburg remote control equipment offered by Atlas Coin.

PHONOGRAPH HEADQUARTERS

GERBER & GLASS

WURLITZER

16-Record MARBL-GLO
 With Illuminated Dome
 As Illustrated



Complete Ready to Operate **\$69.50**

- Rockola 12 Rec. \$ 22.50
- 412 Phono. Spec. 26.50
- 400 Wurlitzer MARBL-GLO. 39.50
- 716 Phono. Spec. 44.50
- 616 Wurlitzer 44.50
- 616 Wurlitzer with Illum. Grill 49.50
- 600 Wurlitzer with Keyboard 124.50
- 500 Wurlitzer 134.50
- Monarch 20 Rec. 89.50

MISCELLANEOUS

- Ten Strikes \$ 29.50
- 1c & 2c Post Card Machines with Cards 35.00
- Anti-Aircraft (Brown).... 64.50
- Rotary Merch. 79.50
- De Luxe Digger 89.50
- Mutoscope (New) Punching Bags 195.00
- Love Testers (New) 195.00
- IMP 12.50
- LIBERTY BELL 34.50

PIKE'S PEAK

\$32.50



100% LEGAL

1/3 Deposit With Order

GERBER & GLASS

914 Diversey Blvd., Chicago

Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

By HAROLD HUMPHREY

News Notes

Bluebird has signed two new bands to long-term contracts and renewed one with Dick Todd. The new bands belong to Sonny Dunham and Sam Donahue, who both started their recording sessions the same week. . . . Ella Fitzgerald's new recording of "Muffin Man" is already a popular tune in London bomb shelters. An English folk ditty titled Drury Lane, which originated in a section of London bearing the same name, was the lyric inspiration for Ella's "Muffin Man" and as a token of her appreciation she sent the first 100 records of the tune to the shelters in that area. . . . Ohio music operators have grabbed onto Freddie Fisher's Schnickelfritzers' recording of "Was You Ever in Cincinnati" and "Round and Round on the Merry-Go-Round," out this week, because of the sectional tie-ups to be had. Fisher has played Cincinnati in person many times, and has just finished an extended engagement at Lantz's Merry-Go-Round, Dayton, O.

A rumor that Paramount Pictures was planning a new film to be titled *Juke Box Murder* and starring Bing Crosby was scotched this week by Bing's brother and business manager, Everett Crosby. Thru Everett, Bing told *The Billboard*: "I would not consider making a picture hurting any industry, much less one which may give the public an erroneous impression of the music machine industry, which has treated me so nicely all these years." Paramount Eastern executives also denied making a film with that title. Reason for the flood of denials was some complaints already registered by leading operators and distributors in the phonograph industry who felt that such a film, if made, would definitely hurt the industry. . . . E. Jarl, of the Scandinavian Music House, New York, has had to give up importing Swedish records because of the extremely high duty. Firm is now importing the masters and making its own records.

On the Mail Desk

A. B. Garza, manager of Southwestern Music Corporation, Houston, Tex., writes in to say that Okeh's "Let's All Have Another Beer" and the Charlie Spivak recording of "What's Cookin'?" are the top sellers at the moment with the operators there. Benny Goodman's "There'll Be Some Changes Made," and "Flatbush Flanagan," by Harry James, are strong runners-up, Garza says.

In Boston, this week, many operators write that they are complimenting themselves on discovering that the "Salud, Dinero y Amor" side of bandman Vaughn Monroe's "Donkey Serenade" is even a bigger money-maker, so all they have to do is flip 'em over on the trays.

New York City operators report that their play-meters still show "Tonight" as a top number, with "No. 10 Lullaby Lane" nipping at its heels.

From Buffalo, Ted Mills, of Mills Amusement, writes that he is falling in with the rest of the country and the Record Buying Guide on the top choice of "Amapola" as done by Jimmy Dorsey. Record has taken over the spot held by previously "Frcnesi," he says, and is going great.

Release Previews

The Golden Gate Quartet will do its first record cutting for the Okeh label Friday, doing *Jezebel*, *Live-a-Humble*, *Daniel Saw the Stone*, *Blind Barnabus*, and *Do You Call That Religion?*. . . . Jan Savitt has recorded for Decca *Manhattan Sunrise* and *Horizon*, a couple of originals done by his pianist Jack Pleis. . . . Earl Hines just knocked off four sides for Victor, two of them piano solos by the maestro. . . . Johnny Long made some more Decca disks this week after Helen Young, the vocalist, had recouped sufficiently from a case of ptomaine poisoning. . . . Irene Wicker, lady of the r waves, is doing a series of children's ords for Victor.

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:

BIRMINGHAM, ALA.:

I'll Be Back in a Year, Little Darlin'.

Texas Jim Robertson.

It's one of those thru-the-nose hill-billy ballads. One of the biggest reasons for its success in this locale is the fact that there are a flock of draftees centered down here, and the lyrics to the song are all about a guy who has received a personal invitation from the government to spend a year in a camp at its expense. All operators are shoving the tune on to the machines here.

HELENA, MONT.:

Turn Left. Jimmy Dorsey

Dorsey's latest is already doing a "going strong" for the operators out this way. It's an instrumental record of swiny jazz, and the Dorsey name on the label is enough to get the customers to drop their first nickel. Other side of the record bears the title *Turn Right*, so operators are figuring here that a turn from "left" to "right" will probably prove to be okeh, too.

BUFFALO:

I'll Be With You in Apple Blossom

Time. Andrews Sisters.

An old ballad with brand-new treatment by the Andrews Sisters. Buffalo music machine operators are ranking it among the top five on their phonographs. The fact that it's a good tune, plus the Andrews getting their feature billing, should send it up as a money-maker in lots of machines. Tune was also a "Possibility" in Record Buying Guide last week.

CLEVELAND:

Do I Worry? Bea Wain, the Ink Spots, and Tommy Dorsey.

Very mellow and sentimental, this hearts-and-flowers number has popped up in quite a few machines here. The names recording it are bound to give it plenty of plays from the tavern torch-bearers, so any one of the records can certainly be cataloged by operators as at least a good filler number.

DETROIT:

Charleston Alley. Charlie Barnet.

It's a freak choice as far as the rest of the country is concerned, but here in Detroit the operators are ranking it as a third choice this week. It's difficult

to explain or give a reason for a record having success in just one section of the country, especially when it's not outstanding as a musical piece. Very probably it's the artist and the amount of popularity he has in this city.

ERIE, PA.:
Help Me. Abe Lyman.

Comment on this one could be made by just placing a set of ditto marks under the above description of *Charleston Alley*. Tune (*Help Me*) is definitely the sleeper type, but is bobbing up in other sections besides here so may prove to become something for operators despite a slow start.

Radio's Leading Songs

HERE is a comparative list of 10 songs broadcast most often during the week ended April 12, and the week before, ended April 5. The songs are those heard over the networks and leading New York stations based on information supplied by Accurate Reporting Service.

This Week	Last Week
1—High on a Windy Hill.	10
2—Amapola	9
3—Wise Old Owl	6
4—Things I Love	—
5—Two Hearts That Pass in the Night.	3
6—It All Comes Back to Me Now	5
7—You Walk By	1
8—Walking by the River	—
9—Georgia on My Mind	7
10—No. 10 Lullaby Lane	—

ON THE RECORDS

(Continued from opposite page)

themes. Harry Cool's vocal occupies most of the grooves on this side, which is all right, because this singer is constantly improving with each successive release. Reverse has a lot of vocal, also, but this side is just another song.

PINKY TOMLIN (Decca 3649)

The Object of My Affection—V. I Did It and I'm Glad—V.

Tomlin, songwriter-band leader-singer-movie performer, here waxes two of his own compos, the first of which was a hit of considerable magnitude several years back. His vocal style is light, and he doesn't seem to take his singing too seriously, but there's an aura about this performance that is slightly old-fashioned. Styles have changed since Pinky first wrote and sang *Object of My Affection*. Reverse is a fairly cute little number, but again it somehow just don't sound like 1941 stuff.

DICK TODD (Bluebird B-11091)

Just a Little Bit South of North Carolina—V. We Go Well Together—V.

A new girl vocal quartet debuts in back of Todd on this disk. Tagged the Four Bells, the team supplies nice harmonic and rhythmic life to both songs, with Todd doing a better job with his part of the proceedings than he has been doing of late. The tunes are pleasant and danceably smooth, and both

Defense Spending And the Operator

DENVER, April 12.—An interesting observation on the effects of the huge defense program on the average operator was advanced here this week in a poll of leading coinmen.

Report shows that collections in smaller towns have fallen off principally because of the dozen or two men which may have been called to the army belonged to the group who spent the most money in machines. Then, too, many people are leaving the smaller towns for larger ones to get work in plants working on defense orders, and potential play is thus cut still more.

Effects of the program are being felt most by locations in and near army camps. Machines at the army post in Cheyenne are doing fine. Soldier spending in Denver is being felt but it is so spread out it isn't so noticeable.

arrangements are good enough. There's nothing brilliant any place on either side, but listening is no hardship at any point on the disk, either.

FRANKIE MASTERS (Okeh 6107)

Oh, Look at Me Now—FT; VC. Braggin'—FT; VC.

Look at Me Now is the sort of tune that Masters can do well. Light, lively, and thoroughly listenable, he, Marion Francis, and the Swingmasters combine to give the lyrics the proper lift in an arrangement that is largely vocal. This is a very nice job, and it has its chances of catching on with coin phono patronage to a large extent. Swingmasters also have their innings on the B side, and a tune that fits their brand of singing makes for good results all around. The ork does well in the instrumental department, too.

TEDDY POWELL (Bluebird B-11092)

Talking to the Wind—FT; VC. Straight Eight Boogie—FT.

Good contrast is present on this couplet in nice abundance. The first side is an adaptation of a Robert Schumann melody, and it's played in good ballad style by this constantly improving band. Ruth Gaylor's vocal is another of the side's assets. Plattermate swings the classical mood sharply around into one of out-and-out jazz. Hot solos, driving ensembles, and solid, jump beat make a worth-while addition to the wealth of boogie-woogie material already recorded.



GLAMOROUS TONE COLUMN BY ROCK-OLA takes over in the beautiful Glass House cocktail room of the Graemere Hotel, Chicago. "Real class and styling plus superior tone earned this location for the Rock-Ola phonograph," a hotel official asserted.

Thank You
DAVE KAPP & MOE GALE

For a Sensational Recording

by the

INKSPOTS

of

WE'LL MEET

AGAIN

DECCA 3642

VARIETY SAYS: "Spots followers will find the 'MEET AGAIN' side a nice dish. It's a good tune and suitable for MACHINES as well as private spinning."

Also
Guy Lombardo Decca
Kay Kyser Columbia
Charlie Feathers Columbia
Jack Leonard Okeh
Mitchell Ayres Bluebird

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1619 Broadway, New York City

OPERATORS!

Help Yourself
to a couple of
POTS O' GOLD
with these
★ **COLUMBIA RECORDS** ★



Biz Spotty in Twin Cities

Music and accessories up
—pin games slow—guns
rising—venders fair

MINNEAPOLIS, April 12.—Spotty is the best word to describe coin machine business activities in the Twin City area during March. Sales of phonos and wall boxes went forward at a rapid clip, with all lines getting a good play, according to distributor reports. Pin game sales, however, slowed up as operators mark time as the half year tax period draws near.

Interest in guns is picking up as spring weather stirs many local coinmen to start planning for the outdoor season. Sale of used machines has quickened, with many out-of-the-State orders being booked. Vending machine activity has been just fair since passage of the Minneapolis ordinance calling for license fees on penny and 5-cent venders.

The Northwest show held here late in March helped a lot to stimulate sales, distributors agree. Usual let-down in collections brought on by Lent was offset this year by increased spending of workers busy on defense program projects and draftees at Fort Snelling.

State legal situation remains stationary, as Legislature still has 14 days to go before adjourning.

Buffalo

BUFFALO, April 12.—Weather conditions in and around the Queen City have been ideal for business. Business everywhere is on the upswing.

It has been agreed upon by most coin machine men that Lent this year didn't slow business nearly as much as in former years.

J. H. Winfield Company, Wurlitzer distributor here, is chalking up nice sales for music boxes, and especially wall boxes and auxiliary equipment. Currently featured is Keeney's Texas Leaguer. New pin games on Winfield's sales floor are Keeney's Wildfire, Gottlieb's Horoscope, and Bally's Play Ball. Out-of-town sales constitute at present bulk of pin table volume.

W. Bergman Company, Columbia and Okeh disk distributor, enjoyed a visit from W. E. Lucas, Columbia's new territorial executive, who is making the rounds and getting acquainted with the field.

Ben Palastrant, Packard Manufacturing Company's Eastern regional sales manager, was here for a brief biz visit.

Atlas Phonograph Company, Seeburg distributing house, piloted by Ben Kulick, is still seeing steady sales of the Symphonolas and wall box equipment. Kulick is covering Western New York and Pennsylvania.

Ted Mills, Mills Amusement Company, has bought several new Seeburg phonos for his route.

American Cigarette Machine Company reports that cigarette machines are moving nicely.

Rex Amusement Company's Lew Wolf is extending his efforts toward more Western New York sales. Newest pin

game on the Rex floor is Exhibit's Do-Re-Mi.

Chippewa Amusement Company has sold a good part of its music route to Jubert Malouf, Niagara Falls operator. Joe Anzalona, head of Chippewa, is thus trying to cut down on his work in order to be able to devote more time to his new venture, the manufacturing of Pictorettes, movie machines.

Fred Van De Walker, important local music merchant, reports bigger business. *My Sister and I*, he says, is one of the most promising new tunes.



LATEST RELEASES
BY

**SAMMY
KAYE**

AND HIS
SWING & SWAY
ORCHESTRA

OPS! We Told You
"UNTIL TOMORROW"

(Victor 27262)

would be a Hit!!

THE BILLBOARD RECORD BUYING GUIDE

features

"UNTIL TOMORROW"

in "COMING UP"

Says The Billboard Record Buying Guide, April 5th: "This attractive and appealing ballad was listed as a 'Possibility' several weeks ago . . . It's Sammy Kaye . . . with an excellent waxing of his own song . . . very likely to create much interest as it goes along." (Also 'Coming Up'—"UNTIL TOMORROW"—The Billboard Record Buying Guide, April 12th.)

"UNTIL TOMORROW" will keep those nickels ringing while the folks enjoy swinging to this latest HIT by the incomparable SAMMY KAYE!

ON **VICTOR** RECORDS

**SCANDINAVIA'S
FINEST ARTISTS**

AVAILABLE NOW ON
SONORA RECORDS

Complete Selection of Folk
Songs, Vocals, Pops,
Accordion Duets

Exclusive Agent

SCANDINAVIAN MUSIC HOUSE

556 Atlantic Ave., Brooklyn, N. Y.

HORACE HEIDT

and his **MUSICAL KNIGHTS**

FRIENDLY TAVERN POLKA

COLUMBIA RECORD No. 356006

Featuring **JERRY BOWNE** and the Gang
At Last . . . a successor to Beer Barrel!

★ ★ ★

G'BYE NOW

With **RONNIE KEMPER**

COLUMBIA RECORD No. 356216

(Better Than "Cecelia")

Beg Your Pardon

We regret the omission of the name of Homer E. Capehart in the introductory note of his address, "Pull Together To Win," which appeared on page 130 of The Billboard, April 12, 1941.

An error also occurs in the article, in which it is stated that the "manufacturing industry has passed the three and a quarter million mark."

The statement should be that the industry is now up to three-quarters of a billion dollars annually.

Stinkopation By—

Freddie Fisher's **SCHNICKELFRITZ**



Band

WAS YOU EVER IN
CINCINNATI!

★ #3703
ROUND AND ROUND
ON THE
MERRY-GO-ROUND
★ #3703

on **DECCA** Records
CORNfidentially—

Columbia's



HARRY JAMES..

**IS A SURE-FIRE
COIN-MACHINE
ATTRACTION!**

**His trumpet's hot and
high on this famous
nickel-nabbing
half-dozen.**

- 36004 Flight of the Bumble Bee
- 36004 The Carnival of Venice
- 35979 Eli-Eli
- 35932 Music Makers
- 35340 Concerto for Trumpet
- 35316 Ciribiribin



HARRY DID IT THE HARD WAY

After leaving Benny Goodman's Orchestra several years ago to organize his own band, the nation's number one trumpeter put his newly gathered bandmen through the toughest grind known to musicians—the one-nighter circuit! James could have had a "soft" hotel engagement right away, but he preferred that his men learn co-ordination and teamwork in this most demanding of all swing schools. It was well worth it! Today his orchestra is tops and, with the superb James trumpet as outstanding solo instrument, his Columbia releases are the sensation of the record business. These program strips mean profits on any coin-machine.

- 36023 OL' MAN RIVER
ANSWER MAN
- 36004 THE FLIGHT OF THE BUMBLE BEE
THE CARNIVAL OF VENICE
- 35979 ELI-ELI
A LITTLE BIT OF HEAVEN
- 35947 FLATBUSH FLANAGAN
I NEVER PURPOSELY HURT YOU
- 35932 MUSIC MAKERS
MONTEVIDEO
- 35587 FLASH
ALL OR NOTHING AT ALL
- 35531 CROSS COUNTRY JUMP
EVERY DAY OF MY LIFE
- 35456 BACK BEAT BOOGIE
NIGHT SPECIAL
- 35340 CONCERTO FOR TRUMPET
I'M IN THE MARKET FOR YOU
- 35316 CIRIBIRIBIN
AVALON
- 35261 ON A LITTLE STREET IN SINGAPORE
WHO TOLD YOU I CARED?
- 35242 MY BUDDY
WILLOW WEEP FOR ME
- 35227 HERE COMES THE NIGHT
FEET DRAGGIN' BLUES
- 35209 VOL VISTU GAILY STAR
IT'S FUNNY TO EVERYONE BUT ME

**ORDER FROM YOUR
DISTRIBUTOR TODAY**

COLUMBIA RECORDS

Record Buying Guide



An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

GOING STRONG

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country. Recordings listed without an explanation are those that have appeared under this heading for one week or more and have thus become such established successes that they require no further explanation.

- High on a Windy Hill.** (6th week) JIMMY DORSEY*, SAMMY KAYE*, VAUGHN MONROE*.
- There'll Be Some Changes Made.** (4th week) BENNY GOODMAN*, VAUGHN MONROE*, TED WEEMS*.
- It All Comes Back to Me Now.** (3d week) GENE KRUPA*, HAL KEMP*, TED WEEMS.
- Amapola.** (2d week) JIMMY DORSEY*, SAMMY KAYE*, CONNIE BOSWELL.

COMING UP

Recordings listed below are those which operators report are not yet top-notch money-makers but which are growing in popularity on automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

- Oh, Look at Me Now.** After a spell of inertia on the part of new records, as regarded their pushing themselves forward on the machines, suddenly a number of them come to life, and are currently elbowing each other in their scramble to reach the top. This TOMMY DORSEY* disk takes a spurt this week that lands it not too far from the blue ribbon class; it may hop into it in another week.
- Boogie Woogie Bugle Boy.** Another sharp upward leap was registered by this tune this week, and, after several weeks of more or less indecision, the ANDREWS SISTERS recording is now going great guns. Undoubtedly the showing around the country of the sisters' movie, *Buck Privates*, wherein they sing this ditty, is responsible for the improvement in the disk. WOODY HERMAN* is fairly popular here also.
- The Wise Old Owl.** Going along very nicely, this cute rhythm tune adds a couple of standard bearers to its list, which has already included AL DONAHUE*, pretty much out in front on it, and Joe Reichman*. DICK ROBERTSON*, and TEDDY POWELL* are the newcomers, and each has a disk that is attracting some nice attention.
- Dolores.** TOMMY DORSEY* shares honors with BING CROSBY on this picture song from the film in which Dorsey is currently appearing, *Las Vegas Nights*. Both recordings are drawing a hefty slice of coin phono patronage at the moment, and they look good to continue to do so for some weeks more.
- The Band Played On.** After a strong start last week, this GUY LOMBARDO* disk has lost a bit of its steam. It's still a likely candidate for top honors shortly, but it isn't showing the determined push it showed a week ago. Ops, however, had better not ignore it—those of them, that is, not already playing it—because it's of a type that's almost certain to go further.
- Friendly Tavern Polka.** Coming along encouragingly is this HORACE HEIDT* pressing. It stepped into the phono picture a week ago, and so far it has continued to hold the attention it has been getting since it started. It's an excellent kind of disk for profitable automatic phonograph consumption, and it's proving the point.
- I, Yi, Yi, Yi.** Not doing too startlingly well, but garnering a goodly amount of nickels, nevertheless, this tune is being helped by the neighborhood showings of the movie from whence it comes, *That Night in Rio*. The ANDREWS SISTERS have the recording here.
- Until Tomorrow.** SAMMY KAYE* is managing to hold his position with this record of his own song, but it's not progressing too far at the moment, which is curious because it's the sort of number and the type of interpretation that are ideal for coin phones.
- I Understand.** This JIMMY DORSEY* recording was listed as a "possibility" last week, and the interest shown in it by the nickel-droppers since jumps it up here, with every indication that it's going to go far along the phono network. This is liable to be one of the most outstanding of the new disks.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which are still being mentioned on enough reports to warrant their inclusion in the Guide, even tho they most probably will never climb into "Going Strong."

- You Walk By.** (12th week) Almost thru. TOMMY TUCKER*, BLUE BARRON*.
- New San Antonio Rose.** (9th week) Good in spots, weakening in others. BING CROSBY, BOB WILLS.
- Tonight.** (8th week) Slipping, but still pretty good in some locations. JIMMY DORSEY*, GENE KRUPA*, XAVIER CUGAT*.

POSSIBILITIES

Recordings listed below have not as yet shown any strength in automatic phonographs but are the most likely prospects for music machine success among new record releases. These suggestions are based upon radio performances, sheet music sales, reports from music publishers as to the relative importance of certain songs in their catalogs, as well as on the judgment of The Billboard's music department.

- Yours.** Still another JIMMY DORSEY* disk, and one that bids fair to duplicate some of this band's current click records. This combines slow ballad, swing, and rumba tempo, and is based upon the Latin song, *Quiereme Much*. It looks extremely good.
- Do I Worry?** The INK SPOTS and TOMMY DORSEY* have been attracting some notice with their versions of this song. The interest may spread further, so ops should be prepared.
- Because of You.** A LARRY CLINTON* recording that has started to make its presence felt on a few machines in scattered locations, and from the comment, it may progress nicely.
- No. 10 Lullaby Lane.** This BMI song has been getting a bit of play, and in any one of its several recorded versions, it makes likely music machine fodder. It may amount to something.
- G'bye Now.** This song seems to be pointing for a hit, and in HORACE HEIDT'S version it's particularly likely to make its mark in the boxes. Operators would be wise to follow the progress of this one carefully.
- Alexander the Swoose.** KAY KYSER* has a record here that seems to have been built especially for coin phonograph consumption. It's in the novelty vein of so many of Kyser's former hit disks, and it may be a strong potentiality for the turntables.

* Indicates a vocal chorus is included on this recording.

Double-meaning records are purposely omitted from this column.

NICKEL NABBING NIFTIES!



ON *Victor*
AND
Bluebird
RECORDS

VICTOR POPULAR RELEASE NO. 419
LIST PRICE 50c

- 27377 *Let's Get Away From It All—Part 1
- *Let's Get Away From It All—Part 2
Tommy Dorsey
- 27378 *It Was Wonderful Then
*Hey! Stop Kissin' My Sister
Joe Reichman
- 27379 The Night We Met in Honolulu
Somewhere in England
Lanny Ross, Tenor, with Orch.
Conducted by Roy Bargy
- 27380 Take the "A" Train
The Sidewalks of New York
Duke Ellington and his Famous
Orchestra
- 27381 *Friendly Tavern Polka
*Hawaiian Sunset
Swing and Sway with
Sammy Kaye

BLUEBIRD "POPULAR" RELEASE NO. 325
LIST PRICE 35c

- B-11107 *Stop the War
*Mama's Gone, Good-Bye
Wingie Manone
- B-11108 *Light Cavalry
Amapola
Alvino Rey
- B-11109 Board Meetin'
The World Is Waiting for the Sunrise
Les Hite
- B-11110 *The One I Love
Sun Valley Jump
Glenn Miller
- B-11111 *Harmony Haven
Blue Juice
Charlie Barnet
- B-11112 It Was Wonderful Then
Rushin' Around on Rush Street
Dick Todd with Orch. and the Four Belles
- B-11113 *The Things I Love
*Friendly Tavern Polka
- B-11114 *G'Bye Now
*Music Makers
Vaughn Monroe

BLUEBIRD RELEASE NO. 325

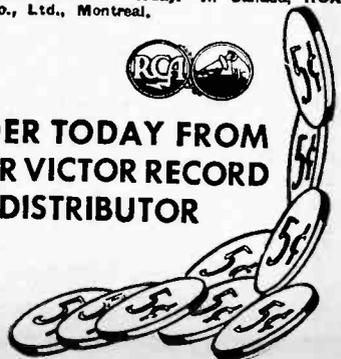
OLD FAMILIAR TUNES—LIST PRICE 35c

- B-8686 New Worried Mind
The Precious Jewel
Elton Britt
- B-8688 My Heart's in the Heart of the Blue Ridge
Lonesome as Can Be
Claude Casey and his Pine State Playboys
- RACE**
- B-8689 My Baby's Gone
It's Hard to Be Lonesome
Tommy McClennan
- B-8670 *Inspiration of Love
*Honey Dear
The Four Clefs

*Vocal Refrain
Order RCA Victor Permo Point Needles from your
RCA Victor Distributor today. In Canada, RCA
Victor Co., Ltd., Montreal.



**ORDER TODAY FROM
YOUR VICTOR RECORD
DISTRIBUTOR**

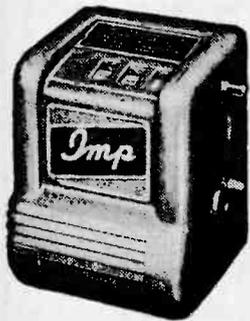


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\$5.50 Each in lots of 10

ONE OF THE 250 MODELS

SOLD-ON-TIME PAYMENT



\$12.50
6 for
\$60.00

1c, 5c or
10c Play
1-3 DEPOSIT

HERE'S THAT TERRIFIC LUCKY STRIKE

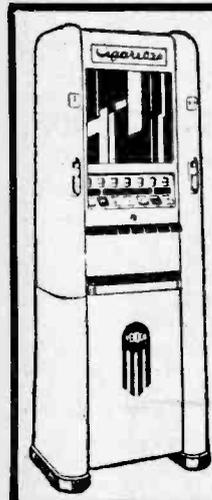


CIGARETTE COUNTER GAME with Ball Gum Vendor. New! Has no usual 3 reels! New popular brand cigarette-play, high award 10 packs (150-1 odds). Fortune telling feature, 1c play.

\$14.75 Order Quick!

WRITE FOR TIME PAYMENT PLAN

TORR 2047 A-SO. 68 PHILA., PA.



CIGARETTE MACHINES CLOSEOUT!

Immediate Delivery
387 Cigarette Vending Machines
All in A-1 Operating Condition

WRITE or WIRE for PRICE LIST

UNIVERSAL DISTRIBUTING CO.
5508 Superior CLEVELAND, O.



ROLL-A-PACK

The Very Newest Counter Cigarette-Dice Game. A Game With Real Action and a Thrill!

Sample ROLL A \$12.50 PACK. Case of 4 ROLL A PACKS Only \$45.00.

1/3 Certified Deposit, Bal. C.O.D. Buy ROLL A PACKS by the Case and SAVE Yourself \$5.00.

EASTERN
350 Mulberry St. NEWARK, N. J.

Used Cigarette Machines

U-NEED-A-PAK, MODEL E, WITH CONSOLE FLOOR STANDS

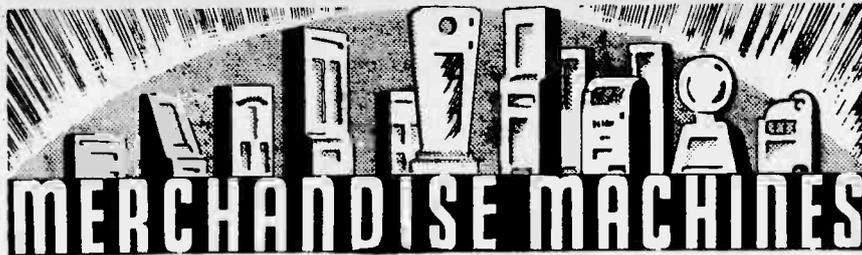
- 1 3-Column Model. Ea. \$20.00
- 5 5-Column Model. Ea. 25.00
- 9 6-Column Model. Ea. 32.50
- 1 7-Column Model. Ea. 35.00
- 2 8-Column Model. Ea. 39.50

Equipped with Slug Ejectors, Free Book Match Vendor.

SPECIFY 15c or 20c COIN SLOTS.

Terms: 1/3 Deposit, Balance C. O. D.

D.ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.



Ohio Cig Assn. Discusses Slugs And Legislation

CINCINNATI, April 12.—Ohio Cigarette Vendors' Association met at Hotel Gibson here April 6, with Lou Golden, president, presiding. It was the quarterly gathering of the organization and there was an excellent attendance from all parts of the State.

Following routine business, a motion was made by Ben Simons and seconded by Charlton Wallace that each cigarette venter in the State be assessed \$10 to cover special expenses involved in legislative work for the elimination of slugs.

Under old business, William Schwartz, association attorney, discussed the slug bill, describing its workings and how it was drafted. It was recommended that operators keep a thoro record of slugs that are received and that they be carefully guarded.

Discuss Unfair Trade Act

A report was given by Schwartz on the case of Leo Rayess vs. Lane Drug Company. There was also a discussion on Senate Bill 158, known as the Unfair Cigarette Sales Act. Its interpretation as to its application to purchases of cigarettes by vending machine operators from wholesalers was given by the authors of the bill. It was shown that the bill does not affect the sale of cigarettes from wholesalers to vending machine operators. A motion was carried that the bill be made more specific as to this point if possible.

Secretary Sam Abrams gave a report of his contacts with the Cigarette Vendors' Association on his recent trip to New York. He also described the operation of the recently organized Cleveland Cigarette Vendors' Association, of which he is also secretary. A motion was made by Willis Magley and seconded by Dave Cole authorizing the association to join the Interstate Cigarette Merchandisers' Association.

Set Annual Meet Date

It was decided to hold the annual meeting at Cedar Point, O., July 10 in connection with the annual convention of the Ohio State Pharmaceutical Association and Ohio State Tobacco Association, which will be held July 7-10. There will be an exhibit of cigarette vending machines and a yearbook will be published. Joseph Kramer, Ben Simons, Willis Magley, J. Fendrich, George Golden, and John Canelli were appointed by the president to act as a convention committee.

A nominating committee consisting of Charlton Wallace, chairman; Jerry Pangello, Edward Kleinman, Jack Cole, and Pat Schwartz were also appointed by President Golden.

ASCO WEEKLY SPECIALS

VENDORS	COUNTER GAMES
1c Hershey 40 Bar \$1.95	1c CrissCross B.G. \$4.95
1c King Jr. 2.95	1c Reel Races 4.95
1c Columbus Fruit 2.95	1c Cent-a-Pack 5.95
1c Stick Gum 2 Col. 2.95	1c Imp 6.95
5c Hershey 54 Bar 3.95	1c HomeRun B.G. 12.50
1c Eveready 4 Col. 3.95	1c Hole-In-One B.G. 12.50
1c Cigarette 2 Col. 3.95	1c Spitfire B.G. 12.50
1c Nwstern Stand. 3.95	1c Tot Tok. Pay. 13.50
1c Log Cabin 2 Col. 6.85	1c Marvel B.G. T.P. 19.50
1c In-a-Bag 7.95	1c Liberty T.P. 21.50
1c Cent-a-Mint 8.95	1c Ex-Ray T.P. 21.50
BALL GUM, 50c 5.50	1/3 Dep., Bal. C.O.D.
BOXES Pistachio Nuts, Sm., Lb.32	Send for Complete List.

ASCO, 140 ASTOR ST., NEWARK, N. J.

FAST MONEY!

SELL HERSHEY VENDORS

.. We Show You How ..

Write, BOX 285-B, Minneapolis, Minn.

Spring Season Brings New Locations, Bigger Profits to Alert Coinmen

By W. R. GREINER

The Northwestern Corporation, Morris, Ill.

In the spring a young man's fancy lightly turns—to thoughts of romance? Perhaps. And thoughts of warlike upheaval when the mistress of the household rolls up her sleeves to tackle the spring housecleaning. To thoughts of the chances of his favorite baseball team.

But young or old, the bulk vending machine operator has very serious thoughts on one subject at about this time of the year—his route and what the change of season will mean for it. There will be changes to be sure—but for the better, if handled properly.

Add New Locations

An eye to the future is essential in this business and you must realize that even the some of your locations are netting big profits now, their popularity may wane with the change of season. Therefore, to keep your earning record up, you must have other locations to substantiate this decrease. Operators who keep this thought in mind will be out canvassing their route, getting a complete picture of what changes will occur. This is not so difficult to accomplish when you work it in with your regular servicing. Watch for prospective locations that will be popular later in the season and cinch such spots early before another operator gets the same idea.

Every season brings a new variety of activities, changes of one sort or another in every community. Wise operators are on their toes making this variety spell bigger profits from their machines. Be up and at 'em operators, and build a route to surpass any you've ever known this spring. The opportunity is yours.

New Candy Bar Attracts Attention

MINNEAPOLIS, April 12.—The distributing firm of E. T. Barron & Company had an exhibit of vending machines during the Northwest Coin Show here March 25 and 26. Prominently displayed in this booth was a new line of candy bars manufactured by Candymasters, Inc., a Minneapolis manufacturing firm.

Arthur G. Nicolin, president of the firm, attended the convention and talked with many operators about the candy bar vending business. Nicolin said that his firm is interested in the candy venter field and has prepared some of its bars especially for that market.

Three new bars especially for vending machines were on display. The bars are enclosed in attractive wrappers. Names of the bars show on the sides as well as on the top of the package—a good idea for vending machines.

Candy bar vendors seem to be on the increase in the Northwest section and operators are reported to be looking for new and attractive candy bar items.

Discontinue Foil Wrapper for Candy, Gum To Save Aluminum

CHICAGO, April 12.—Announcement was made this week by officials of both Bunte Bros., candy manufacturers, and the William Wrigley Jr. Company of the discontinuance of foil wrappers in order that the aluminum used for this purpose may be diverted to defense uses.

Arrangements were made in Washington by Office of Production Management for Reynolds Metals Company to purchase 500,000 pounds of aluminum ingot from Wrigley at current market prices. Wrigley intends switching to another

It's Profitable!
It's Fascinating!
It's Dependable!

A BUSINESS OF YOUR OWN

Think of it...a small investment starts you in the fascinating business of operating bulk venders! Profits from the very beginning! Unlimited opportunity! But whether you operate ten machines or a thousand, your route of Northwesterns will provide a steady, dependable source of revenue for years to come. Get complete information, facts and figures. Send for our operator's handbook priced at 25c.

The Northwestern Corporation
5 East Armstrong Street—Morris, Ill.

Here's the way to Bigger VENDING MACHINE PROFITS

WRITE FOR FREE PRICE LIST

USED MACHINE BARGAINS

DE LUXE \$15.90
Single Lots \$15.45
100 or More 1/3 Deposit
Balance C. O. D.

All kinds of Merchandise Ball Gum, 1/2 in., 3/8 in. Stands—Brackets—Globes—Charms.

NORTHWESTERN SALES & SERVICE CO.
589 Coney Island Avenue, Brooklyn, N. Y. Phone: BUCKminster 4-2266
58 Frelinghuysen Avenue, Newark, N. J. Phone: BIGelow 3-2560

GENUINE—ORIGINAL

1100 Ball "PRIZE KING"

PREMIUM VENDOR

—FREE—

Display Rack for Pens, Knives, Key Chains, Perfume, Pen Lights, etc., etc.

Rush Your Order For

1 PRIZE KING	ALL FOR \$11.00
1100 BALLS GUM	
2 DOZ. PREMIUMS	
1 FREE RACK	

Returns \$11.00
25% Com. 2.75

Operators' Net. . \$ 8.25 YOUR PROFIT EACH DEAL.

Order from ad or write for circular

AUTOMATIC GAMES
2422K FULLERTON, CHICAGO

material for its wrappers. Bunte is switching to glassine wrappers, according to F. A. Bunte, vice-president.

WITH A ROUTE OF Northwestern Model '40' Vendors



YOU

- Increase Your Income
- Less Service Calls
- MORE Machines—Less Cost
- VERY Easy To Service
- THEY Vend All Products

ORDER NOW
1/3 Dep. Required.

RAKE

2014A Market Philadelphia, Pa.

\$5.30
In Lots of 100 or More
Less than 100, \$5.55
Less than 25, \$5.80

More Beverage Venders Placed In Ft. Worth Area

FORT WORTH, Tex., April 12.—Summer comes early in this area, but operators who know how to play along with the weather here have been preparing for it by placing hundreds of beverage venders thruout the territory. It is predicted that 1941 will be the banner beverage vender year for this area.

The latest development in the beverage vender field is the placing of some 20 venders in theaters in the State. Fort Worth theaters got six of the first 20 shipped by the Frigidrink Corporation of New York. The machines have been tuned up and are now dispensing refreshing drinks to a thirsty theater-going public.

In a recent issue of the Fort Worth press, columnist Jack Gordon had this to say in regards to the new 5-cent drink venders:

YES SIR! MR. OPERATOR! YOU CAN MAKE REAL MONEY WITH THE NEW CHAMPION BALL GUM VENDOR



- Attractive! Modern!
- Positive Agitation!
- Flash! Color!
- Profitable!

The Champion Vends one Ball of Gum for 1¢, using either 1/2 or 3/4 inch Ball Gum.

Less Than 25, \$4.50.
Less Than 100, \$4.20.
100 or More, \$3.95.

RUSH YOUR ORDER—PRICES GOING UP.
1/3 Deposit Required.
Ball Gum, 11¢ a 100 with order. Prize Gum, 15¢ per 100.

RAKE 2014 Market St. Phila., Pa.

"Newest marvel about town is the mechanical soda dispenser on trial in downtown theaters. Drop a nickel in the slot and the machine shakes up a coke and shoots it out to you in a paper cup.

"The Frigidrink Corporation of New York, manufacturer of the machine, has just sent the first 20 to Texas. Fort Worth got six of them. E. A. Heller, Frigidrink engineer, is here tuning the machines.

"The machines cost \$650 and liquidate themselves in about three years. Buyer is allowed \$6 a month in nickels while he pays.

"Altho the machines here all are loaded with Coca-Cola syrup, they are capable of mixing almost any drink. An Atlantic City concessionaire has 10 of them set up in a row. Each dispenses a different beverage.

"Wonderful, but some of the gals tell us the machines never will quite take the place of the old-fashioned soda skeep."

PROVEN Money Makers!



Be an independent operator. Place Tom Thumb Venders 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 venders 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-59, Jackson, Mich.

Food Bureau Okehs Vitamins in Candy

WASHINGTON, April 12.—"Get Your Daily Batch of Vitamins Here," might be a sign that every candy bar vending machine operator soon may be hanging on his machines; for it won't be long before candy bars carrying vitamins will be on the market.

Dr. Paul B. Dunbar, Assistant Commissioner of Foods and Drugs of the Federal Security Agency, gave the "go ahead" signal this week when he stated that the Food and Drug Administration has no objection to candy as a carrier of vitamins as long as the candy is prop-

erly labeled and actually contains the vitamin content claimed. He pointed out, however, that candies with vitamins will be subjected to the regulations of labeling of special dietary foods when and if such regulations are promulgated. The Food and Drug Administration is also opposed to claims that candy with or without vitamins is good for reducing weight, he added.

Balto Theater, Coin Men Form New Club

BALTIMORE, April 12. — Beverage, candy, and scale vending machine distributors and operators have joined hands with managers, assistant managers, and film operators of Baltimore theaters in organizing the Showmen's Club, designed to promote closer harmony, cement the bonds of good-fellowship and otherwise promote the social well-being of the membership.

Eight-five representatives of the various theater trades involved have been enrolled.

The new Showmen's Club has chosen Robert Marhenke, manager of the Broadway Theater, as president. Hal Warner, manager of the new Mayfair Theater, is treasurer.

Among the vending machine concerns who are members are Dispensers, Inc., local Frigidrink distributing and operating firm managed by Victor Rubin, and the ABC candy vending machine distributing and operating firm, whose local manager is Harry Goldberg. The ABC is a Berlo Vending Company, of Philadelphia operation.

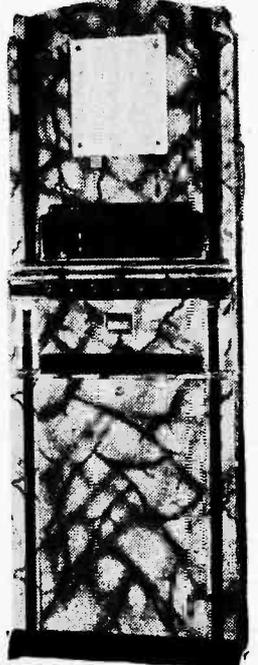
Membership in the Showmen's Club is open to all identified in any way with theater operation here, including beverage and candy vending machine distributors and operators, as well as distributors and operators of scales, gum and nut vending machines.

CIGARETTE VENDING MACHINES

Thoroughly Reconditioned

7 Column Stewart-McGuire

(Manufactured by Arthur DuGrenier)
Refinished in the famous Marbled Finish, as illustrated below, and other colors: blue, grey and green.



PRICE \$49.50
(less 10% for cash)

TERMS: \$9.50 down-payment, Balance, \$5.00 per month.

Wiener's Hobby a Hit With Operators

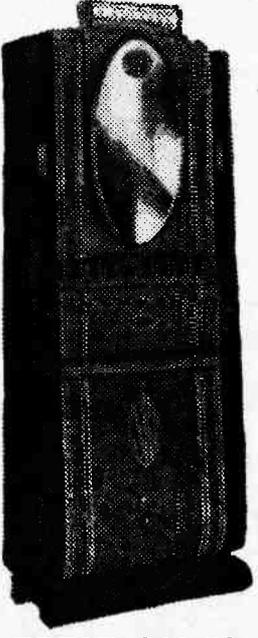
NEW YORK, April 12.—Murray Wiener, sales manager of U-Need-a-Pack Products Corporation, has a novel method of entertaining operators who visit the firm's showrooms in Brooklyn.

Ed Dierickx, of Dierick Cigarette Service in New Jersey, was the first operator to learn of Wiener's entertainment. Ed dropped in to see the new Norman Bel Geddes-designed Model 500 cigarette merchandiser. Murray thrust a microphone into Ed's hands and asked him to say a few words. After Dierickx had said his piece Murray played back the recording of the New Jersey operator's voice.

The news of the novelty spread quickly and operators thronged the showroom awaiting a chance to use the recording machine. And if you want to hear Sam Yolen, of Modern Vending, sing *Marquita*, ask Murray or Sam for the recording. There's no charge.

9 Column Stewart-McGuire

(later model)
Colors: blue, gray and green



PRICE \$69.50
(less 10% for cash)

TERMS: \$14.50 down-payment, Balance, \$7.00 per month.

Coin-Op'd Hair Dryer Ups Bathing Pool Biz

PORTLAND, Ore., April 12.—A coin-operated electric hair dryer is proving profitable when installed in swimming pool locker rooms, and is an accommodation greatly appreciated by women and children patrons, says R. H. Huedepohl, director of Jantzen Swimming Association here.

Huedepohl says the hair dryer has increased patronage at pools using it as many women will not swim and mothers will not permit their children to swim unless some provision is made to dry the hair thoroly to prevent catching cold. The machine is started with a penny and cuts off automatically after a minute and a half. It consumes one kwh. for every 40 pennies put into it. The average patron will put from 2 to 3 cents in the dryer, as it takes about three minutes to dry hair, Huedepohl stated.

The device is manufactured by the Chicago Hardware Foundry Company.

CLOSEOUT—USED CIGARETTE MACHINES

ALL THESE MACHINES IN GOOD OPERATING CONDITION

No. Col.	Make	Model	Vends	Stands	Price Each	Lots of 5
6	National	Repaired	6-30	Encl.	\$27.50	\$26.00
6	National	Repaired	6-30	Encl.	25.00	23.00
6	National	Repaired	6-26	Angle Iron	17.50	16.00
6	National	Repaired	6-26	Angle Iron	15.00	13.50
8	Stewart & McGuire	Feathertouch	15 or 20¢	Encl.	12.50	11.00
7	Stewart & McGuire		20¢	Encl.	30.00	
7	Stewart & McGuire		15¢	Encl.	30.00	
7	Stewart & McGuire		20¢	Angle Iron	8.00	7.00
6	Stewart & McGuire		15¢	Angle Iron	7.00	6.00
4	Stewart & McGuire		15¢	Angle Iron	5.00	4.00
4	Stewart & McGuire		20¢	Angle Iron	5.75	5.00
6	Mills Dual		15 or 20¢	Encl.	13.50	12.50
(All of the Above Machines Are Equipped With Slug Ejectors)						
6	Knickerbockers		15¢	Encl.	7.50	6.00
8	Simplex			None	5.00	4.00
7	Goretta		20¢	Encl.	12.00	10.00
7	Goretta		15¢	Encl.	10.00	9.00
6	Goretta		15¢	None	4.00	3.00
6	Masters		15¢		4.00	3.00
6	U-need-A-Pak	Round	15¢		3.00	2.50
6	Stewart-McGuire Penny Chewing Gum Units			None	6.00	5.00

Our terms are 1/2 deposit with order, balance O. O. D., F. O. B. Cleveland, Ohio.

BE SURE to specify 15¢ or 20¢ Vending. Your requirements will be given our immediate attention.

NATIONAL VENDING MACHINE SALES CO.
2904 EUCLID AVE. FACTORY REPRESENTATIVES CLEVELAND, O.

ATTENTION, OPERATORS!

A better quality coated chewing gum. Always fresh. 3/8" and 1/4" Ball Gum also Pellet Gum. Write for samples and prices.

U. G. GRANDBOIS CO., Kalamazoo, Mich.

<p>CENT-A-TUNE</p> <p>A Selective Phonograph Which Plays Standard Records for 1c. A Steady Money Maker!</p> <p>Operators' Price \$49.50</p> <p>Write for Circular</p>	<p>FREE WEIGHT SCALE</p> <p>Vends a Stick of Adams Gum for Each Penny—Then Gives Your Weight Free.</p> <p>Operators' Price \$69.50</p> <p>Write for Circular</p>	<p>DOUBLE VALUE PHONO</p> <p>Plays 2 Records for 5c. Holds 16 Records. A Proven Steady Profit Maker!</p> <p>Operators' Price \$69.50</p> <p>Write for Circular</p>
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D. ROBBINS & COMPANY—1141B De Kalb Ave. Brooklyn N.Y.

TRADE IN

Your Old Counter Games! Liberal Allowance Assured!

DAVAL'S "21"

Sample Case of 4 1/2 with orders balance O. O. D.

\$19.75 | \$72.50

ASCO, 140 ASTOR ST., NEWARK, N. J.



Terms on FIVE or MORE machines only. Term orders must be accompanied by one Bank and three Mercantile references.

Don't confuse these Cigarette Machines with the ordinary used Cigarette Machines you might purchase, as these machines are thoroughly reconditioned in the usual Electro Ball Company manner, which absolutely insures you A-1 condition. Our reference: Dun & Bradstreet.

Electro Ball Company, Inc.
1200 Camp St. Dallas, Texas

EASTERN FLASHES

NEW YORK, April 12.—Plenty out-of-town visitors here last week. Bill Cohen (the Sphinx), of Silent Sales Company, Minneapolis, spent the greater part of the week in New York, visiting many dealers. He spent some time with Burnhart (Bip) Glassgold. Al Schlesinger, of Poughkeepsie, blew in town and then rushed out after transacting some business. . . . Henry W. Seiden, of Albany, special representative for Buckley, came in for a conference with Doc Eaton upon the latter's return from the Chicago headquarters. . . . Earl Winters had his hands full with the demand for Drive-Mobile, Ace Bomber, Voice-o-Graph, and other Mutoscope products when Bill Rabkin went to Florida and left Earl in complete charge. Tanned and healthy, Walter H. Mann, of G. V. Corporation, is back on the job after a brief sojourn in the South. . . . Bill Donlan, of Utica, who is now using outdoor signboards to advertise his Sylvan Beach arcades, came into New York in search of equipment.

OF MEN AND MACHINES

Willie (Little Napoleon) Blatt, of Supreme Vending, has swung over to the arcade field and is putting up three of them at one time. . . . This Week magazine carries a swell story on the coin machine industry. It will be out early in May. Friday magazine came out with a two-page spread on the Bally plant. Photos show mechanics working on Silver Skates. Jack Fitzgibbons reportedly bought every copy he could get his hands on to send to customers. . . . Buckley's sound engineer, Pete Schenone, in town and full of plans. . . . Tri-Way Products Company, Inc., proud of the showing its Illumitone and Ultratone Speaker baffles are making on display and in actual use at Modern Vending, where records are played continuously. . . . Joe Rubin and Angelo Delaporte are among the new Buckley distributors and are doing great work, according to Doc Eaton. . . . Earl C. Backe, sun-tanned from a vacation in Jamaica, reports National Novelty Company was forced to turn down a large foreign order because it was unable to supply the merchandise wanted. . . . Helen Cohen, of Budin's, reportedly will treat every person who buys a game during June, July, and August to a free ice-cream soda. In fact, she'll share it with them. That's a real inducement.



WURLITZERITES GUESTS OF ANDREWS SISTERS. At a preview of their new picture, "Buck Privates," the Andrews Sisters staged a party at which Wurlitzer music merchant Dave Kenis and Ken Willis, sales representative of Acme Novelty Company, Wurlitzer Minneapolis distributor, were present, as pictured above. The entire Acme organization was also present. So was a Wurlitzer Colonial model, which furnished music for the party.

FAST FLASHES

George Ponser is one of the busiest men in town. Atlantic City is the scheduled stop for the Ponser family on Easter week-end. . . . Savoy Vending's rumor board is filled fast these days as operators paste their latest rumors on the board for the edification of the trade. . . . Mike Munves still kept hopping between his two display rooms, explaining pin games or describing the proper arcade set-up. Mike, brother Joe, and George Guss claim they are slowly going crazy with operators constantly demanding rush on all orders. . . . Biz is so good at Ambassador Vending, Brooklyn, that Al Sherry, Phil Gould, and Al Koondel are looking for a new addressograph machine. . . . Bill Alberg and Charley Aronson, of Brooklyn Amusement, couldn't get together for a few days. Bill was out sick, and when

he returned Charley was having a day off. They finally got together when they took a friend to lunch. . . . Ernest Krancer and Harry Fraier, of Queens Sales Company, moved their offices last week to Elmhurst, L. I., where they will have more space and better facilities for serving operators. . . . Leon Berman and Phil Bogin got together on Phil's return from a trip to discuss moving their Nysco offices.

COIN SHOTS

Ben Becker, roadman for Tony Gasparro, returned to New York for the Easter holidays sporting a mustache as long as Coin Row. Ben claims it's a sign of prosperity. . . . Barney and Louie Blatt, of Atlas, Boston, are eagerly awaiting Muto's Drive-Mobile and Ace Bomber. . . . Sol Chain, New Bedford, Mass., operator, claims one of the most unique telephone music installations in the East. Sol says his operator, Bubbles, is as pleasant to look at as she is to listen to. . . . Tom Haynor, of Schenectady, is looking forward to celebrating a great event. . . . Larry Gordon, Saratoga's live-wire operator, drives to Albany and then entrains for New York. Says he can't drive all the way because he always gets a ticket for speeding. . . . Fred Iverson, Seaboard's traveling man, back in town for the holidays. . . . Carl Mantell, of Baltimore, strolling down Coin Row, marvels at the change since the early days of the industry.

Thomas F. Vance, of Thompson-Vance & Associates, sales agents for Your Choice bottle venders, spent a few days visiting New York columnen. . . . Arlyne

Sedell, Judith Bauman, and Margie Shapiro, of Seaboard Sales, tried to work a gag on their mechanic but it didn't go off as planned. . . . Ed Whorowski, new Schenectady operator, has placed orders for more equipment after some successful runs with gun machines. . . . Rudy Greenbaum, Packard sales manager, overwhelmed by the surprise testimonial tendered him. . . . Jack Berger and Jack Mitnick have made final arrangements for a race from Newark to Pittsburgh. Irv Morris is promoting the event and holding the bets.

HERE AND THERE

Employees at Scientific were so hepped up over those group photos of themselves in front of Batting Practice that they asked for—and received—a print for each person in the picture. . . . Charley Fleischmann, of Baltimore Salesbooks, reports the demand for the firm's special collection books has reached a new high. . . . Sam Sachs, of Acme Sales, reports he clicked with his leather and Marble-Glo remodel jobs and is now working out a way for operators all over the country to benefit thru a trade-in plan. . . . Charley Lichtmann comes downtown, wipes the sweat off his brow, and begins to explain the difference in the coin machine picture of today and 10 years ago. . . . Irv Orenstein, of Hercules, back from Florida. Irv reports the weather was swell and he hated to leave.

Barney (Shugy) Sugerman reported busier than ever in New Jersey. . . . Irv Morris reports Ponser's Newark crew is kept busy keeping up with orders for Batting Practice and for Ponser's Carrollized reconditioned machines. . . . Jack Kronberg, of Crown, has a new grief. He can't get out orders for used machines fast enough because he can't get enough crates. . . . Al S. Cohen, of Asco, pepped up over the way operators throught the country are ordering his reconditioned merchandise machines. Al claims the firm has already doubled last year's figures. . . . Ed Ravreby reports Owl Mint, Boston, is soon to hold a special sale which he will conduct personally. . . . Roy McGinnis and Earl Lipe busy in McGinnis's Baltimore offices, with demands for reconditioned machines piling up. . . . Al Rodstein, of Arco, Philadelphia, delaying his grand opening, as he expects to be a father shortly. . . . Jos Ash, of Active, pepped up over the continual flow of out-of-town orders.

Jack Kay, of Ace Distributors, is so busy getting out shipments he hasn't time to relax. Shore business is exceptionally good. . . . Irv Mitchell re-

CRASH

YOUR WAY TO REEL PROFITS WITH "DEFENSE" MODEL AMERICAN EAGLE

Greatest and most timely counter game hit! Featuring Tanks, Parachutes, Machine Guns, Bombs and Airplane symbols on reel strips plus Free Play Token Payout!!

WE'VE BOOSTED THE PROFITS BUT NOT THE PRICE!!!! STILL ONLY 10 FOR \$275

Sample \$32.50 Ball Gum Model \$2.00 Extra

ORDER NOW!

DAVAL, 2043 CARROLL AVE., CHICAGO

Pacific Coast: MAC MOHR CO. 2916 W. PICO BLVD. LOS ANGELES, CALIF.



GEORGE PROCK AND HAL ROBBINS, distributors for Exhibit Supply Company in Dallas, inspect the new Exhibit Game Do-Re-Mi. Their firm, Prock & Robbins, has arranged for quantity shipments, it is reported.



ROLL A PACK
The "Sweetheart" of Counter Machines
Sample ROLL A PACK just \$12.50. Case of ROLL A PACKS only \$45.00. Buy ROLL A PACKS by the Case and save yourself \$5.00. All orders require 1/2 certified deposit, balance C. O. D. Contact your nearest distributor or write direct! Notice: ROLL A PACK available with Ball Gum Attachment only \$2.00 extra.

VICTOR VENDING CORP.
5711 W. GRAND AVENUE, CHICAGO

**YOU CAN DEPEND ON THESE
SOUTHERN SPECIALS!
FOR PROFITABLE OPERATING!**

A-1 PHONOGRAPHS AT NEW LOW PRICES!

Seeburg Selectophones. Ea. . . . \$ 15.00	Seeburg 20-Record K \$ 79.50
Seeburg Model A or B 25.00	Seeburg Regal or Plaza 129.50
Seeburg Gem or Casino 119.50	Seeburg Vogue 169.50
Seeburg Rex, 20-Record 89.50	Seeburg Classic 179.50

Rockola 12-Record \$ 24.50	Wurlitzer 500 \$149.50
Rockola 1939 Standard 129.50	Wurlitzer 700 229.50
Rockola 1939 Deluxe 149.50	Wurlitzer 800 259.50
Mills Throne of Music 139.50	With R. C. and one 2-Wire
Wurlitzer Model P-12 27.50	Wall Box 289.50
Wurlitzer 412 or 312 34.50	5 Wurlitzer 30-Wire Wall Boxes.
Wurlitzer 616 49.50	Each 12.50
In Illuminated Cabinet 64.50	

TOP MONEY-MAKERS AT ROCK-BOTTOM PRICES!

International Mutoscope Traveling Crane \$69.50	Keeney Anti-Aircraft Gun, Light Brn. Cabinet \$74.50
Hiball, played with rubber balls 39.50	Seeburg Shoot the Chute Rayolite, with Base 79.50
Rockola Ten Strike 39.50	Bally Rapid Fire, Submarine Gun 129.50
Western Baseball, Deluxe 64.50	Keeney Air Raider 159.50
Keeney Anti-Aircraft Gun, Blk. Cabinet 59.50	

SPECIAL!

HUNDREDS OF FREE PLAY GAMES FROM \$10.95 EACH!

Your Choice of the Following:

AVALON—CHEVRON—FIFTH INNING—MIAMI—TRIPLE THREAT—BANG—CHUBBIE—LIBERTY—KLICK—BOUNTY—BIG TEN—CONQUEST—RINK—TWINKLE—DAVY JONES—LOT OF FUN—BIG SIX—SNOOKS—TRIPLE PLAY.

HUNDREDS OF OTHER GAMES—\$13.95 EACH AND UP

WRITE TODAY for new list of all types of Used Phonographs. Large stock of late model money-making Games, Guns and Phonographs always available.

1/3 deposit with order, balance notify.

SOUTHERN AUTOMATIC MUSIC CO.

312 W. Seventh Cincinnati, O. 542 S. Second St. Louisville, Ky. 531 N. Capital Indianapolis, Ind. 425 Broad St. Nashville, Tenn.

**Fla. Has Big
Racing Year**

Take \$2,402,773 in State where bells were banned because of "gambling"

MIAMI, April 12.—State of Florida reaped a record revenue of \$2,402,733.99 from horse and dog racing and jal-alai this winter, eclipsing last year's take by \$133,043.42. Interesting sidelight on this report is that church interests in this State went up in arms against the 1935 slot machine law, crusaded against it on the grounds that it encouraged gambling, and succeeded in repealing it in 1937.

After its repeal these same church groups woke up to the fact that by fighting this law they had inadvertently joined forces with racing interests, headed by Moe Annenberg, who were seeking to ban the machines because of the inroads they were making on take at the tracks.

Season just closed here was the biggest since legalization of pari-mutuel wagering in 1931. On the basis of figures compiled by the State Racing Commission, each of the 67 counties stands to get about \$33,000.

2,695,454 See Events

An increase in attendance and betting was reported by every track save Hialeah Park, the swank strip which experienced a slight falling off.

Altogether, 2,695,454 persons paid their way into the two horse tracks, the nine dog ovals and the jal-alai fronton. A total of \$68,280,202 was wagered thru the pari-mutuel windows. During the 1939-'40 season, 2,517,266 ticket buyers bet \$64,388,377.

The State levies a tax on admissions and takes 3 per cent of the wagers at horse tracks and 7 per cent at dog tracks. After expenses of the racing commission are deducted, counties divide the revenue on a share-alike basis.

\$10.00 DOWN
Balance Monthly



BIG GUESSING SCALE

For Choice Locations

Height, 71 in.; Width, 17 in.; Depth of Base, 26 in.; Net Weight, 183 Lbs.

Operates Automatically

Does Not Require Electricity

No Springs--Balance Weight

30-DAY MONEY-BACK GUARANTEE

WATLING MFG. CO.

4640-4660 W. Fulton St. CHICAGO, ILL.

Est. 1889—Tel.: COLUMBUS 2770
Cable Address "WATLINGITE," Chicago

BUD LIEBERMAN Says

**WE BOTH LOSE MONEY IF YOU DON'T TRADE WITH ME!
YOU'LL MAKE MONEY WITH THESE BARGAINS!**

FREE PLAY GAMES		1 BALL PAYOUTS	
Mr. Chips . . . \$19.50	Red Hot . . . \$22.50	Millst-2-3, '39 . . . \$29.50	
Circus . . . 22.50	Roller Derby . . . 23.50	Millst-2-3, '40 . . . 67.50	
Commodore . . . 22.50	Score Card . . . 27.50	Sport Special . . . 89.50	
Hold Tight . . . 17.50	Score Champ . . . 32.50	Sport Page . . . 52.50	
Home Run . . . 27.50	Speed Demon . . . 29.50	Record Time . . . 92.50	
Landslide . . . 34.50	Sports . . . 27.50	Grand National . . . 89.50	
Limeight . . . 34.50	Stop & Go . . . 19.50	Grandstand . . . 82.50	
Seven Up . . . 89.50	Topper . . . 24.50		
CONSOLES			
Square Bell . . . \$87.50	Longchamp . . . \$38.50	<i>1/3 deposit with order, bal. C.O.D.</i>	
Kentucky Club . . . 67.50	Dark Horse . . . 27.50		

"Every Deal Personally Handled by Bud."

SEE BUD FOR NEW GAMES OF ALL LEADING MANUFACTURERS

831 W. WASHINGTON ST. CHICAGO, ILLINOIS
JUST A STONE'S THROW FROM THE SHERMAN!

**SPRING CLEARANCE
ON FREE PLAYS**

Zombies . . . \$52.50	Sport Parade \$62.50
Four Roses . . . 57.50	Limeight . . . 29.50
Bordertown . . . 35.00	Flicker . . . 62.50
Dude Ranch . . . 35.00	All Americans 55.00
Seven Up . . . 65.00	Duplex . . . 60.00
Stars . . . 65.00	1 Fl. Sample Evans
School Days . . . 55.00	Tommy Gun. 127.50
Bandwagon . . . 42.00	Crosslines . . . 34.50
1 Floor Sample Jennings Fast Time . . . 140.00	
A.B.T. Target Pistols, Blue Cabinet . . . 15.00	

D & S NOVELTY CO.

1302 So. Main St., ROCKFORD, ILL.

1c CIGARETTE BOARDS

1000 Hole, Standard Make, 10 Section, 34 Payout; also 20 Section, 36 Payout. Limited Quantity.

50c EACH

ACE NOVELTY COMPANY

574 East 106th St., Cleveland, Ohio

Tell the Advertiser in The Billboard Where You Got His Address.

ceived a few more of those fine complimentary letters from his customers. Irv is thinking of making a scrapbook to show to doubting Thomases. . . . Joe Eisen and Jerry Thorner, Wurlitzer distributors in Manhattan, getting gray trying to satisfy all their friends with deliveries.

Dave Robbins will introduce a new 1-cent skill game next week which is being manufactured for him by one of Chicago's leading companies.

Murry Wiener, sales manager of U-Need-a-Pak Products Corporation, has left for Florida and Georgia. Bill Wiener, representing this company in Pennsylvania, Maryland, Delaware, and Washington, has been receiving many inquiries from operators in his territory requesting demonstrations of the new Model 500.

Ray Engineering Company is introducing an instrument designed to give a free play every half hour on music machines and pin games. Officials of the firm claim that operators who have made installations are enthusiastic over the reception Pla-Booster has received from locations.

Bernese Panzer, attractive switchboard operator for Modern Vending Company, will marry Morton J. Sobel April 27 at the Casa Del Ray, Brooklyn. Couple will leave for a Florida honeymoon.



RAY NOBLE dropping a coin in a new Buckley Illuminated Music Box. This picture was taken in the Purple Cow, Cincinnati, during the time of the well-known orchestra leader's engagement at the Beverly Hills Country Club, Newport, Ky.

SAVE TIME AND MONEY

BUY FROM LOUDEN

Attention . . . \$55.00	Fox Hunt . . . \$28.00
All American . . . 55.00	Formation . . . 40.00
Broadcast . . . 55.00	Power House . . . 32.00
Bandwagon . . . 35.00	Polo . . . 28.00
Border Town . . . 28.00	Progress . . . 33.00
Crossline . . . 35.00	Sports . . . 20.00
Flicker . . . 60.00	Stratoliner . . . 55.00

Vacation \$20.00

EASTER SPECIAL!

Sunbeam . . . Write For Price

LOUDEN & CO. 125 Elizabeth Av. NEWARK, N. J.

OPERATORS! DOUBLE COLLECTIONS

On Your Regular Route

and Every Collection

ALL PROFIT!



Write now for free folder on this amazing novelty—a machine that "Tests" KISSES. It is Doubling the profits of coast operators with no extra trouble. Write to

MONEY MAKER MACHINES
1715 N. Mariposa, Hollywood, Calif.

WANTED

BLANK DISCS for Groetchen's Metal Stamps—any quantity—state price.

STEIN SERVICE & MERCANTILE CO.

1655 W. Madison St., Chicago, Illinois

HOLD EVERYTHING!

GET THE NEW SENSATIONAL

1 OR 5-BALL
6 COIN Multiple FREE PLAY

PROVEN BY EVERY TEST
THE SURPRISE MONEY-
MAKER OF THE YEAR!

Now Delivering! Order Today!

WESTERN PRODUCTS, Inc.
925 W. NORTH AVENUE • CHICAGO, ILLINOIS

KEEP YOUR EYE ON
WESTERN!

Say Kiss Testers Easy to Place

LOS ANGELES, April 12.—“Operators find locations actually anxious to have Kirby's Original Kiss Testers installed,” states Money-Maker Machines Company. “Because they afford so much entertainment for customers that it is like giving a free show. At least it is free, from the location's standpoint. The customers pay for the entertainment as they crowd around and make repeat plays, striving for different scores and answers.”

“The Kiss Tester is a compact machine that may be advantageously placed in bars, dance halls, swimming pools, arcades, bowling alleys, and similar places of amusement. Many of the operators of other types of machines place Kiss Testers along their route and benefit from the surprisingly large extra collections, according to distributors.”

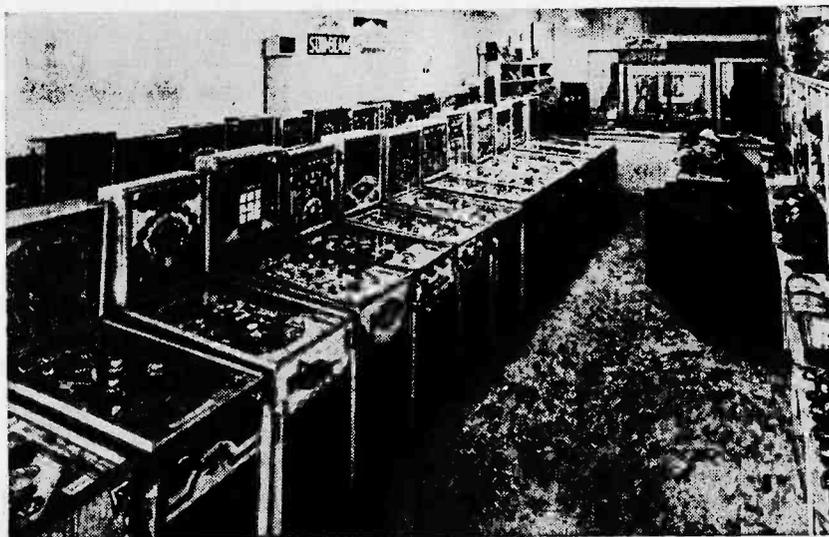
Genco Ten Spot Is Going Great

CHICAGO, April 12.—“Few games in the hit-packed history of Genco Manufacturing Company have gone over with such a bang as its present number, Ten Spot, report Genco officials.”

“Players thruout the country seem to have drafted Ten Spot as their official thrill machine,” says Meyer Gensburg, of Genco, “with the result that operators have placed more Ten Spots on their routes. Everything about the game marks it as a topnotcher. For one thing, it really packs a world of action—split-second, last-minute action that gets players standing on their toes. For another thing, Ten Spot is extremely simple to understand—which is a tremendous advantage. With the first game the players get the hang of the action

and are immediately entranced. Ordinarily, when a thing is too easy to grasp, interest isn't sustained for very long—but Ten Spot is the notable exception to this rule because operators report that they have never seen a game which keeps players so fascinated for such lengthy stretches of time.”

Bert Lane, head of Seaboard Sales, of New York, declares that Ten Spot is setting new sales records for his firm. “Ten Spot is the game, Genco is the name! This seems to sum up the reasons for the tremendous success of this new hit.”



H. Z. VENDING & SALES, Inc., Omaha, Neb., distributor, has this spacious display room in its new quarters, 1205 Douglas Street. Left to right, at rear, are H. Z. Zorinsky, J. Wintrob, Annette Ostrowsky, and Norma Zingerli, ready to serve Omaha coinmen. The firm distributes Exhibit Supply Company machines.

Houston Paper Champions Cause of Novelty Games

HOUSTON, Tex., April 12.—During the city council's recent discussions on pinball games here *The Houston Post* carried the following two-column editorial on its editorial page:

“On May 19, 1937, during the Fonville administration, the city council of Houston passed an ordinance fixing fees for licenses for the operation of coin machines, including marble boards.

“The paragraph relating to marble boards says: ‘A fee of \$15 where the coin, fee, or token used, or which may be used, in the operation thereof is one of the value in excess of 1 cent and not exceeding 5 cents, or represents a value in excess of 1 cent and not exceeding 5 cents.’

“Under that ordinance the license fee for the operation of a marble machine that requires a nickel for playing is \$15 per year.

“It is estimated that there are 1,200 marble boards operating in the city. If the license fees were collected on each of these, the revenue accruing to the city would amount to about \$18,000 annually.

“That ordinance has not been repealed.

“Until it is repealed it is the duty of the city tax office to collect the license fees, and it is the duty of the city council to see that the ordinance is enforced.

“The question of whether it is good public policy to permit the marble machines to be operated is something else. If the council does not think the machines should be allowed to be operated, then its obvious duty is to repeal the ordinance.

“Since when did it become either legal or sound public policy for the city council to make a dead letter of one of its own acts by merely acquiescing in non-enforcement? The council is on dangerous ground in its present attitude toward marble machines.

“As for the question of whether or not marble machines should be permitted to operate in Houston, there is, of course, a difference of opinion among the people. The main objection, as everyone knows, is based on the assumption that they are used largely for gambling purposes.

“The truth of the matter is that the machines in use thruout the city are not per se gambling machines. They are not equipped with facilities for paying off anything, neither merchandise, money, nor even slugs or tokens. The pay-off machine is obsolete here.

“Where there is gambling with the boards, as there very likely is in some places, it is a matter between individuals playing the boards, or between players and those maintaining the machines.

“If rumors are correct, there is gambling at football games, baseball games, domino games, and, in fact, almost everywhere contests are staged. But nobody suggests smashing up the stadiums or throwing checkerboards or dominoes into the fire.

“It is the job of the police to suppress gambling, and it is the job of the tax

office to collect taxes that are duly levied by constituted authority. Police have ample legal authority to pick up marble machines so equipped with pay-off apparatus as to be gambling per se, and they should do so as a matter of law enforcement. Machines that do not come into that class should be let alone, and the council should enforce the license law on them or repeal the law.

“In the meantime it is well not to forget that the State is collecting a State license on each of the 1,200 machines alleged to be operating in Houston, while the city lately has been setting nothing.”

Atlas-Pittsburgh Opens April 20

PITTSBURGH, April 12.—The address 2219 Fifth Avenue will be the focal point of interest for coinmen of Pittsburgh and Western Penn-



Eddie Ginsburg

sylvania April 20 when the Atlas Novelty Company celebrates the opening of new headquarters, according to Phil Greenberg, Atlas official.

“Opening of our new showrooms, shops, and offices is a milestone in the history of Atlas progress in Pittsburgh,” said Greenberg. “It will mark the beginning of a newer and finer Atlas Friendly Personal Service. New equipment in our shops, improved receiving and shipping facilities, more space in which to exhibit, and special showrooms for various types of equipment have been arranged.

“Our opening will be a gala event,” declared Greenberg. “Eddie and Morrie Ginsburg from the home office in Chicago will be on hand to welcome our visitors, as will Art O'Melia, our territory sales head. A number of representatives from the factories of leading manufacturers for whom we distribute are expected to attend.”

Morrie and Eddie Ginsburg, Atlas executives, commented:

“Since Phil Greenberg left the home office five years ago and opened the first Pittsburgh office, the work he and his associates have done is a monument to the Atlas policy of service,” they said. “The new headquarters we are opening on



Phil Greenberg

April 20 proves that the operators' faith in Phil and in Atlas service was not misplaced back in 1935 and during the following years to the present time.

“One of the most important factors in the growth of Atlas of Pittsburgh,” they continued, “has been the work of Art O'Melia, territory sales chief.

“Art O'Melia began with Atlas when we first opened our office in Pittsburgh. From the beginning, his personality and deep knowledge of the workings of the industry, together with his wide acquaintance, have been invaluable. Art has been an active proponent of Atlas Friendly Personal Service, as hundreds of coinmen can testify.”



Morrie Ginsburg

Coin Machine Exports Show Gain Over February, 1940

Mexico takes up slack caused by Canadian import restrictions

WASHINGTON, April 12.—Coin machine export totals for the month of February, 1941, displayed a slight gain over the corresponding period for 1940, altho fewer machines were exported, according to the latest figures released by the Department of Commerce. Comparative totals show that 1,031 machines were sent out in 1940, as compared with 926 in February of this year. This February's total, however, was \$91,862 as compared with \$85,030 in the same period last year.

It is believed that the drop in the number of machines exported was due chiefly to the fact that Canada has tightened import restrictions. While Mexico's importations showed a decided rise over February, 1940, Canada's totals were down about 25 per cent. World unrest caused some countries to disappear from the listings, but improved financial conditions between North and South America have resulted in the purchase of better and newer machines at a higher cost, thus upping the total value despite the drop in number. Canada took 668 machines valued at \$6,120 in February, 1940, as compared with 373 valued at \$34,773 in February, 1941. Mexico, on the other hand, almost doubled its imports, taking 251 machines valued at \$30,574 this year as compared with 172 valued at \$18,469 in February of last year.

Phonos Lead List

Coin-operated phonographs again led the list of exports with 264 machines valued at \$42,974 being exported. Canada, usually the biggest importer, placed second to Mexico. Canada led, however, in the tabulations of pinball games and vender exports. Games and venders both dropped off sharply in the amount of machines shipped, but because of demand for better machines the dollar amount was far above that recorded in February, 1940.

The figures revealed that February, 1941, was approximately \$20,000 ahead of January of this year, indicating that the coin machine industry may have a better export business this year than was expected.

Following is the tabulation of exports of coin machines for February, 1941:

Country	Automatic No.	Phonographs Value	Vending Machines No.	Value	Amusement Devices No.	Value
Canada	31	\$6,300	95	\$8,680	247	\$19,793
Costa Rica	1	162
Panama, Republic of	30	1,326	51	6,122
Mexico	170	28,911	32	420	49	1,243
Dominican Republic	1	100
Curacao	3	782
Colombia	11	3,190	1	132
Venezuela	17	2,203
British Indies	1	20
Cuba	5	348	6	556
Philippine Islands	7	125
Union of So. Africa	26	3,210	127	7,124
Nicaragua	2	70
Panama Canal Zone	13	1,046
Totals	264	\$42,974	167	\$12,935	495	\$35,953
Grand total—926 machines	valued at \$91,862.					

Phono Sales High for Badger

MILWAUKEE, April 12.—"It looks as tho everything is in our favor this year," declare spokesmen for the Badger Novelty Company. "Not only do we have the advantages of a boom period but we also have an unusually fine music machine to offer coinmen. Installations in Milwaukee have been way up and each is proving highly satisfactorily in earning ability."

"We find that there has been a keen appreciation developed for the new quality of music produced by the Tone-Column. We have purposely placed this machine in locations which were acoustically difficult—with the finest of results. Typical locations responded to installations with increased earnings, often tripled."

"So much for the phonograph business," they continued. "Our games business has been booming, too. There are now many more games being operated in this territory than ever before."

"The first quarter period, ending March 31, shows an increase of 10 per cent in sales on our book; this is in comparison with the same period of 1940. Operators report a steady increase in collections and all indications point to one of the best seasons in coin machine history."

Pin Games in Palestine

NEW YORK, April 12.—Bert Lane, of Seaboard Sales, reports he received an inquiry this week from Palestine regarding Genco games. Bert is of the belief that the soldiers find the game as popular in the Holy Land as soldiers do here.

"It looks," Bert declared, "as if some of the Palestinian business men are in for some heavy sugar. Most of the soldiers in Palestine now are from Australia, where pinball is very popular. They're bound to be interested in the game."

Southern Automatic Business Flourishes

LOUISVILLE, Ky., April 12.—Leo Weinberger, Southern Automatic Music Company executive, reports that business in the organization's four offices is the best it has been for years.

"Tho we expected this spring to be a great season for games and other equipment, the actual business we have done has left us amazed and happy," declared Weinberger. "We have been on the go day and night, taking care of the hundreds of operators who have come to depend on us for reliable new and used equipment."

"The way in which music men served by our offices have taken to our new offerings in wireless music systems has been a source of much pride, too. Installations of these systems has occupied the time of a large staff of experienced

men and we are getting calls for more installations every day. Business all along the line on all our equipment is truly booming, and so far this year our records show sales way ahead of any similar period in the past."

Soundies' Reel Six

CHICAGO, April 12.—It has been announced that a sixth reel is now ready for release to locations having the Mills-Roosevelt Panoram Soundie machine. This latest reel brings the total number of subjects up to 48—these were produced by James Roosevelt's Hollywood studios and three associate picture producing companies—Minico, Cinemasters, and Cameo. Roosevelt is president of Globe productions.

The eight subjects on the new reel are Globe's *We Could Make Such Beautiful*

Music Together, starring Joy Hodges and Gene Grounds; *When I Grow Too Old To Dream*, featuring Johnny Long's orchestra, vocal by Bob Houston, a Minoco production; *\$32.50 a Month*, a Coslow-directed Cameo production, with Buddy Rogers and his orchestra, vocals by Shirley Deane; Sylvia Froos is the vocalist in *Isn't That Just Like Love?*, produced by Minoco; *Bugle Woogie* is voiced by Susan Miller, Lorraine Paige ork, featuring Danny Hocktor (Globe); *My Gal Sal* presents the Eton Boys (Minoco); Dinorah Rego in *Perfidia* with Carlos Fernando music (Globe production); Cameo stars Martha Tilton in *Love Turns Winter to Spring* with Bobby Sherwood's ork.



TWO SCENES TAKEN IN THE SPACIOUS NEW QUARTERS of the Ohio Specialty Company in Cincinnati. Above, Harry H. Cohen, owner and manager of the firm, in his elaborately appointed office; below, a section of the large display room.

TAKING THE PLAY—
MAKING THE MONEY!

LEAGUE LEADER

BASEBALL PIN GAME
THRILLER WITH 9-WAY SCORING ACTION

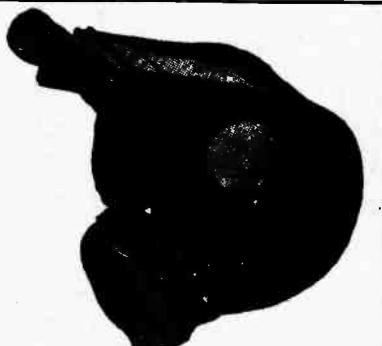


SUCCESS MFG. CORP.

1320-28 ELSTON AVE., CHICAGO, ILL.

NIGHT BOMBER

MOST REALISTIC GUN MACHINE EVER MADE!
EARNS UP TO \$60 WEEKLY FOR OPERATORS!
ORDER THESE SUCCESS SENSATIONS
FROM YOUR DISTRIBUTOR TODAY!



ABSOLUTELY
—LEGAL—

Coin-operated Picture Machine. Exhibits pictures in third dimension. 6 different shows in each machine. Hundreds of extra pictures FREE. Opens new spots. Holds spots open in closed territory. Easily located anywhere. Fast earning power. ALL PROFIT. Write for quantity lot prices and particulars about starting a route.

L. B. KLUGH COMPANY

715 Arch St., Zanesville, Ohio

Made by
CHICAGO COIN

*This on your
games is your
assurance of
Top Profits!*

Minnesota's Gov. Stassen Asks Liberal Co-Operation To Attract Auto Tourists

SUMMER is coming and with it comes recognition of the tourist. Minnesota's Governor Stassen has recommended that the State Legislature deal liberally in treatment of the tourist and do everything possible to attract the traveler to Minnesota.

Influx of tourists into a State brings activity from coin machine operators, who gain greatly from the tourist business. Music and amusement machines furnish recreation for visitors—a must item if the tourists are to be attracted to the State and to return to it in later years.

Commenting on the governor's request, *The Minneapolis Times Tribune* agrees and points out the tremendous amount of business brought into the State by summer travelers. It is to be remembered that the *Minneapolis* paper has always pursued a liberal attitude as regards coin machines. In April, 1940, the paper printed an editorial entitled "Reform Restraint" hitting at reformers who attempted to stop operation of games in Minnesota. The newspaper again makes a cogent analysis in its editorial "Tourists," which is reproduced below.

Tourists

(Reprinted from *The Minneapolis Times Tribune*, March 26, 1941)

Governor Stassen's recommendation to the Legislature that it deal liberally with the tourist's bureau is in line with the thought of everyone who has made a serious investigation into the economic results of the tourist business. Tourism is a business, and a big business, but it escapes the observation of many people because it lacks the visible concentration that attaches to other large industries. It is scattered all over the northern part of the State, and no one ever sees more than a mere fragment of it, but the sum total of dollars it brings to Minnesota residents is most impressive.

Like most other businesses, it is one that requires the sustaining power of advertising and it is for advertising purposes that a budget of \$100,000 a year is being asked, a sum that makes a rather small figure when compared to the amount spent by other States for the purpose of attracting tourists.

The tourist business is not only a big business, but it is a highly competitive one. Minnesota has its attractions, and many of them; but there are other attractions, other lakes, other opportunities to fish within the reach of the vacationist's automobile. There are mountains and beaches, and there are national parks with their scenic wonders and all of them are in direct and active competition with our Ten Thousand Lakes. The vacationist has any number of places to choose from, and he has a paved road to get anywhere, north, east, south, and west. Transportation is nowadays a secondary consideration. An Iowa or a Kansas vacationist can hop to the mountains of Colorado or Yellowstone Park as easily as he can come to Northern Minnesota.

Minnesota, if it is going to meet the existing competition for tourist business, must meet it in a businesslike way, and that is by advertising heavily in those sections of the United States from which we may reasonably expect to get results. Advertising, tho many legislators may not realize it, comes pretty close to being a science. The vast sums that American business spends every year for advertising purposes bring profitable results because it is scientifically done, and its results are dispassionately checked in dollars and cents.

If Minnesota wants its share of the summer tourist business, it will have to hustle after it. We have our Ten Thousand Lakes to sell to the nation, and the only practical way to sell them is to advertise their beauties in those areas where such opportunities for summer enjoyment are scarce or absent. Unfortunately, other States seeking tourist business will be in advertising competi-

tion with us, and advertising, thru whatever medium, costs money.

cause he was without funds and hungry. These underworld pamphlets on "How To Become a Successful Counterfeiter" are a lot of hokum. Langdon's experience is the best example of that. The United States Secret Service operators can also provide similar illustrations.

tion with us, and advertising, thru whatever medium, costs money.

A thoro survey of the tourist business in Minnesota has been made. The result shows that the tourist business amounts to \$150,000,000 a year, and if but one-quarter of that is due to advertising, it is probably the most profitable advertising that is being done anywhere. Any legislator who may have doubts on this point can have them quickly removed by asking the business man who pays advertising bills whether he would set aside a \$100,000-a-year advertising appropriation in order to increase his business \$35,000,000 a year. To a commercial advertiser, such return on his advertising outlay would seem to be fantastic. Yet a comprehensive check, such as is made for commercial advertisers, showed that 25 per cent of the tourists who came to Minnesota came as the result of some form of advertising.

A business that pays Minnesota \$150,000,000 a year is a business to be cherished by every reasonable means. It is a business that is reflected into every section and is divided among every economic class. It is a real and not a theoretical business, as real as the growing of crops or the production of butter, with both of which it can stand a respectable comparison. It is a business that contributes a very large share of the prosperity of the whole State. One-quarter of it comes from advertising at an extremely low cost. To reduce that advertising below the volume of efficiency would be a stupid business blunder.

N. Y. Paper Describes Pinball Patrons' Antics

PHILADELPHIA, April 12.—Alexander egram is publishing a series of articles on popular types of stores or hangouts where people congregate, under a general subject: "I'll Meet You At—"

In a recent issue a popular corner drugstore was the subject of the article. A pinball game in the drugstore was given considerable mention. The newspaper said, in part:

"Pinball Acrobats"

"The glamorous dicks stay away from the place at night and a new crowd moves in. The pinball machine, at the back of the store, gets a steady play around the clock, but at night, and particularly during the early hours of the morning, pinball contests develop that would frighten the beasts of the field.

"Among the habits are several big-money bookies, and it is always a psychological revelation to watch them in action at pinball. It is a common sight—a bookmaker who has handled thousands of dollars in play during an afternoon swearing and sweating and indulging in weird patterns of body-English as he tries to defeat the pinball machine. He'll wrestle it around and jog it and lift it clean off the floor, and sometimes he'll cry his head off trying to get a nickel back on account of a tilt."

SAVOY'S WEEKLY SPECIALS		RECONDITIONED and GUARANTEED	
Anabel	\$32.50	Formation	\$42.50
All American	57.50	Fantasy (Jack Pot) ..	14.50
Blondie	22.50	Gold Star	42.50
Bandwagon	42.50	Leader	49.50
Brite Spot	17.50	Metro	57.50
Cross Line	37.50	Mr. Chips	14.50
Cadillac	27.50	Powerhouse	32.50
Double Feature	15.00	Rotation	22.50
		Speed Demon	\$37.50
		Sports Parade	82.50
		Triumph	14.50
		SPECIAL!!	
		Holdover	\$17.50
		Lineup	29.50
		1/3 Dep., Bal. C. O. D.	

SAVOY VENDING CO. 651 ATLANTIC AVE. BROOKLYN, N. Y.

Counterfeiter Loses Money; Fakes More Costly Than Real

WILKES-BARRE, Pa., April 12.—This is the story of a counterfeiter who believed in giving his victims "their money's worth." His name is Joseph G. Langdon, of Huntsville. Joe really lost money every time he passed out a fake 50-cent piece. He had that much worth of metal in them.

How come? Well, he used a recipe of a New York syndicate but probably got it twisted. The "mixture" was bought from a New York outfit that is now being investigated. It called for so much lead and so much tin. The tin required far exceeded the lead, however, and Joe found that he definitely could not make any money. He tried to pass the coins anyhow and got caught.

Government officials wondered for a time just how Joe figured on making any money. . . the coins were almost perfect. They looked like the genuine ones and had the same ring. The only discrepancy was a shortage of weight which was not easily detected. He clears up the mystery, however, by explaining that manufacture of the fakes really was as costly as could be imagined.

Gets Time To Reflect

He had a lot of time for reflection in a Luzerne County prison cell after

arrest. Held under \$2,500 bail for a hearing before a U. S. commissioner, he now is satisfied that the 1941 version of counterfeiting does not pay.

The U. S. commissioner reports that the "almost perfect" coins were made of molds fashioned out of plaster of paris. These were fitted over genuine coins to make impressions. By several other processes, Langdon completed metal molds.

It is understood that only a small quantity was manufactured because the process was so costly.

Tin is quite expensive, he told the commissioner. A fellow is really competing with Uncle Sam when he tries to make similar half dollars. There certainly isn't any money to be made. He explained that the coins had to have most tin in order to have a "genuine" ring.

Langdon probably will be in custody for some time. In addition to the counterfeiting charge, he recently received a suspended sentence in New York for burglary, the United States commissioner said. He informed the government officials that he had been in the metropolis for some time and had rented a house. He returned here be-



LOU WOLCHER, of Advance Automatic Sales Company, San Francisco, West Coast distributor for Exhibit Supply Company, inspects Exhibit's latest game, Do-Re-Mi. John Chrest, sales manager, looks on. Wolcher is reported to have placed a sizable order for his home office, as well as branches in Seattle, Portland, and Los Angeles.



MILWAUKEE COIN MACHINE MAN CHARLIE MOELLER takes a swing with a mythical golf club. He reports he has his eye on Mills Golf Ball Venders for the spring club season.

San Antonio

SAN ANTONIO, Tex., April 12.—Activities have been running high at the headquarters of the Commercial Music Company, due to the recent arrival of a carload of new Wurlitzers. Operators grabbed 'em up like hot dogs at a country picnic.

Oscar Clark in his attractive red truck and snappy trailer is a weekly visitor to the Alamo City. Oscar always takes back a load of equipment to place in his territory in and around Kerrville.

Recent visitors to coin machine row were Victor Gaida from Yorktown; Mr. and Mrs. St. Summer, of Valley Novelty Company, McAllen; Sam Holley and C. C. Van Gilder, of Seguin, and Curry Jackson, of Llano. All were looking over new models and doing some buying.

A lot of new spots are opening to take care of tourists and men who are here

at Fort Sam Houston and the flying fields. Every angle of the coin machine business is good.

Kenneth Main, of Commercial Music Company, and Raymond Williams, of Houston, Commercial Music Company's manager at that place, made a joint trip thru the southern part of the State last week and reported business in that section excellent.

Paco Betancourt, of San Benito, visits here frequently. He operates music boxes.

The Sam Mays have just had a swell party. It was given by Sam's wife in honor of his birthday. In fact the party was a double surprise because at the same time a portrait bust of baby May was unveiled. The bust was made by Hugo Villa, the Italian sculptor. Sam says he now feels like a kid of 15 and that his business is booming as never before. "Operators are crying for Bally games," says Sam, "and things sure look bright in this area."

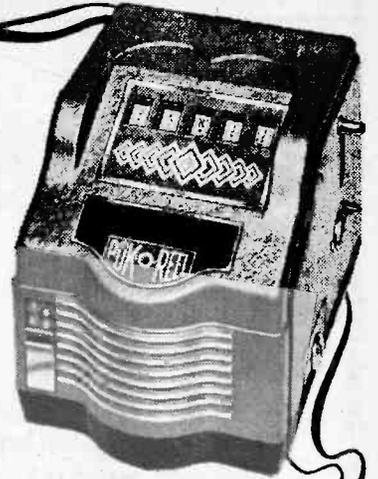
Leading the Parade
the

POK-O-REEL

With Coin Divider

\$18.50

It's way ahead in "looks," performance and earning power. Groetchen's beautiful new streamlined POK-O-REEL gets and holds the play on any location. 5 reels deal regulation Poker Hands; complete scale of awards from 2 Pairs to Straight Flush. 75%-25% Coin Divider; extra LARGE operator's cash box, holds 1280 pennies. Visible Gum Vendor refillable. Straight penny or nickel play. Case of six—\$103.50.



KLIX BLACK JACK GAME WITH COIN DIVIDER

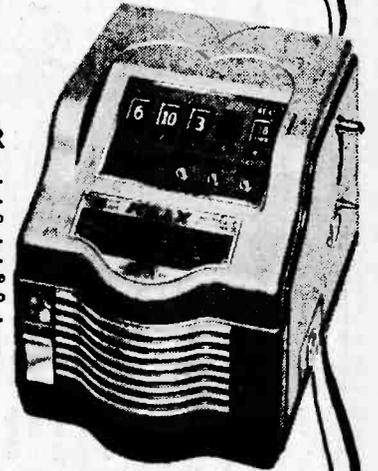
This game really "clicks" on any location. Groetchen's KLIX is a genuine Black Jack, 21 game. First 2 reels show "deal" to player who can trip one or more shutters to disclose additional cards. House Reel shows hand player must beat to win. Coin Divider puts 75% of receipts into separate location cash box, 25% accurately diverted into LARGE operator's cash box, holding 1280 pennies. Straight penny or nickel play.

Case of Six — \$110.00

SEE YOUR JOBBER OR WRITE:

Groetchen Tool Company

130 N. UNION ST., CHICAGO
West Coast Office: JOHN KACAN, 978 1/2 So. Stearns Dr., Los Angeles, Cal.



\$19.75

Ideas for American Day . . .

This is a call for ideas on how the many city and State organizations in the coin machine industry may take active and official part in the observance of "I Am an American Day."

Sunday, May 18, has been designated by President Roosevelt as "I Am an American Day."

All over the country the call is being made to civic, religious, and fraternal organizations to take part in observing the day, to submit ideas for making it an impressive occasion, and to help encourage a united national spirit.

The coin machine industry, thru its city and State organizations, should certainly take active part in the observance. We have four issues of The Billboard to reach our readers before May 18. We would like to have ideas, letters, and suggestions on how the industry or local organizations may officially observe the day and join in the boosting of the American spirit at that time.

One suggestion is that music operators place the records, "We're All Americans" and "I Am an American" on all phonographs from May 12 to May 18. That's one suggestion; let's have others. In our issue dated May 3 we plan to announce a committee for Defense Support, an idea which should appeal to the industry as a whole.

Pocket the Profits Buy Monarch

Groetchen Columbia Cig Reels, C.A. \$34.50	Groetchen Liberty, 5c Play \$18.50
Mills Cherry Bells, 5c, 400,000 Ser. 52.50	Jennings Silver Chief, 5c Play 54.50
Mills Blue Front, 5c Play, No C.A. 42.50	Mills Blue Front, S.I., 25c Play 57.50

AUTOMATIC PAYOUT CONSOLES . . .

Mills Jumbo Parade, Late Model, Perfect. \$94.50	Jennings Fastime, Skill Field, Marblejo Cab. \$89.50	Bally Royal Flush Card Console \$89.50
Pace Saratoga, Skillfield. 5c Play, 1840 Model 89.50	Paces Reels, 25c Play, Fruit Symbols 89.50	Evans' 1940 Pacer 149.50
Mills Track King. 39.50	Mills Rio 49.50	Keene's '38 Track Time 89.50
		Mills Four Bells. 245.00

MISCELLANEOUS EQUIPMENT

Seeburg Chicken Sam, Console, Refinished. \$49.50	Evans Ten Strike \$54.50	Bally Alley \$39.50
Rockola World Series. 49.50	Rockola Ten Pin 49.50	Keene's Anti-Aircraft 55.00
Rockola Tom Mix Rifle 34.50	Bally Baskets 39.50	Exhibit Hi-Ball 39.50
Daval Bumper Bowling 44.50	Bally Bull's Eye 59.50	Gottlieb Skee-Ball-ETTE 62.50
	Exhibit Motor Races 49.50	Western Baseball 49.50

Write for Clossout Prices on New Games—Complete Stocks of All Coin Machines. Terms: One-Third Deposit—Balance Sight Draft or C. O. D.

MONARCH COIN MACHINE CO.

1545 NORTH FAIRFIELD AVE. (Armitage 1434) CHICAGO, ILL.

PIKE'S PEAK

THE PEAK MONEY-MAKER of 1941

IT'S FUN TO PLAY

5-Ball Counter Skill Game

Orders filled in order of receipt.

1/3 Deposit

\$32.50

GERBER & GLASS

914 Diversey Blvd., CHICAGO, ILL.

IT'S 100% LEGAL

its tops in appeal and originality

ACTION EVERY SECOND

Increase Play 500% with PLA-BOOSTER

THE AUTOMATIC FREE-PLAY STARTER \$5.50 1/3 Down, Bal. C.O.D.

PLA-BOOSTER is no larger than the palm of your hand. Only two wires to connect, only two minutes to install. Foolproof.

Send for a Sample unit today on our ONE WEEK'S FREE TRIAL MONEY BACK GUARANTEE. You'll agree it is the greatest unit ever offered operators, and every machine needs one.

WRITE TODAY. DISTRIBUTORS WANTED

RAY ENGINEERING CO. 791 MAIN STREET STAMFORD, CONN.

15 YEAR ACID TEST

OF ENTIRE ROUTE ON LOCATION
PROVES YOU'RE SURE OF BIGGER PROFITS WITH

BUCKLEY 1941 DAILY DOUBLE TRACK ODDS

ANOTHER Outstanding Feature on the World's Outstanding Money-maker!

There's nothing "hit or miss" about BUCKLEY 1941 DAILY DOUBLE TRACK ODDS because several entire routes were first operated on actual locations FOR FIVE YEARS! Every bug was eliminated before this great machine was offered to you! Down to the tiniest detail, every single feature of BUCKLEY 1941 DAILY DOUBLE TRACK ODDS has been acid-tested for PERFECT PERFORMANCE and LIFE-LONG BIG PROFITS! Terrific moneymaking features include: Machine Gun Payout mechanism that spits coins trigger-fast! . . . cashbox that holds over \$250.00 in nickels! . . . "Safe-Steel" cash door . . . solid steel and innerlined steel cabinet — drill-proof, tamper-proof, burglar-proof . . . Tempered "Tuf-Flex" glass that can't be drilled . . . Ball bearing clutch handle that can't be hurt or broken . . . New type Variator positively prevents "charting"! Don't be satisfied with an ordinary Income . . . move up! **MAKE EXTRAORDINARY PROFITS YEAR AFTER YEAR with BUCKLEY 1941 DAILY DOUBLE TRACK ODDS!** Write, wire, phone TODAY for full details!

INVENTED - DESIGNED - MANUFACTURED BY - **BUCKLEY MANUFACTURING CO.** 4227 W. LAKE ST. CHICAGO - ILL.

Sidelights

on the
NEWS OF THE WEEK

Off to Camp
Several coinmen joined the off-to-camp list in recent weeks. Among them are Lieutenant Byron Block, of the Block Marble Company, Philadelphia; Harry Rosenthal, assistant manager of Banner Specialty offices, Pittsburgh, who enlisted in the air corps, and Paul H. Byrne and Newton Jones, both operators in Natchez, Miss.

New Phono Gadget
An innovation in remote control boxes is being tried out in Denver. Unit is a mobile box that can be attached to a car window at drive-ins. It is expected if the idea proves feasible that it will be a real help to boosting phono play at such spots.

Trouble . . .
City operators think they have troubles finding parking places near locations to unload machines, but think of the operators in the Rocky Mountain district whose primary concern these days is getting their machines to their spots. Joe Piccoli, of Durango, Colo., relates that his brother, Tony, associated in operations with him, twice has had his car wrecked by snow slides recently. Once the car was swept over a cliff; the next time a trailer was carried away.

More Movie Plugs . . .
In the RKO picture *Remedy for Riches*, a pin game is used as a prop in a drugstore scene. An automatic music machine comes in for a play in the picture *A Girl, a Guy, and a Gob*. Machine is spotted in a cafeteria where a naval officer plays one of the Hawaiian tunes on it in the hope of getting George Murphy to sign up for another hitch in the navy.

Kasch would like to increase the already 2-cent tax on cigarettes in the State to 6 cents and also quotes: "Make it a felony to sell cigarettes to females." Neither measure has any chance of serious consideration.

Chocolate Rations
Rationing of chocolate has begun in unoccupied France. Only children and old people will receive this confection from now on.

FTC Errs
Report in this column of two weeks ago that the 12 leading confectionery manufacturers were responsible for 66 per cent of the industry's total sales volume in 1940 was all a mistake, due to a misunderstanding of the Commission's part of the term "Candy and Other Confectionery Products" in its report. Chief Economist William H. England of the Federal Trade Commission admitted the error following the receipt of many letters challenging the accuracy of the report. It now appears that among these 12 so-called leading confectionery firms were included representative chewing gum and chocolate firms. Even so, the commission admits further that the 12 firms "which include an undetermined number of chewing gum and chocolate manufacturers" were responsible for only 43.2 per cent of the industry's volume, instead of 66 per cent as originally claimed.

England stated: "The report includes representative corporations operating in the broad field of confectionery manufacturing, including a representation of chocolate and chewing gum manufacturers. With regard to the volume of business handled by the 12 corporations, a misunderstanding occurred because of the similarity of terms used by the Bureau of Census and the classification of industrial corporations prepared by the Division of Statistical Standards. "The error in the commission's report resulted from a misunderstanding of the term 'candy and other confectionery products.' This term was understood to cover a broad classification of the industry, including chocolates and chew-

GIVEN AWAY

FREE PLAY

2 SportParades \$59.50	5 Bally Dark Horse, Leg Mod., \$155.00
2 Flickers . . . 59.50	Spec. 29.50
2 Broadcasts . . . 57.50	1 Polo 29.50
2 Schooldays . . . 59.50	2 Doughboys . . . 22.50
2 Seven Ups . . . 64.50	1 Gold Cup 29.50
2 Stratoliners . . . 57.50	Payout 29.50
2 Zombles 49.50	2 Glamours 20.00
3 Leaders 44.50	2 Blondies 20.00
3 Crosslines 36.50	5 Keeney Anti-Aircraft Guns 39.50
5 '40 Mills 1-2-3 . . 67.50	1 Sara Sutz 34.50
Anim. 67.50	1 Holdover 18.50
1 Bally Dark Horse, Leg Mod. 100.00	2 Formations 37.50
1 Gold Star 39.50	1 Cadillac 29.50

1/3 Deposit. Balance C. O. D.

K. C. Novelty Co.
419 Market St., PHILADELPHIA, PA.

N. Y. Incorporations

ALBANY, N. Y., April 12.—A record-breaking number of newly formed coin machine enterprises were granted charters of incorporation the past week by the secretary of state. They include the following concerns:

B. & W. Phonovision Operating Corporation, Bronx, New York, coin-operated sound film cabinets. Capital \$20,000. Stockholders: Irving I. Sternberg, Michael D. Giordanelli, and Richard Di Costanzo, Bronx, New York.

Brooklyn A. M. I. Distributors Corporation, Brooklyn; capital 200 shares. Stockholders: Harry S. Hill, Herbert O. Burden, and L. Toman, New York.

Scott Sales Company, Inc., Brooklyn, vending machines generally; capital 100 shares. Stockholders: James F. Cosgrove, J. F. X. Sheridan, and Henry I. Fetell, Long Island City, N. Y.

Dahl Amusement Corporation, Brooklyn; 200 shares. Stockholders: David Rosen, Aaron Weiss, and Leah Rosen, Brooklyn.

Manhattan A. M. I. Distributing Company, Inc., New York; musical reproducing instruments; capital 200 shares. Stockholders: Edward A. Reumble, Harry S. Hill, and Herbert O. Burden, New York.

Tydings-Miller Repeal

A bill to repeal the Tydings-Miller law—H. R. 3821—has been introduced into the House of Representatives by Congressman Fulmer, of South Carolina. This is a federal statute that specifically exempts manufacturers who enter into retail price maintenance contracts under State fair trade laws from prosecution under the federal anti-trust laws. This is known as the Fair Trade Law, and only after its passage did many manufacturers—especially those of tobacco products—seek to stipulate minimum retail prices in many States which have laws permitting such practices.

Chain store interests and cut-price advocates are seeking a repeal, while such organizations as the National Association of Tobacco Dealers and other independent retailing and wholesaling groups are seeking to uphold the law. How much progress the debate may make depends to the extent to which foreign affairs and the national defense program distract the attention of the Congress from domestic troubles.

Pity the Women

Representative Kasch, of Summit County, Ohio, has a grudge against cigarettes, it seems—or maybe it's just against women—or both. At any rate,

REAL BUYS

Sport King (Ticket) \$120.00
Sport King (Payout) 115.00
Grand National (Payout) 90.00
Grandstand (Payout) 70.00
Thistle-down (Payout) 55.00
Mills 4 Bells (Payout) 200.00
Mills Jumbo (Payout) 90.00

All Machines Reconditioned and Guaranteed.

AURORA CANDY CO.
AURORA, ILL.

BARGAINS FROM DAVE MARION

Keeney Air-Raider, A-1 \$124.50	Western B. B. DeLuxe, Comb. F. P. & Auto. 72.50
Keeney Anti-Aircraft, Late Brown 72.50	Vest Pockets, Repainted, Reconditioned 27.50
Wurlitzer 24 84.50	National Model 9-30 with Stand 45.00
Shoot the Chutes \$75.00 Mercury, Late 18.50	5c Q.T. 27.50 Sum Fun, 1c Clg. 5.00

Write for April List—Dozens of Bargains. Jobs—Write Us for Quotations—All Types. 1/3 Deposit Required—Immediate Service.

Write for Complete Bargain List.
MARION COMPANY. Wichita, Kansas.



JACK MITNICK SHAKES WITH WILL BRADLEY during a recording session. Mitnick is a representative of George Ponser Company, New York distributor.

JUST OUT!

HIT and RUN
49¢ 5¢
\$10
\$5.4
\$3.2 9¢

TRUE-TO-LIFE BASEBALL TICKETS!

DIE CUT!

ANOTHER GARDNER FIRST! JUST THINK! A DIE CUT HIT-BOARD WITH THRILLING BASEBALL SUSPENSE PLUS GARDNER'S BRILLIANT BASEBALL SYMBOL TICKETS! BOY, WHAT A MONEY-MAKER! 800 HOLES; JACKPOT HAS A \$10.00 TOP AWARD!

No. 800 HIT AND RUN—"A"	TAKES IN: \$40.00
PROFIT (Average)	19.90
No. 800 HIT AND RUN—"B"	TAKES IN: \$22.50
PROFIT (Average)	12.50

RUSH YOUR REQUEST FOR NEW CIRCULARS SHOWING 10 GREAT BASEBALL HITS AS WELL AS A STACK OF OTHER PROFIT-MAKERS!

GARDNER & CO.
2307 ARCHER AVE. CHICAGO, ILL.

ing gum. Subsequent information discloses the fact that chocolates and chewing gum were not included in this classification, and therefore the commission is glad to correct the misunderstanding."

Big Offers

An offer of \$1,000,000 for controlling interest in the Axton-Fisher Tobacco Company was made by the Giannini banking interest. Offer covers 80,610 shares of Axton-Fisher Class B common stock. Total price of \$1,000,000 represents about \$12.50 per share. Stock is the principal asset of the Standard Commercial Tobacco Company, now undergoing bankruptcy proceedings under the Chandler Act. Standard Commercial stockholders, senators, and other interested persons were notified of the offer Wednesday and approval of the sale was to be sought at a hearing before the United States District Court in New York this week.

Another straw in the wind is that the Brown & Williamson Tobacco Corporation, a subsidiary of the British-American Tobacco Company, may follow the trail of the American Viscose Corporation, Great Britain's most valuable single investment in this country, which was sold recently to an American investment banking interest.

BMI a Year Old

Broadcast Music, Inc., celebrated its first birthday April 1. According to statement released by the organization, more than 680 stations, representing 95 per cent of the total dollar volume of business on the air, are owners of BMI. These owners represent every phase of the broadcasting industry. Network holdings are limited to 17.1 per cent of the stock, and the rest is held by the independent stations.

During the past year BMI has acquired the rights to more than 250,000 songs. Its pay roll numbers 300 employees, and more than 100,000 printed units of music are being mailed from BMI headquarters weekly to users and venders of music. Six hundred songwriters shared in the performance fees paid out by BMI for the first quarter.

WANTED TO BUY

WILL PAY CASH

\$200.00 Mills Four Bells, Serial Over 750.
\$50.00 Mills Brown Fronts.

BOX D-49

The Billboard Cincinnati, O.

Magazine Publicity

The pingame business is the subject of a two-page picture spread in the April 11 issue of *Friday* magazine. On the whole the material is very favorable. Pictures of various operations required in the manufacture of a game were snapped at Bally factory in Chicago. Other half of the spread is candid shots of a novice playing a game while the experts gather round to give advice. *This Week* magazine is reported readying a story on the industry. It will be out early in May.

Fort Worth

FORT WORTH, Tex., April 12.—Panther Novelty Company has been placing some of the new 1941 Seeburg phonos. One spot to receive one of the new instruments is the Kitty Hawk eat palace on Hemphill Street. The place has a wall box installation and the music machine is seldom silent.

Operator Johnny Wilson is busy these days putting out shrubs and trees on his Oakhurst home lawns. Johnny features counter games. He started operating when he was 12 years old.

J. S. Page, well-known coinman of the Panther City, has opened a new attractive place. Page is one of the city's pioneer operators.

Frankrich Distributing Company has added much new equipment during the winter, including new phonographs and cigarette venders. The firm is also doing a good distributing business, selling both new and used machines.

Operator Hartle, who features the Norris penny vender with prize ball gum, has moved his headquarters to Galveston. Young Hartle and his father were students together in Texas Christian University while the Hartles resided in Fort Worth. Penny venders put both father and son thru the university. They operated several hundred machines while attending college.

Ben McDonald, of the Star Coin Machine Company, reports business good and a big summer ahead. Ben is one of the town's leading sportsmen and spends a lot of time with rod and gun.

Operator Willard White is quite a golfer, having been entered in several top matches on the local links.

Joe Sherburn is operating and selling equipment in West Texas territory, according to recent reports, and is doing nicely, especially around the army camps.



It's a hit!

Stoner's

UMP

High score appeal and fascinating skill shots. Big special Home Run award. Everybody's thinking baseball. Cash in on UMP this season. It's a hit!

STONER
CORPORATION

AURORA, ILLINOIS



Order today!
\$109.50

GET MORE FOR YOUR MONEY AT ATLAS!

- Western's Baseball, Walnut, F.P.,
Payout Combination \$ 79.50
Keeney's Air Raider 137.50
Keeney's Anti Aircraft, Black 57.50
Keeney's Anti Aircraft, Brown 64.50
Seeburg's Chicken Sams 57.50
Seeburg's Shoot-the-Chutes 89.50
Evans' Ten Strikes 49.50
Mills 1-2-3 Free Play (1939) 47.50

PHONOGRAPHS

SEEBURG'S		WURLITZER'S	
Classic, '38	\$189.50	50, 1937	\$48.50
Colonel, RCEB	269.50	51, 1938	49.50
Crown, 1938	134.50	61, 1939	52.50
Gem, 1938	112.50	412	34.50
Mayfair, 1939	144.50	500, Keyboard	147.50
Regal, 1939	139.50	800, Keyboard	142.50
Regal, 1938	124.50	616	64.50
Regal-20	74.50	ROCKOLA'S	
Royale	82.50	Imperial 20	\$59.50

WANTED!!!

Cherry Bells, Blue Fronts,
Bonus Bells, Extraordinary
Write, Giving Serial Numbers

COUNTER GAME SPECIALS!

- Mills Vest Pockets, Green \$27.50
Liberty, 1c or 5c, Fruit or Sport 17.50

WRITE TODAY FOR NEW PRICE LIST!

Terms: 1/3 Deposit, Balance C. O. D.

Atlas NOVELTY CO.
2200 N. WESTERN AVE., CHICAGO, ILL.
ASSOC. OFFICES: ATLAS AUTOMATIC MUSIC CO., 3939 Grand River Ave., DETROIT
ATLAS NOVELTY CO., 1901 Fifth Ave., PITTSBURGH

FRIENDLY PERSONAL SERVICE

BUDIN'S BUYS ARE AMERICA'S FINEST BUYS!!

STONER	BALLY	EXHIBIT
Dble. Feature \$10.00	Gross Line \$37.50	Leader \$45.00
Armada 45.00	Flicker 60.00	Stars 65.00
Sara Suzy 25.00	Broadcast 55.00	Zombie 59.00
Anabel 29.50	GENOO	SUCCESS
GOTTLIEB	Sandwagon \$42.00	Red, White & Blue \$60.00
Gold Star \$41.00	Big Chief 44.00	1/3 with Orders, Bal. C.O.D.
CHICAGO COIN	Formation 40.00	Write for Our Complete List
All American \$59.50	Metro 52.50	of All the Latest and Best
Sports Parade 65.00	BAKER	New and Used
Stratoliner 59.50	Line Up \$33.50	Machines today!!

BUDIN'S, INC. 174 SO. PORTLAND AVE., BROOKLYN, N. Y. Telephone: NE 8-3700
Branch: 36 E. MERRICK RD., FREEPORT, L. I. (Freeport 2100)

THE HOUSE OF "GOOD WILL"

CROSSLINE \$35.00	GOLD STAR \$38.00	LEADER \$40.00
Dixie 27.50	Stars 62.50	Big League 17.50
Power House 28.50	Stratoliner 55.00	Zombie 54.00
Sara Suzy 30.00	Short Stop 15.00	Rotation 15.00
Sports Parade 62.50	Commodore 12.50	White Spot 15.00

All Games Reconditioned and Shipped Like New. We Carry a Complete Stock of New and Used Free Play Games. Terms: 1/3 Deposit—Balance C. O. D.

AMBASSADOR VENDING CO. 789 CONEY ISLAND AVE. BKLYN, N.Y.

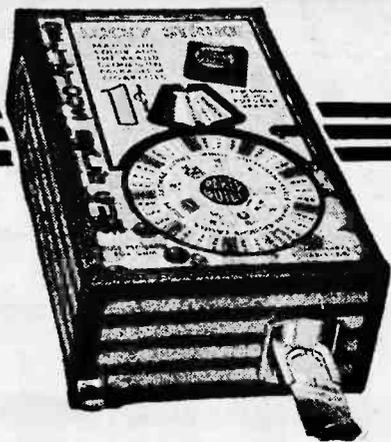
6 EVANS 44 FT. AUTOMATIC DUCK PIN ALLEYS
Like new, all latest improvements. Cost \$800.00 each. Will sacrifice for \$500.00 each in lots of 2 or more. Terms to responsible parties.
ROBINSON SALES CO. 3100 Grand River Ave. DETROIT, MICH.

QUALITY SPEAKS FOR ITSELF

ONE-BALL FREE PLAY	FIVE-BALL FREE PLAY	FIVE-BALL FREE PLAY
Dark Horse \$125.00	Lot-A-Fun \$10.00	Roxy \$22.50
Sport Special 90.00	Keen-A-Ball 14.00	Follies 19.50
Record Time 100.00	Punch 14.00	Scorecard 24.50
Mills 1-2-3 ('40) 74.50	White Sails 13.50	Sporty 27.50
Mills 1-2-3 ('39) 34.00	Airliner 12.50	Yacht Club 27.50
Eureka 32.50	Vogel 14.00	Polo 34.50
Gongo 19.50	On Deck 17.50	Skyline 37.50
High Flier 19.50	Lite-O-Card 17.50	Dixie 37.50
Arrowhead 19.50	Red Hot 17.50	Home Run 25.00
Jumbo Parade 79.50	Commodore 17.50	Ocean Park 14.00
Bally's Blue Grass Write	O'Boy 17.50	Score Champ 14.00

1/3 Deposit With Order — Balance C. O. D.

MODERN AUTOMATIC EXCHANGE, INC.
2618 CARNEGIE AVE., CLEVELAND, OHIO



New!
Different!
Dynamic!

The
HIT
of 1941!

LUCKY STRIKE

CIGARETTE COUNTER GAME
WITH BALL GUM VENDOR

A tremendous success! For the first time in 12 years, a counter game without the usual 3 reels! Brand new idea—introduces sensational new popular-brand cigarette play. Elaborate Fortune Telling feature provides additional amusement galore. New-type ball gum delivery. 1c play. Absolutely unequalled for play-getting and profits!

2 Dials spin in opposite directions. Matching name, color and brand awards 1 package, 2 packages or jackpot of 10 packages (equivalent of 150 to one!).

OTHER OUTSTANDING BAKER HITS:
★ SALUTE ★
BAKER'S PACERS

Operator's
Special Price
\$14.75
Ea.
F. O. B. Chicago

Write for Quantity
Prices in Case Lots
of 6, 24 and 96

THE BAKER NOVELTY COMPANY INC.
2626 WASHINGTON BOULEVARD—CHICAGO, ILL.

Philadelphia Record, First Paper To Defend Games Editorially, Again Takes Opponents to Task

On the editorial page of *The Philadelphia Record*, June 29, 1936, appeared one of the first editorials published by any large newspaper favorable to the pin-game industry. Since that date this paper has frequently come to the defense of the business. Two of its editorials are published in *The Billboard's* bulletin "Editorial Pioneers"—a collection of outstanding editorials favorable to the industry, which can be obtained upon request.

The latest of *The Record's* editorials appeared March 17 and is printed below. Many will find it interesting to notice how closely it follows the "much ado about nothing" theme of the pioneer editorial of five years ago.

From *The Philadelphia Record*,
March 17, 1941:

ONE MACHINE THAT NEVER PAYS OFF

The City Fathers are becoming excited—about pinball. Yep. The City Solicitor's office announces that it'll seek a court decision to ban the machines "except those with foolproof guarantees against gambling."

Says Assistant City Solicitor Ryan: "I shall ask for a court ruling to guide the police."

Well, says we (to save Mr. Ryan and the City Fathers trouble), last December the Pennsylvania Superior Court ruled that pinball machines were not gambling devices. Said the court:

"It is obvious that their use may be abused and their wide distribution deplored. Many things made for proper and legitimate purposes may be used for gambling, but what may be used as the subject of a bet is not in itself illegal or a gambling device."

That strikes us as common sense. We know chaps who gamble on auto license numbers; others who gamble on the weather. And it would be difficult to abolish auto licenses and impossible to abolish weather.

Gambling in Philadelphia? Well, with pinball one has a remote chance to win. Once you put your dough thru the slot in the tax window at City Hall you're licked to start. Philadelphia taxpayers haven't hit a jackpot in public improvements since long before pinball was born.

Of course, one can gamble on the spigot at home, on whether the water will come out clear, black, or red. If it comes out full o' fish, the pot goes to the house.

But it beats us how the City Fathers can't find anything more serious than pinball to get lathered up about.

From *The Philadelphia Record*,
June 29, 1936:

PINBALL—THE GREAT EQUALIZER

The demonstration by Dr. Clarence C. Clark, of New York University, that the popular pinball machines are games of chance and not of skill fails to move us to indignation against the manufacturers. We are not disturbed even when Dr. Clark points out that his students increased their scores on the machines only from 2 to 9 per cent after making 97,000 plays—training which would have cost \$15,000 in any pinball emporium.

If there is anything on which the sports world has placed too much emphasis it seems to us it is the game of skill. The result is that we are in danger of becoming a nation of inferiority complexes. Every department of human recreation is now dominated by its own particular hero and to buy a tennis racket or a set of golf sticks, a box of chessmen or a deck of bridge cards is to become at once the lowest form of American life, the dub.

The pinball games alone held out. The unfortunate who skids on his ear when trying to lob, the poor wretch who spends his 18 holes studying the flora alongside the fairway, the bridge partner with scarred shins here found his release and his delight. Let the experts laugh at him when he tried to put the nine-ball in the side pocket, let them wiggle when he attempted bowling—he could any fine evening wander down

store's pingame huddle was a true company of peers, with no man more than 9 per cent better than his brother.

There have been numerous tests on the theory of probability in the past. In fact, as early as 1667 there appeared a little Dutch book of 12 pages on *The Reckoning in Games of Chance*. Professor Karl Pearson, of London, once spent a part of his vacation in tossing a coin 25,000 times, and even induced his pupils to make still more extended trials. Professor Pope R. Hill, of the University of Georgia, drew 100,000 pennies out of a box, and Wolfe the Swiss mathematician threw dice 280,000 times.

At a statistical exhibit at Columbia University, set up by Dr. Helen M. Walker, professor of education, in 1935, the tutor, in explaining her theory of probability, suggested that most people do not really want to know the exact likelihood of their winning, but only want an element of excitement in a life which has become uninteresting and drab.

Harry Payne Is Rolling Big, Steady Profits Right Down Your Alley With...

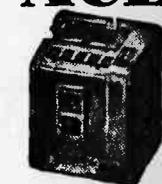


CUB



SAMPLE \$13.95
CASE \$75.00
OF 6

ACE



SAMPLE \$14.95
CASE \$80.00
OF 6

H. G. Payne Co.

312-314 BROADWAY
NASHVILLE, TENN.

LEAD WITH MONARCH!

★ Reel, sizzling "21" blackjack action with Automatic Coin Divider and two separate EXTRA LARGE Cash Boxes. Operator's Cash Box holds \$11.00 in Pennies—more than \$35.00 in Nickels! 3 different models — 1c or 5c or 10c Play! RUSH US YOUR ORDER!

SAMPLE \$19.75
CASE OF 4 \$72.50

1/3 with order, balance C. O. D.

MONARCH COIN MACHINE CO.
1545 NORTH FAIRFIELD AVE. (Armitage 1434) CHICAGO, ILL.

OLIVE'S BARGAINS IN A-1 RECONDITIONED MACHINES

FREE PLAY	Limelight	\$30.00	Tot	\$10.50
Arrowhead (1 Ball)	1-2-3 (New Style)	77.50	Liberty	15.00
Big Six	1-2-3 (Old Style)	35.00	Mercury	15.00
Blondie	O'Johnny	30.00	14 Q. T.	30.00
Bowling Alley	Red Hot	18.00	Vest Pocket Bell, J.P., Blue & Gold	37.50
Chubby	Triumph	10.00	PAYOUT	
Davy Jones	Bally Baby	\$4.50	Grand National	\$30.00
Double Feature	Cent-a-Pack	4.50	1-2-3	35.00
Fifth Inning	Penny Smoke	4.50	Red Head Track Time	35.00
Formation	Puritan Vendor	4.50	Fast Time	80.00
Follies				
Hold Over				

Every Machine is in Perfect Mechanical Condition. Thoroughly Cleaned and Checked. Ready to Place on Location. If you are not completely satisfied, return the Games to us within 10 days, and receive Full Credit.

Terms: 1/3 Deposit, Balance C. O. D.
We have all the New Games on hand for immediate delivery. Write for prices.
OLIVE NOVELTY CO. 2625 LUCAS AVE. ST. LOUIS, MO.

ATTENTION

We Will Make Liberal Allowance in Trade for Used IMPs or PENNY PAKKS on

DAVAL 21s	\$19.75	GROETCHEN'S PIKE'S PEAKS	\$32.50
DAVAL ACE	14.95	POK-O-REEL	18.50
DAVAL CUB	13.95	KLIX	19.75

Shipments Made Promptly on Receipt of Trade-Ins

OHIO SPECIALTY CO.
539 SO. SECOND STREET, LOUISVILLE, KY.

Buy Counter Games

NEW IN CASES

12 mo. to pay
12 mo. guarantee

IMP, KLIX, ACES, MARVEL, CUBS, PIKE'S PEAK, "21", POKO-REEL, ZEPHYR, AMERICAN EAGLE, CHAMPION, LIBERTY, ROLL-A-PACK, Etc.

Get our prices on Texas Leaguer and Batting Practice

IMPERIAL VENDORS
2022 Market St.
Philadelphia, Pa.



BARGAINS

The Machines listed below are slightly used and offered subject to prior sale:

- | | | | |
|---------------------------|---------|------------------------------------|--|
| 5-BALL FREE PLAY | | 1 Chicago Coin Ocean Park \$17.50 | |
| 1 Bally Chevron | \$10.00 | 1 Chicago Coin All Amer. 49.50 | |
| 6 Bally Triumph | 11.50 | 1 Chicago Coin Strat-o-Liner 49.50 | |
| 1 Bally Broadcast | 45.00 | 1 Gottlieb Drum Major 29.50 | |
| 3 Baker Doughboy | 24.50 | 1 Genco Band Wagon 42.50 | |
| 1 Keeney Big Six | 14.50 | 1 Stoner Ritz 15.00 | |
| 1 Keeney Thriller | 17.50 | 1-BALL | |
| 2 Keeney Repeater | 49.50 | 3 Exhibit Congo (Conv.) \$21.50 | |
| 1 Keeney Cowboy | 17.50 | 4 Mills 1-2-3 Meter 22.50 | |
| 1 Exhibit Landslide | 22.50 | 1 Mills 1-2-3 Cash 27.50 | |
| 1 Exhibit Zip | 19.50 | 1 Bally Santa Anita 117.50 | |
| 1 Exhibit Flash | 14.50 | 1 Bally Dark Horse 97.50 | |
| 1 Chicago Coin Commodore | 17.50 | 1 Bally Gold Cup 49.50 | |
| 1 Chicago Coin Yacht Club | 29.50 | 1 Bally Record Time 97.50 | |

- | | | |
|---|---------|---|
| COUNTER GAMES | | 1 Mills Vest Pocket, Chrome, 5¢, F.S. \$43.50 |
| 6 Grootchen Columbia Bell, used 10 days, G.A. | \$57.50 | 3 Grootchen Imps 6.00 |
| 1 Grootchen Columbia Bell, J.P., used 10 days | 53.50 | 1 Hollywood Test Your Grip 3.50 |
| 2 Mills Vest Pocket, Blue & Gold, Meter | 29.50 | 1 Grootchen Liberty Bell 16.50 |
| CONSOLES | | 1 Mills Q.T., 5¢ Play 15.00 |

- | | | | |
|---|----------|--|----------|
| 1 Evans Lucky Lucre | \$125.00 | 1 Paces Races, J.P., 30 High Pay, #4924 | \$107.50 |
| 1 Evans Bang Tail, Reg. | 125.00 | 1 Paces Races, J.P., 30 High Pay, #6258 | 132.50 |
| 1 Evans Ski Ball | 39.50 | 1 Paces Races, Reg., 30 High Pay, #4785 | 92.50 |
| 1 Evans Jungle Camp | 75.00 | 1 Paces Races, Reg., 30 High Pay, #5294 | 97.50 |
| 2 Galloping Domino, 1938 | 95.00 | 1 Paces Races in Baker Cab, 30 High Pay, #6718 | 126.00 |
| 2 Evans Galloping Domino, Reg., 1940 | 125.00 | TARGET MACHINES | |
| 1 Pace Saratoga Jr. | 75.00 | 1 Bally Rapid Fire | \$ 99.50 |
| 1 Mills Jumbo Parade, C.P. | 85.00 | 1 Keeney Air Raider, S.U. | 145.00 |
| 1 Keeney Triple Entry | 105.00 | 1 Metropolitan Air Raider, in orig. crate | 125.00 |
| 1 Keeney Track Time, 1938 | 62.50 | and are slightly used. All orders must be accompanied by 1/3 certified deposit, balance C. O. D. Write us and ask us to put you on our mailing list. The prices on the above machines are effective April 19th. Write us for your price on brand-new machines. | |
| 1 Paces Races, J.P., 20 High Pay, #5627 | 120.00 | | |
| 1 Paces Races, J.P., 30 High Pay, #6414 | 139.50 | | |

The above machines are offered subject to prior sale and are slightly used. All orders must be accompanied by 1/3 certified deposit, balance C. O. D. Write us and ask us to put you on our mailing list. The prices on the above machines are effective April 19th. Write us for your price on brand-new machines.

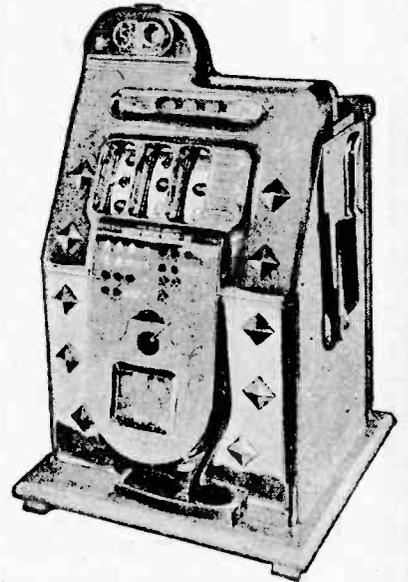
MOSELEY VENDING MACHINE EX., INC.
 00 BROAD STREET RICHMOND, VA.
 Day Phone, 3-4511 Night Phone, 5-5328

Pays 2 on 1 Cherry!



MILLS CHROME BELL

On the Two-Five Model, one cherry on the first reel pays two - a radical innovation! This is the Standard Payout on the Chrome Bell. The Three-Five Model, which is supplied only when specified, has regular Mystery payout. Mills Novelty Company, 4100 Fullerton Ave., Chicago



BUY THROUGH YOUR DISTRIBUTOR

RECONDITIONED SLOTS

- | | |
|--|---------|
| Mills Vest Pockets | \$25.00 |
| Mills 5c Blue Fronts, Single J. P. | 45.00 |
| Mills 25c Blue Fronts, Double J. P. | 40.00 |
| Jennings 5c Chiefs, Late Model (repainted) | 45.00 |
| Jennings 10c Chiefs, Late Model | 45.00 |

AUTOMATIC COIN MACHINE CORP.
 340 CHESTNUT ST. SPRINGFIELD, MASS.

Big Demand for Batting Practice

NEW YORK, April 12.—Hard on the heels of the first ads announcing Scientific Machine Corporation's Batting Practice came a rush of orders for the game that is likely to create a new record in the trade, firm officials state. Many coinmen had seen the machine on test location and were anxious to get orders thru as soon as announcement of production was made. Scientific execs report.

Max Levine, Scientific president, has been busy answering long-distance telephone calls, telegrams, and letters since the announcement. Levine claims the machine is its own best advertisement. "All the distributor has to do," Levine maintains, "is to put the game in a conspicuous spot on his floor and sit back and start writing orders. Once an operator plays the game you can be sure he'll buy it. It's the nearest thing to the national pastime yet invented. Several pro ball players tried it and were enthusiastic. They said it was like standing at the bat and waiting for the ball to come in a real game."

"We have put additional men at work and are using more space than ever before to build the games as rapidly as possible. The space formerly used for storage is being utilized by cabinet makers. We don't have a storage problem because the games go out so fast. On local deliveries we aren't even using crates. George Penser, our New York distributor, has given orders to his truckmen to call at the plant as often as possible. I Rothstein, Pennsylvania distributor, and Dave Bond, of Trilount, in Boston, don't mention any specific number of games on their orders. They simply ask for as many as possible—as fast as possible."

Lucky Strike Keeps Torr Busy

PHILADELPHIA, April 12.—Roy Torr, Philadelphia distributor, reports that Lucky Strike is living up to its name, according to the huge number of orders received.

Torr said: "The jackpot feature of Lucky Strike, together with the fortune telling arrangement, puts this counter game in the 1-A class for steady profits. It's just the kind of machine that is needed to pep up slow locations. The Lucky Strike counter machine is a ball gum vender as well as an amusement machine," concluded Torr.

10 Evans Ten Strike, 1941 model, free play, \$60.00 each. 11 Western Major League Baseball Machines, 1941 model, free play, \$65.00 each. 1/3 deposit must accompany order.

Automatic Coin Machine Co.
 809 Poydras St., NEW ORLEANS, LA.

STERLING BARGAINS

- | | |
|---|---------|
| Evans Lucky Lucre, 5¢ Play | \$89.50 |
| Bally Record Time | 89.50 |
| Mills Vest Pocket Bells | 27.50 |
| Mills Jumbo Parades, F. P. | 87.50 |
| Bally Rapid Fire Submarine Gun | 93.50 |
| Keeney Air Raider Guns | 99.50 |
| Bally Gold Cups | 37.50 |
| Mills 1-2-3 F. P. with Animal Reels | 37.50 |
| Paces Races, Brown Cabinet with Jackpot, 30 to 1 odds | 96.50 |

Terms: 1/3 Deposit, Balance C. O. D. Write for our complete list of Used Machines.
STERLING NOVELTY CO.
 669 S. Broadway, LEXINGTON, KY.

COUNTER GAMES

- | | | | |
|-----------------------|---------|--------------------------|--------|
| 12 Libertys & Mercury | \$16.00 | 1 Smoke Reels | \$6.00 |
| 7 Tots | 9.00 | 1 Trio Pack | 6.00 |
| 4 Sports | | 10 Asst. Cig. Reels | 4.00 |
| Parade | 18.00 | 10 Reel 21s | 4.00 |
| 4 Gingers | 9.00 | 4 Ex-Rays | 12.50 |
| 7 Chex | 9.00 | 2 Spinner Winners | 12.50 |
| 2 Marvels | 16.00 | 3 Vest Pockets | 25.00 |
| 3 Libertys | | 1 Gottlieb 3-Way Gripper | 8.00 |
| Venders | 18.00 | 5 Comps | 10.00 |
| 1 G.A. Sparks | 25.00 | 2 1¢ Q. T.'s | 25.00 |
| 1 Tally | 6.00 | | |
| 1 Zephyr | 5.00 | | |
| 5 Penny Packs | 5.00 | | |

HALF DEPOSIT, BALANCE C. O. D.
CLEVELAND COIN MACHINE EXCHANGE
 2021 Prospect Ave., CLEVELAND, OHIO

MILLS

PHONOGRAPHS
 CONSOLES
 BELLS
 TABLES

KEYSTONE NOVELTY & MFG. CO.
 26th & Huntingdon Sts., Philadelphia, Pa.
 Baltimore Office: 515 Cathedral St., Baltimore, Md.

GOOD MECHANIC WANTED

For Music Boxes, Remote Control, Pin Games and other Novelty Games. Please send references, experience and personal description.

WARNER'S
 2621 Parado St., ERIE, PA.

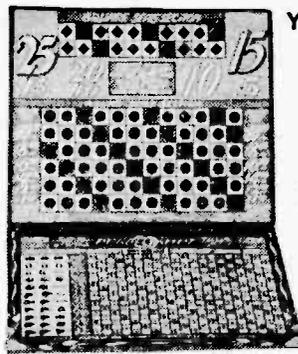
MAKES MOHR MONEY THAN YOU EVER DREAMED POSSIBLE!

THE SENSATIONAL, NEW
"AMERICAN EAGLE"
 WITH "DEFENSE" REELS



WE BOOSTED THE PROFITS BUT NOT THE PRICE!!
10 FOR \$275.
 SAMPLE \$32.50
 Ball Gum Mod. \$2 Extra
ORDER NOW!!

DAVAL'S PACIFIC COAST REPRESENTATIVE
MAC MOHR CO. 2916 W. PICO BLVD. LOS ANGELES, CALIF.



YOU CAN "MAKE BOOK" ON THIS ONE!
DOUBLE SHOT
 BOOK BOARD

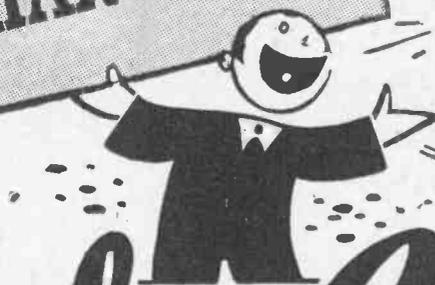
1360 HOLES — 5¢ PER SALE
 Board Takes In \$68.00
 Average Payout \$33.30
 Average Profit \$34.70

GLOBE PRINTING COMPANY
 1023-27 RACE ST., PHILA., PA.

WRITE for our NEW PRICE LIST

We have available over 1,000 free play games, paytables, consoles and phonographs.

GRAND NATIONAL SALES COMPANY
 2300-08 West Armitage Ave. Chicago, Illinois

BIGGER!**BETTER THAN EVER!**

Atlas Novelty Co.

NOW IN NEW QUARTERS AT
2219 FIFTH AVENUE—PITTSBURGH, PENNSYLVANIA
GRAND OPENING—APRIL 20th

SEEBURG PHONOGRAPHS
and LATEST GAMES

**YOU—and YOU—and YOU are invited
to join us in the GALA FESTIVITIES!**

Texas Leaguer Universal Hit—Ryan

CHICAGO, April 12.—According to William (Bill) Ryan, sales manager for J. H. Keeney & Company, that organization's latest release, Texas Leaguer, has met with unanimous and universal approval thruout the country, thanks to its 100 per cent skill features.

"Reports from operators and distributors substantiate our claim that Texas Leaguer is a first-rank money-maker," said Ryan. "Locations and players are receiving Texas Leaguer with open arms, and operators' reports on collections are amazing.

"Our distributors, warned by the immediate rush of operators for Texas Leaguers, have committed themselves to quantity shipments of Texas Leaguers at regular intervals.

"Typical of our distributors' comments on Texas Leaguer popularity are the following: 'Metropolitan New York is going for Texas Leaguer in a big way . . . so big that we are barely keeping deliveries up with orders. Keep 'em coming as fast as you can,' says Dave Simon, Simon Sales, Inc. Lou Wolcher, Western Distributors, Inc., says: 'The Pacific Coast is sold on Texas Leaguer 100 per cent for its big earning power and strictly skill play.'

"Bill Marmer, head of Sicking, Inc., has this to say of Texas Leaguer: 'This game is just right from every standpoint. It's right for the season, right for operating, and better than all right for the location patrons. All of these rights are making a long, long profit for our customers.'"

Mac Mohr West Coast Baker Rep

CHICAGO, April 12.—Baker Novelty Company, of Chicago, announces that Mac Mohr, of Los Angeles, has joined the forces of the company as West Coast representative.

"We are happy to make this announcement," said Harold L. Baker, president. "Mac knows the West Coast as few men in the industry know it. He

has spent many years in this part of the country, serving the trade with such complete satisfaction that he has built an enviable record among distributors and jobbers. He has long championed high trade standards, and I know of no one better qualified to represent our company and render the kind of service and co-operation we like to give."

To which Mohr added: "I am particularly happy to join the Baker organization because of the high business ideals of the company and the enviable reputation of Baker games in the trade."

W. B. Novelty To New Quarters

KANSAS CITY, Mo., April 12.—W. B. Novelty Company will move its local office and headquarters to 927 Broadway about May 1. Firm has been located at 3105 Gilham Plaza the past several years and is distributor for Seeburg phonographs and music systems. Company will occupy two floors at its new location, and a grand opening party will be held early next month, according to William Betz, owner and general manager.

Allied Invites Chicago Visitors

CHICAGO, April 12.—"When you drive to Chicago, stop at the Allied," says Sam Kleiman, of Allied Novelty Company. "We know that the warmer weather is making more and more operators take to their cars and drive to this city.

"At our place they'll find every accommodation for their comfort and convenience, and, besides, their visit can be made very profitable. Allied has one of the largest assortments of games on the floor ready for immediate operation. Operators can make their selections out of stock and take the games right with them if they wish. In this way they know exactly what they're getting, and there's no delay in supplying their locations, which often means a considerable saving of money to the operator."

Best Wishes

MORRIE,

EDDIE

AND

PHIL

MILLS NOVELTY CO., Chicago

Congratulations and Best Wishes

to

Phil Greenberg

and

Atlas of Pittsburgh

EXHIBIT SUPPLY COMPANY

Chicago

ATLAS of PITTSBURGH

and

“21”

BOTH THE “TOPS”!

DAVAL Chicago

Congratulations on
“THE HOUSE THAT ATLAS BUILT”

in PITTSBURGH

from

“The House That Jack Built”

in CHICAGO

J. H. KEENEY & CO.

OUR BEST

STONER CORPORATION

Aurora, Illinois

Best Wishes for

SUCCESS

to ATLAS of PITTSBURGH

from

SUCCESS MFG. CORP.

Chicago

CONGRATULATIONS

ATLAS of PITTSBURGH

WE SEE PROSPERITY AHEAD

IN YOUR “HOROSCOPE”!

D. Gottlieb & Co. Chicago

**NICE
GOING
BOYS!**

WESTERN PRODUCTS, INC.

CHICAGO

CONGRATULATIONS

ATLAS of PITTSBURGH

*on being one of the
industry’s most progressive
distributors.*

**CHICAGO COIN MACHINE COMPANY
CHICAGO**

GENCO, INC.

—BUILDER OF GREAT GAMES—
CONGRATULATES YOU

ATLAS of Pittsburgh

ON THE GREAT OCCASION OF YOUR GRAND OPENING!

GENCO, INC., Chicago

WE HAVE 'EM
Keeneys
100% SKILL



TEXAS LEAGUER

SIMON SALES, INC.
437 W. 42nd St.
New York City, N. Y.

\$69.50

SPECIFY 1c, 2c or 5c PLAY

WE HAVE 'EM
Keeneys
100% SKILL



TEXAS LEAGUER

ATLAS NOVELTY CO.
2200 N. Western Ave.
Chicago, Illinois

\$69.50

SPECIFY 1c, 2c or 5c PLAY

WE HAVE 'EM
Keeneys
100% SKILL



TEXAS LEAGUER

GORMAN NOVELTY CO.
85 Genessee St.
Utica, N. Y.

\$69.50

SPECIFY 1c, 2c or 5c PLAY

WE HAVE 'EM
Keeneys
100% SKILL



TEXAS LEAGUER

PLATTE AUTOMATIC AMUSEMENT CO.
107 N. Jeffers St.
North Platte, Neb.

\$69.50

SPECIFY 1c, 2c or 5c PLAY

WE HAVE 'EM
Keeneys
100% SKILL



TEXAS LEAGUER

CLEVELAND COIN MACHINE EXCH.
2021 Prospect Ave., Cleveland, O.

\$69.50

SPECIFY 1c, 2c or 5c PLAY

WE HAVE 'EM
Keeneys
100% SKILL



TEXAS LEAGUER

SOUTHERN AUTOMATIC MUSIC CO.
540 S. 2nd St. Louisville, Ky. 312 W. 7th St. Cincinnati, O.
531 N. Capitol Indianapolis, Ind. 425 Broad St. Nashville, Tenn.

\$69.50

SPECIFY 1c, 2c or 5c PLAY

WE HAVE 'EM
Keeneys
100% SKILL



TEXAS LEAGUER

ADVANCE AUTO. SALES CO.
1021 Golden Gate Ave., San Francisco, Cal.
MAC SANDERS
2837 W. Pico Blvd., Los Angeles, Cal.

\$69.50

SPECIFY 1c, 2c or 5c PLAY

WE HAVE 'EM
Keeneys
100% SKILL



TEXAS LEAGUER

ACTIVE AMUSEMENT MACHINES CORP.
900 N. Franklin St., Philadelphia, Pa.

\$69.50

SPECIFY 1c, 2c or 5c PLAY

Atlas Distribs Open in Philly

PHILADELPHIA, April 12.—Tippie Klein, head of Premier Music Company, and Sam Weinstein, president of the Mutual Music Company, two of the biggest music machine operators in the local territory, both marked a new milestone in their industry activity by making their official bow as distributors. Pooling their resources, the Klein-Weinstein combine played host to the industry last Thursday (3) to mark the formal opening of their Atlas Distributing Company, local distributors for the Packard Manufacturing Company.

Homer Capelhart, Packard president, joined in with Klein and Weinstein in greeting the trade to introduce their full line of Packard keyboard selectors, wall boxes, adapters, etc. While the Atlas offices and showrooms are in the heart of coin machine row at 824 North Broad Street, for the convenience of the operators, the social activities were centered in the center of the city in the Terra Cotta Room of the Metro Cafe. Ranks of local operators to view the Packard line and partake of the Atlas brand of sociability were operators from Newark, N. J., and up-State in Harrisburg and Wilkes-Barre, in town that day for a joint meeting here with the Phonograph Operators' Association of Eastern Pennsylvania and New Jersey.

The party attracted personages from the record and music fields in addition to the trade members. Those signing the register were Rudy Greenbaum, Don Kennedy, Sam Lerner, Arthur L. Pockrass, Sam Stern, Frank Hammond, Robert Harper, M. H. Missner, B. Berger, Harry Silberman, Lou Klein, Ben Roseman, Joseph Mangone, George E. Pepper, L. E. Lippett.

A. Feldman, Harman A. Scott, Louis Lalli, Richard Barrett, Max Kendrick, Dave Blum, Adolph Stein, Louis G. Myers, Harry H. Elkins, William Vogdes, Elliot Wexler, Rex Alexander, Bud Kenski, Bernie Klein, Harry Levy, Harry Hullsmen, H. E. Rulon, William J. Embarr, Harry Green, Walt Miller, John J. Marlon, Jack Hillis, Phillip Frank, S. Siskind, M. Garfinkel, Paul N. Knowles, Eddie Heller, M. Gordon, Armand DiStefano, Edward Klein.

Martin Mitnick, Harry Stern, Harry E. Peltz, Charles Baker, T. H. Meyer, Jack Sheppard, Teddy Distell, Arthur S. Salus, George Levin, Mr. and Mrs. Ralph Guberman, Harvey Carr, Mr. and Mrs. B. Cohen, George Katz, Harriet Moskowitz, Irv Cohen and Bernard Friedenberg, Nelson Verbit, Mr. and Mrs. H. Sacks, Harold A. Reese, M. H. Orondenker, R. C. Bernhardt, John J. Malley.

Herman Scott, Mary Buccini, Jean Carson, Jim Daugherty, Marie Daugherty, Harry Distell, Fred Corbett, Sidney Dash, Anne Klein, Betty Sacks, Joe Telyman, Paul Wexler, Bab Slifer, William J. Finney, S. Silber, William L. King, Jack Appel, M. P. Cowan, Sam Litt, Louis N. Sussman, Roy S. Hartman, Alex Lederer, Max Margolis, Sid Myers, E. M. Le Bon, Max Domsy, W. C. Ballis, Colt and Harry Rombush.

Jack Blair, Art Rosenberg, David Klein, Joe Eisen and Dave Margolin, Mrs. L. Klein, Mrs. Sklar, George Zacher, George Rupp, Morris Sherman, A. Elisi, Tony Risi, Ma Levin, Sam Odell, John Smith, Stanley Baranahas, Charles Brown, Mr. and Mrs. Aaron H. Schless, John H. Grassl, H. Brodsky, Joseph J. Milburg, Dan Margolin and Charles Cade, Max Bushnick, Les Parker, Harry Siskind, Bill Helright.

Among the out-of-towners signing the register were Charles M. Young, Haddonfield, N. J.; Mr. Leopold, Hatboro, Pa.; Walter C. Yost and Richard Miller,

Baby Production

CHICAGO, April 12.—Bill Shapiro, special factory representative of Gardner & Company, salesboard manufacturers, joins the ranks of fathers by presenting a boy born March 22. Barry Lee Shapiro is the name. Shapiro informs that he intends to nickname him Butch.

Philly Music Men Set for Affair; April 20 Is Date

PHILADELPHIA, April 12.—The fifth annual dinner and dance of the Phonograph Operators' Association of Eastern Pennsylvania and New Jersey, Sunday, April 20, at the Club Bali, is a sell-out. At \$5 per plate, a limit was set on 350 tickets. However, that figure has already been passed. And because of the unprecedented demand for tickets on the part of out-of-towners, especially from New York, Baltimore, and Washington, the bars were let down and tables will be set for 400, the capacity of the club.

Turnout will by far exceed last year's event at Town Hall, not only in attendance, but in entertainment being rounded up by Arthur L. Pockrass, head of Universal Amusement Company and chairman of the entertainment committee, and important personages are to be introduced by Frank Hammond, business manager of the association. However, there will be no spechmaking, as the evening is to be turned over to fun and festivity.

Floorshow will be star-studded. Columbia, Victor, and Decca recording companies are reported arranging to bring a contingent of their recording stars for the affair, augmenting the many stars appearing at the local theaters and night clubs. Rounding out the entertainment bill will be the full floorshows of the Club Bali and Kalmers' Little Raths-Keller.

James Gilmore, secretary-manager of the CMI, will head the industry personages on the dais, including, in part, Jack Nelson and Cliff Bailie, vice-president and Eastern division manager respectively of Rock-Ola; Sam Kresburg, Seeburg Eastern distributor; Bill Hemminger, sales manager of the Franstiel Chemical Company, and Sherman Tate and E. E. Steifens, of Permo Products.

Byron Block Joins Army in Louisiana

PHILADELPHIA, April 12.—Lieutenant Byron Block has joined Company L, Q. M. Regiment, Camp Claibourne, La.

Byron is well known to the coin machine trade for his work with his father, Harry Block, of Block Marble Company, suppliers to the industry. Byron has interested himself in advertising and sales promotion work since his graduation from the University of Pennsylvania and was virtually in charge of the business at the time he left to join his regiment.

Lebanon, Pa.; Ben D. Palastrant, Boston; William J. Clair, Baltimore, Md.; Mike Carpin, Reading, Pa.; Jack and Meyer Budnick, Pleasantville, N. J.; William C. Wallitsch, Allentown, Pa.; Martin Shinn and Mr. Paley, Lewistown, Pa.; E. Breyer, Chester, Pa.; Edmund Ingram, Milford, Del.; Thomas Mullin, Allentown, Pa.



GEORGE JENKINS, Bally Manufacturing Company general sales manager, was met at airport by entire Jack R. Moore organization, when he attended recent "Moore-Power-to-Bally" rally in Portland, Ore.

J. Harry Payne In a New Business

NEWARK, O., April 12.—After being identified with the coin machine industry for many years, first as a sales representative for the old Capehart Corporation, of Fort Wayne, Ind., and recently as district manager for a large music manufacturer, J. Harry Payne has become associated here in the development and operation of an organization to manufacture and merchandise the attractive and meritorious "brain children" originated by the inventors of America.

The new organization is incorporated as the Newark Specialties Manufacturing Company, with Harry acting as secretary-treasurer and in charge of advertising and sales, in which capacity he will be glad to renew acquaintance with his thousands of old friends, especially those interested in specialties that will be introduced by his new company from time to time and those of an inventive turn of mind seeking an outlet for their ideas or inventions. "I learned many years ago that you can't take it all for yourself and run," said Harry, "and anyone bringing an idea or invention to me for marketing purposes will be assured of a break."

"It's Little Things That Count"—Payne

NASHVILLE, Tenn., April 12.—According to Harry Payne, of the H. G. Payne Company, Nashville, "it's the little things that count. When we speak of the little things," says Payne, "we mean Daval's Cub and Ace. Ever since we introduced these machines here we have been enjoying a land-office business. The operators have learned that these tiny machines are terrific money-makers and that they stand up 100 per cent."

"Cub and Ace are among the very important little things that count to an operator. They make operating a finer business for they do not tax the operator's bank account too heavily and they bring immediate and substantial returns, which means that the operator is assured the steadiest kind of money-making operation."

"We are urging our customers to get more Cub and Ace machines, for we realize that these games are the answer to many operating problems. Of course, we are not overlooking our sales on American Eagle, Marvel, and "21," which continue bigger than ever."

Production On at New Success Plant

CHICAGO, April 12.—Charles Castle, sales promotion manager for Success Manufacturing Corporation, advises that the newly acquired factory is buzzing with activity on production of the two present releases, League Leader and Night Bomber.

"Demand for our two hit machines has been so heavy that we have hardly had a chance to get settled in our new quarters," said Castle. "Fortunately, we had so arranged our moving procedure as

LeRoy Stein Comments Anent National Assn. For C. M. Operators

To the Editor:

In your editorials of March 1 and 8 you outline plans for a national association of operators under the auspices of existing manufacturer's associations.

Unless I am mistaken this plan is an elaboration of the set-up introduced by James A. Gilmore (secretary-manager of CMI) at the last two coin machine shows. I am reminded of the talk made by Jack Kelter (Rowe official and association booster) in which he definitely stressed the importance of an association of operators which would not be under obligation to any group of manufacturers. You will remember that he called particular attention to the fact that it was so difficult to "pan the manufacturers when they were paying for the dinners."

It was my impression that operators wanted to discuss their own problems for their own good and welfare.

While the suggestion made by another coin machine publication for the organization of operators may be premature, in my humble opinion, every effort should be made to interest the operators in an organization of their own.

I realize the enormity of the task. Operators are, in reality, only retailers and there are very few national associations of retailers. Most operators are interested in the problems affecting their immediate trading area, as is evidenced by the lack of State associations of operators.

In the metropolitan areas the task is even more difficult since the operators are divided into associations according to the type of machines which they service.

The Kansas City Association plan has much merit and meets with my approval as well.

As a trade association executive I am naturally biased in favor of any type of organization which will help to stabilize the industry, and since the manufacturers are organized nationally, distributors and operators should organize as well, and any effort made by the trade papers should be encouraged.

LEROY STEIN,

Manager of Amusement Board of Trade of New Jersey, Inc., Newark, N. J.

to permit uninterrupted production, which, in turn, aided us in meeting delivery schedules.

"League Leader, our baseball theme pin game thriller, is rolling off the lines in constantly increasing numbers, thanks to its great location appeal and performance, while Night Bomber continues to occupy a big place in our production line-up. The latter game is truly a sensation wherever it is being operated. Interest in this gun machine is greater than in any other similar machine, we have been told, due to its more realistic action in blackouts, searchlight and plane maneuvers. We predict that Night Bomber will go down in history as the greatest of gun machines.

"We are soon to announce another game, one that will prove the surprise game of the industry due to the radically new play idea on which it is based."



MORRIS HANKIN, Atlanta distributor, shown with Gene Austin, radio star, and Mutoscope's sales manager, Earl Winters. Picture was taken at the opening of Hankin's new headquarters in Atlanta. In the background are three Mutoscope products—Sky Fighter, Photomatic, and the new Drive-Mobile.

WE HAVE 'EM
Keeneys
100% SKILL

**TEXAS
LEAGUER**

SILENT SALES CO.

200 11th Ave., So.
Minneapolis, Minn.

SPECIFY 1c, 2c or 5c PLAY

WE HAVE 'EM
Keeneys
100% SKILL

**TEXAS
LEAGUER**

ROBINSON SALES CO.

3100 Grand River Ave.
Detroit, Michigan

SPECIFY 1c, 2c or 5c PLAY

WE HAVE 'EM
Keeneys
100% SKILL

**TEXAS
LEAGUER**

ROY MCGINNIS

2011 Maryland Ave.
Baltimore, Md.

SPECIFY 1c, 2c or 5c PLAY

WE HAVE 'EM
Keeneys
100% SKILL

**TEXAS
LEAGUER**

Western Distributors, Inc.

1226 S. W. 16th St., Portland, Ore.
3126 Elliott Ave., Seattle, Washington

SPECIFY 1c, 2c or 5c PLAY

WE HAVE 'EM
Keeneys
100% SKILL

**TEXAS
LEAGUER**

SAVOY VENDING CO., Inc.

651-53 Atlantic Ave.
Brooklyn, N. Y.

SPECIFY c, 2c or 5c PLAY

WE HAVE 'EM
Keeneys
100% SKILL

**TEXAS
LEAGUER**

FRIEDMAN

AMUSEMENT CO.
441 Edgewood Ave., S. E.
Atlanta, Georgia

SPECIFY 1c, 2c or 5c PLAY

WE HAVE 'EM
Keeneys
100% SKILL

**TEXAS
LEAGUER**

ARCO SALES CO.

802 N. Broad St.,
Philadelphia, Pa.

SPECIFY 1c, 2c or 5c PLAY

WE HAVE 'EM
Keeneys
100% SKILL

**TEXAS
LEAGUER**

MIKE MUNVES CORP.

593 10th Ave.
New York City, N. Y.

SPECIFY 1c, 2c or 5c PLAY

WE HAVE 'EM
Keeneys
100% SKILL



TEXAS LEAGUER

MONARCH
COIN MACHINE CO.
1545 N. Fairfield Ave.
Chicago, Illinois

SPECIFY 1c, 2c or 5c PLAY

WE HAVE 'EM
Keeneys
100% SKILL



TEXAS LEAGUER

BANNER SPECIALTY CO.
1530 Parrish St., Philadelphia, Pa.
1508 Fifth Ave., Pittsburgh, Pa.

SPECIFY 1c, 2c or 5c PLAY

Jennings Golf Ball Game Going Great

CHICAGO, April 12.—"Golf-Rola, companion machine to Jennings popular Ciga-Rola, is making a tremendous hit with country clubs and golf clubs thru-out the country," reports Leo J. Kelly, Jennings official.

"Golf-Rola is an attractive machine and has the amusement appeal popular with very ardent golfers. Golf pros everywhere demand this machine, and operators are finding that they can make a satisfactory arrangement with pros for handling the machine on a profit-sharing basis. This gives the pro the chance to increase his sale of balls, and at the same time gives the operator an opportunity of increasing his locations and income. Golf-Rola is a made-to-order opportunity for operators. The machine has the same proven dependable mechanism as Ciga-Rola.

"With the official start of the golf season just around the corner, we advise every operator to investigate this outstanding machine for his territory."

WE HAVE 'EM
Keeneys
100% SKILL



TEXAS LEAGUER

JOHN GOODBODY
1824 East Main St.
Rochester, N. Y.

SPECIFY 1c, 2c or 5c PLAY

WE HAVE 'EM
Keeneys
100% SKILL



TEXAS LEAGUER

J. H. WINFIELD CO.
1018 Main St.
Buffalo, N. Y.

SPECIFY 1c, 2c or 5c PLAY

WE HAVE 'EM
Keeneys
100% SKILL



TEXAS LEAGUER

SICKING, INC.
1401 Central Pkwy., Cincinnati, O.
927 East Broadway, Louisville, Ky.

SPECIFY 1c, 2c or 5c PLAY

Jennings Institutes Employees' School

CHICAGO, April 12.—To fortify themselves against a shortage in labor, to prepare for expanded industrial activity within the company, and to co-operate with the government in its program to expand the skilled labor resources of the country, O. D. Jennings & Company have instituted a special training school for employees working in the Jennings plant.

The school now has over 35 members and they are being trained to take their places in the skilled labor departments of the Jennings company. The company hopes to create a good supply of skilled labor for its night force, which is becoming more important in the face of advanced orders placed.

"Orders have been piling up so fast," says Leo J. Kelly, vice-president of the company, "that this move has been necessary to implement a sufficient force working both night and day to meet our production demands."

WE HAVE 'EM
Keeneys
100% SKILL



TEXAS LEAGUER

CENTRAL DIST. CO.
Grand at 23rd, Kansas City, Mo.
607 W. Douglas, Wichita, Kan.

SPECIFY 1c, 2c or 5c PLAY

WE HAVE 'EM
Keeneys
100% SKILL



TEXAS LEAGUER

REX AMUSEMENT CO.
710 S. Salina St.
Syracuse, N. Y.

SPECIFY 1c, 2c or 5c PLAY

WE HAVE 'EM
Keeneys
100% SKILL



TEXAS LEAGUER

TRIMOUNT
COIN MACHINE CO.
1292 Washington St.
Boston, Mass.

SPECIFY 1c, 2c or 5c PLAY

Lieberman Enthuses; Sights Biz Rise

CHICAGO, April 12.—"If things keep going the way they have been during the past weeks, my present headquarters are going to require enlargement," declares Bud Lieberman, Chicago distributor.

"In all my experience in the coin machine field I have never seen so much activity, nor has so great a spirit of optimism possessed operators as it does now," he stated. "I like to feel that my organization is playing an important role in helping to foster the present upswing in business. We are doing it with games of unequalled caliber in the used game classification. We are helping with new equipment, delivered on schedule.

"I am happy to say that every prospect pleases and it is my considered opinion that, with everyone on his toes, this year is the banner year for our industry."

WE HAVE 'EM
Keeneys
100% SKILL



TEXAS LEAGUER

Owl Mint Machine Co.,
Inc.
245 Columbus Avenue
Boston, Mass.

SPECIFY 1c, 2c or 5c PLAY

WE HAVE 'EM
Keeneys
100% SKILL



TEXAS LEAGUER

DIXIE SALES CO.
883 Union Ave., MEMPHIS, TENN.
BOYLE AMUSEMENT CO.
522 N. W. 3rd St., Oklahoma City, Okla.

SPECIFY 1c, 2c or 5c PLAY

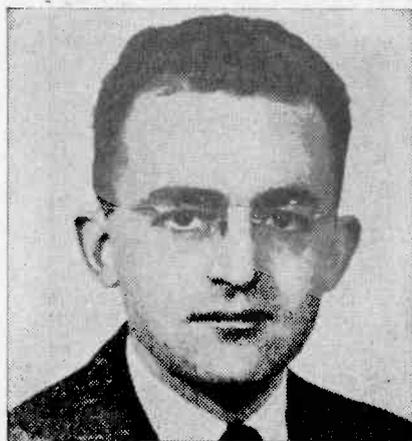
WE HAVE 'EM
Keeneys
100% SKILL



TEXAS LEAGUER

HANKIN MUSIC CO.
708 Spring St., N. W.
Atlanta, Georgia

SPECIFY 1c, 2c or 5c PLAY



HY SHUMAN, new addition to the sales force of Gardner Company, salesboard manufacturers. Shuman has been assigned the Illinois territory.

WE HAVE 'EM
Keeneys
100% SKILL



TEXAS LEAGUER

Birmingham Vending Co.
2117 Third Ave., North
Birmingham, Alabama

SPECIFY 1c, 2c or 5c PLAY

WILD FIRE

IT'S CHOCKFUL OF THRILLING PLAY - THAT'S WHY IT'S MAKING THE MOST MONEY! Your Keeney Distributor Has 'Em!

\$109.50

AMUSEMENT GAME LEAGUER

Fascinating skill play is batting out big profits everywhere! Available in 1c, 2c or 5c play. 1c play shipped unless otherwise specified. **ONLY \$69.50**

100% SKILL TYPE
TEXAS
CONSOLE MODEL BASEBALL GAME... Easily Converts To Counter Game!

J. H. Keeney & Co. Nat. Inc.

6630 SO. ASHLAND AVE. • CHICAGO "THE HOUSE THAT JACK BUILT"

ALSO IN PRODUCTION and READY FOR DELIVERY ADAPTERS Tailor fitted to all phonos and to Keeney boxes.
WALL BOXES including bar and counter brackets
AIR RAIDER Keeney's all-in-one unit machine gun deluxe!
TRIPLE ENTRY Selective 9-coin console for extra big profits.
TRACK TIME The greatest console ever built! 9-coin play. Odds or even feature.



Here's That Terrific **LUCKY STRIKE** CIGARETTE COUNTER GAME with Ball Gum Vendor. Now! Has no usual 3 reels! New popular brand cigarette-play, high award 10 packs (150-1 odds). Fortune telling feature, 1c play.

\$14.75 Order Quick!
The Calvert Novelty Co.
708 N. Howard St., Baltimore, Md.

Coin Machine Operators WANTED

We have a list of excellent Amusement Parks who have asked us to install Penny Arcades. If you can invest \$3,000 up (terms can be arranged) we will turn over one or more of these leads to you, equip the entire arcade for you, and guide you in its proper operation. For full details write or wire TODAY.

International Mutoscope Reel Co., Inc.
44-01 11th St., Long Island City, N. Y.

FACTORY SALE!

Brand new Legal Game, \$99.50 value. While they last only \$25 each. Write for details.

BOX 285-C, MINNEAPOLIS, MINN.

Camden Ops Form New Assn.

CAMDEN, N. J., April 12.—Group of local and Southern New Jersey pin game operators formed a new association here March 26. New organization succeeds the long dormant South Jersey Amusement Association. Twentynine operators and distributors were present at the first meeting at the Walt Whitman Hotel, called by Julius G. Obus, local operator.

First act of the group was to appoint Obus temporary president. He, in turn, appointed a representative committee to co-operate with the city officials and submit the association's appeal to them on license matters. Members of the committee are Daniel Glickman, of Manhattan Novelty Company; Martin Leavitt, of Garden State Amusement Company, and L. M. Spector, local operator. Barney B. Brown has been designated as legal advisor to the association.

A constitutional and membership committee will be appointed by Obus to put the association on a permanent footing. As soon as constitution and by-laws are approved, election of permanent officers will be held. Future meetings will be held in the Walt Whitman Hotel.

Mills Free Play Vendors

USED THREE WEEKS — EXCELLENT CONDITION, \$89.50

CATE BROS. UNION VENDING CO.
701 N. Eutaw St., BALTO., MD.

Superior

THE CLEAN-UP SPOT ON THE TEAM OF PROFITS

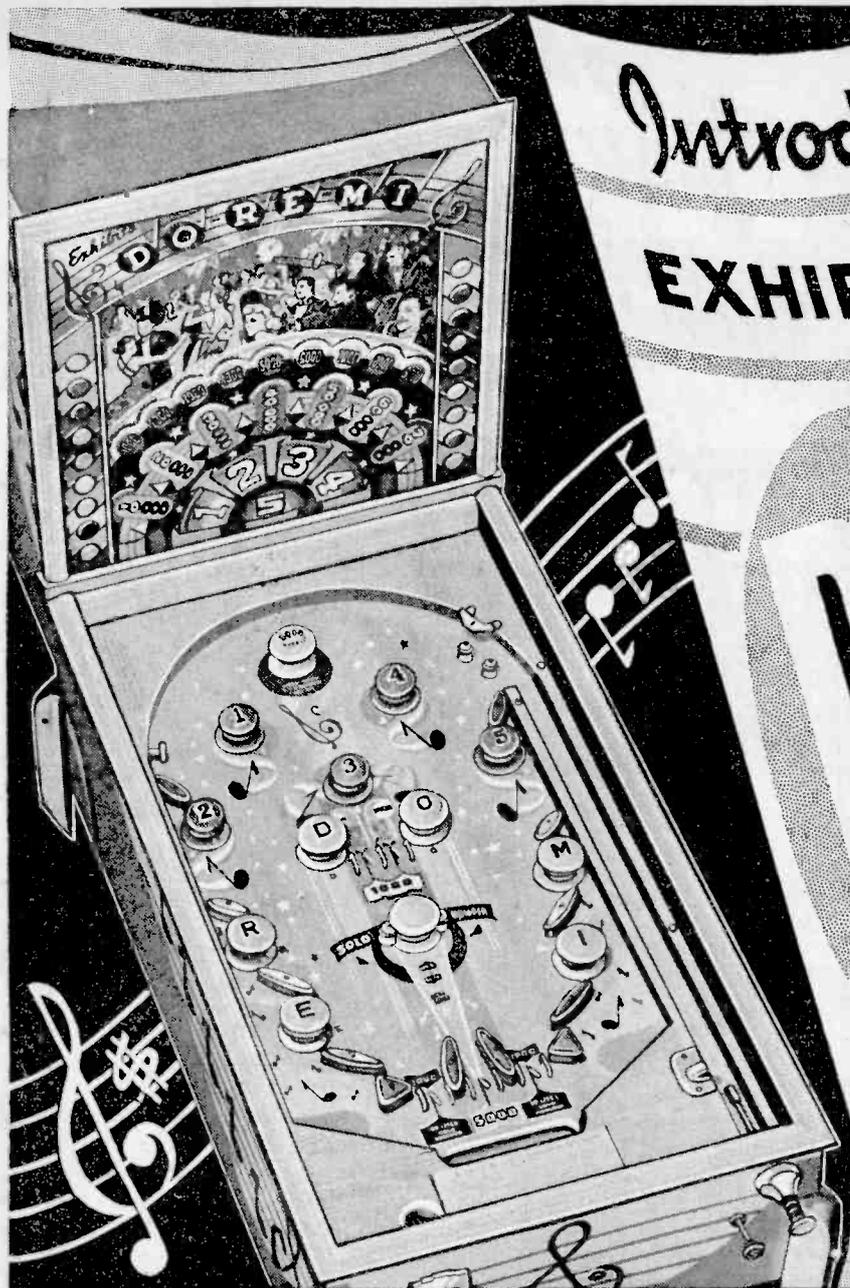
SLUGGER ... Clear the bases with the Die-cut homer! 1690 holes . . . 5¢ per sale . . . Baseball symbols . . . "Home Run" (8) and last punch in each large panel (5) each receives one punch in Batter Up . . . Batter Up contains 100 tickets with a \$1.30 average each, and a top award of \$10.00 . . . Takes in \$84.50 . . . Total average payout \$46.00 . . . Total average profit \$38.50 . . . Maximum profit \$42.50 . . . Extra-thick board.

SUPERIOR PRODUCTS
14 NO. PEORIA ST. CHICAGO, ILL.

RECONDITIONED PHONOGRAPHS AT LOWEST PRICES!!

Wurlitzer 500 \$139.50	Wurlitzer 800 \$245.00	Natl. 9-30 Clg. Mach. \$49.50
Wurlitzer 600 with Keyboard 135.00	Wurlitzer 700 205.00	Chicken Sam 35.00
Wurlitzer 600 125.00	Mills De-Re-Mi, Swing King or Zephyr 25.00	Royal Flush 78.50
Wurlitzer 24 79.50	Seeburg Classico 159.50	Remote Control with any of the above Seeburg or Wurlitzer machines — Write for Price!
Wurlitzer Mod. 50 35.00	Seeburg Concert Grand 139.50	Terms: 1/3 with orders, Bal. C. O. D. (Outside U. S. A. Full Cash with Order.)
With Light Up Grille 44.50	Seeburg Regal 115.00	
Wurlitzer 412 32.50	Seeburg Gem 105.00	
With Light Up Grille 35.00	Rockola '39 DeLuxo 135.00	
Wurlitzer P-12 22.50	Rockola '39 Standard 125.00	
Counter Model 71, with Stand 149.50	Rock-Ola 12 Record 22.50	
	Rockola 16 Rec. Imperial 35.00	

SEEBURG FACTORY DISTRIBUTORS
DAVIS SALES CO., 105 LEXINGTON AVE., SYRACUSE, N. Y.



Introducing
EXHIBIT'S

DO-RE-MI

with
NEW SOLO BUMPER
FEATURE THAT STIMULATES
THRILLING EXPECTATIONS
EACH BALL. CREATES HEAVY
PLAY ON EVERY LOCATION.

Be First with this Latest Exhibit Hit
SEE YOUR DISTRIBUTOR NOW!!!

EXHIBIT SUPPLY CO. • 4222 W. LAKE ST. • CHICAGO

**New Bally Gun
Is Sky Battle**

CHICAGO, April 12.—Announcing the release of a new machine-gun game called the Sky Battle, George Jenkins, general sales manager of the Bally Manufacturing Company, predicts that the new gun will attain a popularity equal

to that of Rapid Fire. "Sky Battle," Jenkins explained, "has all the play appeal of Rapid Fire—long-range marksmanship—realistic gun—100 light bullets thrill—plus new skill features and the shoot-em-down fascination of a zooming airplane target.

"In fact, the new mystery action target idea built into Sky Battle is the strongest repeat play stimulator ever built into a game of this type and is

packed with the same just-missed-do-it-next-time appeal that is found in a good pin game.

"The direction and speed of the airplane target constantly change—swooping down out of the sky—then cruising cautiously along the horizon—suddenly speeding up—then slowly climbing to a cloud bank—and, without warning, power-diving again. Then, as the final 10 or 15 shots are fired, the plane is gunned to top-speed—and the player bangs away! The new variable-flight and fast-finish features create a frenzy of excitement, keep the players crowding up to the gun hour after hour, and keep them coming back day after day. Location tests in every type of spot, up against every kind of competition, prove positively that Sky Battle out-plays and out-earns all guns—actually passing Rapid Fire's peak profit record.

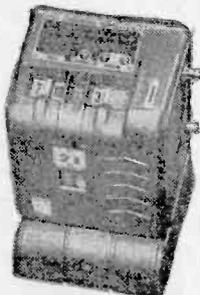
entered into the bringing about of our rapid expansion," Sebring said, "but in my opinion nothing has pleased operators more than the service we are giving them. We keep up on our deliveries and get shipments out as fast as orders are received."

Mac Churvis, sales manager of the company, stressed the part that reconditioning plays in customer satisfaction. "Not only is every machine gone over from one end to the other and reconditioned in every detail, but the final inspection before equipment is shipped guarantees complete satisfaction on the part of our customers," said Churvis.



IT'S DAVAL'S "21"

The greatest of all DAVAL'S great counter games! Reel "21"—"according to Hoyle" with Automatic Coin Divider and Two EXTRA LARGE Separate Cash Boxes! Operator's Cash Box holds over \$11.00 in Pennies and more than \$35.00 in Nickels! 1¢ or 5¢ or 10¢ models! Perfect Small Size! QUICK!! Rush 1/3 Deposit—Bal. C. O. D. —for your first Case of 4 TODAY!!



SAMPLE
\$19.75

CASE OF 4
\$72.50

J. E. COBB DISTRIBUTING COMPANY
512-14-16-18 SOUTH SECOND STREET, LOUISVILLE, KENTUCKY

BADGER BARGAINS

SPECIAL 1939 Rock-Ola Standards—\$119.50
Late Models

PHONOGRAPHS

Seeburg 1939 Classics	\$154.50
Seeburg 500 Keyboards	139.50
Rock-Ola 1939 De Luxe	139.50
Imperial 20, Rockolite III.	69.50
Rock-Ola Rhythm King 16s	39.50
Mills Zephyrs	39.50

AMUSEMENT MACHINES

Keeney Anti-Aircraft Guns	\$49.50
Bally Bull's Eyes	39.50
Chicken Sams, with Base	39.50
Evans Ten Strikes	39.50
Rock-Ola World Series	34.50
Western Baseballs	34.50

Terms: 1/3 Cash Deposit With Order, Balance C. O. D.

OUR NEW 1941 CATALOG JUST OFF THE PRESS. OUR 32-Page Catalog contains hundreds of Reconditioned Machines, Supplies, Accessories, and Parts. Most complete Coin Machine Catalog ever offered. Don't fail to send for your free copy today.

BADGER NOVELTY COMPANY

2546 N. 30TH STREET, MILWAUKEE, WIS.

**Schwartz, of National
Coin, Back From Fla.**

CHICAGO, April 12.—"Joe Schwartz, head of National Coin Machine Exchange, Chicago, has just returned to town after a month's sojourn in Florida, where he was resting from the largest buying trip he ever made," said Harry Heiman, sales manager of the company. "His many friends will be glad to know that he is back on the job and rarin' to go.

"Upon his return, Schwartz found sales skyrocketing to new highs, because, thanks to his buying foresight, we have a tremendous assortment of the finest of late game hits available."

**Service Keynote
At Grand National**

CHICAGO, April 12.—Discussing the rapid growth of Grand National Sales Company, Chicago, Al Sebring, head of the company, emphasized service given operators. "I know many factors have

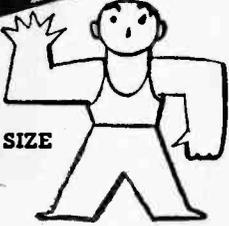
**"BE THE
FIRST
With**

EXHIBIT'S
DO-RE-MI"
Tony Gasparro

WESTON
DISTRIBUTORS, INC.
689 TENTH AVE., NEW YORK
All Phones: Circle 6-6745



A MIDGET IN SIZE



A GIANT IN EARNINGS

Completely automatic payout machine, with Bell reels, metered jackpot. An 8 inch cube, weighs only 18 lbs.; cash box holds \$45 in nickels. A beautiful machine; either chrome plated or in hammerloid blue and gold. Order direct from your distributor today!

VEST POCKET BELL

Mills Novelty Company, 4100 Fullerton Avenue, Chicago, Ill.

Operators Hail Buckley Console

CHICAGO, April 12.—"Jubilant throughout our executive offices and factory signaled the fact that Buckley's newest offering to the trade, Daily Double Track Odds, had clicked," reports Jerry Haley, sales promotion manager of Buckley Manufacturing Company, Chicago.

"We've never seen such an avalanche of mail and wires," he continued, "as we received following the appearance of our ad in *The Billboard* advising the trade that we are all set to go with our new console.

"Phone calls have been coming in ever since the appearance of the ad. We know that Daily Double Track Odds has clicked and clicked big with all leading operators everywhere in the country. The orders that we already have on hand without even showing the game mean that we are going to be in high-speed production and trying to fill these just as rapidly as we can.

"Those that had their first glimpse of the machine at the factory advised us that they were patiently waiting to see our first announcement and now that we have made it they want to be first in their territories with Daily Double Track Odds.

"F. H. Parsons, our executive vice-president, and H. R. (Perk) Perkins, sales manager, are just as jubilant as myself and Pat Buckley over the fine way in which the trade has rushed to get the game. Tho more or less expected a rush for this console, we never before have seen a rush of this kind where operators who had just called us once were eagerly waiting for us to tell them the machine was ready for delivery."

Western Readies New Game Line

CHICAGO, April 12.—Don Anderson, sales manager for Western Products, Inc., has announced that the first in the series of new games to be released would soon be in process of shipment to distributors.

"We are not making public the name of the game at this time, as we want all distributing points to have a big supply on hand ready for the expected demand," said Anderson. "Our first new game is a one or five-ball six-coin multiple free play game with an appeal and earning power so great that we were amazed by test reports. In a series of tests in various parts of the country our new game proved its worth from every standpoint. Its appeal is undeniable, its performance lacks nothing, its endurance is phenomenal, and from the cash box results, we judge that it will prove a welcome stimulus to operating this spring and summer.

"This game is to be followed by others," Anderson advised. "Among them will be multiple payout games, counter games, and a new and different type of 5-ball novelty game, all of them embodying radically new ideas in play, specially devised to step up play and increase profits."



CLYDE C. NEWELL has joined personnel of the Mayflower Novelty Company, St. Paul, as assistant sales manager. Newell is well known to coinmen of the Twin Cities, having been in business there for some years.

BUILD UP AND HOLD UP YOUR PROFITS with



BUCKLEY MUSIC SYSTEM WITH DIRECT "TOUCH TO TOUCH" ACTION

Build UP your PROFITS by installing BUCKLEY MUSIC SYSTEM with DIRECT "Touch-To-Touch" ACTION—TODAY!! Hold UP your PROFITS with BUCKLEY MUSIC SYSTEM "BETTER TONE" . . . OUTSTANDING LIGHT-UP BEAUTY . . . SUPER-FLASH ATTRACTIVENESS . . . PROVEN PERFECT, TROUBLE-FREE OPERATION!! Music operators everywhere ACCLAIM Buckley Music System—"The Finest One For '41" for 32, 24, 20, 16 and 12 record changing mechanisms. For BETTER TONE . . . for a COMPLETE music system down to the very last detail . . . BUY the ONE and ONLY and ORIGINAL Buckley Music System with DIRECT "Touch-To-Touch" ACTION!!

WRITE! WIRE! PHONE YOUR NEAREST Buckley Music System DISTRIBUTOR TODAY!!

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| ALBANY, N. Y.
Henry W. Seiden
(Special Representative)
1230 Broadway | GREENVILLE, N. O.
McCormick Music Co.
217 E. Fifth St. | OAKLAND, CALIF.
Baer Music Company
850 E. 14th St. |
| ALLENTOWN, PA.
Paula Vending Co.
102 E. Emaus Ave. | HABANA, CUBA
L. H. McMasters
Bacardi Bldg., No. 301 | OMAHA, NEB.
Howard Sales Co.
1506 Farnum St. |
| AMSTERDAM, N. Y.
Columbia Novelty Co.
9 Blood Street | HOUSTON, TEX.
Sun Amusement Co.
513 Dallas Ave. | ORLANDO, FLA.
Southern Music Co.
503 W. Central Ave. |
| ASBURY PARK, N. J.
Casino Amusement Co.
Monroe & R. R. Aves. | INDIANAPOLIS, IND.
Wired Music
826 Madison Ave. | OTTAWA, ILL.
Wolfe Music Company
920 E. Main Street |
| BALTIMORE, MD.
Orlole Coin Mach. Corp.
138 W. Mt. Royal Ave. | LADOGA, IND.
Merry Whirl Amusement Co. | PASSAIC, N. J.
Famous Distributors
53 Amsterdam Ave. |
| BELLMORE, L. I., N. Y.
Supreme Vending Co., Inc.
201 Grand Ave. | LOUISVILLE, KY.
J. E. Cobb Distrib. Co.
516 So. Second St. | PHILADELPHIA, PA.
Universal Amusement Co.
2010-12 Market St. |
| BIRMINGHAM, ALA.
Birmingham Vending Co.
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2277 W. Pico Blvd.
Charles A. Robinson
1911 W. Pico Blvd. | PITTSBURGH, PA.
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| BOSTON, MASS.
Bond Sales Company
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United Music Systems, Inc.
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Aubrey V. Stemler
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Brooklyn Amuse. Mach. Co.
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Elum Sales Company
127 W. Trimount St. | PONTIAC, MICH.
Wolverine Entertainers, Inc.
88 Newberry St. |
| COLUMBUS, O.
G. N. Vending Co.
663 W. Broad St. | MEMPHIS, TENN.
Tri-State Music Co.
664 Marshall Ave. | SACRAMENTO, CALIF.
D. B. Scotto
1921 Sixteenth St. |
| CHICAGO, ILL.
Martin-Lindeloef Dist. Co.
8020 Lincoln Ave.,
Niles Center | MEXICO, D. F.
Robert W. Weekes
Apdo. Postal 8902 | SAN FRANCISCO, CALIF.
William Corcoran
(Pacific Coast Dist.
Sales Mgr.)
927 Larkin St.
Metro Music Company
280 Golden Gate Ave. |
| CHATTANOOGA, TENN.
Dixie Amusement Co.
615 Cherry St. | MIAMI, FLA.
Les Purlington
525 N. W. 24th Ave. | SAVANNAH, GA.
Mullinix Amusement Co.
41 Habersham St. |
| DALLAS, TEX.
Walbox Sales Company
1713 Young Street | MILWAUKEE, WIS.
Patterson & Dennison, Inc.
6210 W. Greenfield Ave.
West Allis, Wis. | SEATTLE, WASH.
Heberling Brothers
108 Elliott Avenue, East |
| DENVER, COLO.
James E. Blackwell
(Mountain States Dist.
Sales Mgr.)
Blackwell Distributing Co.
585 Milwaukee St. | MINNEAPOLIS, MINN.
Music Installations
1318 Nicollet Ave. | SPOKANE, WASH.
Crest Novelty Company
243 W. Trent Avenue |
| DETROIT, MICH.
American Novelty Co.
3185 Grand River Ave. | NEWARK, N. J.
Major Amusement Co.
10 Pennington St. | SYRACUSE, N. Y.
Rex Amusement Co.
710 So. Salina St. |
| ELIZABETH, N. J.
Atlas Vending Co., Inc.
410 No. Broad St. | MUSIC SYSTEMS OF N. J., INC.
641 Hunterdon St. | TOLEDO, O.
National Sound System
2137 Tryon Lane |
| ELIZABETH CITY, N. C.
R. D. Box
216 N. Martin St. | NEW ORLEANS, LA.
Buckley Mfg. Sales Co.
2215 Canal Street
Pleasure Music Co.
1010 Poydras St. | TRENTON, N. J.
Central Amuse. Novelty Co.
204 Perry St. |
| FARIBAULT, MINN.
Gopher Sales Company
601 Central Ave. | NEW YORK CITY
Wm. Blatt
(N. Y. C. District Sales Mgr.)
Supreme Vending Co.
557 Rogers Ave., Bklyn., N. Y. | UTICA, N. Y.
Rubin Sales Co.
410 Washington St. |
| FRESNO, CALIF.
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| FORT WAYNE, IND.
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209 So. Cornell Circle | | |

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FOR CASH

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ROTARIES

And Late MUTOSCOPE

DIGGERS

"THE ARCADE KING"

MIKE MUNVES

593 TENTH AVENUE
NEW YORK All Phones: BRyant 9-6877

BEST FREE PLAY BUYS

- | | |
|----------------------------|---------------------------|
| Anabel . . . \$29.50 | Jelly . . . \$14.00 |
| Broadcast . . . 50.00 | Leader . . . 40.00 |
| Big Chief . . . 39.00 | Metro . . . 47.50 |
| Blonde . . . 20.00 | O'Boy . . . 11.50 |
| Big Show . . . 14.50 | Powerhouse . . . 30.00 |
| Crossline . . . 34.00 | Roxy . . . 12.50 |
| Cadillac . . . 24.00 | School Days . . . 48.00 |
| Double Feature . . . 12.50 | Sports Parade . . . 83.00 |
| Flicker . . . 57.50 | Seven Up . . . 60.00 |
| Formation . . . 35.00 | Stratoliner . . . 53.00 |
| Four Roses . . . 58.50 | Big Town . . . 12.50 |
| Gold Star . . . 37.50 | Nippy . . . 10.00 |
| Short Stop . . . 12.50 | Commodore . . . 11.00 |
| Triumph . . . 11.00 | Dixie . . . 19.50 |
| Mascot . . . 10.00 | Fantasy, Nov. . . 10.00 |
| Rotation . . . 15.50 | C. O. D. . . 10.00 |
| Brite Spot . . . 14.50 | |

And Many Other Bargains in New and Used Games. 1/3 Cash, Balance C. O. D.

FEDERAL VENDING CO.

2506 Amsterdam Ave., N. Y. C.
Wadsworth 3-0640

BUCKLEY MUSIC SYSTEM INC • 4225 W • LAKE ST • CHICAGO

Earn bigger Gun profits with Bally's new sensational

SKY BATTLE



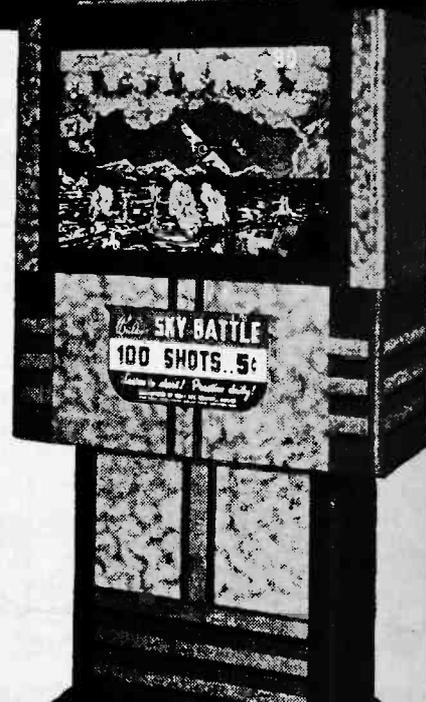
All the profit-proved play-appeal of Rapid-Fire—same long-range marksmanship—same realistic gun—same 100 "light-bullets" action—plus new skill features that insure bigger gun profits than ever! Order now for IMMEDIATE DELIVERY!

Catch the big Baseball profits with Bally PLAY BALL

FASTEST 5-BALL novelty or replay game on the market today! Realistic players prance around the fast-action diamond, scoring base-hits, two-baggers, home-runs! New TU-LITE BUMPER flash white—red—white—red in mystery-wave rotation! Four thrilling ways to score, including High-Score and Futurity Build-up! No wonder PLAY BALL is now batting 1000 per cent on cash-box returns from coast to coast! Get your share—order PLAY BALL today!

MYSTERY ACTION AIRPLANE TARGET

Amazing new Bally invention steps up skill-appeal to a new high—insures continuous repeat play! Direction and speed of airplane target constantly changes—and, as final 10 or 15 shots are fired, plane is "gunned" to top speed. New Variable - Flight - Fast - Finish feature creates a frenzy of excitement and keeps players crowding up to the gun hour after hour, week after week, month after month!



BALLY MANUFACTURING COMPANY 2640 BELMONT AVENUE CHICAGO • ILLINOIS

Miraben Reports Nationwide Service

CHICAGO, April 12. — Ben Lutske, Miraben Company executive, reports that orders for coin machine parts and supplies are now being received from every section of the country.

"Word of Miraben's complete parts and supply service has reached into every State," said Lutske. "As a result, our clientele ranges from Coast to Coast and our customer list is daily growing bigger and bigger. We attribute this national trend to Miraben service to our policy of maintaining a stock of parts

and supplies for coin machines that meets every conceivable need of operators, jobbers, or distributors."

Said Miraben official Jack Killips: "Our customer list reads like a Who's Who of the coin machine industry. Leading operators, jobbers, and distributors throughout the nation have come to depend on us for practically all the parts needed to keep their equipment going profitably. The speed of Miraben service has also contributed much to the confidence we have instilled in the trade."

In addition to parts and supplies, Miraben business on its remodeled phonograph line has been booming, it is stated.

CARL GIBBIE Price Plus Guaranteed Satisfaction

SPRING SPECIAL CLOSE-OUT SALE OF FREE PLAY GAMES
All A-1 Reconditioned—Ready To Place on Locations

ALL-AMERICAN . \$59.50	FORMATION . \$52.50	RED, WHITE & BLUE . \$59.50
ANABEL . 44.50	FOX HUNT . 47.50	ROTATION . 32.50
ARMADA . 47.50	GLAMOUR . 35.00	SCORE-A-LINE . 34.50
ATTENTION . 57.50	HEADLINER . 12.50	SEVEN UP . 69.50
AVALON . 12.50	HOLD OVER . 45.00	SHORT STOP . 32.50
BALLY BEAUTY . 22.50	HOME RUN . 32.50	SCHOOL DAYS . 69.50
BAND WAGON . 47.50	JUMBO PARADE . 87.50	SCOOP . 14.50
BANGS . 10.00	LEAD OFF . 37.50	SPARKY . 62.50
BIG SHOW . 29.50	LIMELIGHT . 37.50	SKYLINE . 47.50
BIG CHIEF . 59.50	MAJORS . 18.00	SPORT EVENT . 69.50
BIG TIME . 69.50	MASCOT . 35.00	SPORT PARADE . 67.50
BIG TOWN . 29.50	MERRY-GO-ROUND . 35.00	SPORT SPECIAL . 69.50
BROADCAST . 59.50	METRO . 57.50	STARS . 67.50
CHAMPION . 18.50	MIAMI . 12.50	SPOTTEM . 10.00
CHEVRON . 11.50	MR. CHIPS . 21.50	SUPER SIX . 17.00
CLIPPER . 14.00	MILLS 1-2-3 (1939 Model) . 44.50	SPORTY . 32.50
COMMODORE . 24.50	MILLS 1-2-3 (1940 Model) . 82.50	THRILLER . 14.50
CHUBBY . 10.00	OH BOY . 19.50	TOP NOTCHER . 19.50
CONTACT . 14.00	OH JOHNNY . 30.00	TRIUMPH . 10.00
CROSSLINE . 54.50	PICK 'EM . 12.50	VACATION . 35.00
DIXIE . 42.50	POLO . 37.50	VARIETY . 13.50
FIFTH INNING . 14.50	PROGRESS . 39.50	VOGUE . 13.00
FLEET . 39.50	RECORD TIME . 115.00	WHITE SAILS . 22.50
FLICKER . 64.50	REBOUND . 12.00	ZOMBIE . 59.50
FLAGSHIP . 21.50	RED HOT . 19.50	ZIP . 14.00
FOLLIES . 27.50		

Terms: One-Third Deposit, Balance C. O. D. Send for Our Complete Price List on Any Games You Are Interested In.

IDEAL NOVELTY CO.

2823 Locust St.

St. Louis, Mo.

BARGAINS

ROCK-OLAS	WURLITZERS
39 DeLuxe \$139.50	Model 416 \$45.00
Standard . 129.00	Model 616 . 50.00
37 Imperial	Model 24-A . \$5.00
20 49.50	SEEBURGS
Rhythm King or	Classic
Imp. 16 . . 34.50	S. P. . . . \$159.50
Ambass. 16 . 30.00	Plaza . . . 139.50
Rhythm King	Crown . . . 139.50
12 22.50	Regal . . . 129.50
Model A . . . 19.50	Gem 109.50
Mills Throne of Music . . \$139.50	

FREE PLAY EQUIPMENT

1 Week Special! \$14.50 Each; or Two for \$25.00

Avalon	Conquest	Ragtime
Chief	Odd Ball	Gem
Fair	Fantasy	Rebound
Paramount	Contact	Golden Gate
Triumph	Zip	High Lite
Chubbie		

1/3 Deposit — Balance C. O. D. Write for LOW PRICE List!

MILWAUKEE COIN MACHINE COMPANY
1455 W. Fond du Lac Ave., MILWAUKEE, WIS.

Gam Introduces New Ticket Line

PEORIA, Ill., April 12.—Gam Sales Company, manufacturer of jar and ticket games, has added to its line a new item known as Candybox Style Ticket Games. "The play idea is entirely new in ticket game type of play," officials said. "All boxes come complete in one unit and are placed on locations just like salesboards. There is no unnecessary handling of refills or jackpot cards in this new idea."

"Numbered among the most successful of these new games are Bar Bell, Grand Bars, Major Bell, Bars of Fun, Hot Shot, Cadet Bars, Royal Draw, Fast Track, Jack of Hearts, Wonder Bars, Little Jewel, and the tickets in these new games range from tip style jar combinations thruout various symbols such as bell machine symbols, poker hand symbols, and horse race symbols. These were originated and are produced by the Gam Sales Company."

ED RAVREBY wants you to know that he can get you the machine you want at the best possible price. Write for his complete price list now!

"OWL MINT" HELPS YOU COIN MONEY

All Ameri-can . . . \$62.50	Leader . . . \$52.00	Line Up . . \$42.00
Broadcast . . 64.50	Sport Parade . 67.50	Big Time . . 68.00
Flicker . . . 67.50	Stars 67.50	Bandwagon . 42.00
Big Chief . . 52.50	Zombie . . . 63.00	Cadillac . . 36.50
Crossline . . 43.00	Blondie . . . 27.50	Holdover . . 36.00
Fleet 45.00	Landslide . . 24.50	Sun Beam . .
Formation . . 44.00	Paradise . . . 49.00	Write for price
Fox Hunt . . . 35.00	Anabel 36.00	1/3 With Orders, Bal. C. O. D.
Gold Star . . . 49.00	Commodore . 17.50	

OWL MINT MACHINE CO. 245 COLUMBUS AVE. BOSTON, MASS.

HOROSCOPE

THE STARS REVEAL
PROSPERITY AHEAD!

WHAT DOES THE FUTURE
HOLD FOR YOU?

No Guesswork with
Gottlieb's HOROSCOPE!
Immediate Delivery

D. GOTTLIEB & CO.
1140-1150 N. KOSTNER AVE., CHICAGO



★ ★ WE RECOMMEND ★ ★

HOROSCOPE

Gottlieb's Greatest Game!

★ ★ ★ IMMEDIATE DELIVERY ★ ★ ★

B. D. LAZAR CO.

1635-37 Fifth Ave., PITTSBURGH, PA. • 1425 N. Broad St., PHILADELPHIA, PA.

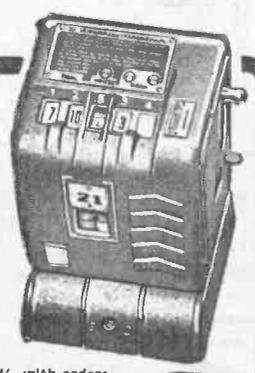
OUR BUSINESS IS BUILT ON YOUR CONFIDENCE IN US!

FREE PLAYS FOR IMMEDIATE SHIPMENT

CHICAGO COIN'S	GENCO'S	GOTTLIEB'S
Dixie \$24.50	Seven Up \$62.50	Schooldays \$54.50
Yacht Club 22.50	Formation 39.50	Gold Star 39.50
Sports Parade 67.50	Four Roses 59.50	Lita-a-Card 15.00
Jolly 17.50	Metro 52.50	Score-a-Line 22.50
Polo 29.50	Big Chief 42.50	Drum Major 22.50
Stratolliner 57.50	Powerhouse 32.50	EXHIBIT'S
O'Boy 15.00	Blonde 32.50	Zombie \$54.50
All American 57.50	Cadillac 27.50	Leader 46.50
Skyline 24.50	Bandwagon 39.50	Stars 64.50
Comodoro 14.50	STONER'S	Landslide 17.50
BALLY'S	Anabel \$29.50	Red, White & Blue, \$59.50
Crossline \$37.50	Sparky 54.50	BAKER'S
Broadcast 54.50	Rotation 17.50	Lineup \$32.50
Vacation 21.50	Brite Spot 16.00	Big Time 69.50
Flicker 62.50	KEENEY'S	EVERY MACHINE GUAR- ANTEED PERFECT.
	Speed Demon \$19.50	1/3 deposit with all orders, balance C. O. D.

GEORGE PONSER CO.
519 WEST 47TH ST. NEW YORK CITY
11-15 E. RUNYON ST. NEWARK, N. J.

IT'S DAVAL'S
"21"
FOR '41-



★ Once again
ATLAS brings
you the BIGGEST
PROFIT PRODUCER
in history
—DAVAL'S "21"
—the game you
need NOW for BIG,
SURE - FIRE,
STEADIER,
EASIER
PROFITS!!
SAMPLE
\$19.75
CASE OF 4
\$72.50

1/3 with orders
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FRIENDLY
PERSONAL
SERVICE

Atlas NOVELTY CO.
2200 N. WESTERN AVE., CHICAGO, ILL.
ASSOC. [ATLAS AUTOMATIC MUSIC CO., 3939 Grand River Ave., DETROIT
OFFICES [ATLAS NOVELTY CO., 1901 Fifth Ave., PITTSBURGH

THIS WEEK'S SPECIALS

All American \$55.00	Big League ..\$25.00	Roxy \$15.00	1-2-3 ('40) ..\$89.50
Sport Parade. 67.50	Skyline 47.50	Stratolliner ... 59.50	4-5-6 19.50
Attention ... 55.00	Bowling Alley. 19.50	Line Up 34.50	Four Roses .. 55.00
Fox Hunt ... 35.00	Limelight ... 24.50	Three Score .. 30.00	Velvet 65.00
Paradise ... 49.50	Big Time ... 65.00	Score Champ .. 15.00	Double Feature 15.00
5-in-1 50.00	Bright Spot .. 15.00	1-2-3 25.00	Big Show ... 15.00
Congo 25.00			

SPECIAL ★ THIS WEEK ONLY - \$9.50 EACH
Pick-Em, Box Score, Cowboy, Home Run, Variety, Major, Miami, Fifth Inning, Multi Free Races, Triumph, Chevron, Spot-Em, Hold Over, Golden Gate, Flash, Big Six, Topper, Red Cap, Ocean Park, Contact. Write what you want with 1/3 deposit. Mention 1st and 2nd choice for prompt delivery.
LEHIGH SPECIALTY CO., 2nd & Green Sts., Philadelphia, Pa.

3 EVANS 1941 FREE PLAY TEN STRIKES, Like New.....\$69.50 each
2 WESTERN BASEBALL, Combination Automatic and Free Play.... 49.50 each
Will Pack in Original Crates. 1/3 Deposit With Order.
Kramer Coin Machine Company
6373 CATINA STREET, NEW ORLEANS, LOUISIANA

Scientific BATTING PRACTICE



**PLAY IT YOURSELF
IF YOU'LL PLAY IT
YOU'LL BUY IT**

Visit Our Office Today

TRIMOUNT COIN MACHINE CO.

1292-98 WASHINGTON ST., BOSTON, MASS.

NEW! DISTRIBUTORS FOR LEADING MANUFACTURERS **ALLIED APPROVED** RECONDITIONED COIN MACHINES **USED!**

FREE PLAY GAMES					
Mills 1-2-3, 1940	\$87.50	Speedway	\$38.50	Home Run	\$28.50
Attention	57.50	Mascot	34.50	Lone Star	27.50
Crossline	54.50	Double Feature	34.50	Commodore	27.50
Sara Suzy	46.50	Big Town	32.50	Score Champ	27.50
Gold Cup	44.50	Roxy	32.50	Punch	27.50
Anabel	42.50	Jolly	31.50	Lucky	24.50
Landslide	42.50	Lancer	29.50	Flagship	24.50
Hold Over	38.50	Follies of 1940	29.50	Super Six	21.50

AUTOMATIC PAYTABLES		PHONOGRAPHS	
Sport King	\$122.50	Seeburg Classic Marblgo	\$169.50
Grand Nationals	88.50	Wurlitzer 500, Like New	149.50
Pace Maker	86.50	Wurlitzer 600A, Slug-proof	137.50
Grand Stand	72.50	Wurlitzer 616, 16 Record	54.50
Hawthorne	57.50	Wurlitzer 716, 16 Record	54.50
Thistledown	56.50	Rockola Deluxe, 1939	139.50
Sport Page	52.50	Rockola Standard, 1939	127.50
		Rockola Imperial, 20 Record	59.50

CONSOLES		LEGAL EQUIPMENT, TEN STRIKES, GUNS, ETC.	
Lucky Lucre	\$124.50	Bally Rapid Fire	\$104.50
Jumbo Parade, F.P.	96.50	Seeburg Jailbird	72.50
Paces Races (Brown Cabinet)	89.50	Seeburg Chicken Sam	49.50
Bob Tail Payout	86.50	Evans' Ten Strike	49.50
Ray's Track	38.50	ABT Target, Model F, Yellow Cab.	12.50

Terms: 1/3 Deposit, Balance C. O. D.
WANTED! for cash or will trade for Free Play Games, Consoles, Counter Games, etc. We offer liberal allowance on all games. Submit your list.
PHONE: CAPITOL 4747

Allied NOVELTY CO. 3520 W. FULLERTON AVE. CHICAGO

Jack Moore Firm Holds Annual Meet

PORTLAND, Ore., April 12.—Jack R. Moore, head of the Jack R. Moore Company, Pacific Northwest distributor, reports that the recent annual sales conference of the company was an overwhelming success.

"As has been the custom of the organization, all members of the company met at Portland in the fourth annual convention in which only Moore executives and employees and manufacturers' representatives take part," said Moore. "The results of the meeting will prove of inestimable value thru the coming months of the year."

"During the convention we had the support of several manufacturers whose representatives were present. We were pleased with the co-operation of the J. P. Seeburg Corporation, represented by Dan Donohue. He spoke to us for one entire afternoon on the new 1941 line of Seeburg HiTone Symphonolas and music systems."

"Following Donohue, a manager's session was held on company policy, sales objectives, and constructive criticism of office procedures. The following day, March 29, we again met to hear a discussion by George Jenkins, sales manager for the Bally Manufacturing Company. The final evening was devoted to our annual dinner and dance."

Defense Projects Booming Coin Biz Thruout Alabama

BIRMINGHAM, Ala., April 12.—The coin machine business is booming in Alabama, one of the favored States in the distribution of national defense projects. Business is the best ever for just about every type of machine, with phonographs leading the procession.

The hot spot right now is Childersburg, Ala., where the government is building a \$40,000,000 powder plant. More new locations are opening up than can be counted, and all the distributors and operators are getting a slice of the business, at least those that can get machines. Other good spots are in and around Fort McClellan at Anniston; at Gadsden, where a \$15,000,000 ordnance plant is being erected, and at Montgomery and Selma, centers of giant aviation projects.

The eat and drink business in Alabama, to put it mildly, is enjoying a boom. Drive-ins and barbecue places are springing up almost overnight and most of them are putting in phonographs with remote control and other coin-operated equipment.



CARL TRIPPE, OF IDEAL NOVELTY COMPANY, St. Louis, is ready with his pencil as Walter Bowman (left) and R. V. McAllister approve Daval's "21."



TEN-SPOT IS THE GAME! GENCO IS THE NAME!

● Here's GENCO'S masterpiece . . . the game with MILE-A-SECOND ACTION! . . . new THRILLS! . . . fascinating features! . . . and simple as A-B-C to understand!! Flood your route with TEN SPOTS! It's the hit of the year!

NOW DELIVERING! ORDER TODAY!
GENCO*
BUILDS GREAT GAMES
2621 N. ASHLAND AVE., CHICAGO



BERT LANE Says:

GENCO'S TEN SPOT MAKES EVERY SPOT A GOOD SPOT!!

YOU'RE INVITED

To See "DRIVE-MOBILE" and "ACE BOMBER" . . . Muto-scope's new sensations . . . at our showroom. OR WRITE FOR DETAILS TODAY!

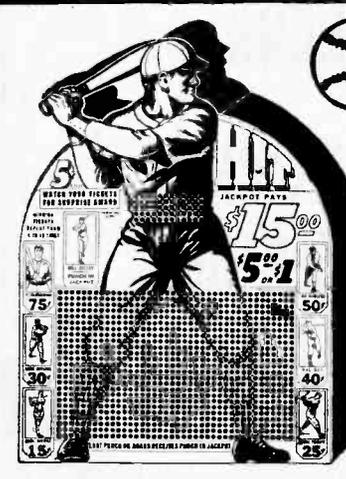
SEABOARD SALES, INC.
619 10th Ave., N. Y. Wisconsin 7-5688

Chicago Coin Installs New Units

CHICAGO, April 12.—"To keep a coin machine factory modern in every detail appears to be a never-ending job," declares Sam Gensberg, Chicago Coin Machine Company executive.

"As important as the developments made in the experimental rooms on new games are the developments which are made in production tools and machinery," said Gensberg. "Without modern equipment to produce games, new profitable ideas are delayed in reaching locations and much profit lost to operators. But with machinery capable of mass production at high speed and at maximum efficiency, profitable equipment is brought to the operator at the proper time. Production in every field aims at speed and lower costs, and this is no less true of the coin machine industry.

"As a result of our endeavor to meet the requirements of the operating world, we recently inaugurated our expansion and improvement program with faster, better, lower cost production as our goal. Plans are proceeding steadily; additions and changes being made constantly in our various departments so that even the our program is not yet completed, we can boast of being one of the most efficient game producers in the nation."



It's a HIT!

TAKE A SWING AT BIGGER PROFITS WITH HARLICH'S NEW PICTURE TICKET BASEBALL BOARD

No. 11385 5c A Play 1000 Holes
SUPER JUMBO DIE-CUT BOARD

Takes in \$47.50
Average Payout 22.50
50 Free punches on tickets reading "Single", "Double" or "Triple".

WRITE FOR YOUR COPY OF NEW FOLDER NC-412

HARLICH MFG. CO. 1413 W. JACKSON BLVD., CHICAGO, ILLINOIS



CREDIT WITHOUT EXTRA COST EXCEPT SLIGHT BANK CHARGE

Finest, simplest credit plan . . . same prices credit or cash . . . America's finest reconditioned games.

Flicker \$69.50	Progress \$24.50
Sports Parade 72.50	Stratoliner 64.50

5% OFF for full cash with order. Cashier's check, certified check, or money order only.

FREE! Write for Special Issue "B" of National's Illustrated Newsette. Packed with quality bargains!

NATIONAL NOVELTY CO.
183 Merrick Road, MERRICK, LONG ISLAND, N. Y.

You can ALWAYS depend on JOE ASH — ALL WAYS FINEST FREE PLAYS READY FOR SHIPMENT!!

ALL AMERICAN \$52.50	MASCOT \$17.50
BIG CHIEF 47.50	POLO 27.50
CONGO 19.50	ROTATION 15.00
DOUBLE FEATURE 14.50	STRATOLINER 59.50
DIXIE 32.50	SCORE-A-LINE 24.50
BALLY FLEET 34.50	SPEED DEMON 19.50
FORMATION 37.50	SPORTY 19.50
GOLD STAR 42.50	VAOATION 22.50
LEADER 44.50	ZOMBIE 49.50
1940 MILLS 1-2-3 74.50	YACHT CLUB 19.50

1/3 With Order, Balance C. O. D. WRITE FOR COMPLETE LIST!

ACTIVE AMUSEMENT MACHINES CORP.
900 North Franklin Street, Philadelphia, Pa. Phone: Market 2656.

Look To The GENERAL For LEADERSHIP!

All American \$57.50	Sports \$19.50	1-2-3, f.p. \$35.00
Big Six 12.50	Stars 72.50	1-2-3 ('40), an. 97.50
Blondie 35.00	Stratoliner 62.50	Eureka 22.50
C. O. D. 19.50	Summertime 27.50	Record Time 125.00
Flipskip 19.50	Super Six 17.50	Dark Horse 144.50
Fleet 45.00	Three Score 29.50	Blue Ribbon, p.o. mult. 47.50
O'Boy 19.50	Vacation 29.50	Mills HiBoy 29.50
Red Hot 22.50	Yacht Club 29.50	Chicken Sam, Base 47.50

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. 306 NO. GAY ST. BALTIMORE, MD.



Operators Choose Monarch Coin-Stern

CHICAGO, April 12.—"It is a rare occurrence when a coinman visits our showrooms and leaves without placing an order," states Al Stern, Monarch Coin Machine Company executive.

"Nearly every operator who has tried our service and inspected our great stock of coin-operated equipment has become a steadfast customer," he stated. "It is not because we high-pressure visitors into purchasing equipment, nor is it for any reason that might be better left unsaid. Our loyal host of customers have confidence in us and in the equipment we sell. That is the reason why we have grown to our present position as distributors.

"Our policy of cheerful, courteous service and of maintaining extra large stocks of money-making equipment, both new and used, together with the truly helpful advice we can offer from our wide experience, has come to mean a great deal to operators.

"In the respects mentioned, we are without doubt the best equipped to serve our customers. There is not a doubt, either, that we are equally at the top in material service involving reconditioning of games and speeding their deliveries to our clients."

Roll-a-Pack Proves Favorite on Location

CHICAGO, April 12.—Harold Schaeff, head of the Victor Vending Corporation, reports that hundreds of operators who ordered sample Roll-a-Packs came back after a short time and ordered Roll-a-Packs by the case.

Schaeff said that nobody in the world has a better right to pass judgment on the merits of any machine than the operator himself after he has tested it out on his locations. "In the case of Roll-a-Pack, the repeat orders that we are getting are the finest testimonial we could possibly hope for, and we feel that we have contributed something worth while when we can give the operating world a profitable hit number like Roll-a-Pack," concluded Schaeff.

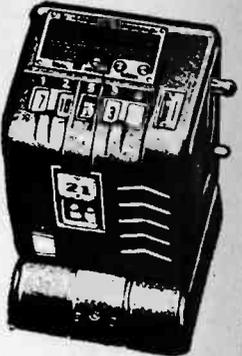


GENE AUSTIN, radio, stage and recording star, photographed on Mutoscope's Photomatic at the Hankin Music & Cigarette Company headquarters in Atlanta.

Reel '21' Black Jack

DRAW YOUR OWN HAND

BLACK JACK according to Hoyle, with Automatic Coin Divider and Two EXTRA LARGE Separate Cash Boxes. Operator's Cash Box holds over \$11.00 in Pennies—more than \$35.00 in Nickels! 1¢, 5¢ or 10¢ Play.



SAMPLE \$19.75

CASE OF 4 \$72.50

"CUB"

3 Reel-3 Way Play With Automatic Coin Dividers

★A REAL OPERATOR'S MACHINE! 2 Separate Cash Boxes and Daval's famous



Coin Dividers. Standard Divider Model 75%-25%. Also available in 80%-20% model. Take your choice of Cigarette, Fruit or Number Reels! ORDER QUICK!!

SAMPLE \$1395

CASE OF 8 \$75.00

Size Just 5 1/2" x 5" x 8 1/2"

"ACE"

5 Reel Poker Play With Automatic Coin Dividers

★Eliminate need for meters. Cut down servicing. BIG CASH BOX FOR OPERATOR. Gum Vendor. Reel windows covered when not being played. 1¢, 5¢ or 10¢ play. REEL POKER PLAY!



SAMPLE \$1495

CASE OF 8 \$80.00

Size 6 1/2" x 5" x 8 1/2"

TRY A SAMPLE

of each machine or any one of them. If not satisfactory return in 10 days for full refund of purchase price.

BALL GUM

15c Per Box, 100 Pieces. Case of 100 Boxes, \$13.75.

1/3 Deposit, Balance C. O. D.

SICKING, INC.

1401 Central Pkwy., Cincinnati, O.
927 E. Broadway, Louisville, Ky.
SICKING CO. OF INDIANA
923 Ft. Wayne Ave., Indianapolis, Ind.

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.

I HAVE NEVER ENJOYED SELLING ANY GAME AS MUCH AS I ENJOY SELLING BATTING PRACTICE

Because

IT IS 100% LEGAL

IT TAKES IN BIG MONEY WEEK IN AND WEEK OUT

IT IS EAGERLY WELCOMED ON THE FINEST LOCATIONS

IT IS A GAME THAT WILL BENEFIT THE OPERATOR 12 MONTHS A YEAR

and every game I sell makes a loyal friend for the George Ponser Organization!

George Ponser

GEORGE PONSER CO.

519 W. 47th St., NEW YORK, N. Y.



11-15 E. RUNYON ST., NEWARK, N. J.

YOU BUY WITH CONFIDENCE--WE SELL WITH CONFIDENCE--A COMBINATION THAT CAN'T BE BEATEN! IMMEDIATE SHIPMENT!!

METRO \$49.50
SCHOOL DAYS 55.00
RED, WHITE & BLUE 62.50
STRATOLINER 53.50
SEVEN UP 59.50
LINEUP 29.50
CADILLAC 24.50
FLICKER 59.50
DRUM MAJOR 19.50
SPORTY 18.50

BOWLING ALLEY \$12.50
SCORE-A-LINE 19.50
SCORE CHAMP 10.50
ALL AMERICAN 54.50
SPARKY 55.00
GOLD STAR 37.50
LEADER 42.50
POWERHOUSE 29.50
FORMATION 37.50
POLO 24.50

ON DECK BIRDIE \$16.50
YACHT CLUB 18.50
PUNCH 12.50
COMMODORE 10.50
DOUBLE FEATURE 12.50
THREE SCORE 14.50
1/3 Deposit With All Orders. We Ship Balance C. O. D., F. O. B. Newark, N. J. BEFORE YOU BUY ANY GAME NOT LISTED HERE WRITE FOR OUR PRICE LIST! Name second choice with orders.



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NEWARK COINO, 107 Murray St., Newark, N. J.

**SURE FIRE
PROFIT AMMUNITION**



TRACER BULLETS!

Newest Idea!

Sensational new TRACER BULLETS reveal each shot exactly! Doubles excitement—aims marksmanship! Coast to coast, Evans' TOMMY GUN is scoring a tremendous hit—cleaning up in all locations! Yet so LOW in price—it returns your investment in half the time!

Get in on this profit barrage!
Wire or Air Mail your order today!

Orders filled in order of receipt

EVANS' TOMMY GUN

**SMALLEST!
LIGHTEST!
FASTEST!
Lowest Price!**

\$145.00

H. C. EVANS & CO.

1520-1530 W. ADAMS ST. CHICAGO

GUNS AND LEGAL EQUIPMENT

BALLY RAPID FIRE	\$109.50	SHOOT THE CHUTES	\$75.00
KEENEY ANTI-AIRCRAFT		ROLL IN THE BARREL (Jennings)	87.50
BROWN — Like New	52.50	JAILBIRD	64.50
BLACK — Clean	39.50	BALLY ALLEY	17.50
BALLY'S BULL'S EYE	42.50	WESTERN BASEBALL, 1940 DeLuxe	
CHICKEN SAM	42.50	—Free Play	59.50

ONE OR FIVE BALL MULTIPLE FREE PLAY TABLES
RECORD TIME

FIVE BALL FREE PLAY TABLES
STARS

AJAX NOVELTY CO. 2707 WOODWARD AVE., DETROIT, MICH.

★ NATIONAL SUPER VALUES ★

5-BALL FREE PLAY GAME BARGAINS

Seven Up ..	\$70.00	School Days	\$70.00	Strat-o-Liner	\$62.50	Four Roses	\$62.50
Stars	65.00	Leader	59.00	Big Chief ..	57.50	Zombie	57.50
All American	65.00	Progress	47.50	Gold Star ..	57.50	Polo	47.50
Paradise	62.50	Sara Suzy ..	46.50	Band Wagon	47.50	Dude Ranch	44.50
Formation ..	50.00	Landslide ..	42.50	Dixie	45.50	Pylon	43.50
Powerhouse ..	47.00	Three Score ..	35.00	Repeater ..	49.50	Cadillac	40.00
Anabel	42.50	Big Town ..	32.50	Speed Demon	43.50	Yacht Club ..	37.50
Doughboy	38.50	Lite-o-Card ..	32.50	Blonde	40.50	Sports	34.50
Sporty	36.50	Playmate	32.50	Limelight ..	35.00	Oh! Johnny ..	38.50
Roxy	32.50	Score Champ ..	31.00	Rotation	34.50	Bowling Alley	31.50
Big Show	32.50	Red Hot	27.50	Score Card ..	32.50	Brite Spot	23.00
Commodore ..	27.50	Mr. Chips	23.50	Masoot	32.50	Nippy	24.00
Flag Ship	22.50	Luoky	22.50	Follies of '40	29.00	White Sails ..	22.00
Speedy	21.00	Super Six	21.00	Topper	22.00	Fantasy	17.50
Big Six	15.00	Variety	15.00	Side Kick	15.00	Chevron	15.00
Lot-o-Fun	15.00	Spottem	15.00	Clipper	14.50	Triumph	14.50
Lot-o-Smoke ..	15.00	Rebound	14.50				

PHONOGRAPHS

Rockola 1939 De Luxe	\$144.00
Rockola 1939 Standards	127.50
Rockola 12 Records	29.00
Wurlitzer 500 Piano Keyboard	145.00

MISCELLANEOUS

Bally Rapid Fire	\$114.00
Shoot-the-Bull	52.50
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Jumbo Parade, Payout	89.50

TERMS: 1/3 Deposit, Balance C. O. D. F. O. B. Chicago.

COUNTER GAMES

Jiffy Cig. Reels, 1¢ Play ..	\$15.00	Liberty, Fruit Reels, 5¢ Play ..	\$18.50
Penny Packs, 8.00		Mercury, Fruit Reels, 1¢ Play ..	18.50
Blue Bonnets, 7.50		Tally	7.50
Reel 21	5.00	Gottlieb Triple Grips, Long Base ..	8.50

1-Ball Free Play Games

Gold Medal	\$50.00
Grandstand	79.50
Sport Page	69.50
Sport Special, Console	95.00
Sport Special, Leg Model	90.00

NATIONAL COIN MACHINE EXCHANGE 1411-13 DIVERSEY BLVD. CHICAGO, ILL.

COIN OPERATED I. L. MITCHELL & CO. \$ BEST PRICES MACHINES

WRITE FOR COMPLETE LIST!

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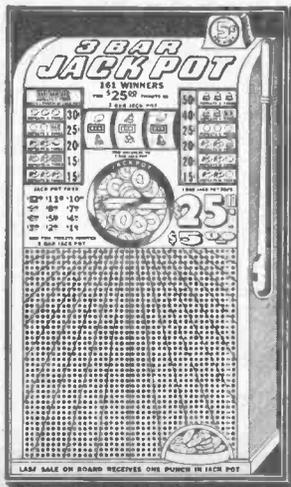
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ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.

CASE OF 4 DAVAL'S "21" ONLY \$72.50

SAMPLE \$19.75
Rush Your Order To

B. D. LAZAR CO. 1635-37 FIFTH AVE., PITTSBURGH, PA. 1425 N. BROAD ST., PHILADELPHIA, PA.



3 BAR JACKPOT F-5240

1640 Holes — Takes in \$82.00
Pays Out Average \$48.69 — Av. Profit \$33.31

PRICE \$3.65 EACH

OTHER FAST SELLERS

1025 Hole, F-5280, Wonder 3 Bar Jackpot at \$2.73
1200 Hole, F-5275, Horses at 3.92
800 Hole, F-5270, Pocket Dice at 1.89
720 Hole, F-5255, Pocket Jack at 1.86
600 Hole, F-5305, Royal at 2.12

CHAS. A. BREWER & SONS
Largest Board and Card House in the World
6320 Harvard Ave., CHICAGO, U. S. A.

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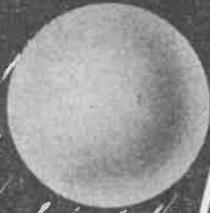
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PLUS

**UNBELIEVABLY
BIG
COLLECTIONS**

**SMACK THAT
BALL AND
SEE IT SAIL
THRU THE AIR!**

THIS IS THE
ACTUAL SIZE
OF THE BALL



Specifications

WIDTH 25 IN.
HEIGHT 65 IN.
LENGTH 57 IN.

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BATTING PRACTICE has **PROVEN** its tremendous money-making capacity by four months of phenomenal earnings. And to back up this statement . . . there are over 700 **BATTING PRACTICE GAMES SOLD** and **DELIVERED** and **OUT ON LOCATION** taking in hundreds of thousands of **NICKELS** at **THIS VERY MOMENT!**

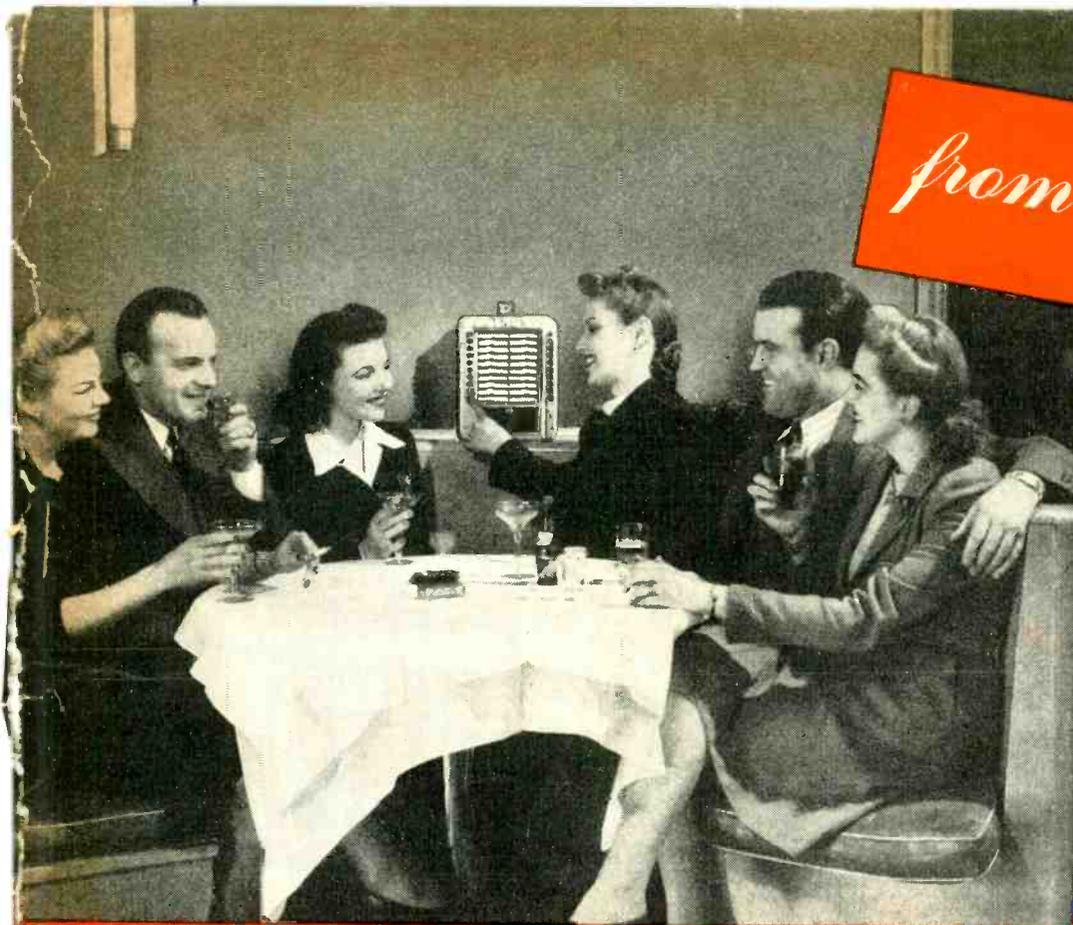
SEE YOUR NEAREST SCIENTIFIC DISTRIBUTOR TODAY!

SCIENTIFIC MACHINE CORP.

21 STEUBEN ST. (EVERGREEN 7-0090) BROOKLYN, N.Y.

from **HERE**

to **Hear**



PATRONS PREFER SEEBURG!

From Selection to Reproduction, location patrons prefer Seeburg. They prefer Seeburg Wireless Wall-O-Matic remote control selection for its convenience and its infallible dependability. They prefer the reproduction on a Seeburg HiTone Symphonola for its clarity and its realism of tone—the result of Ear Level Tono Projection, Seeburg's unique achievement in acoustical engineering. This patron preference is making Seeburg equipment sell in constantly increasing play that returns consistently large music operating profits! You, too, will prefer the 1941 Seeburg Line, as do more and more music men, for its ability to sell, and keep sold, the locations you want most—for its dependability—for the convenience of Wireless Wall-O-Matic remote control installation. Ask your Seeburg Distributor today for a demonstration of the features that make Seeburg preferred equipment!

TO GO AHEAD . . . Go

Seeburg

J. P. SEEBURG CORPORATION • 1500 DAYTON ST., CHICAGO



BEST FOR LOCATIONS—

Better for You!



Seeburg Wireless
WALL-O-MATIC
REMOTE CONTROL

SEEBURG REMOTE CONTROL
is also available in
WIRED SELECT-O-MATIC SYSTEMS

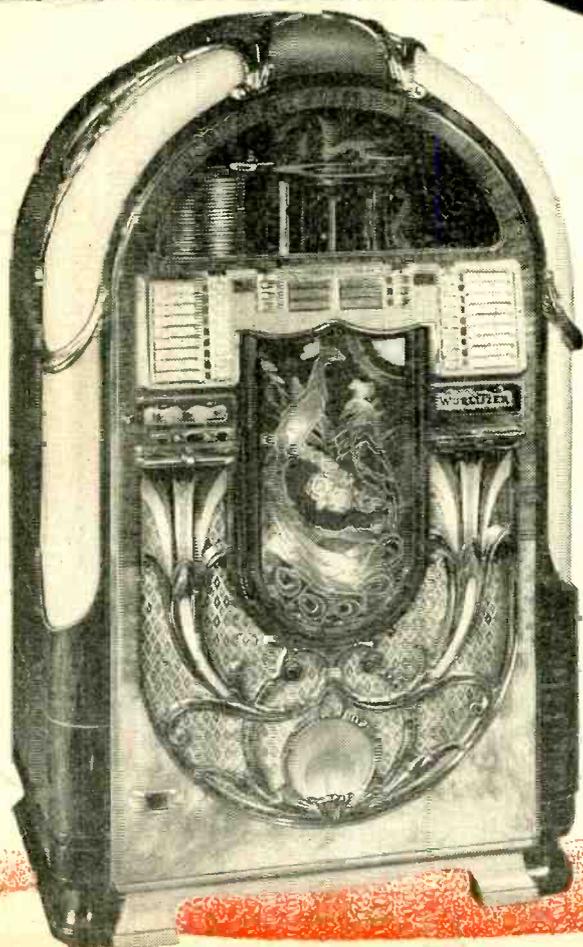
THE MOST
POPULAR HITS



THE MOST
POPULAR BANDS

There's Room for Them ALL Only O.

24 RECORD WURLITZERS



24 Records! Four more records than on any other leading Automatic Phonograph. One more reason why Wurlitzers have greater crowd appeal—greater earning power. There's room for more of the best bands—more of the latest records. You can appeal to all musical tastes and the result is known to thou-

sands of Wurlitzer Music Merchants. MORE PLAYS PER DAY—more profits per Phonograph!

The Rudolph Wurlitzer Company, North Tonawanda, New York. Canadian, Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada.

A NAME FAMOUS IN MUSIC FOR OVER TWO HUNDRED YEARS

WURLITZER VICTORY MODEL 850—SOLD ONLY TO MUSIC MERCHANTS