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# The Billboard

The World's Foremost Amusement Weekly

MAY 18, 1940

15 Cents

Vol. 52. No. 20



**ROBERT  
RIPLEY**  
Curator of  
Curiosities

Presents Three "Believe It  
or Not" ODDITORIUMS  
48th Street and Broadway  
New York

1940 World's Fair  
New York

Treasure Island  
San Francisco

## **Five Years Ago the Automatic Phonograph Network Was Unknown.**

**Today it is acclaimed as the most powerful medium for building a band and popularizing a song.**

### *Here's Why!*

● This coast-to-coast network is made up of more than 300,000 outlets. It commands a daily listening audience that runs into millions.

● It kindled the spark of popularity in such tunes as *Begin the Beguine*, *Beer Barrel Polka*, *Bei Mir Bist Du Schoen* and *In the Mood* and skyrocketed them to hitdom. It boosted the box-office value of Glenn Miller, Orrin Tucker, The Ink Spots, Artie Shaw, Andrews Sisters into the top-notch bracket. And today it is exerting its power, more than ever before, in building a band and popularizing a song.

● That's why leading music publishers, band leaders and other recording artists are becoming more and more interested in the music machine network. They know its power. They want to hitch it to their star.

● That's why they use the advertising columns of *The Billboard*. Every week in the Music Machines department appear news stories and special features that compel the attention of music machine operators—the men who control the air time on this vast network.

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Vol. 52  
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## GIBSON GIANT GETS GOING

### B'way Vaude Houses Stock Up on Bands

NEW YORK, May 11.—Local vaude spots are loading up on name bands to grab off some of that world's fair tourist trade. The Paramount has Xavier Cugat coming in May 22 for two weeks, followed by Harry James for a two-weeker June 5, with Orrin Tucker making his first Broadway vaude appearance July 3 or 10 for three weeks. All set thru MCA. Tucker is getting around \$5,000 at the local Paramount. MCA letting the Paramount and Strand bookers bid for him for several weeks before giving him to the Paramount.

The Paramount also has Glenn Miller's Band set for another return in September, with Jan Savitt (CRA) and Tony Pastor also set for dates this summer. Miller and Pastor were set by General Amusement Corp.

The Strand has Benny Kaye coming to May 17 for three weeks (MCA), followed by Jimmy Dorsey June 7 (GAC). Woody Herman is also signed for the Strand for July or August (GAC). The State has Eddie Lamaron's Band (MCA) coming in May 18, after three consecutive years at the Radio City Rainbow Room, for his first Broadway vaude appearance. Clyde McCoy (GAC) comes in May 23 and Horace Heidt (MCA) opens June 13 for a two-week run, which is very unusual for the State.

Before going into the Paramount, Tucker's Band will play the Fox, St. Louis, this week; Riverside, Milwaukee, May 24; Michigan, Detroit, May 13; Palace, Cleveland, June 7; Stanley, Pittsburgh, June 14, and Capitol, Washington, June 21.

### Morris Office Tries Air-Hotel Double

CHICAGO, May 11.—An experiment which may become an established policy is being tried out by the William Morris office. It is the doubling of names between night spots and radio.

Wally Jordan, in charge of the office's radio department, has worked out a deal whereby Lou Holtz and other names will

### British Acts Nix Foreigners; 23 London Spots Run Vaudeville

LONDON, April 27.—Variety Artists' Federation refuses to support managerial and agents' approach its government departments for relaxation of ban on importation of acts from abroad. In support of this decision the union's general council and executive committee state they have no proof that box-office receipts have been adversely affected by lack of importation of foreign novelties and attractions, and contend that general reports on theater box-office receipts for last six months do not justify such an assertion. As an example they quote Moss Empires' gross profit of \$648,120 for year ended December 31, 1939.

The decision of the Water Rate on this subject is still awaited, but 47% understood they are not in agreement with the federation.

When Garrison Theater goes into the London Palladium for a season on May 13 next will include comedian Jack Warner, his partner Eileen and Doris Waters, Moore Marlotto, Graham Moffat

### Evans' Official Billing

MILWAUKEE, May 11.—The three-day appearance of Maurice Evans in Shakespeare's *Richard II* at the Davidson Theater here was highlighted in electric lights on the front of City Hall. It marked the first time that the sign, reserved for welcoming conventions or official dignitaries, has been used for plugging a show.

### Mexico's English Theater Hopes To Tour U. S. Some Day

MEXICO CITY, May 11.—Mexico's Pan-American Theater, founded a little over a year ago by Fernando Wagner, director, will enter its third season in July as the only English-speaking dramatic company of note in Mexico. The coming season, according to Wagner, will afford a small outlet for dramatic talent in the U. S., since about half of the productions will be done in English. In the past two seasons such plays as *Rain, Goodbye Angels, Night Must Fall* and *Bury the Dead* have been done.

Actors are guaranteed about two and a half months' work at an average salary of about 200 pesos per month, which at the present rate of exchange is around \$33. A single person can live comfortably on 100 pesos per month, but should not figure on buying clothes or driving a car down here on that amount.

Ultimate aim of the Pan-American Theater is to send productions on tour thru the U. S., but it is not anticipated that this will be done this year, as the enterprises is still too small and lacks sufficient capital to overcome the loss in money exchange when crossing the border from Mexico to the U. S. At present all plays are put on for Mexico City audiences only at the Palace of Fine Arts.

double at the Chase Hotel, St. Louis, and KMOX for the Alpen Brewery. Holtz opened Friday (10) for three weeks. Will be followed by Gertrude Nissen for three weeks.

"There are many spots," says Jordan, "which alone cannot afford to pay to names. But by doubling on an air contract, a salary can be worked out that is satisfactory to all concerned."

and Harry Tate Jr. in a new version of the Tate farce, *Motoring*; Freddie Reinberger, piano entertainer, and Allan, Allan and Allan.

After a brief run Van Dam's non-stop revue shuttered at the Garrick last Saturday. This show relied largely on epidemics display.

Albo not one house in the West End is currently playing vaude straight. 23 theaters in London are regularly featuring vaude and revue. Twelve are on major circuits—Moss, Stoll and Syndicate—the remainder being smaller circuit houses or indies.

In nearly each case policy is twice nightly with one or two matinees a week. Certain houses like Collins, Islington, run two performances a night of continuous bands, patrons coming and going when they like. Every one changes his program each Monday and some appear on Sundays to show pix.

Several cinemas also include vaude, the average policy of Osbourne-British being three acts, two pix and newscast.

### \$2,000,000 More Staked on N. Y. Midway, 4th to Spec; High-Power Programs Mark Expo's 2d Preem

By LEONARD TRAUB

NEW YORK, May 11.—As the 10 gates of the New York World's Fair opened for the second edition this morning, the big question revolved around attendance expectations for the 170-day gala which has been transformed in many ways by Board Chairman Harvey D. Gibson and his army of workers. Last year, with every adversity in the book thrown at it except the weather, which was consistently good, the expo drew just short of 20,000,000 paid entries for a daily average of almost 140,000. To reach that total on the second try, the fair will have to average better than 180,000 daily, considered practically impossible. Average equal to '39 will give it about 24,000,000 customers. Conservative estimates place the season's total at between 18,000,000 and 20,000,000.

Expos such starts 11 days later than last year and bows out October 27, four days earlier. Fifteen-day trim, however, won't figure much in the statistics. Of greater significance is the fact that no previous fair on which records are available has come even close on a re-run. Best modern example is Chicago's 1933 draw of 23,500,000 against less than 18,000,000 the next year, but the European war with anticipated fits of excessive American travel could upset the dope charts considerably. There are bargain rates on train and bus lines, combo books are cheaper and hand being selling at a fast clip, gate admission is down to a human-looking 50 cents, promotion and publicity are more polished and more appealing, auto giveaway contests are figured to lure a bigger chunk of the something-for-nothing population, most

of the bands and red tape have been let down on passes, especially for the press, and latter itself is far more receptive locally and nationally.

To these should be added prospects of a fair more human and down to earth in every way, boiled shirts, long-winded speeches and gaudy dedications giving way to what Gibson & Co. have planned as country fair atmosphere, including a living symbol typifying the average American, this being Eimer ("Make You Proud of Your Country") the Great.

Rose Balfys Again About \$2,000,000 has been reinvested in the Forty Fair's Great White Way midway, built by it for the fair for American Jubilee spec., \$550,000, including about \$333,000 on construction; lighting, \$120,000; public area, \$80,000; paving, \$28,000; underground utilities and parking areas, \$180,000, and paint, \$75,000. Privately, villages have shelled out a \$246,000 stake and shows and walk-thrus \$300,000, with rides accounting for about \$100,000 and restaurants \$50,000. Expo has a direct stake in some of the privately operated items, however, so that its expenditure on the current funway is greater than appears on surface.

That the Flushing opera thinks highly of its parklike panorama of American (See GIBSON GIANT GOING on page 11)

### In This Issue

	Pages
Broadway Beat, The	4
Burlesque	25
Carnival	42-49
Circus and Corral	32-34
Classified Advertisements	50-53
Coin Machines	64-62
Emergency Shows	64-92
Fairs-Expositions	40-41
Final Curtain	28
General News	5-5
General Outdoor	59-63
Harriman's Broadcast	50
Legitimate	15-16
Letter List	29-30
Music	25
Music Merchandising	70-75
N. Y. World's Fair	31
Night Club Reviews	18-19
Night Clubs-Vaudeville	17-24
Non-Theatrical Films	27
Notes From the Crossroads	59
Orchestra Notes	10
Out in the Open	59
Parade	26-29
Pipes	57-58
Possibilities	24
Radio	6-8
Radio Talent	3-7
Records	31
Repetitive-Start Shows	22
Rinks-Skiers	35
Sheet Music Leaders	11
Songs With Most Radio Plays	11
Seasoned Events	53
Television	6
Theater Talk	16
Thru Sugar's Program	24
Vaudeville Reviews	22-23
Vaude-Film Crosses	24
Wholesale Merchandise-Pipes	54-58

ROUTES: Orchestra, page 14. Acts, Units and Attractions, 20. 166 shows, 20. Carnival, 22. Circus and Shows, 23. Miscellaneous, 63. List of Events for Two Weeks, 58.

# CHEERFUL SHOW BUSINESS

## Politics Take Over Showbiz And Vice Versa; Campaign Jobs

NEW YORK, May 11.—Political campaigning, which has long hovered on the fringe of show business, this year shows evidence of taking the jump wholeheartedly. Not only are the politicians dipping into show business for tactics and talent, but show business is also advancing into politics. Significance of the Anschluss is many-sided, but one of the chief developments is likely to be an increase in employment opportunities for performers in many categories—singers, musicians and actors particularly.

Radio, of course, looms large in the situation. Formerly the politicians were content to buy their way into the front of a mike, and spray the ether with the usual platitudes. The feeling that showbiz methods rather than talk were necessary became apparent as a result of the publicity and success attending the efforts of Lee O'Daniel, who became governor of Texas largely through an astute radio campaign during which he sang hillbilly songs. O'Daniel's innovation led to similar screwball build-ups, some of which are given below.

(1). Carl F. Zedler, 32-year-old lawyer, used his baritone voice, via radio, to help him into the mayor's office of Milwaukee, defeating Daniel W. Hoan, chief exec for 24 years.

(2). Representative Edwin M. Schaefer, of the 22d Illinois Congressional District, put together a three-ring primary production featuring Henry R. Preis, A. L. Bedal and George T. Hary. Preis, ex-juggler and clown, made speeches while doing headstands and promised to crawl long distances on his hands and knees if defeated. Bedal did a foxtrot magic turn, using a menagerie of poultry and cattle.

(3). Walter Johnson, former big-league

pitcher, has a button that looks like a baseball for his campaign symbol. Running for Congress in Maryland Fifth District with a band.

(4). Vic Meyer, lieutenant governor of Washington, is a former band leader and night club owner. He toured the State with a band.

(5). Frank Gannett, chain newspaper publisher and White House aspirant, posed for a picture showing the Democratic donkey eating out of his hand, while the bones of the New Deal lie at his feet. On the same tour, in Tucson, Ariz., he was shown entering an old-time stagecoach while the Mexican Queen of Tucson's rodeo looked on approvingly.

(6). Circus Saints and Sinners Club of America (Dexter Fellows Tent of New York) is engaging in a satirical campaign. "Raymond K. Baldwin for President," because the Nutmeg governor was the club's most recently initiated "Fall Guy" member. Broadside reads, "Send Baldwin to the White House! Get him out of Connecticut."

(7). H. R. Cross, former newscaster at WHO, Des Moines, recently resigned to run for the Republican nomination for governor.

While political candidates have used various show business dodges, including touring with an orchestra, piano players, etc., the most frequently used medium is radio. This year, more than any other year, figures to come on political time owing to its being a Presidential year as well as having senatorial and State campaigns. In anticipation, more than 300 radio stations are expected to broadcast *The Billboard*, have increased their rates. (See Political Showmanship on page 10.)

## Be Safe Than Sorry In Legal Affairs . . .

Higher court cases pertaining to the amusement business are cited by Leo T. Parker, attorney at law, in the last issue of *The Billboard* each month. The next installment will appear in the issue dated May 25, under the title of "Avoid Liability on Amusement Contracts."

## "Ice Follies" Set For S. F. Return

SAN FRANCISCO, May 11.—Ice Follies, which was here a year ago, opens Wednesday night at Winterland. Prices have been scaled at 55 cents, 83 cents, \$1.10, \$1.85 and \$2.20 rinkside.

Seating capacity at Winterland is 3,000, all on the main floor. Spot has been operated all winter as a public ice rink. Revis is in for a limited run, but if as good an attraction as last year, it may do all summer.

Cast lists Evelyn Chandler, Ross Ehrhardt, Shipstad and Johnson, La Verne, Papes and Zwick, Prick and Frack, Colson and Claudet, Harris Loge, McKellans and Les Hamilton.

MCA has also booked Loge on ice into the Club Moderne for six weeks, with Vladimir Rassest producing. Show is an enlarged edition of the successful ice revue staged recently at the Hotel City Francis Drake.

## Muni's \$5,500 in D. M.

DES MOINES, May 11.—Paul Muni in *Key Largo* drew a \$5,500 gross at the Shrine Auditorium in Des Moines Monday, April 29. A total of 3,900 customers paid from \$1.12 to \$3.36 for the show.

# The Broadway Beat

By GEORGE SPELVIN

ACCORDING to stories now making the rounds, a couple of members of the musicians' union are staking their membership by trying to get an outside agency to investigate union affairs. . . . Why-Do-You-Don't-Go-to-Loft-Outside Dept. 1 At the Lyceum, where *The Sign* is playing at present, the checkroom boy stands squarely in the path of incoming male customers with a check in his hand and says, "Let me have your coat, sir; here's your check"—no one it were a service automatically furnished by the theater. Some day an irate customer who knows the ropes is going to poke him out of the path by force. The management that permits it, tho, is as much to blame as the lad himself. Youth played a prominent part in the production of Billy Rose's nostalgic old-time revue at the Diamond Horseshoe, *Nights of Gladness*. Both Gene Kelly, dance director, and Raoul Pene Du Bois, costume and scene designer, are under 30. . . . Incidentally, the cast of *The Sign* story earlier in this column, which had its first free-night appearances and was given a rousing ovation, while the band blasted off *East Side, West Side*, liba Al Smith lost his stranglehold on the tune, or is it the theme song of all New York's ex-officials?

THE Paramount Theater is now using baby-talk lyrics for some tunes on its community sing, in which lyrics are flashed on the screen. The stunt gets quite a laugh—but is it the Paramount's subtle comment on its own jibbering trade? . . . The barber shop in the Squibb Building, which is used by the MCA execs, had exercise more caution. When the shop is devoid of customers the barbers take care of their own technical needs with the aid of electric razors. As least they ought to close the door first. . . . The Hawaiian bartender at the Duracorns mixes native drinks in the privacy of a curtained bar back of the kitchen. According to the story, not even the boss, Mario, is permitted to watch the drinking. . . . According to the story, there's only a tiny group of bartenders who know the South Seas drink recipe, and they're being very secretive about it all. . . . Ever since the ruckus on *The Morning Telegraph* over Robert Rice's review of *Love's Old Sweet Song*, Leo Mishkin, the film critic, has been writing and signing the dramatic reviews. Rice is going over to the staff of the PM anyhow. . . . In Manhattan, N. Y., on the Boston Post Road, there's an enormous signboard advertising Westchester's swank nitery and being bad mecca. Old Island Casino. The sign is newly painted now, extolling the virtues of the soon-to-be-reopened spot and also, of course, those of the latest Broadway stand incumbent, Bobby Byrne. But a slight feeling of nostalgia must have tripped the publicity department when it laid out copy for the board. Tucked down in one corner of the sign are the words: "Last year—Glenn Miller."

ANOTHER proof of the truism that actors can very seldom judge the value of a script, particularly those with parts for themselves, is the fact that Oscar Hopkins put up the dough for *Gray Firm*, in which he made his American legit debut. Not only did the play get roundly panned, but the part Hemlock played was felt to show him off poorly. . . . Eddy Duchin keeps track of his young son's growth thru 16mm. films. . . . Press agent Dick Meolier's new stationery has an illustration showing a basket labeled "City Desk" chasing a press release labeled "From Dick Meolier's . . . Harry Courtes, who stages the shows at the Strand, is another who claims that sweet music is coming back—but definitely. . . . Add *The Irony of It-All*: A Chicago lad who does an acrobatic single has been hoping for a New York date so that agents might see his work, and finally landed a job in one of the classiest rooms here in town. But not a single office has been on hand to o. o. his act. The spot is too expensive for the 10 percenters.

## Thru Sugar's Domino

MEN engaged in the highly complex business of broadcasting hardly require pictures to be drawn for them to profit from the operation of a station within less than two months on the air in a colossal achievement. This feat was accomplished by Charles Phelan, formerly connected with the Yankee Network, and now the boss at Station WESX, Salem, Mass. Our Boston correspondent is responsible for a news story on Phelan's triumph in this week's Radio Department.

It is of interest to all in radio that Station WESX has succeeded in getting off the nut less than two months after its transmitter began gobbling up fuel, but the angle that should intrigue the attention of all showmen is that Phelan put over the trick by accenting live talent. Which should help strengthen the theory that the public wants live talent and managers to show its preference to it even in the mechanized field known as radio. We are aware of the problems that confront small stations in their efforts to get away from the natural trend towards complete mechanization of programs. Talent that can be favorably compared with ET and network shows is by no means easy to obtain in small towns and by stations with limited resources.

Yet a station manager who has the real instincts of a showman; who possesses the courage of his convictions and knows good talent from bad can somehow see his way clear to give his potential listeners the kind of shows they crave. Apparently Phelan has done this. His success not only has exerted a powerful influence on the talent situation in his territory but it should have reverberations all over the country. Radio, despite its dependence on mechanization to reach its audiences, must resort to the use of talent at the source. Whether that source lies in the studio of a network, the recording room of a wax-cutting factory or the mike of a remote makes little difference. The talent angle is tremendously important and in radio there exist fewer opportunities to develop talent than in many of the fields that are less substantial than radio in dollars and cents. . . . Ever look into the future will show that radio cannot continue to make progress unless it provides in some way for the schooling and propagation of talent. There are several ways that this can be done, including the exorcism of radio money into the theater field. This might not be feasible because of existing laws and the trend towards decentralization of stream-of-milk amusement enterprise. But there is nothing illegal, monopolistic or impractical about radio raising chicks in its own backyards—the smaller independent stations dotting a landscape cluttered with the ruins of opfy houses, dime theaters and other relics that were stepping stones in the careers of the greatest artists of less complex eras.

Phelan accentuated talent in his climb out of the red because he looked upon it as good business. We have never met the man; but we are sure he's not one of those who will give up the prospect of giving every actor a house, lot and bank account. That's how the process should work: A break for the actor because the manager is sold on the actor's talent. There are several amendment bills of fare and pot because of idealism or charitable impulses.

ANYBODY who's ever had to do with the running of a national publication will agree that the best ideas do not come of originality in the larger office. One might go so far as to say—with the assurance that the fact can be proved—that the best ideas come from the typewriters pounded a stone's throw from a city pass. In an experience, at least, we have come to respect the letters reaching our desk from townships whose names are as strange to us as the Latin names of flowers and fauna we see every day of our lives.

Today's example of a well-thought-out idea comes from a town whose population can be conveniently hidden in a (See SUGAR'S DOMINO on page 27)

## ROBERT RIPLEY (This Week's Cover Subject)

ROBERT RIPLEY has probably the widest and most diversified audience range of any living showman. Crowning his years of success in the show world, Ripley now operates three "Odditouriums"—exhibiting the curios of nature and life collected in his 30 years travel for material for his widely read cartoon, "Believe It or Not."

"Believe It or Not," total readership in 345 newspapers in all parts of the globe is 80,000,000; his radio program boasts 10,000,000 listeners; his motion pictures are viewed by millions; and his books are considered best sellers.

When the Broadway Odditourium, in the heart of Times Square, New York, opened last year Ripley displayed fantastic ideas and incredible oddities, both human and otherwise, with nothing in recent years has compared.

New York Times reporter mused that their boy—one at the New York World's Fair and the other at the Golden Gate Exposition in San Francisco—is how the bulk of his oddities collected in 202 foreign lands covering an area of 40,000 miles.

Exhibited in his freak auditoriums are priceless and irreplaceable art objects, relics from savage tribes of Africa and the South Sea Islands, displays of nature's handiwork wrought by Time into almost living objects. He has collected pieces of work not included in the ordinary realm of life or art which are on public display in his three odditouriums. To Ripley these represent a lifetime of achievement in pioneering to bring to the public a cross section of the idiosyncrasies of nature and people which might have otherwise gone unnoticed.

It's a far cry from the darts when he won plaudits as a pitcher with the New York Giants. A broken left arm, however, sent him back to the drawing board.

New Ripley has the satisfaction of being a diving showman, a fearless collector of material for his own private collection and his cartoon subject matter—and incidentally being the highest paid cartoonist in the world—when his rights are a memory of being fired from his first newspaper job in California—because he asked for a two-dollar rate.

# THE WATTAGE WAR

## Actors Involved In Chi Hearing On Fraud Charges

CHICAGO, May 11.—The arrest, Thursday, of Robert Myers, former vaudeville and now a senior clerk in the State Employment Commission, has precipitated a scandal which has involved a number of entertainers formerly employed at Dennis Cooney's Royale-Prolica Cafe, now closed. Following questioning of Myers by Assistant State's Attorney Richard Austin, subpoenas were issued for the appearance before the grand jury of 17 persons, among them Al Turk, who formerly led the orchestra at the Royale-Prolica, and a number of chorus girls and others.

It is charged that the State was defrauded of nearly \$9,000 in unemployment compensation fraudulently paid out by Myers. Al Turk, against whom charges recently were brought in county court for defrauding the compensation division, is said to have revealed that Myers was the paid man. Turk, who was ultimately entitled to two weeks' compensation after the Royale-Prolica closed last summer, met Myers at the compensation office when he went to file his claim.

Turk is reported to have told the grand jury that Myers drew him out of line, listened to his hard-luck tale, and then issued 16 checks, for a total of \$276 in cash. Each check provided that checks may be antedated but two weeks. When the Royale-Prolica reopened Turk is said to have informed his colleagues at the night club of the ease with which compensation was obtained, and soon chorus girls, musicians, writers and others began descending on Myers.

At the grand jury hearing Friday nine witnesses were questioned. It is reported that two of them, in addition to Turk, told of paying back to Myers part of their compensation in cash. Other witnesses are being sought and jury hearings will be resumed Monday. Myers, the accused clerk, was for years a member of the Original Empire Comedy Four in vaudeville.

## SAG Franchising Eastern Agents

NEW YORK, May 11.—Screen Actors' Guild is planning to issue franchises to agents in the East and its local attorney, Henry Jaffe, is discussing details with I. Robert Broder, counsel for the Artists Representatives' Association, which has many members with screen talent.

Presently, local agents are selling talent to films thru SAG franchise holders on the West Coast. Broder, in a recent letter to New York agents, informed the offices that they can apply for SAG franchises thru him. Fee is \$50 each.

## N. C. Ice Show Clicks

WILKES-BARRE, Pa., May 11.—Travelers Club enjoyed a boom last week when management went out on limb to book Sandy Johnson's *A Night at Lake Placid*, muck toe skating show. Minus mums were boosted to \$1 per person throughout the week and management had to buy more candy for the next several nights. In addition to ice show, which is rare here, presentation included emcee George Hunter, who has been at club for several months, and Jimmy Master's seven-piece band, which also contracted for half-hour program nightly after WERE.

## Cornell's Providence SRO

PROVIDENCE, May 11.—Legitimate season climaxed Monday night (8) when Katharine Cornell and The Playwrights' Co. brought *No Time for Comedy* to WERE. There for one-night stand as fourth of a series of shows presented during season under sponsorship of Junior League of Providence. Playing one performance only, show grossed \$4,000, with seats full well ahead of time.

Opening with *Eva La Gallienne in The Martyr Builder* season included *Golden Boy* with Eric Linden and *What a Life* with Jackie Coogan. Both business of the four registered by the Coogan vehicle.

## Four-A Tug of War; Neely Bill the Rope

NEW YORK, May 11.—The Neely Bill condemning block booking and blind selling of pictures is supported by one group in the Associated Actors and Artists of America and opposed by another.

The American Guild of Variety Artists, in a house organ editorial this week, supports the Neely action, claiming that elimination of block booking would give vaudeville "the greatest single impetus it has received in years" and urges that "the question of supporting the Neely Bill should be immediately taken up by AGVA locals with consideration of a campaign to inform the public and legislators of the injuries which actors are now suffering as a result of motion picture practices."

The other band, Screen Actors' Guild is taking the side of the major picture producers and is strongly opposing any action that would mean the end of block booking. SAG claims that the passage of the Neely Bill would mean less work for SAG members, since producers will not have any definite schedule of pictures to produce. When the Neely Bill was aired at a committee hearing in Washington recently, SAG dispatched a committee to oppose it.

## Chi AGVA Seeks Member Interest

CHICAGO, May 11.—A drive by national headquarters to develop greater membership participation in the union's affairs is under way in the American Guild of Variety Artists local here. AGVA recently is anxious to institute new policies shortly and wants the membership to know as much as possible about the new ideas beforehand.

Graham Dolan joined the local office staff several weeks ago, coming in from New York headquarters. It is being assumed by local membership that he represents the national body.

Besides membership angle, Dolan is expected to play an active part in extensions of organization thruout the Chicago area. It is common knowledge that Hoyt Haddock, AGVA's executive secretary, is not pleased with the extent of organization in local night clubs and that he is anxious to develop closer cooperation between AGVA and local agents. Along these lines, Chicago organizers are expected to be relieved of dues collection responsibilities shortly in order to devote more time to organization work.

## Syracuse U. Offers Musical

SYRACUSE, May 11.—Altho the first night performance of a Syracuse University audience ran true to form at the opening of *Blanket Permission*, with only 25 to 30 people on hand, the small group experienced more entertainment in two hours this evening than they have had in a long time. Many got thru the gates on paper. Prices ran from 50 cents to \$1.

*Blanket Permission* is a student-written and student-directed musical comedy presented by the Tambourine and Bones Society of the university. It is a story built around the ventures of Honey Belle Hawkins, a Southern beauty enrolled at Genesee College. Rosanna Miller plays the role. Honey Belle becomes involved in student politics and causes plenty rumpus among the other co-eds as the boys begin to flock around the Southern lass and Southern drawl. The production is under Sawyer Thalk, and includes in the list of those who wrote tunes and lyrics is Ray Krise; former arranger for Jimmy Dorsey, also former student at Syracuse.

Robert R. Taber

## Robertson's Summer Spot

GREENWOOD LAKE N. Y., May 11.—The *Blouses* Lake Inn here has been taken over by Dick Robertson, Decca recording artist, who will operate the spot this summer. Entertainment will be provided by a Hawaiian orchestra in addition to Robertson's working. *Blouses* opens the week before Decoration Day.

## Both Major and Indie Stations Race for Signal Improvements

NEW YORK, May 11.—A "power battle" among New York stations is rapidly developing, the wattage war taking two lines. One involves the 50,000-wattors and the other the lower-powered independents. Three of the clear-channel stations are now taking steps to make better use of their kilowatts while WOR, one of those concerned, has already begun a promotion campaign to exploit its transmitter set-up. A similar campaign is likely to be waged by NBC on behalf of WJAF, which will operate with a new transmitter in September. CBS, for WABC, is fighting on locating a new transmitter on New Island, to the east of Manhattan Island, 13 miles from the center of metropolitan New York.

Several regional stations are likewise working on improved transmitter set-ups.

WMCA is building a new outfit with revamped antenna equipment to produce an improved signal. This set-up will probably get on the air in June and is just across the Hudson River, well located for the coverage sought. WBSX is also working on a new transmitter, having just been granted 3,500 watts by the FCC. WOY also put in a new antenna system May 7.

## WPEN, Philadelphia, Settles Music Beef

PHILADELPHIA, May 11.—Music strike against WPEN was settled here yesterday between Arthur Simon, station manager, and Frank Litzua, Local 77 proxy. A dozen musicians under the baton of Joseph Franzoso return to the studio Monday, marking five months to the day that they have been on strike.

New contract runs until September, 1941, and calls for studio band to be cut to eight men September 15 of this year, music bill for the last 12 months on the contract to amount to \$15,000. Further, new binder makes no differentiation between commercial and sustaining shows in the playing time, and calls for the men to be on hand any six days selected by the station to comprise the week.

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Two Gentles, with or without gentles. Write L. M. KIDD 3215 North Boulevard, RICHMOND, VA.

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**THE TOLEDO TICKET COMPANY,**  
Toledo, Ohio, U. S. A.

# INDUSTRY TELEVIEW

## Production Costs 750G's; Acts Drew Only 90G's; Mostly Vaude

NEW YORK, May 11.—National Broadcasting Co. wound up its first year of telecasting on a regular schedule with a total production outlay of about \$750,000, of which talent drew \$90,000. Figure of \$760,000 includes salaries for 10,000 salaried employees of the technical staff and other production costs. Figure is significant in that it shows the current discrepancy between talent outlay and total costs, this difference being necessitated by fact that operation has been non-commercial thus far.

During the period from April 30, 1939, to May 7, 1940, NBC telecast some 620 hours, of which more than one-third were devoted to studio programs, a trifle less than one-third were films, and one-third were set aside for outside pick-ups. During the year it was estimated that about 3000 program items were telecast. Figure does not indicate the actual number of performers employed but gives an indication of the potential possibilities for performers who are now working in fields that have shrunk appreciably in the past 10 years—namely vaudeville and legit.

It is estimated that some 750 dramatic roles were filled; about 180 singing acts appeared, and about 70 dancing acts. Balance of the studio programs were made up of novelty turns of all descriptions, including comedies, fashion shows, musical glass players, minstrels, monologists, etc. In addition plenty of fresh presentations were used, such as the defect, hand-drawn, models, fashion shows, at critics, photographers, cartoonist, etc.

Preponderance of talent used came from legit and vaudeville, as indicated by NBC specs earlier in the year.

In order to obtain talent NBC has already developed a definite amount of scouting activity whereby performers are now generally seen before being given spot. People who take ganders at the cafes and

legits in town are Tom Hutchinson, Eddie Booth and Reginald Hammerstein. Balares, the very low, had not affected the crush of talent. This in itself is noteworthy, it being the first manifestation of a new entertainment medium not being given the brush by performers established in other fields—as was the case in motion pictures and radio.

## Name Trouble Besets Philip Morris Show

NEW YORK, May 11.—Philip Morris cigar's new program, *Szapogo*, has been having name trouble and was due for a nomenclative change in the program to be broadcast tomorrow (Sunday) night. Bill Barr, whose idea the show is, writes it.

Before the show went on the air it was to have been called *Jingo*, but after an announcement was made to that effect the sponsor was notified a similar title had been claimed. It was changed to *Szapogo*. The same thing happened. Up to Friday afternoon, no new name had been selected.

One agent suggested the show be called *Be-o*. The Blow Co. is the Philip Morris agency.

## WOR Gives In to Phonograph Disks

NEW YORK, May 11.—*Midnight in Morning*, a new series of sustaining shows starting May 23 over WOR, Newark, marks the station's entry into the ranks of radio stations using phonograph records. Tom Slater will emcee.

Heretofore, WOR has eschewed the phonograph platters, sticking solely to regularly transcribed programs for what-over waxed when it used. New program is being started because of the great increase in popularity of phonograph records and because a program of this type also enables the station to present name bands during the day. Show will air at 9:30 a.m.

## GAC Going Heavy For Package Shows

NEW YORK, May 11.—General Amusement Corp. is going into the package-program production phase on a major scale, and will shortly be set on a number of this type program. A showa being lined up for 10:15 daytime and evening use. Heretofore GAC has concentrated largely on talent representation in radio, albeit handling some package deals, notably *What's My Name?* Shows being built are being put together by Harry Hoff, who went with GAC about a month ago from Trans-American. Hoff has sold a number of package shows, mostly daytime stuff, during the past few years. Hoff works with Frank Cooper of GAC.

## WESX, Salem, Gets Off the Nut In 2 Months; Live Talent Feels

SALEM, Mass., May 11.—Story of how a small indie station in a small community went out of the nut in two months after it began operations was told last week by President Charles Phelan of the North Shore Broadcasting Co., which operates WESX here, Station began operations on December 10, 1939, with a staff of 49. On February 4 WESX got off the nut.

A new phonograph record request program on Saturday nights is a leading show. However, featuring a majority of live talent, WESX has found dramatic presentations, horror shows, musical com-

## Sure He's No Relation?

CHICAGO, May 11.—Julian Bentley, WLS news editor, received a letter from a Leroy, Ill., school teacher. She was submitting one of the answers to an eighth grade history examination—specifically the paper of Master Robert King in answer to the question: "Make your own list of 'Who's Who in the World Today?' Robert's list was P. D. Roosevelt, Adolph Hitler, King George, Admiral Byrd, Frances Perkins and Julian Bentley.

When asked for his comment, Bentley simply said: "Robert is a very smart boy."

## Radi Film Critics Want a Bit o' Cuff

NEW YORK, May 11.—National Radio Film Commentators Circle squawked Thursday (8) at the moguls of the motion picture industry that they are regarded as stepchildren-critics and want something done about it.

Speaking at the weekly luncheon of the Association of Motion Picture Advertisers, David Lowe (WKNW), Sam Taylor (WHN), Jack Mitchell (WBNX), Radio Harris (formerly Mutual) and Stella Ungar (NBC), facked that they are being discriminated against and whenever they request free passes they are given a quick brush. While the pass situation seemed to be the most pressing, the critics boomed plenty about being excluded from premiere junkies which carry critics all over the country on the cuff.

They all maintained that they didn't know why, but releases are sent to them late or to newspapers, publicity men don't listen to them and why shouldn't they be quoted once in a while. Nothing was done at the meeting.

P. S. Luncheon was on AMPA.

## W. Williams' Pay or Play Arrangement

PHILADELPHIA, May 11.—Wythe Williams, newspaper man and commentator who recently concluded a series for Philco Radio thru McKee-Albright advertising agency, is understood to have a contract with the agency calling for payment of his salary for almost another month. Exact date is said to be June 8. However, it is also declared that Williams is not holding McK-A to the contract and is not insisting on payment as provided.

Williams' ticket is supposed to call for \$800 a week on a one-station deal (WOR), going up if Philco used him on a network (NBC).

Philco's check its stock set-up and advertising plans recently, both factors bearing on ending Williams' series.

CHICAGO, May 11.—Rex Schepp, for 10 years a time salesman for WBBM-CBS, leaves June 7 to become assistant station manager of WIRE, NBC Red affiliate in Indianapolis. Schepp broke into radio as a banjo soloist with Nathaniel Shilkret. He did on the Maxwell House show 12 years ago. Before that he was a vaude actor.

## WESX, Salem, Gets Off the Nut In 2 Months; Live Talent Feels

Local merchants, some of whom have already used newspaper advertising, here gone in for spot announcements or programs in a big way. Station has just effected a new tie-up with The Lynn (Mass.) Telegram-News, daily in a near-by city.

Plans are also bearing completion for a five-a-week flesh serial on the Supermen idea. Broadcasting of the North Shore League baseball games began when the season opened under rotating sponsorship. Sports commentator Tom Carr buddies the play-by-play.

## Philly Talent Gets a Break

PHILADELPHIA, May 11.—Live talent came in this week for an unexpected break, with several new radio shows using local talent. For the first time, Ed Wass, local tabloid, started a new series, *Tabloid Revue*, on WFIL twice weekly, with Raymond Gathrin, sheet's radio ed, creating the whip. Personality *Tabloid Revue* on WFIL twice weekly, with Raymond Gathrin, sheet's radio ed, creating the whip. Personality *Tabloid Revue* on WFIL twice weekly, with Raymond Gathrin, sheet's radio ed, creating the whip.

WCAU launches a talent hunt on Sundays, *Vocal Help Wanted*, assistant, with Hugh Walton emceeing, *The Three Key* vocalizing and *Joey Kearns* Vocal efforts of four amateurs are selected each week, and the winner is given a prize and a guest spot on the following week's broadcast. Station is running *Vocal Help Wanted* ads in the classified sections of *The Inquirer* and *Bulletin* to bring out voices for the Sabbath shows at 10 p.m. Liberty Title and Trust Co., local banking concern, takes to radio for the first time, buying news with Bill Tang on KTV, Philadelphia. Personality *Tabloid Revue* on WFIL twice weekly, with Raymond Gathrin, sheet's radio ed, creating the whip.

## BMI Tunes Waxed; Look for Ork Plugs

NEW YORK, May 11.—Broadcast Music, Inc., music organization formed by the National Association of Broadcasters to compete with the American Society of Composers, Authors and Publishers, has become its music transcribed by one parties including World Broadcasting, Associated Music Publishers, NBC Theatrical, Langworth and Standard. Five tunes were touring World by Shep Fields Orchestra, and Jean Willington did the BMI tune, *Velvet Night*, for Langworth.

Approval of having name bands and vocalists make waxes of the BMI music, the organization has contacted leading band offices and sounded them out. According to BMI, band agencies are not averse to having their properties cut disks of BMI tunes.

Acquisition of George Mello, chief of the orig. pluggers' union by BMI is expected to facilitate further name bands' acceptance of BMI scores.

## NBC's Lovely Spots

NEW YORK, May 11.—Revenue for the month of April from the 15 air time program spots on NBC Broadcasting Co. amounted to \$520,116 in spot and local sales. This is a new record, and constitutes an increase of 36 per cent over April of 1939. According to James V. McConnell, NBC national spot and local sales manager, the jump in April continues the upward trend of the record-breaking first four months of 1940; during which time spot and local revenue for the 15 stations reached \$1,975,078, an increase of 34 per cent over the first four months of 1939.

SHEBOYGAN, Wis., May 11.—Edwin J. Cunniff resigns June 1 as manager of WBBH here to assume a similar spot at WKBH, La Crosse, Wis.

## Studio Light Red; Nancy's Face Dito

CHICAGO, May 11.—Nancy Martin, *Club Matinee* vocalist, and Jack Baker, tenor, were harmonizing a duet in the NBC corridors the other day. Waxing enthusiastic over the harmony, Nancy suddenly decided to check her pitch, so she barged into Studio B, where she found the four singing Vagabonds assembled.

"Give 'em a hand," she commanded. The Vagabonds and announcer Don Dowd glowered at her. "O-keeh, I'll get it myself," she snarped, and marched to the piano. "Dee, dee, deessesss," she wailed all the way out. There she looked at the sign above the studio door. The red light was on. She had walked into a show that was on the air.

## Television Review

Reviewed Thursday, 8:30-9:30 p.m. Style—Interview, Reviewed on NBC Television Receiver. Station—WBXS.

Thursday studio presentation consisted of a batch of interviews by Alan Kent, and constituted the final session of a contest to choose Miss RCA Television for the RCA exhibit at the World's Fair.

The girls, most of them pretty, came on and were quizzed as to where they came from, what they did, their ambitions, etc. Some of them had talent of their own—either dramatic or musical—and their sound up playing piano, etc.

This type of presentation offered none of the technical problems encountered in either a variety or dramatic program, but it did indicate that the tele camera will be particularly kind to persons submitting to interviews over the new medium. Owing to terrific intimacy of television, it became apparent quickly that most of the girls interviewed were posing and striving for effect. This would not be nearly so noticeable over radio, but the tele camera reveals the very things that you do before it for such a purpose will be vulnerable to adverse audience reaction on this account.

From the standpoint of make-up, the NBC producers have aces measure. By the use of very soft lighting so that a pretty girl will usually look pretty over television. This was not so a year ago. But make-up can still be improved. Emcee Kent, however, in by a conventional succession of females, handled his assignment with grace and wit. Voting to pick Miss RCA Television is done by the tele audience. Among those considered on this program were Helen Jewell, Carol Byrne, Janice Holter, Martha English, Helen Harmon, Patricia Fitzgerald, Mabel Ellis, Nancy Clarke and others. Ackerman.

# Radio Talent

## New York By JERRY LESSER

**AGNES MOOREHEAD** is to be credited with one of the most poignant performances of the radio season with her interpretation of Nancy Banks on *Careless of America*. I think it is usual, tho, that the performers who portrayed Tom Lincoln and young Abe were not credited. . . . **ARTHUR VINTON** has been tested by MCK. Arthur has been seen in many pictures as a heavy. . . . **METZ GOULD**, of *Life Can Be Beautiful*, has acted with the French Theater of New York, but when she's angry she lapses into Hungarian. She had a Hungarian nurse when a child and was greatly impressed with words the nurse used. . . . **ARTHUR C. BRYAN**, who has a light

comedy role in **AL PEARCE'S** new series, weighs 241 pounds. . . .

**Rudy Vallee** is planning to do a historical fantasy on the sale of New York by the Indians to the Dutch for \$24 when the program moves east in June. . . . **Penny Singleton**, star of the "Blondie" series, will have her ribs taped for two more months as a result of a recent motor accident. . . . **Joan Blaine's** starring series, "Valiant Lady," will be handed a 52-week renewal contract, making the new expiration date May 30, 1941. . . . **Ken Roberts** is the new announcer on "What's My Name?" This season's crop of radio actors has gone in for babies in a big way and a goodly portion of them live on Long Island. Must be something in the air.

## Chicago By NORMAN MODELL

**JOE "CUNLEY" BRADLEY**, of the Ranch Boys trio, is now featured soloist on *The Amazing America*. . . . **BILL LAYDEN** has acquired three new sponsors for *Make Science Danceland*: Steinway Drugs, R-B Clothing and Erie Clothing. . . . **HALLOWEEN MARTIN** was one of the beauty contest judges at the Michigan Blossom festival. . . . **Newest addition to the WGM announcing staff is GEORGE R. GUYAN**. . . . **New producer of Mary Martin is FRANK PAPP**. . . . **RANSOM SHERMAN** had to do double duty this week, taking over *Garry Hart's* half of the *Club at Venice* while *Garry* visited his parents in Baltimore. . . . **ED PRENTISS** was given the

role of Col. Francis Welch in the *Story of Bud Barton*. . . .

**Role of Captain Barney** on "Showboat" has blue-pencilled **Hugh Studebaker's** contemplated trip to California. **Zerlin** television broadcastists forced off the air temporarily because a camera broke down. . . . **Paul Rhymer**, stuck for an idea for "Trio and Side," decided to have a boat with per. **Resurrecting his golf shoes from their winter cache**, he discovered he had wound up his last game last fall with one brogan his own, the other his sister's. **Whose upon he forgot about per** because he got an idea for an episode.

## Advertisers, Agencies, Stations

By PAUL ACKERMAN

**GILBERT RALSTON** has become network program manager of Compton Advertising, Inc. **Hal James** is local program manager and **Storrs Haynes** has been added to the program staff. . . . **Joan Watlay**, of J. Walter Thompson, has joined the exodus to P.M. She is the third to go. . . . **Young & Rubicam** on Monday (13) begins a "new" type of audience participation show for *Chumey Baking Powder* over WGN. **Called What Do You Know?** it will have only females as participants, with emcee **Alan Scott** the only male. A quarter-hour season Monday thru Friday. . . . **Tom Harker**, formerly with Curtis Publishing Co. and Edward Petty, has joined World Broadcasting System. Will be on the sales staff. . . . **Leif Eidi** of NBO press club is going to Bermuda for a couple of days in connection with his television work. **Promises to come back with a red nose**. **Sunburned**, that is. . . . **Broadcast Music, Inc.**, which now has

a staff of 35, has accepted **Frank Luther's** song, *Our Old Friend Will*. . . .

**Lee Sergio's "Column of the Air"** on WQXR has been sold to **Fels Hopkins**, thru **Young & Rubicam** for 13 weeks. **Deal is for Mondays and Wednesdays**, remainder of the week being sold previously to **Botany Worsted Mills**. . . . **A. K. Spencer**, of J. Walter Thompson, building a new home in **Darien, Conn.** **Sonata** composed by **Raymond Gram Swing** will be played Sunday (13) over **Musical**, with **Alfred Wallenstein** conducting. **Very Small** starring on **Shinola's "Lincoln Highway"** following **Burgess Meredith**, **Ethel Barrymore** and **Betty Fields**. . . . **Johannes Sleef's** short, "Norway's Fate," was presented at the **Pravda Theater** Wednesday (8). **It is the first of a series of 10 shorts** he is making.

Our sincere thanks to The Billboard...  
Our sincere appreciation to our good friends the newspapers and publications throughout WLW-land whose confidence in our station and whose belief in the integrity of our exploitation have made it possible for us to receive this recognition.

First Place... Billboard Exploitation Award...

Clear Channel Group

# WLW

## From All Around

**PHILADELPHIA NOTES:** **Alan Scott** calls back his resignation, deciding to stay at WCAU. . . . **Alexander Co.**, local clothing concern, reading a filing in local radio's Herald Advertising Agency getting the account. . . . **Ed Roemer**, former network singer, now at **Frank Falumbo's** here. . . . **Joe Frassetto**, WIP staff maestro, entertaining an offer from **Music Corp. of America** to handle all his outside bookings. . . . **Benedict Gimbel Jr.**, WIP proxy, was re-elected to that post at the annual stockholders' meeting. . . . **Gimbel** returned from a short stay in Connecticut, where he visited his son, **Teddy**, a student at **Rumsey Hall, Cornwall**.

**Shorty Sutton** and the "Original Nelly Ranch Radio Show" now on the Red and Blue from **WOAL, Lancaster, Pa.** Includes **Cyclone Kid**, **Bashful Larry**, **Arizona Pete**, **Kansas Johnnie**, **Texas Slim**, **Lee Fuller**, **Bullfight Joe**, **Teddy**, **Suzette**, **Texas Peggy**, **Montana Bett Dorsey**, **Jane** and **Leola Sutton**, **Tex. Alan**. **Managed by Shorty Sutton** and **aged by Jack O. Van**.

**Notes from KDYL, Salt Lake City:** **KDYL** sports commentator **Nelson Melinich**, investigated into entering an amateur contest at a local theater recently. **Isolated everybody** by singing, instead of doing a sport broadcast. **He won first prize!** . . . **Myron Fox**, **KDYL** sales director, has begun a new series of sales meetings for his staff. **Guest speaker each week** is a sales manager from one of the city's retail sales organizations.

**Al Nelson**, manager, and **Milton Samuel**, press manager, of **KOO-KPO**, San Francisco, are receiving congratulations for winning **The Billboard's** award for the outstanding exploitation endeavor by a radio station last year. . . . **Bob Anderson** is now news broadcasting over **KSPD**, San Francisco. . . . **Jet Baker**, **KLZ**, resigned to become assistant program director of **WTAR**, Norfolk. . . . **Bruce Chick** has been added to the announcing staff at **OKLW**, Detroit. . . . **Ethel Bernap** is handling publicity for **WJKB**, Detroit, succeeding **Frank Perkins**, who has **The Cyclone** program on the air. . . . **Everett Howard**, announcer, has become program director (see FROM ALL AROUND on page 10)

# Program Review

EST Unless Otherwise Indicated

## "Who Knows?"

Reviewed Monday, 10:15-10:30 p.m. Style—Drama. Sponsor—Griffin Mfg. Co. Agency—Birmingham, Castleman & Pierce. Station—WOR (MBS network).

About the most implausible breed of stories are those found either in pulp magazines or in accounts of psychic phenomena. Griffin's radio show has elected to base its radio series, *Who Knows?*, upon the latter. Judging from the program caught it's not very much of a nothing and by no means impressive as a sales effort. It's booby with a front, the front being Dr. Howard Carrington, an expert on things psychical. Jack Johnstone produces, the trouble being that the production and acting are too good for the vehicle. Incidentally altho Dr. Carrington's name is announced several times on the show, it's impossible to make it out.

Show caught dealt with a couple of white folk "demonstrating" an idol and mysteriously occupying their minds. One Oriental puts a curse on the American, who returns it with thanks. Due to "repercussion," as Dr. Carrington explained, the curse bounced back and did the poor Oriental in. Copy his cues, cut from the *Cash Histories of Fred-Evelyn Pinkie*.

Commercials long and routine, but production, very good. Franken.

## "Where Are You From?"

Reviewed Wednesday, 8:30-9 p.m. Style—Novelty. Sustaining on WOR (MBS network).

Initiated on WQXR, New York, this is an out-of-the-ordinary and diverting program and there should certainly be no doubt that it's original. Program features Dr. Henry Lee Smith, 26-year-old Columbia University lecturer, who tells people where they're from after hearing them talk. Pattern is to have people pronounce certain words—merry, marry and Mary and grass (as to whether it's greasy or grassy), for instance, and then to have the doc draw his cues. On the program caught he managed to guess wrong fairly consistently, but it in no way spoiled the entertainment provided by the show.

Seems obvious, however, that one phase should be added if possible; that is to give the correct pronunciation of words, either those used by Dr. Smith or a batch of new ones each week. Varying the words used to examine the visitors will also help. Franken.

## "Take It or Leave It"

Reviewed Sunday, 10:10-30 p.m. Style—Quiz. Sponsor—Wahl Evergraph Co. Station—WABC (CBS network).

Variations of the straight out and out quiz formula never seem to cease, and one of the more recent is *Evergraph's Take It or Leave It*, emceed by Bob Hawks and a program on the plus enter-

tainment side. Contestants are asked seven questions, getting a dollar for the first correct answer, price doubled with each question, last one being worth \$64. If the answer is wrong, contestants forfeit all their winnings, which go to a jackpot, but they still get their free \$1000 per. However, a quizmaster said whenever he or she desires and take the winnings accrued up to that point. Studio audience has much more fun than the radio audience, but much of the localized enjoyment is projected through the loudspeaker. Hawks does a good job on pacing, but injects himself into proceedings too much and goes thru occasionally with corny gags.

David Ross is creative with the selling game, but there are too many commercials, Hawk lauding the product each time a new contestant comes to the mike. Franken.

## "The Revenuers"

Reviewed Tuesday, 9:30-10 p.m. Style—Musical and novelty. Sustaining on WJZ (NBC-Blue network).

Half of this program was ruled out for New York listeners by a local WJZ commercial, which was also shown on an NBC monitor in the NBC studios. Missing the half was no great loss for those who didn't get the opening 15 minutes.

The Revenuers are five songwriters—Adolph Green, John Frank, Alvin Hammer, Judith Tuzim and Betty Comden—who within a short time have skyrocketed, acquiring a rep for smart material and clever delivery. Talk in radio was that the material was too smart, and perhaps that accounts for the poor lines on the show caught. At any rate, it is actually very stiff, corny and unimpressive. This was especially true of the dialog and script portions requiring the services of Charlie Conlon as a microphone. One of the more versatile radio players in New York, worked like a Trojan and got over lines few other performers could do. He was first-rate.

Program salaried right life. There were only a few amusing spots, one a satire on the Harry Richman type singer and another dealing with a flop playwright. Last bit, however, was so overdone and drew out that it spent itself and became annoying.

Adding pleasant relief is Eleanor French, a newcomer to network singing ranks, who, altho showing the obvious inexperience to be expected, gave quite a favorable impression. Tonally she is quite pleasing, and her diction is far above the average.

Revenuers deliver well and with a deft satirical touch, but even that can't circumvent crackly lines. Franken.

## Spotlighting the News

Reviewed Sunday, 11-11:15 p.m. Style—News. Station—Sustaining on KYW (Philadelphia).

Straight up-and-down last-minute headlines with an interspersing of stories of men who are making the moment's news in the pattern followed by William Lang for this local news shot. With diction clear and true, he sorts out the news ticker to give local highlights, then jumps overseas, back to the items of national interest, and the wind-up devoted to capital news.

Has no trouble holding the dialer's attention. Airs weekly on sustaining basis, but that standing rates a change to the commercial ranks. Orendorfer.

## "Show Boat"

Reviewed Friday, 8-8:30 p.m., CDST. Style—Variety. Sponsor—Brown & Williamson Tobacco Co. Agency—Russell M. Seeds. Station—WENR, Chicago (NBC-Blue network).

This classy company went to market and came back with a new name, but the show is still *Swing Time*, minus Cliff Arquette. This is not to say that the show isn't good; it is. Yet it is questionable to arouse listeners' memories with a noted show name, and then entertain with something less magnificent. Interesting to see whether this show will be able to ride on the reputation of its predecessor.

Best feature is Beulah, the colored cork, product of Martin Hurst's vocal cords and a good scripter. Hurst, who is Dick in the Tom, Dick and Harry vocal

trio, has something in Beulah that might tickle big. Dick Todd and Virginia Vertell supply the vocals and, do well enough. Captain Barnes is played well by Hugh Stridebaker. Show bills two orchestras, Bob Strong's dance band and Bob Treadwell's Show Boat orchestra. Not enough time to list all the aggressive tunes. Chief flaw in program undoubtedly derives from this lack of time. No chance for fanfare. No chance for threads of continuity to weave the illusion of *Show Boat* from the individual acts. No chance to create more than a flimsy shell. Called *Show Boat*, it is dwarfed by comparisons with the past. As just a show it isn't bad at all, tho. Modell.

## "Swing-O"

Reviewed Sunday, 8:30-8:55 p.m. Style—Musical quiz. Sponsor—Phillip Morris. Agency—The Show Co. Station—WABC (Columbia Broadcasting System).

*Swing-O* debuted Sunday as a fair-to-middling musical quiz with a money and cigaret giveaway by Phillip Morris. Program is introduced by Johnny the Call Boy, and has a talent line-up including Johnny Green and orchestra, Ray Block's Swing Quartet, and Beverly, the last named a vocalist.

Program is okay musically, Green and his boys playing well-arranged music and the Bing Porter-doffing pleasant warbling. Beverly not impressive.

Quiz idea did not seem particularly strong. It calls for finishing a brief verse, the last line of which contains the title of a song. The preceding lines are read and the orchestra plays a few bars of the tune whose title should be in the finish line. On this opening program the quiz was easy, but no doubt it can be made more difficult.

Correct guesses in the quiz get \$5 and a carton of cigarets, and sponsors pay \$5 for rhymes used. Plugs were not excessive. Ackerson.

## "Young Dr. Malone"

Reviewed Thursday, 2-2:15 p.m., DST. Style—Dramatic. Sponsor—General Foods Corp. Agency—Benton & Bowles. Station—WABC (CBS).

Like most daytime serials designed for female consumption, *Young Dr. Malone* is created upon the fact that the E.G. of the listening housewife is on a low level. No better or worse than most of the daylight meliers, this strip treats of the adventures of a young medico who descends to small town life in the form of a New York hospital post. Inspiration for this serial is probably the Dr. Kildare movie yarns.

As in many day dramas, the characters aren't small town good or despicable dastards. In comparison to Mrs. Hughes, played by Isabelle Elton, the witch in *Snoot White* is as innocent as Eric Danmore. Alan Bunce as Dr. Malone, Elizabeth Blair as his wife and nurse, and Ben Coleman as Alton, stick their lines in alternating anglic and resolute tones befitting their characters.

On program caught Alice, whom Dr. Malone had fished out of the river an hour before her sheelid was well related her sad, sad predicament via flash-backs.

Open in g commercial interminably long; Ted Pearson's closing shot shorter but still too long. Cohen.

## Rainbow Rhythms

Reviewed Thursday, 12-15-12:30 p.m. Style—Musical. Sustaining on WIP, Philadelphia.

The varied colors of the spectrum brought to life thru the medium of modern melody is the intent of this weekly sustainer offered by Joe Frastito and his house band here. Toolsters acquit themselves well. (See PROGRAM REVIEWS on page 30)

## How's Your Math?

NEW YORK, May 11.—Leon Goldstein, of WMCA, whose three catchless fishing episodes were detailed here last week, broke the ice last Saturday and got his first trout. He was a 300 mile each time, and then he was fishing and got this one on his fourth trip.

When he brought home the prize (eight and three-quarter inches) his wife's first catch that one-unity bitzy fisher cost him \$77.25.

Now figure out how much per inch it is.

# Comment

This column is devoted to brief reviews of programs which have been on the air for some time, as well as shows which, already reviewed, rate for re-mention. Brief full-time program review is inadequate for a production that varies each time it is presented.

**Five Points Varieties**, an all-Negro variety show, is rapidly gathering a huge listening as well as seeing audience over KFFL. Broadcast from the stage of the Roxy Theatre in Denver's Negro district each Saturday at midnight, show is pulling full houses at the theater. JIMMY RUFFIN, emcee, did a similar turn on the *Vine Street Varieties* in Kansas City, Mo. Music is furnished by ROAGY HARPER, who uses a 10-piece live outfit, and various colored bands in this area will be used from time to time. Other talent is recruited locally and as show progresses it will be increased. Announcements are held on the program on a participating basis.

With a 15-cent admission and 600 average attendance, which takes care of most of talent cut, Owner ALLEN DAVIS, of the Roxy, looks to profit on sale of announcements, since he buys block time at low station rate for that hour. Attendance mostly Negroes, but white audience is growing. Due to the fact, show is new and different and offers a real live session. With night clubs and taverns closing at midnight Saturday, show has a chance to go for additional hour's entertainment. H. T.

JACK BENNY and his writers tried to satirize FRED ALLEN's program on the *Benny Show Sunday* (May 6) and the result simply proved that Allen may be easily burlesqued but not easily satirized. There is a tremendous difference between drawing nastily as Allen does and drawing with the same bent with good effect. Difference between the hokied-up version of a program and an oblique and caustic version of the same program. Benny and his authors might well listen to some of the Allen shows on information, please; *Pot of Gold* et al. to find out just how it's done. It was pretty sad and heavy handed.

## WOR's New Comedy

NEW YORK, May 11.—WOR is lining up a new comedy series to start shortly, featuring Senator Ford, Harry Herzhfeld and Jay G. Flippen.

Starting date and format not completely set. Station recently started *Henry's Back*, featuring guest funnymen, but it was a sleeper.

## N. Y. Football Giants Ask \$2,500 Per Game

NEW YORK, May 11.—New York Football Giants are increasing the price of sponsorship of their football games. Figure last year was around \$1,500, team this year asking \$2,500 for each of seven home games.

Playoff games are being thrown in by the Giants as a bonus to the advertiser—that is, if the team gets in a playoff.

## CBS Renews Murray

NEW YORK, May 11.—Glyn Murray's contract as choral and orchestra director has been renewed by the network via Columbia Broadcasting System. Extension marks Murray's fifth year with the net. In addition to Murray's musical engagements on *Elmer Freen*, *Hit Parade* and various sustaining programs he will return to the air via transcriptions for *Green Watch Co.* Green plans to return over 300 stations with a 15-minute waxed-down pop songs featuring the Murray Chorus, conducted by Jerry Cooper, with organ accompaniment by John Gart.

## J. D. Stern Shopping

PHILADELPHIA, May 11.—J. David Stern, publisher of *The Philadelphia Record* and Camden (N. J.) *Courier*, and two Philadelphia radio operators by *The Philadelphia Evening Ledger*. It sale gets approval, plan is to apply for a new wave length to give the station full-time operation.

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# HERMAN'S COMING BAND

## 802, N. Y. Hotel In a Test Suit

St. Moritz guilty of \$1,300 kink-back—court action—not unfair list

NEW YORK, May 11.—In its first court test to prosecute a kink-back case as a criminal offense Local 802, AFM, proposed to sue the St. Moritz Hotel and S. Gregory Taylor, managing director of the hotel, for allegedly underpaying Frank Makulski's band \$1,300 during 13 weeks of an engagement, according to Max L. Arons, chairman of the union's trial board.

St. Moritz was found guilty in absentia by the trial board April 20 and was ordered to produce the sum in question in a week or be placed on the unfair list which is excluded from union musicians in the future. Taylor, however, has been adamant in his denial, stating there were no shady practices between the hotel and the band, and declined to pay the money.

Instead of putting the hotel on the unfair list, which is the accepted practice in such cases, Arons said that the union would prosecute under the new kink-back law which went into effect last year making such practices a criminal act, and would attempt to collect the money in that manner.

During the time of the trial Arons claimed that the band was paid \$100 a week less than scale, although checks were made out to the musicians in the full sum of scale, deductions allegedly being made when the checks were cashed on the premises.

Although legal action has not been started, Arons stated that attorneys for the union are now drawing up the papers.

## Remotes Get That Commercial Touch

NEW YORK, May 11.—Pressing what may be a new development in the preparation of dance remote shots from location dates, attention is now being centered around commercializing the musicians with prepared scripts in the manner of a sponsored program.

First order leader to try this new phase of exploitation is Gray Gordon, experimenting with his five weekly NBC shows from the Green Room of the Hotel Edgewater. This has led to the unofficial blessing of the NBC program department, despite the surprise of the various announcers who come to the hotel ready to do lib, the broadcast as in the past and find a regular script to work from. Artie Pine, Gordon's manager, is writing the Gordon script.

According to Gordon, the work entailed in writing a daily script is made worth while by the fact that each program is a commercial addition for the trade and the public. Program has dialog treatment for Gordon; Meredith Blake, the vocalist, and many of the other stars write and photographically bring in instrumental specialties.

### Results Watched

The trade is watching the results of the Gordon sustainers, and if they meet with success it is the consensus that other leaders will follow suit. Pointed out, however, are the obvious difficulties of writing a script with out photographic help, and extra rehearsals for the band to develop better projection and maintain vocal as well as musical balance. In addition, leaders and musicians will have to learn a different style of music technique, which, it was pointed out, should not be too difficult because of their constant appearances on the air.

These shortcomings, however, Gordon points out, are easily overcome on his program, since the work is turned out of his regular office. He maintains that, if the build-up is successful, he and the boys will be able to step in right away without time having to learn the rudiments of radio.

## And Then I Didn't Write

NEW YORK, May 11.—Dave Dennis, new maestro at Jack Dempsey's Broadway Bar, at least has a sense of humor about introducing a song "with a familiar melody."

The other night, when announcing a new song that had some familiar musical strains, he wound up his comment with "we are playing this by special permission of the copyright owners."

## Celebs at Courtney Park Central Hotel Opening Gassed Out

NEW YORK, May 11.—An abrupt end was brought to Del Courtney's opening in the Coconut Grove of the Park Central Hotel here last Wednesday (8), when an exploding gas main in the street 30 floors below forced an exodus from the room of particularly celebrity-studded opening night crowd. Seepage from a burst water main caused the explosion, which shattered windows of the hotel up to the fourth floor and permeated the whole place with a strong gas odor.

The blast was unnoticed in the Coconut Grove, where a crowd that included, besides the "regulars" of the music publishing and band office scene, Joe E. Lewis, Basile Taylor, Abbott and Costello, Dixie Dunbar, Henry Youngman and other celebs, was welcoming Courtney and his band back to New York after several months in Southern territory.

As the gas smell, plus the danger of a possible second explosion, increased the customers were asked to leave. The exodus came in the midst of Courtney's introduction of celebs, with no one paying a check and many not even stopping for hats and coats in the checkroom, preferring to reclaim them next day rather than stay any longer than necessary in the gas-infested building.

The band stuck it out, in true trouper fashion, with Courtney not even aware of the reason for the crowd's sudden departure until the room was almost empty.

## Ex-Band Leader To Manage Pleasure Beach Ballroom

BRIDGEPORT, Conn., May 11.—Don Felix, local band leader, has given up his job to take over the management of the large ballroom at Pleasure Beach Amusement Park here, municipally operated spot, which season opens May 19 with Glenn Miller doing the honors.

A policy of name bands on Sundays and holidays will prevail at the ballroom during the week. Bill Burke formerly managed spot.

## Atlantic City Tootlers Up in Arms Over Summer Job Stealing

ATLANTIC CITY, May 11.—As the opening of the summer season approaches once again action fomented at the local musicians' union to keep out-of-town musicians from swarming into the resort and snatching available jobs from the home-town tootlers.

Complaints lent against name bands with drawing power and national reputations, local allowing them to play engagements here as long as they pay the traveling tax into the union's coffers. Instead, complaint is against outside musicians who hold local cards, especially the Philadelphia boys. Union doesn't accept transfers for working privileges, and out-of-town boys have been joining the local union to insure jobs here. While the Philadelphia union has jurisdiction over other South Jersey resorts, Atlantic City has always had its own union, restricted in jurisdiction to this resort.

### 50-50 Membership

As a result, local membership is half-

## Young America Selects Their Presumptive to Swing Crown

Jan Savitt second in college kids' opinion of band most likely to reach the top—Bob Chester finishes a close third—five swing bands among first 10

NEW YORK, May 11.—In an effort to gauge the box-office value, either real or potential, of the up-and-coming bands trying to scale the success heights, *The Billboard*, in its third annual survey of collegiate preferences in music and arts, posed the following question to the editors of 100 colleges and university papers in 46 States throughout the country: "Which one of the newer crop of dance orchestras does your student body consider most promising and most likely to reach the top?" Out of the writer of names, both nationally and merely locally known, that were offered stands that of Woody Herman, upon whom was bestowed the accolade of the crown prince of swing, the heir presumptive to the dance band throne, by a large majority of the colleges participating in the poll.

Thirty-nine orchestras in all were mentioned by the editors as their nominations for the outfit most likely to wear the royal purple in a short time. Of the 39, more than half are national names, the remainder being local aggregations whose ability apparently impressed the particular schools they play as being of sufficient quality to carry them up the ladder. Herman's victory (some of the more cogent reasons for which will be quoted later) was a clean-cut, well-deserved one, were the achievement of Jan Savitt and Bob Chester in finishing in second and third places. Following the leaders in succession were Orrin Tucker, Dick Jurgens, Charlie Barnet, Glenn Griggs, Harry James, Del Courtney and Raymond Scott.

## Lincoln Spots Pull Well; Clinton Tops

LINCOLN, Neb., May 11.—Money poured into dance spot tills during the past week, with Larry Clinton in the lead. The University College, celebrating the second anniversary (1) of the Student Union, topping with \$1,400. Tickets advanced at \$1.50 per couple, and were available at the door for \$1.00.

Herb Holmes opened S. H. Pauley's new acquisition, the Antelope Park Pavilion, at 40 cents per person, on a cold night, but evened the house with a little to spare at \$250. Date (2) was top choice on the university blowout to get fullest party.

Jimmy Joy, three days (3-5), at Pauley's Turnpike Casino, from 25-55 cents per person, got \$650, not bad. Take on Lloyd Hunter at King's (4), at 25-40 cents, was \$170, o.k. Two days (4-5) with Earl Gardner at Pia-Mor brought in \$375, pretty fair.

LINCOLN, Neb., May 11.—Furthering the ballroom improvements which have been made here since the first of the year, Mrs. Matt Kobalter had her Pia-Mor completely re-celled with a sound cushioning board preparation which adds a lot to the music. Job, is in the \$3,000 bracket. King's Ballroom, recently reopened, had about \$5,500 spent on its interior.

presses the particular schools they play as being of sufficient quality to carry them up the ladder. Herman's victory (some of the more cogent reasons for which will be quoted later) was a clean-cut, well-deserved one, were the achievement of Jan Savitt and Bob Chester in finishing in second and third places. Following the leaders in succession were Orrin Tucker, Dick Jurgens, Charlie Barnet, Glenn Griggs, Harry James, Del Courtney and Raymond Scott.

In the group behind these first 10, excluding local favorites, were Skinny Ennis, Teddy Powell, Johnny McGee, Bob Egan, Ray Reynolds, Earl Hingland, Gray Gordon, Johnny Messner, Mitchell Ayres, Lawrence Welk, Tony Pastor, the McFarland Twins, Pinky Tomlin, Dean Hudson and Carl Descom. Scored. Names are not listed according to position, most of the bands back of the first 10 having been voted for by only one student body in each case.

### Booking Office Guide

The purpose of this particular facet of *The Billboard's* examination of young America's musical tastes is to render a service to band booking offices, to show them that despite the flurry of excitement that accompanies the Broadway debut of a new act—the appellations of "terrific" that are leveled by the music trade at some particularly good outfits embarking upon its career in a typical "trade spot"—the final estimation of a band's potential value lies in its acceptance by the public. And in the band field a large part of that public is made up of college kids.

In order to make the distinction between bands established in quality, popularity and reputation and those just skirting the fringe of solid success, the word "new" was used, in the quotation. In the case of some of the outfits named for future hitdom that term is perhaps a misnomer. Herman has had a band for a number of years; and the selections range, in point of time a year has been storming the portals of success, from years to several months. Length of time an act has been in existence, therefore, was less a factor than the act's present position in the band picture.

### Revealing Reasons

Just as interesting as Joe and Jane Colgate's selections of the most promising among the up-and-coming bands are the reasons for their choices. In most cases they reveal legitimate, intelligent thoughts based upon a clear appraisal of the particular musicians involved. Some of the opinions that placed Herman at the top of the "newer" band heap follows:

From-goers at the University of Chicago find that "Woody" has a special aptitude for playing blues music without getting too melodiously arranged—elements are comparable with those of Ellington's." Bates College thinks that "his constant improvement, his vastly improved trumpet section, the versatility of the rhythm section and the real kick of Woody's own blowing will put the band on top." "A style similar to that of the present band crop, but with a few innovations to make him stand out," opines Pennsylvania State College, while Penn College sort of sums

and-half, with resident and non-resident members. Local boys are beefing that a musician may live here all year round, pay his 48 dues and be a full member, while a musician may live and work in Philadelphia all winter long, send in his 88 a year and be allowed to come here as a full member at the beginning of the season. Situation results in out-of-town cardholders sitting in on all jobs not monopolized by the big name bands.

Further, two prominent beach-front hotels, it is pointed out, employ Philadelphia leaders who bring their men with them instead of hiring local lads. These out-of-town members, the localizes charge, are never seen here all winter except union voting days or perhaps a holiday at the resort on their own. But by the time summer rolls around the resort is full of them, all working. While at least half of the home-towners are but of work.

It up with the terse comment, "He's got it."

Jan Savitt's shuffle rhythm seems to have helped greatly in landing him in second place. "His music is so very danceable, and his singer, Bon Bon, is the best in the business; his shuffle music is the happy medium between knock-down swing and music played in the sickening Lombardo style," according to the gals at Texas State College for Women. Jan is "outstanding in the minds of the students" at Rice Institute, and "shuffle seems to do it." University of North Carolina likes him because he "plays hot, also good sweet music," while Catholic University of America goes for Savitt's "danceability."

**Chester's "Smashing Style"**

University of Minnesota doesn't mince words in referring to Bob Chester's "smashing style displayed during an extended engagement at the Nicolet Hotel (Minneapolis), where he drew a large capacity following. As far as the point, is Northwestern University's comment: "Solid arrangements." Virginia Polytechnic Institute, Duke University and Northeastern University like Chester's "familiarity to MIMIE's arrangements and stress his 'smooth arrangements.'" "A good all-round band and a marvellous canny in Dolores O'Neill" is the way Harvard College puts it. American University holds that his music is "very good to listen to as well as to dance to," while "lateral arrangements on the sweet side" make him a fave with Yeshiva College.

Louisiana Polytechnic Institute shows a tendency toward minute dissection of bands in claiming a fondness for Orrin Tucker because "the introductory bars of each Tucker recording are met with approval." Another school in the same State, Louisiana State University and A. & M. College, goes for Orrin because of "free Bonnie Baker and a string section." Selection of Raymond Scott is justified by the University of West Virginia as "the best of the few recordings," illustrating again, incidentally, the importance of disks, inasmuch as Scott's new band has never played in-person dates and has had to CBS sustainer only a couple of months. C. O. N. Y. Business School is another Scott admirer because of "his proven ability to play both original and so-called 'classic' compositions."

**Barnet's Records**

Charlie Barnet gets the nod from State University of Iowa because "his specialty records are so quotable and singable," while "his records stamp him as the best owner of a crop of good bands. . . he is terrific. . . the one white band that plays like a colored organization." In the opinion of the

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and His  
**FLORIDA CLUBMEN**  
Lance "Toastee Time"

NATIONAL BROADCASTING COMPANY — WEDNESDAYS — 10 P.M.

(NBC — Trans-Lux Studios — Washington, D. O.)

- |                          |                         |                           |
|--------------------------|-------------------------|---------------------------|
| WMAL—Washington, 830 kc. | WIS—Columbia, 580 kc.   | WTRN—Charleston, 1210 kc. |
| WVBC—Baltimore, 1260 kc. | WPTB—Columbia, 1300 kc. | WVAB—Baltimore, 1310 kc.  |
| WTAH—Baltimore, 790 kc.  | WISB—Raleigh, 1270 kc.  | WJAB—Baltimore, 1302 kc.  |
| WPTP—Baltimore, 860 kc.  | WVBC—Columbia, 740 kc.  | WJAB—Baltimore, 1302 kc.  |
| WFOG—Charleston, 910 kc. | WOLS—Florence, 1400 kc. | WJAB—Baltimore, 1310 kc.  |

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NEW YORK CITY CHICAGO CLEVELAND

**Orchestra Notes**

By DANIEL RICHMAN

**Broadway Band Stand**

**L**EO REISMAN opens May 23 for the summer at Ben Marden's Riviera atop the Palisades, which gives the William Morris office eight local spots for their orchestra. . . **BOBBY HACKETT** winds up his several months' disagreement with **HORACE HELDT** by leaving the band June 14 to organize his own crew for the second time. . . **ITL** has a seven-piece outfit. . . **Another** embryo small combo is to be headed by **TEDDY WILSON**. . . **Leslie** ivory pounder scrapped his entire large orchestra, and **Harris** rubensals next week with a six-piece set-up, which will break in at a spot far from New York. . . **DICK KUBN** winds up 80 weeks at the Hotel Astor's Broadway Cocktail Lounge to open the season at the Ritz Carlton, Atlantic City, on the 24th. . . **RON PERRY** replaced **BOB NORRIS** at the Hotel Belvedere, latter going into the Belgium Pavilion at the world's fair on the 18th. . . **FREDY POWELL** makes it a return at the Phenosa Door June 6. . . **MARGIE STUART** is the replacement for **PAULA KELLY** with Al Donahue's orchestra. . . **BENTON BISTERS** for some "recollecting. . . gals dance as well as sing, with Al intending to give a complete show-on-one-nighters and theater dates.

**This Changing World**

**MAX CHAMITOV**, pianist with Enoch Light, leaves to go with his former boss, Joe Marsala. . . **Glenn Miller** adds

University of Missouri, Harry James' "personal ability," plus the fact that his orchestra "is getting in shape, smoothing off the rough edges," gives maestro James the edge in the 18th. **FREDY POWELL**, and "his fine trumpet" puts him at the head of the Texas A. & M. College's opinion of the most promising new orchestra. Washington State College votes for Gene Krupa because of his "rhythm, and his fine arrangements, little solo stuff, such as Goodman's clarinet."

Next week *The Billboard* carries three direct quotes from college-age editors further, along different lines. Asking the editors to fill which bands proved the most popular with their student bodies during the current year, and which outfits engendered the greatest disappointment, we received a batch of comments that make the most vitriolic drama reviewer look like a novice.

The reasons for and against certain bands, both big and small, reveal the critical attitude taken by the college kids, particularly when they are paying out good money for an orchestra. Be sure to read these campus facts and reports, and savings in next week's issue of *The Billboard*.

a new vocalist in **JACK LATHROP**, who takes over Dick Fisher's place on Dular. . . **GEORGE ZARLEY** is being hired in the Miller trumpet section while Dale McCormick recovers from a lip operation. . . **Bobby Byrne** revamped his brass section for his Glen Island opening this week. . . **CHUCK FORSYTH**, young Cleveland tooter, succeeds **Booby Guyer** on second trumpet, with **RED DI GAFALDO** added on third to bring the band up to six men including the maestro. . . **JACK O'TOORKE**, vice Ben Long on trombone, is the only other change. . . **COLEMAN HAWKINS** steps over from the Bluebird label to Vocalion. **DICK HAYMES** is the new warbler with Harry James' Orchestra. . . was signed while trying to sell one of his tunes to a publisher, James overhearing his voice and hiring it. . . **Jan Garber** picked himself a new canary, **JEAN GORDON**, and **BETTY ANDREWS** replaces **Jean Watson** with Johnny Kovach's Band. . . **JOHNNY GREEN** has an addition to his studio band of six men including violinist. . . **ART PERRY** on vocals and **FRANK LINALE** on trumpet are new to the Gray Gordon too line-up.

**And Points West**

**KAY KYSER** goes back to a familiar stand on the 18th for a month, the Catalina Island (Calif.) Casino. . . **BOB CHOBY** takes in the same spot some time in August. . . **JOE REICHMAN** locates indefinitely at the Hotel Ambassador, Los Angeles. . . **June 19** will find **JEFF HESB** engaged for an indefinite period at San Francisco's Palace Hotel. . . **BENNY GOODMAN** will tootle the score for a new Walt Disney flicker. . . **BOB GRANT** stops over at Chick's Casino, May 23. . . **Los Angeles'** Casino Gardens hosts **JIMMY JOY** for a quartet of weeks starting May 9. . . **BILL CARLSEN** gets a two-week booking at Ellch Gardens, Denver, June 10. . . **Denver** is billed as **SI**. **OLIVER BIBBS** and his New Savoy Band opens a week's stand at the Southern Club, Tulsa, Okla., May 17. . . the Columbia Bowl, new dance spot in San Francisco (with a capacity of 3,500), opens May 24 with **GORDON BURGESS** music on the stand. . . **PINKY TOMLIN** locales for a month at the State Line Country Club, Lake Tahoe, Calif., August 1.

**Atlantic Whisperings**

**L**OU JAT set for the summer at the Wagon Wheel, Atlantic City. . . and at the same South Jersey resort, **BILLY VAN** tees off the tooting at the Music Bar, and **TOMMY TRAVE** transplants his rhythms to Sandy's Belmont Inn. . . after a fling at tri-o-ing it at another local spot **EARL (GUMP) COMFORT** returned his fiddling to **PEDRO BLANCO** at the Embassy Club, Philadelphia. . . and in the same Quaker City, **BILL GATZ** is the new music-maker at Tom O'Boyle's Cadillac Tavern and **FIORENTINA** takes rest at Jack Lynch's for the rumba licks. . . **JOE MARTIN**, who recently quit **ABE LYMAN**, brings his fiddling and singing to **JOEY KERNS**' crew at WCAU, Philadelphia. . . **Martin** is a local lad who left town some year ago as Abe would to join **ERHAM JONES**. . . **Rainbow Terrace** of the Covered Wagon Inn at Stratford, Pa., opens in the outdoor dancing season on Wednesday (19) with **LEO ZOLL** for the season's dance beats. **VICTOR HUGO**, current at Little Rackereller, Philadelphia, closing a deal with string wizard **ROY SMOCK** for a set of Decca disks.

**He's Got a Good Case**

**ST. JOHN, N. B.** Can, May 11.—A one-man campaign against dancing and a demand that the New Brunswick government collect an amusement tax per ticket from public and private dances, have been launched by O. W. Perry, a backwoods legislator from Carleton County.

Perry calls dancing "the curse of the country" and demands that the government ban it publicly and privately for the rest of the war period, as an evil. If this objective is not reached Perry insists that the provincial amusement tax on all theater tickets spread to all spots where dancing is available.

Thus far there has been no support for Perry in either of his two goals.

**GAC Undergoes New Personnel Changes**

**NEW YORK, May 11.**—Continuing its personnel realignment since the last shake-up a few months ago, General Amusement Corp. discharged three more people last week and the office force went under the management of Ann Richardson, who a few weeks ago switched from Consolidated Radio Artists to GAC.

Under the last pruning the publicity department was wiped out, with the discharge of Cell Campbell the week previous and subsequently Danny Hollywood, who was let out last week. Other person to be axed was a stenographer in the one-night department.

Under the new set-up, which takes Bob Weems out on the road selling for the majority of the time, Miss Richardson takes up duties as head of personnel and contract clearance, Warren Pearl, who remains as treasurer of the agency, was switched over to the radio sales department, on which the office is now making a concentrated effort.

**Hopes To Build Up New Orleans Bands for Road**

**NEW ORLEANS, May 11.** — Marty Burke Club here plans organization of house orchestra under direction of Julian Lakin, vet trombonist, with six side men. . . Burke recently placed his wife in charge of the club, and it's her idea that local bands can be created at the spot and sent on the road. **Marty** believes it will take her a year to establish a rep for each orchestra.

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★ **JOE MARTIN**  
★ **DICK DILDINE**  
★ **BOB MOONAN**  
at the Hammond Organ

# Music Items

**Songs and Such**  
**JOHN MERCER** and Walter Donaldson co-authored the song, *On Behalf of the Visiting Elmer*, the theme song about Elmer, the American hero, around whom the world's fair is symbolizing a come-to-the-fair promotion. Mercer-Morris on the publishing end.

A 24-year-old, **Keep Your Eye on the Otis** You Love, by Alex Gerber, Howard Johnson and Ira Schuster, is undergoing a revival as *Feat*.

Walter Cross, composer-arranger-maestro, completed two originals for Mills' American Academy, *Odd-to-a Landlord* and *Croopy Weepy*. Frank Z. Stafford, recent winner of a graduate scholarship to the Juilliard School, took a composing pact with Mills.

Raymond Scott and Ted Tio Rito have laid down their batons temporarily to return into the musical score for Ben Chertok's Riviera opening on May 23. Numbers include *Musée Moderne*, *Symphony in White*, *Sax Socoete* and *Valis Danant*.

Floyd O'Brien, trombonist, and his maestro-boss, Gene Krupa, wrote a new tune, *For Chicago*. (The initials of the former in the song are just a coincidence.)

Gene Aury is doing the chief plugging chores on Irving Field's tear-jerker, *Mementos of Mother*.

**LEEDS MUSIC** just added a new show business trade tune to its catalog with *Hit the Road*, the successor to "give him the hook" when an act flopped onstage. Vic Schoen, Don Raye and Hughie Prince did the writing honors.

Rennick just released a new Bing Crosby folio, entitled *Bing Crosby's Song Sources*—a year-by-year commentary on the songs Crosby made famous.

Bernard Music Publishers of Syracuse just published the first tune, *I'm Not the Merryin' Kind*, by Lelloy Butler.

## AFM Okies

**NEW YORK, May 11.**—Singer Joey Nash steps forward with probability the most unique capsule description of musicians playing one-night stands. His term for them (with apologies to John Steinbeck) is "musical Joeds."

Frank Kelton, former v.p. of Shapiro-Bonest, joined L. Wolfe Gilbert on the Coast last week as general manager, but still retains corporate interest in Melody Lane Publishing Co. . . . Ralph Swiftman has been added to the song-plugging roster of Lincoln Music. . . . Russ Fradkin is looking after Wolf Gilbert's interest in "My Son, My Son" from the pic of the same name in New York. . . . Professional Music Men's Association made more than \$16,000 at its Annual Benefit May 4 at the Alvin Theater.

## Publishers and People

**MAXWELL WEAVER**, New York, publishing Marty Kramer's *Swing Fugue*. Composer of *How Can You Pretend?* which Fred Waring is introducing, is "Dad" Elder. "Dad" is "Dad" in reverse. When not turning out tunes, he does a clerical chore for Provident-Trust Co. in Philadelphia.

Dave Blum has been named regional director of the Music Publishers' Contact Employees' Union, giving him jurisdiction over song pluggers in the Philadelphia territory.

## Durham Forms Own Ork

**NEW YORK, May 11.**—Eddie Durham, arranger for Jan Savitt, pulled away from the band this week to form his own 15-piece combo, which went into immediate rehearsal.

The new leader, who formerly arranged for Jimmy Lunceford, Artie Shaw and Count Basie, among others, will have an instrumental of five, six, five brass and four rhythm and will himself double on guitar.

# Philly To Host Traveling Orks Again, But Spots Must Employ Localites One Quarter of Year

**PHILADELPHIA, May 11.**—The long tangle over opening this territory to the traveling band, with the musicians' union at varying times threatening to impose an excessive wage scale to freeze the outsiders entirely, has finally been ironed out. As a result, every location owner in town is a possible prospect for a traveling band without repercussions from the union front, providing, however, that a local band is given employment for at least 25 per cent of the spot's playing time during the year.

Town was once a haven for name bands and promises to be so again under the new provisions. And with the big booking offices now bidding for the spots, it will undoubtedly mean a bumper crop of network remote work, which will likewise mean employment opportunities for the song-plugging fraternity here who have been twiddling their thumbs between the specific bookings of names.

## Names Expected

Impetus has already been given to the trend toward traveling tooters. In addition to the hotel spots, which have been exploiting semi-names all season, two agencies have already given the call to out-of-town music, the new Club Ball and for the first time the 20th Century Tavern. A large batch of names is expected here mid-June when the Republican convention promises to overflow after-dark coffers.

Music Corp. of America has held the upper hand in grabbing of spots partial to the traveling tooters. But with the 25 per cent playing time for locals becoming an actual fact, it will undoubtedly mean the town will become a happy hunting ground for performers from the other big band agencies, with less emphasis on the exclusive holds. Art Padula,

operating the Anchorage Inn, has finally cleared up his difficulties with the musicians' union and is shopping around at all the offices for this band-stand attraction.

## Break for Local Orks


It is also interesting to note that an attempt was made at last year's convention of the American Federation of Musicians to put thru legislation making it a national must for spots playing traveling bands to use localites for 25 per cent of the playing time. Local bands are pleased with the turn in events, figuring that they'll get a crack at the network wires when following the traveling bands in, and, more important, bring their own efforts to the attention of New York bookers who heretofore had no incentive to come here for a listen to home-town products.

First indication of local recognition is the instance of Joe Frusatto, long a local fave but never able to attract the ear of a New York agency biggie. With the percenters now making the town a must stop-over for sales, Frusatto, who is staff conductor at WIP, has attracted the attention of Music Corp. of America, with a deal on fire for the agency to handle all of his outside bookings.

## Lombardo for Columbia Pic

**PITTSBURGH, May 11.**—Guy Lombardo is dickering with Columbia Pictures for a spot in a film to begin production in September, the ork leader informed during his week at the Stanley Theater here. A story based on the life of Jules Stein, of MCA, might form the basis for the film to be produced by Lester Cowan.

**NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS**



**COMPREHENSIVE GUIDE TO SONG POPULARITY\***

FOR WEEK ENDING FRIDAY, MAY 10

**SONGS WITH MOST RADIO PLUGS INCLUDING INDEPENDENT NEW YORK STATIONS**

NATIONAL		EAST		WEST COAST		SOUTH		MIDWEST	
POSITION LAST WEEK	POSITION THIS WEEK	POSITION LAST WEEK	POSITION THIS WEEK	POSITION LAST WEEK	POSITION THIS WEEK	POSITION LAST WEEK	POSITION THIS WEEK	POSITION LAST WEEK	POSITION THIS WEEK
1	1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9
10	10	10	10	10	10	10	10	10	10
11	11	11	11	11	11	11	11	11	11
12	12	12	12	12	12	12	12	12	12
13	13	13	13	13	13	13	13	13	13
14	14	14	14	14	14	14	14	14	14
15	15	15	15	15	15	15	15	15	15

\* THE RECORD BUYING GUIDE IN THE AMUSEMENT MACHINES (MUSIC SECTION) SHOWS WHICH RECORDED TUNES ARE BEING PLAYED IN AMERICA'S 300,000 AUTOMATIC PHONOGRAPHS.

Hugo Monaco

(Reviewed at the Deahler-Wallick Hotel, Columbus, O.)

MONACO'S combination, consisting of three trumpets, four saxes, bass, piano and drums, has the leader playing violin and with a fetching songstress for the song selling, is a pleasing one, and it already has caught on with the college group which frequents this spot.

As featured singer, Monaco has Doyle Reed, late of the Vincent Lopez and Emerson Gill orks, who sells a song in good style in addition to having a good voice.

Band is neither hot nor sweet, but smacks of both, pleasing both the youngsters and their elders. Don Volpe and Abe Dworkin, trumpet men, had their own band at one time, as did Roger Bruce, one of the saxophone unit. Joe Lippincott is the third trumpeter. Eddie Jenkins, of the sax section, does a bit of the warbling. Don Tye does a good job on piano, while Paul Edwards holds down the drums. Ed and Ray Christman, besides playing base, doubles on violin, giving the band four fiddlers.

Monaco's music is solid and modern, yet contains plenty of numbers to please the oldtimers. Redman.

Ray Keating

(Reviewed at Glen Casino Ballroom, Williamsville, N. Y.)

KEATING, a friendly frontman with a winning personality, is not of the put-and-dried variety of band leaders. But works hard, always keeping in touch with the crowd. He talks to them, using the mike more than the tannoy; fills requests, announces every number, and gives a special brief send-off to all featured songs; introduces band members, and in addition looks an impressive trumpet. His occasional solos are sweet or hot, and sound fine. He puts himself and the band over solidly.

Band's style is strictly variety, including swing, novelties and sweet stuff, but in the present location Keating caters to the crowd with plenty of ballad and symphonization. The brass section is most important, with saxes used for smooth melodic effects and the rhythm section

The Reviewing Stand

for background and occasional standouts. Books carry a wide selection, ranging from current pops and old standards to waltzes, tangos and rumbas.

Instrumental set-up has four brass (plus Keating's featured trumpet); three sax and three rhythm. Every one of the boys does special solos, and noteworthy are the triple tongue trumpet turns. Joe McDonald is outstanding with torrid drumming. The vocal department is pleasingly diversified. Loretta Dunn, an attractive gal, displays good showmanship with her versatile soprano pipes. She packs oomph and color into pops and novelties. Jack Rowe (tenor sax) sounds okeh on the smooth ballads; Tommy Duffy (trombone) handles the smooth-medium tempo numbers; and Tex Muleahy (featured trombone) puts zest into the blues and novelties. Choir and glee club backgrounds are occasionally used with vocals.

Warner.

Tony di Pardo

(Reviewed at the Cosmopolitan Hotel, Denver)

IF THIS outfit progresses at the rate it has during the six months since its formation it should do very nicely for itself before long. Di Pardo formerly tooted the trumpet with Joe Reichman, and he has built a sweet selling combination around himself. Band's first engagement at the Jefferson Hotel in St. Louis resulted in a record 13-week run, and it is being held over here.

Instrumentation is three brass, three reeds (all tenor saxes) and three rhythm, with di Pardo on trumpet. Oudt carries a fellow a tune as a girl singer in the crowd, and Betty, each of whom does a nice job both in showing and singing. Band leans toward the sweet side, and

whatever the type of number being done keeps a steady fullness of smooth rhythm going. Oudt is particularly well adapted for hot or other smart spots and leans toward the sophisticated, society type of sending. What di Pardo lacks in height he makes up in showmanship and looks, for he puts his boys thru their paces with a deft and smoothness that is reflected in his acting as well as his playing.

Truckman.

Jerry Delmar

(Reviewed at McGee's 15 Club, Philadelphia)

JERRY aims some day to lead a large 15-piece girls' band of Delmar-dears. But for the time being she's cutting the corner high and handsome with a complete crew, selling stellar symphonization rather than the sex.

Band is built around Miss Delmar's dandy pounding at the baby organ, making the electric bellows give both swing and romance. Surrounds herself with Annette Adair, violin; Ida Mae Marsh, tenor sax and clarinet; Helen Selig, drums, and Boots Mellor, string base. Except for the stompers and swingy selections, which Miss Delmar carries alone, music is mostly pop ballads and rhythm tunes in melody fashion, the sax complementing the fiddle.

Gals are just as proficient in song selling, either in the solo chanting of the mezzos or the gals collectively in glee club fashion. Special matches the hooping appeal of the music.

Orodenker.

Herbie Holmes

(Reviewed at Antelope Hotel, Lincoln, Nebraska)

WHEN dancers have once hooked to the Holmes music they retain in memory about everything else the neat harmony exercises thrown into the mike by the Cromwell Sisters. The trio, all members smart, cute and with unlimited snap,

incalls a stampede to the platform every time they face the p.-n. system.

The band, unusually formed, has three violins, three saxes, three rhythm and two brass. The effect is a fairly musical dish and gained here the biggest band any one-nighting gang ever aroused. This meant all the more because the band, in opening the Antelope Park Pavilion, appeared in a dance place that had declined under musical rule of local bands for the past 10 years.

Cromwell kids, with Nancy Hutson, the featured soloist, trim in voice and a look, work with the entire band in glee club numbers, also excellent. Gene Babbit, brother of Harry (Ray Kiser), and Arnold Lewis, a terrific tenor, lend solo voice also. Comedy comes from Wend Bill Smith, a little on the sturdy side, and B. Chawner, pianist, has not a little credit due him, because it's he who works out the Cromwell arrangements and grooves them. Holmes' entire set-up leaves nothing to be asked, no matter what kind of booking. Oldfield.

Jimmy Joy

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

FEATURING saxes, which top his whole band, Joy, specialist in the rhythms which go with long stands, has a good number of 12-piece orchestras. One of the 12, it actually plays instruments, and two, Gal Moran, un-strait-jacketed jitterbug, and Art London, sing.

Regular red men are given strength by Jimmy's clarinet, with regular Al Perguisson and Ernie Collier standouts. Larry Brooks, trumpet, and Bill McEne, trombone, are other features. Band specialty is dance stuff, and very little novelty performance is worked in. Latter is mostly left to Murray who uses the mike for a hobby-hour. She tends to over-do it, and lacks the spontaneous quality such presentation demands.

Joy has been playing in the major league for many years, and altho he's never reached the high range he's had few failures chalked up against him while standing here and there about the country. This outfit is okeh for park or hotel or any other place he can stay and build. Oldfield.

Review of Records

By M. H. ORODENKER

Singing Sides

THIS CHARMING chipper of the charming sex makes many a side on Mem of Interest. DINAH SHORE, whose song selling reaches from shore to shore via the airwaves, continues to bring vocal life to the Bluebird label, her lullaby singing making the most of Say It and Imagination. GINNY SIMMS, another sweet singer of songs, raises high for her Vocalion effort on 'Cesé Get Staried, a Germain ballad that goes back several years, and My Fantasy, the accompanying orchestra providing an Oriental setting of odd harmonies and novel instrumental effects for this adaptation from Borodin's Prince Igor classic tone.

The screen singers are as potent on wax as they are on the film's sound tracks. For Decca, SHIRLEY ROSS fashions four sides from the Rodgers-Hart Higher and Higher musical score. And with RAY SINATRA weaving the melodic fabric instrumentally, it's the soft and silky sort of singing for Is Never Remembered My Mind with the Nothing But You Waltz and From Another World with Fly Sunday Afternoon. On the same label, MARLENE DIETRICH is in an attractive album folder, including some of her screen successes: The Boss in the Backroom, Falling in Love Again, You Go to My Head, You're Got This Love, You're Knocking to Me and I've Been in Love Before. VICTOR YOUNG provides the attractive musical background.

Decca's Music Box label pioneers with a 12-inch Dance-Sing record, the full of the Bluebird label, encouraging the dance as she sings a medley of four songs for each side. The tempo varies with the tune, including rumba and waltz to make it as much a dance medley as a singing session. For Decca, the medley of My, Give a Little Whistle, My Si Si and Fly Sunday Afternoon, with the mated side including How High the Moon, Too Romantic, Nothing But You and The Sky

Fell Down. It's frankly an experiment that shows no promise of causing any revolution in recording practice. While it's a novel treatment, it's not exactly new.

The Male Voice

BING CROSBY adds to his Decca triumphs with Decca's vocal entry in this division, whose voice rings too close to the Crosby range to make it comfortable, romps thru a Cecilia revival coupled with Polka Dots and Moonbeams and My Girl mated with one of the most interesting ballad songs of the day, Moments in the Moonlight.

For the tenor tones that thrill, JAN PEZZERLE, the Radio City Music Hall thriller, affords a parlor concert in his four Royal sides of standards, Ay Ay Ay, O God, No, and better yet, One Alone from Desert Song and Without a Song from Great Day and not Great Boy as the label errs.

Columbia has two special items of special merchandising appeal for tie-ups with the corner movie house and for avid fans of the particular stars. And they must be avid. EDDIE CANTOR waxes weepy for Little Curly Hair in a High Chair from his Forty Little Mothers packaged with the lighter lyricizing for Marie. And from the Jack Benny melange, Eddie ROCHETER Anderson, without the polar bear, brings his raspy voice to the wax for My Girl, from the Buck Benny score, coupling with Shelton (Some of the These Days) Brooks' lesser known Let's Scuffie rhythm piece.

The Harmonizers

IT would make an entry with an label spotted quartet, surprising only that the competition waited so long. Only they should have waited longer. Bluebird's (See REVIEW OF RECORDS on page 27)

Music in the Air

By SOL ZATT

The New Hutton

WITH her second all-male band organization, Hutton is temporarily retiring as a band leader. Four months ago, INA RAY HUTTON (New Kenmore Hotel, Albany, N. Y., CBS), hasn't exactly hustled loose, but her new 14-piece combo doesn't do a bad job with her first network time in many a moon.

It's apparent that La Hutton has dropped the glamour label from the ork's identification and is concentrating more on music than sex appeal, and the difference is very noticeable. Of course she has little choice on the air, until television becomes a habit with dance remotes, but even at that she seems to be building very little around herself or the response of the hotel audience would have indicated otherwise.

For those who have seen the blond bombshell and her feminine crews in location spots and theaters, it's going to be difficult for Ina Ray to sell pure and simple rhythm after years of displaying her sex and showing her power. The old effervescence was limited on the air shot caught to the signature song, a vocal break and a session with the congo drums.

Ina Ray has also departed from the orthodox swing style and is concentrating mainly on mildly arranged pops and standards, every now and then breaking loose with a winger to pepper up the sugar bit. While she displays some air showmanship in the tune selection, spacing the breaks with different types of songs, she uses no specialties whatsoever and the vocal assignments, which are held down exclusively by Hutton, are very sparse—too much so for a well-balanced diet.

The band is still plenty rough—but surprisingly adequate for a crew only four weeks old.

Coffee Without Cullers

PRESENTING one of those night programs that's easy on the ears after an active day, JACK COFFEY (Hotel Gibson,

Cincinnati, CBS) does a much better than average remote with his "rock and rhythm" styling and melodic quality.

Highlighting his attempts to keep listeners glued to his number on the dial, Coffey gives plenty of variations in the different types of rhythm and melody—a heavy portion of male and female vocalizing to keep the program at a high musical level.

Coffey's song selection runs the gamut of pops to oldies and in the remaining minutes utilizes what seems to be catching on in public tastes, a Memory Medley of three old-time standard favorites. His selling effort, however, seems to be lunched around one factor, namely music, without any accompanying baloney. Daily he attempted an essential part of any program in building an audience, but somehow Coffey breezes by very nicely without the use of it.

A Nasty Gravel

JIMMY GRUER (Waltham Bowl, Los Angeles, Mutual network) offers a real musical melange in his early a.m. network spot that is genuinely lively entertaining for that hour of the morning, running from rhythm and ballad patterning on alternating numbers to instrumental solos and choral singers of sorts.

Entire show was centered around current pops, voted to the competent balladizing of Julie Gibson and Ed Kery, but the investment of the remote made up for the void in the different kinds of songs that should have been presented. It was one of those things which could be picked away at for linking into stereotyping, but for that hour of the morning, which sounded like so much noise; but on the whole the nocturnal session had so many points in its favor that the weaknesses were out-balanced. Anyhow, they should be wiped out by the morning, with the basic structure of rock programming, sell himself and his organization very well and puts on a show generally pleasing. Couldn't ask much more.



(Routes are for current week unless no date is given.)

A
Abb. Vic (Beverly Hills) Buffalo, B.
Akin, Bill (Beverly Club) Denver, D. C.
Allen, Al (Broad Edge Inn) Northfield, N. J.

B
Bardo, Bill (Mehelbelle) Kansas City, Mo.
Barrett, Mugsby (The Eve) Albany, N. Y.
Barrow, Bess (Capitol) Washington, D. C.
Bass, Paul (Coca-Cola) NYC, D. C.
Bass, Paul (Coca-Cola) NYC, D. C.
Bass, Paul (Coca-Cola) NYC, D. C.

C
Calloway, Blanche (Uli-Way) Fall River, Mass.
Calloway, Blanche (Uli-Way) Fall River, Mass.
Calloway, Blanche (Uli-Way) Fall River, Mass.
Calloway, Blanche (Uli-Way) Fall River, Mass.

D
Dandrea, Bobby (Oly 906) Chi.
Dandrea, Bobby (Oly 906) Chi.
Dandrea, Bobby (Oly 906) Chi.
Dandrea, Bobby (Oly 906) Chi.

E
Eaton, Dick (Red Hill) Pennington, N. J.
Eaton, Dick (Red Hill) Pennington, N. J.
Eaton, Dick (Red Hill) Pennington, N. J.
Eaton, Dick (Red Hill) Pennington, N. J.

Orchestra Routes

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

ABBREVIATIONS: a-auditorium; b-ballroom; c-cafe; cb-cabaret; ce-country club; h-hotel; mh-music hall; nc-night club; ps-amusement park; re-road house; re-restaurant; sb-showboat; t-theater.

Fontane, Nell (Tony's) (Jack Lynch's) Phila.
Fontane, Nell (Tony's) (Jack Lynch's) Phila.
Fontane, Nell (Tony's) (Jack Lynch's) Phila.
Fontane, Nell (Tony's) (Jack Lynch's) Phila.

G
Gagen, Frank (Gallies) Cleveland, B.
Gagen, Frank (Gallies) Cleveland, B.
Gagen, Frank (Gallies) Cleveland, B.
Gagen, Frank (Gallies) Cleveland, B.

H
Hahn, Al (Radison) Minneapolis, B.
Hahn, Al (Radison) Minneapolis, B.
Hahn, Al (Radison) Minneapolis, B.
Hahn, Al (Radison) Minneapolis, B.

I
Hartbeck, Ray (Lob Cabin) Anokim, N. Y.
Hartbeck, Ray (Lob Cabin) Anokim, N. Y.
Hartbeck, Ray (Lob Cabin) Anokim, N. Y.
Hartbeck, Ray (Lob Cabin) Anokim, N. Y.

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

J
Jalenak, Eusebio (El Taberno) NYC, B.
Jalenak, Eusebio (El Taberno) NYC, B.
Jalenak, Eusebio (El Taberno) NYC, B.
Jalenak, Eusebio (El Taberno) NYC, B.

K
Kearney, Johnny (Cibola) Cincinnati, N.
Kearney, Johnny (Cibola) Cincinnati, N.
Kearney, Johnny (Cibola) Cincinnati, N.
Kearney, Johnny (Cibola) Cincinnati, N.

L
Ladd, Lew (Melody Club) Union City, N. J.
Ladd, Lew (Melody Club) Union City, N. J.
Ladd, Lew (Melody Club) Union City, N. J.
Ladd, Lew (Melody Club) Union City, N. J.

M
Maddox, Frankie (Swing Club) NYC, B.
Maddox, Frankie (Swing Club) NYC, B.
Maddox, Frankie (Swing Club) NYC, B.
Maddox, Frankie (Swing Club) NYC, B.

M
Maddox, Frankie (Swing Club) NYC, B.
Maddox, Frankie (Swing Club) NYC, B.
Maddox, Frankie (Swing Club) NYC, B.
Maddox, Frankie (Swing Club) NYC, B.

N
Nance, Ramon (Clubs St. Louis) Chi.
Nance, Ramon (Clubs St. Louis) Chi.
Nance, Ramon (Clubs St. Louis) Chi.
Nance, Ramon (Clubs St. Louis) Chi.

O
O'Connell, Tom (Theater) NYC, B.
O'Connell, Tom (Theater) NYC, B.
O'Connell, Tom (Theater) NYC, B.
O'Connell, Tom (Theater) NYC, B.

P
Palermo, William (La Marquise) NYC, B.
Palermo, William (La Marquise) NYC, B.
Palermo, William (La Marquise) NYC, B.
Palermo, William (La Marquise) NYC, B.

Q
Quainta, Don (22 Chico) Miami Beach, Fla.
Quainta, Don (22 Chico) Miami Beach, Fla.
Quainta, Don (22 Chico) Miami Beach, Fla.
Quainta, Don (22 Chico) Miami Beach, Fla.

R
Ramos, Ramon (Clubs St. Louis) Chi.
Ramos, Ramon (Clubs St. Louis) Chi.
Ramos, Ramon (Clubs St. Louis) Chi.
Ramos, Ramon (Clubs St. Louis) Chi.

S
Sabin, Paul (El Paul) St. Paul, B.
Sabin, Paul (El Paul) St. Paul, B.
Sabin, Paul (El Paul) St. Paul, B.
Sabin, Paul (El Paul) St. Paul, B.

T
Tan, Hamer (Kawston) Buffalo, B.
Tan, Hamer (Kawston) Buffalo, B.
Tan, Hamer (Kawston) Buffalo, B.
Tan, Hamer (Kawston) Buffalo, B.

U
Umer, Ernest (Club Laurel) San Antonio, B.
Umer, Ernest (Club Laurel) San Antonio, B.
Umer, Ernest (Club Laurel) San Antonio, B.
Umer, Ernest (Club Laurel) San Antonio, B.

V
Van Osdell, Jimmie (Lobout House) Corvallis, Ky.
Van Osdell, Jimmie (Lobout House) Corvallis, Ky.
Van Osdell, Jimmie (Lobout House) Corvallis, Ky.
Van Osdell, Jimmie (Lobout House) Corvallis, Ky.



# Theater Talk

By SHERLING OLIVER

Actors are reading *Footlights on a Hero*, a theatrical novel by SYDNEY THOMPSON. Miss Thompson, a former actress who worked under the Belasco banner, knows how to write and her theater stuff is real. . . . JULIAN ELLIOTT, back on Broadway after 12 years, is making a hit at the Diamond Horseshoe. . . . Uncle Sam's Music Hall, under the management of CARL REED and HARRY BANNISTER, changes its name to 40th Street Music Hall when it reopens May 18. Old-time movies will be the new attraction, together with community singing, a county store. "I want to be an actor" stunts, dancing and drinks at your table. TAYLOR HOLMES hit once. . . . DAY TUTTLE has changed his mind and will once again operate Mt. Kisco with RICHARD SKINNER.

Additions to the PLAYERS CLUB revival of *Love for Love* are ALLISON SKIPWORTH, LEO CARROLL, VIOLET HEMING, THOMAS CHALMERS, ROSENEY BRENT and CORNELIA OTIS SKINNER. . . . FEDER will handle lighting on the Ann Arbor Festival's five plays. They are *Pygmalion* with RUTH CHATTERTON, *Winter's Tale*, *The World We Make* with MADGE

EVANS, *God's Shop* with WHITFOOT KANE and HIRAM SHERMAN, and *The Guardians* with MARY CHRISTIANS. . . . THE THEATER GUILD has bought *Battle of Anapa*, a modern drama with a Mississippi Delta background authored by TENNESSEE WILLIAMS. . . . The Belport Summer Theater, Belport, N. J., announces its first season and says it wants to hire some actors at 11 West 42. H. L. ANDERSON is director and W. R. HANSEN business manager. . . . The Theodora Irvine Players will tell off FRED BALLARD's new comedy, *The Owl From Omaha*, May 15 and 16. . . .

Now that Equity has indicated its blessing, experimental theater groups are popping up like mad. They have ideas, plans and ambitions and should be encouraged. The latest is HERBERT V. GELLENBERG's Rehearsal Theater, which will open the Cape Playhouse season at Dennis, Mass. . . . All officers of the Percy Williams Home were re-elected for another year. . . . BEE GRAHAM is back dancing the Pioneer Valley Drama Festival and went to Honolulu for a holiday when *I Married an Angel* closed its road tour. . . . WILLIE and EUGENE HOWARD have plans for reviving ISRAEL ZANOWITZ'S *The Meeting Post*. . . . The N. Y. Repertory Co. will present the O'NEILL one-act, *He and The Rope*, for a run beginning June 24, at 50 cents top. If their plans work out they will book a house for a season of repertory next fall. . . . BRIAN DONLEVY, LIBBY HOLSMAN, HARRY CAREY, FAY WRAY and ALSA LANCASTER are some of the Impresario dances the Pioneer Valley Drama Festival expects to present in July and August. . . . THE RADIO HOODLES now

include impersonations of LAURENCE OLIVIER, BOB HOPE and JIMMY STEWART in their *Hellzapoppin* routine. . . . The American Amphitheater, which has leased the Greenwood Gardens Theater at Peaks Island, Me., for a 10-week season, beginning June 23 with *Room Service*.

## NEW PLAYS

(Continued from page 15)

told: It doesn't matter much because you'll know by the beginning of the second act anyhow; there is such distrust suspicion attached to everybody else that only one person could possibly be the culprit. Some day a mystery writer will pin the crime on someone who in our suspicion, and so forth. The daylight out of all the customers.

The characters involved are the politician and his secretary, the missing man's wife, a French naturalist whom she knows extremely well, an aging Washington belle trying to keep her hold on the politician, another gentleman high in the nation's affairs and in our suspicion, and so forth. The disappearance into a sort of inverted sub-bathical.

The reasons for the slowness of what may have been a passing fair mystery matter are multitudinous: the loose direction of Frank Coelett, the small-like playing in which all of the actors try to out-Dracula each other as leaden-footed somnolence, the frequent going into cracks that are so bad that one wonders how Miss Meiser happened to perpetrate them, and above all the casual way in which the characters accept everything that happens. There are murders there is a bridge and love-making and airy (practically non-existent) badinage, and at one point the brave young detective sees a mysterious hoodlum figure going into the room of a future murderer, and thereupon immediately starts a light-hearted conversation concerning other things.

Miss Meiser does herself no good by playing the chief woman of the piece, and Eddie Nugent, hampered by his bad voice and execrable diction, makes the detective a lifeless and annoying gent and blows his lines badly that he ends as a sort of one-man gale. Also of no help is Mims Williams, who plays the voodoo woman in a way that makes Karloff, by comparison, a master of restraint. Margaret Curdie does excellently as the ingenue; William Roselle and Madeline Clive are solidly believable, and James Todd does his usual fine work.

book urging people to go out and live their own lives and then tries to live the fact from his wife, is called upon to go to the American Amphitheater and situations that ever afflicted an actor. That he actually manages to dredge from them a certain amount of amusement is to his everlasting credit; and Miss Deane, the one real personal triumph of the evening as a Negro maid. A pretty, brown-skinned sprite, she has a perfect sense of timing and a perfect sense of humor; in fact, she's practically perfect in every respect she does. If *From Under* is remembered at all (Heaven forbid) it will be recalled as the play in which she made her first Broadway hit.

Mr. Albert Smith and James Corner go as well as possible with a couple more of Mr. Kelly's untipped: Ruth Weston could be funnier but not much louder as the editor with a few lines of wit; her best performance so far as a city siren; Philip Ober squeals to every obvious burlesque temptation, in playing a four-flushing high-shoer; and Texas, a cutie who trick making her debut as the ingenue, is evidently trying to prove that she is the worst actress in the known world.

As for the play itself, the less said, really, the better. By the way, the publisher who wrote a book called *Out From Under* as an escape from his husband life and wife, using a pen name so that his wife wouldn't get sore. But she takes the book's escapist philosophy as an excuse to fall for a phony big-shot. The publisher sends a supposedly seductive siren to sign Joe to a lecture tour, and the rest of the script concerns his frantic efforts to prevent his wife from finding out he wrote the book. There's plenty of would-be blue stuff that's depressingly unfunny, as Joe takes his own advice and goes out on a tear at the end of the act. There's a midnight marriage between his daughter and the lad she loves; and his wife succumbs to his new-found vice. Considering the character of the wife, it's not surprising.

That, my friends, is the play. Mr. Pemberton postponed it from Wednesday to Saturday before he finally opened it, but three days wasn't enough. Two or three hundred years would have been better.

## OUT-OF-TOWN OPENING

### "Keep Off the Grass" (Shubert) BOSTON

A review presented by the Messrs. Shubert Musical Agency, Inc., of the Lyrics by Al Dubin. Sketches by Muri Lewis, Paric Levy and Alan Lipscomb, S. J. Kaufman and Panama and Frank. Choreography by George Balanchine. Directed by the Messrs. Shubert. Lighted by Edward Duryea, Dowling. Costumes and scenery designed by Nat Kuroson. Cast includes Jimmy Durante, Ray Bolger, Jane Froman, Ike Chase, Betty Bruce, Nan Rae, Maude Daris, Harry Adler, Virginia O'Brien, Alexander D'Arcy, Suzanne O'Dea, Jess Limon, Peanuts Bohn, Emmett Kelly, Dodson's Monkeys and others.

The Messrs. Shubert apparently have been seeing too many imitations. Their latest review, *Keep Off the Grass*, looks like a Hollywood misconception of what a revue should be. The production, lighted by a weak book, the show seems destined for an early demise.

Boston audiences enjoyed it, but in Boston favorites are applauded even if their careers are based on burlesque. In the case, Durante tried hard but was handicapped by some of the worst material he has ever had; even the audience was conscious of the desperate struggle for laughs. From our point of view, burlesque is about the best of the so-called comedy.

Ably assisted Durante are Jack Gleason, Sam Walker, Peanuts Bohn, Ike Chase, and Ray Bolger. Standouts in the dance department is Jose Limon, ballet favorite. A fencing production number also contributed some fine choreography. The latter number was featured by O'Brien from *Meet the People*, whose deadpan, off-key singing made a hit. She drew half a dozen bows on her vocal attempts to the changing of Jane Froman's character. There is a tendency to overdramatize her lyrics.

A slightly vaudeville bit by Nan Rae and Maude Davis provides the only aura (See *Out-of-Town Openings* on page 27)

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# WE WANT TO GO BACK

## Small Names at \$50-\$75 a Day In New England

NEW YORK, May 11.—Revived interest in flesh in small towns of the New England States, comparable to current activities in the Midwest and South, is indicated by the bookings of semi-famous into movie houses. Latest spot is centered in the office of Herman Citron, agent, who, thru the booking list of Arthur Fisher here, and Ross Frisco in Boston, sold Edith Rogers Dahl for four weeks in theaters, with an additional four weeks in prospect.

The idea is to feature a small name capable of producing good publicity in small and middle-sized towns, supported by three to four acts. Because of Miss Dahl's recent front page ballyhoo, offices see her on a fair box-office situation.

Theaters and dates set for Miss Dahl include the Lyra, Pittsboro, Mass., May 6-11; State, Torrington, Conn., May 12; Lyra, Lowell, Mass., May 13-14; Capitol, Lynn, Mass., May 16-22; Bayline Square, New Bedford, Mass., May 23-25, and one and two-day stands around Boston between May 26 and June 8.

Another attraction being considered for this "circuit" is Eric Rides, movie comedian, signed by the Citron office. The featured act gets between \$30 and \$75 a day, which is about all a small-town theater can pay. Houses lined up are operated by both chains and independents and seldom play stage shows.

## Hartford Bookers Form Association

HARTFORD, Conn., May 11.—A series of conferences between acts and bookers is being arranged by a newly formed organization of bookers here. The organization is seeking to standardize salaries and working conditions. The group is also attempting to eliminate cutthroat competition among its membership.

A. J. Clements, of the Clements Entertainment Bureau, president of the group; Beverly Joyce is secretary and Sam Wells treasurer. The association includes members from New Haven and near-by points.

## Yar, Chicago, Closing; To Reopen This Summer

CHICAGO, May 11.—Around June 15 the Yar will close pending reopening at the Lake Shore Drive Hotel. The hotel's main dining room and cocktail lounge, after redecoration, opens this summer as the new Yar. All under direction of Colonel W. W. Tascenko. The lot next to the hotel will be transferred into a garden spa. There is also a possibility that the pool will become a skating rink in the winter.

Concerts and symphony music will again be featured. Present Dorcas Wittich conducts the Russian concert orchestra.

## Morris Books Totem Lodge

NEW YORK, May 11.—Name acts will be used at the Totem Lodge, Averill Park, N. Y., every week-end beginning Decoration Day. Present Dorcas Wittich, of Paul Small, of the William Morris office, is booking. The opening bill has not been set yet.

## Equire, Montreal, Opens

MONTREAL, May 11.—The Equire, which opened here Friday (8), has been drawing good crowds. The orchestra is Armand Beers's and Phil Kay. Gussie the floor show, which includes the Margo Saters, acrob dancers; Duke McHale, tap dancer; Eppie Bruce, singer, and the Elmer Dede Girls. Manager in Eddie Bishop and booking is by Paramount Entertainment.

Prices are in the middle range. No minimums at cover.

## It's a Fast Life

CHICAGO, May 11.—Marty Bloom, who handles the shows at the Hotel Sherman, Park Road, Chicago, had no intention of attending the Kentucky Derby—but he did.

Invited by Mardoni, night club magician, to inspect his new Piper Cub plane, Bloom climbed aboard the ship and, before he could protest, the plane was in the air and headed for Louisville.

Marty and Mardoni saw the classic, Stamps Cafe as en route, because he is also booking agent. Mohr has been emceeing at the Moose lodge for the past seven years and is a former treasurer of the United Entertainers' Association, which was absorbed by AGVA. Johnny Welsh pinch-hit for Mohr, who was then allowed to finish out the week after paying for Joseph Campo, another actor, as stand-by.

## Agent Emsees But AGVA Makes Him Pay for Standby

PHILADELPHIA, May 11.—AGVA branch here, made its forces felt for the first time when it ruled against Paul Mohr, opening last Monday (6) at Stamps Cafe as en route, because he is also booking agent. Mohr has been emceeing at the Moose lodge for the past seven years and is a former treasurer of the United Entertainers' Association, which was absorbed by AGVA. Johnny Welsh pinch-hit for Mohr, who was then allowed to finish out the week after paying for Joseph Campo, another actor, as stand-by.

Preparing to canvas local interests for agreements, Tom Kelly, local AGVA secretary, returning from Pittsburgh, has served notice on the membership that after tonight (11), they are not to appear on any bill with a performer not holding an AGVA card. The problem of performers playing a musical instrument again comes to the fore. Regardless of whether or not such performers hold musician's union cards, AGVA will list them unfair unless holding an AGVA card.

## New York:

BUSTER BURNELL'S heel injury, which occurred during his recent engagement at Leon & Eddie's, will be healed shortly and he will resume dates with his partner, Billie, at the Strand. AND-MACLOVA move from the Havana-Madrid to the Waldorf-Astoria May 15. Fernandez and Montes begin at the Rainbow Room May 16. MARYLYNE AND MICHAEL'S stunts of inserting new pictures daily in the cards on the table is working out nicely.

CARMEN MIRANDA returns to the Versailles for two weeks, beginning May 16, replacing Harry Richmond. JEAN MONA enters the Pegasus Door May 21, set by Paul Small, of the William Morris office. THE TWINS AND BOB are set at the Bayadur Trail. BERT PROHMAN has been reengaged for another two weeks at the Hollywood.

ALBERT BOUCHE, operator of the Villa Venice, Chicago, is in town setting a show for the summer.

RENE RENNE, who recently closed a 30-week engagement at The Pince in Greenwich Village, returns May 22 for another indefinite engagement.

GYPSY FOUR, singers and instrumentalists, closed a 10-week run May 15 at Doc's Cocktail Lounge, Baltimore, although originally booked for only two weeks.

BELLE RIOBA, singer, plays the Half Moon Hotel, Coney Island, N. Y., May 25.

## Chicago:

CARMEN MIRANDA, who closed at the Colony Club Sunday, broke all records for attendance at that spot. RALPH (COOKE) COOK completes a full year at Harry's New Yorker Wednesday (15) with a new act. BOBIE, DE MARCO, accordionist, opened at the Lasplo Monday (13). ALJICE KAVAN has had her engagement at the

## Acts Prefer Returning to War Zone Than Laying Off in U. S.

NEW YORK, May 11.—With the shortage of talent because of the war causing an acute situation in Europe, several talent agencies here are again making attempts to book acts into Europe, despite restrictions. So far their efforts have been stymied by the State Department's policy of not issuing passports to countries now at war and none to neutral countries unless the applicant can prove he has urgent business there. Of the 31 American acts involving 45 performers who were there at the beginning of hostilities, 13 acts consisting of 28 performers are known to be abroad yet.

Theater managers abroad are faced with the necessity of closing some theaters unless new talent is forthcoming. Many native performers are already in the front-line trenches and the civilian status of those not yet called is limited. Most of the entertainers have been called as soldiers and not as entertainers. Primarily musicians were left alone to entertain at camps, but they are now being taken up for more intelligent purposes. Despite the scarcity of acts, box-office receipts are continuing to soar. Music and dance halls are playing to capacity.

In France the talent scarcity has reached the point where managers are raising hopes for the aged to re-engage retired actors. Nearly 75 acts were recently obtained by scurrying among the streets who had retired to homes, farms and villages. The b-o-o situation in Paris is especially good for the time being. American acts stranded in Europe are about as sad over their plight as a bear trapped in a big trap of honey. Not only are they working regularly, but they are called upon to double and even

triple in spots other than their regular stands.

It is believed that because of the talent scarcity Britain's Ministry of Labor has quietly dropped the pre-war restrictions governing foreign acts. Previous Labor Department rulings forbade foreign performers from playing in England more than six months a year. Acts were permitted to double in London, but not in spots outside that city. However, these bars are temporarily suspended, and acts are clearing up, salaries being uniformly high. How much of this coin they will be able to take out of the country at the cessation of hostilities is questionable.

In England strip artists are in great demand. The American posters are preferred by theatergoers, the shortage being alleviated by native girls who are learning to shed.

American acts in England now are Wilson, Keppel and Betty Tracey and Hay, Ben Lyons and Bobe Daniels. Colleen Family, DeVito and Denny, who have split up and are doing singles now. Owen McGivney and Pablo. Also in England are Willie West and McClure, the Condos Brothers and Jimmy Hadrow, who are in the musical at the Palladium, The Little Dog Leaped, which is still running after 52 weeks. Stafford and Louisa have returned to their home town in London after returning to these shores. Leigh Stafford is still working England.

Mathos Merrifield is in Italy, and Bledie Dean, who at the beginning of the war was in Germany, is now in Holland.

The talent shortage is not so acute in Australia, despite the fact that the country after a long time since traffic on the Pacific Ocean is no longer seriously

## Performers Ready Own Showboat for Alaska Trip

SEATTLE, May 11.—The Alaska Showboat, with a band of 15, is ready to go by around Puget Sound, readying for Alaska in a few weeks.

Harry Kreg, trapeze man and slack-rope walker, with his partner, William Louisa, will be in charge of the showboat. The motor cruiser along shoreboats those for the Alaska journey and will visit the many resorts to thrill outdoings and numbers.

## New Tacoma Club

TACOMA, Wash., May 11.—The Coffee Pot, owned by Harold Hrod, is a new entertainment spot here.

CLAUDE BYRSE, N. Y. June 8. JIM-BOY, N. Y. at the Henry Grady Hotel, Atlanta, after a run at the Roosevelt Hotel, Jacksonville, Fla.

FRANKIE HILTON is current at the Bowery, Detroit. HANK LEWIS is at the Madison's, Stockton, Calif., including Vicky Lee, Rolin and Coraith and Four Toppers. FRANCIS KENNY, adult female impersonator, will be at the RKO Madison, Brooklyn, May 17. DELISSA and ELLIOT DWIGHT (formerly O'Connell and O'Connell) opened a two-week run at the Kenmore Hall, Albany, N. Y., Saturday (11).

HARRY RICHMAN goes to the Bowery, Detroit, May 20. DWIGHT FISKE is set for a four-week stand at the Victor Hotel, Hollywood, thru Paul Small. VALLEY AND LYNNE, after engagements at Smitty's, Lancaster, Pa.; Black Cat, Wilmington, Del., and Wilson's Club, Philadelphia, Pa., set by Anthony Conning, open May 17 at the Casino Theatre, Toronto.

HAL AND JOEY ABBOTT have called for Bio de Janeiro to open at the Atlantic City, N. J., May 22.

CHARLEY (RED) HALL resumes emcee duties at Federal Gardens, Buffalo, May 6. He was there 21 weeks last season.

# Club Talent

Feather Room, extended. WINNIE SCHWELZ, dance producer at Harry's New Yorker, has introduced a new and novel Indian sadie routine, with six girls as three-dance teams.

THE DE MARCOS open at the Bon Air Club, Century Club May 28.

## Philadelphia:

FRANK HALL, local night emcee, to make a second solo appearance with the Pennsylvania Symphony Orchestra. HAROLD LARSEN, owner of the new green Casino, plans a return to the auto racing game at Langhorns, Pa., where he once held the track record. WILMA NOVAK summoned to New York for the new Zigzag Follies. TAMARA, current at Jack Lynch's, and her spouse, Ed Swan, are searching for a farm near this city so he can get first-hand info for a new magazine for gentlemen farmers which he is going to publish. DARRY, PRINCE AND CLARK making a second return to the Stock Club in two months.

ELLIAN, singer who hit the front pages last year as the ostracized Mrs. Stan Laurel, returned to the Open Door Club May 10 for a week on a percentage deal, reportedly 25 per cent of the gross.

## Atlantic City:

MAX HELMAN unshatters his Music Bar with Billy Van and the Three Kings. TALLY HO TAVIER, acrob dancer, engagement headed by Bob Moore, singer and dancer. WAGON WHEEL, also starting the season's floor shows, with Bob Louvy, song seller. DEE ROBBERS, dancer, joined the Green Book model agency. MIDGE PIELDING, who stages night shows at the better spots around town, will stage Leonard Sillman's new revue.

## Here and There:

DICK DELTON goes to the Hotel Stry-

Park Central Hotel, Coconut Grove, New York

Talent policy: Dance and rumba bands, with acts doubling from Royal Palm Room...

With the opening of Del Courtney's Band, the hotel's night club activity is transferred to the cooler room...

Courtney is a pleasing front for a capable 12-piece combo, consisting of three saxons, two trumpets, trombone, Hammond electric organ, piano, drums...

Augusto and his rumba band alternate with Courtney. This outfit makes its entrance with the playing of a rumba by Courtney...

The lull entertainment is by talent from the cocktail lounge, Charley Bourne

does the piano work excellently for Helen Standish, a fairish soprano, and Scott Powell, a bocha singer. The Ross trio is a harmony team of three gals that is considerably better...

Hotel Sherman, Panther Room, Chicago

Talent policy: Dance and show band; floor shows 9 p.m. and 12 midnight. Management: Ernest Byfield and Frank Rering...

Swinging into the mid-spring season, the Panther Room is offering two bands, one of which alone can dish it out plenty hot...

Lee Wiley, popular congress and composer, heads the entertainment bill. Author of 'I've Got the South in My Soul'...

Field over from the previous show, Albee Kavan continues to win plaudits for her smart, snappy act...

Hotel Fourteen, The Harlem, New York

Talent policy: Informal entertainment 8:30-7:30 p.m. and 10 p.m. Management: Stephen G. Green, hotel manager...

An intimate cocktail lounge patronized by socialites who either had their fill at the top-notch dancing...

Current is Frances Madrus, who recently returned from a two-year stay in Europe. She is a pleasing personality, entertaining quietly and informally...

Taking turns at the piano is Bud Gregg, who weaves pleasant musical patterns. D. H. North, of the classically-regulated-looking palmist who works at tables...

Havann Casino, Buffalo

Talent policy: Dance and show band, floor shows at 10, midnight and 2. Management: George Cecala, owner and manager...

Altho the Havana Casino had in the past always depended out from an array of amateur East Side spots, catering to thrifty strollers with fair talent...

A fair buy for the money, the spot still draws with the help of newspaper ads, but would profit greatly from the addition of a really good act or two.

Top billing went to Louise La Marr, who offered a lot of teasing dance and song number. Strictly burly material. The gal sang very risque lyrics...

Charles and Kitty Keene, billed as "Sweethearts of the Waltz," surprised by being anything but. A strictly slapstick knock-em-down drag-em-out type of act...

Harry Franke made the most of his emcee duties and filled in with pleasing hot-of-color song and dance bits. Showed good showmanship and entertained capably with self-styled lyrics...

Hen Delmonico's Manhattan Maids, a tirelessly working line, showed versatile talents, which gals displayed in solo work. They lacked eye appeal, however, in their unexciting waltzing. A fast tap, a soft-shoe high kick and a semi-acrobatic routine which went over so-so...

Floyd McKee's four-piece colored band is ok for the dancing, but did very poorly on the accompaniment, ruining all vocal efforts with a blaring horn.

Club Royale, Detroit

Talent policy: Dance and show band; floor shows at 9:15 p.m. and 12:30 a.m. Dinner prices: Dinners from \$1.50; drinks from 75 cents; cover charge, 75 cents.

A strong solo hold over at this class spot, the current production is nicely balanced. The six-piece band, produced by Sharon Lynn, open with individualistic school days routine to Tiger Rag that is cut and return for later numbers. Costumes are outstanding...

Ennie Lee Adreon opens in a whistling number of real birdlike quality, without benefit of mike, and follows with an unusual acro dance solo, featuring hand-walking and acrobatics.

Mary Knapp, dainty talents with plenty of zest and rhythm, has a variety of vocal styles, perhaps most effective as a melodramatic balladist. She really gets the funnies with When You Wipe Your Nose.

McDonald and Ross have a highly varied dance routine. Opening in a few measures of ballroom, style switches to tap, Spanish, etc., rapidly. Their team work is a decided pleasure in the act. The routines make the act different. They return in some obvious clowning, mixed catches and the like, and each does some nice solo tap work.

Cotton Club, Philadelphia

Talent Policy: Dance, band and floor show at 7:30 p.m., 11:30 p.m. and 1:15 a.m. Management: Harvey Lockman, Philadelphia, Pa. \$1.40 supper, minimum and no cover; drinks from 50 cents.

lease on life when Lockman entered the management and his own for this season as Delmonico's. Now, as the Cotton Club, with a fast-stepping and moving septa floor show and band spot has all the elements that make for a club...

Show gets a speedy end-off from Son and Sonny, male duo of speedy boozers, which is a bring-on for Princess Valda, who puts her body thru all the expected jollyish contortions. Gal is a shake artist.

Laon and Sandra, personable dance duo, following with an engaging exhibition of the intoxicating rumba and Congo routines. Troy Brown, slightly colossal both in form and wit, carries his luggage well for his stinging monologs.

Rods and Curley, male duo of tap experts, bit high on their dizzy footwork. Ed James is as strong as ever in selling the blues ballads.

Biggest response goes to handsome Bobby Evans, who does double duty here, serving as the band leader and as a singer. Much at stake here, for the hand as he is on the floor, show, stopping with his smart song and show work.

Practically all the performers here had lock-on to their first big break in show biz at his Ubangi seasons ago, and they give out for him here.

M. H. Orsdrenker.

Barney Rapp's Sign of the Drum, Cincinnati

Talent policy: Dance band. Owner, Barney Rapp; manager, Irving Herlands. Drinks and sandwiches from 70 cents; cover charge, 10 cents.

Seventy-five-cent minimum week days, \$1.25 Saturdays.

This suburban spot recently ditched its 25-cent admission (40 cents on Saturdays) in favor of a minimum to weed out the non-paying tipsters.

Barney Rapp's New Englanders are the stock band feature here, but when they're on the road the podium is occupied by a local or traveling combo. The use of better bands in recent months has been one of the reasons for improved business.

The club recently dropped its two-act floor shows, when the attractions which the limited talent budget made possible failed to draw extra biz.

Spot hases WLW-WBWL wire, with a local spot on the air every Monday night, with a NBC Coast-to-Coast twice weekly. Drinks and cuisine are good, with prices reasonable and service topnotch.

While Johnny Dorsey is reported to have dropped negotiations to buy half interest in the place 6 few months back, rumors persist that he is part owner, which Hap Denies, however.

Bill Sachs.

Bal Tabarin, New York

Talent policy: Dance and show band and relay dance band; floor show, staged by Jack Lewis, at 8, 11:30 and 1:30. Management: Johnny Hurole, operator. Prices: Dinner from \$2; no cover or minimum except Saturdays after 10 p.m.

The floor show is better than you would expect, considering the time \$1 dinner, being quickly and pleasantly and then sign Infim Summer and Wagon Wheels, giving them considerable feeling. Wanda and Collins, ballroom team, opened with a conventional tango followed by a mam and no cover; drinks from 50 cents.

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'No Name Jive' Coming Up

NEW YORK, May 11.—What gives every indication of being a new in the record is Glen Gray's reading of No Name Jive, just starting to come up on the automatic phonographs throughout the country. The swing number started its phono career this week with a bang.

For further details on this recording and other popular in the music machines, turn to page 72 and the Record Buying Guide in this issue of The Billboard.

Fay's, Carman in Philly Drop Vaude; Camden to 3 Days

PHILADELPHIA, May 11.—After next week Fay's is going dark until the fall, and the Carman goes straight pig. Only two more shows will be the Sunday stands at Woodside and Willow Grove amusement parks.

Possibilities of stage shows for any of the Warner Brothers houses when the music strike is now in its sixth month, are remote than ever. Thomas J. Williams, federal labor mediator entering the impasse, admitted that, tho he is still optimistic, an settlement can't be reached, he has made "no progress" whatsoever thus far.

The Towers in Camden slices its seven-day stand to a three-day week—ends during the hot months, bringing in units during the week on a spot booking basis. However, slack in talent bookings is expected to be taken up by the night clubs.

Tom Mix 1-Niters; Ritter for Films

NEW YORK, May 11.—Tom Mix has been added to the roster of Westerns faces making one-night vaude stands by Martin Wagner, of the William Morris office. Mix will play Midwest theaters for three months, beginning June 1. No commitments have been made for him after September, since he may return to films.

Tex Ritter, now making personal appearances in Texas, winds up his tour May 18 to make a picture for Monogram.

B. & K. Managerial Changes

CHICAGO, May 11.—Several changes in management of B. & K. theaters, to take effect early in June, were announced this week. William Holden moves from the State-Lake to the Chicago when Roy Bruder leaves to enter business with Johnny Perkins. Holden will be succeeded by Charles Gottle, now at the Marbro; Ed O'Donnell switches from the Paradise to the Marbro; George Romine from the Senate to the Paradise and Jerry Winsberg from the Lakeside to the Senate.

Aiding Variety Fund

LONDON, May 4.—Acceptances for gala variety performance in aid of Variety Artists' Benevolent Fund at London Palladium here tomorrow (5) include Oracée Fields, Arthur Askey, Max Miller, Flanagan and Joe Conroy, Florence Desmond, Bebe Daniels and Ben Lyon, Jack Warner, Ravics and Landeur, the Condos Brothers and Maurice Collesano and Company.

Hope Unit Is Willing

NEW YORK, May 11.—Bob Hope and his unit made up of talent from his radio show are being made available for two more weeks. Already booked at the Chicago, Chicago, and the State here, the outfit is being for dates at the Michigan, Detroit, the Palace, Cleveland.

Price for this combo, including Jerry Colonna, is said to be \$15,000 plus percentage. William Morris office agents.

Hutton Asks \$1,500

NEW YORK, May 11.—Betty Hutton at the conclusion of her run in Two Bear the Heat will be submitted by the William Morris Agency for vaude. Asking salary for the former Vincent Lopez canary is around \$1,500.

Slow Season for Ft. Worth Spots

FORT WORTH, Tex., May 11.—With the Den, night club in the Thea Hotel, shutting for the summer June 1, this city is looking forward to the slimmest night club season in years.

However, this lack of first-class night spots should be an aid to Casa Manana open-air cafe-restaurant opening June 23 for a month, as it will be the only big-time local nitery. Casa Manana not only will have name bands but also five acts and a line of 60 girls.

There are two other big spots still open, but they are outside city limits. The ballroom at Casino Park on Lake Worth opened its 14th summer season yesterday (10) with Bill Carlson's Orchestra. The 400 Club on the Jackboro highway has Layton Bailey's Orchestra. This spot is branching out into the one-nighter field, Fats Waller being booked for one night May 22.

There is still no prospect of the Show Boat, open-air spot also on the Jackboro highway, reopening this summer. Carol Lother's Orchestra went into the Den May 1 for the spot's last month.

Window Kitchen Helps Business

NEW ORLEANS, May 11.—Jimmy Cooper, operator of the Court of Two Sisters, night club, has discovered a popular attraction.

Window Kitchen is such a place that night and day patrons cannot escape seeing culinary art in its makings. Cooper has found the glass-fronted refrigerator whetting appetites.

The new law increased considerably, since the innovation.

Sponsors Skating Teams

NEW ORLEANS, May 11.—La Lune Night Club management is sponsoring two full teams of boys and girls in a four-team roller-skater city championship series to be held at the St. Louis Cathedral Community House here.

Keystone Cops in N. C.

SEATTLE, Wash., May 11.—Mike Lyons, proprietor of The Show Box, night spot, opened April 20 what he believes is his outstanding show of the year, the Keystone Cops. Appearing in person are Chester Conklin, Hank Mann, Snub Pulpard and Al. St. John.

Berle Set for Chicago

CHICAGO, May 11.—Milton Berle is set for two weeks at the Oriental Theater when that house returns to stage shows Friday (17).

Sophie Tucker, now at the Chez Paree, opens at the Oriental June 7.

Talent Agencies

JACKIE WILCOX, formerly a circus executive, has joined the Vic Allen Agency, Kansas City, Mo. Allen recently quit the Paragon Enterprises to open his own office.

WILLIAM H. GREEN leaves Music Corp. of America June 1. For the past two years Green has been in charge of publicity and advertising in the Chicago office. Plans a Mexican vacation and will announce a new affiliation June 15.

JACK BENS, formerly with RKO, succeeds Green.

RAY S. KNEELAND, Buffalo, has added the Henderson, Dankin, N. Y., supplying four acts to Mrs. Edna Praxley, proprietor, every week.

WALTER J. GLUCK, Buffalo, is doing a lot of nitery bookings, including Lenny Gale into Frank's Casa Nova; Brylis La Rue into Kaufman's Caf. Madrid; a return engagement after a previous stay of 2 1/2 years; Rita Zane into the Palace Theater; Little Joe Little and Kay Windsor into Monks'; and Margie Winters into the Chez Paree, Rochester, N. Y.

BENNY VENUTA and the Hilton Sisters have been signed to exclusive contracts by the General Amusement Corp.

MARK JOHNSON, of MCA's New York office, is back at his post after a case of pneumonia.

He Got Publicity

RIO DE JANEIRO, Brazil, May 11.—Jack Powell, on his arrival here, managed to grab himself a good bit of front-page publicity because of his antics at the dock. Appearing on deck with make-up and drum sticks, he beat out rhythms on every object available while cameramen clicked away.

It was going out to left field for publicity, but it worked. His drawing heavily at the Casino Balmeario Atlantic.

Sparks Wants 4G; Pangborn, Kruger, Costello 5G Trio

NEW YORK, May 11.—Ned Sparks is being added to the list of film names available for vaude. He is asking \$4,000. Management by Consolidated Radio Artists.

Franklin Pangborn, Dolores Costello and Harry Kruger are being submitted by CRA at \$5,000 weekly as a trio.

Kilby Takes Over Asbury Park Club

NEW YORK, May 11.—San Remo Club, adjacent to Asbury Park, N. J., has been taken over by Harry Kilby, local booker. The spot acquired from Gene Fuld will be renamed the Cuban Casino and will feature Latin bands and entertainers. The new policy will go into effect June 14. Kilby says he has a 10-year lease on the spot.

The club has been in existence more than 20 years, and will be renovated before the opening. Kilby appears to keep the place going thruout the year.

It is expected that a race track will be built near the spot next year.

The Ross-Penton Farms, recently acquired by Meyer Davis, is four miles from the San Remo.

Pa. Labor Dept. Pushes MCA License

PHILADELPHIA, May 11.—Anthony G. Sharkey, in charge of booking licenses for the State Department of Labor, served an ultimatum today on Music Corp. of America that unless it procured a State license immediately all MCA acts appearing for engagements in the State borders would be stopped.

While the license fee is only \$100 a year, the law stipulates that an address must be maintained in the State, which would necessitate MCA opening a branch office in Pennsylvania. Only other alternative would be to book their shows and acts thru a Pennsylvania agent, which would mean splitting commission fees.

While Sharkey has no legal right to stop shows, he claims he can achieve that end thru the act buyer, in that the liquor control act stipulates that only entertainment employed thru a Pennsylvania licensed agent can be employed. Violation of the amusement license jeopardizes the spot's liquor license.

Hurricane Show Much Improved

NEW YORK, May 11.—The show at the Hurricane has been considerably strengthened since the premiere April 17. The all-native cast has been replaced by the aperting of singer Sara Ann McGohee, who is a competent stylist, and Harrison and Fisher, who doubled from Loew's State last week and whose punjabi dance routines were well received.

The show still has eight native girls, who will be replaced by a new batch of native hip-swayers next week. Three male artists, still in the cast, are to be dropped. The male hip-swaying show will no longer be authentic South Sea, but it will be more commercial.

Eddie Bush's Hawaiian band is still featuring with the Cann. rumble, a new skating routine, froed by tall and jocular-limbed Lolita, Corboba, who shakes and sings and their shaka some more.

F. D.

Chi Theaters Again Battling For Attractions

NEW YORK, May 11.—The battle for vaude names in Chicago will be on once more starting Friday (17), when the Oriental, a Jones, Linnick & Schaefer house, returns to its combo and bargain price policy. Oriental has been showing Gene With the Wind for 17 weeks and, anxious to recoup its old flesh fan following, the management will compete for names from the Chicago and State-Lake, both operated by the Balaban & Katz chain.

Johnny Jones, Oriental executive, was in town this week to sign acts and attractions and judging by the names booked for the Oriental the flesh budget will be higher than in pre-Wind days. Milton Berle will top the opening show and the succeeding line-up will have Willie and Eugene Howard, Dixie Dumber and Beverly Roberts in the same show.

Howe will also be in the market for name bands and has already set two thru the Music Corp. of America office. Jones contracted for Bob Crosby, who is winding up an engagement at Chi's Blackhawk Cafe May 21, to follow the Howard Brothers, and Benjamine for a later date is Sammy Kaye's outfit.

The Chicago Theater heretofore has been playing all top bands and acts, with the surplus going into the State-Lake across the street. Reopening of Oriental will give more bands a chance for loop house showings, as well as additional band booking agencies. Earlter, Vincent Lopez was scheduled to go into the Oriental, but his prolonged run of Wind and his opening at Billy Rose's Aqueduct at the New York World's Fair today forced him to cancel the date.

In the meantime Chi's RKO Palace, which switched to pictures last year, is still undecided on a new policy. The bills were booked out of the local RKO office.

St. Moritz Roof To Open With Varzos

NEW YORK, May 11.—Entertainment at the St. Moritz Hotel has been transferred to the Roof Garden from the Restaurant De La Paix. The latter room, formerly open thruout the year, will close this summer. Included on the opening show, May 17, are Eddie Varzos, who moves up from the downstairs room; Gonatas and Christine; Marcelita; Rando; and the new quartet for Dick Kuhn's band; Emil Boro, who will appear only at the supper show, and Margaret Scott, accordionist, who will provide full entertainment. The roof will have no reliefs.

Greta's Viennese Restaurant in the Hotel Navarro, to be operated by Greta Freund, former European opera singer, will take the place of the recently closed Fox and Hounds Club. The Fox and Hounds, in operation only two months, was run by Joe Colonna, brother of Jerry. Entertainment policy under the new management is not definite.

Detroit Fox Opens With Ted Lewis

DETROIT, May 11.—Opening date for stage shows at the Fox Theater has finally been confirmed for next Friday, with Ted Lewis as opening attraction. This is the first time the theater has been predicted, and will enable the Fox to have a week of stage shows, while the Michigan, opposition house, is showing straight pictures.

It is expected that this alternation of stage shows will be the rule of both houses.

WANTED - ORGANIST

Immediately, with Hammond Organ or Novachord, for Ice Skating Show. 20 weeks' work. Good salary. Address BOX 428, THE BILLBOARD, 54 W. Randolph, Chicago, Ill.

Loew's State, New York

(Reviewed Friday Evening, May 10)
State's show this week is headed by Mills Britton's screwball band; Gertrude Nielsen, comedienne and Dean Murphy, who until tonight program was playing to fair business. Second-run picture, Road to Singapore, might help the gross thru its name value.

Opener, Three Samuela and Harriet Hayes, two men and two girl dance flash. While essentially a hoisting turn, set is varied by occasional boogie and knock-about. Routines include a tap by two men and one girl, euro number by the second girl and a flashy military turn by all four. A smart-topping Barry Goodsmith Brothers, around for years, still doing a very good comedy dog act. Men are dressed shabbily and chatter through the turn. Foomah, a couple of French peddlers, are fantastically clipped and show wonderful intelligence. Routines include pyramid balancing, dogs on top. Much of it develops into hook knockabout, the dogs and the brothers doing hilarious nonsense. Closed very strong.

Dean Murphy, one of the top mimics in the business, did impersonations of Mae West, Garbo, Highburn, Charley McCarthy, President and Mrs. Roosevelt, Clark Gable, Charles Boyer, Lionel Barrymore, Ronald Colman and W. C. Fields. Very big, and had to encore. Material contains much humorous satire. He does his stint with a minimum of fuss, sliding from one characterization into another.

Gertrude Nielsen sang Yodeling Jive, When a Gypsy Makes His Violin Cry and Annie Laurie. Scored a distinct show-stop, and for encore did Oh Johnny. Johnny was built into something of a production. Ruby Zwirling's boys chiming in with nonsense. Miss Nielsen did two or three versions of the tune, last a take-off on Bonnie Baker.

Mills Britton, a good stage band, has an assortment of high-powered lullabies, including eccentric Tom Rafferty, Joe Britton, Irving Jaffe and Chubby Silver. Chief element of the foolishness is surprise, and things happen all over the stage. Fiddles are bustled, conks cracked and finally the backdrop is torn down. Audience loved it. Paul Ackerman.

Vaudeville Reviews

State-Lake, Chicago

(Reviewed Friday Afternoon, May 10)

It's Harlem time at the State-Lake this week, with Jimmie Lunford, "The Harlem Express" and a bill of septa acts. For swing addicts it's strictly cash. Lunford's organization is hard to beat in its particular field. Strictly swing and solid on the brass, the band leans heavily to novelty numbers, such as I Want the Water Under the Water, Whom, Fuzedo Junction and Hep, Hep, but varies occasionally with numbers such as Stardust and a Beethoven sonata, to which they are not so well suited. Willie Smith and James Young do some excellent vocals. Miller Brothers and Lods are a versatile dance trio with plenty of speed. Offer several novelty routines that are very good, particularly one done atop a narrow table.

The Dandridge Sisters, singing trio, have fair voices and their warbling of South American Way and other pop numbers was a good fund.

Bran and Leo, comedians, are handicapped by weak material, but when they go into their dance routine they are entertaining and finish strong.

On the whole the bill is weak, aside from the banjo lullaby Picture, Paramount's Darling Darling, and "Sensational Siren," is strictly for the come-on. It's really Not Green.

Fay's, Philadelphia

(Reviewed Friday Evening, May 10)

In its closing weeks before the usual darkening of the house for the summer, House Manager Sid Stanley has shaped together a frothy stage revue that makes up in quality what it lacks in the usual quantity. It all runs smoothly and in 1940 fashion for some very delightful 45 minutes.

Making most of the burly strip stars as box-office bolster-uppers, two stand-out epigrams revealers are on for the unveiling this trip, Diane Raye and Madge Carmyle, altho the ad billings and marquee promises three tenors, Virginia Dare, billed as "Broadway's Darling Darling," and "Sensational Siren," is strictly for the come-on. It's really

Virginia McNaughton who embellishes the production numbers with some fancy footlike work.

Curtain split brings out the hoarse line of a dozen ponies, cut from 18, for a rousing tap routine, ending with singing and rolling a hoop. Miss McNaughton gives it a smash finish with some smart high kicking.

Harry Holmes & Co., latter comprising a man and fem stereo, pan out as a one-man bellhop-opper, giving the cues from a piano bench, where he rambles inanities over the keyboard, it's check-out of bookman, ranging from a skeleton running thru the darkest house to a dummy dame tossed out of the upper box. Good timing makes the bedlam social for most, with only lulldown in his finale. Holmes playing a piano solo in xylophone style, carrying none of the punch built up strongly up to that point.

Miss Carmyle, blond beauty, follows with a fast peel that's limited to the dropping of the bras. Chorus come on for the pace change with a Venetian waltz tune. And again, Miss McNaughton tops it off with a useful tap tapping.

Jim Penman, comedy juggler, is convincing when twirling the three rubber balls or tossing as many Indian clubs. On the whole, the show is an assortment of alleged jokes that even Joe Miller would consider Joe Millerish. The material drags him down beyond recall. Diane Raye picks it up, coming out in crinoline lace and hoop, which she sheds quite expertly by the time Conductor Harry Cohen segues his pit pipers into a second song.

Can't Broke, a man and a woman, with their hand-to-hand acrobatics, bringing a refreshing comedy lift to their gymnastic feats. House line calls down the curtain with a military tap with sign.

On Their Own gives the bill screen support. Big fair at late supper show. M. H. Orosdenker.

Roxy, New York

(Reviewed Friday Evening, May 10)

The Roxy production staff does naughtily by itself in blending such diverse elements as an uninhibited troupe of septa Jitterbugs and a pair of classical ballet dancers. While this apparently riotous orthodox procedure, the expertness of the routinings has the audience liking it.

Current bill is divided into two sections. First half being by the septas. Opening is by Whitley's Jitter-Dancers, eight couples who do fast stepping to get the show off to a good start. Avis Andrews displays a few oddball novelty numbers. Watching the Clock and Let's Come Back to Me. A reliable entertainer, she gets a good hand. She is given her due by the Jitterbugs. On his second visit here within 10 weeks, Bill Bailey repeats his expert tapping to net well applause. His impression of Bill Robinson is a show-stop.

Whitley's Jitter-Dancers close the septa section of the program with frenzied jittering. Contributions by the various couples provide many laughs. The handicap of following the exhibit is nicely overcome. Atmosphere by the Gae Foster Girls, together with an impressive set, give Karen Conrad and Alessa Dolloff of the Caterpillars a superb ballet, the proper setting. Altho Dolloff lacks the commercial quality possessed by Miss Conrad, they make a good showing when paired. They start with a rousing tap. Singlets, items which she does a solo that registers heavily. They close with another classic bit which is also beautifully done.

The Merry Meds, recently in the Paramount, also give good account of themselves. Scored twice.

The Cise Foster line closes with its bicycle ballet.

Fig, the Republic super, Dink Command, Big fair then caught. Joe Cohen.

Hippodrome, Baltimore

(Reviewed Friday Evening, May 10)

Dave Apollon's Vertices of 1940 occupy the stage for 65 minutes of solid entertainment. Sharing the spotlight with Apollon is Columbia's The Doctress Takes a Wife. Royal Filipino Orchestra, 14 men headed by Apollon, plays for the show from the stage and does a good job, also rendering pop tunes and instrumental specialties between acts. Line of 10 girls, with a high percentage of lookers, is well trained and costumed.

They're on for three routines, including La Conga, which they do with gusto and precision. First specialty is provided by Ania Jakobi in an acrobatic tap. She's a long-legged gal, and aided by effects of a storming gown, does some fine dance contortions and flying cartwheels.

Ben Berli follows with comedy juggling. Furnishing some hilarious moments for the audience, Berli has the inherent instincts of a comedian and his juggling is expert, a combination that makes for zesty results. He was forced to beg off. Maurice and Marvin, dance team, added to his bit of the entertainment with several pleasing numbers. Blond Marvin and the dark Maurice make a good-looking couple. They work gracefully in the waltz and jitter, but girl is a bit heavy for the lifts. Doris Dupont, personal, a brunet, offers a few tap routines with and without benefit of music. Has clear taps, but nothing unusual.

Carol Manners, the radio lark with a peculiar type of lipset, does next to closing. Rendering an aria from The Italian Street Song, as well as several pop tunes in her high soprano, she bows out to heavy response. Closer is reserved for the entrance of the dogs to do the course of Oil and Terrific Malesen. Three canines, Benny, George and Butch, have been trained to respond opposite to Oil's commands, while Malesen's urgent but vain attempts for the dogs to do the course at the proper time make for many side-splitting situations. It's a strong performance.

Dave Apollon lends his charm through the procedure. He does next to nothing, as he can't sing. In addition to keeping his fine show working at a fast clip, he interposes the acts with excellent guitar solos, lends the band, joshes with the entertainers and dances and does some of his comedian's musings. His comedy antics are on the same high plane as his well-balanced one. Phil Lehman.

Music Hall, New York

(Reviewed Thursday Evening, May 9)

A show for the time, as is generally the case in this beautiful temple. This new Russell Market production, the first in seven weeks due to the long lip achieved by Dave Belnick's Sobeca, revolves around common, catchy phrases and words. Ingres and W. G. outfits introduced each of the four scenes with rhythmic bits of gossip.

The opening, a musical and vocal arched in blue, is beautifully staged but is too lengthy. Featured are Erno Rapee and the symphony orchestra, the choral ensemble and Henrietta Schumann, pianist spotted on an elevation. Ingres and W. G. outfits introduced each of the four scenes with rhythmic bits of gossip.

Lighter in vein and more entertaining is the rustic scene featuring the "Cops and Bites, is beautifully staged but is too lengthy. Featured are Erno Rapee and the symphony orchestra, the choral ensemble and Henrietta Schumann, pianist spotted on an elevation. Ingres and W. G. outfits introduced each of the four scenes with rhythmic bits of gossip.

Frank Paris is out alone on this innards scene for the "Cops and Bites, is beautifully staged but is too lengthy. Featured are Erno Rapee and the symphony orchestra, the choral ensemble and Henrietta Schumann, pianist spotted on an elevation. Ingres and W. G. outfits introduced each of the four scenes with rhythmic bits of gossip.

The sensational Rockettes draw their customarily heavy response in the finale with a precision number, created by Gene Snyder, that is probably one of the best yet seen on the commercial stage. Their high kicks in union make a highly impressive sight. Robert Landrum and Laura Keane, capable song team, sing The Rockettes in a duet of I Always Say, a nice enough tune composed by Robert Emmersch and Albert Stillman. Entire company returns to create a colorful and lavishly costumed curtain scene.

On screen, My Son, My Son! (United Artists). Big very good last show opening day. Sam Honberg.

Riverside, Milwaukee

(Reviewed Friday Afternoon, May 10)

Billed as a "farical, fast and furious" show with "a big cast of European artists, gorgeous scenes and dazzling costumes," the Revue De Perce falls a bit short of its elaborate build-up. Opening number by the Wild Dancing chorus of 12-clubbers is a rumba, with Donna Lu, Pa, who has been standing them out at the Old Heidelberg, tittery just north of the city, turning in a hot

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HOUSTON COUNTRY CLUB, Houston, Texas.

MAY 30

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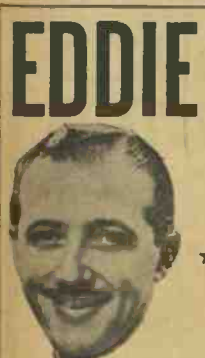
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performance, augmented by some clever lighting effects. Her nifty contribution was to the tune of *The South American Way*.

A male juggler assisted by a comely, blonde tosseu balls and tambourines about in fine fashion. Wind-up finds the two keeping six tambourines going back and forth between them.

Sid Marion and Cliff Hall put in two appearances and are decently funny in each instance.

With the aid of trick lighting, the chorus does a black and white number to *The Little Man Who Wasn't There*, by the pit orchestra.

A male acrobatic tap dancer performs in good fashion, culminating in a cart-wheel routine set to the tempo of a train and executed atop a small platform.

A combination of two girls and two men do a series of comic ballroom steps, with the burlesque at times binging near boredom. Top stunt of the act occurs when one of the men balances himself on his toe stop the end of a specially propped violin. Only fool on whole program is a start at Careless by one of the gals, when she is choked off by her partner.

Finale presents the chorus in military caps of red, twirling batons, with the leader in white handling her baton with excellent precision. While the dancing of the chorus and the individual acts is good, its abundance makes the bill somewhat top-heavy in that direction, the house rather sick when pie at second afternoon show. Pic, *Atlas* the Deacon (Univ.). H. C. Brunner.

**West End Hotel Goes to Grossman; New Policy?**

LONG BEACH, N. J., May 11.—Change to ownership of the Hollywood Hotel, West End, has brought in Sidney J. Grossman, of the Hotel Grossman, Lakewood, N. J., supplanting Frank Selden. The Hollywood, under Selden management, budgeted heavily for acts, personalities and name bands, booked by the Abner Grobrier office, of New York. Policy under new set-up has not been announced.

**Winter, Wis., Club Resumes**

WINTER WIS., May 11.—George Thill and Lauren Wadleigh have taken over the Wannigan Club here from Fred and Jim Peterson. The Cardinals Orchestra furnished music for the opening.

**Frakson Clicks in Seattle**

SEATTLE, May 11.—Held for a third week at the Hotel Olympic, Seattle's leading hostelry, is Frakson, magician. His booking marked advent of new entertainment policy of Archie Loveland, band director, who is also to direct entertainment.

**Fogelman Plans AC Club**

ATLANTIC CITY, May 11.—Benjamin H. Fogelman, who has operated Benny the Bum's, Philadelphia, is in town looking over the sites. He plans to return to Philadelphia in the fall, opening an intimate spot.

**Names for Lewistown**

LEWISTOWN, Pa., May 11.—Sixteen name bands have proved popular at his Rialto Theater, manager Paul Klingler is lining up additional bands. No set policy; buy the bands as available.

**Tamaqua, Pa., Vaude**

TAMAQUA, Pa., May 11.—Vaude received a tryout at Victoria Theater when "Stage Show, Midnight" in Paris, was booked for two-day run. Show drew well. Pic was Free, Blonde and 21.

**Darby Club Opens**

DARBY, Pa., May 11.—Joe O'Shea unshuttered his Wagon Wheel Inn last week with Al Wilson, comic; Ray Fitzgerald, singer, and Fred bubble dancer.

**AGVA Signs More World Fair Shows; Trouble With Gest**

NEW YORK, May 11.—American Guild of Variety Artists here claims that only two of all the World's Fair shows are refusing to negotiate for AGVA agreements. They include Morris Gest's Midget Village and Thru Forbidden Tibet, managed by Duke Fenton and Zachary Barak.

Gest refuses to see AGVA reps regarding the Tibet show, according to AGVA, which filed charges with the State Labor Relations Board against the show this week. AGVA wants a \$35 minimum, while the operators, AGVA says, offer \$20 and 4 per cent of the net profit at the conclusion of the show's run.

The Dance Parade of Natloga, show featuring Rosita Royce, was staged by AGVA. Al Tyler and Fred Nerret, ops for the Whiteway Casino, Inc., agreed to pay principals \$950 a week minimum, chorus \$40, and ballyhoosers \$35. Maximum shows is eight daily and 10 Saturday and Sunday. One-half of the daily salary is to be paid for each additional show. Nine-hour minimum schedule, with a half-hour rest between shows.

Almon Shaffer's Winter Wonderland, a World's Fair attraction, was signed by AGVA yesterday. Nine principals will get a minimum of \$75 per week, 11 chorus girls at a \$50 minimum, grinders \$30 for a seven-day week and ballyhoo girls \$30 for a six-day week.

Principals will do a maximum of 35 performances a week, and not more than five any one day during an eight-hour stretch, with one hour rest between performances. Chorus works 30 performances a year, maximum (five shows daily under a six-day a week schedule) and each one doing a specialty is to be paid an additional \$7.50 a week.

**Russ Troika Closing**

WASHINGTON, May 11.—Russian Troika, Helen Hamilton's swanky night spot, closes for the season the end of this month to reopen in mid-September. According to Mrs. Hamilton, business has increased for each of the six years that the Troika has been open. Entertainment policy will be unchanged for next season.

**Review of Unit Marx Brothers "Go West"**

(Reviewed Friday Afternoon, May 10, at the Chicago Theater, Chicago)

The roar of the MGM lion fades and in its stead roar Groucho, Chico but not Harpo, who hanks his ever-hardy auto horn, giving a flicker intrusion to a well-produced stage unit. Actually, *Go West* is a road-show preview of the Marx Brothers' forthcoming picture and is being presented in five theaters in order to test pig reaction. There is no doubt that the Marx Brothers are among the ace purveyors of slapstick, but belly laughs were not so deep as might be expected.

If the boys offered nothing else but Chico's double-jointed ivory tickling and Harpo's angelic caressing of the instrument for which he was named, the crowd would consider its money well spent. The Frazee Sisters were charming and won the affection of the audience with their novelty arrangement of *My Heart Is Taking Lessons*.

Act booked in at last minute proved to be a good one, anything of—Doc Hoodon, a tap-dancing lasso artist, who climaxed his performance with an agile skip stunt thru a fast-moving hoop of rope made luminous by the light of a purple flood. Another good act was blond Darlene Walders, whose acro dancing offered several well-received and well-executed tricks. Tiny Ann Leo swung Alexander's Ragtime Band and put plenty of personality in the process. Bob Orandin gave a short opening vocal introduction to the continuity together with the Frazee Sisters, most of his act having been chopped from the show cough. Rudolph Andrian's medicine man ballet dance was excellent but much too short.

Deserving of special mention is Bobby Connolly's line of Cactus Cuties. It is not only anatomically interesting, but (especially) superior, particularly in the Indian production.

Bit players in the unit include Joan Blaine, Louise Squires, Penny Carroll, Alden Chase, Dick Crockett and Ed Gallagher Jr. Norman Modell.

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# Vaudefilm Grosses

## MH Nets Rebecca \$551,148 for Six Weeks; Para Good 43G; State 22G

NEW YORK.—With beautiful weather over the week-end and inspiring a general exodus to the outdoors, grosses in the majority of Broadway houses failed to hit expectations. Best box tallies were registered at the Music Hall for the sixth and last week of Rebecca and the Paramount, where Buck Benny Rides Again, aided by Gene Krupa's band on stage, is in its second week.

The Paramount layout, with most of the draw credited to Krupa's work, came up to expectations with a neat \$43,000 week ended Tuesday (7). Connie Boswell added to the draw. With his faithful estimates for this week run to \$37,000. Show will stay a fourth week.

Loew's State, with Joe E. Lewis topping the talent, came thru with a fair \$23,000 for week ended Wednesday (8). Others included Adelaida Moffet, Cardini, Harrison and Fisher, Parkyarkarkus and Four Comets. Screen had Young Tom Edison. New show, with Mill Britton's Band, Dean Murphy, Gertrude Nissen, Gladys Smith Brothers and Three Samuels and Harriet Hayes paired with Road to Singapore, should yield around \$21,000. Prior to the Lewis-Hill State did \$30,000 with Milton Berle.

The sixth week of Rebecca garnered a tidy \$72,000. This film broke all records of the house. Previous record holder was Sasse White which held five weeks. Total receipts for this bill come to \$551,148. First week of the Du Maurier series garnered \$110,000, with subsequent stanzas hitting \$100,000, \$95,000, \$88,000, \$83,000 and \$72,000. My Son, My Son, which won good reviews, while not ex-

pected to hit Rebecca's figures, should hit between 25 and 1000. Stage has Henrietta Seubmann, Vicky Valentini, Frank Paris included, with the usual Rochester and Ole Club.

The Strand, with Guy Lombardo's Band on stage, hit \$37,000 for the first week ending Thursday (9) with picture being Saturday's Children. With Lombardo are Mary Small, Three Nonchalants and Clover and Jeanne. Second week for this layout looks good for about \$30,000.

Roxy opened to nice business Friday with a good pie, Dark Command, and a stage show with the Merry Maids, Karen Conrad and Alexis Delmon, Aris Andrews and Bill Bailey. Laura is expected to register \$35,000. Last week ending Thursday (6) grossed a mediocre \$30,000. Bill consisted of Abbott and Costello, Gullin-Gullin and the Gracie Danegers, with Star Dust on screen.

## "Debs" Fave 64C At Philly Fay's; Rock Gives Carmen Sale

PHILADELPHIA.—Tagged *Three Smart Girls*, with Sherry Britton, Charlot Vogue and Joan Lee the girls, splitting the billing for their stop routine, Fay's Theatre for the week ended Wednesday (8), garnished neat \$67,000 to forestall the usual summer closing another week. Vaude's contribution to the house unit included Val Irving and Co., Paul Kirkland and Joe Everett Sanderson, Al Norman and the Joyce line of 12 and Harry Cohen's house ork, *Forgotten Girls* on screen.

Current bill, *The Dancing Debutantes*, Diane Raye, Midge Carmen and Virginia McLaughlin billed as Virginia Dare the dancers, shows signs of giving the house a \$6,000, which is on the favorable side. And if the weather behaves it'll keep the house open for another week. Vaude acts include Harry Holmes and Co., Jim Bennett and the Star Brothers. Screen supports with *On Their Own*.

At the Carman Theater, for the week ended Thursday (9), Will Rock's *Thursdon Mysteries* magic unit came thru nicely with \$6,400, considering that the screen offered little support in showing *The Blue Bird*.

## Camden Towers 28C on 3 Days

CAMDEN, N. J.—Inaugurating its summer policy, the week-stand cut down to a Friday, Saturday and Sunday, showing with six acts of vaude. Towers Theater, for the initial bill ended Sunday (8), pulled a comfortable \$2,850.

Bill comprised the Six Virginians, the Five Alabamas, Don Rice, Ward and King, Ruskin and Norman, Stuart and Martin and Joe Nikkoff's house ork. Screen showed *Tomboy*.

## Milwaukee Gives Ozzie Nelson 14G

MILWAUKEE.—Ozzie Nelson, in his first local appearance, connected for a \$14,200 take at the Riverside Theater for the week ended May 9. Show included Don Cummings, Rose Ann Stevens, Les Grezera, Barton and Stone and Jimmy Curry. The 25-35-cent admission policy prevailed. Average box is \$7,000 at 25-30-35-cent admissions. *Pie Half a Stinner* (Unit).

## Garber's Nice 10G

INDIANAPOLIS.—Lyric, with Jan Oberber's Orchestra heading the stage show, grossed \$10,800 as against average of \$8,000, for the week ended May 3. With Garber on the stage were Sybil Bowan, Buster West and Lucille Page and Chick Gagner.

Picture, *On Old Missouri*.

## "W. Fair Follies" Good in Spokane

SPOKANE, Wash.—Houses having vaudefilm policy here recovered last week from slump caused by opening of baseball and fishing season. *W. Fair Follies*, Manager Jim Ewing, of Orpheum, reported good business done by *World's Fair Follies* May 2, 3 and 4, supported by *Outside The Three-Mile Limit* on screen. Bill Lyons, ventriloquist, was hit by motorist while crossing street to theater for opening performance. He suffered a bruised hip, but after being patched up went on for the fourth show.

Post Street, with Angus and Scarie Twine, Bobby Gilbert, Elliott and Towne, Harry Holden and Ramon and Diana, plus Sky Bonifits and Percie Fier, brought in a gross of \$17,90, the house average, May 3, 4 and 5, according to Manager Bill Evans.

## "Silks" Unit Okeh

SPRINGFIELD, Mass.—The Silks and Soddie unit, which played six days at the Court Square Theater closing Saturday (4), did a better than average business.

Features were the Hermine Midgets, who drew plenty of applause. Also Kwik, Armand and Duke, comedians; William Ebb, ventriloquist; Tanner and Thomas, dancers; Mayo and Carr, tap dancers, and an eight-girl line.

Movie, *Serenade*.

## Kay Kyser Breaks St. Louis Records

ST. LOUIS.—Kay Kyser and his "College of Musical Knowledge" broke all existing attendance records for the Fox Theater for seven days ended Wednesday night, May 9. According to the management, the attendance was 127,717 and gross receipts \$43,041. The attendance figure is also believed to be a new all-time-high for all movie emporiums here.

## "Folies" Sock 21G

CLEVELAND.—RKO Palace, with *Folies des Femmes* unit on stage, did a very good \$21,000 for week ending May 2. Average is \$12,500. Picture, *It All Came True*.

Previous Palace gross was \$16,600 with Blue Barton's Band and Blackstone on stage, plus picture, *Star Dust*.

## Vaudeville Notes

SOLLIE CHILDS, after finishing up a 10-month tour with his *French Follies* at the Paramount Theatre in Chicago, is now journeying to his home farm and summer home at Pine Prairie, La., for a rest. Sollie's last act will play Southern fairs this summer. . . . ANTON SCIBILLA reports he has been in Chicago to have been doing okeh business in Pennsylvania and West Virginia in recent weeks, despite heavy rains and flood conditions. Unit is set until mid-June, when Tony will barn it in favor of a vacation in Franklin, O.

THE WHITSON BROTHERS, formerly the Lucky Boys, have jumped in to New York from the Midwest. . . . RED BRELTON is being petitioned for return dates at the Paramount, New York, for June and September. He recently closed an eight-week run there. . . . GEORGE JESSEL, booker for the Newark New Haven Conn., to Sunday (28) with Charles Barne's Orchestra, Parkyarkarkus and Edythe Wright, took a grade at the marquee, and seeing Barne's name listed, over his own refusal to go on. Despite Jessel's attitude, the billing stayed and Jessel went.

JIMMY DORSEY will be at the Strand, New York, beginning June 7. Diamond Brothers will be at the Grand Old And HOWE go to the Erie, Washington, week of May 10. . . . STAN KAVANAUGH has been signed by Jack Davies and Milton Berger for a South American tour, with BILL AND EUGENE HOWARD have been booked by the William Morris office into the Oriental, Chicago, week of May 24. . . . PARKYARKARKUS is set at Shea's, Toronto, week of May 18.

STEVE DARE, WAH, after touring with Earl Carroll's show, five months, opens at the Billy Rose Aqueduct at the San Francisco exposition. . . . LOUIS GOMEZ has filed a bankruptcy petition in New York. Liabilities are listed at \$1,800; no assets.

## 15Gs for Sammy Cohen, Scat Davis; Chi Holdover Okeh

CHICAGO.—Both State street vaudefilmers came thru with good grosses last week, the latter was sensational. Holdover of the Red Alcatraz-Hattie McDaniel-Andrew Sisters bill, together with the Jack Benny picture and a one-day personal appearance of Benny himself, brought excellent business and a gross about the same as opening week, \$38,000.

At the State-Lake, the combo of Johnny (Scat) Davis and Sammy Cohen was good medicine, grossing better than 15 Gs.

Only possible film fare at both houses for the current week, but stage bills should come thru fairly well. At the Chicago, the Marx Brothers, in person, have an amusing review. Started the week nicely and should wind up with around \$37,000. Jimmy Laneoffor's band is drawing the awnings and a goodly percentage of local Harlemites, with whom he is a favorite. Should pass the house average of \$12,000. Weather favorable.

## Blackstone 9G Is 3G Above Average

DETROIT.—Blackstone, playing his first local engagement in four years, drew around \$9,500 for week ending Wednesday (8). House average is \$6,000, indicating a good week's business, although somewhat below the house record figures.

## Wilkes-Barre Okeh

WILKES-BARRE, Pa.—Not even warm weather has made a dent in the drawing power of vaude at the Irving, which has been running three-day presentations since fall. The show (2-4) opened with a packed house and had the S. R. C. show for evening performances. In addition, four shows were given on Saturday instead of the usual three.

The acts, booked by Joe Feinberg Agency, included Joe May, Jessie Shirley, Gibson and Co., John Fogarty, Cast Brothers and Big Mae Wynn Fourtime, plus was Jones Family on Their Own.

# Possibilities

GLEANN BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the promotion of used and new talent. We feel that The Billboard's coverage of every branch of the show business.

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

## For FILMS

JANE PICKERS—formerly with the Billboards—famously she has every attribute necessary for a singer to click in films. In addition to a superior voice, capable of everything from classics to pop, she possesses grand personality, poise and charm, knows how to sell dialog as well as songs, and is extremely photogenic. An outstanding bet for class musical flickers. She is now at the Elms Hotel, New York.

## For LEGIT MUSICAL

BERNICE MANNERS—young and attractive brunet singer now at the Greenwich Village Casino, New York, night spot. Has a low contralto voice with a deep, throaty quality that is perfect for ballads, especially those in the torchy vein. Phrases well, and puts an artistic-complexity expression into the lyrics. With smart arrangements, she should be an excellent bet for either the air waves or a legit musical.

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Want Chorus Girls, light colored, that can cut in for both shows. Musicians for No. 2 show. Trombone, Alto or Tenor Sax, Trumpet Player, also Tuba Player, Saxophone player.

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

Detroit Tenter Postpones Start

DETROIT, May 11.—Opening of Detroit's first tent show in over a decade was postponed a week because of weather conditions, as well as the usual difficulties of opening a new stand show. Stated for last Sunday, opening is now scheduled to take place tomorrow, with the show to run through the summer.

Main tent erected has received preparation of the lot for the show, and grading was still in progress early this week.

Kridellos Will Launch New Canvas Opry May 20

RICHMOND, Va., May 11.—Lillian Tens Show, presenting talking pictures and vaude and circus acts, will launch this season at Providence Forge, Va., May 20. Added attraction with the unit will be the South Side Rambler, hillbilly quartet from Station WFMD, Richmond.

Rep Ripples

STANLEY ADAMS, band leader with the John R. Van Arman Tent Show the last two seasons, now engaged in the same business in Pennsylvania, writes that George and Tillie Blackburn, who formerly had their own tab and rep outfits on the road, are currently working in the "Stoney Green" production, a feature of a hillbilly unit. Carter writes a three-page letter to tell us how sentimentally the show was received when caught by him recently.

THOMAS and Mary Green, from New Orleans tent show, has been enjoying satisfactory business in Tennessee since opening the season at Nashville April 20, according to word from William (Sparkling) Goodman, announcer and emcee with the troupe. Others on the staff of the 24-people show, besides Thomas and Goodman, are Sam Sorrell, band leader; "Stoney Green" production and "Jolly-Hill" Rogers, assistant manager. . . "SEABEE" HAYWORTH caught the Original Floating Theater at Greenville, N. C., May 6, renewing acquaintances with a lot of old friends on there, including John Burns, for whom "Seabee" ran props some 24 years ago when they were together on the old Demmes Stock Co. . . DR. H. A. FINE, character comedian, after a week's vacation with his mother in Augusta, Ga., rejoined the Hayworth North Carolina circle May 13.

VAN and DELLA BROWN will miss hitting the road again this season to continue in their second season over Station WFMD, Frederick, Md., where they are furnishing the music for five half-hour spots on the Paris Frenchie Hour and putting on their skit, Uncle Cal and Aunt Della, for five additional half-hour spots per week. Van also books some of the acts for the station.

WANTS  
For used show, Stoney Green. Man must be fast Black-Pan-Cornie. Shows opens weekly, N. Y. May 19-20-21-22-23-24-25-26-27-28-29-30-31-1940.  
WOODS KIRK CHAUTAQUA  
WABERY, N. Y.

WANT AT ONCE FOR NEW TENT SHOW  
Persons that would book Brass and Stoney, especially for Grandstand and Stoney. Shows opens weekly, N. Y. May 19-20-21-22-23-24-25-26-27-28-29-30-31-1940.  
KREKO'S KAVALCADE  
CHARLIE HUNTER WANTS  
Solely team, choose for a week or two single Star. Necessary too but absolutely none. Pay your own. Shows opens weekly, N. Y. May 19-20-21-22-23-24-25-26-27-28-29-30-31-1940.  
DARLE HUNTER, Orange Hill, Md.

THE PRINCESS STOCK CO.  
WANTS  
General Business Actor with excellent no good. Formerly useful. No beca. Address E. C. WARD, Windsor, Mo.



LEON HARVEY (right), forced to quit show business after losing a leg in an auto accident last summer while a member of an Ohio tent show, snapped in front of his recently opened smoke and news shop in Columbus, O. Shows with Harvey is Frank Higgins, of the once popular 'dance town' of Christine and Higgins.

BERT DALEY, who formerly operated a tent in New York State, now has a vaude and picture outfit playing halls in St. Lawrence County, New York. . . ACTLEY'S ENTERTAINERS report good business with their small tent in Easton, Tex. It's a vaude and pic outfit, playing schools and halls. . . LAURICE LUCKETT, pianist, joined the Frank Smith Players at Cape Girardeau, Mo. . . ERNEST CHANDLER, h.c. comedian, opened on "Seabee" Hayworth's North Carolina circle May 6, replacing W. D. McKenzie. Hayworth's unit is now in his 36th week. . . FLEET-WORTH HARRIS, who wintered at Gonzales, Tex., has moved to Southern, Alabama, and will play halls in that State this summer with his vaude and novelty show.

PROP. WALTER BROWN LEONARD, Indianapolis.  
Editor The Billboard:  
I am inclosing a program which may be of interest to the old-time Jolly Sons of Thespia, who have trouped with the

'Tom' Washed Up, Says Leonard; Lucy Recalls Swanky Tommers

Glens Falls, N. Y.  
Editor The Billboard:

I have just finished a tour of the United States and Canada, doing every mile of it by bus and have never heard Uncle Tom mentioned except thru The Billboard controversy which has been running some time. I agree with my old friend Bill Gosh when he avers that "Tom" is no particular reason why it should come back. It has had its day and made about as much long green for the promoters as any melodrama ever.

Like the black-face cork opy, "Tom" is a sweet memory for us oldtimers. It has been done in every conceivable form, even as an opera. I believe I caught about every "Tom" show east of the Mississippi except city productions which did not go on tour. The most complete road-show "Tom" production I witnessed was the George E. Stevens-only original Uncle Tom's Cabin combination. This show made Canton, N. Y., during the early '80s and played the Town Hall.

Some of the principals were Addie Mack, Annie Hayes, Nellie Pierce, W. A. Mack, W. R. Hildner, J. H. Husted, W. D. Stone, D. A. Arthur and W. E. Stevens. Their Mississippi River scene was very realistic, having, as they did, a practical end-wheel steamboat; water, into which they jumped to escape fire, and other mechanical properties. The transformation scene also was very elaborate. The stage crew wore white and the orchestra was fully up to standard when they jumped to escape fire, and after that. Many years ago I had my own "Tom" show, which was a re-adaptation from the French version, eliminating long speeches and condensing scenes.

good old Uncle Tom shows of days gone by.

I have as many that never knew that John L. Sullivan was featured as Legree with Downing & Goodrich's Uncle Tom's Cabin Co. The program is from the old Music Hall, Lowell, Mass., and listed as being with the show at that time, besides Sullivan, are A. Stewart Lewis, C. B. Radford, Joseph Barnum, Fred Chant, C. D. Stone, Ralph Adams, Arthur Henry, David L. Parks, Harry M. Kool, C. H. Williams, Billy McKay, Frank Jackson, C. D. Eaton, Ellis Jackson, Kate Barnum Phillips, Marie Desmond, Leola Armstrong, Mamie Jackson (Kabel) Crosby and Little Minnie.

You'll notice on the last page that James J. Jeffries was featured with another show at the same time.  
CLAUDE ALLEN LEWIS.

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

Ross Show in Final Drive

ALBUQUERQUE, N. M., May 11.—Hal J. Ross Derbyshow continues to play to petty business as the contest nears the finish. Five teams are battling it out. They are Hughie Henderson and Hella Finney, Bill Steele and Maxine Long, Harry Hamby and Helen Tyne, Gordon Haring and Margie Van Ram and Johnnie Makar and Opal Perdig. Bill Stein joined the emcee staff last Thursday (2).

Buster Coates, Hal Brown, Wangler Runbo, Charlie Smalley, Brian Bell, Jackie Richards, Margie Bright, George Walker, Jerry Brownahan, Harry Smythe, Billy Bryan, Joe Nalty, Tex Johnson, Bill Ross, Chick Payne, Johnny Loring, Bill McNeil, Frank Jensen, Eddie McBride, Phil Rainey, Kenny Lutz, Pete Wilson, Sargent (Stooge) Coates, Duke Cortez, Jack M. (Curley) May, Joe Gruber, Jim Coffey, Emily Inman, Joab Comerford, Steve Roberts and Larry DeCorrado. How about a little info on your whereabouts and activities, kids?

One Year Ago

BILL STEIN'S Long Beach, Calif., contest was playing to fair biz with 12 and 2 on the floor. . . JOE NALTY was resting up in Long Beach getting ready for another good one. . . EARLE HARRINGTON and Violet Kaye were resting in Danville, Ill. after leaving the Park Casino Walkathon, Chicago. . . BUSINESS was holding up okeh for the top. . . MARY WALKER is in the running. . . SAMMY HOWARD was back at his old job as singing bartender at the El Dorado Hotel, Wildwood, N. J. . . HAL J. ROSS was readying to spring the Lake Charles, La., show. . . PAT CALLAHAN was busily engaged in working night clubs in Chicago. . . THOMAS GARDNER was sojourning in Hamilton, O., waiting for a new show to crack in that territory. . . SAMMY KIRBY, George Smith and George Walker were in Washington. . . MARY GARWOOD, Jean and Bobbie Smith and Cora Bayless were working in the Capital.

MARK IT A HABIT to watch the Letter List each week. There may be mail advertised for you.

HENRY (HANK) LEWIS comes thru with his fairly regular letter from Stockton, Calif., typing the following: "I am still holding down the fort here of Mattoon's as emcee, rapidly approaching my third year there. I can only

CAPT. PHIL C. MATHIEU has the following to say about two of the best-known promoters in the business: "Hal J. Ross and George W. Pugh are trouper of the old school. They have won many court battles, and overcome many obstacles in keeping the walkathon business open than any other producers or promoters. Pugh's recently won a good fight in Bossier City, La., before circumstances beyond his control forced him to close. Ross also recently won his case in Albuquerque, N. M., which proves the aggressiveness of them both."

HAL J. ROSS

Will announce the opening of the next DERRBYSHOW  
When Starts Tomorrow, 8:30, in a Big-dance Room Downtown City Auditorium. See Next Week's issue of The Billboard.

DERBY SHOW

OPENING MAY 23  
Want flash Sprint Teams with wardrobe. Larry Cappo, Jack Reynolds, Jimmie Carroulout, Bill Passen and all former Geo. W. Pugh's Teams and Working People, contact. Address ARCHIE GAYER, New Orleans Hotel, New Orleans, La.

NOTICE! CONTESTANTS

Positively opening Thursday, May 16  
TERRE HAUTE, INDIANA  
no Route 40 at 8:15 p.m. Entries held open 72 hours. Come at once, you have plenty of time to make it. Last season, I lost season. I lost season. I lost season. Communicate with ERIC YOUNGBLOOD, Western Union, Terre Haute, Indiana.

General Business Actor with excellent no good. Formerly useful. No beca. Address E. C. WARD, Windsor, Mo.

# Roadshowmen Book Summer Camps; a Banner Season Predicted

NEW YORK, May 11.—Roadshowmen are reported busy lining up summer camps before the season gets into full swing next month. Business is expected to surpass other years. An operator who toured the camps last year to establish contacts said his bookings this year already exceeded all expectations. Approximately 20 camps will be served by this roadshowman and his assistants. Work in signing up these camps started last month. Only a few open dates remain to make the season solid.

While no one type of program can be designated as the ideal summer camp program, because of the different kinds of camps, it is generally conceded that sports shorts will lead the field. Light and entertaining features are being booked, and even films with historical backgrounds are coming in for a share

of the business.

### Campaigns Planned

In planning a direct mail campaign to secure bookings of camps located in the Poconos, Catskills, Adirondacks, Berkshires and White Mountains, one operator said that he divided his prospects into classes. First he drafted letters to operators of girls' camps, then boys' camps and those that are co-ed. Next the camps were under the sponsorship of the Boy Scouts, Young Men or Women's Christian Association, Young Men or Women's Hebrew Association, Girl Scouts, Camp Fire Girls, Catholic Charities, Boys' Clubs of America or individuals was also considered. Age of the campers was an important factor considered in compiling the catalog to be submitted.

Charged for movies in summer camps are generally on a flat fee basis, with the camp management assuming responsibility for payment.

Last season one of the most successful summer camp operators in Pennsylvania was David Golds. Familiar with outdoor movies thru his shows as Boy Scout meetings, Golds arranged similar programs for a local circuit. He reported that he was well pleased with the results.

Joseph Kelly, who last season operated a camp circuit in the Catskill, has indicated that he will return to that section this season to show movies. Although only 16 years old, he puts on religious shows during the winter while he is going to school and plays the mountains in summer. His direct mail campaign was conducted by his 15-year-old sister, Marion, who does the typing and follow-up work.

## Religious Movies Are in Demand by Colored Churches

BROOKLYN, May 11.—Religious films are being shown under the sponsorship of colored churches, and the movie is creating more bookings for roadshowmen. Movies are usually shown in connection with chicken dinners or ice cream sales.

Andrew Griffin, a roadshowman who has worked this field for three years, has found it a most profitable type of non-theatrical operation. Assisted by El Jackson as booker, he has given shows that run about 90 minutes.

His best silent film was *The Man Nobody Knows*, and his sound programs have included *The Prodigal Son*, *Godspoke*, *Jesse of Nazareth* and *I Am the Light*. In connection with sound films he has shown the Kentucky Jubilee Singers. Comedies are never included in a program to be given in a church.

Griffin says:

Another roadshowman who is making a specialty of religious films in colored churches is Henry Carter, who operates the Trans-Lux Enterprises.

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## 16MM. ROAD SHOWMEN 35MM.

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## THE FILM WEEKLY AUSTRALIA

Operating the Motion Picture and Entertainment Field Generally. Conducted by K. J. BERNER, 108 City Terrace, Building, Pitt Street, Sydney, Australian Office of THE BILLBOARD.

getting coffee and doughnuts. Various reasons have been given for this state of affairs, including general unemployment. Yet most of the small night club operators are responsible for their own hardships.

Night clubs are a part of the show business. Its operators must be creative. But what happens? An ex-clubman, an enthusiastic bootlegger or a disappointed dancer gets the idea that he wants to open a cafe. . . . I ask that you imagine one of these birds hiring actors and musicians. They book a couple of girls who can sing well enough to draw in the crowd from a bathtub; they dance a little but not too well—but they drink like milk.

The public that can make or break a club doesn't go for that sort of stuff. The public means talent. It has been "spoiled" by radio and films. These imitations might book a good show by mistake but they might more often than not book in a band that can play for the show. These birds are interested more in what the band draws down in salary than in how it plays. On the show side they will pay \$40 for two stinking acts and will expect to get away with paying \$40 for one tolerable entertainer. To go further, the ex-clubbers squawk like the blazes when a band rests for a few minutes, failing to realize that when people dance off the floor the cafe proprietor can't sell merchandise.

- Here's my advice to my starving colleagues:
1. If you better to have one good cut than two dodgers.
  2. If you don't know the angles of the business tie up with somebody who does.
  3. Get good connections. Don't worry about their number.
  4. Use plenty of novelty acts. Get away from the monotonous serenade of song and dance.
  5. Advertising is important. If you don't know the angles your local paper will co-operate.
  6. Last and most important! Don't lay it on. It is better to have a regular customer who spends a few dollars a night a couple of times a week than a few smart set who spends a small fortune in one night and never comes in again. Remember, the good old days are over.

Thanks, Woodie, and again we say we hope you practice what you preach. Because you talk like a guy who is many steps ahead of the sheriff.

## VIEW OF RECORDS

(Continued from page 12)

DEEP RIVER BOYS' blending their four-part vocalization for a novelty, *Bullfrog and the Frog*, and then get in the *Didn't I Tell You To Go To Me*. Suffice to say that the DNR SPOTS' laurels are on the safe side, firing back at the same time with their familiar *Dece* asking for a pair of standards, *I'm Getting Sentimental Over You* and *Coquette*.

Columbia also makes a bid with *THE CHARLOTTE'S in So Long*, which is still a long way off. However, the *Toursofons* are permitted to offer their own original style for the platinate, and as such acquit themselves admirably with a swingy variation for *The Guacho Serenade*. For the rich and undoubted harmonies, *THE SOUTHERN MALE QUARTET* delight on *Brunswick* with a couple

## OUT-OF-TOWN OPENING

(Continued from page 16)

laughs in the show. Larry Adler turns in some real harmonica playing. The *Merrill* sings out of the girls, do the work, and Betty Bruce and Sunny O'Dea turn in some excellent terpsins.

On the music side, *Clear Out of This World*, *A Little Sine*, *A Menagerie Moon* and *Yes, Two in a Taxi*, *This Is Spring* and *Look Out for My Heart* have possibilities, with *Clear Out of This World* almost a certainty for honors.

Mike Kaplan.

## SUGAR'S DOMINO

(Continued from page 4)

corner of Broadway. The father of the idea is Woodie Leib, and since he writes on the stationery of the Old Mill Inn of York, Pa., we may safely assume that he is the proprietor and sole owner of the spot. Some day we hope to enjoy the experience of dropping in at the Old Mill and seeing for ourselves how Woodie practices his preaching. But that's one thing. Today Woodie gets his chance to test the good citizens at *The Billboard* Town Meeting just what he thinks of the night club life, with a few minor changes out of deference to our purist proofreaders, are Woodie's outpourings:

To my right and left small night clubs are folding. Actors and musicians are

## ANFA Passes a Milestone

When an association in an infant industry makes the progress which the Allied Non-Theatrical Film Association has made in its first year there must be good reasons for such progress. The reasons were much in evidence at the association's second annual banquet held recently at the Hotel Piccadilly, New York.

A group of officers and board of directors who make every effort to treat fairly every problem set forth by any member; a roster of members with the courage to stand up at an open meeting and call a spade a spade—not viscously or maliciously, but with the purpose of bringing evils to light and eradicating them; members who are willing to pass on to their friends and competitors alike information they have garnered thru often bitter and costly experience. These are the basic reasons for the success of ANFA.

It is gratifying to see such atmosphere existing within an organization. This group has, within the year, increased its membership from 22 to 46. Plans are under way to show even a larger expansion during the coming year.

During the organization's recent banquet it was pointed out that the officers who had served during the earlier days of the organization and were responsible for the aims, by-laws and other set-ups did so without pay. These men deserve much praise. Their hearts were in the formation of the ANFA and they worked tirelessly to this end. It was their pioneering spirit that accounted for the firm foundation upon which the organization is built.

Here is an organization that works co-operatively to remove the evils of the non-theatrical industry. And for that alone it deserves a heap of praise and encouragement.

46th YEAR

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Vol. 52 MAY 18, 1940 No. 20

of Stephen Foster's ever-welcome, *Garry Mc Back to Old Virginia* and *Old Folks at Home*.

In the female register, ANDREWS SISTERS give customary *Parade* joy function and an admixture of the rumba and boogie woogie rhythms with lyrics identified as *Rhumbogogie*. It's another Decca candy as is the spirited and swingy styling of *THE KING SISTERS* for *Johna Sam Rag and Ho! Sa Bonnie*. And on Bluebird, *THE KING SISTERS*, sticking closer to the melodic line of the song, couple an original novelty, *Chop Foxy*, with the happy perennial, *Sometimes Pts Happy*.

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# NEW YORK WORLD'S FAIR

"For Peace and Freedom"

FLUSHING, L. I.

MAY 11 TO OCTOBER 27

## Clock 191,196 Paid Entries Thru 16 Hours of Debut Day

Gate would have exceeded 200,000 had it not been for protracted downpour—loose purse strings tell amusement ops that an unusual re-run season is in view

NEW YORK, May 15.—When the first day of the second edition of the New York World's Fair ended at 2 o'clock yesterday morning after 16 hours of operation, 191,196 people had been clocked. This is an unofficial paid entry figure that is subject to correction. On last year's bow day a fabulous figure of 608,000 was shown on the cash register in the Amusement Area. Later in the season this was revised to read 282,000 paid admissions, and only recently brought down to a final net of 190,791. Saturday's opening draw looks strictly kosher, however, and it high winds, followed by a downpour of several hours' duration, hadn't interfered intake would have exceeded 200,000 by considerable margin.

It was a corking get-off in other ways. Manicured and revitalized midway was visited by a healthy percentage of the gate, and purse strings were loosened in a manner that led showmen and concessionaires to believe an unusual re-run season is in view. Attractions not open or open in spurts during the day were Michael Todd's Dancing Campus, Harry Hargrave's War Museum, Ben Meyers' White Show, Dick Edwards' Plantation, Phil Gorb's Why Do? Glee Opera; Todd's Gay New Orleans Village, corded for debut the coming Friday, and a few minor items. General and specific re-amping by showmen and the expo has produced a livelier fun stretch, and word has gone out that the Porty Fair is set for an unqualified click.

### More Are Reading

Only major ride not in action is the Parachute Jump, removed northward intact and scheduled for operation in about a week. F. W. Kelly claimed the first ticket sale at his Nature's Mistake Freak Animal Show. Cliff Wilson's Live Mugglers got in under the wire as in 1939.

Reading for opening this week are 20,000 Legs Under the Sea, Thru' Forbidden Tibet, Todd's Opry House, Sheridan's Living Magazine Covers, Dr. Marston's Life Detector, Phil Plant's Harem Show and Harry Illinois' Magic Carpet.

A sparkling addition to the east loop sector is Billy Rose's Barbary Coast Cabaret, skillfully adapted from the Midway Inn. Already in the success bracket, it furnishes some of the night life so conspicuously muffled last year.

Girding its loins for a colossal attack on pocketbooks is the really colossal "American Jubilee," expo-sponsored pageant-musical-opera, with magnificent production, a beauty of front and comfortable grandstand with perfect sight lines from every pew. Jubilee front served as the center for throwing of the switch by Board Chairman Harvey D. Gibson, which lit up the midway officially at 10 o'clock Saturday night, plus brief speeches and award of autos.

### Pyro Show Superior

Inaugural fireworks display, under direction of Frank P. Duffield, was hampered by the downpour, but even under this disadvantage proved to be overwhelmingly superior to the first edition's pyrotechnic Fountain Lake, now known as Liberty Lake. Particularly outstanding were the set pieces, emphasizing Americana and artillery.

That the fair's campaign to make the entire exhibit-international-entertainment layout carry wide appeal is indicated by the average income level groups the expo has begun to attract. The 50-cent admission is seen as a powerful weapon in this connection. Yesterday, first Sunday, brought perfect expo weather.

Maring Amphitheater. In it are Eleanor Holm; Olympic swim champ Lary (Buster) Crabbe; Everett Marsland; Vincent Lopez; Ark. Fred Waring's Glee Club; Frank Libuse, Saxon Sisters, Stubby Kruger, Frank Foster, Clayton Medina, Ray Twardy, John Sullivan, Clinton Osborne, Tony Zucca, Jimmy Estleman, Robert Root, Al Green and the Egyptian naiad Parid Samalka. John Murray Anderson staged it. Four shows a day are carded.

Other shows are, Chappina & Krage (contractors) Why? Why? Casino, starring dove-dancing beauty Joyce in Parade of Nations with a line of 12, production by Ed Tyler and Fred Norrot. Building was last year's Savoy Theater; Dufour & Rogers' Natural's Mistake, Grimson Tower and Scroll of Life; T. W. Kelly's Palace of Wonders, side-show illusions; Gardner Display Co.-Alfred Stern 20,000 Legs Under the Sea (Dream of Venus); Dick Edwards' Hot and Cold (Frozen Alice). Plantation Show and Honeymoon Cottage Punhouse; Harrison's Forman's Thru' Forbidden Tibet (Lama Temple); Dr. Martin Joe Courney's Infant Incubator; Frank McCuskey's Jungle Bill; Morris Goss' Midget Town; Jack Sheridan's Living Magazine Covers; Dr. William Moulton Marston's lie detector, Battle of Emotions; Nyzor Corporation's Zoological exhibit; Phil Plant's Harem Show; Tobias's Way of Death Drama; Cliff and Freda Wilson's Live Monsters; Almon R. Shaffer's Winter Wonderland; Tom Wolfe's Glassblowers of the World; the Frank Giambrone display's "The Little Blue Room"; "Midway" cafe (Midway Inn site); Frank McCuskey's and Charlie Ferris' Zorina the Dragon Dancer; Harry Hargrave's War Museum (Cliff's Causeway building); Ben Meyers' White Show; Gorb's Why Do? (Time and Space building) and others.

Rides: Bartlett Rides, Inc. has Aerial Joyride and Bobbed; Norman Alexander's syndicate operates Comet and Snapper; Harry Bloom combination here with Over the Top, Cooped, Midget Autos, Cyclone Coaster, Whip, Laff in the Dark, Skyride; Bush Bocco, Flying Skooters; Fair Rides, Inc. and Cy Bond, Dodgem; Charles S. Gurney, Seaside Boat Ride; International Parading Co. (Commander James H. Strong and Jordan L. Mott), Paracut Jump; Harry A. Illinois and John A. Johnson, Landfall; Hyla F. Maynes, Water Bug; Harry Illinois, Ferris Wheel; Foster Edwards' William S. Miller, Magic Mountain playground; Jack Bess, Merry-Go-Round; Maurice Plesien, Ferris Wheel; Charles L. Casper, Trip Around the World.

### Games and Estorics

Games, vending and general concessions on midway stretches at W. J. Beary, Sport Shop, Baiting, Baiting, Baiting, Inc. (Donald Deskey), automatic bowling; Joseph Geerser, archery range and restaurant; Frank Bunk, ball throwing; William Rabkin, penny arCADE and Sky Rider; Fairway Amusement Corp. Maurice Plesien, Chime Ball and Boco Ball; Frank Gehland, handwringing analysis and penny crushers; John A. Johnson, roller skating rink in former Macy Building; J. Gilbert Nook, shooting galleries, trap shooting, tommy guns, electric-eye machines, archery range, Abraham Fox, photo studio; Kaplan & Bloom, canoe and umbrella; C. E. Mulkens, pop corn; M. Coronati, has grand stand for fireworks.

Among midway restaurants and counters are Caruso's, Brine Hall, Rondsvoet, Ebat, Gardens, Ballantine's, Heineken's, E. & M. Catering Corp. Barbary Coast, Joe Hoefle (including 25-cent champagne), McDermott's and 10 Zombie (formerly NTO's) and others. Other spots are eat-drink counters and stands, such as Childs and independents that are spread throughout the 1,200 acres of the expo plant.

There's a grand total of 70 restaurants; most of which are plugging hard for traffic on lowered tab basis, one of the brightlights of this year's give-and-take a-break strategy. Of the total, 17 are in

## On the Flushing Front

By LEONARD TRAUBE

NEW YORK, May 15.—Manhattan's Great White Way is again scared of competition from the expo and its G.W.W. Brokers' Association admits that as an announcement stating that 10,000,000 labels are being distributed bearing the line, "When you come to the fair—visit Broadway, the World's Greatest Street." Their why? Because the fair, unless it be that Mr. Gibson's cattle opera is bound to bring people to Broadway too?

Aerial pedestal of Betty and Benny Fox is spotted just opposite American Jubilee and the duo presented its dangly free act next beginning today. It'll be three-a-day for them for an indefinite period. Last time we saw this team was three or four years ago at Trenton (N. J.) State Fair, and since then they've been more or less concentrating on newspaper promotion performances.

The boys who have nothing better to do are getting up a sweatpaten on peak attendance for the fair, which was on Sunday, September 3, when 402,444 paid admissions were clocked. It's a mark to shoot at. Beta are also being taken off midway days, certain special event holidays, week-ends and school days.

Willie Yolen, of Leo Casey's publicity bureau, who is in charge of midway tub-thumping, will grab himself a train on Tuesday to deliver an address before the Canadian Progress Club in Montreal. This at a time when the little whirlwind is up to his ears in work. A wag cracked that this is baiting for Casey instead of Casey at the bait.

While Joe Rogers, self-styled co-mayor of the midway, was grabbing himself the whole of George Britt's column in The World Telegram, Nat (Todd Attractions) Eagle was delivering himself up for a surgical interview on show jargon by John Chapman in The News.

Restaurant of McGinnik, of Sheephead Bay, has the spot occupied by Casino of Nations in '39. It features 50-cent lunchboxes and show dinners starting at \$1.75. And it's an indoor-outdoor shop with room for 2,000.

Slagfired Steinwall, better known as ski-jumping Great Slagfired, brings into action the Sun Valley-Winter Wonderland jump once reported abandoned for this year. Slagfired specializes in snowless jumps and the show will be much more visible than last year's slide. New grand stand was being rushed to completion this week by Manager Al Shaffer. An ice show is the main offering.

A tipoff in food-drip prices is the case of Heineken's Holland House, which is under a new management. Sandwiches have been cut sharply for instance. Last year everything was delicious but the check.

Note to outdoor ops: Secret Service men are instructing WF money handlers in the fine art of detecting phony money, soft and hard. Oral instructions are supplemented by a film called Knew Your Money. Here what is being stressed—no hits and real silver strands appear in counterfeit bills; portrait, border work and serial numbers are invariably crude and indistinct; the 40 point-around serial are always dull and bluish instead of shiny and distinct as in McCoy money; design on bogus maxims is apt to be irregular and poorly executed; bad silver has a dull leaden color, dull ring and greasy feel. We know you know all this, but it doesn't hurt to put in a reminder.

P.S. The fair opened today. We're putting our nervous breakdown out in the trunk for the next 170 days. Hoping to hear the same from you.

the foreign pavilions. International zone is down to 46 countries, but still in district as in McCoy money; design on bogus maxims is apt to be irregular and poorly executed; bad silver has a dull leaden color, dull ring and greasy feel. We know you know all this, but it doesn't hurt to put in a reminder.

(See GIBSON GIANT GOING on page 11)

## GIBSON GIANT GOING

(Continued from page 3)

history on the funzone's southern tip is seen in the fact that about a quarter of the output has been put into it to give up what was a staggering area last year except for the Parachute, which has been moved northward. Jubilee bucks Billy Rose's Aquacade at a 40-99-cent scale, but the fair's top showman doesn't figure to have much of a dent made in money expectancy from such competition itself as with about 8,000,000 customers chalked up last year he may have drained the population. That he himself thinks he'll need fresh customers is evident in his announcements of a completely new layout, and he led everyone again by springing big display ads in the local gazettes to tell the folks what he has on tap. Last year he started and finished as a consistent advertiser and reaped a harvest.

Bidding for a big place in the money sun is Michael Todd with three full bill layouts and an Opry House. He replaces his Hot Mikado's that fair-but-Hall or Music with clipped version of Streets of Paris at 40-20 cents and three-a-day. This stars Opey Rose Lee, Abbott and Costello, Dell G'Dell, Ben Dova, Milton Sauters, Billy Branch and Company, Milton Watson and the French Post Card Girls.

His Gay New Orleans Village takes the Jesse Old New York spot with three Hassard Street productions, Cotton's Up, with colored cast headed by Louis Armstrong and cork, Berry Brothers, Ann Lewis, St. Elmo Johnson Choir and Mary Bruce boy-girl steppers; Sarsac, with Mark Plant, Ruby Mercer, Alberta Basch ballet and Great Greece, nose arched; Mardi Gras Frolic, a midnighter with Carrie Fennel, Muriel Page in flame dance, Ben Dova (doubling) and others, including Cotton's Op-Sarsac cast.

In surrounding area are other shows and a full array of concessions and a quarter pays for everything except food and games. Eat spots here are called New Orleans, Sarsac Bar, Absintin Inn, Casino's Le Do Bus Inn, Poor Man's Sandwich Show and others related to Knickerbocker Inn, Haymarket, Chinese Cafe, Mamm Jessel's Delicatessen Shoppe, Sports Bar. Third in the Todd string is Dancing Campus, sited at opposite England Village. This is a huge open-air ballroom with name bands, also a two-bit entry. Opry House is physically part of Campus and was the Globe Shakespearean Theater last year. Its feature film odies for a quarter but next month will present The Hot Drunkard, takeoff on the classic The Drunkard.

### Show and Ride Line-Up

Aquacade comes thru with a new look by Jimmy Van Heusen and new dance water ballet and script, plus new sets and drapery, 40-foot water curtain and other change of pace in the N. Y. State

### Show Ban Protests Change Massillon Mayor's Attitude

MASSILLON, O., May 11.—Mayor Harry W. Lash declared this week that his recent ban on circuses and carnivals here was intended for only shows that flaunt gambling.

This statement was forthcoming after a barrage of letters from showmen, circus fans, merchants and citizens to the local newspaper, which were printed, criticizing the mayor for his stand against tented attractions. Among the letters was one from Richard Lawson, formerly with the Hingling-Barium circus, who in his letter to the newspaper claimed the statements made by the mayor when he recently refused to issue a permit, to Russell Bros.' Circus were "preposterous and unfair." (The mayor was quoted as saying: "I need to keep our money here in Massillon. When we spend it at a carnival and circus, Massillon business is not profiting. All of the money goes out of town.")

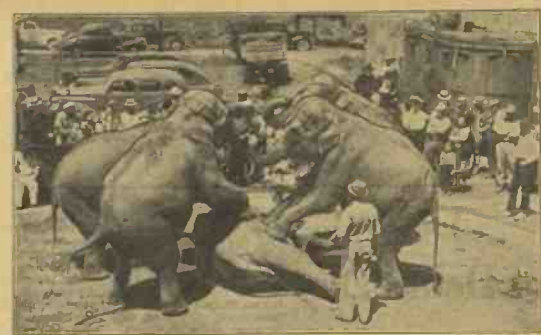
Lawson's letter claimed that circuses contracted with local concerns for food, laundry and advertising during their stay and purchased licenses for entertainment, soft drinks, etc. from the city.

### Paris Show Shuts; Ring Acts Scarce

PARIS April 24.—To arrange a full program of circus acts under the continued growing difficulties is becoming an impossible endeavor. In Central Europe, producing a majority of the world's circus personnel, live stock is being requisitioned for government requirements, including a good portion of the best known equestrian circus stock. Of the two indoor circuses located in Paris, one has been forced to shut, as the proprietors, Bouillon Brothers, unable to obtain sufficient ring numbers, would not continue with a mixed program of circus and vaude acts. The second house, the Medrano, however, adopted that policy, which is proving a profitable venture.

The current program, presented by Acting Managers Audiffred and Marouant, is good entertainment, having Georges Milton, ace comic of the flickers, topping the program and a triumph for his fratling appearance. Aeres, a splendid aerial clown, has been held over. Other sock numbers are Gisèle Salazar, high trapeze; Shoun-Youn Troupe of Chinese tumblers; Albert Carre, high-school acrobat; Four Royal Scowls, who play the pipes or ride bicycles with equal facility. Others on the program are Yvette Maudart, contortionist; Caris, whose illusions are superior to the Chinese class; actor he assumes; Cleo, replacing Iles (moblified) in the clown team of Iles and Loyal, proves to be a good laugh producer. The usual horse acts, Reeger and Bouillon, with Alex and Forté round out the program.

JOHN AND ARNE WHITE, formerly with the Al G. Barne Circus, have joined the Hilderbrand Shows and Circus, presenting their new act of Spitz dogs and greyhounds as a free attraction.



THIS GROUP of elephants performed for the last time with Downier Bros. Circus at the auction sale of the show at Houston, Tex., May 1. The bulls were bought by Frank J. Walter of this city.

### Nine Shows Now Under Canvas in Britain; Only One Not Motorized

LONDON, May 4.—Nine British circuses are now out under canvas, including Perrin Mills, week and three-day stands; Lord John Sanger, mainly one day; Paul's International, one day; Sir Robert Fosselt, one day; William Punter, Scotland, one day; Chipperfield, one day; Scott's, fairs; Dick Kaye, fairs; Fosselt & Ottomata, one day. All are motorized with exception of the last named, which relies almost entirely on draft horses.

Ada Mary Chapman is for the time being, keeping her "Jungle Express" on the stage.

The Paulo program features John Swallow's two elephants under name of De Oracia; high-school horse; Sisters Leon, acrobats; Hignocetta Gyrd, on wire; Fricote's, with pooches; Four Argentine riding act. Apart from Swallow, all are members of the Paulo family.

Fosselt Begins at Rugby

Sir Robert Fosselt's Circus opened at Rugby on April 18, the program being: 1. Overture, 2. Toss Les Clowns, 3. Texas Tom hurricane rider, 4. Baby bears, 5. Clown entree, Baba and Jim Zola, 6. Jen Louetta, trial of aerial gymnastics (members of Fosselt family), 7. Boxing kangaroo, presented by Jimmy Scott, 8. Liberty borgee, presented by Robert Fosselt Jr., 9. Otto Brothers on the horizontal bars, 10. Marie Isabel, bareback rider, 11. Comedy horse, 12. Bouncing and cycling on wire, 13. Elephant, man and zebra, presented by Batley Fosselt, 14. Clown entree, 15. Fosselt family, bareback riding, 16. Henley and Arden, spotted horse act, presented by Zola, 17. Mixed group of lions and tigers.

### Upper Ohio Valley Is Good Territory For Wallace Bros.

EAST LIVERPOOL, O., May 11.—Wallace Bros.' Circus, first of the season to invade the upper Ohio valley, fully two weeks ahead of all opposition in the State, has found Ohio to be good territory at the few stands played. Same size as last season, show is moving on about 50 trucks, semi-trailers and private housecars. Big top is a 110 with three 40s, with seating accommodations for about 8,000. Has seven-high grand stands on each side and 11-high blues. Equipment, including the trucks, is in excellent condition, with all props newly painted and flashy in new big-top appointments. Program, which is running better than an hour and a half, will be trimmed slightly within the next few days. Walter Jenner, who has been pluck-bitching for Eddie Allen, who took over on his arrival this week, has been doing an excellent job as equestrian director. Management is much the same as last season, with about 25 heads of stock, four bulls, several camels and a dozen cages of animals. Show has mounted more cold and

(See WALLACE BROS. on page 41)

including Menelik, wire-walking tiger, presented by Batley Fosselt.

### Kaye's Show Playing Fairs

DUDLEY, Eng., May 4.—Dicky Kaye's small family circus is working fairs in the midland district and doing fair business. Kaye is a brother of Tommy, lion man from Blackpool Tower, and Francis, handling lions and pooches with Mills.

### Duffy Program

TIPPERARY, Ireland, May 4.—John Duffy & Sons' Circus here April 10, was the second in eight days, the other being Edward Fosselt & Sons' Circus Cavalcade. Duffy program runs as follows: 1. Overture, 2. Bar act by Master John and Miss Lillian, 3. Johnny de Carros, dancing and tumbling, 4. Bananas, madest pooler, 5. George Knight, sn tight wire, 6. Three Hirukawa, Japanese act, 7. Four Acrotes, trapeze, 8. Tex Nevada and partner, white ropes and knives, 9. Comedy performing lion, 10. Kaye Family, riders, 11. "Mrs. Mulligan," comedy number, 12. Dined's performing crowd, 13. Johnny de Carros, comedy act, 14. Baby's music, trick act, 15. Clowns and their singing club, 16. Will Duffy and Pearl, comedy bicycling, 17. Decare's dogs, gess and monkeys, 18. Three hillbilly cowboys with Bert Mack, yodeler, 19. The Five Oxford, football obstacles, 20. Grand finale.

### Kelley-Miller Show Off Big in Joplin With Two-Day Stay

CLEARWATER, Kan., May 11.—The Al G. Kelley-Miller Bros' Circus opened its season April 22 in Joplin, Mo., for a two-day stay. Four performances were given the second day, business being exceptionally good. Show is presented in two rings and on one platform. Big top has new marquee. Show purchased a long banner line. Show purchased a new Chevrolet truck last week for the bull semi-trailer. Organization moves on 18 units. Challenge goes uptown each day with a six-pony hitch.

### The Program

No. 1. Pony drills, worked by Blackie Woods and Captain Miller, 2. Single trap, Babe, Loke, Jola Steels, 3. Kelly and Fred Lavello, 4. Clowns, 4. Toe and heel catches, Frankie Lou Woods, 5. Postng ponies, both ring, 6. Clowns, manage horse burlesque, 7. Tight wire, 8. Clowns, 9. Clowns, 10. Clowns, 11. Clowns, 12. Clowns, 13. Clowns, 14. Clowns, 15. Dog acts in both rings, 16. Web, Millie Belle, 17. Clown walk-around, 18. Riding monkeys, both rings, 19. Clowns, 20. Four string-trick rope, horse catcher and whip cracker, B. Stanton and his trick mule; Oklahoma's Shorty, trick rider.

### Night Crowds Good For Cole Show in Greater Cincinnati

CINCINNATI, May 11.—Cole Bros' Circus, here for the last of May 5 and 6, on South and Smith streets lot, had good attendance on the whole. On the first day there was better than a half house at the matinee and at night about two-thirds. The next day, about a half house in the afternoon and four-fifths at night. There were showers between the matinee and evening performances the second day. Show was from Bowling, Ky., May 7. With ideal weather, machine was fair, night show practically filled. Side show and concert bit in both Cincinnati and Covington was good. The name of Mary Watson, who does musical grinds and rides mangle, was overlooked in the review in last week's issue.

Staff and department heads this year consist of Jess Adkins and Jack Terrell, managers; Robert De Lochs, treasurer; Lorne M. Russell, secretary; Noylee Burkhardt, auditor; J. D. Newman, general agent and railroad contractor; L. B. O'Connell, Postmaster; Lester, local contractor; Jack Orimes, Raymond B. Dean, Rex de Grimes, press agent; Lou Delmore, manager side show; Harry J. McFarlan, equestrian director; Fred Seymour, general superintendent; Gene Weeks, superintendent of privileges; Vio Robbins, band leader; Harlan Burkhardt, superintendent reserved seat tickets; Charles Young, canvas; Jack Biggar, trimmer; Joe Walker, boss horrel; L. W. Funk, commissary department; Tom Poplin, lights; Leo-Lesanger, prop; C. H. Hunter, ring stock; John Smith, stock; Joe Kuhn, working crew; Al Hoffman, C. P. Stewart, 24-hour men; Lonzo Derer, elephants; Roland Hebler, animals; Fred Walker, boss carpenter; Howard Belange, blacksmith; Verne A. (See COLE SHOW on page 12)

### Gainesville Community Has Its Second Largest Date

GAINESVILLE, Tex., May 11.—The Gainesville Community Circus netted \$1,400 for the underprivileged children's fund of the Kiwanis Club at Sherman, Tex., when it exhibited there May 2 and 3. It was the second largest underprivileged engagement in the history of the show, surpassed only by the Dallas engagement last year.

At Sherman Friday night, May 3, Fortis Sims, eight-year performer, was injured while he fell on the point of a butcher knife in a rack used as a prop in his act. He was rushed to a hospital, where he was given treatment and returned home in fine condition. He returned this week to do his number when the show exhibited at Dallas, May 9 and 10, in the live-stock arena at the fairgrounds under Veterans of Foreign Wars auspices.

The circus' next engagement is at Ardmore Okla., June 6 and 7, under American Legion sponsorship. Mr. and Mrs. Frank Hartman of Chicago, were visitors here Tuesday.

### THE BIG ONE will be in Pittsburgh, June 3-4:

Loke, 24. Comedy acrobats, Don and Pete, clowning with table rock.

### The Staff

Obert Miller, manager; Kelley Miller, assistant manager; Dorris Miller, equestrian director; Sandy Slat, superintendent of canvas; Joe Schlegel, elephants and animals; Pete Woods, producing clown; Jack Slate, boss property man; Verlon Shearer, superintendent of ring stock; Bill Simons, electrician; George Traylor, stage manager; E. B. Hines, barbers and seats; Frankie Woods, master of transportation; H. B. Darr, contracting agent; Frank Duncan and wife, brigade; J. M. Turner, pop corn and peanuts; Mrs. Wood, grab stand and novelties.

Side Show line-up: Tod Lavello, manager; Mickey, performing monkey; Freda, anatomical wonder; Great Leon, impaling lion; Mysteria, mentalist; Waximo, mechanical man; Kardina, magician and card manipulator; Miss Millette, Chinese torture, and doctor; E. B. Hines, in the Wild West concert are Al Beyer, trick rope; horse catcher and whip cracker; B. Stanton and his trick mule; Oklahoma's Shorty, trick rider.

HENRY B. GENTRY, of Gentry show fame, has answered the last call. Details in Final Curtain.



# With the Ringmaster Circus Fans

By THE RINGMASTER  
CFA

President  
WILLIAM H. JUDD  
W. M. BARNHART  
P. O. Box 2  
New Orleans, La.

Conducted by WALTER HOENADEL, Editor  
"The White Tent," Care [unclear] Printing

ROCHELLE, Ill., May 11.—Dr. David E. Reid, of Lebanon, Ore., accompanied by his wife and friends, caught Polak Bros.' Circus in Eugene. Following the Sunday matinee, April 28, he showed a group of moving pictures to several of the performers. The show was of the Ringling-Barnum show of 1939, Barnum of 1938 and circus acts at the fair in San Francisco last year.

On May 3 Dr. and Mrs. Walter M. Buckingham, accompanied by Mr. and Mrs. Charles M. Olsen, attended the Knights of Columbus Circus in New Haven, Conn., presided by Frank White, Mr. and Mrs. L. P. Raymond and Mr. and Mrs. Randall W. Palmer also were present.

Bruce M. Souter, CPA of New Hartford, N. Y., reports that Ringling-Barnum is booked for Utica on July 2 and the Hamid-Morton Circus for Ziyara Temple Shrine week of June 24.

A party from Rochelle, Ill., attended the Greater Olympia Circus in Chicago on the closing day, May 5. Those enjoying an excellent performance were Mr. and Mrs. W. H. Mohenadel, and sons (Walter and Francis), Mr. and Mrs. Fred Warming and Gene and Joe Nealon. Before and after the performance the Mohenades visited with friends on the show.

Mr. and Mrs. Frank H. Hartless have returned to Chicago after spending the winter in Texas and California.

George H. Balfour of Birmingham, N. Y., has returned from a six weeks' vacation in Florida. He visited Sarasota and spent several days at the Big Show's quarters. From there he went to Miami Beach, Fla., where he spent time at Betty's Jungle Park and renewed acquaintances with Klara Knecht, who was on the front door. On his way home he spent several days in New York and saw the Big One three times.

## High Court Gives Jackson Zoo Nighty Haag Animals

JACKSON, Miss., May 11.—The Mississippi Supreme Court last Monday affirmed county chancery court ruling giving to the Jackson municipal zoo a group of animals originally owned by the Mighty Haag Show. The animals were shipped to the Jackson zoo in March, 1937, by Mrs. Ernest Haag, with the caveat that they were to be used by E. E. Bennett, zoo superintendent.

The city was to transport the animals from Montgomery and use them for display at the zoo until Mrs. Haag authorized someone to pick them up. A Florida bank went into court last year to seize the animals to cover a \$3,700 note and was denied. The city then went into court itself and was successful in foreclosing for the board bill. The group included a chamois, sphinx, jackal, wart hog, wallaby, four-thusie monkeys, a lion and a tiger.

## Northern Animals at Goebel's

LHO ANOZLES, May 11.—Goebel's Lion Farm at Thousand Oaks has grown to very large proportions. Louis Goebel stated he had 110 cats, 16 camels, 19 elephants, 10 of them black, 12 tigers, the property of the Ringling-Barnum circus; eight zebras, numerous species of deer, monkeys, African wild boar; 9 seals, these being the Winslow seals. There is also a new variety, Sunday afternoon shows are being given since Mabel Stark left for the Benson Wild Animal Park at Natchez, N. H. The cat acts are worked by Louis Roth, Eddie Treese and assistants; the elephants by George Korman, Gilbert Gardner and Joe Hurley. Practically all the Hagenbeck-Wallace wagons have been bought by Goebel.

## North West to Sarasota

PHILADELPHIA, May 11.—John Ringling-Barnum circus and Germaine Atney, French flag, will be married here Saturday by Judge Perry and left for Sarasota, Fla., to visit Mrs. Ida Ringling North, his mother, Henry Ringling North, brother of the groom, was best man.

## Barton First Circus in Ruffin, N. C., in 46 Years

RUFFIN, N. C., May 11.—Barnum's Society Circus in here May 9 and 10, and, altho the weather was chilly in the afternoon and almost freezing at night had some good shows. Show was under auspices of local, high school.

Due to this being the first circus in Ruffin in 46 years, the last ones here were Toots Bros. in 1894—many people attended both afternoon and night shows. Some 100 children were present at the special school matinee. Show was booked here by Rex M. Ingham, former circus agent and now a deputy sheriff of this county.

The show is aptly and span and is under management of Tex Rose, of radio fame. Program, which runs 1 hour and 45 minutes, has 20 circus and clown numbers. Rose does a wire act, table balancing, roping number and several other novelty numbers. Program is under the direction of George Barton, M. S. Marguerite does a very good stangle trap act and descending web, also principal bareback riding number. Mrs. Rebekha McGree does a spole contention act, also swinging ladder; George Barton, Jr., nephew of George Barton, a clowning act that tops the show. The Barton bareback act, five people, is featured.

Show came here from Draper, N. C., to appear for a spot in Pennsylvania. Visitors were Mr. and Mrs. J. M. Ingham, Bryan and Billie Woods, Mrs. Victor Lee and a number of folks from the Barney Tassel Show.

## Sixth Year for H-M In Montreal; Opens Big

MONTREAL, May 11.—The Hamid-Morton Circus featuring Clyde Beatty's wild animal act opened at the Forum here May 6 and continued until today. Show was under the Karank Suitners, with William Wray as chairman. It was the sixth year the circus had been in Montreal under the direction of Bob Morton, assisted by Len Humphries.

Opening matinee was a turnout, more than 11,000 witnessing the show. Advance sale for the run was big. The press was handled by Harry Moss and Art Deutch. Radio tie-up included spots announced by GIB Butler, local sports commentator. Beatty, Morton and Joe Beatty guided out the program. Henry M. Robinson was in charge of promotion work, assisted by Dan Pierce. Jack Shaw was in charge of rigging and props. George A. Hamid and wife, Mrs. Victoria, Singapore, and Len Billings, manager of Belmont Park, this city, were visitors.

The program, in order, follows: Concert overture by Madison Square Garden Band; Joe Beatty, conductor; Tournament; Piccolo Trio; Kidko and Five Harlequins; Mrs. Clyde Beatty, riding tiger; George Hanneford Jr., and Doris Hanneford, principal bareback riding; Joan Krasa and Irma Williams, acrobatic grinds and web; and Young Orton, chair balance. Ernie Wiswell's Funny Farm; Clyde Beatty, mixed wild animals; Glowns; Four Queens and an Ace; Torelli's Dog and Pony Circus; Iron and Arlen; Jeanette and Fred, double traps; Billy Page and Company, perch; George Hanneford Family and Joe Hoagland and Company, comedy bareback riding; Captain Jobson's conductor; Helen Reynolds and sisters; Aerial Ortons; Conchita, Orton Sisters, Iron Jaw; and Orton Queens. Slide-for-life; Glown walk-around; Indian riding acts; and Jess Brown and her elephant; Charles Young and Company, clown camp and Unriddle mule; Demmet Troupe, tumblers; Flying Comets and Flying Valentines.

Bob Morton directed the show. An conclusion of the engagements, Mrs. Tom Beatty and host of the executive staff went to Trenton, N. J., to ready the H-M outdoor show.

## Cole, R-B for Erie, Pa.

ERIE, Pa., May 11.—This city will have two and possibly three circuses this season. The first will be Cole Bros. on Decoration Day, Ringling-Barnum will be here on July 12. There is a possibility the Zeeman Troupe, Erie, may be bringing the Hamid-Morton Circus to Erie later in the season.

J. B. SWAFFORD, formally a circus agent, has joined the De Luxe Amusements as general agent. He and Mrs. Swafford celebrated their 47th wedding anniversary April 24 in Rockville, Conn.

## Circus Saints AND Sinners' Club

By FRED P. PITZER  
(National Secretary)

NEW YORK, May 11.—Flying Rings, tent paper of the Lillian Leitzel Tent, is at hand. From it we learn that the fall guy initiated on May 6 was Raymond J. Brennan. The 18-page folder in circus week by the circus week by the circus week certainly gives it atmosphere. This tent is growing rapidly and its installations are the talk of Bradford, Pa. The winner's Distast Bros. Show furnished the music and Coney's Cory Cocktailery was the place. The big event is to take place on June 13 when the tent's "Aighty Watson Show" will play day and date with the Ringling-Barnum circus and when Al Court, the famous animal pacer, will be the fall guy.

There are now 33 members in the High B. Sprout club and they are all live wires, red-blooded, circus-annual loving citizens of Staunton, Va. Here are: Dr. W. E. Armstrong, Curtis P. Bowman, Charles K. Brown, George A. Cottrill, Walter E. Crowe, John D. Crowe Jr., M. O. Culpepper, Frank S. Driver, Augustus M. Dull, Dr. Guy R. Fisher, Dr. S. H. Garrel, W. L. Hall, Joseph R. Healy, Dr. Thomas W. Hoedrich, H. C. Jennings, W. Keesley, W. O. Kivlingham, H. M. Lineaverter, J. Robert W. McWilliams, H. W. McNeil, E. K. Matthews, William S. Moffet, Jr., John E. Payne III, Dr. James D. Pettis, Mayor S. B. Picheo, Charles B. Ralston, J. E. Rumsfeld Jr., Major William H. Steele, S. Kate Sterrett, Dr. Howard E. Topping, Lyle O. Weller, John V. Wise, H. C. Loyd.

Nice letter from Walter M. Buckingham, secretary-treasurer of the CFA, and we're glad to learn that he is settling comfortably at home here in Washington that his illness is conquerable. Walter is a fine fellow and loves the circus. A letter from Paul Kiecher inquires about the formation of a CFA tent in Dayton, O. That makes the fourth inquiry which in the month covering the four points of the compass. Berry to learn of the illness of Sinister Ollie Oliphants wife, Mrs. Kate, from Betty Leonard, of Wichita, Kan. Among other things she writes: "I enjoy your column in The Billboard as I count a lot of the people you write about among my friends. I have known you for 20 years." I had an enjoyable visit at the Bud E. Anderson Circus, a nice-looking show. Carries eight elephants, five camels, 12 head of horses, 14 ponies and had a baby elephant broken to ride a bicycle. He parades each day at noon with it and the remainder of the animals and the band. Had a very good crowd night of April 10 despite the cold weather. This seems to be hearing-from-older-friends week, for we hear, too, from Senator Harry Herzig, a man who has built up a reputation as a circus man. He has enough material now to build a typical encyclopedia of this form of entertainment.

The W. W. Workman Tent Doomed Richmond, Va., with circuses for the big shindig which was held on May 3 at the auditorium of the General Outdoor Advertising Co., Petersburg, Va. It was very successful, thanks to Simpson, Bill Barrett, Joe Black, Billy Burk, Bill Chapman, Wheat Duke, Ed Knott, Leonard Moore, Colonel O'Grady, Cliff Smith, Fritz Stittling, Penny Wright, Bill Homburg and Charles Summa.

## R-B Labor Conditions Under Investigation

WASHINGTON, May 11.—Working conditions with the Ringling Bros. and Barnum and Bailey Circus are being investigated by representatives of the U. S. Department of Labor, Washington, Division. It was admitted today by officials of that division, it was asserted by spokesmen that that agency that the government was acting on complaint that it was acting provisionally of the Wage and Hour Act.

The exact nature of these violations was not revealed, but it was pointed out that should evidence support complaints, the department would proceed with the results of its investigation. A possibility was held out that this report may be available on May 12, but it was admitted that chances were slim for information at such an early date. It was held probable that the case would await arrival of the show in Washington on May 15 for a three-day stay, when government men could meet with the show officials.

## Adel Bros.' Miniature Circus Debuts in Omaha

OMAHA, May 11.—Adel Bros.' Miniature Circus appeared in the Brandeis store here under auspices of The World-Herald milk fund from April 24 to May 1 for its first public showing. It is intended to make an exhibition tour of the country.

The circus is the work of Robert Kroszger, 27, of this city, and required 2 1/2 years to build. Motorized, it arrives in 33 large trucks and also has 43 wagons (cages and tables). It is scaled "one-half" of the foot and is complete in every detail.

Two stake trucks loaded with all necessary little stables and stake drives complete with motors arrive first, followed by two pole trucks, then camels, prop, stock, animals, etc., each truck holding just the articles in proportionate size that a large show would have.

It takes eight hours to set up and five hours to take down. It is 6 feet wide and 50 feet long and is placed on seven tables of that size. The circus is not mechanical.

Wirth's New Haven Date Better Than Last Year

NEW HAVEN, Conn., May 11.—The Kingdom of Columbus presented the Frank Wirth Circus at the New Haven Arena, week of April 29, and it proved a bigger success than that of last year.

It is estimated that there was an increased attendance of 6,700 people. Sell-outs took place Thursday and Saturday afternoons. A number of Circus Pans visited the show Friday night. During the performance Saturday afternoon contests were given to Wirth for a return engagement in 1941.

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One Extra-Large Young BENGAL TIGER

Also Male and Female LIONS

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**EDDIE WOECENER**  
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At Per Order.

### BUD E. ANDERSON CIRCUS

Wants Best Cameramen and Workmen in All Departments.

Want Carillons for Big Show Band.

Belle Fourche May 24; Stearns 25; Des Moines 26; all South Dakota.

### WANT

To join our wire, White Headquarters for MILLS BROS.' CIRCUS, Grand, Tumbler, Balis, other specialists, etc., Salary, \$27. Circus Richards, with tent, with 1000 people in all, send to address, May 14, Bureau 12, P.O. Box Orchard St., Campbell 17, Worcester, Mass.

### TIGHTS

**OPERA HOSE**

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# Under the Marquee

By CIRCUS SOLLY

CLIFF McDONOGALL is doing prowess work on the coast for *The Lone Life of Dorian Gray*, stage play.

MEROY JONES cards that he and the colored band left Mills Bros' Circus in Arkansas.

J. PAUL ASHBROOK, of Campbellville, Ky., saw Cole Bros' Circus in Louisville and enjoyed the performance.

EDDIE WOEBCKNER, band leader, joined Russell Bros' Circus at Ashland, O., May 12.

BERT LEO, veteran clown, is still advertising around Youngstown, O. He has painted his rig and made new trappings for his pony.

JIMMY HURTT, former circus equestrian player, is now band leader and teacher at the Thomasboro High School, near Charlotte, N. C.

HOWARD BRUCE, former circus owner, heads the Badger Coach Co. at Evansville, Wis. He operated a one-ring circus from 1913 to 1920.

EVLING VALENTINOS, with all-girl flyers, who were at the St. Louis Police Circus and the Shrine Circus in Montreal, will play parts and fair this summer.

E. W. ADAMS has joined Ringling-Barnum and is working for Fred Smythe, URS show manager. Adams was formerly with the Cole show.

RUDY RUDYNOFF, following an engagement at the St. Louis Police Circus, is back at the Lone Fine Riding Circus in Detroit.

BELL BROS' SHOW, transported on six trucks, is playing one-day stands, big top in a 50 with two big programs including dogs, ponies, monkeys and clowns.

GEORGIANA GALE, and Miss W. Doren, billed as the Queens, are again with Cole Bros' Circus, their fourth season with the show.

BUSTER AND HELEN HAYES, who have their pit show on Mills Bros' Circus, are featuring Sage Congo Sheep head man, with Bertha-Bert in Annex.

FIRST CIRCUS LICENSE ever issued in Cass County, Illinois, was in September, 1838, to Benjamin Stone for one week, with a fee of \$10, according to data in old Cass County files.

BOB MURPHY, informs that Lewis Bros' Circus, at its first road stand, Ann Arbor, Mich., May 1, encountered snow, rain, hail and sleet but did fair business. Side show did not open.

BALPH HOHNER joined Bell Bros' Circus at Bushmore, Va., with his ball game, and is also doing magic in the concert. He worked schools in Georgia and Alabama last winter.

JOHN C. ORAHAM JR., of Butler, Pa., whose father is joined for circuses playing in Pennsylvania, is now assistant climbing director for a New York movie concern.

VAN WELLS, clown, who played the Greater Olympia Circus in Chicago, was called home (Evansville, Ind.) by the

serious illness of his mother. He regrets that he had to cancel dates with Flagh Williams.

RUSSELL BROS' Circus was in Connersville, Ind., May 9, and Lewis Bros. the following day. Harry V. Winslow, on press staff of the Lewis show, reports that Lewis had a capacity house at the malline and drew there at night.

MARION WALLICK closed his dancing school at Dover, O., April 28. Mrs. Jean Sullivan, former partner of Wallick, joined her new partner, Jimmy O'Keefe, elephant trainer with Ringling-Barnum.

AT A MEETING of the Portland (Me.) Elks lodge, the first contract for the Elks' Circus was again awarded to Frank Wirth, who will produce his show in the Auditorium. This will be his third consecutive year in Portland.

THE TURNERS, Philadelphia group captained by Fred Miller, giving an exhibition on flying rings, was the highlight of the eighth annual Ringing and Badger Circus sponsored by the Camden (N. J.) YMCA May 4.

DICK CAVANAUGH, owner of the independent billposting plant at Columbus, O., visited several circuses at the Ohio Masonic Home, and Verne Williams and his billposters on Cole Bros' Advertising Car No. 1 at Springfield, O. The Cole show will be in Springfield May 19.

KARL ANNON, formerly with Silver Bros' Circus, now connected with a theater in Parkersburg, W. Va., reports Wallace Bros' Circus has had a hard time there, with the being idle. He renewed acquaintances with Charles La Bird, Texas Ted Lewis and others.

WILLARD J. OAKLEY writes from Providence that he caught the Johnny J. Jones Exposition in Savannah, Ga.; James E. Strates Shows in Baltimore, Eddy Bros. and World of Mirth shows in Philadelphia and the Ringing show in New York and Boston.

WHEN Wallace Bros' Circus played East Liverpool, O., May 6, Leo Powell, URS, and several clowns visited the City Hospital and gave a special show for the "shut-in" children. The East Liverpool Review came thru with a nice story on the visit.

THE WHITESIDE Troupe attempted Russell Bros' Circus at Loganport, Ind., and met George Valentino and Terrell and Dolly Jacobs, who also were visitors. Whitesides also saw their old friends the Ruben Ray Family, with the show. Lois Whiteside is not with the troupe.

GLEN Z. WAGNER, of Dover, O., circus fan and vice-president of the Charles Siegrist Showmen's Club, and Nick Hinf, also of that city, visited with O. C. Cox and other officials of Wallace Bros' Circus at Sawickley, Pa., May 4. Wagner reported cold weather hurt business there.

ERCELL C. MAIDEN, chief operator at the Fischer Theater, Danville, Ill., pens that Russell Bros' Circus was in that city on May 5 on the new lot at the fair grounds. Business extra good, weather perfect. The old lot has been sold to the government for housing facilities.

MAJOR ROLL HYDE, veteran drummer, recently visited his home town, Greenville, after several years absence. He has been drumming since a boy. Was formerly with Barnum & Bailey, Forepaugh-Sells and Ringling Bros' circuses. At G. Field, Minn., and a number of small shows. He joined the Gooding Shows at Fairmont, W. Va., recently.

FRED HARMER will operate this season as free act doing the same as before. He states that in the recent fair at his winter quarters, Lincoln, Neb., all equipment was saved. He will work his troupe of trained coach dogs and comedy bucking mule, and play a new act, a new liberty act, as soon as possible.

REX M. INGRAM cards that Frances Lindy, German shepherd dog owned by Mrs. E. E. Graham, of Arlington, Va., won several prizes and ribbons at the recent National Capital Dog Show in

# Be Safe Than Sorry In Legal Affairs...

By ROWDY WADDY

Higher court cases pertaining to the amusement business are cited by Leo T. Parker, attorney at law, in the last issue of *The Billboard*, each month. The next installment will appear in the issue dated May 25, under the title of "Avoid Liability on Amusement Contracts."

Washington. The animal, which was born on Barton Bros' Circus in 1928, has been exhibited at the major dog show.

NINE PROMISES of Billy Schultz left Manitowish, Wis., early in May to join Cole Bros' Circus. They were Jack Krundick, George Haese, Bobby Maurer, Johnny Armstrong, Detroit Wending, Winifred Frank, Violet Herman, Leslie Brodbeck and Anita Fidler. Elaine Greibling and Josephine Junk left the same time to join the Bongsia Troupe at Jeffersonville, Ind.

NORMAN CARROLL will arrive in Dover, O., from Oklahoma City soon to join the Marion Wallick entertainers, who will have the Home on the Range Show with the J. R. Edwards show this season, reports Mrs. R. H. Harris. Carroll has been with Russell Bros' Circus the past three years. The post winter he managed a dancing school and produced shows in and around Oklahoma City.

AFTER PLAYING 10 weeks of indoor circuses in Ohio in Dayton, Detroit, Freesley and Chester (Bobo) Barney, clowns, played one week for Rink Wright in Omaha, two weeks for Frank Wirth and two weeks for Hamd-Morton. They closed with the Ringling-Barnum one more indoor circus date (Winnipeg), which will make a total of 46 weeks this winter. They had a two-week layoff during that time, but billed in at night clubs. If they do not go with a circus this summer, they will play night-clubs with their combination dog, juggling and dance act.

DEATH of Herbert Arthur Hague, well-known Pittsburgh circus fan, is mourned (See *Under the Marquee* on opp. page)

# Dressing Room Gossip

COLE BROS.—Opening day at Rochester, Ind., was the coldest the writer has ever seen for an inaugural. There was a handful of snow on all the streets. The first visitor in Cincinnati was John Robinson IV and his mother, Bill Blomberg and Billy Senior. Dr. Hyebecker gave a party in Cincinnati and among guests were the Loyal-Repentant family, Mr. and Mrs. Otto Greibling and Mr. and Mrs. Freddie Freeman, Horace Laird and Jack Kluppel joined the show in Cincinnati May 8 after playing the Greater Olympia Circus in Chicago.

As I look around the dressing room, I see many new faces this year on the men's side—the Esclantines, Gasca Brothers, Savoy and a Florentine troupe, both reported to be the strongest troupe. Miss America's walkaround is going over with a bang—Oscar Lowande, please note: Grover Nitchman was visited at Lexington, Ky., by his brother, Naylor, and his sister, Marie. Larry Harb Hall and Geover really had a party. The clowns entertained the crippled kiddies at the Shrivers' hospital in Lexington. After the show, the Greater Olympia invited Rogers Restaurant and also had a motor ride thru the Bradley Stock Farms.

Wirth's Circus, Revue At Newark Big Success

NEWARK, N. J., May 11.—The circus and revue which was produced at the Newark Armory by Frank Wirth for one day recently proved a big success. Three performances were given, 10 a.m., 2:30 p.m. and 8:30 p.m. The Cheer Up, Revue was presented and included Bob's Variety Eight, Jules and Clifton, Snyder's Bear, Laddie Lamont, Hip Raymond, Dobas Troupe, Nella Troupe, Lady Barbara's Comedy Animal Circus, the Lockwells and Roy Barrett and Abe Goldstein's clowns. Whitley Roberts was emcee. The Hospital Committee contracted the show.

# The Corral

By ROWDY WADDY

BEA KIRMAN, rodeo performer, and wife of the late Tommy Kirman, trick roper, recently opened a cafe in Fort Worth, Tex. Until recently she was stand-rope mistress for Paul Whiteman's Band. Other rodeo performers already operating night clubs and cafes in Fort Worth are Rubie Roberts and Louis Tindall.

TAD LUCAS, trick rider, returned to her home near Fort Worth, Tex., after taking part in the Royal Easter Show, Sydney, Australia. She added a tray of native Australian wood, ornamented with a silver map of Australia, to her collection of prizes she has won in the United States. She is said to have one of the largest collections of cowgirl prizes.

DON PERRIN was again appointed manager of the rodeo to be held in conjunction with Swift, Garfield (Swaff) Dominion Day celebration. A new timing policy for the rodeo will be adopted this year so that all events will be over by 4:30 p.m. Charlie Powley is rodeo committee chairman of the Kinetic Club, sponsor.

FIVE RODEO performances are scheduled for the national convention of the Reserve Officers' Association in Oklahoma City next month. That Association is sponsoring the event, which will be held at Oklahoma State fairgrounds. Present plans call for two-day go-rounds and a night final.

JERRY LEE, business manager of the Big M Ranch Rodeo, says one which opened at McKinzie Dude Ranch, Willamsport, Ind., on May 12, will show there each Sunday until June 2.

WESTERN RODEO Association, Inc., a newly formed organization with headquarters in Omaha, has the following officers: W. H. Peters, president; John A. Stryker, vice-president and managing director; and Otto O. Maria, secretary-treasurer.

SECOND ANNUAL rodeo to be held this summer at Tyler, Mo., under Thayer Community Club auspices, recently joined the Rodeo Association of America and Southern Rodeo Association, according to W. L. Lewis Lindley, Homer Todd, of Ft. Smith, Ark., will furnish 400 head of stock and the white horses for the quadrille. Contracted to date are Chester Stryker, to supply Alice Sissy, Roman jumping, trick and bronk riding and quadrille, Logan Jarman will handle the publicity.

THREE-DAY POSTSCRIPT performance set to open on May 8, was announced following the original five-day Louisiana State Fair Association first annual rodeo, which ended in Shreveport (See CORRAL on opposite page)

# Philly Rodeo Gross Is Record Breaker

PHILADELPHIA, May 11.—First Annual Championship Rodeo, the Arena rodeo, which was a success and directed by Pete Tyrrell, closed tonight after nine performances (six nights and three matinees) to record-breaking business. Total paid admissions were 35,293. The gross receipts for the rodeo at last rodeo (1935) was only \$3,294 with same show. One Autey proved an outstanding attraction. Three night shows were turnaways.

Plus in addition to Autey included Ted Allen, horsehoof pitcher; Cliff Morris and educated range horse, Black Fox; Curley McCall, tandem jumping horses; Junior Eskew and Buddy Medford, trick and fancy roping; cowgirls' bronk riding exhibition; mounted basket ball game; Roscoe Armstrong and Co., bucking Ford and burlesque bullfight. Contest entries included Brahms steer riding, bronk riding, calf roping and steady bullrodding. Officials included Cosmo Jones, arena director; Jim Eskew Jr., assistant director; Herbert S. Maddy, general representative, and Fog Horn Clancy, public relations contact. Junior Eskew won the calf-roping contest the first night by tying with Al. The Oklahoma Bullrodding went to Bill Parks, who threw his steer in 4.6 seconds. Music was provided by Chief Onaida's All-Indian Band from Wisconsin.

# Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

ROLLER skating is true to garner a bumper crop of publicity on May 18, when a Paramount News film will be made in Rockefeller Center, New York, of United States amateur roller skating champions. Film will be made under direction of Earl Van Horn, of Mincola (L. I.) Rink, and has been sanctioned by Roller Skating Rink Operators' Association of the United States. Dorothy Kolb and William Opatny, United States pair-skating champions of L. D. Hulman's Lexington Rink, Pittsburgh, will participate with some Mincola champions and members of the figure skating club, Mincola's Walter Bickmeyer Jr., United States amateur junior figure skating champion, was scheduled to make a radio appearance on May 4 on a Coast-to-Coast hook-up over NBC Red network from WRAP on the Bright Idea Club program. Lola Cooley, United States amateur junior figure skating champion of Mincola, will be heard on the same program at a later date.

NEW roller rink to cost about \$150,000 is under construction in Lancaster, O. Structure will be 75 by 100 feet and will also house storerooms. It is expected to be ready for operation by early summer.

CARL P. TRIPPS is operating three roller rinks in St. Louis. Two are under canvas in Sylvan Beach Park and in Westlake Park, the third being in a permanent building in Chain of Rocks Parkside Amusement Park. New floors of white maple have been installed in each rink, 60 by 150 feet. Tripps is owner and manager of Ideal Novelty Co., St. Louis, and entered the roller-skating field during the past year.



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**EAST Market Gardens Ballroom, Akron,** has been converted into a roller rink. Operation will be under Electric organ has been installed and new equipment purchased, according to C. A. Sarcbet, operator.

**LARGE turnout** from Springfield, Mass., Boston and Hartford, and New Haven, Conn., were guests at Shelsie's Hillgrove (R. I.) Country Club Roller Rink on April 27, reported Sam Sholes, proprietor. Some winning teams in the April 29 New England Interstate amateur skate-dance championship at Leo Doyle's Riato Rink, Springfield, were introduced and gave demonstrations. Plans are being formed by some New England operators to stage an annual New England speed and skate-dance championship.

**BENNETT nights** for the Roller Skating Rink Operators' Association of the United States were slated for Victor J. Brown's Hiway Arena Rink, Union, N. J., on May 6 and Recreation Center Rink, Paterson, N. J., on May 7, with a group of Mincola, L. I., skaters giving demonstrations.

**AYON Park Roller Rink, near Otrand, O.,** was opened for summer under management of Tommy Johnson. New maple floor and equipment has been installed. Sessions will be held nightly, with matinees on Sundays. Sessions for women will be featured on Saturday and Sunday nights.

**AL HEADLEY JR., manager** of Wallcliffe, Rollendrome, Elmont, L. I., reported a Mohawk waltz contest was held in the rink on May 1. Evelyn Kelly and Dan Boldrin won first-place award of gold medals with 484 points; Connie Donovan and Charles Dombro, silver medals, 399; and Doris Oesterle and Milton Wolf, bronze medals, 368.

**WHILE playing a theater in Butler, Pa.,** Earl's of Writik, Jack and Dorothy Earl, report they visited a local rink and found a good crowd of regular patrons in addition to a large party in progress. Interest of the majority centered on dance steps, the some were also proficient at figure skating.

**BENEFIT party** was staged in Beachland Park Roller Rink, Racine, Wis., for employees of a local store, destroyed by fire on April 6, reported Manager Reg Freeman. More than 600 taxed the rink's capacity, while about 150 spectators were admitted to the balcony. Manager Freeman said parties are booked thru June. More than 300 attended one stage by the Wisconsin A. & P. store clerks on May 1. Ticket sale was more than 1,000 but inclement weather kept many away. Proceeds are to be used to finance a baseball team. Entertainment program included by Reg Freeman, included boxing match on skates; Beachland Whitstuds; tap to tap by Mr. and Mrs. John Billington; jodeling and guitar numbers, Noverly Bredon; comedy Edna Dvorak; acrobatic ballet, Jackie Quinn; skating act, Three Berdons; round waltz skating, Mr. and Mrs. Peter Neesgard; novelty twirling, Marge Dronak; Doris Ortell and George Pearson.

**TOM BOLDSTON, operator** of Lincoln (Neb.) Roller Rink, won a decision before city council granting him right of Sunday operation in his downtown location. Heretofore an obscure ordinance had been thought to read against skating, but it was found to have objection only to rink operating during morning church services.

**ROLLER rink** in Aleyon Park, Pittman, N. J., will be operated this summer by management of Roll-Arena, Gloucester, N. J.

**CLIFFORD DRAKE, Beverly N. J.,** has applied to township committee of Bridgeboro, N. J., for permission to construct a roller rink in township limits.

**BAUMGART sisters** recently celebrated the fourth anniversary of their operation of Sumner Park Roller Rink, Williamsport, Pa., with a party which drew a record crowd, reported Secretary Beatrice Baumgart. Victory Baumgart is rink director. Fred Baumgart is rink referee directed by Manager Henrietta

Party was climaxed with exhibition of an original buck and wing and waltz clog by the Baumgart sisters. Invitations were extended to the management to present the rink at near-by rink/roller skating invitation accepted, was for an appearance at Nick Nekola's new Midway Rink, Mount Carmel, Pa.

**WILLIAM GRADY KEATLEY, of Badger State Shows,** reported from Milwaukee that he and his brother, Jesse, spent the winter in Decatur, Ill., where they had a photo gallery in F. A. Selter's Danceland Roller Rink on Decatur Lake. Plans are being made to purchase an Danceland Roller Rink from the rink headquarters. Noble Galligan is floor manager and Gene Woods is floor guard.

## CORRAL

(Continued from opposite page)

Baumgart. Show included exhibitions of precision dance steps, swinging, comedy and novelty numbers. Taking part were: Jay Moore; Natalie Evans, Marion and Kathryn, Betty Mae Miller, Margaret Baily, Larue Tuttle, Barney Evers, Maxine Miller, Nelson Livermore, Corlie Jane Bohart, Mickey Jones, Corlie Selbring and Phyllis Jones. Gladys Cooley accompanied on the electric organ, April 29. The post meet was announced by falls officials, sponsors and T. E. Robertson, president. A season of rain and high winds caused postponement of finals on April 28 and 29. New purses and new contests were decided upon after about 300 were given in awards at end of Monday's finals.

**Finals:** Bronk Riding, Vic Schwartz; Cliff Roping, Clyde Burk; Bulldogging, Gene Ross; Tom's Aces, Smokey Snyder, Charles Colbert, and Cowgirl's Steel Riding, Vivian White. Top-money winners were Clyde Burk, Gene Ross, Charles Colbert and Vic Schwartz. Nine others shared in the final purses as runners-up in the averages on four-day contests. They were: Bronk Riding, Eddie Curtis, Frank Finley, Texas Kidd Jr., Bull Riding, Buck Oostrop, Joe Gaudin, Herb Meyers, Bulldogging, James Irwin, Bruce Ross, Herb Dahl, Brahma Bull Riding, Ken Roberts, Smokey Snyder and Dale Adams split third and fourth.

**Day-money winners:** Bronk Riding, first go-round, Frank Finley, Eddie Curtis, Buck Bolton. Second go-round, Vic Schwartz, Tom's Aces, Smokey Snyder. Third go-round, Frank Finley, Vic Schwartz, Texas Kidd Jr., Fourth go-round, Texas Kidd Jr., Eddie Curtis, Frank Finley, fifth go-round, Eddie Curtis, Buck Bolton, Frank Finley, Cliff Roping. First go-round, Frank Hoesley, Jiggs Burk, Clyde Burk. Second go-round, Jiggs Burk, Clyde Burk, Buck Goodspeed. Third go-round, Clyde Burk, Jim Goodspeed, Jim Sanders. Fourth go-round, Clyde Burk, Clyde Brown, Jiggs Burk, fifth go-round, Clyde Brown, Buck Scholtz, Leo Branson.

**Bulldogging, first go-round,** Bruce Ross, Ray Martin, Bill Hedge. Second go-round, Tom Hogan, Jimmie Neibitt, Charles Colbert. Third go-round, Carlos Green, Jim Irwin, Gene Ross. Fourth go-round, H. D. Binns, Bruce Ross, Bill Hedge. Fifth go-round, James Irwin, Gene Ross, Dick Hertz, Edman Bull Riding, first go-round, Charles Colbert, Ken Roberts, Smokey Snyder. Second go-round, Hoyt Heiner, Ken Roberts, Charles Colbert. Third go-round, Buck Bolton, Duward Ryan, Dale Adams. Fourth and fifth go-rounds were called off.

Oran Marshall and Bryan McAllum were slightly injured, while in the girl's event, Mary Ellen Houston, trier, dislocated her shoulder. Margie

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Greenough sprained a wrist, and Jane Burnett, Billings, Mont., girl steer rider, shattered a pelvic fracture when thrown from a horse. Judges were Lynn Huskey and Leo Murray. C. A. Studer, secretary, Southwestern Rodeo Association, was secretary. Peggy Leung and Tom Hogan, timpanier; Edna Curtis, arena director; Jimmie Nesbitt and John Lindsay, clown, and Pete Adams, announcer.

## UNDER THE MARQUEE

(Continued from opposite page)

by J. S. Writcheff, of Atlanta, who learned of the death thru the deceased's sister, Mrs. Robert A. Clark. Also surviving are brothers William E. and Frederick G. Hogue.

**C. S. PRIBAZOFF, general agent** of Lewis Bros.' Circus, was in Massillon, O., May 4 and conferred with Jack Hedron, former advance-car manager, about conditions in the Eastern Ohio industrial area, which the Lewis show will soon play.

**STERLING (DUKE) DRUKINBROD, Maynard (Doc) Maat, Ted Deppish** and Ray McConnell, all of Canton, O.; Paul Kimmery, of Massillon; and F. W. Works, of Akron, visited with officials of Wallace Bros.' Circus at that Liverpool, O., May 6. All are members of the Charles Street Showman's Club.

**PAUL P. VAN POOL, C.F.A. of Joplin, Mo.,** recently saw the Bud E. Anderson Circus and says it is one of the best motorized shows in the country. Everything is painted and everyone has nice wardrobe. He visited the Atterbury show at Sarcozie, Mo., April 26. Atterbury has combined his show with the Hall animals. Van Pool also saw the Al O. Kelley and Miller Bros.' Circus which opened the season at Joplin April 23 as part of the entertainment at the Joplin Fiesta. Show is nicely painted and performance very good, he declares.

**EARL VARDELL, who** since his retirement as an acrobat has made his home in Canton, O., and who for several years has been an athletic instructor at the Northeast YMCA in that city, recently staged a two-night circus at the Y to demonstrate what he has accomplished with the juvenile membership in the way of acrobatics. To lend circus atmosphere for the event, Vardell obtained a ring curb, props and a cribspo from J. B. (Jack) Malley. Both performances were well attended. Vardell's son and daughter, who have been developing an acrobatic routine under the tutelage of their father, proved the outstanding turn-of-the-program.

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# NAAPPB Layout For 100 Booths

### Hodge praises plan for '40 park org and AREA display—drive starts in June

CHICAGO, May 11.—Ground plan for the 1940 convention's 22d Annual Trade Show sponsored by the National Association of Amusement Parks, Pools and Beaches and American Recreational Equipment Association has just been forwarded to all 1938-'39 exhibitors from Secretary A. R. Hodge's office, 201 North Wells Building. Set-up for the show is considered most attractive. There are about 600 booths available, occupying the two ballrooms on the 19th floor of the Hotel Latham, in the heart of the Loop. The NAAPPB and AREA are to be congratulated in obtaining such an exceptional location for their Annual Trade Show, as they will have exclusive use of the 19th floor of the hotel and in addition adequate accommodations for program sessions, meetings of the Park House Club, pool sessions and other activities," said Secretary Hodge. "An examination of the floor plan reveals that annihilation of the show set on page 39."

# Cincy's Coney Hits Par With Preview

CINCINNATI, May 11.—First of a series of two week-end Preview Days at Coney Island here on May 4 and 5 were about par with the successful ones for the corresponding period of 1939, said President and General Manager Edward L. Schott. "Some rides and concessions operated to fair business, principal source of income is derived from operation of Moonlight Ballroom, around which Preview Days are built. Will Count Basie's Orchestra in for the first week-end. About 3,800 danced on both nights. Despite extremely cool weather Saturday night, 1,000 passed thru ballroom turnstiles. Herbie Kay's band was set for the May 41 week-end."

Ray Anderson, of Theatre-Dumelft Fireworks Co., will direct "Watercade on the Bay" (See CINCY'S CONEY on page 39)

# New Arcade Burns in Tulsa

TULSA, Okla., May 11.—Fire raked an almost completed penny arcade building in Crystal City Park here on May 2 while about 1,500 dancers in Casa Loma Ballroom watched. Fencing alongside park property was damaged before the blaze was brought under control. It was believed to have been started by winding machine equipment left in the building. Fred Mountain, park publicity director, estimated loss at \$3,500. Building was being rushed to completion for the park opening today.

# Climp Theater and Turtle Rides Set for Detroit Zoo

DETROIT, May 11.—Detroit Zoological Park will reopen on May 24, said John T. Wilson, director. He was injured in an auto accident last fall and is still on crutches. Construction is in progress on a new exhibit to group all Australian animals and to be finished late in the summer.

Chimpanzee theater, seating 3,000, has been built and will be ready for the park opening. A new feature will be turtle rides for children. Bus service from downtown Detroit to the zoo, 11 miles, is being planned, with the buses going into the grounds.

BRIDGEPORT, Conn.—Fireworks will mark reopening of Pleasure Beach Park here on Decoration Day. Ballroom will open for Sunday dates on May 19. Bookings have been made for daily outings from Long Island country club with the steamer Port of Bridgeport, running from Port Jefferson, L. I., to Bridgeport. Four new rides have been added, and picnic groves have been enlarged to accommodate 3,000.

# SHOW IS SET

## —Be Safe Than Sorry— In Legal Affairs . . .

Higher court cases pertaining to the amusement business are cited by Leo T. Parker, attorney at law, in the last issue of The Billboard each month. The next installment will appear in the issue dated May 25, under the title of "Avoid Liability on Amusement Concessions."

## Coney Luna Cards Circus, Aerial Acts

NEW YORK, May 11.—Milton Sheen, operator of Luna Park, Coney Island, is now being readied under the new management for opening end of the month. Will continue the Hippodrome Circus, many years an outstanding fixture of Luna operations. Hipp show, to be given in the spacious one-ring arena below a circular top, will be headed by Will Hill's elephants and ponies. Hill will be manager and announcer and has established living quarters in the park. Show will run about 40 minutes and will have five or six other acts. It's an admission attraction.

Sheen has also scheduled one high act every week as a free feature. Both are George Hamid office bookings.

Herman Blumenfeld, of the Hamid firm, announced that Con Colcano, the wire performer, and Aerial Detoria have been engaged for the daily session of Steel Pier, Atlantic City, starting end of June.

# AC Hall Gets Political Spotlight; Train-Auto Service New Biz Bid

ATLANTIC CITY, May 11.—Steel Pier set May 30 for beginning of operation on daily summer schedule, operating week-ends until then; on June 1 Convention Hall will house the Miss Atlantic City ball, first function of its kind held in conjunction with Atlantic City Beauty Pageant. Convention Hall is becoming a political issue. Prosecutor Altman, campaigning as a candidate for the city balling for a complete shake-up in personnel of Convention Hall commission "that would give representation to all interests of the city." He charged the auditorium's management represents only beachfront interests with the result that many attractions

## Risk Campaign Brings Success

### NAAPPB insurance plan is advanced by drive in industry, declare officials

CHICAGO, May 11.—What is considered by officials as the greatest campaign ever staged by the National Association of Amusement Parks, Pools and Beaches has been completed by the office of Secretary A. R. Hodge for the purpose of acquainting the entire industry with benefits of the public liability insurance plan sponsored by the association in cooperation with the Associated Indemnity Corp.

The more than 750 operators who came under the plan during the last four (See RISK CAMPAIGN on page 39)

## Acts for Craig Beach Again

DIAMOND, O., May 11.—Craig Beach Park, owned by Craig Beach Operating Co., of which A. E. Mallory Jr. is president and A. E. Mallory Sr., managing director, will open its season on May 25. Some new construction and remodeling of buildings is under way. Concessions will be added to the midway. Dance pavilion policy had not yet been set. Free rides, so successful last season, will be continued, with first scheduled to open on Decoration Day. Acts will be changed every two weeks. Band concerts on Sundays and holidays will be featured again. Spok, near Youngstown, gets a heavy week-end draw from that city.

# Re Susie's First Training And Handling in the U. S.

Editors of The Billboard: I have read the statements made by William (Bill) Drossman in your paper, dated February 10, 1940. So many people have called my attention to these statements that, in fairness to everyone concerned, I must present these facts.

I purchased Susie the Gorilla from Heinz Rube, president of Louisa Rube, Inc., New York City, six months before her arrival here on the ship Graf Zeppelin from Germany.

Heinz Rube, Bernard McArdle, then employed by me, and I received Susie from the U. S. Customs officials on her arrival at Letcher's Pier, N. Y., in August, 1939. I brought her immediately to my New Jersey Pet Stock Co. store in Newark, then took her to the John Wana-maker store in New York City for a few (See SUSIE'S TRAINING on page 39)

# Jantzen \$70,000 Bow Magnet in Teeth of Storm

PORTLAND, Ore., May 11.—One of the worst wind and rain storms on any opening day of Jantzen Beach Park here on May 4. But a record 3,500 came out at night, tho' the storm still raged, and paid 35 cents apiece to dance to music of Gus Arnheim's orchestra. The ballroom, reported Paul H. Muehlepping, general manager, Park admission fee is 10 cents. Scheduled fireworks were canceled. Promotional efforts for opening included one hour radio time divided between two stations.

Management has spent more than \$70,000 on new buildings, rides and other attractions, lighting effects and opening thing. Equipment worth \$18,000, supplied by Philadelphia Toboggan Co., has been installed in a new building called (See JANTZEN'S BOW on page 39)

## Rides Pick Up in Detroit

DETROIT, May 11.—Amusement parks here reported marked improvement for the third week-end of the season, with attendance stimulated by warm weather. Rides showed a good pick-up, with prospects for better business than in 1939 indicated by comparative figures from last year. Rides suffered in the first two weeks in cold weather, while enclosed concessions and other departments had better trade. Refreshment concessions are still reported below par. Joseph T. Sudahek, formerly a clown in the Ringling Brothers' circus, is now a showman, with a new Charcoal-Graph machine in Eastwood Park.

## \$35,000 Is Primping Bill For Riverview, Des Moines

DES MOINES, May 11.—Riverview Park here will open on May 24 after more than \$35,000 was spent during the winter in remodeling. Manager Irving H. Crossman announced. Among improvements is a new ballroom which will be called Biorama. It will seat 1,000 and hold more than 8,000 dancers.

Bob Richard is personnel and purchasing manager. Frank Ryan heads game concessions; Jim Roberts, rides, and Bob Dudley, publicity.

## Death Takes James Visko

CLEVELAND, May 11.—James E. Visko, vice-president and general manager of Puritas Springs Park here, who died May 6 in a Cleveland hospital following a heart attack, was noted for his charitable work with underprivileged children. For years he made a practice of seeing that poor children who came to the park without money were fed and given a good time. He began his career as co-ordinator at the park and operated it for the past 20 years. Details in the Final Curtain.

NORRISTOWN, Pa.—Managing Director Roy Huber reported he plans to enlarge scope of Spring Mount Park near here by adding rides and concessions. Park is situated in Perkiomen Valley and offers free bathing, boating, horse-back riding, dancing, roller skating and camping facilities.



WILLIAM C. HUNT (center) observes his 35th year in show business on May 15, coinciding with opening of the summer season at Wildwood, N. J. Here Hunt's Amusement Enterprises, Inc., are celebrating his two sons, Bud (left) and Guy (right) are associated with him. Bud being general manager of Hunt's favor theaters and Guy managing Hunt's Ocean Pier, Wildwood. Hunt started his career in May, 1905, with the Bijou, Dream, Camden, N. J.

# EXHIBIT'S NEW 1940 MONEY MAKERS FOR SPORTLANDS and PENNY ARCADES

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## Otto Marquard Takes Over Atlantic Beach Catering

NEW YORK, May 11.—Fred H. Ponty, manager of Atlantic Beach Park, Atlantic Highlands, N. J., announced from his local office that Otto Marquard has taken a lease of the restaurant and will specialize in clam-bakes and shore dinners. Marquard was for many years in charge of catering at College Point, N. Y. for the Witzel-interests and became owner on Witzel's death. That resort was taken over recently by a really development company. Marquard will handle the mass dinner parties for organizations who want to combine boat and rail excursions with feasts.

## Casino Opens 14th Season

PORT WORTH, Tex., May 11.—Casino Park, Lake Worth, opened for its 14th summer season on May 10 with fireworks on the lake front. All boardwalk rides and other attractions are open. Miniature shoot and Pretzel ride are additions. Ballroom, which was open week-ends during April, has Bill Corbensen's Orchestra for an indefinite engagement.

## Sees More Jersey Spending

TRENTON, N. J., May 11.—Prediction was made this week by Rufus C. Maddox, managing director of New Jersey Council, that 1040 vacationists will spend more in the State's resorts than they have in years. He added, however, the best that can be expected is "a return to normal," the expenditure of about \$175,000,000 during the summer season, with South Jersey seashore resorts reaping the greatest harvest.

CONNEAUT LAKE, Pa.—Manager T. G. Foley announced Conneaut Lake Park will open its 1940 season on May 16. Many improvements have been made and a successful season is anticipated. General big conventions have been booked.

## HURRY! HURRY! HURRY!

## X-RAY POKER

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CIRCULARS ON REQUEST.

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## Erie, Pa., Spot To Feature Dance Hall, Name Bands

ERIE, Pa., May 11.—Manager Alex Moeller, of Waldamer Park near here, has had a crew at work in recent weeks making preparations for opening of the season on May 20.

Biggest improvement will be completion of Rainbow Gardens Dance Hall. It was destroyed by fire three years ago, shortly after close of the season, and much equipment stored in the building was lost. In 1938 the site was used for

an outdoor dance pavilion, but the project was not successful owing to weather conditions and a composition floor. Opening of the hall is expected to take place about June 16 in time for school picnics. Name bands and orchestras for indefinite engagements will be booked.

Opening of the Hobruu has been set for May 24. Fritz Rafter, emcee for several years, will again be in charge of entertainment. He is now engaged in rehearsing the orchestra and singing ensembles. One or two acts will be booked for the spot each week.

# American Recreational Equipment Association

By R. S. UZZELL

Roll call of the stalwarts this spring finds another worthy one missing: Lexie Austin Coleman of Riverside Park, Indianapolis, has passed after a long and critical affliction. Robust and strong mentally and physically, he was gradually reduced to a shadow by rheumatism. While his record in park business is enviable, it is much overshadowed by his achievements as a lawyer and his eminence in business. His only son, the author of this, made his living practicing law, spent his money on a farm north of Indianapolis where he raised (Glennary pure-bred cattle and hogs, and that he was interested in an amusement park as a hobby.

He was graduated from Indiana Law School in 1890 at 25 years of age. His success at the bar won him a partnership with John W. Holtzman, once mayor of Indianapolis. He was instrumental in the organization of Continental National Bank, Sterling Fire Insurance Co., Bankers' Trust Co. and other local institutions which he became identified with. An attorney for this great Coaster builder, the late Frederick Ingersoll, when Fred was building the Derby Racetrack in Indianapolis in 1911, he first became interested in amusement park business. At that time he met and formed a lasting friendship with John A. Miller.

### Colter as Associate

It was Mr. Coleman who first conceived the plan to consolidate all the amusements between the White River and the Canal for which Riverside Park Amusement Co. was formed. It took a 24 year lease on the 20 acres. It inclosed the space but charged no admission except on special occasions. It maintained a free zoo. The administration building was one of the finest for its day. Early he saw the necessity of maintaining a clean amusement park and never once deviated from that ideal.

With his many absorbing interests he could not find time for the minute details but left the management to his efficient associate, Archie W. Colter, who remained in active management until

his untimely death last year. And who would have objected to Colter going to first, since Mr. Coleman had been ailing for many years? It was Manager Colter who always toiled square with newspaper reporters, even in case of accidents, and gained national distinction thereby.

He was married, on June 23, 1897, to Maggie A. Davis, of Tipton, Ind., to whom three children were born, Robert, who was graduated from Harvard Law School in 1924; Mary Alice, who was graduated from Indiana University in 1922, and John L., who now manages the park.

### Pioneer of Old NAAP

It has been the habit of a man, just as he became eminently successful and the father of a fine family, stricken in the fullness of his powers and, by slow maidens process of the malady, waste away to a skeletal shell. Then imagine the bloody ambition of only one settle in numerous causes to be laid on the shelf while still in his prime to wait for the very slow but inevitable approach of a tragic end. He had expected that his will had the award consolation that their loved one did so well in so many worthy undertakings and always acquitted himself with honor and a clean record. Also often importuned to stand for public office, he steadfastly refused, so as to devote himself untrieted to the causes nearest his heart. Well may they be proud of so spotless and distinguished a career.

He began to attend our annual meetings while we were still at the Auditorium Hotel, Chicago, where he read his first paper before one of our meetings. It was on the subject of operating amusement rides on your grounds for only one week each year. It showed thought in its preparation and directed our attention to the fact that another able man had entered our ranks. He was the cynosure of our entire industry and more than ever will we be ready and willing to help John in carrying on at Riverside.

### Work Is Rushed in Agawam

SPRINGFIELD, Mass., May 11.—After a successful opening of the first three days in new Riverside Park, Agawam, Edward Carroll, owner and managing director, doubted the construction staff so that all work may be complete by May 20, after which the remainder of the park floor of the ballroom, one of the largest in the East, will be of grade A Michigan maple. Director Carroll announced booking of some 20 dambanks and picnic stands each to have attendance exceeding 500.

Coney Island is a busy place these days. Luna Park and Steeplechase are making ready for their respective openings before Decoration Day, which falls on a Thursday. Fair weather has brought into pre-season business to rides, novelty and souvenir stands, such games as are around and photo galleries.

Business at this time is centering on Surf avenue and the Bowers, which Boardwalk is ready to open until the new walk section is opened to the public. This is expected before May 30. While no announcements have been made, dedicatory services are reported for this new \$3,500,000 project, which extends and straightens out to Ocean Parkway. Stillwell sand has been shipped in to make the beach ready for the season.

Luna Park, under the direction of Milton Sheen, new lessee, is undergoing renovation and will stage its opening May 29.

Old time movies will again be shown at Feltman's and Stat's.

Lew Durston, night manager, with Harry Brown, booker, has taken over the Velodrome. Nights on pitched nights and dancing featuring name bands are planned. . . . Mack Winkle is in the box at Normandie-Cave. Predicts a return of good times to Surf avenue. Louis Morano manages the ride. . . . Penny Bernad magic and punch. . . . visiting the spots. . . . David Brown has opened his novelty and souvenir stand on Surf. . . . Charlie Gerlach has renovated his shooting gallery and is again operating Dreamland. . . . Liberty Bell Hotel is back with his bottle game in same building with

# Asbury Park, N. J.

By GEORGE ZUCKERMAN

Heavy schedule of conventions in this section in the coming month is expected to boost business considerably above figure of past several years. Concessionaires look forward to sharp acceleration in cash register music, especially between now and Decoration Day, when convention visitors will be heaviest. Optimism is based partly on gross of past-two years' record for this convention season. Surfside board and outdoor bowling layouts being completed by Meran De Meriljan on a block-square site facing the boardwalk is expected to begin operation next week, and will present a marked improvement over the old combo parking lot-piolo grounds.

Newly enlarged flasher concession operated by Ike Harris and Harry Walters, which also reopens next week, will be one of the largest of its kind in this section. Middle-Slot reading his goosey-night scales in anticipation of Decoration Day opening, as are Legnano Harris with his sand art works and Ross and Mountain with their kiddie rides and U-Drive Motorboats on Wesley Lake.

According to recently opened John D. Rockefeller Memorial Highway from this section to the Philadelphia area is expected to boost visiting traffic here, since the concrete stretch cuts down running time to within 45 minutes. Old route through the mountains and hills was jammed with traffic 60 week-ends.

# Playland, Rye, N. Y.

By J. WILSON CLIFFE

With the 1940 summer season upon us, this big Westchester spot is ready again to start its series of reviews of pleasure sundays beginning April 7, looking but one in the fire due to weather conditions. Three were particularly bright and warm and the returns highly gratifying in crowd and cash. It seems as though J. C. Public has taken the woolsen string from the old wallet, also the safety pins from the pants pocket, and spent with all the abandon of a rube at the circus. Playland personnel and concessionaires are elated, and if the preview in any criterion, 1940 will be a banner season.

Park is replete in fresh paint and floral displays. Chief gardener, Tim Lind has done himself proud. The two big malls at center of park are a picture,

the rich greenward being flanked by multicolored panicles. Personnel is practically the same as during the last six years and most are veterans of 12 years' service. The bosses: Herbert P. O'Malley, director; T. Currier and Lee Brown, assistants in charge; C. O. Lindborg, auditor; George Baker, superintendent; Harry Summerville, booking; Paul Morris, publicity; Frank Jaeger, supply; Dave Aala, parking; T. Woodward, bathhouse; Herbert Beck, refreshment; Gus Tuden, cashier; Fred Merritt, refreshments; A. Dombrowski, engineer; Tim Lind, gardener; Dick Kuhner, electrician; Matt Medeiros, carpenter; Terry Campbell, janitor; Alcey Ross, repair; Gus Hoffman, James Jack Cliffe, radio commentator; Bruno Lagrini, maintenance; Bill West, secretary.

Opening fair attraction in the arena beginning May 18 will be the Gyring Comets, with a fireworks display the same evening.

Concession and park personnel will appear in later issues of The Billboard, which will also feature the stand of Izzy (Whitey) Furrer, Hasteo luge.

### More Chartered in N. Y.

ALBANY, N. Y., May 11.—Secretary of State here has issued charters to White Way Casino, Inc., Manhattan; stockholders, Irving H. Baypol, Leo Kotler, Albert Beck, Harry, and Oscar Goldstein; C. O. Inc., Manhattan; stockholders, Isadore A. Beltzer, David A. Bernhard, Lewis Singer, New York. Haccia, Inc., New York. Stockholders, Elvish H. Kott, Bernhard H. Holt, Martin Davis, Burstein.

Brooklyn Exhibition Co., Inc., New York; stockholders, Charles D. Scanlon, Edward J. Gedaccia, Horace Valentin, New York. Inc., Manhattan; stockholders, Marlon Palmer, Prof. F. Ringel, Florence Kates, New York. Frank Buck Amusement, Inc., New York; directors, Frank Buck, Olga Swanson, Marcell Buck, New York.

### G. B. Biz Reported Better

GALVESTON, Tex., May 11.—Drawing about 12,000, second largest crowd of the season, Galveston Beach staged its annual spring Fashion Parade last Sunday. Explosion of fireworks stock, just before a scheduled display, gave the beach its biggest pyro show in its history. Bill Dixie, in charge, and two assistants escaped injury. Fashion Show in Murdoch's Pavilion was sponsored by business houses and Galveston Beach Association. Association will have week-end programs the entire season. Concessionaires report business better than a year ago.

### Dulise Reopens Sylvan Beach

HOUSTON, May 11.—With complete renovation, Sylvan Beach reopened today. Name change also will again be featured, said H. W. Datske, operator of the beach. A 15-week season is set. The large dance pavilion has more than 17,000 square feet to accommodate 3,000 couples and new lighting and redecoration. The 900-foot pier has been overhauled, and rides and concessions number more than 20. Bridge lounge has been modernized. About 30 picnics have been booked.

has bottle game, still contends "everything happens for the best, Tim." . . . Whitty Anderson and Ed. . . . who has opened a new poker roll on the Bowers and doing very nicely. . . . Arthur Fish-bell and James Maguin have donkey ball game on Bowers. . . . Hoppo back on the table. . . . playing Michigan, who says she's better known as Hoppo's daughter, will get a chance to strain her vocal cords this season. Mollie Milgrim (Mrs. Hoppo) is vacationing in Jersey.

John D'Erlico has the Turnado going daily and predicts big business ahead. . . . Selig Hoehle, still guessing-your-weight, on hand for his 44th season, assembled by Harry Spiegel. . . . Little Willie Gottlieb, the scale man, will see here and there on the Island. . . . Max Friedman, the candy man, recently underwent an operation at Israel Zion Hospital. . . . Harry Wolfenson is in charge of Paters Habbit Race—his still smiling. . . . Neal Kyrizmas and Phil Cook at the Virginia Reel. . . . Phil Waldron, box, and George Kyrizmas, brake, at the Rocket. . . . Johnnie Christensen at the table. . . . Mollie Milgrim, the Virginia Reel crowd has organized bowling team will meet all comers at Jack Chastinas' new alley.

## VISIT MIKE MUNVES PENNY ARCADE and SPORTLAND HEADQUARTERS

See All the 1940 EXHIBIT Machines in Action

- Exp. Bowling Alley
- Exp. Wigglers
- Exp. Base-Batter
- Exp. Whirlies
- Exp. Bowling Stern
- Exp. Card Machines
- Exp. Coin at Fe-
- And All the Other Machines

WORLD'S LARGEST ASSORTMENT OF NEW FACTORY BUILT EQUIPMENT. SUPPLY LISTED WITH PRICES on the Following: Bowling Machines, Pool Tables, Billiard Tables, Coin Operated Machines, etc. Everything in Games and Amusement Machines.

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Money-Meters always collect every admission, with instantaneous audit by patron. No investment for equipment. Trial installations. Write for Bulletin AR or ask representative to call.

## MONEY-METERS, INC.

WARREN ST. PROVIDENCE, R. I.

With the ZOOS

PITTSBURGH.—Highland Park Zoo here will be reworked...

COLUMBUS, O.—Eagle Plume, Hopi Indian chief, and his wife, Lone Deer...

OKLAHOMA CITY.—Leo Blondin, superintendent of Lincoln Park Zoo here...

CLEVELAND.—Representatives of Cleveland Museum of Natural History now have a picture of what is needed to recondition buildings...

PHILADELPHIA.—Two contents that are visitors to the zoo are the weimars of Burma, the baby elephant...

LONDON.—Annual meeting on April 22 revealed that the income for 1939 totaled \$454,400 as against \$451,000 in 1938...

Park Free Acts

THREE MILES high poly, opening in Detroit's Eastwood Park on May 10...

PURCELL'S Stage Circus will again furnish free acts for reopening of Interlaken Park, Fairmont, Minn.

CIRCUS acts for showings twice daily will be booked in Clevelmont (No. 1) Lake

Park by Theodore W. Gibbs, park manager in the history of the organization...

SUSIE'S TRAINING

(Continued from page 36) days' exhibition, to Atlantic City for several weeks...

It was then that Mr. Dreamman was engaged by us to make the openings on front of show and to take care of Susie with my associate, Mr. McArdle...

TRADE SHOW SET

(Continued from page 36) there are no spots in either exhibit hall to reduce the space of any of the booths...

It has been the custom of the sponsors to offer first choice of space to exhibitors from the previous year...

Edward L. Schott, president and general manager of Coney Island, Cincinnati is project chairman for the 22d annual convention...

CINCY'S CONEY

(Continued from page 36) Lake of Fire, pretentious fireworks scheduled for opening of the regular season on May 18...

Under a new policy name bands in Moonlite Ballroom will be changed weekly. For the opening Jack Tabor's Orchestra has been booked...

Several new attractions have been added, Flying Skooter, Skipper Boats on Lake Como and Penny Arcade...

RISK CAMPAIGN

(Continued from page 36) years have renewed calls for policies for 1940 in every part of the country...

"Probably the most gratifying addition to the list for 1940 is Coney Island, Cincinnati, whose premium volume is probably exceeded by but few parks in the country...

in the history of the organization, Secretary Hodge, with offices in suite 1130, 201 North Wells Building...

John Logan Campbell, Baltimore, the association's insurance consultant, has worked unceasingly with the committee to increase the number of policyholders for 1940...

Delay on the part of many operators, however, has been a big handicap, with the result that brokers and inspection department of the Associated Indemnity Corp. are up against it...

JANTZEN'S BOW

(Continued from page 36) "The House of Magic," a maze of electric eyes, radio beams and micromatic switches...

Name bands, booked thru the Music Corp., will include Arnelheim's Orchestra and those of Benny Goodman, Ray Pearl, Skiffle, and others...

CLEMENSON, N. J., May 17.—Clemenson Lake Park reopened today for week-end operation, going on daily schedule on May 18...

COLE BROS.

(Continued from page 32) Williams, manager Advertising Car No. 1; Pat Murphy, No. 2 car; Clyde Malory, checker-up; Dr. E. F. Parbello, Joe Hayward, legal adjusters; Jack Ryan, announcer; R. O. (Dick) Scatterday, banner man...

A nicely framed kid show is under the management of Lou Delmore. It is presented under a 70-foot top with three 30s (four poles)...

Complete equipment with P. A. system, 50,000 light of dance floor, further particulars write to A. BERRY, 200 West ABBOT STREET, San Francisco, California.

Here's 1940's Best Buy! LUSSE BROS., INC. AUTO-SKOOTER RIDE

LUSSE BROS., INC. 2809 N. Parkhill St. Philadelphia, Pa. LUSSE BROS. LTD. Bardsonia House, 55 Ebbetts Hill, London, W.C.C. Eng.

BETTER THAN EVER



More than 250 Alan Herschell Kiddie Auto Rides in profitable service. Buy 1250 Kiddie finest ever built. Complete 1940, \$1450.00.

ALLAN HERSHELL CO., Inc. NORTH TOWANARD, N. Y. Makers of the Famous Original ROCKET RIDE

1940 PENNY ARCADE

MODERNIZE—MUTOSCOPE WILL SHOW YOU HOW • NEW EQUIPMENT AND SUPPLIES • RECONDITIONED EQUIPMENT WITH MODERNIZED CABINETS

INTERNATIONAL MUTOSCOPE REEL CO., Inc. 44-05 Eleventh St., L. I. City, New York "Penny Arcade Headquarters Since 1891"

FOR SALE

Shed and full equipment for Penny Trade at fairs or resorts. Perfect right for 1940. FRANK PRENCE, 19 West 86th St., N. Y. City, N.Y. (West 87-12)

RIDES AND CONCESSIONS WANTED

On Percentage for Ideal Park, Johnstown, Pa. Write P. O. BOX 111, Johnstown, Pa.

FOR RENT

For 1940, 1200-Capital Ballroom, overlooking ocean, also lawn and other boxes for rent. Complete Deluxo, Maryland and Virginia circuit. Best available for the season at Maryland's only ocean resort. SINEPUERT PIER COMPANY, Ocean City, Md.

WANT on percentage basis Commissioned by Games and Rides, including Penny Wood, Soda, Ring, small Concessions, Sinks, Sarcophagi, Marshes, Refreshments, Dancing, Skating, Casino, London, Fortune Tellers, Marbling Machines, Photo Stand, Penny Arcade, anything suitable summer fall. Memorial Day to October. Free cashing, meals, entertainment. SINEPUERT PIER COMPANY, Ocean City, Md.

FOR SALE

Low-price 1940, 1200-Capital Ballroom, overlooking ocean, also lawn and other boxes for rent. Complete Deluxo, Maryland and Virginia circuit. Best available for the season at Maryland's only ocean resort. SINEPUERT PIER COMPANY, Ocean City, Md.

FOR LEASE

VENICE BALLROOM (On the Amusement Pier) VENICE, CALIFORNIA

Will lease the beautiful Venice Ballroom for parties, etc. Completely equipped with P. A. system, 50,000 light of dance floor. Further particulars write to A. BERRY, 200 West ABBOT STREET, San Francisco, California.

## '40 Show for Ottawa Is Hinted When Fair Board Rejects Offers

OTTAWA, Ont., May 11.—Directors of Central Canada Exhibition Association turned down two propositions for holding the 1940 exhibition here and have decided definitely that no exhibition will be held. Directors on May 6 reaffirmed the decision made several weeks ago to cancel the 1940 show because of militia requirements for Lansdowne Park and buildings. Since that action two propositions have been made to the advisory and finance committee with several other suggestions for a partial exhibition or some special attractions for "Exhibition Week."

### Club Has Project

Connaught Park Jockey Club, thru its President T. P. Gorman, offered use of Connaught Park for a show. It was understood he was prepared to turn over the plans without rental. His suggestion was not entertained, but after the directors' meeting, President Gorman intimated that consideration would be given by the club to the holding of an exposition in Connaught Park during the week originally selected for the Ottawa exhibition. Attractions, he said,

might include a midway, grand-stand seats, trotting races, automobile and horticultural shows, and agricultural displays. Show would be for Ottawa and this district and special provision would be made for bus transportation.

### Attractions in Offer

George A. Hamid, New York, who for many years has provided the grand-stand attractions, and Alex Linderman, World City, N. Y., who would be for Ottawa and this district, also made a proposition for having a midway and grand-stand program under auspices of the exhibition association. Their proposal called for possible exhibits which could be shown in tents without taking buildings away from the militia.

The advisory and finance committee called the directors to hear the proposals and, after lengthy discussion, it was decided to stand by the former decision to have no exhibition in whole or in part.

## Ill. '39 Deficit In Aid Carries Bills to Solons

SPRINGFIELD, Ill., May 11.—Eighty-five agricultural fairs in 39 Illinois counties have made application to the State department of agriculture for State aid for 1940, said Director J. H. Lloyd.

The director, whose department is charged with distribution of State aid, lauded the fairs as "definite assets for the development of a better agriculture and a greater democratic and community spirit." He explained that the number of agricultural fairs in Illinois has steadily increased during the administration of Governor Horner, beginning with 66 in 1933.

The fair associations, Director Lloyd said, have been notified that the Legislature has made a total of \$325,000 available for distribution in 1940. In 1939 the entire appropriation of \$325,000 in State aid was paid to the fair associations. This amount, however, was more (See Illinois Deficit on opposite page)

### N. M. Building Plans Made

ALBUQUERQUE, N. M., May 11.—Plans for a \$7,500,000 administration building on State Fair grounds here are ready for submission to WPA authorities, said Frank Schiffelbecker, chairman of the fair commission. Materials including adobe and vigas are on hand and officials believe structure will be completed for the 1940 fair. Some delay is anticipated while ironing out an arrangement with the N.Y.A., whose camp was using the temporary administration building when it was burned to the ground.

## Golden Gate Expo Cleanings

By WALTER K. SIBLEY

SAN FRANCISCO, May 11.—Giant painting, in a new location and should do good business. Max Schwartz's new venture, Danceland, will be a colorful addition to the Gayway, taking the place of the Candid Camera building. Al Mulligan and Henry Whitley have secured the \$50,000 building of Standard Brands in the Foods Palace, which they will transform into a unique restaurant. Percy Bakker, one of the managers of the animal show financed by the Smith-Smith syndicate, is supervising building of this, one of the largest attractions on the Gayway. A load of equipment arrived from Goebel Animal Farm, Los

Angeles. Smith and Zapp, ops of the Penny Arcade, have contracted for a novelty food concession to be in a front corner of their Arcade. Nate Miller was host to Mr. and Mrs. Eddie Brown and Sam Miller at an Italian Feast at the hotel Peranti estates at Los Gatos recently. Morris Goldstein, Hum-a-Tone note, is putting on amusements. Contract with Major Art McBratney and Eddie Stauden, promoters of the Ice Follies, has been approved. Title will be Exposition Ice Follies, with Sandy Johnson presenting a Night at Laké Plein. The \$100,000 former French building is being put in order to receive the show, the whole structure being "icefied." Among performers will be Sandy Johnson; Charlyze, the Ice Queen; Joe Dvorak, figure skater; Gerry Mundorf; Laja Lee, the Nightingale; Spary and Hank, comedy, and a line-up of 12 acrobatic queens. Charles Siskwith handled the deal for the operating company, Trency Lesage will be one of the principals. It is said all members of the cast will join the AGVA.

## Building Program Under Way in York

YORK, Pa., May 11.—Considerable work is in progress on groups of York Interstate Fair here in preparation for the 1940 edition. Considered President and General Manager Samuel S. Lewis, already completed is a 6-by-84-foot section of permanent scenery for use on the stage in front of the grand stand.

Decayed trees are being removed, and a study is being made for adequate reforestation at suitable points. Roofs on live-stock barns are being replaced with asbestos shingles and pens are being repainted. Many pens are being equipped with screen fronts to improve visibility for children.

Other plans include enlargement of poultry patio, moving of hay barn and substitution of exhibition horse barn in its place, lining of main building's interior with red wood, construction of an office in a live-stock barn for Manager Howard W. Anderson, replacement of antiquated wiring with a system in conduits, installation of floors in main building cupolas to provide storage space, erection of a building to house a fuel grocery and construction of a 14-foot paved road behind live-stock barns connecting with road at north and south ends of the plant.

### Family Ducat in Kansas

PARSONS, Kan., May 11.—Campaign to sell 3,000 family tickets to Tri-State Fair here will be launched in early summer. Tickets will sell at \$1 and will be good for 10 admissions, day and night, for five days. Fair board has contracted for \$7,000 of entertainment, including afternoon and night grand-stand shows. Heretofore season tickets were \$1 per person, with single admission gate charge of 50 cents. This year single admission will be 25 cents. Large advance sale of booth space in the merchant-exhibit tent was reported. There will be space for 87 exhibits and 10 entertainment booths in the tent, a new feature this year. Construction of an exhibit building under the grand stand is to begin on May 15, affording about three times as much space for displays.

## Casting on at CGIE; Bill Gibson's Guest

SAN FRANCISCO, May 11.—In preparation for reopening two weeks from today, activity at Golden Gate International Exposition has increased on all fronts. A. L. (Red) Vollman has started casting Carcade of a Nation. Forty rehearsals will start on Monday under direction of Art Linkletter.

Casting is also well under way on F. Herrick-Herrick's Hollywood show, to feature Nell Hamilton and Marian Marsh. Rehearsals for Billy Rose's Aquacade have been on for several weeks.

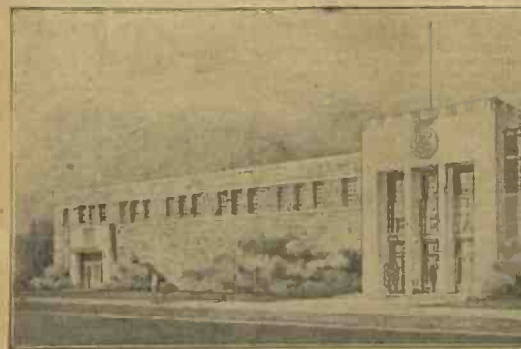
Finishing touches are being put to the midway, with assembling of rides and other equipment about complete. Terrell Jacobs' menage of 30 animals is slated to leave St. Louis the first of the week and expected to arrive about May 20.

Prexy Marshall Dill left on Thursday by air to participate in ceremonies at opening of the New York World's Fair as guest of Harvey D. Olsson.

### Bo Safe Than Sorry

## In Legal Affairs . . .

Higher court cases pertaining to the amusement business are cited by Leo T. Parker, attorney at law, in the last issue of The Billboard each month. The next installment will appear in the issue dated May 25, under the title of "Avoid Liability on Amusement Contracts."



THIS WILL BE "THE HOUSE THAT JACK BUILT." All right, and the jack came from 7,500 members of Future Farmers of America, the force that priced loose this proposed \$8,000,000 building to be erected on grounds of Oklahoma State Fair and Exposition, Oklahoma City. Idea sprouted last December, the Boys State org. to raise \$10,000, the fair to put up \$12,000 and WPA \$10,000 for a \$40,000 building. Boys raised their \$100 wags, everything from selling junk to little coins called "gold bricks." Fair raised its part and WPA decided that if native stone were used, making the labor-total higher, more federal money could go into it. Arts was raised to \$80,000. State WPA officers have approved plans, now in Washington for review.

"No More Shows Wanted?" Not only is the Gayway a sellout, but shows have overflown to other locations and unoccupied foreign buildings. These shows are off the Gayway: Rose's Aquacade, International building; Pantheon de la Guerre, Mines and Metals Palace; Hollywood; Yule and Fun; building; Sallie's Puppets; Hall of Western States; Cavalcade, Court of Pacific; Exposition Ice Follies; French building; Folies Bergere; Alvarado; Theatre; Wolfe's Hollywood; Avenue of Ours; New Shows on the Gayway are Jungeland with Terrell Jacobs, World a Million Years Ago, Schwartz Danceland, Nicholson's Exhibits of Yule and Fun, building; Nutcracker Derby; Bismulm, Mickey Mouse Circus, Harry's Homes From the Past, Harry's Amazing Amazonians, and three (See CGIE Cleanings on opposite page)

## British Annuds Scheduled As Usual; Fire Razes Rides

LONDON, May 4.—Pat Collins' covered-in fair, subject to the blues and dust, is attracting vast crowds everywhere. It has been decided to go ahead with Britain's largest annual fair, run in conjunction with the temperance festival, which will be held in the park. The fair will be restricted in size and a 10 p.m. curfew enforced.

Two next biggest fairs, Hull and Nottingham Goose, are to be held, but with the danger of a fire. The fair is scheduled for summer. This will be more beneficial to showmen. Fairs are to be held on top hill of British Red Cross and St. John Band, the result of an approach to Cyril Mitchell, York and Fair, by the National Stage and Allied Arts Committee formed by the Lord Mayor of London.

First wartime fair loss occurred at Glastonbury, where ice spent months. Showman John Farrar has been running a fair in a temporary structure of wood, corrugated iron and canvas. Entire structure was destroyed by fire and John Farrar's stand not so badly damaged as to be useless.

## Burns New S. W. Expo Head

FORT WORTH, Tex., May 11.—John O. Burns, live-stock show judge and a director of Southwestern Exposition and Fair, was elected president of the exposition at the annual meeting on May 7. He succeeds Van Zandt Jarvis, president 18 years, who died on April 18. Amos G. Carter was re-elected vice-president and John B. Davis secretary-manager. W. L. Pier was elected treasurer to succeed John N. Sparks, who died last year. Burns, Pier and Marshall A. Fuller were added to the executive committee.

## F. W. Concessioners Back

FORT WORTH, Tex., May 11.—F. M. McCallis will have his shooting gallery on a grandstand with Casey's candy, pop, air cafe-theater here, for the fifth year, when it opens on June 28 for four weeks. Contract for food and beverage concessions has been awarded to Tom Daly, who has had the privileges since 1931. The show, Casey's Menagerie, will be produced by Music Corp. of America, producer of the revue in 1938, and Kay Kysar's orchestra will headline first week's show.



Fair Grounds

LINCOLN, Neb.—Retired army colonel, R. G. Douglas, who was publisher for Nebraska State Fair here last season, has been re-engaged, said Secretary Perry Reed.

MANCHESTER, Ia.—E. W. (Desk) Williams, secretary of Delaware County Fair here and many years secretary of Fair Managers' Association of Iowa, is a candidate for representative in the Legislature.

SOMERSET, O.—Perry County Agricultural Society, sponsor of Somerset Pumpkin Show, plans midway and free admission for the 1940 annual. There are to be industrial art displays, educational films and cattle shows. Mrs. Janet Bonahan is assistant secretary and chairman of premium committee.

SHREVEPORT, La.—Louisiana State Fair officials and State extension leaders have agreed that Louisiana cattle will be shown by record by the normal budget. Although many structures were damaged by the March 12 tornado, plans have been approved for an improved live stock show and all buildings housing the department will be ready for the 1940 fair.

HILLSBORO, Ore.—Reconstruction of two buildings destroyed by fire last year and repair of damage to other structures on Washington County Fair grounds here has begun. Cost will be \$6,500, part of which will be borne by WFA, said Manager David L. Davis. Three buildings of 93-foot cattle barn is expected to be completed in time for spring dairy show. Addition of second floor to Farmers' Union Building will increase booth space by nearly 3,500 feet. Three buildings will get new roofs and 3,000 bleacher seats, destroyed by the blaze, will be replaced.

DES MOINES, Ia.—Iowa State Fair board let contracts for \$10,000 improvements on the Varied Industry building and horse barn.

WEBSTER CITY, Ia.—Additional improvements on Hamilton County Fair grounds call for a new 4-H Club barn, race-horse barn and additional grandstand seats, work to cost about \$28,000 and to be completed this summer.

Fair Elections

GONZALES, Tex.—Gonzales County Fair and Pecan Exposition re-elected Charles F. Bolmes, president; Frank Wilson, vice-president; C. B. Dixon, treasurer; Tex. J. M. Wilson, secretary; Edward S. Reese, manager.

BATON ROUGE, La.—Agricultural Fair Association at Louisiana State University elected Debrah E. Grayson, president, succeeding J. C. Richards, Baton Rouge. Robert Nelson, Hoopston, Ill., was named vice-president; to succeed Doyle Chambers, St. Louis; Gustaf, Moberly, Mo., president; to succeed to replace Nelson Hanks, Indian Bayou.

JASPER, Tex.—J. Paul Hardin, secretary-manager of the Chamber of Commerce, was named secretary-manager of Jasper County Fair succeeding R. W. Curtis, resigned. New members of executive committee are H. N. West, president; Tom Hart, A. L. Black, vice-presidents; O. M. Stone, R. E. Morrison, J. A. Meredith, secretary; treasurer; Tom Cordine and Wade Griggs.

PRAIRIE HOME, Mo.—Prairie Home Fair Association elected M. H. Lohse president; John Logan, vice-president; Dr. A. Meredith, secretary; treasurer; Elias Dablon, assistant secretary.

Grand-Stand Shows

JIMMIE LYNCH'S Desk Dodgers will appear in the last two days of Moose Jaw (Sask.) Exhibition, preceded by two afternoons of horse racing.

FALMOUTH (Ky.) Fair booked Gus Sun Agency's Sky Show, thru W. C. (Billy) Benior, including Cordovas, theater board; Mar Duo, comedy act; Lamy Brothers, flying return; Ferguson's Dogs and a line of girls; Rento play; Barri. Dance was booked for one day.

FLASH WILLIAMS and his Thrill Drivers who opened their 1940 outdoor season on the State Fair grounds,

Wilmington, Del., on May 13, according to Al Sweeney, general manager, will have the largest staff used by Williams since the first circus closing at the Shrine Indoor Circus, Cleveland. Williams purchased a new string of cars and added an advertising truck. Carl (King) Brady, of auto polo note, is crew chief. Williams, formerly with Cole Bros', Circus advance, is in charge of outdoor advertising, and James J. Hughes, Florida sports announcer, will do the emceeing.

THREE-YEAR contracts for grandstand shows have been signed for Gus Sun Agency by W. O. (Billy) Benior with Ripley County Fair, Osage, Ind.; Clifton County Fair, Frankfort, Ind.; and Rockbridge County Fair, Lexington, Va.

JOSEPH P. SCHAD reported bookings to date for his free act and food and that season's prospects are bright. Act is being prepared for the 1940 tour, which will be his 12th. He plans to gain features by Larry and some new members will be added.

ILLINOIS DEFICIT

(Continued from opposite page) than \$46,000 short of the approved claims filed with the State department of agriculture. Bills by Senator Thomas P. Gunning and Representative Henry Knott are now pending in a special session of the Legislature to make up this deficiency.

GGIE GLEANNGS

(Continued from opposite page) other attractions in process of negotiation. A front bound to attract cash customers and a wide variety of acts on the Gulliverian facade of the Midgate Village. Causeway from the Hay Bridge to Treasure Island, which has been undergoing repairs, is open after being closed to traffic and show things up. John Hawken, a leading herpetologist connected with Stanford University, will spend his vacation with the Cliff Wilson Monster Show on the Gayway. He will make a special study of pythons and lecture on smaller rare specimens of the Wilson collection. Elysium front will be the highest facade on the Hayway. Baby Incubator, now completed, has at administration building entrance to buy and deliver admission tickets, causing terrific delay because of multiplicity of tickets used, will be routed direct to parking area. All parking fees will be collected, cars parked and passengers will then go to the various entrances to the fair proper, which are strategically located. Tryout of the new fair sign lights and signs will be by all visitors. Eddie Brown, mayor of the Gayway, has moved into his furnished and decorated offices, located so that he can keep his finger on the pulse at all times. Harry Sheridan, on right hand, trekked along with the mayor. Treasure Island branch of the Bank of America reopened for the season on May 1 and was swamped with business. The first of the new formla milk dealers has been taken over by Julian Harvey for operation, which makes his concessions number 20. Every imaginable kind of an eating place will be found at the fair. Harry and the lowly hot dog at 10 cents to the epicurean dinner with champagne at \$5 per plate. Mrs. Charles H. Fogie, nee nation, the wife of Harry Sheridan, arrived by auto from St. Louis. "Happy" Johnson will have front of the Elysium show, assisted by W. H. Westlake.

Second issue of 500,000 souvenir tickets, just off the press, are being snapped up. Selling price is 50 cents, including one admission to Treasure Island and choice of any one of three attractions. Algonquin show, featuring the Turcs Jacob; Pantheon de la Guerre, famous French war picture, and Hollywood show, reproduction of the making of a motion picture. Bank of America bought the first 10,000 worth of the new Walter Oswald and Leon Sartisian, partners in many enterprises, will have over 500 color-operated machines; not including their latest venture, Kentucky Derby, on the Gayway. The color picture of the latest exhibition palace is robin's-egg blue and white. Key System, to serve Treasure Island by bus and ferry, has evolved a new system of charging boat fare, 40 cents to the island and 5 cents for return, 4 cents

less than the 1939 price. Passengers from Oakland side will pay 15 cents for the trip to the island and 10 cents for return. Kids will be charged 15 cents to the island from the east bay area and will be returned free. These reductions and the hoped-for 25-cent toll for autos on Hay Bridge should help make for smacking attendance. New Furies Repertre, in rehearsal in the California Theater building, is called the third continental edition. A. F. Dickerson, lighting engineer of General Electric Co., who arrived from Schenectady, has been loaned to the fair to arrange lighting to fit color scheme of buildings. Major Francis J. Heraty, captain of the expo guard for the last year, turned over his command to Capt. W. B. Allen. The major having been called for duty with the regular army. Sam Schlepferman, former stooge for Jack Benny, has been loaned from the Herrick-Rodrigg Hollywood show. Ed Breckenridge, who dragged the Infant Incubators out of the slough of despond last year, has another tough one on his hands. He is being and will operate the Institute of Youth show for Don Nicholson in the old Headless Girl building.

WALLACE BROS.

(Continued from page 12) rainy weather since opening April 18, at York, S. C. Best stands have been Westfield, Wheeling and Parkersburg, W. Va., and Zanesville, O. The last named stand gave the show almost a capacity matinee and a big night show. Show will be in Pennsylvania for several weeks. Hotter weather of the season was experienced at East Liverpool May 4. Heavy billing was observed here and at other stands.

The Program

No. 1.—Tournament, led by Norma Rodgers on a white horse, carrying American flag. 2.—Horizontal bars, Brownlee Brothers. 3.—Pooz slide, the Great Raymond. 4.—Solo elephants in all three rings, worked by Norma Rodgers, Babe Woodcock and Fred Lewis. 5.—Special announcement for Stella, an elephant doing a "hand" stand on two pedestals. 6.—Clown band, led by Ed Raymond. 6.—Liberty horse (right) in center ring, presented by Ted Lewis. 7.—Ring 1, Enos Troupe, perch; Ring 3, Atletta, single traps, finishing strong with a somersault from trapeze to a rope. 8.—Ray Goodie, tight wire, doing an excellent drunk routine and finishing with a back somersault. 9.—First concert announcement, with Texas Trailers and Baron Norak introduction. 10.—Message number, well costumed and expertly roamed, with Orvaline McIntosh, Jean Allen, Babe Woodcock, Midge Dever, Norma Rodgers and Pio McIntosh on moments. 11.—Stella, elephant, on the track doing a drunk routine. 12.—Clown walk-around. 13.—Eugene Enos Duo and Tan Araki; Rogitush riding act in center ring, with T. P. Lewis as featured rider. 14.—Clown; Jargo, 35—Buddy, trained seal, presented by Walter Jenner. The outstanding feature, offered in the center ring Buddy does a repertoire of tricks that wins continued applause, closing with balancing on one flipper on a platform. 18.—Second concert announcement, with all Wild West principals individually introduced and first appearance of Lee Powell (masked). 17.—Four elephants in center ring, presented by Jean Allen. 19.—Clown walk-around. 19.—Riley act, six people in center ring. Enos Troupe. 20.—Clown walk-around. 21.—Flying Hartells.

EXECUTIVE STAFF:

G. Cox, lessee; Harry Sheridan, general manager; treasurer; George Finestien, auditor; Keller Presaley, superintendent of front dock; Eddie Allen, general superintendent; D. E. Miller, general agent; Charles Chipman, general agent; Vernon Reaver, press representative; Jimmy Salter, 24-hour man; Devo McIntosh, chief mechanic; Dave McIntosh, assistant mechanic; Bob

THRILLS and CHILLS! A spectacular night and day... THE STRATOSPHERE MAN... WORLD'S HIGHEST AERIAL ACT.

THE STRATOSPHERE MAN... WORLD'S HIGHEST AERIAL ACT... PERFORMER ADDRESS: CARE OF THE BILLBOARD, CINCINNATI, OHIO.

50th ANNIVERSARY THE GUS SUN SHOWING AGENCY... FAIRS! RODEOS COMPLETE REVUES SCENERY LIGHTS CIRCUSES SEASONAL ACTS

BUY! NOW! SAVE! SUN BOOKS... ATTENTION, ACTS

WANT ACTS for July 4th and 5th, Can use Williams & Lee Attractions, Inc. 444 Holly Ave., ST. PAUL, MINN.

Stevens, banner man; Shorty Ollson, boss canvasman; Eddie Brode, electrician; Fred Boss, prop; Bill Woodcock, boss elephant man; Ira Hayes, band director; Ed Raymond, producing clown; Jack Fox, superintendent privileges.

CONCERT: Leo Powell (Lone Ranger); Baron Norak; Midge, Ted Lewis, horse catching; Midge Dever, trick riding; T. P. Lewis, trick riding; Texas Slim Collins and Montana Nell, whip cracking and trick riding; Mal McNeal and his Texas Trailers, entertaining.

BAND: Ira Hayes, director; Andy Martin, Charles Cuthbert and James Bowser, cornets; George Atkinson, clarinet; V. T. Metcalf, saxophone; Fred Keiser, trombone; Ed Mitson, baritone; Bill Salton, trombone; Frank Clarke, clarinet; Bill Wymore and Charles La Bird, drums.

SIDE SHOW: William (Dall) Tymber, manager; Charles La Bird, assistant manager; Chester Gregory and Bill Woodcock, tickets; Floyd Dickinson, Martin Jordan, George Keen, Scotch band, assisted by Dainty Marie Murray; Mal McNeal and his Texas Trailers, four hillbilly entertainers; Karl Noragatan, ventriloquist and Punch and Judy; Kialak, mentalist; Sam Toy, 500 mystery; Toby Tyler, sword swallower; Texas Slim Collins and Montana Nell, impalement; Harlan Revue, under management of Otis Harley, with David Nelson, comedian; Flossie Hooper, Ethel May Morris, soubrette; Otis Harley, trumpeter; Harold Brown, saxophone; Joseph Dement, tuba; Artan Bell, trombone; Rossco, Davy, drum; Alton Martin Jordan, Grace Slick, Allie Mae Addis, dancers. Robert Bell is in charge of canvas, with five assistants.

On inside tickets in the big show are: Specska, Curtin, Walter, Hobn and Joe Levine. Clowns, Ed Raymond, Charles and Iza La Bird, Albert White, Toby Tyler, Ray and Walter Brownlee, Dennis Stevens and Buddy Addis.

ATTENTION FAIRS PARKS AGENTS Now Booking Few Weeks Open Beginning September 3 CLYDE BEATTY'S CIRCUS UNIT, INC. Write or Wire to CLYDE BEATTY'S JUNGLE ZOO, FT. LAUDERDALE, FLORIDA.

# OPENING FARE TAKES TRILT

## Philly Stand Sends World of Mirth Off To Favorable Start

PHILADELPHIA, May 11.—Cold and rain hurt World of Mirth Shows' anticipated large attendance and gross at their opening stand of the season in Yellow Jacket Stadium here, April 26-May 4. Business for the engagement was reported as fair. Attendance was large on opening Friday and Saturday nights when the weather was cool but clear. For an opening date the show looked remarkably compact and orderly. When weather permitted paint was applied to those units which hadn't been treated in quarters. Neon is more plentiful than (See WORLD OF MIRTH on page 60)

## Hyde in Successful Chase City Starter

CHASE CITY, Pa., May 11.—Coming from Norwood, N. C. quarters, Eric E. Hyde Show's initial 1940 stand got under way on April 27 under three department auspices. Weather was clear and cool, but business was up to a standard and launching was successful. All attractions were located on the lot, opposite the Micaa Theater, downtown. Lot, however, was too small to accommodate the Hyde Show, one ride and some concessions. General Agent Herbert Wiggins did a good job of advance preparations. (See HYDE SUCCESSFUL on page 56)

**Moherly Oked for Imperial Shows**  
MOBERLY, Mo., May 11.—Imperial Shows, under management of Edward A. Hock, wound up the eight-day inaugural stand here on April 28 to fair results despite rain and cold weather. Shows have been enlarged over other years and present a good appearance. Much new canvas and many banners have been added. Octopus arrived in time for opening. General Agent Louis Berger returned here for opening and free attractions. Capt. E. H. Hugo and Tommy and Betty Forrest, Sky Dancers, closed.

## Ripley's New Oddities

NEW YORK, May 11.—Ripley's Odditorium on Broadway was scheduled to install new acts last week-end. Among them were Gladys Fubell, ventriloquist; King Jax, one-man band; Charles J. Heath, medical doctor; Jack Durant, concertmaster; Habib, Egyptian fire-eater; Ben Kazemier and his Indian Hall Mysnah birds; Hanka Kelter, long-haired woman; Ella Phillips, human pin-cushion; Nephiea Cassell Ward, sword swallower, and Freda Puzhnik, armless and legless.



ABOUT 150 MEMBERS of combined W. W. Workman Tent, Richmond, Va., and Will Rogers Tent, Petersburg, Va., of the Circus Saints and Sinners, were guests of John H. Marks, owner of the Marks Shows, on the night of April 30 during the West Broad street location engagement in Richmond. Before the "Grand Opening Speech" was stepped around the midway, the members, headed by Charles A. Somma, manager of Virginia State Fair; Clarence T. Kiddick, assistant fair manager; W. T. (BU) Humburg, Jack Lyons, Fritz Sitterding and other prominent members of the combined chapters were photographed in front of the main entrance, grouped around and perched on top of the three John Robinson Military Elephants. After an evening of festivities the Saints and Sinners were guests of Owner Marks at a typical cookhouse breakfast supper, served at midnight. Manager Marks was recipient of a huge floral offering from the members. Photo by Art Clark, "Life" magazine.

## MSWC Is Host At Dinner Party

ST. LOUIS, May 11.—Missouri Show Women's Club, with Nell Allen as official hostess and Viola Fairly, emcee, played host at a successful bridge party and dinner in American Hotel here the afternoon of May 2.

Members of various shows in the vicinity in attendance, and Lela Corvay (See DINNER OF MSWC on page 54)

## Happyland Unit Registers At Royal Oak Engagement

ROYAL OAK, Mich., May 11.—Happyland Shows' small unit, including 8 rides, 2 shows and 20 concessions, opened its spring-tour here on April 19 at Woodward avenue, under American Legion Post auspices, and chalked satisfactory business for the stand, which closed on May 1, reports V. L. Dickey. Shows have two more spring dates scheduled before (See HAPPYLAND UNIT on page 58)

## Stratton Joins ACA Staff As Publicist; Dadswell Out

CHICAGO, May 11.—Sam R. Stratton, who handled publicity for the John Barrymore show last season and prior to that was publicity man with the (See STRATTON JOINS ACA on page 60)

## League Takes Steps To Pick Site for a Showmen's Home

CHICAGO, May 11.—With a committee appointed and now actively engaged in investigating possible sites, a Showmen's Home of the Showmen's League of America is well on its way to establishment. Feeling that the urgent need of such a home has become very apparent during the last year and with a substantial fund already available, the league decided it was time to go ahead with definite plans for the location and building of the home. A committee was appointed with instructions to immediately start an investigation to determine the best location.

J. C. McCaifery, past president of the league, heads the committee, which includes Fred H. Kressmann, Dee Lutz, Charles T. Goska, Senator Clyde Burd, Morris A. Haft, Sam Solomon, Frank B.

## West Breaks Even In 2 Weeks' Play On Nashville Lots

NASHVILLE, Tenn., May 11.—West's World's Wonder Shows' second of a two-week engagement here, which ended last Saturday, was below the excellent business registered during the first week in Centennial Park. For the first stand shows moved to Nolensville showgrounds, opposite State Fair grounds. Weather (See WEST IN NASHVILLE on page 53)

## Heller's in Debut At Lawrenceville

LAWRENCEVILLE, Va., May 11.—Heller's Acme Shows opened their season here on April 22, cold weather and poor business forcing an early closing the first night. Shows are shaping up in good style and President Harry Heller super- (See HELLER'S DEBUT on page 53)

## Alton's Silver State Gets Oked Results Near Newhall

NEWHALL, Calif., May 11.—Reorganized for its long summer trek, O. H. Alton's Silver State Shows opened at a point near the rodeo grounds between (See SILVER STATE on page 60)

Joerling and B. T. Jesop. Sentiment appears to favor Hot Springs, Ark., as site for the home. Its equable climate, central location and various other advantages commend it for reconsideration. It is pointed out:

Just what form the home will take has not yet been decided. It was suggested some time ago that a series of cottages be built on land to be acquired by the league. Several members have signified approval of this plan and have indicated that they each would be willing to donate an amount sufficient to build a cottage. In the event such a plan is adopted, the number of cottages could be increased as occasion demands. It is expected the committee will report on proposed location in the near future.

## Bantly's Official Weirton Inaugural Gets Fair Results

WEIRTON, W. Va., May 11.—With rain and cold most of the engagement, Bantly's All-American Shows' official opening on Park Street Bridge show-grounds here, April 25-May 4, resulted in fair business. Sponsored by Employees' Security League of Weirton Steel Co., shows got off to a good start the first three days after moving in from a flooded lot in Reynoldsville, Pa., the rallying stand. Local lot was in bad shape when shows arrived but thru efforts of Committee Chairman Claudio Conroy, Jim McHenry and crew, one was able to set up with little difficulty.

Presenting an attractive nocturnal appearance, shows, featuring plenty of light, were visible for miles. Show has been reorganized and improved over last year and Herman Bantly continues as general manager. Others on staff are Harry E. Wilson, assistant manager; (See FAIR FOR BANTLY'S on page 58)

## Basinet's Initial Date Good Despite Inclement Weather

MINNEAPOLIS, May 11.—Inclement weather and a small, but good spending crowd greeted Basinet Shows' opening here at the Parade Grounds under American Legion Post auspices on April 20. Shows have been augmented and a new Octopus and Stratohipp has been added to the ride lineup. Fred O. (Blair) Miller, foreman, is putting rides, trucks and other equipment in shape for the road and is being assisted by Sverde Hanson, electrician; Speed Paulson, Octopus foreman; Bernie Orsman, Merry-Go-Round foreman and (See EZAZINE OPENING on page 52)

## Cumberland's Tenn. Get-Away Satisfies

SOUTH PITTSBURG, Tenn., May 11.—Large crowds and good spenders greeted Cumberland Valley Shows at the 1940 debut here on April 27, reported Blacky Gonzales. Organization is in good shape and presents an attractive appearance. Shows include Ella Winston, owner; Yerna Winston, secretary; Robert's Hallum, business manager; Ray Shumaker, ride foreman; Blacky Gonzales, (See CUMBERLAND IN TENN. on page 60)

## Pryor's All-State Debut Stands Are Satisfactory

OAK HILL, O., May 11.—Pryor's All-State Shows moved in here last Saturday for a week's engagement after opening the tour in Peebles, O., on April 27 to good crowds and business despite cool weather. All rides, shows and concessions (See PRYOR'S ALL STATE on page 53)

## Elite Expo Finishes Oked In Kan.; Roster Announced

COFFEYVILLE, Kan., May 11.—Rainy every day and cold overcast night prevailed for Elite Exposition Shows' stand which ended here on April 27. Business, however, was good considering adverse conditions. Roster, as announced by Don Poltz, includes Charles Rotolo, owner. (See ELITE EXPO OKED on page 56)

## Be Safe Than Sorry—

## In Legal Affairs . . .

Higher court cases pertaining to the amusement business are cited by Leo T. Parker, attorney at law, in the last issue of The Billboard each month. The next installment will appear in the issue dated May 25, under the title of "Avoid Liability on Amusement Contracts."



SAM R. STRATTON, who has joined the staff of the Amusement Corp. of America to be in charge of publicity for the Royal American Shows. He succeeds Jack Dadswell, who has left the ACA. Stratton handled publicity for the John Barrymore show last season and is a former publicity man of the Ringling-Barnum circus.

# Club Activities

## Showmen's League of America



Sherman Hotel  
Chicago, Ill.

CHICAGO, May 11.—Regular meetings are disbanded for the summer and, on per custom, will resume in October. Rooms are open daily and members are welcome at all times. Past President McCaffery and his Showmen's Home committee got to work promptly. Funds collected as a reward in Cliff Jewell murder case have been returned to donors. George Olmstead, of Sterling, Ill., visited and reports a pleasant winter on the West Coast. John Stoss attended the final meeting. Doc R. Dobbs came in from the Coast with his dog and says he'll spend the summer in these parts. Bob Costell returned to town and called and Ned Trott stopped, on route home from the South. George Lewis, Prince Omar to you, is back in town.

Edgar (Humbling Red) Hart in town for call, returned from services for Mrs. Hart, who died recently. He says he will rejoin Royal American Shows soon. Jack Duffield is back after a flying trip. Bob Lohmer and Larry Hogan are in and out of town. Sam J. Levy came in for an evening and said he will soon be starting work on preliminaries for 1940 banquet and ball to be held December 4. Bill Cansky and Morris A. Hoff left on an Eastern trip. John Courtney is working on a new ride. Carl J. Bodinway, E. C. and C. J. Evans were in town but departed as soon as their work was completed.

President Frank P. Duffield writes that he expects to spend some time here after opening of the New York World's Fair. Sad news of the death of Brother W. B. McCurdy, a life member, was received here May 3. Prompt action by the league resulted in the remains being sent to Tulsa, Okla., where he was buried in the family plot.

**Ladies' Auxiliary**  
Members partook of a delicious dinner in the Midway Room, Sherman Hotel, Chicago, on May 8. After dinner all retired to the clubrooms for the final meeting of the season, with Past Vice-President Mrs. Joseph L. Strublich presiding in the absence of President Ida Chase. Bunco and cards were played after adjournment. Beautiful prizes were awarded.

Sue Ethel (J. C.) Weer is now on tour, as is Mrs. Tom Rankine. President Chase left Los Angeles and is on route to Denver. She anticipates returning here in about a week. Members recuperating at home are Frances Barth and Mrs. Al Miller. Socials will be held as usual until further notice. All mail should be addressed to Ladies' Auxiliary, Showmen's League of America, Sherman Hotel, Chicago, Ill.



Palace Theater Building,  
New York.

NEW YORK, May 11.—At opening of Palisades Amusement Park NSA was well represented. Among those present were Sam Rothstein, George Bernert, Daddy Stimmons, Leo Poovrin, Al Katzen, Happy White, Sam Finkel, Paul Spitzer, John Liddy, Charlie Holtz, Andre Dumont, Mack Goldberg and a large contingent of the Ladies' Auxiliary.

On sick list are Adolph Schwartz, Lenox Hill Hospital; Max Friedman, Ina-tral Zion Hospital; and Francis Anderson, Mercy Hospital, Baltimore. Visits and letters from members and friends would be appreciated. Sympathy was extended to Maurice Levy on the passing of his father.

Art Lewis Shows' first date in this vicinity as a railroad show was at Hawthorne, N. J. Show ran the first lambo-ber of the season on May 9, benefit of the NSA Fund. President Max Linderman and Past-President George Hamid were to attend, together with Vice-President Jack Rosenthal, Secretary Sam Rothstein, Treasurer Jack Greenapoon and Counselor Max Hoffmann. Assistant Treasurer Bill Bloch has opened his carnival to good business, playing lots around Northern New Jersey. The B. & V. Shows, currently at Port Lee, have promised the organization co-operation, and will Jack Feldberg in charge of concessions and Jackie Owens on the lot club is confident that Mike Buck's and Justin Van Vleet's show will come thru 100 per cent.

President Max Linderman visited clubrooms this week en route to Canada and announced he was pleased with preparations being made for NSA Day on May 10. Paul McKee's restaurant opposite Palisades Park has become the favorite spot for NSA day visitors. The park and driving thru that section of Jersey. J. W. (Patty) Conklin records his appreciation of the wire sent him on his opening and reports nice weather and good business. He expects to visit New York around May 18.

The Weinberg opened with George Traver Shows in Manville, N. J. He is going out after a Life Membership this year and has already started lining up new members. Charlie Eubenstein was highly elated over the distinguished visitors he had at his museum at 125th street, same being Heavyweight Champion Joe Louis and the colored comic, Rochester. They gave Charlie's shooting gallery a great play and police reserves had to be called out to take care of the crowds. Trustee Max Schaffer, large operator of sportsland museums in the city, reports a very successful season. Chairman Irving Rosenthal is readying his campaign for the coming banquet to be held at the Astor Hotel on November 27.

Now that the season is open, members are reminded that dues are always in order. If you do not hold a card certifying that dues are paid up to July 15, 1940, you are not in good standing. Pass President, George A. Hamid, pledged to enroll at least 25 new members this season, has already sent in the following: James A. Davison, G. W. Christy and Roland P. Tebor. Birthday congratulations to Paul Miller, Harry Brill, May 15; Joe Belmont, 16; Joseph Salerno, Irish Moran, 17; Oscar C. Buck, Dr. Morris Brinker, Joseph Allen, 18; P. Percy Morency; Victor Kay, Ralph G. Lockett, William O. Lish, 19; Max Hoffman, 21.

**Ladies' Auxiliary**  
Alghan award was such a success that members asked to have it repeated. Sister Panny Linderman is active in sending dues from delinquent members and signing up new ones. She expects World of Mirrh Shows to be 100 per cent NSA. Leah Greenpsoon and committee deserve



## AERIAL JOY RIDE

Featuring the new steering wheel control with Chain Clipper type pulldown. Easier rider can control, direction of ride also with perfect ease. No dropping or jerking—can and riders are all champions. Free running castilever center. Vee soft drive, ceramic clutch and brake—mechanical quick-set. Disc—light ring with six powerful flood light—modern, colorful, advertisement-placed. Look at these, definitely profitable—loads in one 24' trailer. Fully controlled by U. S. Patent No. 2,188,403 and British Patents.

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OPENING DATE MISTAKE

OPEN MAY 25, TWO SATURDAYS, IN DENTON HARBOR, MICHIGAN.

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A. J. KAUS, MANAGER, This Week, Baltimore, Maryland.

a lot of praise for the efficient manager in which they put over the Strawberry Festival. Marie Newelbach has been proposed by Lillian Tobias and Valeria and Angeln Anstak by Rena Hamid. Sister Ethel Purdie is in Frankford Hospital, Philadelphia.

## Heart of America Showmen's Club

Reid Hotel

KANSAS CITY, Mo., May 11.—Numerous shows are playing this vicinity, braving the elements and getting one or two nights' play on the week. Mel Vaughn's State Fair Shows moved to Lawrenceville, Kan., while P. M. Jones' Oyster Shows played Buckner, Mo. Al Baysinger Shows were in Warrensburg, Mo. and Al and wife came here on business. Noble Pairy and Phil Little, owners, Pairy & Little Shows, came in on a business-trip.

Harry Altshuler, Doc Davis and Frank Capp visited Sunset Amusement Shows in Richmond, Mo., and Jones Shows at Buckner, Sunset Amusement Co. played North Kansas City this week. It is rumored that the Banquet and Ball Committee found a location for the annual event which will be held as usual on New Year's Eve.

## WANT Experienced Foreman, contact me immediately.

### ART LEWIS SHOWS

Art Lewis, Mgr., Malden, N. J., May 13-18 Newark, Conn., May 20-23.

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Full of New Games, Blarriets, Game Lamps, Amusement Ware, Signs, etc.

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FORMER Warren, O., newspaper man Frank Lo Pette is doing a good press-agenting job on Bantley's All-American Shows as was evidenced by the amount of space and tie-ups given shows in Weirton, W. Va.

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Your label, No check excepted, C. O. D., 25c. Detroit. Our business address: 1225 Woodward.

MIDWAY make good markets.

Mrs. JUAN ROBerts was guest of Mrs. Elliot and Robert Dixon on Elite Exposition Shows in Coffeyville, Kan.

AMONG VISITORS to Bantley's All-American Shows' midway in Weirton, W. Va., were Harry and Sue Copping.

AFTER FIVE YEARS on the road Mrs. Marian Wilson is operating a ball game on Lee United Shows, reports Agnes Yurk. Mrs. Wilson's son, Raymond, is not with her.

SIGNING for the season with Lillian Sheppard's Rainbow Frolics on Sullivan Shows in Madison, Ill., was Pearl Lawson.

FORMER ride owners, Nick Nicholson and wife, Wilma, are operating an apartment house in Yakima, Wash., and visited Patrick's Greater Shows, which played the Washington city recently.

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the final week there, which ended on May 4.

**JOSEPH MCENTEE** cards from Philadelphia: "Andy Bros." Shows ran an ad in *The Philadelphia Inquirer* last week, which is something new for a carnival playing our city. "I'm almost sure that Andy Bros. are first to do this."

**WAR NEWS** and war-front pictures sure are a headache to press agents. Even a clam on a midway would be considered tame news of no interest. —*Sir-Sylvestre Webster.*

**JOE BROWN** and his Radio Gang, 275 strong, were guests of John H. Marks Shows in Richmond, Va. "Linda Lopez, features inside her Dance of the Pyramids. Tex Putnegat manages the front."

**HAVINO SIGNED** their penny pitch, doll rack and several other concessions with Snappy Greater Shows, Mr. and Mrs. A. A. Waters joined in Danville, Ill. Mrs. Waters is rapidly recovering from an operation she underwent in Danville.

**"JUST RECEIVED** new life-size photos to add to front of my Harem Show," letters Pinky Pepper, Smith's Greater Atlantic Shows, from Chatham, Va. "Linda Lopez features inside her Dance of the Pyramids. Tex Putnegat manages the front."

**A. C. A. WHO** built up show from scratch without a single word of praise from the owner, who continually cried the blues to him, says he is now wondering who has been appointed Official Lister.

**WHILE PLAYING** the Lamb Derby, Willows, Calif., Thomas H. (Pop) Bailey's 1st Show on Martin's United Shows, provided entertainment at a party held by the Willows, local club. Appearing on the program were Vickie Dare, Ruby Conley and Peggy Lyons.

**RUSSELL STEWART** is in Memorial Hospital, Shabazz, Wis., with a strep infection, reports R. Carroll. Stewart has been in the hospital three weeks and, according to reports, will remain some time. He'd like to read letters from friends.

**MANAGER** of Athletic Show on Elite Exposition Shows, John Ellis, who has General Hospital, Kansas City, Mo., on May 6 to undergo treatment, reports Don Folts. He'd like to read letters from friends.

**ON CLOSING** day of our opening stand the cookhouse operator got so excited when a dollar bill showed up that he punched 10 holes in it before he realized it wasn't a real ticket. —*Cal Rack Anek.*

**TROUPERS** with circus and carnivals for a number of years. Don and Maude McCannery, entertained Leon and Peggy Blondin and Walter D. Nealand at a dinner at their chicken farm near Richmond, Va., while John H. Marks Shows were playing the Virginia city.

**TIGER HALE** tells from Fairmont, W.

Va.: "Band is coming along fine on Gooding Greater Shows. Now have nine men and use three cars for transportation and 10-passenger sleeping trailer for bandmen. Have been making parades daily in Gooding's new band wagon, and new uniforms arrived."

**"OPENING** in Battle Creek, Mich., was successful from a weather and business standpoint," advises Harvey (Doc) Arlington, secretary-treasurer of Motor City Shows. "Shows played six weeks in Detroit to rain, snow and cold and it's pleasing to see some sunshine and dry lots."

**HE MAY** be the twickest lad in the world, the most loyal boy who ever worked for you—but that doesn't entitle him to do in a neck tie wearing a torn sweater and a dirty shirt.—*Cousin Peck.*

**VISITORS** to P. S. McLaughlin Shows in Oosting, N. Y., included Euter Gordon, Ray Highsmith, Wilbur Hons, Whitley Brown, Mr. and Mrs. George Travers, Mike Centennial, Stack Hubbard, Sam Prell, Harry Kaplan, Jack Daverin, Daddy Simmons, Frank and Harry Rappaport and Mrs. A. Young.

**MORE THAN** 100 members of Will Rogers Tent, Petersburg, Va., and W. W. Workman Tent, Blenheim, Va., Circus Saints and Sinners, were entertained at a banquet in Mike Roman's cookhouse on John H. Marks Shows on April 30, when Owner Marks was host at a Circus



**PROMINENT** A. R. Crafts, owner of Crafts Enterprises, recently purchased a new plane in which he and Mrs. Crafts will leave soon for cross-country tour to visit the New York World's Fair and carnivals on route. Said to be a crack pilot, with thousands of flying hours to his credit dating over a period of 10 years, Crafts also plans to do fly-on-business trips to the three shows operated by his organization. Equipped with a 450 h. p. Wasp motor, the new plane is said to be capable of attaining speed of 250 miles per hour.

**Night** on West Broad street showgrounds, Richmond.

**WHILE** Lawrence Greater Shows were playing Lexington, N. C., women members tendered Mrs. Allen, wife of Eddie Allen, concessioner, a surprise shower in the Casino Top. About 50 attended and Mrs. Shirley Lawrence was emcee. Cakes were baked by Mrs. Ray McWethy, of the bingo game, and Mrs. Madeline Smith, ball game operator. Refreshments and a buffet lunch were served.

**DUE** to disappointment, I can place a young long-haired Indian with ample supply of soap. I have wrappers for over half million bars. State whether you have transportation for two. Object of this advertisement.—*High Pitch Hank.*

**GILT EDGE** Shows: Notes from Brynmount, Ga., by Charles (Bouncing) Johnson: Business here has been satisfactory, and Sterling Shipley and Mr. Fordham are away on booking trips. Al Van Meter has high strike, joined here and will be electrician. Mrs. Van Meter will operate penny pitch. Joe Luzzell added another concession, and Doc Anderson joined with two concessions. Weather has been good.

**"I'M** BACK in Veterans' Hospital again," reports W. E. (Doc) Stanley from Laguna, Tex. "Came in from Corpus Christi, Tex., and stopped at the Battle on the Flowers, where I saw several friends on the Rubin & Cherry Exposition. Also visited with Jack Ruback, owner-manager, Western State Shows. Richard J. Stewart, old-time trouper, also in here. He's pretty sick and would like to read letters from friends."

**WHILE** PLAYING San Luis Obispo, Calif., with Hilderbrand's United Shows No. 1 Unit, Reggie Marlon entertained a group of friends at a swimming party at San Luis Hot Springs. Among guests were Mrs. Max Stewart, Lorraine Miller, Marie Banks, Tom Mann, Thomas Miller, Al and Alberta Kernan, Chet Barker, Henry Timm, Oil Attel, John Hobbay, Manfred Stewart and Walton de Pellaton.

**IN** REBUILDING the front to my girl show, I took the high walk-over steps and platform away to let the patrons walk in from the ground. The high banks were too conspicuous for those ashamed to be seen going into my show.—*Boss Doug Larry.*

**WHILE** WESTER World's Wonder Shows were on route from Nashville to Jackson, Tenn., on May 5 a surprise party was tendered Mrs. George Hirschberg in celebration of a birthday anniversary. Mrs. Hirschberg was recipient of numerous gifts and among those present were Mr. and Mrs. Frank West, Art and Myrtle Courtney, Dee Carroll, Helen and Jerry Collins, Eddie Eger, Ethel Clarke, Mary Casey, Kay and Louis Weiss and Frank LeBar.

**WELL-KNOWN** cookhouse concessioners at Michigan and Wisconsin fairs, Mr. and Mrs. Ralph Stevens are in County Hospital, Noblesville, Ind., with injuries sustained in an auto accident near there. Stevens sustained a wrenched back and several broken toes while Mrs. Stevens sustained head injuries, broken leg and arm and deep cuts. They will be removed to Danville, Ill., as soon as their condition permits, reports Ercel C. Maiden. They would like to read letters from friends.

**IN THE FRONT** YARD of the Big Eli factory in Jacksonville, Ill., very close to the front office door, stands the late W. E. Sullivan's first creation in a Big Eli Wheel, Serial No. 1, 1900 model. It was truly a hand-wrought work, improved in the following years, but the main structure and the idea never changed. It is the Eli Bridge Co.'s intention to finally finish this wheel with a set of seats and power equipment similar to Sullivan's first efforts. That's Eli's monument to the inventor of the Big Eli, and as long as the company exists the wheel will stand as a memorial to him.

**DON'T** make any big investments on the easy-payment plan in summer unless you are sure you can meet those easy payments in winter. You now know the really hot season is for the boys when nothing is coming in.—*Colonel Pat.*

**OHIO VALLEY SHOWS** Scottsburg, Ind., notes by Ben Ohlund's Shows played on downtown lot, two squares from Courthouse on the main street, and Monday and Tuesday nights were good. Wednesday night was lost to rain and cold. Roy Lashby joined with pop corn and bowling alley. Frank Tanner has photo gallery and two ball games, and Al Ohlund has pitch-it-you-win and cigarette shooting gallery. Ed Jones has penny pitch, while Charles Scott is operating his country store. Other operating concessions are Gladys Conner, bumper; Mr. Siskela, bandstand and cane rack; Ed Siskela, darts, and Mrs. Walker, hoop-la.

**ROSTER** of Hall of Oddities on Reynolds & Duns, Dallas, Rio, owner-manager; Del Rio Brothers, impalement act; Australian Worths, whip crackers and trick rifle shots; Leo Palmer, human ostrich and pichu-bird. Bossed Day, sword swallower, blade box and sword basket;

# EVANS' HIGH STRIKER

**HEAD AND SHOULDERS ABOVE ANY OTHER IN QUALITY AND MONEY-MAKING!**

**PERFECTLY LEGAL EVERYWHERE!**

A lively big money-maker indispensable for Parks, Fairs, Picnics, Carnivals. Homecomings wherever people gather out of doors!

Evans' Striker has more flash—gets the crowd! Strong and substantially made of very best material, brilliantly finished, built to stand exposure and hard use. Easily transported. Included are standard with steel chassis, base and striking beam, 10" bronze gun, nickel-plated foot steel chaise, braces and 28 foot.

2 Sizes  
28 Foot.  
36 Foot.

**EVANS' ALUMINUM MILK BOTTLES**

Best on the Market! For separator to wood bottles. Sound like falling glass when knocked over, creating best advertising effect. Indestructible, unbreakable.

Complete 1940 CATALOG FREE!

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**ENTIRELY NEW PORTABLE**

Streamlined Light-weight

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Yes, I'd even buy a bakery to do away with the bannerman's price. And having my cookhouse booked with the privilege to be paid in meal tickets, it would be all to gain and working to lose. If those who sit at the table didn't pay me, I wouldn't be out anything, because of raising my own foodstuffs.—**DIME JAM JOHNSON.**





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 Want this one over or less. Have a few open dates. Greenville, Mo., week. New York City, Pa. Memphis, Mo., Va., July 4th.  
 Can sell Biller magazine and share Agency. Meagant wants Barber for Grand Show.  
 All address JACOB PRYOR, Greenfield, Ohio.

**WANT ROLL-O-PLANE FOREMAN**  
 Must be sober and reliable. Prefer one who can drive truck. Good salary and benefits. JOHN GALLUPO, care IMPERIAL SHOWS, Fairfield, Iowa, this week.

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 Bill Callan, Cal. Get Car, Lead and Best Gallery and Shows with own outfit for 7th Annual Ringler, Alabama, Mo., Va., N. Y. & Philadelphia, Va. 24-26. Write for sale, cheap, or will trade for kiddie ride.  
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 Weighing not less than 250 pounds. Clever entertainers, good talkers and excellent good sanitation. \$100.00 per week, plus salary and share in profitable FAT SHOW, one NOVEL AMERICAN. Write 245 S. 11th Ave., Omaha, Neb., until May 25. Use no route.

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**WANT AT ONCE**  
 Banner Stand, Circus Sides Shows, Pitt, Snow, Bell  
**STEVENS BROS.' SHOW**  
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**PALACE UNITED SHOWS**  
 Want Grand Shows. Bill. Appl. on job with own outfit. Good place opportunity. Concessions made. Write for schedule. P.O. #111. No. 20 Harts and adresses. Address all letters to JOHN W. DAVIS, Fullerton, Neb. until May 25. Use no route.  
 W. W. BELL, LAWRENCE, Neb.

crowd annoyed. This marked show's 10th week out and only two bad ones were chalked from near other truck. Midge Johnson's India Illusion Show has new canvas. Dale Parham's Posing Show is doing well, and Dutch Bartel is manager of the Athletic Stadium on Monday.  
 FRANK D. LEE.

**Great Lakes Expo (Motorized)**

Network. O. Week ended May 4. Location, Carson showgrounds. Auspices, VFW. Business, good where weather permitted. Weather, sun and cold. Crowd 148,000. Fair from Toledo was made in good time, last load arriving here at 8 p.m. Sunday. With good weather, everything was up and ready for opening early Monday. On Monday and Tuesday nights, with good weather, crowds thronged the midway and spent freely, but the weather was not so kind the remainder of the week. Wednesday, Thursday and Friday nights being lost to rain and cold. It stopped raining Saturday, but weather remained around the freezing point and business was only fair. Motordrome was repainted and sports a new front. A new front is under construction, and a new outfit is being built for Monday Show. During the week there have been numerous visitors, all of whom complimented Manager Al Wagner on show's appearance. Committee co-operating. Because of the weather show decided to remain here second week. Mayor Wright was on hand to welcome shows to the city.  
 H. SMILEY.

**Crystal Expo (Happie cars and trucks)**

Kennapolis, N. O. Week ended May 5. Location, Orange showgrounds. Auspices, Lions Club. Business, good considering weather. Weather, cold; rain one night.

After making the short jump from Alabama, N. G. by truck for short time, Monday noon. Lions' Club and local party co-operated, but extreme cold, with rain spoiled Wednesday night's business, marred the day and night. Billy and Corred Revue is outstanding. Captain McVay's Monkey Circus continues as a top money-getter among shows. Chief Deertoot's Circus Side Show is also among feature attractions. Alice and Alon, alligator with people, head the list of grand shows getting top money. Twin Ferris' Wheels and Octopus lead ride. Billy's cookhouse is choking. Free acts, which include McVay's monkey, Denny Carter and Billy Sleight Troupe, continue to draw. Writer joined at Camden to fill the position of general representative and business manager. PERCY MARTIN.

**World of Pleasure**

Manassas, D. C. Week ended May 4. Auspices, DAV Post. Business, fair. Weather, cold and rainy.  
 Second season of season gave better business, although weather permitted opening on only three nights. Chief Dunn's Octopus topped rides, with the Tropical Moon second. Trucks were sent downtown to pick up newspapers as special guests on Thursday night. Van's candy is popular. Barney, Lamb is framing a new show in addition to his new Congress of Fat People. Rex Barnes on the Road is Gooding Show. Golden McGoormick's Dove Show is doing well. Ella Carter is improving but still unable to work. Visitors were Ted Dave and wife, Duke Drukbenok, Hildbrand and wife, Etta Reid, Ed Phillips, Bill Miller and Mrs. Bantley. Steve Kusmick, billposter, did a good display job.  
 H. G. HOCKETT.

**Imperial (Motorized)**

Arlington, Mo. Week ended May 4. Location, ball park. Auspices, soft ball team. Business fair when weather permitted.

First more of the season was made in good time, under supervision of Ray Davis, transportation superintendent. Monday night turned cold and snow hurried rain and rain prevailed on Tuesday. Conditions cleared the day. However, Wednesday weather warmed up and gave shows large crowds Thursday, Friday and Saturday nights. Jimmy Campbell joined as star attraction. Crowd was in the millions. On the main big ticket boxes are Mrs. Lew Berger and Mrs. Peggy Crawford; Octopus ticket box. Mrs. Alex Oranick; Merry-Go-Round; Mrs. Bell; Till-a-Whirl; Mrs. Rose; Chairlaine; Mrs. Hatt; Kiddie

Ride, Mrs. Lynch; Loop-o-Plaine, Mrs. Clark; Ferris Wheel, Jimmy Cross. Prussia has Choe Phillips, talker-manager; Lea Applegate, comedian; Josephine Beach, Toby Laue, Mary Craton, Myrtle Craton and Bonnie Levy, dancers, and Jack Allanson, canva. Management reports changed two trucks for the electric department and a seal for the Octopus. Scenic Artiel Vincent is busy lettering trucks and turning out new banners. Octopus, Choe Phillips retires and business. General Agent Lew Berger reports shows are well booked.  
 JOE E. HOY.

**John R. Ward**

Sikeston, Mo. Seven days ended May 5. Location, Rhoads Grove. Auspices, American Legion Post.  
 Everything was ready at 8:30 p.m. Monday despite the 23-mile run. Al Stringer packed and left for St. Louis and town and arrived at front gate in time for opening. Night's business was good. Tuesday it rained all day and at dusk the wind started blowing in bureau and night. Manager Wm. Henry Simek and Pop Hoerner worked with several crews rubbing down against the probability of destructive winds. Wednesday a gale struck, but show weathered it. Crowd was good, but rain prevailed on Thursday, but Friday was fair and warmer. Leo Bertz, manager shows bearing his name, visited. Clarence Williams and crew were busy repairing storm damage and business resumed. Saturday, Children's Matinee, was good, it being the first fair afternoon of the week. Night was fair. John Francis visited. Sunday gave fair weather and business. L.N. Coffey joined to take charge of Colored Show. J. J. (Happy) Stewart, agent, was on the lot nightly. Week's business was classed as fair.  
 CHRIS M. SMITH.

**J. F. Sparks (Motorized)**

Gallatin, Tenn. Week ended May 4. Location, Fitzgerald lot. Business, bad. Weather, bad.  
 Business improved here over season so far, but it had been due to weather. Rain and a heavy bow cleared the mid-way early Tuesday night and shows could not open the next night because of cold. Hundred-mile bow from two-week stand in Pulaski, Tenn. without incident. Ed D. Hale's bucket stand joined here, bringing on Ray Parker, Chris Robinson and Wilbur Archer to work it with the owner. Martin Pierce, owner's man, and his assistant, William F. Parley, came in from California. Gus Olenos, cookhouse proprietor, added a rat game, Richard and Johnny Baker and Clifford Bray joined the Plantation Show. Jack Astburn, billed as Goma, and under direction of his manager, Pat Knight, with Mrs. Knight left here for Huntington, W. Va. where he will be joined by his wife, Virginia, and child.  
 RAY ALLEN.

**L. J. Heth (Motorized)**

Nashville, Tenn. Week ended April 27. Location, South Nashville Springs. Auspices, South Nashville Springs Assoc. Fair intimate, gotty. Weather, cold and rainy.  
 Shows day and dated Dodson's World's Fair and Wee's World's Wonder shows here and many visits were exchanged. Show's Swooper ride was booked with Dodson for the Nashville stand and a new marquee and kiddie ride top arrived here. Stegar Roberts, Ray J. Collins, set, have been popular. Jack Jaeger joined to take over the Girl Show and George Sprides and wife came on with their own standard. Al Kura joined in the official capacity. Shows were opened after an absence of three years from show business. Among visitors were Mel Dodson Jr., Terry Martin, Jesse Scott, Dan Reiding, Roy J. Cotnam, Neil Berk, Ted Woodruff and Roland W. Richards.  
 AL KUNZ.

**Wallace Bros. (Motorized)**

Princeton, Ky. Week ended May 4. Location, Bill Park. Auspices, American Legion Post. Business, poor. Weather, variable.  
 Show opened Monday to fair business, but Tuesday a windstorm blew at 8 p.m. levelled several shows and ripped the

Athletic Show top into ribbon. Wednesday, Thursday and Friday nights were very cold. Saturday warmed up and a good spending crowd turned out. Leona Lee added a lion to her list of wild animals in the side show. The Crawford's fire act and foot sawing occurred after a few weeks with J. P. Sparks' Shows. Jew Schwartz built a trailer for his concession. Bob Atkins joined here. Ethel Gagnley, Scott Brown, Thelma Black and Carl Ross joined with a concession. Benny Shanika, cookhouse chef, resigned and was replaced by Roy Hawkins. Jack Williams signed as superintendent. Willie Ross and Capt. Freddie Leach with the high dive.  
 EUGENE C. COOK.

**Blue Ribbon (Motorized)**

Shelbyville, Ind. Week ended May 4. Location, Big Four Railroad lot. Auspices, American Legion Post. Business, fair when weather permitted. Weather, rain and cold.  
 First more of the season saw shows come in here from Jeffersonville in good time and everything was on the lot early Sunday. Rain and cold set in Monday and continued through. Shows opened after a cold start, but people do not seem to go outdoors, so business wasn't any too satisfactory. Tommy Davenport of Athletic Show note, purchased a new act as did Jimmie Madon, ride foreman. Marion Keebler and Gene Padgett keep running among top money for shows. Marie Culp, sister of Mrs. L. E. Roth, arrived for a short visit from her home in Columbus, O. Pres. Clark and his Hall Riders were popular. Mike Rosen has his 16 concessions and corn game operating. Frank Plantagan, chief electrician, is doing a good job. Edgar Geigley, chief mechanic, and George Ingram, chief mechanic. Manager L. E. Roth is in and out on bulky net strips and in best of health, while Mike Heth has her outfit in show and entertains him regularly. Hans Hefler, organist, arrived. Neal Maasaro is painting his euatard machine and will have it operating soon. Writer is holding on in Columbus, O. until he can entertain his family here. Jack Gallippo.  
 JACK GALLIPPO.

**West Coast Amusement (Motorized)**

Lincoln, Calif., April 27-30. Business, very good.  
 Date marked shows 18th time at this spot and each time it seems to get better. Town's population isn't over 10,000 but the fair has been held for some 25 years. It opens on Saturday night and continues until Monday night. Pay gate chalked 40,367 paid admissions during the engagement. Judge G. M. Smith and committee pleased with results. Jack Joyce's trained wild animal circus, featuring his elephant Paul, was popular. Charles and Edith Walpert's concessions did well. Mike Heth and party spent a couple of days on a fishing trip and returned with a big catch of bass, which were served and prepared by Chef Shorly Kokam. Clarence Wrightman visited. Business this far has been about 25 per cent over last year's.  
 Sacramento, Calif., April 23-25; Auspices, Yolo County Improvement Club.  
 Thursday's pay gate was used to bank the bill to Lincoln, Calif., and with good backing by publicity department, under Ted Levitt, the first two days were fair. Last day was lost to rain. Many shows were exchanged with Stebrand Broa's Show's personnel, who were playing a short distance away. Mo. Isaacman, publicity director, World's Fair Shows and Coe Bros' Circus, also visited. Nightly Doc Schowder, chief foreman, is recovering from illness. General Agent Jessup booked shows in San Jose, Calif. Tony Soares and assistant disposed of their order of The Midboras quickly.  
 W. T. JESSUP.

**Buckeye State (Motorized)**

Colterville, Tenn. Week ended May 4. Auspices, Annual Colterville Chase Festival. Business, good.  
 Shows moved in here for their first date of the season outside of Mississippi and enjoyed a three-day layoff, as celebration did not open until Thursday. With show augmented, large crowds for the three days were well entertained. Spending was light at day but night business was good, with most of the rides being pushed to capacity on Friday and Saturday. Ed Williams, billed as one of his novelties, has Ed Mrs. Bill Brown with





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 own for the use of our business and general State condition and lowest price for cash. **TAYLOR AMUSEMENT CO., Brunswick, Ga.**

**REAL SLOT BARGAINS — WHILE THEY LAST,**  
 Seven 5¢ Futurities, \$25.00 each; 10¢ Futurity, \$23.00; two 10¢ Roman Head Gold Award, \$22.00 each; one 10¢ Extracash, \$20.00. **MIKE MUNYER CORP., 593 10th Ave., New York. m1y18x**

**RECONDITIONED AND SLIGHTLY USED MA-**  
 chines for sale. Guaranteed and accepted by State condition and lowest price for cash. **TAYLOR AMUSEMENT CO., Brunswick, Ga.**

**REAL SLOT BARGAINS — WHILE THEY LAST,**  
 Seven 5¢ Futurities, \$25.00 each; 10¢ Futurity, \$23.00; two 10¢ Roman Head Gold Award, \$22.00 each; one 10¢ Extracash, \$20.00. **MIKE MUNYER CORP., 593 10th Ave., New York. m1y18x**

**RECONDITIONED AND SLIGHTLY USED MA-**  
 chines for sale. Guaranteed and accepted by State condition and lowest price for cash. **TAYLOR AMUSEMENT CO., Brunswick, Ga.**

**SELL US YOUR LATE NOVELTY GAMES AND**  
 Slots for cash. Your prices and make in first lotter. **HOWARD WALLS COMPANY, 372 E. 17th St., New York. m1y25x**

**WANT 5¢ SLOT MACHINES OF ALL KINDS—**  
 Must be bargain. **SOUTHWEST COIN MACHINE CO., 110 S. Jennings, Ft. Worth, Tex.**

Advertiser's Name and Address must be counted when figuring total number of words in copy.

**TRADE PHOTOGRAPHS FOR CHICKEN SAMS,**  
 1-2-3 and other Free Play. **COLLEMAN CIGARETTE, \$0.25, 2000 South 42nd, COLEMAN NOVELTY, Rockford, Ill.**

**YANAK SLUG-PROOF SLOTS, \$2.00 EACH**  
 Rock-Ola Regular and 42, Whistler. **CHRYSLER, \$30.00 each. BOX OFFICE SERVICE CO., 1211 E. Third, Dayton, O. m1y25x**

**VEST POCKET BELLS, TIGHT REELS, \$25.00;**  
 Crocheters Zeophrys, slot symbols, \$7.50; Bally Babes Cigarette Symbols, \$5.00; Duquesne Wild, \$20.00; Reel slots, Reel 21, Reel races, \$3.00. One-third deposit with order, balance C. O. D. **M. G. NOVELTY, 849 S. W. 2d St., Miami, Fla. m1y25x**

**WILL TRADE OR SELL 1 REBOUND, \$25.00;**  
 2 Zip \$20.00; 1 Lamp; \$25.00; for Bally's Sweetstart. **A. J. COMEAU, Lake Charles, La.**

**WURLITZER 600, LIKE NEW, \$150.00; MODEL**  
 24A Popmatic, \$50.00; Silver King, \$3.50. **EXCER NOVELTY CO., 209 Front St., Exeter, N. H.**

**5¢ BALL CUP, FACTORY FRESH, 12¢ BOX**  
 Tab, 5¢c. Midget Chicks, every Vending Gum. **AMERICAN CHWING, Mt. Pleasant, Newark, N. J. m1y25x**

**5 CEMCO MR. CHIPS, FREE PLAY, \$30.50;**  
 5 each 3 Cent Cig. Tokens, Free Play, \$22.50 each; 3 Cent Big League, Free Play, \$25.00 each; 4 Cent Big Club, Free Play, \$25.00 each; 5 Cent Popcorn, Free Play, \$25.00 each; 6 Cent Popcorn, Free Play, \$25.00 each; 7 Cent Popcorn, Free Play, \$25.00 each; 8 Cent Popcorn, Free Play, \$25.00 each; 9 Cent Popcorn, Free Play, \$25.00 each; 10 Cent Popcorn, Free Play, \$25.00 each; 11 Cent Popcorn, Free Play, \$25.00 each; 12 Cent Popcorn, Free Play, \$25.00 each; 13 Cent Popcorn, Free Play, \$25.00 each; 14 Cent Popcorn, Free Play, \$25.00 each; 15 Cent Popcorn, Free Play, \$25.00 each; 16 Cent Popcorn, Free Play, \$25.00 each; 17 Cent Popcorn, Free Play, \$25.00 each; 18 Cent Popcorn, Free Play, \$25.00 each; 19 Cent Popcorn, Free Play, \$25.00 each; 20 Cent Popcorn, Free Play, \$25.00 each; 21 Cent Popcorn, Free Play, \$25.00 each; 22 Cent Popcorn, Free Play, \$25.00 each; 23 Cent Popcorn, Free Play, \$25.00 each; 24 Cent Popcorn, Free Play, \$25.00 each; 25 Cent Popcorn, Free Play, \$25.00 each; 26 Cent Popcorn, Free Play, \$25.00 each; 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**HOOKER'S SHORT RANGE GALLERY.** \$25.00. Cost \$175.00. Evans English Pool Table, No. 214-02, Popcorn Refinement Traker, 4 wheel, glass enclosed, \$125.00. HARRY CUMMINGS, DuSard-Beach, Inc.

**POPCORN, POTATO CHIP, CRISPETTE, CARAMEL** Popcorn and Cheese Coated Popcorn Machine. **CONIC EAKING CO.**, 1716 Main St., Springfield, O. #120X

**POPCORN MACHINE—ALL ELECTRIC, FRENCH** Fried, Counter Model, nickel finish, like new, \$45.00. E. O. BADE, R. 10, Ft. Wayne, Ind.

**PORTABLE SKATING RINK**—40 x 105. \$1,500.00. T. E. ABINGTON, Beets, Ark.

**RECONDITIONED HENRY EASY FREEZER.** Frozen Custard Machine with all accessories. **CHAS. FROZEN GUSTARD MACHINERY CO.**, 869 Thomas St., Memphis, Tenn.

**FOR SALE—SECOND-HAND SHOW PROPERTY**

**DODGEM JUNIOR CARS—(14)** in excellent condition. Recently overhauled and painted; good motors. Will sell entire lot for \$750.00 net. **RICHMOND, Williams Grov Park, Mechanicsburg, Pa.**

**FOR SALE—TWENTY-FOUR SEAT CHAIR** Plans complete; Kiddie Merry-Go-Round; Merry Plane, Ferris Wheel, Carnival, Rides, etc. **W. R. RICHMOND**, Williams Grov Park, Mechanicsburg, Pa.

**FOR SALE—TANGLY CALLIOPH, AUTO-** matic and hand played. Price \$1000. **ADRIAN D. SHARPE**, Box 82, Marshalltown, Ia.

**FOR SALE—400 CHAIRPLANE, 46 SEAT,** like new. Grander make; five hundred takes ft. **MARRY WEYD**, Vinnaque, Wis.

**FOR SALE—12 LUSSE SKEOTER CARS,** 4000 ft. range, 200 mph. **EDWARDS FALLS AMUSEMENT CO. INC.**, Antislian, N. Y.

**MOTOR BUYERS—LIQUIDATING WHITE** City Cars. Many practically new. **EDWARDS FALLS AMUSEMENT CO. INC.**, 6310 Eastern St., Louis, Mo. #2

**1000 SOUTH PARK AVE., Chicago, Ill.**

**NEW LAUNCHING MIRRORS—LARGE AND** small; for parks, carnivals, fairs. Picture shown, night clubs, arcades, etc. **G. W. MURPHY**, Dyrle, O. #1

**PENNY PITCH BOARDS, \$10.00; 48" x 48"** \$20.00 cash, balance C. O. D. **Want Used** Card and kinds. **WICKESSEE, Prosperity, Waukesha, Mass.** #118

**SKATING RINK TENT—50'x140', \$660.00** Picture Machine and Enlarger, \$100.00. **E. B. DODGE**, 6310 Eastern St., Louis, Mo. #2

**L2 LUSSE SKEOTER CARS—A-1 MECHANICALLY**, nice appearance, auto type, extra parts, 4 newly painted, \$1,000.00. **BOX 304, Caloron, N. Y.** #255

**HELP WANTED**

**EXPERIENCED BOOKING AGENT IMMEDIATELY** for high-class amusements, playing on coast. **Write Mr. TROMB, JR.**, Wright field, Dayton, O.

**EXPERIENCED MAN WHO UNDERSTANDS** how to put up joints and handle carefully, steady work. **Write Mr. TROMB, JR.**, Wright field, Dayton, O.

**IMMEDIATELY—PIANO MAN FOR ELEVEN-** piece orchestra. Steady location, fair salary. Brass and Sax men, write for future openings. **Write Mr. TROMB, JR.**, Wright field, Dayton, O.

**LOG-ROLLERS FOR SPORTSMAN SHOW—** Preferably double. Any other set for Sportsman Show also wanted; contact F. B. GODD, Chichest, N. Y.

**MUSICIAN SHOW PERFORMERS QUICK—IN-**crease profit this season. Play your own music. Novelty Acts, change often. **Good Custer Act**, strong voice; **Billihilly Songs**, toll all. **NATURE'S MEDICINE**, O. C. #1

**TRUMPET, THIRD, ALTO, TROMBONE—** Feature strictly solo. Salary year around. **Shyland Commercial Band**, Tonia, reading essential. Bossers, tramps not wanted; **Good job** for married men. **Write for a clean cut organization.** Located year around. **Feature singers** on other instruments also wanted. **Address BOX G-474**, Redwood, Colo.

**WANT ATTRACTIVE YOUNG GIRL MUSI-** cians—Union, all instruments. Now with unit, dance book booked later. **MARY MARSHALL BACHELORETTES**, Billboard, Cleveland. #1

**WANT MAN TO ARRANGE SOME MUSIC FOR** School Bands—State experience, quote prices. **Address MUSICIAN**, Box 1108, Haines City, Fla.

**WANT DOUBLE DRUMMER, CORNET AND** Trombone for concert band of Johnny J. Jones Exposition. **Other musicians write.** **MANE LADDER**, Johnny J. Jones Exposition, Johnstown, Pa.

**WANT EXPERIENCED PIN GAME MECHANIC** for Jersey Shore Arcade. **MIKE MUNVEY**, 593 10th Ave., New York City. #213

**MAGICAL APPARATUS**

**LARGE PROFESSIONAL MAGIC CATALOGUE,** 75c. **MAX HOLDEN**, 220 W. 42d St., New York City, N. Y. #158

**CATALOGUE OF MINDREADING—MENTAL-** lamn Spirit Effects, Magic, Horoscopes, Fore-casting, Astrology, Palmistry, Crystals, Lucky Prices, Palmistry, Graphology Charts and Books. Wholesale. Largest stock in the world. In-ter-nated Catalogue. **W. C. NELSON ENTERPRISES**, Nelson Bldg., Columbia, O. #118

**LATEST 216-PAGE ILLUSTRATED PROFESSIONAL** Magic Cat'log—Tricks, Hoaxes, Suicidal, Ventriloquism, Figures, etc. **35c.** **KANTER'S**, 1309 Walnut, Philadelphia, Pa. #118

**FOR SALE VERY CHEAP—BRAND NEW ALL-** Electric Blower Binge Game. One Electric Number Board complete, with metal carrying case. One latest model Electric Biker Blower. One Electric P-A. System complete with Victrola attachment; 600 Cards and 600 Metal Trays. **510 MEISTER, 1602 Bryn Mawr, Chic-go, Longbeach 2133.**

**NEW 110V VOLT AC, 1200 WATT GASOLINE** Driven Light Plants—Manufactured for United States Government; cheap. **LOU MILLER**, 1831 S. State, Chicago, Ill.

**NEW 9000 ALMA OFFICE SHELL—ELECTRIC** brand; 7 ft. high; 20 lbs. Metal and glass insulated. Full price, \$995.00. **SELLHORN'S**, Sarasota, Fla.—E. Lanning, Mich.

**SOUVENIR DECALS—TEN THOUSAND, \$16.50;** 7,500, \$15.00; 5,000, \$12.00; 2,500, \$7.50; 1,250, \$3.75. **433 Maple and 10th St. N. E., Minneapolis, Minn.**

**JACOBAL DECAL CORP.**, 188 Randolph, Chicago.

**M. P. ACCESSORIES & FILMS**

**NOTICE**

News and display advertisements of interest to readers—now being featured in The Billboard's new film department. Look for "Non-Theatricals" in the index on page #225.

**ASTONISHING BARGAINS—16MM. SOUND** Projectors dirt cheap; only eight left. Reasonable terms. Films rented. **NO. 521 STATE THEATRE Bldg., Chicago, Ill.** #255

**ATTENTION, OPERATORS—MERCHANTS—** Free Movies. Biggest thing outdoor amusement world today. Talking program, equipments rented. **NO. 71 STEUBEN BLDG., Chicago.**

**BARGAINS IN USED PROJECTION MACHINES.** Opera Chairs, Screens, Spotlights, Stereoscopes, etc. **Projectors repaired.** **Catalogue free.** **MOVIE SUPPLY CO., LTD.**, 1318 S. Wabash, Chicago.

**COLLEGE SPRING CLEARANCE SALE—** 16MM. Sound Films, Features, Shorts, \$4.50 reel up; Road Show Programs rented day or week; Sound Projector bargains; Supplies, Accessories; List free. **SOUTHERN VISUAL EQUIPMENT, BOX 2404, Memphis, Tenn.** #25X

**COMPLETE 16MM. SOUND FILM PROJECTION** Outfit, \$98.50; outfit, \$175.00, \$289.50. Roadshow feature films: **Sound Outfits, Mikea, Turntables, Splicers, Rewinds, Screens, Cameras, Lenses.** Also 35MM. World's largest variety. **SOUND LIVERY, lowest rates. Films rent anywhere, catalogue free; trades accepted; MORGUE'S**, 59 W. 48th, New York.

**FIRST-CLASS TALKIE PROGRAMS RENTED** Reasonable—**Ghost Shows, Adult Bargain** every night. **Call H. G. SIMPSON**, 1275 S. Broadway, Dayton, O.

**FOREIGN LANGUAGE FILMS—16MM. SOUND.** New low monthly rates. German, Italian, Polish. Excellent road show possibilities. No theatre conflict. **GARRISON FILMS**, 1800 Broadway, New York City.

**LARGE SELECTION OF ROADSHOW ATTRAC-** tions—Uncle Tom's Cabin in Sound. Plenty of other titles. **Write for FREE CATALOGUE.** **BUSSA FILM EXCHANGE, Friendship, O.**

**OTTO GRAY'S OKLAHOMA COWBOYS—** 16MM. sound, entertaining two reels, new line-up prints, \$27.50 net. **SAEHN**, 723 Superior Ave., New York.

**TRADE—\$3MM. TALKING WESTERN WITH** Shorts. **Want Silent DVDs with double** bearing intermittent. **Perfect condition.** **Address W. T. KIRKLAND, Tulsa, Okla.**

**TURN YOUR OLD MERCHANDISE INTO CASH**—New 35MM and 16MM. Sound Projectors sold on terms. **Items rented, trades taken in.** **We handle everything for the movie.** **WESTERN FILM**, 1018 S. Wabash, Chicago, Ill.

**WE'RE LETTING DOWN THE BARS—200 FEET** series 35MM Sound, good condition. **Westerns, Feature Pictures, \$50.00.** Write your requirements. **WALDO FILMS**, Box 524, Cincinnati.

**MUSICAL INSTRUMENTS, ACCESSORIES**

**FOR SALE—TWO BAND ORGANS.** **PLAY** good condition. **Good condition.** **Cheap for cash.** **ARTHUR KARSIAKI**, 1401 Waverline St., Lincoln Park, Mich. #118

**FOR SALE—BAND ORGANS. APPLY IN** person. **3500 MAIN ST. PERSONA, N.J.**

**PARTNERS WANTED**

**ACTIVE PARTNER WITH \$500.00 ON** "Black Magic Miracles" never before shown in America. **Address J. PLATEAU, 1122 Tulsiana Ave., New Orleans, La.** #25X

**GIRL PARTNER FOR INSURANCE COMPAN-** y. **Pay transportation.** **State all by mail.** **Write immediately.** **ARTIE GETZ**, 4830 S. Kedvale Ave., Chicago.

**WANT PARTNER WITH CAPITAL TO HELP** develop Amusement Center near large city. **State amount able to invest.** **\$50,000.00 cash** now invested. **Address BOX G-378, care Billboard, Cincinnati.**

**PHOTO SUPPLIES AND DEVELOPING**

**ABSOLUTELY BEST DIRECT POSITIVE BUY—** New Portable Double Unit, with cool fluorescent lighting system. **Takes both 115x2 1/2 and 2 1/4x3 1/2 pictures.** **Send for general catalog and information on new metal printing enlarger-reducer.** **MARKS & FULLER, INC.**, Dept. 552, Rochester, N. Y. #22X

**ALL 4 FOR 10c OPERATORS—CUT PRICE ON** all Machines and Supplies. **Full Length Camera.** **WABASH PHOTO SUPPLY, Terre Haute, Ind.** #118

**AT LAST!—ALL YOUR SNAPSHOTS IN NATU-** ral Colors. **Best developed. Natural color** prints, only 25c. **Rosenz, C.**, 475 Broadway, New York, N. Y.

**DIRECT DIRECT POSITIVE PAPER—NO FAD-** ing. **Best resolution, highest speed.** **THE POSITIVE CO. OF AMERICA**, 244 Fifth Ave., New York, N. Y. #15X

**ROLLS DEVELOPED—TWO PRINTS EACH** and two Free Entertainment Coupons. **25c.** **Royalties**, 2c each. **100 or more, 1c.** **SUMMITT'S STUDIO, Unionville, Pa.** #28X

**SALSMEN WANTED**

**SALESMAN—AMERICA'S FINEST SIDELINE.** 407 Commission East 725 feet selling repeat items. **Every business and must buy.** **NO INVESTMENT.** **Sales portfolio free.** **DAVID W. WELLS**, 312 S. Hamilton, Dept. 24, Chicago.

**SCENERY AND BANNERS**

**PICTORIAL SHOW BANNERS—BEST IN** world for the money. **Special \$10, \$17.50.** **SNAP WYATT STUDIOS**, 1215 Ceria, Tampa, Fla. #25X

**TENTS—SECOND-HAND**

**SLIGHTLY USED, GOOD AS NEW, LESS THAN** half price. **No rag, no mildew.** **State size, send stamps.** **Postals ignored.** **SAATH TENTS**, Auburn, N. Y. #18X

**USED CONCESSION AND CARNIVAL TENTS—** Sidewalk, 7.68 ct. drill, machine roped, good as new, white, clean, 7 ft. high, \$15.80; 8 ft. high, \$20.00. **W. T. KERR COMPANY**, 1058 Grand Ave., Chicago. #18X

**THEATRICAL PRINTING**

**AUTO BUMPER STRIPS—"STREAMLINER** Advertising" for fast homecomings, parks, celebrations. **All sizes, weatherproofed. Quick-** fit metal clamps. **Free samples.** **SOLIDAYS, Dept. 10.**

**MULIN'SIGNS—8 1/2" WIDE UP TO 36" LONG.** \$3.50. **Poster Signs, 2 1/2" x 3 colors, 15 words** copy. **Cash with order.** **A-1 workmanship** guaranteed. **BOMEI, 4160 1/2 Ave.**

**WINDOW CARDS—14x22. ONE COLOR, 100,** 1/2 doz. \$3.00. **Color, 250, 25c. O. D. 100** shipping charges. **THE BELL PRESS, Ventnor, Pennsylvania.**

**\$1.00 EACH—250 LETTERHEADS, ENVELOPES,** 1000 6x9 Handbills, \$1.50; 9.00. **Address W. T. KERR COMPANY, 1058 Grand Ave., Chicago.**

**\$4.50 Merchants' Tickets, 5.00c, \$3.00.** **STAMPPRINT, South Wichita, Ind.**

**250 LETTERHEADS, \$1.00; 250 ENVELOPES,** \$1.00; 250 Business Cards, 50c. **Quality printing.** **4-hour service guaranteed.** **JOHN SONS, 939 Windsor Ave., Chicago.**

**1000 LETTERHEADS, \$2.50; 1000 ILLU-** strated 8 1/2x11 Circulars, \$3.00. **Mimeo-** graphing expert workmanship. **Lowest prices.** **Will gladly estimate anything.** **EWAN, Wood-** Ridge, N. J.

**WANTED TO BUY**

**FACTORY LATE MODEL FOUR-MINUTE PHO-** to Machine—10x14 globe and frame tent, **seven** foot sidewalk. **ALL in first class condition.** **Call** **EDWARD LONG, Farmer G. Long, Scarborough, S. C.**

**PORTABLE SKATING RINK FLOOR—60x130** feet. **Complete details and lowest cash price** first offer to **SHAFER ICE PALACE, 61-63 Mc-** Millan, Johnstown, Pa.

**WANT ELECTRIC ORGAN, PUBLIC ADDRESS,** two mikes; Roller Skate Grinder; Money Changer; Ticket Box; Turn Table with outlets. **Only high grade, reusable merchandise con-** sidered. **Address WOODKEY, 1700 Ohio Ave., Cincinnati, Ind.**

**WANT NOVELTY TARGETS FOR SHORT RANGE** Gallery—Especially "Devil's Head" and "Pot Luck." **Send samples or drawing.** **RAY JOHN-** STON, 1013 Sherwood, Kalamazoo, Mich.

**WANT TO BUY SEIBURG "DUCK" MODEL** Rowing Machine. **Must be in good condition.** **SHREVEY AMUSEMENT CO.**, 205 Linden Ave., Memphis, Tenn.

**WANTED TO BUY—STEEL ARCADE SUITABLE** for Lion Act. **State all in first.** **Address** **TRAUBER**, Georgeanna, Pa.

**WILL PAY CASH FOR FOLLOWING SECOND-** Hand Rides, which must be in good condition: **3-Arched Portable Carousel, 11 1/4 x 4 WHR,** No. 2 Ferris Wheel, Roll-Planes or any other **Portable Ride.** **Also Mechanical Exhibits.** **We** **do not deal through brokers.** **PEDRO C. CASTRO,** Hotel America, New York City.

**At Liberty Advertisements**

**Be a Word (First Line Large Black Type),** **2 IN WORD (First Line and Name Black Type),** **3 IN WORD (First Line and Name Black Type),** **4 IN WORD (First Line and Name Black Type),** **5 IN WORD (First Line and Name Black Type)** of all words at One Rate Only.

**MINIMUM 25c. CASH WITH COPY.**

**AT LIBERTY**

**ACROBATS**

**COMEDY AEROBATIC COMEDIAN—Also Chorus** leader. **Banner ad available.** **Will join teams at** **travels.** **Address 1162 J. St., Whitewater, Colo.**

**AT LIBERTY**

**AGENTS AND MANAGERS**

**AT LIBERTY—ADVANCE AGENT, FAST** Booker with car for outstanding stage units, radio screen names, all girl, novelty, Western or hillbilly burlesque variety acts. **Can offer steady, profitable year-round routes,** playing best theatres all territories. **Results guaranteed.** **Write for details, photos, route or** **address two weeks ahead.** **BOX C-469, Billboard,** **Cincinnati.**

**MANAGER FOR TOP FLIGHT BAND, ARTIST,** **Balloon or Club—An exceptional radio back-** ground. **RAY CAMERON, 3 Grand St., Bang-** hamton, N. Y.

**AT LIBERTY—Chorus Conductor Agent.** **American** **travels throughout the country.** **Will join teams at** **travels.** **Address 1162 J. St., Whitewater, Colo.**

**AT LIBERTY**

**BANDS AND ORCHESTRAS**

**ATTENTION, BOOKERS,**

**Hotels, Clubs—Twelve-Piece College Or-** chestra available June 1. **All music major,** **including four quart featuring fine take-off band.** **Drums, trumpet, sax man, Organ arranger.** **Novelty** **instruments guaranteed;** **versatile.** **Have many** **live acts and the best arrangements.** **All in-** **quiries answered.** **Write or wire JACK** **FRAZIER, Jefferson City, Mo.** #225

**AT LIBERTY FOR SUMMER ENGAGEMENT—** Have Atlanta's Ten-Piece Band. **Swing Band.** **Union, Sweet, swing and novelty numbers.** **Cool vocalist.** **All college men.** **Available** **June 1.** **JAMIE E. MILLER, Box 1, College Sta.,** **Honolulu, T.H.**

**BUDDIES' GIRL DANCE BAND—AVAILABLE** **for summer job in or near Washington.** **GRACE SIMPSON, 18 9th St., N. E., Wash., D. C.** #25

**FIVE-PIECE COLLEGE GIRLS' DANCE BAND—** **Four years' experience.** **Want summer ven-** **ue engagements, resorts or hotels.** **Available** **June 1.** **JAMIE E. MILLER, Box 1, College Sta.,** **Honolulu, T.H.**

**FOUR-PIECE BAND WISHES LOCATION—** **Will go anywhere.** **Costumes, uniforms and** **stands.** **Feature novelty and specialties. **Band**** **diversity.** **All double.** **Suitable for dance,** **hôtels or cocktail bars.** **Play anything.** **Available** **June 1.** **JAMIE E. MILLER, Box 1, College Sta.,** **Honolulu, T.H.**

**NOTICE**

**Due to the expense of postage necessary** **for the forwarding of mail addressed to** **readers, we have decided to charge you** **in case of The Billboard instead of their** **name and address, an additional charge of** **15c. This is necessary to cover this service.** **Therefore when figuring the cost of** **publishing your advertisement kindly add** **15c for the forwarding of replies.**



# Sponsored Events

### Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS  
(Communications to 25 Opera Place, Cincinnati, O.)

## Attractions Draw 35,000 At Okla. Pioneer Days Fete

OUYMON, Okla., May 11.—Drawing an estimated 35,000 on May 1 and 2, ninth annual non-profit Pioneer Days Celebration here under sponsorship of Junior Chamber of Commerce was termed successful by Secretary Merrill Kennedy. Weather was favorable. Annual cost of staging the affair is between \$4,000 and \$5,000.

Broadbeck boys' shows played the date and had a successful engagement. Cow-polo and animal show had booked and good business was reported for it. Numerous concessions were on streets. Features of the celebration were a large parade depicting old-time travel and creek, afternoon rodeo and nightly dancing.

## Kan. Trade Show Has Revue

WUREKA, Kan., May 11.—Bits of Broadway, revue produced in Kansas City, Mo., by Tower Theater management, highlighted annual spring trade show here on April 29-30. The show was headlined by "The Great Zang and Todd, comedians and tumblers; Elroy Peace, dancer and impersonator; LeBeau and Louise, burlesque music, singing and impersonation; and chorus of eight. Books were provided by Hubble Display Co. Committeemen were Pat McCus, Lyle Baird, Harry Brenton, Tom Robar, Dean Miller, Don French, Edw. W. Hart, Richard, Hugh Debnis, Clair Aurelius, Charles Tuttle and LeRoy Paul.

PIANO PLAYER—Small show, club or tavern. Head, also, table-top. Tremendous success. All departments considered. Write, stating all. No name. HAROLD DWIGHT, Memphis, Mo. #222

RHYTHM RHYTHM, modern table-top. Venice, Richmond, Va. Available immediately. Harlan, Va. WIANO MANGOS, R. R. Damascus, Va. #25

RHYTHM PIANO—Baltimore, Gettysburg, York, Pa. Head, also, table-top. All departments available. Write, stating all. W. J. BROWN, York, Pa. #12

SWING PARTY—Desires cooperation with a good dance band. Has booked 25 shows on table-top. Write, stating all. PHIL BERKOFF, Box 4209, Duquesne University, Duquesne, Pa. #22

## AT LIBERTY SINGERS

GIRL SINGER, DANCER—Singing, ballade, 21, ex-terminator. Free after June 12. Attractive personality and professional skills. Write, stating all. IRVING BOOTHBY, 1612 Abbe Ave., Mt. Pleasant, Mich. #2

## AT LIBERTY VAUDEVILLE ARTISTS

THE CAPT. MACK SMALL FLY CIRCUIS IS heading in your direction very soon. Write, if interested in booking America's Chief Flying Artist. Write, stating all. CAPT. MACK SMALL, P. O. Box 21, Paterson, N. J.

AT LIBERTY — Latin American Act, man and wife with vocal track. Performing French Dances and Spanish Dances. Has many successful engagements in Havana, Spanish, Oriental and American Cities. Write, stating all. Write, stating all. W. J. BROWN, York, Pa. #12

AT LIBERTY to Venue or Hotel—Modern comedy act featuring singing and talking team. Singing and dancing. Write, stating all. Write, stating all. THE NOBLET, 1232 Thoma, Memphis, Tenn. #2

BLACKFACE COMEDIAN — Up to meet acts. Complete two weeks, three and reliable. Will handle all side work. Write, stating all. Write, stating all. W. J. BROWN, York, Pa. #12

LADY VENTRILOQUIST, the Mad, Rip, Craz, etc. All featured acts, modern, with singing. Write, stating all. Write, stating all. W. J. BROWN, York, Pa. #12

TEAM — Mod. band on table-top. Many comedy on table-top. Write, stating all. Write, stating all. W. J. BROWN, York, Pa. #12

## Shorts

VETERANS of Foreign War Post in Kankawka, Wis., has booked William Gator Attractions for its third annual two-day water regatta, said R. G. Clark.

BUCKEYE State Shows has been signed for midway of 23rd annual Independence Day Celebration in Aurora, Mo., under sponsorship of the American Legion Post, reported W. A. Oglesby, entertainment chairman. There are also to be free acts and fireworks.

MIDWAY for annual three-day Sturgeon Bay (Wis.) Cherry Blossom Festival will be furnished by William Gator Attractions, reported R. G. Clark. Wausau, Wis. Grand Hotel and Mayor Zeldner, Milwaukee, will be speakers and there will be parades and selection of queen. Door County Chamber of Commerce is sponsor.

THREE RIDES were booked thru P. H. (Pat) Goldborough and one thru Wayne Hale for St. Joseph (Mo.) Apple Blossom Festival on May 3-4, reported D. E. Zimmerman, Chamber of Commerce executive secretary. Event was sponsored by Missouri River Apple Growers' Association and the chamber, latter putting up \$2,000 to finance it. There were float and band parades and confection ball.

SLEEPY EYE (Minn.) Drum and Bugle Corps and local improvement association will sponsor a two-day celebration featuring an auto give-away, reported W. E. Barnes.

TORRENCE and Victoria, aerialists, have been booked as free act for 17th annual four-day Osceola Mills (Pa.) Fremont's Day, and midway, large parade, auto give-aways and daily gate prizes will be other features, officials report.

JOHN B. ROOERS Producing Co. sponsored by Leo (Doc) Spoth will be featured at annual three-day Galveston (Tex.) Order Festival under sponsorship of Junior Chamber of Commerce, reported Russell L. Rowland, managing director. There will be a parade and tour of historically famous houses.

GREAT SUTTON SHOWS have been contracted for the seventh annual Strawberry Festival in Bells, Tenn.

GOLD Coast Enterprises, said General Manager Raymond Gullford, has been asked to furnish midway for six-day American Legion Post Spring Festival in Mitchell, Ill.

OTTO STEPHEN, owner Stephen's Shows, reported his organization has been contracted for Blue Oran Festival, Matland, Mo.

BLOOM'S Gold Medal Shows have been contracted for eight-day Spring Carnival and Mardi Gras in Harvey, Ill., under sponsorship of Veterans of Foreign Wars Post, reported Quartermaster P. C. Brown.

## HELLER'S DEBUT

(Continued from page 2) visual construction of a new entrance front. Back stage, Broadway is lined with eight shows, including the Side Show, Mary Webb, owner-inside lecturer, Doc Jones, manager-talker, Fred Seymour, second talker-ticker, Mona Estelle (Mr. and Mrs. Nelson), acrobats, The Boy Heisman attraction, Claude Cunningham, tattoo artist; Joe Bruno, animal act; Mary-Marie, fat girl; Jackie Allen, electric chair; Kitty Mason, bally and sword box; Pannie Blum, Underdressed act; Alice Gray, make girl; Jimmie Smith, fire-actor; Cary Grant, tickets, and Bill Mose and Swede Loran, canavases.

Minutrol, Sylvester Olds, manager; Kid Dutch, front man; Spicy Copeland, stage manager; Billie Anderson, comedian; Jack Karmody's; Swing Band; Gannell Biabum, comedian; and Blanche Biabum, chorus leader; Geraldine Andrews, Viola Olds and Willie Bradham, tap dancers. Athletic, Tony-Rico and Leo Turn-

er, manager; Peggy Ewell, python; Moe for Jones, front. Capt. Jack Douglas, Manager; Alvin; Max; McClellan, pit. Princess Pat Revue, Tom Fallon, owner and manager; Rita Green, Baby Marie and Billie and Lucille Smith, inside. Posting Show, Mrs. Fallon; Betty Jones and Dorothy DeLong, inside. Moe to Run, Tom Fallon, owner. Charlie 'Crisis' manager. Animal Circus Hippodrome, Capt. Jack Edwin; Jim Dora, assistant; Walter Jones and Paul Jackson, clowning; Joshua Carter, imitator.

Lyle Cookhouse, A. T. Lylo, owner-manager; Tommie Lylo, counter boy and truck driver; Willie Doudy, griddle; Sherry Hamilton, John Day, kitchen. Mr. and Mrs. C. A. Stephens, prop own and painter; Duke pond, Johnny Carr; photo gallery, ball game, penny pitch, Wyatt and son, owners. Mrs. Mabel Wyrat manages and operated Auto and Airplane rides, while son, Bill Davis, supervises concessions, with L. J. Sandlin managing photos; Ruth Morrell, ball game; Ralph Sandlin, assistant, and Mrs. Mamie Loo Davis, agent.

Ralph Lee has the long-range arcade, while Mrs. Lee manages penny gallery, with George Steingruber, inside. Morris Friedhelmer and wife, Hazel, have the color pan stand and Morrell a penny pitch. George Steingruber, Fred Genzel, Charlie Lee, swim skills; Claude Orderkirk, Jess Hudgins, Frank Miller and Bob Stevens.

Adjusters are Norton Redmond, Bill (Carpenter) Gross, Pat Flynn has the sound truck and Mrs. Nina Scott is ahead of the show. Ride help is Paul Phoenix, Fred Rialing, Bob Robson, Vincent Hall, Lloyd Fleming, Earl Johnson, William Moran and Jimmie Brown, Fred Roy, assistant. William Goddard is carpenter; Thurman-Marshall, electrician and ride superintendent.

## BAZINET OPENING

(Continued from page 43) Ed Ebbel of the Pottsville Water Management has received numerous compliments, as has George Orlovold, carpenter foreman, on the new marquee and panel fronts. President William Bader is supervising final details, while Dwight J. Barnard, secretary-general manager, is purchasing additional tractor and trailer units.

W. B. Bazinet, treasurer, and general representative, is away on a booking trip. Jack (Dutch) LeBlair and wife will operate the new cookhouse. Shows move to Payne and Rawbours streets in Pottsville. The new marquee and lights begin hitting the road. Jack Hoochener, Fresh Orator Shows, visited.

## PRYOR'S ALL-STATE

(Continued from page 42) show registered good results the early part of the week.

Mr. and Mrs. Jake Pryor opened the season with five shows, all of which have new fronts and canvas. Rides have been repainted. Joining the season with concessions were Mr. and Mrs. Burkert and daughter, Margaret, cookhouse; C. W. Oberg and Irish Copland, bingo; Mr. and Mrs. Harry Hannon and son, Harry; Jess, Mr. and Mrs. Snyder, Mr. and Mrs. Orville Miller, Mr. and Mrs. James Keller, Mr. and Mrs. Roy Wilson, M. L. Little and Charles Black. Sixteen Emilie Lee Miller, Dick Osborne, Eddie Stratton, Ned Crow, Glenn Thompson. Shows are routed thru Ohio, Pennsylvania, West Virginia and Kentucky.

**WANT**  
CARNIVAL — RIDES — CONCESSIONS  
For Our Big 4 Day  
THREE CITY CELEBRATION  
JULY 2-5-7, EMPIRE, OREGON.  
EMPIRE FIRE DEPARTMENT  
R. E. HASON, Secretary.

**WANT CARNIVAL**  
WESTERN ILLINOIS FAIR ASSN.  
JULY 20-21-AUG. 2-3, CRIOBINVILLE, ILL.  
\$7000.00 In Prizes, Marquee, Seats, Glass Booths, Derby Tables, Motor Show, Exhibits,  
4 Big Days a Night. Large, Better Than Ever.  
Good Management.  
M. B. STEAD, Pres. JNO. F. RAPIER, Secy.

**WANT GOOD CARNIVAL**  
SEPT. 2-4-6, 1940.  
RNOX COUNTY FAIR ASSN.  
E. L. DAVIS, Correspondent, Eldon, Mo.

**CARNIVAL WANTED**  
WEST KENTUCKY FAIR ASSN.  
SEPT. 17-18-19-20.  
PADUCAH, KENTUCKY

**WANT CARNIVAL**  
Week Between June 17-July 13.  
Sponsored by Lima Fire Dept.-Hempden Grand Stand.  
Rides, Concessions, Shows or Write  
GEORGE TRUETT, Lima, N. Y.

**WANT**  
Rides for Celebration, July 3, 4, 5, 6, and 7. Approved by Lima Civic Assn. or St. C. J. H. Page. Request Show and Concessions. See or Write  
Middie of all born. Write  
E. G. BALLARD, Ashcroft, Ill.

**WANT**  
Some Good Clean Shows and Photo Gallery for OLD HOME WEEK CELEBRATION  
In Pennsylvania, Week of July 5 to 6, inclusive.  
P. O. BOX 262, Punxsutawney, Pa.

**JULY FOURTH CELEBRATION**  
Adrian, Mich., July 2-3-4  
An Annual Event for Many Years, the best in Central Michigan.  
Some Good Clean Shows and Concessions. Midway operated by F. L. FLAUG, 36 E. Woodstock St., Detroit, Mich.

**WANT FERRIS WHEEL**  
Pottsville, Pa. (Chesterfield Co.), Pa., 70th Annual Ferris Wheel, 1940.  
Or some other rides suitable for the occasion, which draws an attendance of 5,000-7,000.  
REV. F. J. DARRICK.

**WANT**  
Small, clean carnival for 4th of July between Lima and Pottsville, Pa. Write  
ELROY A. REIDT, Nelson, Wis.

**CONCESSIONS WANTED**  
FOR MAY 29-30-31-JUNE 1-2  
Galanti's A. A., Inc.  
FRANK HENZI, 25 Ohio St., Leokema, N. Y.

**SOMERSET, PA., COMMUNITY WEEK**  
SATURDAY, MAY 18-SATURDAY, MAY 25  
Spend Celebration of its Kind in Pennsylvania, With Parades, Free Acts, Exhibits, Will Sell Various Culture, Hospital, Home, Pitches, This You-Win, Photo, Raffles, Archery, Bazaar, and Many Other Attraction, With Working Circuit and You-Win, Work Field, Ride and Loss-Of-Cure. COMPLUSE HD Name Will follow this event and a full season of sponsored events thereafter. No fee. Write or wire M. A. DEAN, Windsor, Pa.

**AMERICAN LEGION CIRCUS AND EXPOSITION**  
LOUISVILLE, OHIO, JUNE 17-22, INCL. FREE GATE—FREE ACTS—FREE PARKING.  
Advertisement for 30 Miles. Entire Community Co-Operating.  
WANT two more good shows, four modern rides, legitimate concessions of all kinds. Postively no graft. For space address all inquiries to  
E. R. MALLOY, BOX 345, CANTON, OHIO.

**PAK'S THUNDERBOLTS**  
Hell Drivers and Hell Divers  
Opening Review Speedway, Chicago, Ill., Dec. 29th, 1940, 30.  
"Iron Belly" Wilson, Joe Schlorf, Bill Meyer, WIRT,  
Can we two experienced stunt men.  
WIRE THORS, BOX 365, EVANSTON, ILL.

Wholesale

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by SAM ABBOTT—Communications to 1564 Broadway, New York

SET FOR DECORATION DAY

Concessioners, Novelty Men Get Ready for Banner Opener

Warm weather week-end crowds indicate big take for workers who watch reaction to new items—veterans eye tested numbers for repeat business

CHICAGO, May 11.—Concessioners, pitchmen and bingo and salesboard operators are reported getting ready for the biggest Decoration Day business in years. Supply houses over the country indicate that large shipments of merchandise are moving daily. Since Decoration Day falls on a Thursday, it is expected that many people will spend a four-day week-end at amusement centers. Reports from Coney Island and Playland in New York State, Palisades Park, Johnny Park, Bradley Beach, Seabright, Seaside Heights and Atlantic City in New Jersey, Coney Island, Cincinnati, Ponchartraine Beach, New Orleans, and Tiverton Park here reveal that everything is in readiness for the big day. New York's Coney Island is expected to dedicate a new section of boardwalk, which is expected to materially increase business in general and aid concessioners at the upper end of Surf avenue in particular.

Fairs To Claim Crowds

There will be a general shuffling up of the American public on May 30, New Yorkers will, in many instances, pass up the world's fair for the time being and spend time at beach and mountain resorts. This shuffling will be done by out-of-town people going into New York to see the big event at Flushing Meadows. This same policy will hold good for those in the vicinity of San Francisco, where the Golden Gate expo will be under way.

At Coney Island, New York, such novelty and souvenir workers as David Brown, Sam Billig, Henry Meyers, W. S. Bergman and others are anticipating a banner season. Operators of roller-coasters, hoop-la, penny pitches, fish ponds and knife racks have already had a taste of the hood season with some big week-ends. These men have been remodeling and improving their stands and will have plenty of merchandise in stock when the season officially opens.

Watch Stand-Bys

Novelty workers report a shortage of new items, but they are anticipating big successes to be scored by old stand-bys. Wire workers are especially enthusiastic over the outlook, and the usual flashy displays will greet boardwalk and amusement center visitors. Pennants, leather goods, canes, whips, birds on a stick, pin umbrellas, sun glasses, bathing caps, hellebore, hats and other toy novelties will line the stands to increase takes.

Cameras and radios, especially the new three-way portables, are seen as repeat merchandise. Cameras have wedged themselves into the consistent merchandise phase, and the announcement of similar prices and features has done much to increase demand for them. Radios are now available in such small, and light-weight models that broadcast programs will be available to bathers and bikers in all sections. Recently firms have announced new designs and these seem to have the makings of sure-fire hits.

Concessioners who award prizes report that great demand will be shown for clocks, blankets, lamps, electrical sets, deodorant and cocktail sets, hosiery and chenille bedspreads. Lamps in the latest designs have already been noted on stands open over the week-ends. With travel to foreign countries restricted to a minimum by the war, American resorts and events will bid for this

type of trade. Excursion rates are being offered by bus and train lines, which will tend to boost summer trade and make this a banner year.

BINGO BUSINESS

By JOHN CARY

WITH PRIMARIES being conducted in many sections, candidates are beginning to realize the tremendous power of bingo and its players. Many of those seeking office are asking the support of bingo patrons by promising that people who want to enjoy this game will be allowed to do so. One of the candidates who wants to see people get what they want in Jack Westfield, Republican candidate for State representative in Indiana.

IN ASKING support of voters and taxpayers Westfield has mailed out cards to qualified electors. On the back of the card is this note: "Bingo—the world's most beloved, harmless amusement game. Seventy thousand bingo fans in Marion County alone. In Cincinnati 2,431,851 persons played bingo in 1939. State of Connecticut legalizes bingo, and thousands of other cities and towns welcome bingo because it helps churches and organizations to raise funds for charitable work."

HERE IS A MAN who realizes the tremendous good that is being done by proceeds from bingo games.

HERMAN L. WEBER, of Allentown, Pa., sends along a news clipping regarding a bingo case. It shows the trend of authorities and regulations. Bingo is being given a definite status by municipalities. It allows thousands to enjoy the game and operators to advertise the game and merchandise they are awarding for prizes. The case which Weber has in mind regards the game at Tamaqua, where the alleged operator and seven employees were arrested for conducting a game in Liberty Hall. They were freed when the May term Schuylkill Grand Jury ignored the bill against them. This was the first case in Schuylkill County where persons were charged with operating bingo. Court costs will be paid by the county.

THE EIGHT were haled into court April 7 and posted \$300 bail each. They were arraigned before Justice of the Peace A. R. Snyder, of Tamaqua, and Chief of Police Brecker served as prosecutor. IN HIS LETTER Weber states that district attorneys are permitting the games when conducted for charitable purposes.

Philly Ruling Is Break For Workers at Conclave

PHILADELPHIA, May 11.—The Republican National Convention here in June should be even a greater bonanza for the merchandiser and souvenir fraternity than originally anticipated. The mayor's citizens' committee in charge of convention arrangements announced that the city will sacrifice some income in the interest of dignity, with the result that no concessions will be allowed for the sale of souvenirs in Convention Hall. As a result, pitchmen, streetmen and concession stands in the vicinity of the hall are in a position to cash in beyond their fondest dreams. In view of the situation, local supply houses are placing heavier orders for stock.

Move To Legalize Bingo in Jersey

CAMDEN, N. J., May 11.—The initial step in what may develop into a State-wide campaign to legalize bingo in New Jersey was reported taken by Haddon Township Democratic Association when it passed a resolution this week condemning the ban on games. Resolution urges all citizens to utilize the method provided by the Bill of Rights to change the law by petition.

C. Lawrence Gregorio, local attorney and member of the club, said: "I make a sincere effort to have this innocent game legalized I am sure it will be of great benefit to charitable agencies which have depended on it for revenue. Members of the association should circulate petitions through the township urging legislators to propose a bill which would bring about a State-wide referendum to amend present gambling laws so that bingo, and only bingo, would be legalized. We should invite everyone interested in this movement to participate in our action and gradually spread it through the county and other parts of the State."

The club voted to have petitions circulated through the township along the lines suggested by Gregorio.

Officials who have recently taken office are reported favoring the game. The operators are glad to see this trend, as are the dyed-in-the-wool bingo fans who reside in Pennsylvania and near-by New Jersey.

FROM MILWAUKEE comes one of the letters with which bingo operators are bombarding the local press. Here it is:

"To the Editor: I am taking advantage of your column to voice my opinion on the bingo question.

I think the game as conducted here in Milwaukee is a harmless pastime. Altho I do not enjoy it myself, my wife derives a lot of pleasure and notability out of the game. And in view of the fact that so many idle people find recreation in it, I think certain interests that are trying to put a stop to the game are doing so only for a selfish reason.

"As I said, it is harmless. I say let the people who enjoy this pastime enjoy themselves as long as they stay within reasonable bounds."

Operators in this city are to be congratulated that their games have such loyal followers. A letter of this nature packs a lot of influence, and we are glad to hear there has been a barrage of them lately. If our fans take up the fight, the operator should feel justly proud of his accomplishments.

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS



By BEN SMITH

Mr. Manufacturer, are you looking for a profitable outlet for your product? You couldn't find a better market than that available in the salesboard field. The experience of Dunhill of London, with its silent flame lighter is additional proof of that.

A salesboard operator may have his ups and downs but it never out. No matter how he gets kicked around and how badly things may break for him he can always get started again on a new deal with a capital investment which is practically nil. All he needs is a few cards and the will to work and he's set. If the deal clicks he has an immediate return in cash. If it doesn't he's out little but his time. There is no business which feels an uptick in general, anticipated faster than the salesboard business. Here is the answer to why men from all walks of life have been attracted to this business in ever increasing numbers thru the years.

L. A. of North Carolina, asks: "Would you advise that I make my placement men place a small deposit for each café with the understanding that the deposit will be returned when the card or deal is collected?"

We believe it inadvisable to attempt to collect a deposit on a card either from the location or from the placement man. First of all, you couldn't ask for much of a deposit and, secondly, that in itself would not prevent the cards being thrown away to get the placement man to show up again. When an operator runs up against a situation like that it usually is an indication that the deal isn't good. Better check the deal and start something new than worry about saving something which apparently is not worth saving. Give a prospect a deal featuring an item which he would very much like to have and the chance you couldn't get the card away from him. Give a placement man a deal with real consumer appeal and you'll never have to worry about a deposit.

A word to the wise. When setting up a deal it's smart to list an item at its true retail value. This applies especially to the manufacturer and distributor who make up deals to resell to operators.

HAPPY LANDING

March Specialties Exports \$12,899,952

WASHINGTON, May 11.—Exports of specialties from the United States in March were valued at \$12,899,952, an increase of 6 per cent over March, 1939; the specialties division, bureau of foreign and domestic commerce, reports.

Greatest ratio of increase in value of foreign sales of specialties was registered by athletic and sporting equipment, which was 96 per cent above March, 1939. Total exports of specialties for the first quarter of 1940 were valued at \$33,344,184, compared with \$30,634,127 for the corresponding period of 1939, an increase of 10 per cent.

**Timely Items—  
—For Decoration Day**

**SILK SPEAR FLAG**  
Durable, beautiful, fast color coloration. 60% rayon top.  
85x21 1/2 — 81 1/2" — 2 1/2" — \$3.60 gross  
108x21 1/2 — 104 1/2" — 2 1/2" — \$5.75 gross  
108x21 1/2 — 104 1/2" — 2 1/2" — \$6.75 gross  
108x21 1/2 — 104 1/2" — 2 1/2" — \$11.75 gross  
108x21 1/2 — 104 1/2" — 2 1/2" — \$18.00 gross

**FLAG BOW PINS**  
Size 1 1/2 inch. Best  
50112 — Per ..... 45  
Size 1 1/2 inch. Best  
50112 — Per ..... 45  
Size 1 1/2 inch. Best  
50112 — Per ..... 85

**N. SHURE CO.**  
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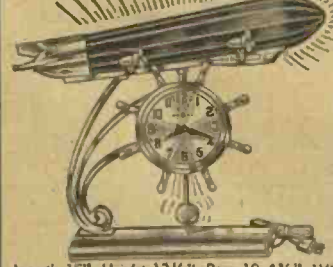
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to tens**

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.

**Novelty Clock Lamp**

Bingo and salesboard operators are finding the Zephyr novelty clock lamp a natural. Premium Products Mfg. Co. reports. Item is 15 inches high, with a 10 by 4 1/2-inch base. Overall height is 12 1/2 inches. Comes complete with electric tubular bulb and pendulum electric clock with silent movement guaranteed for a year. It has a four-inch glass-enclosed face in white metal national wheel. Lamp is operated by individual switch. Made of chrome-plated white metal parts and glass is frosted blue or white with silver stripes. Wired and ready for operation. Special prices are offered to dealers and distributors. Write for literature that is certain to appeal to all, the firm reports.

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SPORS COMPANY, La Center, Minn. WESTERN NOVELTY CO., Denver, Colorado. WHITTE'S NOVELTY CO., Knoxville, Tenn.

**3-Band 3-in-1 Radio**

Radio Wire Television, Inc. reports that the new three-band three-in-one portable Lafayette radio is proving a big number with salesboard and bingo operators as a grand prize. Known as the Cosmopolitan, the radio operates from any power source—self-contained batteries or AC or DC light lines, and provides universal reception. Provides coverage of full standard broadcast band, short-wave range from 16 to 81 meters and long-wave airplane beacon and weather reports from 700 to 3,160 meters. Has two built-in loops and uses six tubes. Case is covered with washable Pig-Tex. Drop front folds back into case when receiver is in use. When closed, it not only conceals control panel but locks with a key. Uses two 4 1/2-volt A and two 45-volt B batteries.

**3-Way Spatula**

The three-way spatula is again earning good prices for demonstrators, the Corcoran Co. reports. Item is useful, practical and novel. It is designed for lifting all foods from cooking utensils to serving dish and made of nickel-plated steel with stainless steel blade. Handle colors include green, red, ivory and blue. Every housewife is a prospective customer, for the three-way spatula is designed for removing meat from broiling board, fish, fowl, omelets, meat loaf and ice cakes. The three blades spread to prevent food being moved from breaking or crumbling. Special low prices offered, the firm reports.

**Spectacle Cleaners**

Door-to-door workers, agents and specialty salesmen are reaping profits with the Clean-o-Mist tissue booklets for cleaning eyeglasses. Clean-o-Mist Co. reports. Repeat business is good, for the item leaves no lint, does not collect dust, prevents fogging, is convenient to carry, absorbs finger and face grease from the lens and is sanitary. Prices allow opportunity for a good margin of profit, the firm reports.

**Decorated Tumblers**

Decorated tumblers are again eyed as a big money-maker by concessioners, Hazel-Atlas Olanx Co. reports. Flower decorations are proving a good number, with the five-ounce fruit juice and nine-ounce water glass seen as top-notch items. Tumblers with Mexican designs are being featured and these are available in these sizes and the 12-ounce ice tea glass. This line was shown at the recent National Premium Exposition, Chicago, where it was a big hit, the firm reports.

**Air-Conditioned Pipe**

The Bon-Aire, air-conditioned pipe that smokes as cool as a breeze, is a natural for salesboard operators, Wadcof Pipe Co. reports. It has a simple valve control in handy position to prevent moisture from entering bowl and souring pipe. Smoke is cooled as it passes thru the shank. It is light in weight. Men

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who smoke while working at a desk, machine or on the golf course are prospective customers. The all-aluminum flamed shank adds to the flash. The pipe is easily cleaned and requires no breaking-in. Bowl is made of Algerian briar and cures evenly, as every shred of tobacco burns to the bottom. It is made of hard rubber and is removable. Air-cleaning chamber may be exposed to the air for cleaning. New low prices are offered, the firm reports.

**Electric Stove**

The Armstrong Electric Stove, Armstrong Products Corp. reports, is proving a natural for seasideboard operators and earning good money. Since it cooks three things at once, it may be used in hotels, rooming houses, summer camps, cottages and trailers. Stove includes a built-in deep fryer for frying, broiling, poaching and baking; waffle iron; toaster-cooked egg pan and cord with plug attached. Operates on AC or DC, 110 volts. Weighs only six pounds and fits in a 9 by 12-inch space. Special prices are available, the firm reports.

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Sales report that sandals for men are proving a big money-maker and demand is increasing. Approved by Hollywood and Florida, sandals are made of leather throughout. Available in sizes 6 to 12 in narrow and wide widths. Offered in white, brown or natural, the firm reports.

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**Rides:** Swing, Gals Creach, foreman; Ben Stern, club; Joe Canagar, Pullmerry, Lady Murray; cigar gallery, R. W. King, Cookhouse, George Chiffis, manager; Jerric Mott, griddle; Ray Smith, headwaiter; Robert McGray, yardman.

**HYDE SUCCESSFUL**  
(Continued from page 42) and committee and city officials co-operated.

General Manager Eric B. Hyde is using plenty of color and illumination and has spared no expense in attempt to make his season's offering as outstanding one. Main entrance, canvas fronts and concession booths are attractive in color and electrical effects. Shows are transported by truck and barge on the Hudson. Samars, Harry Lamar, Mary Stevens and Benny Gibson, free act, made their debut with the shows here and were well received.

Sunday was an off day, as not even theater opened. Monday started off with a light late matinee, but at night attendance and business about doubled that of the previous night. Shows include Congrats of Oddities, presented by Eric B. Hyde; Life, Major Scott, manager; Harlem Beauties, Ann Lee, producer-manager; International Casino, Jack Berman, manager; Eagleon's Jungle Circus, Glomer S. Eagleon, owner-manager.

**Rides:** Merry-Co-Round, Raymond Smith, operator; Part Whips, Charles Eichen Sr., operator; Chairlane, Red Weston, operator; Loop-the-Loop, George B. Burns, operator; Kiddle Autos and Airplane, Lina, operator; Flying Circus, Concessionaire; Twenty-five acts directed by the office, Cookhouse and grand stand are owned and operated by Charles Phillips, assisted by James Phillips. Bingo is owned and operated by Mr. and Mrs. Paul Bodwin.

Staff has Eric B. Hyde, owner-manager; Mrs. Maebelle Hyde, secretary-treasurer; Social Security, Herbert Brigg, general agent; Mose Jackson, special agent; Charles Sutton, concession manager; Jerry Reynolds, transportation superintendent; Louie Godfrey, show chance; Arthur Stanley, electrician; Henry Travis, master builder; Henry Mori, assistant; Curley Weston and Percy Jackson, article-painter.

With new owners, business is equipped with the latest in wagon appliances. Work on all equipment will continue and kept to show's standard. Life Show now has an indoor air equipped and illuminated? Ann Lee's Harlem Beauties topped shows opening night. Mrs. Maebelle Hyde is still operating her Babonnet.

**DINNER OF MSWC**  
(Continued from page 42)

and Alice Whelan, Beckman & Greely Show; Marie Book, Vera Hancock, Helen Runge and Marie Striegel, Royal American Show; Viola Patri, Viola Blake and Marie Jones, Fairly & Little Show; Peggy Smith and Doris Hayes, Greater Exposition Shows, and Nell Allen, Esther Tracy, Millie Navarro, Grace Goss, French Deane, Florence Parker and Kathleen Riels, St. Louis members.

The prize was awarded to Dorothy, Peggy Smith, Vera Hancock and Parker Hayes. Embroidered luncheon set, donated by Viola Blake, was won by Peggy Smith, who presented it to Grace Goss and added to her new bungalow. Attendance prize, donated by De Dawson, went to Lelia Ortery. It was a make-up cabinet. Viola Fairly read a beautiful tribute to the late Aunt Mary Frances, which a minute of respectful silence was observed. A standing vote of thanks was given Neil Allen for her work as entertainment director.

**NOTES FROM SUPPLY HOUSES**

Announcement has been made of a contract between Erwood Sound Equipment Co. and National Radio Corp., whereby National Union becomes exclusive agent in the United States for Erwood sound systems. John Erwood, president of the firm which bears his name, said that National Union had been placed in charge of all matters pertaining to sales. Harry Hutchins, National Union's sales manager, said: "We are convinced that the sound system is a real item of profit." The firm recently introduced a line of sound 2 7/8 tubes especially adopted for audio and sound work. The new tubes, plus improvements in sound engineering by Erwood, bring technical improvements that will appeal to many prospective sound users, Hutchins added.

**ELITE EXPO OKEH**  
(Continued from page 42)

manager; F. G. Bogle, general agent; J. P. Meany, billposter; Vinton Brown, electrician; Otto Lenhart, mechanic; Gene Davis, artist; Don Polla, lot superintendent and sound truck.

Concessions: Hit and miss, Ben Foltz; bottles, Maxine Lime, Rollidown, Jim Graham; Russell Hall, agent; Botches, Thayer Reese; dealer, Dutch Morrow; pop corn, Dave Reese, Corp game, Josie Rotolo; Arkie Cooper, manager; Ann Arndale and Phil Jackson, agents. Over and under, Bert Banty; penny pitch, Frankie Cooper; cotton, Rose, Alma Banty, Diggins, Mrs. Charles Elliot, Frank; Bob Dixon, agent. Photo gallery, owner; Carter/owner; Fern Arndale and







# Out in the Open

Leonard Traube

## The Fellows Memorial

AS ONE of your audience, a steady reader for years, I'm writing this dispatch to correct some statements in the column of May 4 concerning the unveiling of Dexter Fellows' monument in New Britain, Conn. in which you reported it seemed odd that representative executives of the Big Show did not turn out to pay tribute to a man who was perhaps its most famous employee. I writes F. Darius Benham. "You included in the last paragraph of your column on the dedication that 'unfortunately, however, it was lack of the same (money) which retarded the ceremonies until nearly two and a half years after the death of Dexter Fellows.' Therefore this:

"When the writer, founder of the Circus Saints and Sinners and creator and organizer of the Dexter Fellows Fund, promised Mrs. Fellows shortly after Dexter's death that a monument would be put up in memory, he first went to the circus under management of Mr. Cummings and was promised money to aid in the undertaking. This financial aid never materialized.

"However, when William F. Dunn Jr., vice-president and director of the Big Top, was approached last year, he gave me the first donation of \$100, which was to be the circus contribution. When sufficient funds were collected to enable us to complete the tribute to Dexter's memory, John Ringling North offered his private car for members of the Circus Saints and Sinners to make the trip to New Britain. He offered another car if we was insufficient. We decided, however, to use the regular car of the New Haven railroad for the reason that they are better suited for such a trip.

"About 30 members of the Saints and Sinners made the trip. Included in the group was William P. Dunn Jr., who not only represented the circus but placed a wreath on the grave in behalf of the Big Top, and later delivered a speech at the banquet. Mr. Dunn, in addition to being vice-president of the circus, holds an executive position as vice-president of the Manufacturers Trust Co. and is a very busy man as well as being an obliging one. While speaking both at the grave ceremonies and the banquet, Mr. Dunn expressed regrets that Mr. North could not be present due to illness, which, if you recall, was so.

"I am sure that you will want to print excerpts from this letter in justice to the North and to Mr. Dunn. I can assure you that they gave me every co-operation possible to make our efforts for the memory of Dexter a success, and I can assure you further that I would have been the first to register complaint if my endeavors had been retarded. I feel now, however, that I not only received their wholehearted support but that the work of the Circus Saints and

Sinners on behalf of our mutual friend, the departed Dexter, is thoroughly appreciated by everyone connected with the Big Top."

MR. BENHAM'S letter has been quoted in full. The celebrity hunting newspaper man started out to "correct some statements," but in several hundred words has corrected none. We have a high regard for Mr. Benham, but suggest it is unfair of him to bring in the name of Bill Dunn, who is, of a course, a representative executive and his name appeared in the column under discussion. We did use the plural of executive, but pass up the point as a trifling technicality.

"Because Mr. Dunn is everything Mr. Benham says he is and more, it is doubtful whether he wanted the 'fact of his donation to be made known. Moreover, it is our distinct impression that Mr. Dunn's contribution was a personal one which is better linked with his membership in the Dexter Fellows Tent than with his circus affiliation. Moreover, the members were Dexter's colleagues. The men who worked alongside him for years, when the ceremony took place? The presence of one of two of them would have been just as 'representative' as Mr. Dunn's. But a more obligatory. This doesn't minimize Mr. Dunn's spirit, support and sincerity.

That the ceremonies occurred nearly two and a half years after Dexter's death is sufficient funds were not available until most recently. As a matter of fact, at the April 10 lunch of the circus club, the one which had John R. North as the star, one had just been around and a few hundred dollars collected to complete purchase of the monument for the great press agent's unmarked grave.

## Hartmann's Broadcast

IN THIS column, week of March 23, C. J. Butcher, a side rider, was quoted as saying that Buffalo Bill had two portable light plants in 1869. On one, he said, was the name of Buffalo, both run by steam furnished from an upright boiler.

This, however, was not the first time a light plant was used by a tented show, but was used by H. L. (Sherry) Bush, a vet of outdoor show business.

"The first electric light plant on a circus, on its return from Australia, season of 1881," he writes. "The show had special paper for the plant, and at night the natives stood outside to see how the show was lit. I know, Fred Beckmann, of the Beckmann & Greety Shows, is the only surviving member of the show that season."

Butcher, also in the issue of March 23, wanted to know if anyone remembered Frank Kirkhart's Circus. The question caught the eye of W. V. Elizabeth, who claims to be the original and only genuine Buckskin Bill, at Elizabeth City, N. C.

"You want to know something about Frank Kirkhart's show or Kirkhart's Circus? Well, I can assure you that the concert privilege with the show seasons of 1894 and '95 and C. G. Jordan the side show, George Day was boss camp with a 40-foot middle, Murray tent and well seated; in fact, it was about as nice a 40-horse show as there was on the road at that time. In my estimation Frank Kirkhart's show was a showman in some ways always dressed well and was a good talker on any subject he wanted to handle. I heard Hugh Harrison, Lew Olsson, C. F. Rhodes, in fact all the talkers at Coney Island, N. Y. for four years and always thought Frank could hit it off with the best of them. The show opened at Laguna, Ia., near Des Moines, with a good program, a band of 10 pieces, M. Harvey or Bob, as we called him, the well-known advance man of Perry, Ia., with Russell Bros. this season, had his first day with a show that season. Kirkhart had two brothers and his father with the show. One brother, Al, was ticket seller and treasurer, and the other, Sherman, was book holder and scribbler. The father was a well-known rank told me that he landed at the Chicago World's Fair (1893) with 6350 the middle of the season and came away with \$11,000. He sold his tented place around, and went to the Balloon Park for \$25 a day and

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  - Chinese Wiggly Snakes (each wrapped). Gross . . . 4.25
  - Red, White & Blue Saw Flags, Gross . . . 1.00
  - New Novel Covered Bumper Cars, Gross . . . 6.00
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bought a new tent, 80 with a 40, with wind the second day. He opened a 10-cent circus, mostly a walk-through show, and said inside of two weeks he had three bands and a good set of performers, operating from 11 a.m. until 11 p.m. Then he acquired the Brazilian Concert Hall, next to him, and ran that show. He must have done good business as he turned the show into a circus and railroad show season of 1895. Had a nice show—featured a 30-piece band, I did a shooting act in the big show and a free show called the "Circus on a Ball" from the top of the ticket wagon, as a ball for Jordan's kid show, when the parade came back to the lot"

Parkersburg, W. Va., May 8, 1940.  
Hartmann's Broadcast;

With to congratulate you upon your article in the last issue of The Billboard referring to the Hon. Mayor Harry W. Leah, of Miamillon, O. His Honor evidently does not know that every line of business is benefited by a circus visit, but if doctor, lawyer, merchant, city treasurer; in fact, I defy him to name any line that is not benefited directly or indirectly by a visit of a circus.

As to taking the money out of the town or city, we must consider what it brought into the town or city. My sad recollection of Miamillon, O., is that while giving a parade with the Buffalo Bill show, the circus was held up by a mob of about 500 men going thru an underpass. This, of course, has no reflection upon the present administration, but does show what we have to stand for.

F. B. HUTCHINSON.

## Notes From the Crossroads

By NAT GREEN

IN THEIR search for new and novel shows we wonder whether carnival owners or showmen have ever considered a marionette or puppet show. Perhaps such shows have been staged in the past, but at the moment we can't recall any. Our thoughts were directed toward this type of entertainment thru seeing the American Puppet Pageant last week at Chicago department store. Sponsored by the Puppeteers of America and directed by Gilbert Lawrence, there were displayed more than 100 puppets made by such famous puppeteers as Tony Sarg, Remo Bufano and Robert Edmond Jones. The display attracted thousands of spectators, who appeared to find it very entertaining. Of course, this was a free show, and perhaps would not have attracted so many people had there been a charge. Nevertheless, the marionette idea has possibilities. Not for such a show, would be small, and a well-framed and presented performance would pack a lot of entertainment value. Has anyone tried it?

Frank A. (Doc) Stuart, the painted bulletin man from Oklahoma City, and Mrs. Stuart flew into Chi, took in Cole Bros.' opening at Rochester, Ind., and spent several days in the city. On Trip from Oklahoma City, Doc said, was one of the roughest in his 80,000 miles of flying; but it didn't faze him. Doc is one former circus p. a. who has learned to really enjoy his in the fall. When he isn't flying either and you or preading as police magistrate at Nichols Hills, suburb of Oklahoma City, he's rolling along the highways with Nancy (Mrs. S.) in a de luxe trailer. Doc is a friend of the spirit more him. He's a great booster for Oklahoma, as he should be, for the State has been very kind to him and he's made a host of friends. We've listened to the reports that he'll be in one of the chambers of commerce until we've determined to pay his ballistics a visit. And he had better be

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For Sale—Big Shows—\$20.00, paid from built on two acres with buildings, good shade, etc. Write for full information. Shows mounted on trailer, cost \$150.00. We are in Lexington, Ky. from Oct. 1st. We're the biggest street celebration, May 27-28. We play 20 fairs and celebrations. All free costs.

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LEXINGTON, MISS.

good? We haven't the slightest doubt it will be.

Jimmy Morrison, of Baker-Lockwood, in for one of his infrequent visits to Chi, then set to catch several carnivals playing Indiana. . . . Raymond A. Walton, promoter of the Terre Haute Labor Temple Association indoor circus, in to contact a couple of additional acts. Walton set for last three days of this week has among others, the Bedell Troupe of acrobats, Merrill Brothens and Sister, Walter Guice Troupe and Flying Fishers. Larry Hogan, on his way out to Chicago to do something, decided he had more important business at the office when he stepped out and found a gentle rain falling. "The boss wouldn't want me to risk my equipment," he opined, and left the premium lists to reach the Crossroads desk in that of the North-east District Fair at Chippewa Falls, Wis. Secretary-Manager Archie Putnam says out a neat and handsome book, and he has a nice line of attractions booked, including an Ernie Young revue and six days of fireworks. . . . Carl J. Sedmay in a week ahead of the Cicero engagement of Royal American, lining up possibilities for the John Courtney's new ride is aroilin' and soon will be installed in Riverview Park.

John McCall informs that he has been engaged by Eric Mansaugh (Holly wood Dan-Devils) as manager for this season. Mansaugh formerly was an aviation and automobile stunt man in pictures.

Photo (center) The Hartford (Conn.) Times. DEXTER FELLOWS MEMORIAL, Patriotic Cemetery, New Britain, Conn.







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Legitimate Occasions not conflicting. Will sell exclusive on Diggins. Can place money-getting Shows with or without outfits. Want Freaks and Working Acts for Circus-Side Shows; salary good. Also Talker and Ticket Sellers. Address: Lenoir, N. C., this week; P.S. Max Miller, organ man, get in touch with me at once.

J. I. PAGE SHOWS WANT

Party to take over and operate first-class Motorcade. Have new front and banners, also lion. C. & R. Russ can place Girls for Revue. Want Grand Show and Side Show People. Buddy Hays and Motus, owners. Opening for Frozen Custard and Long Range Gallery. Address: J. I. PAGE SHOWS, Kingsport, Tenn., this week; Appalachia, Va., next week; then Harlan, Ky., downtown location.

LATIP SHOWS WANT

Small Girl Revue. Will stand for anything except no front leg on show. Will furnish complete new outfit for same. Will also furnish complete new outfit for same. Will furnish complete new outfit for same. Will furnish complete new outfit for same.

Star Am. Co.; Judoma, Ark. State Fair; Spring, Okla. Strayna Bros.; Strang, Okla. Strata; James E.; Potomac, Pa. Sunbelt Am. Co.; Clanton 20-25. Sunset; Port Lavaca, Tex. 13-20. Texas Expo; North Little Rock, Ark. Tillery; Clanton, Ill. Tip Top; Lovelock, Nev. 13-18. Travers; New Brunswick, N. J. Wood; W. O. Kalamazoo, Mich.; Dalitz; Creek 20-25. Waldorf Greater; Boddy, Tenn. Walcott Bros.; Kalamazoo; Windsor, Ont., Can. 6-18; Chatham 20-25. Wallace; Dec.; Danville, Ky. Ward; John R. West Coast Am. Co. (Fair) Lincoln, Calif. 15-18; (Pistol) San Francisco 21-25. West; W. O. Kalamazoo; Fayette, Mo. West Bros.; Dubuque, Ia. Iowa City 20-25. West's Weekly; Warner, Oa. Williams; Rev. Stratford, Conn. Wilson Am.; Petersburg, Va. World of Fun; North Laurel, Va.; Richlands 20-25. World of Thrill; Booth River, N. J. World of Pleasure; Grand Rapids, Mich. World's Fair; Norfolk & Coe Bros.; Circus; W. Wood, Oa. 21-25. World's Fair; Montclair, N. J. Wynn Greater; Silvia, Ill. Zachary Bros.; Sandboro, Pa.; Conestoga; 20-25. Zensart Greater; Falls City, Neb.

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For choice locations in and about West Virginia, want Shows: Wrestling, Slaughter Show, Monkey Drop or Specialty or any kind of merit. Will furnish outfit. Will buy or lease Heavy-Grounded, Diet Halls, Show for Side Shows; also and Bull Shows, Wrestling Act, one Frank to Harlan, Pa. Also, come on. Place Concessions: Cook Rings Gallery, Ball Game, Push-Ups, Juggling, Game or any kind of merit. We may have 4th of July celebration; also Fireworks, Whip, English, Brumwell, Backler. All these dates in coal fields that are working. All fair seasons start in August in Virginia and close in Florida in January. All address: R. P. BOLAND and GEORGE GOPPA, Princeton, W. Va., this week.

WANT J. F. SPARKS SHOWS

We hold contract for Lynch, Ky., Ball Park, June 10-15. Will show live. Want to join at once for balance of season. Will furnish complete new outfit for same. Will furnish complete new outfit for same. Will furnish complete new outfit for same.

By-Gosh Co.; Vale Summit, Md. 30-35. Campbell; Brock and Howard Circus (painting); Peru, Ind. 16; Ft. Wayne 18; St. Joseph, Mich. 21; Kalamazoo 20-25. Crawford, Aerial; (Wallops Cove) Shows; Danville, Ky. 13-18. Darr's, O. O. Wild West Cavalcade (mythical show via mail); Gates Ferry, Okla. 17; Franklin; Ft. Worth, Tex. 11, 20; Springfield, Mass. 21; Worcester 31. DeCoo, Magician; E. Canton, O. 13-18. Duggan & Co.; 1247 E. Ventnor (Horseshoe Head) Heidelberg; Jackson, Miss. until June 18. Frank, O. & Pals; (Princess) Parkersburg, W. Va. until 19-19. (Boo Theater) South Ste. Maria, Mich. 19-21. Clinton; Frank R. Co.; Pioneer, O. 13-18; Addison, Mich. 27. Hill, George & Orch.; (Lake Breeze Hotel) Backers Lake, O. 17; (Moonlight Club) Clarksburg, Mo. 12. (Burr) Menard; Springfield 30; (Century Rooms) Tulsa, Okla. 23. Jason, Ventriloquist (Door) Sturgeon Bay, Wis. 16-18. Keko's Cavalcade; (Barry Whitehead's Tent Show) Brevard; 16-18. Krescala, Pops; (Lemon Celebration) Dunkirk, Pa. 20-25. (Pittsboro's Celebration) Pittsburgh 20-25. La Vola, Don & Carlotta; (Pleasant) Santa Fe, N. M. 15-19. LaZella, Aerial; (Carnival) Jackson, O. 13-18. Lockwell, Magician; (Lancers) Panama, Tex. 16. (Man) Brevard; (Man) Pittsburg, Pa. 18. (Niallo) Clinton 21; (Klows) Hobart 22. (Trempe) Mangum 23; (Plaza) Allenton 24. Lerch, H. Kay; (Wagon) Varieties; (Worchester, Ind. 14-22. Light, Enoch & Orch.; (Raynor Ballroom) Mt. Vernon, N. Y. 14-18. (Lester) Trotter; Grand 12; (Pleas Theater) Bellefonte, Pa. 23; (Grand Theater) Cumberland, Md. 23. Leoni, Magician; Birmingham, Ala. 13-18. McCall's Variety Show; Southern (P. O. Lawrence) N. C. 13-18. McHatter; Newark; (Columbian Hotel) Collins, Ill. 13-18. Miller, A. H.; Show; Danville, Va. 13-18. Min-Terrell; Leesport, Pa. 13-18. Mingo, Dale; Dale; Magician, & His Hollywood Dolls; Dr. Fort, Colo. 14. Neech, (Georgia) (Poppy) Capt. Wynemuth, Md. 13-18. Page & Hona; (Capital Theater) Portland, Ore. 13-18. Pyle, Doc Paul; Hillsdale; Reynolds, Ill. 16; New; Weston 15; Boston 15; Little York 17; Bigsville 16. Ricker & Co.; Alexandria City, Ala. 13-25. Schiffer's Playhouse; Wapello, Ia. Treggden; Elm & Co.; (Michigan) Glaze; Tulsa; San Antonio, Mich. 17. Zeta, Mentalist, An Zylch, Magician; (High School) Aul; Carthage, Tex. 14; (High School) Aul; Langley 13; (Harlan) Min. until 16-18. Whiteham, Paul, & Orch.; (Forum) Wichita, Kan. 13.

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Reliable Ferris Wheel Foreman and Second Man, Hoop-La, Whip the Fun, Win, Load Gallery, Circus Shows, etc. Will furnish complete new outfit for same. Will furnish complete new outfit for same. Will furnish complete new outfit for same.

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COTTON STATE SHOWS WANT

Side not conflicting. Shows with no outfit. Will buy or lease. Will furnish complete new outfit for same. Will furnish complete new outfit for same. Will furnish complete new outfit for same.

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## Real Leaders -- Would not stir up some minor issue when serious problems face the people

The church leaders of Detroit are starting a move which is one of the reasons why so many people today lose faith in churches and their leaders and even in religion itself.

On May 9, it is reported, directors of the Detroit Council of Churches voted to request the city council not to renew the city licenses for pinball games, which are due to expire July 1. This would require that the city council repeal the city license ordinance which it passed last July 26, licensing pinball games at \$4 per machine.

In order to appreciate why this recent action of church leaders in Detroit brings so much disrepute upon themselves and even the cause of religion itself it is only necessary to note that Detroit has for some time now been very much in the limelight because of baseball pool, policy and numbers set-ups and the political corruption that frequently accompanies such set-ups.

What the church leaders in Detroit are saying is that by banning pinball games the city of Detroit can clean up most or all of its political and moral evils. That is the effect of their action and the way it will impress a large number of good citizens. A lot of intelligent people are beginning to wonder why church leaders so often trump up some minor affair when big problems are facing the people. Apparently they would try to say that pinball games offer the solution to all social and moral evils, but the public will not accept such theories.

The church leaders in Detroit are doing just what church leaders so often do in every city and the reaction in all these cases is beginning to pile up a mass of evidence that questions the very honesty of the people who engage in the pinball crusades.

In 1939 newspapers in Los Angeles began to publicize the growing list of major crimes in the city. The record was beginning to indicate that something was very lax about the city government. Then suddenly reform groups and church leaders started a pinball crusade in the city.

There was only one conclusion that could be drawn by observers. The pinball crusade was originated, agitated and carried on for the purpose of covering up serious evils in the city and also the failure of the city administration to solve serious crime problems.

It is true that a lot of innocent and well-meaning people are deceived into entering into some such crusade as an anti-pinball drive at a time when other and very serious problems are in the limelight. But church leaders ought to have learned a few things about how the world is run. If they haven't, they should ask the politician and the big-time racketeer.

The racketeer knows that when his big-time stuff is being uncoated the best thing in the world for him is to get church and reform people agitated about some minor issue. A pinball crusade is a made-to-order form of protection for the racketeer because it can be agitated so easily, and church leaders have shown a remarkable gullibility in several large cities. If a pinball crusade is needed at all, certainly the time to start it is not when all the powers of

good government are centered on trying to correct major evils and problems.

An example happened recently in Minneapolis. A real clean-up movement against major evils had been under way. Then all of a sudden a well-known professional crusader made the headlines in a drive against pinball games. The effect of this outburst by church leaders was to detract from big problems and to make it much harder for honest city officials to continue the drive they had undertaken.

The Minneapolis Times-Tribune called attention to this fact in a remarkable editorial published April 20, 1940. The editorial warned the church and reform groups that if they wanted to make the results of their recent drive permanent they had better not trail off after some minor issue like pinball games.

There are a lot of intelligent people asking why church leaders do such things, and some answers are beginning to come in.

In 1938 the startling announcement was made that a public relations organization had been formed which could "sell" about 70,000 ministers at a price to support any cause. The methods of this organization were to influence the minister indirectly thru some friend or acquaintance. That is, the minister would be agitated indirectly to rise up and fight against some supposed evil.

That is apparently what happens in all of these pinball crusades. Somebody starts agitating church leaders and they never seem to question who may be doing it, or what the motives may be. Most of the pinball crusades are started during a city drive against big crime or racketeering. The intelligent citizen begins to suspect that the underworld starts agitating the church leaders and soon a pinball crusade is started to draw attention from the real problems facing the city. In Florida the crusade was started by an Annenberg newspaper that was deeply concerned in the racing and bookie set-up.

The Detroit Free Press, February 26, 1940, called the attention of the officials of Detroit to the fact that "many other and bigger problems are confronting Detroit, and a disproportionate amount of agitation seems to many people to have been stirred up over pinball games. . . . And it is such people as these, who are surprised at the furor now being made over these licensed machines, when Detroit is being rocked by scandals and rumors of scandals arising from the discovery of much deeper and more fundamental evils in our midst."

That editorial ought to be read in every church in Detroit as a simple lesson in how to promote good government and public morals.

If church leaders insist on starting a pinball crusade while city leaders are working on serious matters, many people will begin to seriously question the motives:

Either the church leaders have been duped by some politician, clique or racketeer: or—

They are anxious to get the publicity that can be had by stirring up some minor matter at a time when big problems are facing the people.





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- 3. Player also usually wins when a ball passes over certain lanes which cause the reserve score to be transferred to the regular high score. The reserve section then reverts to 0.
- 4. Player also wins a free game by shooting a ball over the left hand green runway, when lit up.
- 5. Player also wins a free game by shooting a ball over the right hand green runway when lit up.
- 6. Player also wins by hitting the special green bumper when lit.

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### New Feature Carries Suspense From Game To Game!

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## Long-Awaited Oregon Supreme Court Decision Given April 30; Brings High Hopes to Operators

SALEM, Ore., May 11.—In a decision announced April 30 State Supreme Court ruled that a pinball-baseball game is not a lottery if no prize is offered the player. The opinion, written by Chief Justice Rand, dismissed action against W. R. Puller, of Portland, owner of a game called Western Baseball of 1939, who was arrested late last summer on grounds that he was conducting a lottery, prohibited by Oregon law, charging that he was "unlawfully possessing, displaying and operating" such a machine.

The defendant appealed to the Circuit Court, where, by stipulation, the State amended its information. Puller demurred to the amended information on grounds that no crime had been committed, and the judge sustained the demurrer and ordered the case dismissed. The ruling was appealed by the State and the Supreme Court affirmed the action of the Circuit Court.

Not a Lottery

Judge Rand wrote: "The whole purpose of this statute is to prohibit the use of slot machines, dart machines, pin-

ball games and similar devices operated for a prize. As so described, this device (the pinball-baseball game) lacked one of the essential elements of a lottery; namely, prize, and, hence, was not a lottery nor, so far as the information charges, was it ever played, or capable of being played, for any unlawful purpose. It being played merely for the amusement of the player."

Altho the decision does not specifically rule on the legality of pinball machines in the face of the anti-pinball law passed by the voters of the State last year, it is believed that the lottery statute supercedes and that the constitutionality of the anti-pinball law is challenged.

**State-Wide Benefits**

Budge Wright, local distributor, said that the pinball trade is elated over the

### Trigger Itch

CHICAGO, May 11.—Time magazine (May 13) took as a "sign of the times" the popularity of the coin-operated anti-aircraft machine guns in its most recent issue.

Under the heading of National Affairs, Time commented: "Signs of the times take many forms. Last week thousands of normal U. S. adults—the kind who vote against war in Gallup Polls—played a new nickel-in-the-slot game. It had several names (Keeney, Sky Fighter, Sky Pilot), but the fun of all was to aim an imitation machine gun, pull a trigger, try to shoot down a darting fugitive image of an airplane. No wonder players insert coin after coin — exulted International Mutoscope Reel Co. Inc. in a broadside extolling its Sky Fighter. It's that "trigger-finger" itch that everyone has."

Supreme Court's decision, he added that the ruling should clear the pinball picture for all parts of the State, altho local ordinances may require licensing.

### WHO BATS 1,000?

Nobody is perfect. That's admitted. But the most nearly perfect kind of operation, from the standpoint of steady profit, year after year . . . absence of legal difficulties . . . unflinching appeal all over the world — is PHOTOMATIC, the amazing automatic picture taker!

**INVESTIGATE**

International Mutoscope Reel Co., Inc.  
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W. B. NOVELTY CO., ST. LOUIS, of which William Beta is owner and general manager, moved April 5 to a new downtown location at 1303 Washington avenue. The firm now has four times the floor space of its previous location. According to Beta, this is the fourth time the firm has had to seek larger quarters since entering the jobbing and distributing business 10 years ago.

### SPECIAL VALUES

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**1 BALL AUTOMATICS**

2 Sport Paper	.....	\$36.50
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2 Croquet	.....	27.50
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2 Pico Pin	.....	13.50
1 Fata Fata	.....	12.50

**SPECIAL**

5 Buckley DeLuxe Dancers . . . \$99.50

**CONSOLES**

5 1940 Pease Reel Little New	.....	\$109.50
1 Lucky Lure	.....	129.50
1 Western Base Book	.....	27.50
1 Lone Champ	.....	35.50
1 Pease Reel, Black Cab	.....	59.50
1 Pease Reel, Blue Cab, Cash	.....	49.50
1 Buckle, Truck Cab	.....	69.50
1 Super Moon	.....	39.50
1 Remora Fishing Tote	.....	17.50
1 Daffy Dood, Fish, Pl. Bonus	.....	119.50
1 Track Train, Red Head	.....	29.50

**LEGAL GAMES**

2 Evans Ten Stars, 1939 Model	.....	\$422.50
2 Western Gambols, Free Play	.....	92.50
1 Bally Alibi	.....	95.00
1 Western Smash	.....	17.50

Times: 1/3 Certified Deposit, Bal. C. O. D.

**AUTOMATIC AMUSEMENT CO.**  
1500 Pennsylvania St., Evansville, Ind.

### BARGAINS FROM DAVE MARION

IMP—JOBBER AND QUANTITY BUYERS, WRITE

Yan Simka, 1939, Improved, A-1	.....	\$127.50
Quincy World Super	.....	75.00
30th 25c Disc \$57.50	.....	\$79.00
Blender S. P.	.....	65.50
Champion S. P.	.....	125.00
Almond S. P.	.....	25.00
Challenger	.....	18.00
Bingo	.....	7.50
Head R. 1939	.....	15.00
Continuity	.....	5.00
Tellyer	.....	18.50
99 Ring Jr.	.....	3.00
Eric	.....	10.00
Garth	.....	0.50

See List Sent Many names omitted.

1/3 Deposit, Remainder — Same as Above.

Write for Complete Bargain List.  
MARION COMPANY, 235 South 2nd St.  
ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.

# N. Y. World's Fair Will Have Coin Machine Quota

NEW YORK, May 11.—Coin-operated devices are destined to play an important role in the entertainment of visitors at the New York World's Fair of 1940. Officials are making no secret of the fact that it will be a vastly improved fair that will greet the eyes of visitors this year. Much has been done since last October to make the 1940 edition as attractive an entertainment bargain as possible. Fair execs are citing as definite reasons for additional relations will come forward this year such points as: new 50-cent admission price, lower food prices, pledge of New York hotels and Mayor La Guardia's rooming plan to provide plenty of low-priced rooms, railroad announcements of special bargain round-trip rates, improved press relations, restriction of foreign travel plus many new and interesting exhibits and spectacles at the fair itself.

### Coin Machine Line-Up

The coin machine line-up for the 1940 fair is much the same as last season. Bill Rabkin, president of International Microscope Reel, Inc., will have four distinct operations this year. His Elcomar Arcades, Inc., will operate two penny arcades in the amusement area plus another building which will house a battery of Sky-Fighters, the coin-operated anti-aircraft machine gun manufactured by Microscope. Only one arcade was operated last year. Rabkin has abandoned the Microscopic Studios of last year in favor of spotting Photomatics in strategic locations thruout the grounds. More than 25 Photomatics will be in operation. These machines will be operated under the International Microscope Reel Co. name. In addition, the firm will operate 100 or more penny weighing scales. The Fairway Amusement Co., of which Maurice Plesien is a member, will again operate Klee Ball and Chime Ball alleys. Automatic Cigarette Co. will return with approximately the same number (393) of peanut, gum and candy vendors as it operated last year. American Locker Co. will have 50 banks of coin-operated lockers, but is increasing the number of lockers to each bank. In addition, the firm will operate a large checkroom. Nik-o-Lok will operate the coin-operated toilet again. Fair will not use coin-operated turnstiles in restrooms this year. Coin locks will be installed on toilets instead. About 30 per cent of toilets will be lock-ups. Dixie Vortex Co. has

the concession for paper cup vendors. The fair will operate its own towel vendors and sanitary napkin vendors.

Yaber, Coe & Gregg again have the concession for sale of cigars, cigars and other tobacco products on fair-controlled properties. Last year this firm operated approximately 75 cigar vending machines in addition to its over-the-counter stands. Price of cigars in fair-controlled buildings has been set at 18 cents with a 1-cent dot scheduled for July 1, when the 1-cent city tax is due to stop.

### Non-Controlled Buildings

As restaurants having their own buildings or spotted in non-controlled fair properties have the privilege to sell tobacco, gum, candy, etc. either thru vending machines or over the counter, it is expected that several operators will have machines spotted in these places this year. Set-up from the operators' standpoint, however, is far from a healthy one, for the fair will deal only with the restaurant owner.

For instance, if an operator wants to spot a cigar machine in a privately owned restaurant, he must have the restaurant owner first notify the World's Fair Revenue Control Board that he wants such a machine. This board must then approve the machine from a revenue control standpoint; that is, approve its slug rejecting mechanism, sales recording method, etc. After approval and installation the fair takes the keys for the machine and empties and seals the cash box daily. Receipts from machine are lumped in with the gross receipts of the restaurant from which the fair deducts its percentage. The treasury department returns the net to the restaurant owner, from whom the operator must then collect what's coming to him. Since the fair's share of restaurant receipts will average about 12 per cent this year, the operator must figure 2 cents per package on going to the fair.

There were about 15 automatic phonographs in operation at the fair last year. These functioned on a 25 per cent cut to the fair. This year the fair intends doing away with the percentage in favor of a flat fee basis. Here again the fair's dealings will be confined solely to the location owner, since he must pay this flat fee to the operator thru him. This procedure will naturally be better for music machine operators than that un-



AL RODSTEIN, OF ARCO SALES CO., Philadelphia, being complimented by Martin Minkich (left center, shaking hands), president of the Philadelphia Operators' Association, on the opening of his new distributing office. One of the crowd present at the grand opening can be seen in the background.

der which the cigar ops will function since it will permit them to handle their own cash boxes. Service men will have to pay their own way into fair.

### Last Year

An idea of what coin-operated machines can expect to gross at the fair this year can be gained from the total volume of business done by machines last season. Paid attendance during 1939 totaled about 23,000,000. Coin-operated machines grossed in excess of an estimated \$400,000. Individual grosses available include:

Photomatic Studios	.....\$47,942
Penny Arcade	.....40,440
Scales (100)	.....12,485
Klee Ball and Chime Ball	.....38,173
Gum-Nut-Candy Vending Machines (553)	.....94,742
Cigarette Vendors	.....31,556
Coin-Operated Lockers	.....53,156
Coin-Operated Toilets	.....8,439

Grosses of machines operated on non-controlled fair sites as well as grosses of service machines operated by the fair itself are not available.

### Effects

The effects of the fair-going crowds will not only be felt at the fair itself but by operators of games, phonos and vending machines thruout the New York area where visitors will enjoy themselves. In a holiday spending mood, these visitors should help to keep lagging summer collections at a higher than usual peak. This same effect should be felt to a lesser degree by ops who have equipment spotted in roadside stands, hotels, depots and other travel centers where visitors will stop en route to and from the fair.

## Restaurants Grow More Important

CHICAGO, May 11.—Attractive buttons saying that "Good Food Means Good Health" were being worn by pretty waitresses all over the country this week. The reason—National Restaurant Week promoted by the National Restaurant Association from May 6 to 12.

The annual week is designed to make people more "restaurant conscious." Many State organizations of restaurant owners joined in the promotional campaign.

Restaurants are assuming a greatly increased importance to the coin machine trade, said to be due to the growing tourist trade. The tourist must find a place to eat, and eat shops from the very smallest to the most elaborate are springing up to accommodate travelers. Fortunately, tourists also like amusement, music and merchandise services which can be supplied by coin-operated machines as they travel.

About 22 per cent of the tourist dollar is spent in restaurants and cafes, according to the statisticians.



WURLITZER'S TONE-TEST LABORATORIES check each individual instrument produced by the factory. This is the ground of all Wurlitzer music machines, where the machines are carefully checked for tone against rigid standards. Here, too, the machines get a thorough mechanical check-up. The results of the checking are twofold—to get mechanical excellence and authentic tone quality.

### FREE PLAY BARGAINS

Home Run and Big League	.....\$67.50
Wishes, Big Town and Big Show	.....59.50
Commodores, Follies, Gopher Bils and	.....42.50
Punchy, Flamingo, Laborer	.....48.50
Sports, Scoops, Playboys and Jumpers	.....39.50
Champion, new mechanicals, Follies, Champeaux, Blankets and Stars	.....34.00

### LEGAL GAMES

Groceries Metal Types	.....\$118.50
Frank Tom, 1939 Models	.....110.00
Children Game, without base	.....85.00
Lady's Bowling, free play	.....75.50
Rock-Old World Series	.....48.50

### SLOT MACHINES

Peace 30 Star Comet, redlined, 52	.....\$24.50
10 and 20c play	.....22.50
Lot of five	.....22.50
Lot of ten	.....22.50
Peace 5c Conquest	.....39.50
16 Machine Silver Coin	.....39.50
Colonial Jack Pot Sets	.....39.50
16 Walling's Treasure	.....37.50
16 Mills Skyrosers	.....37.50
Vest Peaches	.....19.50
New Single Coinsets	.....19.50

### COUNTER GAMES

Be Sports	.....\$14.50
Imperial	.....8.50
Yellow	.....8.50
Hi 999	.....12.50
Or as for	.....67.50
Head of Yalm	.....19.75
Ships	.....19.75
Blackboard Wonders	.....8.50
Blackboard Wonders	.....8.00
1/2 With All Orders, Bal. Shipping C. O. D.	.....

**AUTOMATIC SALES CO.**  
416-B Broad St., NASHVILLE, TENN.

**CHARLEY MAYER SAYS:**

Watch for an Important "BLESSED EVENT" in the coin machine field—SOON!

## Fitzgibbons Names Up-State N. Y. Rep

NEW YORK, May 11.—Gene Callahan, who is reported to have been one of John A. Fitzgibbons' leading floor salesmen at the Bally Building, will now cover New York State for the firm as sales manager on Bally games, according to John A. Fitzgibbons.

"Gene has proved himself one of the best salesmen we have ever had at the Bally Building," declared Fitzgibbons. "He has also been one of the most understanding salesmen that the operators have ever spoken with. Due to his knowledge of Bally games and also his understanding of their problems we feel certain that he will prove of great benefit to the trade."

"Gene will travel the entire up-State New York territory and will tell the story of Bally games as he goes along. We hope that every one of the New York operators will be glad to greet Gene, for we feel certain that they will find him, one of the finest of the coin machine salesmen with whom they have ever done business."

## Moss on Road For Atlas Novelty

CHICAGO, May 11.—Phil Moss, genial salesman who has been with the Atlas Novelty Co. for some time, is now on the road calling on Midwest operators as a representative for the firm, it is reported.

"Moss is endowed with all the knowledge and experience necessary to present to operators in an intelligent manner all the information and problems that are of interest to them," declared Eddie Olsberg, Atlas official.

"My brother Morrie and I," said Eddie, "will appreciate the courtesies extended Moss by our customers on his trip thru the Midwest."

## To Release New Chicago Coin Game

CHICAGO, May 11.—"The biggest event of the year in coin machine circles is going to take place next week," state Sam Gensburg and Sam Wolberg, Chicago Coin Machine Mfg. Co. executives, "because that is when we are going to officially make available to operators the country over a sensational machine which we think will out-earn any they've ever had."

"Thru our various distributors in every corner of the land we will introduce this new game to operators. We call it Sparty and can only tell you that it will be a completely new machine. Operators can provide their locations' patrons with brand-new thrills, exciting new action, suspense that overloads anyone ever before incorporated in a coin game."

"Its winning systems provide players with entirely different appeals than heretofore and it is built to fit the needs of every operator and every location. The fact that it is a Chicago Coin machine indicates that it is an nearly perfect mechanically as it is possible for a game to be. The Chicago Coin nameplate is also an assurance that only the finest materials have been used in its construction."

FREE PLAYS	
Big Biz ... \$28.50	Spaceholder \$22.50
Cashier ... 18.00	Trotter ... 22.50
C. O. D. ... 40.00	Up & Up ... 19.00
Dry James ... 18.00	Vegas ... 20.00
Headliner ... 22.50	Golden Gate 20.00
Super Biz ... 36.00	Dandy ... 20.00
Score ... 27.50	

NOVELTIES	
Lot's Fun ... \$12.50	Visage ... \$18.00
Pick 'Em ... 20.00	White Balls 27.50
Valetty ... 18.50	

1/3 With Order, Balance C. O. D.

**WANTED FOR CASH**  
 of Will Trade Amuse. Machines  
 Hectors You Build EARL Rotaries  
 Western Baseball Bud Jumps  
 Chicken Sam

**MIKE MUNVES CORP.**  
 563 TENTH AVE., NEW YORK  
 Cols "MUNMACHINE"

**WHY PAY \$17.50 to \$37.50**



When you can buy Shimmerdice for **\$7.50** The fastest counter game in America Pay for themselves the first day and every day. **HAS EVERYTHING**

Strongly made. Beautiful walnut finish. Glass top. Rubber marked. Non-electric. No coin chute. Push-Pull operation. Four great time-value interchangeable playing boards with each machine. Layout may be changed to play Ten Dash, Obstacle, Climb, Bar Drinks or anything odd over the country. Takes in a set of \$3.00 in \$20.00 per day in spot business places of business or pleasure. If your business is slow—if you're on your feet business days—if you can use some extra coin—and will be \$7.50 left-over need for Day Shimmerdice today—now—right.

Just say: Ship Shimmerdice \$7.50. Same day shipment.

**LIBERTY MFG. CO.**  
 Dept. B, Council Bluffs, Iowa  
**DISTRIBUTORS—SALEMEN**  
 If you have \$79.35 to invest in stock, write for our amazing exclusive half state selling proposition.

**Merry-Go-Round, New Exhibit Game**

CHICAGO, May 11.—The demand for Shortstop continues unabated," report Exhibit Supply Co. execs. "Each day distributors wire or telephone us to keep in full production this great game, as they are only beginning to supply the ever-increasing market," says John Chrest, sales manager. "We have kept faith with these distributors, for Shortstop will be in full production for many weeks to come.

"The announcement of Merry-Go-Round has brought a tremendous rush of new business. Merry-Go-Round features a carnival atmosphere and the realistic miniature Merry-Go-Round on the play-board makes a big hit with the public. "Orders for Merry-Go-Round and Shortstop are piling up rapidly. But everything that is humanly possible is being done to increase production facilities. Orders are being shipped in rotation received as promptly as possible. Never before in the history of the Exhibit Supply Co. have we been swamped with such a deluge of business." Chrest, now on the road, reports conditions are favorable and predicts a banner year for the industry.



C. A. (JACK) CANIPE is the newly appointed branch manager of Memphis for the Electro-Ball Co., music machine distributor. Canipe has been in the music business in the Memphis section since 1936 and has been associated with the Electro-Ball Co. since 1935.

**Recorder To Be Announced**

CHICAGO, May 11.—A new voice recording machine is soon to be announced to the trade by Western Products, Inc. coin machine manufacturing firm here. Full-line production is being made ready as fast as possible and all plans are proceeding according to schedule, the firm reports.

A number of manufacturers have viewed the machine and have recorded their voices, and reports are that the announcement may take the unusual form of having a number of well-known manufacturers express their approval of the machine.

All comments on the voice recorder stress its simplicity. Manufacturers and operators alike say they expected a very complicated mechanism, but those who have viewed the new Western device agree that it has a simple mechanism as it would be possible to conceive. The firm will stress simplicity in its announcements of the new product.

The makers say that the voice recorder will enable operators to capitalize on the most important trends in the industry and also on general business trends. The machine is of the turn type and hence competition will be limited. Interest of the public in phonograph records and the sale of recording devices to the homes indicate that the public is ready to patronize automatic voice-recording machines in public locations, the makers state. Every new development in the recording field and the growing public interest in voice recordings will contribute to the "earning power of the machine, it is said.

The makers say that the Western recorder is more nearly automatic than any machine ever placed on the market. It also has a unique feature in that the customer deposits 25 cents for the recording, then if desired another 5 cents may be deposited to obtain a mailing envelope.

The record blanks are also made by the Western firm and are said to be a special process, giving a record that will not burn or warp. Tone reproduction is said to be excellent.

**Florida Ops Like Editorial**

ST. PETERSBURG, Fla., May 11.—E. E. Clark, secretary-treasurer of the Florida Music Operators' Association and editor of "Needle Point Notes," the association's monthly bulletin, comments in the April issue on an editorial from The Billboard:

Says he: "We like the next to the last paragraph in Mr. Hurd's editorial of the April 20 issue of The Billboard. It reads: 'There is no room for monopoly in the coin machine trade. Most of the efforts to establish widespread organization or syndicates have failed commercially. The nature of the business has always been such that the individual operator is the key man. The bulk of coin-operated machines are still bought by the small independent operator, as they have always been.'"

**WAKE UP DEAD TERRITORY—**



with KEENEY'S

100% Legal, Thrilling Money Maker  
**ANTI-AIRCRAFT GUN**  
 BIGGER THAN EVER IN EVERY TERRITORY!  
 We are Exclusive Distributors in MINNESOTA, NORTH DAKOTA, SOUTH DAKOTA, MONTANA, IOWA and NORTHERN ILLINOIS.

Write for Credit Payment Plan for lots of free or more!  
**SILENT SALES CO.**  
 SILENT SALES BLDG., 200-206 Eleventh Avenue, South, MINNEAPOLIS, MINN.

**COME ON, COIN MACHINE OPERATORS!!**

HERE ARE THE LATEST AND BEST MONEY MAKERS ON THE MARKET TODAY!!  
 MASCOT—What a pal!  
 CHARM—What a sweetheart!  
 GLAMOUR—What a knock-out!  
 OH, JOHNNY—Oh, how you'll love it. Oh, oh, oh!!!  
 CADILLAC—What a honey!!  
 BRIGHT SPOT  
 You'll hit the spot with any of these numbers in any location. Immediate Delivery.  
 Seeburg's Ray-a-Life Guns, Rabbits. We have plenty of good Used First-class shape. \$70.00 Each or 3 for \$200.00. Free Play Games at LOWEST PRICES!!  
 For More Information—Proof—Price—Write or Wire  
**FREEDMAN NOVELTY COMPANY** 1027 SOUTH SALINA ST. SYRACUSE, NEW YORK

**USED SLOT MACHINES—GOOD CONDITION**

- 2 Multi Blue Frits, L.L. Cab., 19c Play ... \$25.00
- 1 Multi Cherry Frits, L.L. Cab., 1c Play ... 35.00
- 1 Mills Future Play, Mid Frits., L.L. Cab. ... 35.00
- 1c Play ... 35.00
- 2 Mills Blue Award, Midlan Frits., 25c Play 25.00
- 1 Mills Bonus, 5c Play ... 25.00
- 2 Mills Peachout Front, 25c Play ... 25.00
- 2 Pace Corsets, Blue Fronts, 25c Play ... \$25.00
- 1 Pace Corset, Blue Front, 10c Play ... 25.00
- 2 Jodeling Girls Corsets, 5c Play ... 25.00
- 4 Jennings Chicks, 8c Play ... 22.50
- 1 Jennings Chad, 10c Play ... 22.50
- 50 Assorted Models Machines from \$50.00 up. Send for List.

A. L. KRÖPP, Tuscaloosa, Ala.

**Mexico Looks to Chicla Production**

MEXICO CITY, May 11.—A threat to dispossess three United States firms of more than 1,500,000 acres of timber and chicla properties has stirred once again the discussion over the future of Ameri-

can investments in Mexico. The government's published plan to take over the properties, estimated to be worth several million dollars, was followed by a note from Secretary of State Hull suggesting to Mexico that the oil expropriation controversy, now more than two years old, be arbitrated. The land involves some of the world's greatest chicla producing areas and thus affects the chewing gum market. Hardwoods also grow in the disputed areas in Campeche State. The decree threatening to expropriate these national lands made no mention of Americans.

**National Publicity**

FORT WORTH, Tex., May 11.—Tom Murray, Fort Worth publisher, reports that the June issue of *Nation's Business* will carry a four-page article on automatic phonographs written by him. Murray declares that the phonograph business will get some valuable national publicity from the article. *Nation's Business* is published in Washington and is reported to have a circulation of about 185,000.



**THE NEW ESQUIRE THE LAST WORD IN VENDING PERFECTION**

Truly a great vendor — it is universal — can do all types of bulk merchandise and vend them accurately — no additional parts necessary. Holds 1000 balls of gum or 5 to 8 lbs. of bulk merchandise. Standard Finish **ESQUIRE** (single unit) Same as \$6.95. Porcelain Finish 80c extra.

1/3 Cash With Order, Balance C. O. D. **THIS COIN COUNTER**



Power-Night combination slot coin counter, polished aluminum, life-time motor. Only \$16.00 each, special cash order. No C. C. D. Will give complete details on "TERRIFIC, SPECIAL, HEADLINE" Dratches, etc.

**VICTOR VENDING CORP.**  
1711 W. GRAND AVENUE, CHICAGO

**CAST IRON**  
Pedestal Stands

**\$1.50**

One-Third Deposits  
Bal. C. O. D.

1 5/8 in. Base  
33 in. High  
Weight 24 lbs.

Black Base  
Rod Stem  
Also New and  
Rebuilt Machines  
of All Kinds

**KING & CO.**  
2700 W. Lake St.,  
CHICAGO

**SILVER KING**  
\$5.50 Each in lots of 10

**SPECIAL ALMONDS 800 COUNT ONLY 37 1/2c lb**

**TORR** 2047A - 50. 68  
PHILA..

**FAST MONEY!**


Promotion type slot machine can make a fortune with our new **slot-operated GOLF GAME**. Liberal sales territories. Write today.

P. O. BOX 285-B, Minneapolis, Minn.

**NEW! DERBY Vendor**

**FAST MONEY MAKER!**  
HORSES ACTUALLY RACE EVERY TIME PENNY IS INSERTED  
LEGAL COMBINATION VENDOR AND AMUSEMENT M.A. CHINE

2 MODELS Available  
A Ball Cup or Pedestal Model.  
Capacity, 9 lbs. (pedestal) or 100 lbs. (ballcup)  
Delivered **\$12.50 ea.**



**D. ROBBINS & CO. (144-B) 26th Ave. B'ROOKLYN, N.Y.**

**MERCHANDISE MACHINES**

**Wisconsin Cig Ops To Meet, Discuss Industry Problems**

home and your business. Remember this—that the only business the law-making officials are interested in and will help are those worthwhile enough for those owning and running them to show their collective interest in maintaining stable conditions in their own business."

**Pan Bulk Vender Favorites in April**

**CHICAGO.** May 11.—Each month Pan Confections, Chicago, reports the bulk candies which have been most popular during the preceding month. The "Big Ten" candies are taken direct from the firm's sales records and show which vending machine operators from Coast to Coast.

During the month of April the following were most in demand: 1. Pee Wee Candy Boston Baked Beans, hard shell. 2. Candy Teeny Beans. 3. Candy Boston Baked Beans, hard shell. 4. Assorted Licorice Pastels, hard shell. 5. Coconut Cream Nibbles. 6. Fruit Dibs, hard shell. 7. Pee Wee Smooth Burnt Peanuts. 8. Smooth Burnt Peanuts. 9. Ruff Burnt Peanuts. 10. Radiant Mix, hard shell.

**MADISON, Wis., May 11.**—Members of the Wisconsin Cigaret Operators' Association will gather May 19 at Stevens Point, Wis., to discuss matters pertaining to the cigaret merchandising business. Subjects listed for discussion by E. Z. Gregory, president of the association, are the cigaret location license, personal property taxes, atig problems, route operation, commission rates, by-laws and constitution and appointment of committees.

President Gregory will give a report of his meeting with Herbert Oeder, president of United Vendors of Milwaukee and John Roach, chief of the Beverage Tax Division of Wisconsin. In his message to the members asking attendance at the meeting, Gregory pointed out that operators had a definite stake in legislative matters which would be discussed at the meeting.

"Be sure to come," urged Gregory. "You will enjoy this day away from



IN CONFERENCE AT ROCKEFELLER CENTER officers of the DuGrener Sales Corp. are, left to right, Jimmy Martin, Midwest representative for the DuGrener cigaret merchandiser; Champion; Lester E. Paul, New York State representative; and Walter H. Mann, president of the corporation. Both Martin and Paul report a heavy demand for the Champion.

**Coming Events**

Wisconsin Cigaret Operators' Association, Sunday, May 19, at Whiting Hotel, Stevens Point, Wis. Lunch at 11:30 a.m.; meeting at 1 p.m. Legislative discussion.

National Carbonated Beverage Week, May 12 to 18.

Second American Retail Federation Forum at the Hotel Stevens, Chicago, May 15-17, for discussions on problems affecting locations.

Eighth Annual Convention of the Retail Tobacco Dealers of America, New York, May 16 to 18.

National Governors' Conference, St. Paul, June 2 to 5.

Thirteenth Annual Convention of the National Tobacco-Tax Conference, Providence, tentatively set for September.

Twenty-fourth Annual Convention of the Associated Retail Confectioners, New York, at the Pennsylvania Hotel, June 2 to 5.

National Confectioners' Association Convention, New York, June 2 to 5.


American Federation of Musicians' Convention, Indianapolis, June 10 to 15.

Radio Parts Manufacturers' National Trade Show, Chicago, June 11 to 14, at the Stevens and Blackstone hotels.

Convention of the National Association of Music Merchants (retail music stores), Chicago, July 30 to August 4.

**GET MORE MONEY FROM YOUR ROUTE**  
WITH  
**Northwestern**  
**BULK VENDING EQUIPMENT**

Just ask any operator—they all say—"The finer construction, the many extra features and far greater earning ability make Northwestern bulk venders the outstanding choice of experienced operators." If you want the most for your money in good, dependable and profitable venders, write today for details of the complete line of Northwestern money-makers.



Deluxe Model

**THE NORTHWESTERN CORPORATION**  
505 E. Armstrong St., MORRIS, ILL.

**TWO NEW VENDORS BRING PROFITS DAY-NIGHT**

No Selling  
300 Returns \$4.50

Operate "Kings Jr." Vendors, \$3.00. Vends 5000 worth pellets. Full range of 1000's in pellets, licorice, etc. FREE instructions and catalog.

**AUTOMATIC GAMES.**  
2435 N. Fullerton, Chicago, Ill.

**AT LAST**

A Big Packard Cigarette Machine. Beautiful, Attractive Machine Vends 5 Cigarettes for 5c.

Operators, Jobbers, Distributors, Write for Literature Today.

**AJAX COIN MACHINE EXCHANGE**  
441 Elizabeth Ave., NEWARK, N. J.

**Dallas**

**DALLAS, May 11.**—The return of springlike weather is increasing patronage for all types of amusement machines. Photograph operators report that play is improving at drive-ins, taverns and outdoor spots. Beverage venders are now being placed in a large number of locations in preparation for the summer. For the first time in recent years, distributors have been able to catch up with deliveries. The recent widespread rains over the Southwestern section have been credited with an all-round improvement in business.

Arthur Flake is all smiles over the information that he will receive his first shipment of Mills wall box and speaker equipment today. Flake reports several orders for the new Mills equipment have already been booked by his firm.

The outdoor season is reported to be bringing improvement to operations in the Ft. Worth trade area. Recent visitors to cottages from the Fairbury City included Willard White, Buck Russell and Ralph Claybrook.

Clarence Grew, music operator of Brownwood, Tex., has purchased a supply of the new Mills wall boxes from distributor Arthur Flake.

Howard Dendard, of Mineola, who has extensive amusement machine operations in East Texas, was a visitor to the Dallas coin machine market this week.

Bill Webb, Oklahoma music and coin man, gave Arthur Flake Distributing Co. an order for six new Mills phonographs, which he will add to his extensive operations in Durant, Okla.

A. C. Hughes, manager of the phonograph division of Electro-Ball Co., Inc., announced this week the opening of a new Memphis branch office for his firm. Electro-Ball's new home is located at

# SELECT-A-PAK

## A REVOLUTIONARY NEW, SENSATIONALLY BETTER CIGARETTE MACHINE AT A LOWER PRICE! SELECT-A-PAK "CHALLENGER"

This SELECT-A-PAK "CHALLENGER" as shown features a lacquered cabinet of wear-resistant, powder-pigeon metal with Chrome finish in choice of brown, black, or gold. Holds 100 cigarettes in 10 columns (50 packs) to a column for a capacity of 500 packs. Standard equipment includes "Patent" rollers for Full Mouth and Five Flap Vending. Operates on 5 Nickels or Nicks and Dimes. Foot-Operated. **CHALLENGER** this machine **NOT** except coins when empty. New simplified method for refilling operation has won public praise.

The most simple, most rugged, most amazingly better mechanism in all cigarette machine history contains less than half the parts of other machines—only 3 springs and all parts outside the wire last for a lifetime. This is the machine **YOU DEMANDED!** This is the **PRICE YOU CAN AFFORD!** **RUN YOUR ORDER TODAY!** —GET AHEAD WITH "CHALLENGER!"

**SELECT-A-PAK SALES CORP.**  
2021 PROSPECT AVE., CLEVELAND, O.

630 Union street and will be in charge of O. A. (Jack) Canipa.

The Electro-Ball Memphis branch is a re-entry of the firm into the Tennessee territory as factory distributor for the J. P. Seeburg Corp.

In announcing the opening of the Memphis office Hughes said that Electro-Ball Co. will hold an open

house celebration May 14, when the firm will be host to operators and music men from the States of Arkansas, Mississippi and Tennessee. An all-day showing of merchandise and an entertainment program will be held at the company's Memphis headquarters and a dinner dance will be given at the Sky Way Room of the Hotel Peabody in the evening.

## Wanted: More and Bigger Mints!

By JAMES MANGAN

Here is a bulletin from the United Press, which recently ran in a large number of papers throughout the United States: **SLOT DEVICES KEEP UP, 8.**

**MINTS OPEN DAY AND NIGHT**  
San Francisco, April 22 (UP)—Slot machines, pinball machines and juke boxes here created such a demand for small change that three mints are open 16 to 24 hours a day, Mrs. Nellie Toyline Rosa, director of the United States mint, said today.

Coin orders for the past fiscal year have been the largest in this nation's history, she said. To fill them, Denver and Philadelphia mints have been in operation 24 hours a day.

The San Francisco mint, which was on a 16-hour-a-day schedule for the last four months of 1939, will resume double-shift operations shortly.

The coin machine industry is admittedly big enough and important enough to keep the United States mints running day and night! It's a business that affects the lives of 100,000,000 people, bringing work and income to millions of individuals and small business men, keeping business alive everywhere and, so stimulating the circulation of money that the national government has to exert itself to keep pace with its speed and its action.

The newspapers ran the item, probably classifying it as "human interest," but in the next column, or the next day's or next week's issue the same newspaper then happily published this item with without reservation or provocation of any kind gladly "compensate" for this gentle boost by publishing a bitter, excited, prejudiced and irrational attack on coin machines in general. The same newspaper will, without a moment's thought, stamp the business as "racketeering" or "unlawful" or give it some other obnoxious condemnation which, were it not for the universal and unquestionable popularity of the machine, would prove to be a real body blow.

At the same time, national advertisers thru the radio will delight in publishing unimaginative and uninspired attacks on coin machines, and movies—another national amusement industry—will appear linking coin machines with the under world and making it seem that no respectable American should as much as put a coin in any slot or have anything to do with such forbidden paraphernalia!

Meanwhile the stores and public locations, in which these much condemned coin machines are running, will continue to derive helpful income from the equipment, allowing the stores to stay in busi-

ness, stock and sell nationally advertised products whose advertising allows the radio and newspapers also to stay in business! And the movie theaters will gladly receive the small coins of millions of people who derive their income in whole or in part from the coin machine industry, entering their theaters only to be insulted with this anti-machine propaganda.

And for what?

What's wrong with coin machines? They give work to people. Millions of people. They keep stores open and draw customers to stores. They circulate money so fast the mints have to work night, day and night. They keep the circulation of money the only cure for the depression? Then why would popular and public-serving institutions like newspapers, radio and movies take a sium at coin machines every time they can get no good and no good reason?

People like coin machines just as much as they like newspapers, movies and radio. Why not let people have a little fun now and then in a way that can do them no moral or physical harm?

Why not a little more straight thinking all around—by business men, by press, by politicians, by everybody—and give the type of business activity that is truly expressive of these times a chance to drive away the depression by circulating every more pennies, nickels and dimes? A breathing spell for coin machines will not only keep the mints going day and night but will even force the government to build new mints to take care of the increased demand for the small coins that make big business!

## Detroit Paper Has New Owners . . .

**DETROIT, May 11.**—The Detroit Free Press, 100 years old May 5, passed this week to its new owners, headed by John S. Knight. Knight is an Akron, O., publisher, and purchased The Miami Herald in 1937. He has established an unusual record in the publishing field.

The Detroit Free Press recently published one of the most favorable editorials on pinball games ever to appear in a newspaper. (See The Billboard, March 16, 1940.)

Publisher Knight took over The Miami Herald shortly after it had followed the lead of an Annenberg newspaper in the Florida anti-slot machine crusade.

Knight promises to make the Detroit paper independent in politics, "and to be tolerant, just, friendly and fair." His record indicates the objective will be kept. He may be expected to oppose all racketeering but would be tolerant of any new industry.



**DuGrener's**

# CHAMPION

"AMERICA'S FINEST CIGARETTE MACHINE"

**T**HE POPULARITY OF THIS REMARKABLE MACHINE IS SWEEPING THE NATION. OPERATORS REPORT ITS PERFORMANCE PERFECT — ITS EARNING POWER TREMENDOUS.

**NOTE:** The Champion is the only cigarette machine which will, if so desired by the operator, properly display and sell 5c Chevaling Gum and 5c Charms fruit flavored candies.

**Write, Wire or Phone TODAY For Complete Details of the DuGrener EASY TIME PAYMENT PLAN!**

**DUGRENER SALES CORP., 630 FIFTH AV., NEW YORK**

## Philippine Coinman Seeks Information

**CHICAGO, May 11.**—James A. Gilmore, secretary-manager of Coin Machine Industries, Inc. (CMI), reports the receipt of a letter from a man in the Philippine Islands who wishes to get into the coin machine business. The letter received by CMI follows:

"We would appreciate very much if you would connect us with the manufacturers of coin machines. We are interested in introducing these machines in the Philippine Islands and would like to receive catalog and information concerning this business.

"We have contacted many local manufacturing concerns who are interested in these machines and should it be possible to place them on the market it may result in considerable business.

"For your information, we are interested in the machines selling the following products: beverages, toilet articles, dry goods, cigars, cigarette, chewing gum, etc. We would also appreciate any suggestions that you may give us in connection with this business."

The letter was signed by H. Rapoport, whose address is P. O. Box 2715; Manila, P. I.

believes should be attached to every machine. The officer has the caption, "Patrolize Coin-Operated Machines," and goes on to tell how labor and business are benefited by coin machines.

Herman has copyrighted the text of his letter and is offering his sticker to all operators with the catchwords: "Conductus any smart operator protect machines with 'propaganda.'"

## Cadillac Still Leading, Say Ops

**CHICAGO, May 11.**—Despite its long production run, which is said to have already established new highs in earnings and sales, Genco's Cadillac is still reported by ops from Coast to Coast to be leading the field.

"One prominent operator reports that Cadillac seems to have that indefinable something that players flock to in a game," said Genco spokesman. "For that reason he has not hesitated to flood his route with Cadillac, arguing that Cadillac stays far longer on one location and makes more money."

Meyer Oensburg, Genco official, said: "There doesn't seem to be a sign of a let-up in the demand for Cadillac. Our production schedule is still going full blast in order to keep up with orders. In view of the fact that the game has already been established as a real hit, I predict that orders will continue to roll in."

With his Eastern territory as a broker, Bert Lantz, of Seaboard Sales, New York, direct factory agent for Genco, claims that Cadillac is setting a new mark in slot at. Says Bert: "It's the old story. No matter what business conditions are supposed to be, good or bad, give operators a really hot game and collections go skyrocketing."

## Herman Offers Propaganda Labels

**CHICAGO, May 11.**—H. M. Herman of Chicago, is offering to operators of coin machines a printed sticker which he

## Reiwitz Visits Chicago Factories

**CHICAGO, May 11.**—Wolf Reiwitz, head of the Wolf Sales Co., San Francisco, arrived in Chicago by plane last Saturday. Wolf makes a practice of getting to Chicago several times during the year to get advance information on the latest equipment and place his contracts for future deliveries.

One of the reasons for Wolf's success as a distributor, it is said, is the fact that he is on his toes, keeping in touch with what is new on the market so that he can offer a trade the best that money can buy.

# MUSIC MACHINE-BAND TIE-UP

## Phonograph Mfr. and Booking Office Arrange Band Publicity

Believe co-operation will result in bigger grosses for music merchants

NEW YORK, May 11.—One of the most unusual promotional programs that has the music machine binding the tie between the dance band leader and his recorded music still further has been worked out by an automatic phonograph manufacturer in the interests of its automatic phonographs, and Music Corp. of America, in the interests of the several hundred bands managed by the company's seven branch offices from Coast to Coast.

The plan, as it will evolve, will have music machines exploiting the particular engagement of every MCA band making records, the tie-up covering bands playing radio, theaters, hotels, night clubs, bars, parties and even the single night engagements in ballrooms and auditoriums. Since MCA bands record on every label, the recording companies will share in the promotion alike.

Machines on location will carry a special display stand. The band agency will supply the program display cards for each stand in much the same manner as window cards are sent out to ballroom operators for each band engaged to play a dance. The machine display will not only call attention to the engagement of the particular orchestra but also call attention to the recordings of the particular band in the machine.

For instance, if Kay Kyser is engaged to play a dance at the Valencia Ballroom, York, Pa., appropriate display cards here placed in the stands on machines in the York territory. The same procedure follows for any other type of engagement. The publicity and cards that accompany all band bookings now will henceforth include the necessary material for exploitation thru music machines.

Such material will be sent by the machine manufacturers to its distributors, who in turn will service the operators. And since there are branch offices of MCA in all parts of the country the plan will be used on a nation-wide scale. It will mark the first time that the

music machine becomes part of a broad promotion on such a wide scale. Heretofore, other band offices and band leaders themselves have attempted such promotions directly with operators on a hit and miss basis, but this is the first time for such a plan being worked directly thru the machine manufacturer.

Apart from its obvious aid to the band leader in exploiting his particular local engagement, the plan promises to bring added revenue to the machines as well. Too often operators are caught napping when a big name band comes to town and for some reason or other do not get the band's recordings in the machine in time to fully capitalize on the personal appearance. In this way the arrival of display cards will be a constant reminder to the operator. Furthermore, the temporal element is consolidated, the attention to the band's recordings directed at the same time that the band buyer is opening his campaign on the band's coming engagement.

## Phono Changeovers, Imp Keep G&G Busy

CHICAGO, May 11.—According to Max Glass, Gerber & Glass official, sales of his company's offerings continued the fast upward trend during this week.

"Sales of our profit-building equipment soared to even higher points during the past week. Leading in sales was the phonograph changer equipment—the equipment that has enabled operators to earn more money and lengthen the life of their old phonographs."

"Another sales leader has been the sensational counter game with console earnings, Imp. Here is a machine that operators may have done more to open new locations and build greater revenues on old ones than any other machine available. Aside from the value at



BOB KAUFMAN VISITS WURLITZER PLANT and is welcomed by Ernie Petering (left), Wurlitzer assistant general sales manager, and John Schwartz, assistant sales manager. Bob Kaufman's phonograph operations in New York City are the envy of many a male music merchant and Bob Kaufman herself declares: "Any music merchant who can't make money with Wurlitzers and especially with these beautiful counter models had better get out of the business." Concluding, she declared: "My operations prove it—Wurlitzers the winner."

which we are offering Imp to colophon, another big reason for large sales is the liberal offer on which we are selling it."

## Records Dictate Collegians' Taste

PHILADELPHIA, May 11.—Once again the influence of recordings on musical tastes becomes apparent and in this instance it's the music machine that undoubtedly played the largest role. Since Glenn Miller was engaged to play the Temple University Senior Ball, the Temple University News, campus newspaper, conducted a poll among the students as to the musical selections they would most desire to have Miller play at the prom.

The most desired song selections included In the Mood, Tuxedo Junction, Little Brown Jug, Parade and Sunrise Serenade, all Glenn Miller hit recordings.

## Ops' Demands Up Miraben Sales

CHICAGO, May 11.—"There is a story in back of the recent moving into our new factory," declares Ben Lutke, head of the Miraben Co., phonograph remodification and manufacturer of phonograph modernization parts. "We now have over 18,000 square feet of space devoted to our business of making phonographs more profitable."

"The story behind the scenes concerns the operators who demand quality workmanship. They have heavy investments in phonographs and when they decide to modernize them they want the best that money can buy."

"We have learned that the average music operator writes us with a great deal of skepticism the first time. We sometimes have to correspond for a while before he will take a chance. Then he decides on one sample set of parts and usually for some phonograph he feels doesn't mean much to him. Well, after he puts on the parts, following our simple instructions, he comes back with tremendous enthusiasm and wants to change over everyone of his machines."

## Pfianstiehl Phono

### Needle Commended

DETROIT, May 11.—Harry Graham of Woodstock Music and Specialty Co., Detroit, has reported exceptionally fine business on the 4,000-play Pfianstiehl needle.

"While we've only been distributing the Pfianstiehl needle for a little over two months we've already sold most of the operators in our territory," said Graham.

"It has been our policy to keep in close contact with our customers to make certain that they are completely satisfied with their purchases. We want them to know that our interest is not just in selling them a bill of goods but rather in helping them realize a bigger return from their operations."

"Thus, for the last few weeks we have been checking with a number of operators using Pfianstiehl needles to find out just how it had been performing for them. In every case the operator has been exceptionally enthusiastic. A number of them expressed their pleasure with the improvement of the tone due to the round point of the needle. Others have expressed their appreciation of the saving of time that the needle affords on service calls, owing to the fact that the needle must never be turned. And in not a single case have we heard of the point breaking off the needle."

## Topeka Op's Music Machines Help Select Bands for Ballroom

TOPEKA, Kan., May 11.—Judging by the manner in which the leading dance halls here are drawing the operators, ballroom managers better enter the music machine business if they want to insure the success of their dance halls. The explanation of this riddle is the unfolding of the success story of Vernon C. Sperry, who in addition to operating the leading ballroom here, also owns and operates 168 music machines in Topeka's urban area.

Sperry finds his music machine business of inestimable help in the conducting of his ballroom business. By keeping a close check on the respective popularity of bands in his machines, he is able to calculate how powerful a band is in his ballroom. These figures enable him to arrive at how much he can spend for these bands and for advertising and his ballroom attractions on the strength of their automatic phonograph popularity.

Most ballroom managers play up the previous engagements of the orchestras they have engaged in their advertising. They try to sell the band to their patrons on the strength of its having played other outstanding hotel and night club spots. Sperry, knowing the music machine popularity of the orchestras he's engaged plays up the hit records they've made as much as anything else. He be-

lieves the public cares little about the pieces the orchestra has played previously, but it does like to recall the orchestra's records they've played in automatic phonographs. Sperry feels that Bonnie Baker's Oh, Johnny and many others like it were heard by many more people thru the music machine than thru radios.

Sperry is such an ardent believer in the influence of automatic music machines on the popularity of bands and songs because he believes the difference between music machines and radio as a method of estimating the box-office power of a band is the difference in value of advertising in newspapers of paid circulation and throwaways. True value of a band, he reasons, lies in how many people will dig into their pocket for nickels to pay for hearing their favorites rather than the radio listener who twists the dial to get free music while reading himself to sleep.

Sperry maintains that his music machines enable him to keep his finger on the pulse of the orchestra world. By knowing thru his machines what orchestras Topeka dancers want to hear, he is able to grab the current favorites when he can and avoid those who would flop. As a result, he is able to avoid many of the pitfalls that beset other ballroom managers who have to rely solely on "hunch" or radio.

## Location Trouble? No Sub! Not Heah

PALM BEACH, Fla., May 11.—A new way to allay objections to automatic phonographs has been discovered by a location owner in Florida. The method is unique, but it is not generally recommended.

It seems there is a Negro location and a Negro church in West Palm Beach's colored section, separated from each other only by a few vacant lots. The good brethren of the church objected to the "plano" and succeeded in arousing the rage of the location owner. And since, too, that there was something about taxes which had been imposed on the church property before the church was built. When the church was built the land became ex-empt from taxation and everybody had forgotten about the old taxes—everyone except the location owner.

He had the taxes put up for auction under the Murphy Act and then bought them by raising the bidding up to \$80. Now the location owner not only owns the place, but also owns the church.

The good brethren are not fusing any more.—Needle Point Notes.

# LET YOUR NEAREST WURLITZER DISTRIBUTOR WORK OUT A Constructive Modernization Program



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G & S Amusement Co.  
414 North 21st St.  
Birmingham, Ala.
- ARIZONA**  
Deloss Osborn  
1134 W. Washington Blvd.  
Los Angeles, Calif.
- ARKANSAS**  
Commercial Music Co.  
323 Center St.  
Little Rock, Ark.
- CALIFORNIA**  
Deloss Osborn  
1134 W. Washington Blvd.  
Los Angeles, Calif.  
Deloss Osborn  
1208 Folsom St.  
San Francisco, Calif.
- COLORADO**  
Blackwell Distributing Co.  
535 Milwaukee St.  
Denver, Colo.
- CONNECTICUT**  
Hub Automatic Sales  
Gardo Hotel  
New Haven, Conn.  
Hub Automatic Sales  
26 Brighton Ave.  
Boston, Mass.
- DELAWARE**  
Penn Coin-O-Matic Co.  
821 N. Broad St.  
Philadelphia, Pa.  
Penn Coin-O-Matic Co.  
5 W. Centre St.  
Baltimore, Md.
- DISTRICT OF COLUMBIA**  
Penn Coin-O-Matic Co.  
5 W. Centre St.  
Baltimore, Md.
- FLORIDA**  
Modern Vending Co.  
822 Fifth St.  
Miami, Fla.  
Simplex Distributing Co.  
713-717 S. McDuff Ave.  
Jacksonville, Fla.
- GEORGIA**  
Hankin Music Co.  
258 Pryor St., S. W.  
Atlanta, Ga.
- IDAHOO**  
Pacific Distributors  
4 Bernard St.  
Spokane, Wash.
- ILLINOIS**  
Chicago Simplex Distributing Co.  
2430 S. Parkway Drive  
Chicago, Ill.  
Wal-Bi Novelty Co.  
24 S. Tenth St.  
St. Louis, Mo.
- INDIANA**  
Gearman Distributing Co.  
2431 N. Meridian St.  
Indianapolis, Ind.
- IOWA**  
Interstate Distributing Co.  
2055 Farm St.  
Omaha, Nebr.
- KANSAS**  
Central Distributing Co.  
607 W. Douglas St.  
Wichita, Kans.  
Central Distributing Co.  
103 W. Lincoln Blvd.  
Kansas City, Mo.
- KENTUCKY**  
Kentucky Springless Scale Co.  
314 S. Second St.  
Louisville, Ky.

- LOUISIANA**  
J. H. Petros Amusement Co.  
922 Poydras St.  
New Orleans, La.  
Sorelle Novelty Co.  
807 Desiard St.  
Monroe, La.
- MAINE**  
Hub Automatic Sales Co.  
26 Brighton Ave.  
Boston, Mass.
- MARYLAND**  
Penn Coin-O-Matic Co.  
5 W. Centre St.  
Baltimore, Md.
- MASSACHUSETTS**  
Hub Automatic Sales Co.  
26 Brighton Ave.  
Boston, Mass.
- MICHIGAN**  
Waberino Music & Spec. Sals  
1010 Beaubien St.  
Detroit, Mich.
- MINNESOTA**  
Acme Novelty Co.  
1124 Hennepin Ave.  
Minneapolis, Minn.

- NEW JERSEY**  
Modern Vending Co.  
Industrial Bldg.  
1060 Broad St.  
Newark, N. J.  
Penn Coin-O-Matic Co.  
821 N. Broad St.  
Philadelphia, Pa.
- NEW MEXICO**  
Blackwell Distributing Co.  
585 Milwaukee St.  
Denver, Colo.
- NEW YORK**  
Art Novelty Co.  
29 Beaver St.  
Albany, N. Y.  
Davis Sales Co.  
192 N. Clinton Ave.  
Rochester, N. Y.  
Davis Sales Co.  
105 Lexington Ave.  
Syracuse, N. Y.  
Modern Vending Co.  
656 Broadway  
New York, N. Y.

- OREGON**  
Pacific Distributors  
424 N. Broadway  
Portland, Ore.
- PENNSYLVANIA**  
Banner Specialty Co.  
1508 Fifth Ave.  
Pittsburgh, Pa.  
Penn Coin-O-Matic Co.  
821 N. Broad St.  
Philadelphia, Pa.  
East Sporting, Jr.  
Rocky Glen Park  
Scranton, Pa.
- RHODE ISLAND**  
Hub Automatic Sales Co.  
26 Brighton Ave.  
Boston, Mass.
- 30. CAROLINA**  
Amuse Novelty Co.  
129 N. Spring St.  
Spartanburg, S. C.
- SOUTH DAKOTA**  
Acme Novelty Co.  
1124 Hennepin Ave.  
Minneapolis, Minn.
- TENNESSEE**  
G & S Amusement Co.  
1235 Market St.  
Chattanooga, Tenn.  
G & S Amusement Co.  
121 Fourth Ave. S.  
Nashville, Tenn.  
Southern Distributing Co.  
628 Madison Avenue  
Memphis, Tenn.
- TEXAS**  
Commercial Music Co.  
726 N. Ervey St.  
Dallas, Tex.  
Commercial Music Co.  
2016 Travis St.  
Houston, Tex.  
Commercial Music Co.  
508 Seventh St.  
San Antonio, Tex.
- UTAH**  
Blackwell Distributing Co.  
535 Milwaukee St.  
Denver, Colo.

- VERMONT**  
Hub Automatic Sales Co.  
26 Brighton Ave.  
Boston, Mass.
- VIRGINIA**  
Southern Music Co.  
1224 W. Broad St.  
Richmond, Va.
- WASHINGTON**  
Pacific Distributors  
4 Bernard St.  
Spokane, Wash.  
Western Distributors Ltd.  
3126 Elliott Ave.  
Seattle, Wash.
- WEST VIRGINIA**  
R. B. S. Sales Co.  
9 Butler St.  
Martinsburg, O.
- WISCONSIN**  
State Music Distributing Co.  
1121 S. 10th St.  
Milwaukee, Wis.
- WYOMING**  
Blackwell Distributing Co.  
585 Milwaukee St.  
Denver, Colo.

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THE MOST HELPFUL  
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24 S. Tenth St.  
St. Louis, Mo.
- MONTANA**  
Pacific Distributors  
4 Bernard St.  
Spokane, Wash.
- NEBRASKA**  
Interstate Distributing Co.  
2055 Farm St.  
Omaha, Nebr.
- NEVADA**  
Deloss Osborn  
1134 W. Washington St.  
Los Angeles, Calif.  
1208 Folsom St.  
San Francisco, Calif.
- NEW HAMPSHIRE**  
Hub Automatic Sales Co.  
26 Brighton Ave.  
Boston, Mass.

- J. H. Winfield Co.  
1022 Main St.  
Buffalo, N. Y.
- NORTH CAROLINA**  
Cox Vending Co.  
Silerburg, N. C.  
Southern Music Co.  
235 Summit Ave.  
Greensboro, N. C.
- NORTH DAKOTA**  
Acme Novelty Co.  
1124 Hennepin Ave.  
Minneapolis, Minn.
- OHIO**  
R & S Sales Co.  
9 Butler St.  
Martinsburg, O.  
Triangle Music Co.  
4708 Prospect Ave.  
Cleveland, O.  
Triangle Music Co.  
40824 High St.  
Columbus, O.  
Sickles, Inc.  
Cgr. 14th & Central Plank.  
Cincinnati, O.
- OKLAHOMA**  
Commercial Music Co.  
704 N. Broadway  
Oklahoma City, Okla.

SEE WURLITZER ADVERTISEMENT, BACK COVER THIS ISSUE BILLBOARD

# DECCA

## Hot Tips for Operators

**LET THESE DECCA LEADERS WIN YOU BIG PROFITS!**

8118 **YOU'RE IN MY HEART ALONE**  
BEAUTIFUL DREAMER  
*Blug Crosby*

8083 **I DREAM OF JEANIE WITH THE LIGHT BROWN HAIR**  
THE GIRL WITH THE PISTOLS IN HER HAIR  
*Blug Crosby*

8064 **THE SINGING HILLS**  
DEVIL MAY CARE  
*Blug Crosby*

8285 **TOO ROMANTIC**  
THE MOON AND THE WILLOW TREE  
*Blug Crosby*

8107 **MY MY!**  
NEVER TOOK A LESSON IN MY LIFE  
*Connie Boswell*

8121 **CHARMING LITTLE FAKEE** FT. VO.  
POLKA DOTS AND MOOSEBARS FT. VO.  
*Glen Gray and the Casa Loma Orchestra*

8088 **NO MORE JIVE—Too Fast!** Ind. FT. VO.  
*Glen Gray and the Casa Loma Orch.*

8089 **THE WOODPECKER SONG**  
DOWN BY THE OAKS  
*Andrews Sisters*

8018 **WITH THE WIND AND THE RAIN IN YOUR HAIR** FT. VO.  
**YOU, YOU DARLIN'** FT. VO.  
*Rob Crosby and his Orch.*

8120 **THIS SKY WILL DOWN**  
HAVANA FOR A NIGHT (Vocal) (Instrumental)  
*Tony Martin*

8260 **TURN ON THE OLD MUSIC BOX** FT. VO.  
**WHEN YOU WISH UPON A STAR** FT. VO.  
*Guy Lombardo and his Royal Canadians*

8124 **LITTLE BELL** FT. VO.  
**WHAT YOU REMEMED?** FT. VO.  
*Dick Robertson and his Orch.*

## Decca Records Inc.

*Canadian Distributors:*  
THE COMPO CO. LTD.  
LACHINE, QUEBEC

# 4 HITS

## YOU MUST HAVE!

- 8270 **BOOG-IT—F.T. V.C.**  
The Sheik of Araby—F.T.  
Harry James and his Orchestra.
- 8266 **JUST A WHISTLIN' AND A WHITLIN'—F.T. V.C.**  
My Kind of Country—F.T. V.C.  
Phil Harris and his Orchestra
- 8258 **MOON MIST—F.T. V.C.**  
All Alone!—F.T. V.C.  
Lang Thompson and his Orchestra
- 8259 **ANGEL IN DISGUISE—F.T. V.C.**  
Where Do I Go from You?  
—F.T. V.C.  
Lou Brown and his Orchestra

## VALIANT RECORDS DOUBLE YOUR TAKE!

United States Record Corp.  
1765 BROADWAY, NEW YORK, N. Y.

## WANT USED RECORDS

By the Oldest Buyers in the Field.  
WE PAY HIGH PRICES. WE PAY PROMPTLY. WRITE TODAY.  
WASHINGTON VENDING CO.  
837 WASH. ST. LYNN, MASS.

## PHONO RECORDS WANTED

Phonograph Records wanted—any quantity, highest prices paid. Sell by how many you have and when they are. Write Today.  
CHICAGO SPORTS CORNER, Chicago, Ill.  
836 Clark Street.

# 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 at least four leading phonograph operators in each of the 10 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.

**Tuxedo Junction.** (9th week) **GLENN MILLER, KRISTINE HAWKING, JAN LAYTON.**

**When You Wish Upon a Star.** (6th week) **GLENN MILLER, GUY LOMBARDO, HORACE HEIDT.**

**On the Isle of May.** (6th week) **CONNIE BOSWELL, DIK JURGENS, KAY KYSER, WOODY HERMAN, BLUE BARRON.**

**Say Si Si.** (6th week) **ANDREWS SISTERS, GLENN MILLER.**

**The Woodpecker's Song.** (8th week) **GLENN MILLER, ANDREWS SISTERS, WILLI GALE, KATE SMITH.**

**The Singing Hills.** (4th week) **BING CROSBY, DIK TODD, HORACE HEIDT.**

**With the Wind and the Rain in Your Hair.** (3d week) **KAY KYSER, BOB CROSBY, BOB CHESTER, DIK TODD, HENRY RUSSELL.**

### 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 10 most important phonograph operating centers in the country.

**Playmates.** Comment on this novelty number is a bit mixed this week. Some operators report it is doing very well for them, while others seem to think it's slipping rather than going ahead. General consensus, however, places the song much further on the credit side of the ledger than the debit. It probably won't ever be a real front-running number, but it's pretty much in the phono picture at the moment. **KAY KYSER** is practically alone in the matter of favored recordings.

**Alice Blue Gown.** This revival of a highly successful musical comedy ballad of 20 years ago (now reappearing in a new picture version of the show, *Here*), is ambling along in an unseasonal way. It's possible that as the film gets around the song will get more of a play in the machines, but at the moment it's nothing to get excited about. **FRANKIE MASTERS** has the most popular dance record in the phono, with **OZZIE NELSON** and **WAYNE KING** trailing him.

**Cecilia.** **DIK JURGENS'** disk of this oldtimer continues this week to do well for itself, although it's a bit short of being really successful or even really profitable as immediate smash hits. Operators are making some money on the record, particularly in the Midwest (Jurgens' own territory), but it's far from a universal click.

**How High the Moon?** Another ballad (from the Broadway musical, *Two for the Show*), this is hopping along, trying to get into the big-time class but seeming to lack the stuff to make it. But, like most of the items in this department this week, it can't be ignored, since some operators are finding it fairly profitable, and others might do the same. **BENNY GOODMAN** has things pretty much his own way here with his fox-trot version, with **MITCHELL AYERS** and **RUSS MORGAN** the runners-up.

**A Lover's Lullaby.** One more number, also a ballad, that is causing no great dancing in the streets over its success or chances for success, but which, in the **GLENN GRAY** instrumental dance version, is meeting with some approval from nickel-droppers in scattered locations.

**No Name Jive.** As predicted in the "possibilities" section of the Guide last week, this is starting to mean something along phonograph lines. This is strictly a one-band record, the band in question being **GLENN GRAY**. It's sheer swing from start to finish, and high-caliber swing, which undoubtedly accounts for the attention it's now attracting in the boxes.

**Charming Little Fakee.** Another of last week's "possibilities" to debut among the top-coming numbers is this follow-up to *Fortyfour* by the same writer. It's every bit as good as its distinguished predecessor, and perhaps that's the reason the customers are starting to go for it. **FRANKIE MASTERS** (who co-wrote the tune) has the only record so far that's catching on.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which still are being mentioned in search reports to warrant their inclusion in the Guide, even though they most probably will never climb into the "Going Strong" bracket.

**Leasin' on the Ole Top Rail.** (6th week) Slipping noticeably, **BOB CROSBY, OZZIE NELSON, WAYNE KING.**

**Tumbling Tumbleweeds.** (5th week) Very weak. **BING CROSBY, GLEN GRAY.**

**The Statist Hour.** (8th week) Fair, but definitely on the downgrade. **GLENN MILLER, ELLA FITZGERALD.**

### 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 records. These possibilities are based upon radio performances, retail 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.

**Little Curly Hair in a High Chair.** Doing better this week than last. Indications are that another seven days will see it up among the potential hits in the section above this. You had better be prepared here.

**Let There Be Love.** A particularly appealing ballad set to a beguine tempo that is garnering its share of attention on the air and in sheet music form, it's more than likely that another week or two will find it climbing up the phono ladder.

**Boog It.** Here is another pretty sure bet for hidion in the very near future. A living item, in the tradition of *Jumpin' Jive*, it has been distasteful by a number of popular bands, and in toto it looks good.

**Rymboogie.** The latest **ANDREWS SISTERS** recording, and one of the best, from the standpoint of tune and arrangement, that the singing sisters have made in some time. It's hard to say whether it will really click or not at this early date, but this department ventures the opinion that once patrons hear it, they will play it over and over again, it's that kind of a record.

**You're Lonely and I'm Lonely.** One of the leading ballads, and the publisher's plug tune, from Irving Berlin's score for the new musical show, *Louisiana Purchase*, this will in all likelihood be a big number.

• Indicates a vocal chorus is included. Double-meaning records are purposely omitted from this column.

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# The VICTOR-BLUEBIRD Call Board

## VICTOR POPULAR RELEASE NO. 371

- 26066 "It's a Lovely Day Tomorrow  
You're Lonely and I'm Lonely  
You're Dorsey
- 26087 "Her Name Was Roula  
Sweet Angelina  
Sitting and Smiling with  
Sammy Kaye
- 26088 "Dance for Cootie  
Mr. and Mrs. Duke Ellington
- 26089 "Dance Out of This World  
A Latin Tuba, a Manhattan Horn  
and Two Rumba Feet.  
Leo Breiman

## B-10709

- Midnight Blue!  
Fire and Snow  
Erskine Hawkins (The 30th  
Century Gabriel) and His  
Orchestra
- B-10710  
Down by the O-M-H-O (O. M. H. O.)  
SH! The Baby's Alice  
The Smoothies (Habe, Charlie  
and Little) with Orchestra
- B-10711  
"Clear Out of This World"  
"It Wouldn't Be Love"  
Greg Gray and his "Pic-  
toe Rhythm"

- B-10712  
"Meet the Sun Hot-Way"  
The Possibilities Character (WITH  
the One-Angle Feet)  
Mitchell Ayres and his  
Fashion in Music
- B-10713  
"I'm Pity for You"  
"Was This I Catch You in My  
Dreams"  
Music of Yesterday and To-  
day Spiced the Blue Bar-  
ron Way

## BLUBIRD POPULAR RELEASE NO. 277

- B-10684 "April Played the Fiddle  
"I Haven't Time To Be a Millionaire"  
Glen Miller
- B-10708 "You Think of Everything  
"Blessed, I Adore You"  
Abe Lyman



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# Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

### More Winners Wanted

THE general cry of operators throughout the land, based on last-minute reports is for more winning records. Despite several good tunes currently making the rounds on the machines, none is reaping sensational rewards nationally as was the case during the heyday of such recordings as Scatterbrain, Coreless and Oh, Johnny. Particularly concerned are operators in Arkansas, who claim to have no bird's-eye hit at this moment.

### Some on Way

SOME consolation for the dearth of swinning records may be forthcoming with the arrival of Irving Berlin's new musical show, *Louiana Purchase*, which opened in Washington last week and slated to arrive on Broadway in June. The show marks Berlin's first musical score in several years and, judging by advance reports from Washington critics and New York reviewers who have seen rehearsals, it boasts of eight catchy songs. Records of the songs have already been made and all recording companies are rushing to be heavily represented on the market. First on the list of Louisiana Purchase recordings to be plugged is a ballad called *You're Lonely and I'm Lonely*. Other hits are *You Can't Break Me Out of This Lonely Day Tomorrow*, *It'll Come to You, Fools! Sell in Love*, *Outside of That I Love You*, *Louisiana Purchase* and *Latin Know How*.

### Thanks, Mr. Truex

OPERATOR T. J. Truex, of Port Jervis, N. Y., is another of the many operators who buy their records thru *The Billboard's* Record Buying Guide. In his report he is kind enough to compliment the popular feature and adds that it misses few record machine hits. Of his operating experience he says:

"Sentimental and lilted tunes go best in taverns around my area, such as "When You Wish Upon a Star" and "Tuxedo Junction." Although dancing is allowed in diners, customers there enjoy lilted numbers. Occasionally off-the-beat-ness recordings will suddenly come to the front. This week I received seven requests for "I Want a Girl," and a good money-maker has been the vocal release of "Everything is Prayers Beneath the Old Apple Tree."

### This and That

COLUMBIA has renewed its contracts with Eddy Duchin and Horace Heidt for another year. . . The Jimmie Livingston and Duke Daily orchestras have been signed by U. S. Record Co. for the Varsity label. Livingston features a Southern music style. Daily's band was formed in California two years ago and features as vocalist Paula Stone, daughter of Fred Stone, veteran stage star. . . Gray Gordon has added another vocalist (Art Perry) to his organization, giving him a total of six singers. . . Gene Krupa and Connie Bowell are being held for a fourth week at the Paramount Theater, New York. This is a distinct honor for Gene Krupa, who remains longer than three weeks. . . Harry Sosnick, band leader, has joined Decca as a music official. . . Thirty albums of serious and popular tunes, many by Raymond Scott and Henry Goodand, were included in the material to be sunk into Oglethorpe University's "Crypt of Civilization." According to instructions, it won't be opened before the year 8113. While Gene Krupa's latest picture, *If I Had My Way*, is not rated as highly as his recent screen successes, at least four of the film's tunes are given a good chance to make the grade. They are *Meet the Sun Hot-Way*, *I Haven't Time To Be a Millionaire*, *Passimatic Character* and *April Played the Fiddle*.

### Territorial Favorites

FOLLOWING is the weekly list of cities and records doing well locally. These recordings are money-makers in the cities mentioned. In addition to the na-

tional favorites listed in the Record Buying Guide.

### Chicago

Race records, such as "Whispering Gans," recorded by Erskine Hawkins, and "Boogie Woogie on the St. Louis Blues," made by Earl Hines, are catching on in white locations, operators reveal. In colored spots, of course, they are leading favorites. Eddie Howard's version of "Singing Blues" is getting many requests because of Eddie's home-town following.

### Charleston, S. C.

Ella Fitzgerald is a leading name on operator machines here and, judging by operator reports, tops all the other Negro artists. Her recordings of *The Starlets Hour* and *Imagination* are currently responsible for plenty of nickels in many locations. Not far from Miss Fitzgerald is Count Basie, who is doing well with *Boogie Woogie*.

### Omaha

Operators here find that participation in local stunts is good business. In this particular case it centered around the Golden Spike Days celebration, which attracted many visitors to this area. In tune with that title was recorded by the locally popular Paul Moorhead, and the operators say that it is doing big on locations.


### Spokane, Wash.

Lots of requests are coming in for *Early in the Morning*, made by Mitchell Ayres, and *King Crooby's Good Morning*. Another heavy favorite is *Lose Sun of Reno*, recorded by Kay Kyser.

### Songs Most Heard on Radio

COMPLYING with operators' requests, we list once more the 40-songs broad-cast most often over the air during the last week, ended May 10. The songs are those heard over the networks and leading New York stations based on information supplied by Accurate Reporting Service.

1. *Imagination*
2. *Where Do I Go From You?*
3. *Woodpecker Song*
4. *Singing Hills*
5. *Shake Down the Stars*
6. *Wind and Rain in Your Hair*
7. *Say It*
8. *My, My*
9. *You, You Darlin'*
10. *How High (the Moon)*



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ARTURO GODOT, SCHEDULED TO MEET JOE LOUIS in the near future for the world's heavyweight boxing crown, and Mrs. Godoy, Hery South American actress, are pictured here selecting their favorite tune on the Seaburg Selectric Symphonola Emvoo, during a recent visit to Chicago, where they were making a stage appearance.

Ponser Offers  
New Phono Needle

NEW YORK, May 11.—George Ponser Co., which has been experimenting for some time with a new automatic phonograph needle, reports that the results obtained have proved that it has one of the finest of automatic phonograph needles.

"We are calling the needle Ponser's 'Empress Point,'" reports Jack Mitnick, member of the firm. "We are so sure of the quality, as the result of three months of tests on location, that we are guaranteeing it for more than 3,000 perfect plays."

"This is a round point needle with a sturdy shank and a perfect point of jutting metal. No turning of the Ponser 'Empress Point' is necessary once it is set into the tone arm. It gives clearer, cleaner, finer tone quality. It is self-lubricating, which means that it actually eliminates record wear." The needles are being packed two on a card.

Top Spot Features  
New Gabel Kuro

UNION CITY, N. J., May 11.—The Top Hat, said to be the largest and most popular night club in the State of New Jersey, patronized by New Yorkers as well as Jerseyites, is featuring the Gabel Kuro automatic phonograph in its huge circular bar.

"Employing two orchestras for continuous dance music, it is tremendously interesting to note that a club of such large proportions still finds it worth while to feature the Gabel Kuro for its patrons," said a Gabel spokesman.

The Kuro is placed on a raised platform against the rear wall of the circular bar-lounge. It blends in well with the modern fixtures. Owners of the club ac-

claim it as one of their most attractive assets and also state that it has been highly complimented by their many patrons.

National Music  
Week Celebration

CHICAGO, May 11.—The week of May 5 to 11 was celebrated as the 10th Annual National Music Week and was marked by several special broadcasts commemorating the week and designed to instill a greater appreciation of music—both symphonic and popular.

As the trade paper for the music machine industry, The Billboard also took cognizance of the commemorative week. Operators of music machines, as purveyors of music on hundreds of thousands of music machines, deserved recognition during the week. Thousands upon thousands of people have been led to appreciate music via phonograph records thru interest instilled by the automatic phonograph.

The week found several happenings of importance in the music industry. Tin Pan Alley was headlined in the nation's newspapers as having taken a definite stand against amateur music, declaring that while they might have momentary popularity they would in the long run hurt the music industry as a whole.

Second fact of importance was the extension of the gigantic Music Appreciation Program to Chicago. The program of interesting the public in records thru symphonic recordings at a "cost price" has brought thousands of phonographs into the homes. The program had previously begun throughout the East. It had been often stated that the automatic phonograph becomes more popular with the addition of every home phonograph, inasmuch as each automatic phonograph becomes a "sampling station" for home phonograph owners.

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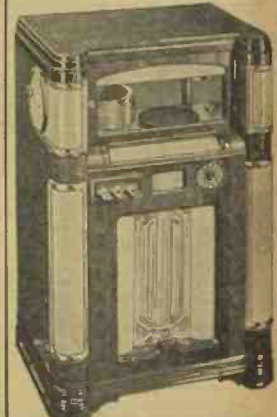
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## Calcuttone Sets Playing Record

FAYETTEVILLE, N. C., May 11.—The Calcuttone, automatic phonograph needle offered by the Vending Machine Co., is reported to have set a play record. It was said that Vemco employees have found a phonograph which had been constantly in use since new with the same needle, the Calcuttone—and that the needle had been used three, or four times the guaranteed life.

"The Calcuttone continues to be preferred by leading music operators all over the country," Joe Calcutt, president of Vemco, reports, "due to the fact that it is considered the sweetest toned needle ever manufactured. The round ball-bearing-like point of the Calcuttone permits self-lubrication and therefore practically eliminates record wear. At the same time the operator does not need to turn the needle once it is set in the tone arm."

"As long as the operator is careful about setting the needle in the tone arm correctly and then not dropping the arm, he will get longer wear out of the Calcuttone than the 2,500 perfect play guarantee we make on this needle."

"The Calcuttone was especially developed for the Vending Machine Co. by the largest phono needle manufacturers in the country. It is considered one of the greatest metallurgical achievements in precious point alloy material and has the sweetest and most perfect tone of any needle ever manufactured."

## New Orleans

NEW ORLEANS, May 11.—Opening of the summer season at numerous Gulf shore resorts indicates that attention of coin tender operators is turned toward expansion of business at outdoor and recreational resorts. Last Sunday found tens of thousands hitting roads for Mississippi and Louisiana resort points and operators of ball, ping, music and merchandise vendors all along the line noted a sharp pickup in play.

Last Saturday (4) witnessed the opening of the 12th season at Pontchartrain Beach, operated by the renowned Harry Batt. The resort, as usual, has an attractive array of all kinds of coin games on location in its sportland, in addition to the city, the Penny Arcade. Pops Le Van is again in charge of the sportland and looks for a big season.

The biggest year for music machines in the firm's history is reported by the J. H. Peres Amusement Co., local distributor, in planning for continued good business. Peres is installing for display a model restaurant and bar in which he is installing all coin-operated equipment. Four of the 1940 phonographs will be on location, in addition to wall boxes and necessary equipment.

The Peres company also reports that it has been appointed New Orleans territory distributor for Hytron radio tubes, and has found the demand for Royale and Varsity phonograph records increasing so steadily that August Catazaro, recently in the service department, has been added to the sales staff.

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Dan Cohen, of Measure Music Co., announces that he has purchased the phonograph route of Milton Schout and will eventually replace all machines with new ones. The added life makes the firm one of the largest music operating firms in the South. Cohen says he plans further expansions because he has full confidence in the future of the phonograph operating business.

A. M. Amusement Co. has purchased 100 new Walling scales from the C. P. Persons Operating Co. of Plaquemine, La. Watling distributor in three Southern States.

Disc Coin Machine Co. has reported a heavy demand for Bolly's newest creations, Glamour and Charm, and J. H. Keeney's Red Hot, Julius Pace, president of the firm, is optimistic over the summer outlook in this territory.

On the first Sunday in May several hundred employees of the New Orleans office of Fenner & Beane, brokerage firm, will enjoy a picnic at Abita Springs. Several hundred dollars has been saved to meet the expense of the outing through location by the office force of a Mills Coca-Cola vendor on the second floor of the office. The operator allows the firm 20 cents on retail sale of a case of the soft drink, and the boys and girls of Fenner & Beane have turned over their profits to a special picnic fund each year.

Louis Boasberg, head of New Orleans Norvity Co., must have his baseball playing each spring, so when his office crew failed to make up a team this year, Boasberg joined an outside group to play the infield.

Finding the demand running well in excess of deliveries, despite the luteness

of the season, the Peres Amusement Co. has just disposed of its third carload of Wurlitzers and has ordered more machines for shipment as fast as possible, according to J. H. Peres, head of the firm.

Cupid welcomes spring with more darts shot along the Poydras street row, Ed Rodriguez, of American Coin Machine Co., sets mid-May for his wedding, while Philip Yeager, of Bell Distributing Co., selects June 1. The little fellow does not limit his darts to the male sex, and so we find Melaine Mayor, of the Bell office, setting June 11 for her step up the aisle with Tom Romaine. The Bell office has some sort of substitute which makes it hard for Manager Emil Caponeilli to keep secretaries single.

So steady has been the increase in demand for U. S. Record Corp. Royale and Varsity disks, the J. H. Peres Amusement Co. area distributor, has added Wilfred Stener to cover the local territory. Peres looks for further increase in Royale and Varsity sales with the signing of more name artists by the U. S. company, including Lou Breese.

## Fort Worth

FORT WORTH, Tex., May 11.—Dad Johnson, pioneer local operator, has been spending his vacation in Amarillo, Tex. His business, Ideal Novelty Co., continues under the able management of Mr. Stanley and Dad's efficient secretary.

D. E. Houghton, merchandise operator, has added a string of Victor penny records to his stock. Houghton is also sporting a new Ford Sedan.

Operator Willard White has opened new headquarters for his operating business in the Panther City. Willard is adding phonographs and electric vendors to his line of amusement machines.

Bob Cowan, Rock-Ola phono operator, is a busy mille merchant these days. Bob is servicing some 40 instruments, and with his "dry" paper wall box installations, he has a man's job.

Sid Johnson keeps adding new counter games to his large string of amusement devices.

Operator Cleman Scott, Huntsville, Tex., was a recent Fort Worth visitor. Scott is, so far as we have learned, the only disc and dual operator in the area. He was at one time employed by Eddie Schatz, but now manages his own business, with headquarters in Huntsville.

Ernest Walker, head of Walker Sales Co. is covering the Southwest territory in the interest of the International Microscope Reel Co. He reports some good sales through the States of Texas, Oklahoma, Arkansas, and Louisiana.

Operating business in and around this city is fair, with prospects for an immediate increase, due to the grain harvest, which will start in about 10 days. Harvest workers are already moving in and getting ready for the "go" signal.

### Buy Direct From Manufacturer Light-Ups For

616 GRILLES 6.85  
 CORNERS .. 6.85  
 COMPLETE.. 13.25



412 GRILLES 7.25  
 LONG  
 CORNERS .. 7.25  
 COMPLETE.. 13.90

24 MODEL  
 GRILLE... \$7.25

616 DOME.. \$8.95

All Parts Easily Installed. Comes With Complete Instructions. Thousands in Use.

**JACOBS NOVELTY CO.**  
 STEVENS POINT, WIS.

THE BILLBOARD GIVES YOU THE ONLY

# WEEKLY

RECORD BUYING GUIDE

READ THE BILLBOARD EVERY WEEK

Tell the Advertiser in The Billboard Where You Got His Address.



SOMEWHERE IN SWEDEN—HUGO AHLIN (extreme right) is shown demonstrating the merits of Rock-Ola phonographs to a group of Swedish gentlemen. Rock-Ola reports that despite unsettled conditions in Europe, Ahlin has developed a splendid business.

# TIME PAYMENT TO ANY RESPONSIBLE OPERATORS

ON Wurlitzer 616, 500, 600; Rock-Ola Monarch and Standard; Seaburg Gems, Royale; Mills.  
Write—Giving number of Machines you operate, credit reference to BOX 116, The Billboard, Chicago

## SPECIALS

The machines listed below are slightly used and offered subject to inspection. Prices are effective May 18th, 1940.

- 5-DIAL FREE PLAY**
- 1 Junior ..... \$42.50
  - 1 Jumper ..... 35.00
  - 1 Fleashe ..... 35.00
  - 4 Super Bit ..... 65.00
  - 1 Dandy ..... 42.50
  - 1 Topper ..... 42.50
  - 1 Gold Cup, Table Model ..... 89.50
  - 1 Big Wheel ..... 42.50
  - 1 Baby Triumph ..... 59.99
  - 1 Baby Triumph ..... 59.99
  - 1 Dancer ..... 35.00
  - 1 Vertigo ..... 19.50
  - 1 Girl ..... 25.00
  - 1 Girl ..... 25.00
- MISCELLANEOUS**
- 1 Baby Atley ..... 9.75
  - 1 Kestrel, Bowling Alley ..... 69.00
  - 2 Evans Ten Stubs, 1930 Model ..... 125.00
  - 1 Graceland Model ..... 160.00
- CONSOLE AND AUTOMATIC PAY**
- 1 Mills Five In One ..... \$500.00
  - 1 Baby Royal Flush ..... 11.00
  - 1 Mills 1-2-3, Lata Model ..... 42.00
- CONSOLE AND AUTOMATIC PAY**
- 1 Baby Broadway ..... \$17.50
  - 1 Baby Thelma ..... 22.50
  - 1 Track Time ..... 39.50
  - 1 Karolyn 50 ..... 27.50
  - 1 Berkeley ..... 50.00

- COUNTER-GAMES**
- 1 Columbia Bell ..... \$25.00
  - 1 Columbia Bell, Road Show Payoff, OA ..... 47.50
  - 1 Model Target ..... 10.00
  - 1 Best 121 Machine ..... 5.00
  - 1 Penny Spots ..... 5.00
- PHONOGRAPH**
- 10 Buckley Wall Boxes, Bluewood ..... \$18.00
  - 10 Buckley #12 Adaptors ..... 25.00
  - 1 #12 Adaptor ..... 2.50
  - 1 Buckley Steel Cabinet for #12 ..... 17.50
  - 1 #12 Adaptor ..... 2.50
- All orders must be accompanied by 1/3 certified deposit. Write us for your requirements for any new coin-operated machine. Don't get your money spent by the respective manufacturers, as we can guarantee the right. Write and ask us to put you on our mailing list.
- MOSELEY VENDING MACHINE CO., INC.**  
600 South St., Richmond, Va.  
Day Phone 3-2624 - Night Phone 3-2322

## Houston

HOUSTON, May 11.—R. S. Blockman, Wurlitzer district manager, has moved his office from Dallas to Houston. A desire to establish closer contact with the Texas operators was one reason Blockman gave for making the change. He also stated that more Wurlitzer phonographs were sold in Texas during the first four months of 1940 than were sold during the entire year 1939.

J. W. Williams, former sprinpoint Houston operator, has disposed of his equipment and taken a traveling position with Steels & Horton. He was assigned to Louisiana territory, working out of New Orleans.

Rock-Ola Dial-a-Phone wall boxes, also to South Texas operators early in April by Steels & Horton, were well received.

Early in May the Houston office of Commercial Music Co., Texas music machine distributor, displayed several units of remote-control equipment. The showing included various types of bar boxes, wall boxes, and portable housings for wall boxes as well as cabinet stands for counter model phonographs.

A. C. Ayo, was made office manager of Houston branch Decca Distributing Corp., when former office manager Campbell was moved to Atlanta. Lloyd Underwood and Chester Foreman were employed as salesman and shipping clerk, respectively.

# Industry Needs Some Method To Identify Bona Fide Operations

An Open Letter to the Coin Machine Industry:

The success of the 1940 Coin Machine Convention has inspired us to fresh efforts in this great and growing industry of ours, we should like to make a few suggestions which we believe are timely and constructive.

We as distributors, have frequently felt the need of more specific information relating to coin men who write us from time to time. It is often difficult to determine from a few penned words the exact nature of the type of operation, which all of us must admit is necessary to enable a distributor to serve that coinman intelligently and with success. Frankly, an operator's standing in the industry and credit risk is sometimes open to question and often requires taking a chance. Then again, unless the writer tells us whether he is an operator or a location owner, we can only assume that he falls in one category or the other.

Quite naturally such information is, we firmly believe, of vital importance to distributors and manufacturers as well as to operators. For it is our contention that an operator should at all times be given some measure of protection in his particular field, otherwise he may be replaced by individual location owners, which would ultimately result in a loss of the operator's route and his business.

Common who have spent time, money and energy building routes, who have helped to create an industry which is fast becoming a leading industry in this country, should by all means be given every consideration possible now, while we are still growing, and not when it is too late.

How are we to protect an operator? I believe we can solve this problem very effectively. But it will require the cooperation of everyone interested in the coin machine industry. This, of course, means the interest of operators, distributors and manufacturers everywhere.

**Clearing House Needed**

Again it is our contention that the basis of all activity in this connection should revolve around a so-called clearing house of information, a clearing house that would serve the needs of those interested in our business. Not outsiders, such as merchants, who, it is true, form part of a link that makes progress in our industry possible; yet at the same time are not as vitally interested in the progress of the coin machine industry as a whole as they are in the securing profit so far as their individual business is concerned.

Such a clearing house under the guidance of such men of experience and wisdom as Walter Eurd, of The Billboard; Dave Gottlieb, president of Coin Machine Industry, Inc.; James Ollmore, secretary of CMI, and a few more men of high integrity and intent should unquestionably bring about a better understanding of our problems to those of us who are interested in solving them.

Once this clearing house is created a questionnaire should be formulated and sent to all operators, distributors and manufacturers throughout the United States; the nature of the questionnaire should be judged or decided upon by a committee which should include not only representatives of distributors and manufacturers but also of operators themselves.

From that point on the committee should work with the material obtained as a result of these questionnaires. In that way we will in time create a clearing house for the exclusive use of those within the coin machine industry. This clearing house can in time also serve as a medium for the exchange of ideas that should benefit all concerned.

Possibly some suggestions along the lines mentioned in this letter, from operators and other distributors as well as manufacturers, addressed to The Billboard or to the writer of this open letter, may disclose some heretofore unknown or untried ideas in connection with the thoughts expressed in this letter, which will aid the course of our industry indispensably.

(Signed) MAC A. CHURVIE,  
Grand National Sales Co.

## Pittsburgh

PITTSBURGH, May 11.—Mr. and Mrs. Tom Lingle, of Millrun, Pa., were in Pittsburgh this week. Lingo reports business picking up in his territory.

Cyril Vandander, popular operator from Northern Pennsylvania, was also in town the past week looking over the new equipment.

Chuck Fexer, of Fexer Brothers, Williamsport, Pa., returned this week from Detroit, where he participated in the bowling tournament.

Louis (Lakis) Grossman, of Pittsburgh, has just placed a large order for Seaburg remote-control phonographs.

Frank Leon, another well-known Pittsburgh operator, is also always adding new equipment to his already large operations.

Louis J. Hoffman, of the Pittsburgh branch of Atlas Novelty, has just moved his family from Chicago to Pittsburgh.

Ralph (Schultz) Wetmore, popular mechanic at Atlas, is a proud daddy these days, the stark having left a son at his home.

Art O'Mealla has just returned from a trip to New York State.

Eugene Redn, of Beaver Falls, Pa., was in Pittsburgh this week purchasing new equipment. Gene is always on his toes and constantly expanding his business.

## BRAND NEW MACHINES

\$950



## BRAND NEW MACHINES

Equipped with all the latest improvements. Built for 1c, 5c, 10c and 25c play, with Mystery Pay-out. Venders, Bells or Diamond Jack Pots, all at the same price. A limited number, first come first served. Get in while they last.

**15-DAY MONEY-BACK GUARANTEE**

**WATLING MFG. CO.**  
4640-4660 W. FULTON ST. CHICAGO, ILL.

Est. 1888—Tel. 4 COLUMBUS 3770.  
Cable address "WATLINGITE," Chicago.

## BARGAINS

- |   |                              |
|---|------------------------------|
| Manchona ..... \$78.00                  | Bally Multiple ..... \$15.00 |
| Millie-2-2-3 ..... 75.00                | Derry Day ..... 14.00        |
| Drum Clocks ..... 60.00                 | Golden Whirls ..... 16.00    |
| Big Wheel ..... 50.00                   | Red Whirls ..... 16.00       |
| Millie-3-3-L.P. ..... 30.00             | New Deal ..... 14.00         |
| Beaver Zapper ..... 30.00               | Big Rides ..... 12.00        |
| Fleetwoods ..... 29.00                  | Charm ..... 12.00            |
| Rock Rally ..... 27.00                  | Mills Bebebe ..... 10.00     |
| Falcons ..... 25.50                     | Mills Tycoon ..... 12.00     |
| Bally Entry ..... 25.00                 | Bally Allice ..... 8.00      |
| Bally Scander ..... 23.00               | Bally Derby ..... 8.00       |
| Bally 1930 ..... 22.00                  | Daily Bases ..... 8.00       |
| Old Challenge ..... 18.00               | Billy Mission ..... 8.00     |
| Frankton L.P. ..... 15.00               | Pacific Parade ..... 8.00    |
| Detl. Terminal ..... 17.00              | Western Center ..... 8.00    |
| Daily Clock ..... 16.00                 | Charm ..... 8.00             |
| One Sided ..... 15.00                   | Western Center ..... 8.00    |
| BO Counter-100 Free Play Game-200 Stubs |                              |
- 500 Coins or Gems-100 Music Boxes  
Organ Phonographs-Write for List  
Distributors for Chicago, Gen. Spanish Supply.  
Who is Depots, Detl. Use, Gen. & Text. Bk.

## STEWART NOVELTY COMPANY

136 E. 2nd St., Baltimore, Md.

## ART NYBERG IS DELIVERING MARVEL

World's Smallest Token Payoff  
\$3250 With Ball (Gen. Yr.) \$34.50  
RUSH YOUR ORDER QUIET! THE CALVERT NOVELTY CO.  
708 N. Howard St., BALTIMORE, MD.

## PENNY PHONO

Floor Sample  
**\$59.50**  
One-Third Deposit  
**GERBER & GLASS**  
914 Diversy Blvd., Chicago

ADVERTISE IN THE BILLBOARD —YOU'LL BE SATISFIED WITH RESULTS.



RECORDING ARTIST DICK TODD tries a tune over the new microphone accessory being marketed by Martin & Lindelo, distributors of Mills Gemras phonograph. The picture was taken in the Mills Music Hall.

# Bally's Lucky MASCOT PRIZE CONTEST

**\$300.00 in Cash Prizes!**  
(FIRST PRIZE ONE HUNDRED DOLLARS)

See Your Distributor for Entry Blank or Write  
**BALLY LUCKY MASCOT CONTEST**  
2640 BELMONT AVENUE CHICAGO, ILLINOIS

**Hurry! Contest Closes May 31!**

★ **EXCITING FEVER** has gripped the country and comes to life on Superior's Great New Board



**MIXED POLITICS**

★ OPERATORS! This is one of our 36 new "up to the minute" symbol boards just released. Write for latest circulars and special offers for operators only.

**SUPERIOR PRODUCTS**  
14 NO. PEORIA ST. CHICAGO, ILL.

## Sound-on-Film Devices Shown

NEW YORK, May 11.—Two automatic sound-on-film devices were unveiled here this week. Officials of Phonovision Corp. held a preview for the press at the Sherry Netherland Hotel Thursday, and on the same day announcements were sent out by Movietrola Corp. of America that its machine was on display in the firm's headquarters in the Strand Theater Building.

Three machines were on display at the Phonovision showing. Machines showed a variety of short subjects, including commercial and entertainment films in technicolor, cartoon and black and white techniques. Phonovision mechanism is housed in a streamlined cabinet six feet high by three feet wide in which a 16mm. rear projection motion picture machine reproduces sound on film on a 21 by 28-inch screen. Cabinet is built to hold 10 subjects, running approximately three minutes each or three 10-minute subjects. Reels are self-winding. Models shown were not selective. Sam Sax, official of the firm, stated, however, that Phonovision holds three patents on selectors which it will install when the need arises. Machine performed perfectly throughout demonstration period and screen afforded excellent visibility, even in a partially unlighted room. Sound reproduction was of good quality.

Phonovision machines of both a coin-operated and a non-coin operated type are scheduled for production. It was stated. Those without the coin slot will be used for commercial and educational purposes. Firm also plans a unit for the home. Sam Sax and Frank Orskoff, officials of the firm, also stated that Phonovision will produce its own films for machines and promises \$20 for the coming year.

Feature of the Movietrola machine, according to Emil Hollander and Phil Shafel, executives of the firm, is its selectivity. Hand model on display was equipped with six shorts, each of which could be selected independently. Firm expects to have its first production model in the works within three weeks. Hollander stated.

"Machine houses a single projector and a single photo-electric cell and exciter lamp that furnishes the sound. Individual self-rewinding film mounts—each containing a three-minute subject—are attached to a perpendicular drum which rotates like a Ferris Wheel to bring the selected film into place in front of the projector and photo electric cell," Hollander explained. While machines displayed contained only six film mounts, this number could be increased to 12 and a still larger wheel could accommodate as many as 20, it was stated. "Drum revolves on deposit of a coin until protruding pin (corresponding to number selected) slides into a receptacle directly below the projector, thus securing the drum," Hollander stated. "Moment pin is engaged the driving power is switched

## HEADS or TAILS



Please actually make up 10 JACKS or 200¢ Center reel and at 10¢ per game. Only one JACK. PROVEN A TREMENDOUS SUCCESS. MARKET ON LOCAL THEAT. RUSH YOUR ORDER NOW.

1975 1/2 Deposit. Balance C. O. D.



**EX-RAY**

TOKEN PAYOUT  
10¢ (10m. Dispenser, interchangeable, to non-operated if desired. Perfect for any bar, private, 10¢ or 5¢. Reels. Extra large reel. From display. A WINNER.

1975 1/2 Deposit. Balance C. O. D.



**Jilly**

Pinny cigarette game. As only 1 JACK. Special. Modern design. Sound in special mechanism. Extra large glass display. Instantly convertible to 2, 5, 10 or 25¢ play.

1975 1/2 Deposit. Balance C. O. D.

Write For Quantity Prices  
M. Y. Blum V. Christopher  
J. A. Passanaro  
 **AJAX NOVELTY CO.**  
2707 Woodward at Sproat, Detroit, Mich.

THE BILLBOARD GIVES YOU THE ONLY

# WEEKLY

COIN MACHINE NEWS

READ THE BILLBOARD EVERY WEEK

from the drum to the mechanism which drives the film. Each film feeds from the inside of the reel to the projector and is rewound at the same time on the outside of the reel so that film is ready for use at all times." Films are shown on a 24 by 36-inch screen via rear projection method.

**ART NYBERG OFFERS THE BEST FREE PLAYS!**

Gold Cue	.....\$72.50	Golden Gate	.....\$32.50	Blitz	.....\$14.50
Triumph	.....39.50	Roulette	.....27.50	Bally Any	.....985.00
Game	.....67.50	Headline	.....27.50	TER STRIKER 1939	.....
1-8-3	.....97.50	Compost	.....22.50	Model Converted to	.....
Home Run	.....67.50	Up A Up	.....22.50	150 Cms. Lites New	.....105.00
Roy	.....67.50	Chopra	.....18.50	and MANY MANY OTHERS	.....
Lancer	.....67.50	Breaks	.....18.50	—WRITE FOR COMPLETE	.....
Commodore	.....64.50	Maze	.....18.50	PRICE LIST	.....
O'Boy	.....64.50	Contract	.....14.50		.....
Bar, Chain	.....44.50	Big Game	.....16.50		.....
Looby	.....35.50	All Orders, Balance C. O. D., F. O. B. Baltimore.			.....
Big Six	.....35.50				.....

1/3 Deposit With All Orders. Balance C. O. D., F. O. B. Baltimore.

**The Calvert Novelty Co., 708 N. Howard St., Baltimore, Md.**

**QUEENS SALES COMPANY**

NOW DELIVERING  
Chicago Coin's SPORTY  
Keeney's SCORE CHAMP

Queens and Long Island Operators! Write Us Today! We Give You 24 Hour Service!  
Just Phone! N.Y. Telephone 9-4244.  
Box 2000

SPECIALS!  
10 Chicago Sports .....\$75.00  
7 Ten Stripes, 1939 .....145.00  
Models .....75.00  
10 Bally Apeys, 1939 .....75.00  
Models .....75.00  
Bally Triumphals—Write for Price!

**73-90 WOODSIDE AVE., ELMHURST, L. I., NEW YORK CITY**



OPERATOR MILTON PRITTS, OF DENVER (left), signs a large order for Rock-Ola's Ten Pins, bowling game, as Gibson Bradshaw, of the Denver Distributing Co., looks on. Denver Distributing Co. is also distributor for Rock-Ola phonographs and other Rock-Ola equipment.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

# Monarch VALUES FOR SPRING GET IN THE SWING

**ROCK-OLA WORLD SERIES (Perfect Condition) . . \$54.50**

**Automatic Payoons—Ready To Operate**

Bally Sport Paper . . . \$89.50	Bally Thru-Down . . . \$72.50	Bally Gold Medal \$110.00
Bally Hawthorn . . . 72.50	Bally Pacemaker . . . 97.50	Gold. Thru. Headed 175.00

**FREE PLAY NOVELTY**

<b>BALLY</b>	<b>DAVAL</b>	<b>CHICAGO COIN</b>
Gold Cup, 1-Ball	Follow-Up . . . \$32.50	REY . . . . . \$67.50
Comet . . . . . \$104.50	Spide-Lite . . . 32.50	Attag . . . . . 47.50
Scope . . . . . 48.00	Milney . . . . . 21.50	Lucky . . . . . 47.50
Water Derby . . . 48.00	Slide Risk . . . 21.50	<b>KERRY</b>
Champion . . . . 48.00	Liberty . . . . . 17.50	Thriller . . . . . \$44.50
Headliner . . . . 37.50	<b>EXMIRY</b>	Big Biz . . . . . 40.50
Arrowhead . . . . 26.50	Lancer . . . . . \$62.50	<b>STORER</b>
Victory . . . . . 79.50	Golden Gate . . . 42.50	Fantasy . . . . . \$59.50
<b>GENCO</b>	Rebound . . . . 42.50	Fantasy (no J.P.) . 47.50
Airport . . . . . 34.50	Comet . . . . . 84.50	Dary-Jones . . . . 27.50
Range . . . . . 24.50	Contact . . . . . 24.50	Chico . . . . . 27.00
Bank . . . . . 24.00	Styocrat . . . . . 24.50	Smash . . . . . 19.50
Fair . . . . . \$2.50	Free Play . . . . . 24.50	

Write for Details List—Free Play Available—Special Dealer Games—Photographs—Sole. TERMS: 1/3 DEPOSIT—BALANCE C. O. D.

## MONARCH COIN MACHINE CO.

1731 BELMONT AVE., Cable "MOCOIN" CHICAGO, ILL.

# BAKER NOVELTY CO.

2626 W. Washington Blvd., Chicago, Illinois.

## BOY! THERE'S DOUGH IN "DOUGHBOY"!

### THE HIGH SCORE GAME THAT KNOCKS 'EM DEAD!

Entered by Leading Operators and Distributors!

## IT MUST BE GOOD!

SO GOOD that leading manufacturers are now copying the revolutionary principle of Doughboy! Beware of imitations! Buy the original, location-proven, fool-proof money-maker. No Bugs . . . No Bother . . . No Grief! SATISFACTION GUARANTEED!

Order at once! Direct or from your Jobber!



FREE GAME (concessible)

## WOW! IT'S A HUMMER! "LOW SCORE WINS"



Weekly baseball card. Just order a sample, try it out in your own home town. Baseball season just getting right. Don't pass up a whole summer's profit.

**Sample, \$1.50**  
**Doz., \$12.00**

Express Prepaid.

Write for Literature

## Tell of Jennings' Slug-Proof Chief

CHICAGO, May 11.—Officials at the Jennings plant report that operators in practically every section of the country, particularly where the slug problem is acute, have put their stamp of approval on the new Jennings Master Chief because of the double protection it gives against slugs.

Myrtle Branson, Jennings sales manager, says: "We believe that Master Chief eliminates forever the menace of slugs and spurious coins. Not only does it have the highly efficient slug ejector which eliminates 99 per cent of these bad coins but that extra 1 per cent is taken care of by the popular Jennings visible escalator. Any cleverly made slug which might slip past the ejector is fully exposed to view and easy to detect.

"The importance of this double protection is becoming more and more apparent each day with the reports we're being receiving from various sections of the country.

"In addition to the double protection against slugs, the Master Chief may be further protected with drill-proof plates covering both sides and front at slight extra cost. This furnishes positive and final proof against tampering. The Master Chief mechanism is the famous one-piece removable type. In fact, it has all the features of our well-known Chief line, heavy-duty clock, no-bounce reels and clog-proof escalator, to mention a few."

Doughboy, the firm's latest five-ball convertible free-play game. "The game is new in principle and has been received with open arms by operators everywhere," he reports.

"Operators from all parts of the country report that they have had very few games that have equaled the consistent good collections produced by Doughboy. The proof of the pudding is the fact that operators who have had the games for six to eight weeks are still continuing to buy it. There is only one reason for reorders—and that is because the game is making money."

# "DOUGHBOY"

Manufacturers of "Baker Built" Novelty Tables—Baker's Paters—Sky Pilot

## GO GETTER JAR CO.

Box 691 Tyler, Texas

## Auto. Amuse. Opens In Wilkes-Barre

PHILADELPHIA, May 11.—Frank Engel, head of the Automatic Amusement Co. here, reports that the firm is opening a branch at 17 North Washington street, Wilkes-Barre, Pa.

"In our new branch we will be in a position to give the operators in the Wilkes-Barre and Scranton territory the same kind of Seeburg service that they now get in our Philadelphia and Baltimore offices," declared Engel.

"The new office will be equipped to handle sales, parts and service and will make a content base for operators in the territory."

## A TERRIFIC OVERNIGHT HIT!

# MARVEL

## WORLD'S SMALLEST

TOKEN PAYOUT COUNTER GAME

\$3250 WITH BALL GUM  
VENDOR, \$34.50

# ATLAS NOVELTY COMPANY

General Offices:  
2200 N. Western Ave., Chicago, Ill.  
1901 Fifth Avenue, Pittsburgh, Pa.  
Associate Office: Atlas Automatic Music Co., 2962 E. Jefferson St., Detroit, Mich.



## Baker Doughboy Sales Continue Up


CHICAGO, May 11.—H. L. Baker, president of the Baker Novelty Co., reports he is very happy with the sales record of

It really does not matter what particular type of target you choose . . . Challenger Model F . . . Red, White & Blue . . . or Big Game Hunter . . . you know before placing them in your location that they are going to do more than any other penny amusement machine you have ever operated . . . legal . . . trouble free . . . consistent . . . an investment that you, too, will consider very sound.

**WRITE FOR ILLUSTRATED CATALOG AND NAME OF YOUR NEAREST DISTRIBUTOR**

## A. B. T. Manufacturing Corp.

715-723 No. Kedzie Av., Chicago, Ill.




**BALLY FACTORY REPRESENTATIVE ARCHIE BERGER** entertains coin machine men at a recent special showing of Glamour and Charm, free play novelty games, in Philadelphia. More than 100 operators, jobbers and distributors attended.

### BIG BARGAINS THAT MUST GO

EVERY GAME READY TO GO OR LOCATION

Gold Cup, F.P. . . . . \$50.00	Champion, F.P. . . . . \$28.50	Jessie's Operable, 5 B
China's Holiday (Mtr.) . 42.50	See & Go, F.P. . . . . \$7.50	106 Blvd, like new . . . \$80.50
Freebies . . . . . \$2.50	Triple Play, F.P. . . . . 9.50	Passes Race, New Heavy
Berry Day . . . . . 2.50	King, F.P. . . . . 8.50	Div. Models . . . . . 40.50
Ring, F.P. . . . . \$7.50	Reevey 1938 Track Time 79.50	Billie's Pleaser . . . . . 19.50
Follow Up, F.P. . . . . 24.50	Reevey 1938 Wagon	Billie One-Two-Three Game
	Club . . . . . 49.50	made with Bally unit. 89.50

**DELUXE NOVELTY CO., No. 17 Arcade Bldg., Little Rock, Ark.**



**Marvel** is the **SMALLEST** team pay-out machine ever. It has the **LARGEST** coin capacity. Complete operation in less than 10 minutes. It is the only machine that allows the player to win more than one game at a time.

Available with or without ball gum vendor. Ball gum vending model has large, attractive display of over 100 different colored marbles just like the ball gum vendor. Ball gum machine entirely contained in special back box. This is a new and revolutionary method of handling ball gum in coin-operated games without increasing the space occupied by machine.

Colorful, sturdy, plastic "Wish-a-Whisk" handle can be operated with one's little finger for hours without tiring the player's hand.

Made in tam-proof, automatically locks if closed.

Beautifully attractively designed cabinet with lightning effects, balanced cabinet finish. A top and "N's" clean!

Available in **TOKEN** or **PAVOT** or **WISKEY** or **TOKEN** RETAINING models. Each easily interchangeable with the other. No extra charge for interchangeable parts.

**MARVEL** mechanism not only has a clock-type timing unit in place of an air pump, but the clock of the same approved type as used on "Bull" machines for more than 20 years. Wheels spin long and fast and come to a positive, shock-proof 1-3 STOP!

What's new—the clock is **NOT** set inside the cash box, but is completely separated from it. Clock fan is exposed for speedy adjustment or immediate time of wheel spin. **NO SCREWES—NO BOLTS—NO NUTS—NO WRENCHES—NO SCREW DRIVERS IN AND OUT OF CABINET WITHOUT HAVING TO EVEN "SET THE HANDLE."**

**CLOCK-PROOF** and **JAR-PROOF** COIN CHUTE. This new false-type coin chute consists of a triple screw-type system which keeps the coin continually moving down to the cash box. A special bellows on the back of the chute makes possible location itself to clear the coin chute even of bent coins, chips, buttons, pins, screws, etc. of service calls. This is a new coin-chute. **THIS IS THE MOST COMPLETELY WORTH-WHILE BURNING EVER INTRODUCED ON COUNTER GAMES.**

Data-adapter keeps coins evenly spaced over entrance of cash box until each box is completely filled, insuring **MAXIMUM CAPACITY!**

**SEVEN REASONS IN THE ENTIRE BUSINESS WHY THE COIN MACHINE SHOULD BE YOUR DUTY!** SUPERIOR FEATURES OUTLIT! DON'T MISS THIS! WRITE A BURNING COIN COLLECTIONS OVER THE TOP ROW OF THE AMERICAN BURNING COIN PAVOT COUNTER GAME. "MARVEL"!!!

**\$32.50**  
P. O. B. CHICAGO  
WITH BALL GUM VENDOR, \$34.50

**2043 CARROLL AVE  
CHICAGO**

## EASTERN FLASHES

**NEW YORK, May 11.**—Looks like an article on the coinbiz is due to break in *Commentator* magazine before long. A reporter from the magazine was making the rounds this week asking questions about the industry. "Other industries seem to have overlooked the fact that the coin machine business is tremendously responsible for helping to pull this country out of the depression," the reporter stated. "We want to bring this to the attention of the public."

**ARCADE YEAR**—Firms manufacturing and supplying arcade equipment here report they are unusually busy keeping pace with the demand for equipment. Not only are orders pouring in from established operators but from newcomers as well. Mike Munves reports he outfitted no less than four new arcades the past week. This is going to be the biggest year in arcade history, he states. . . . Bill Rabkin, of International Microscope, echoes Munves' enthusiasm. Many of the men who have been visiting the International Microscope offices are operating new arcades and sportlands. Rabkin reports, Bill, incidentally, was getting all set this week for the opening of his two arcades near his Skyliner building at the New York World's Fair Saturday.

**AROUND THE TOWN**  
Bill Soffer, Jack Fitzgibbons new New England representative, bought himself a new car and hit the road immediately after his appointment. He expects to do a bang-up job in New England. . . . Dave Simon was seen in all parts of Newark this past week. Dave was busy telling Jersey distributors and operators about the new Keeney game. He reports Keeney's new Score Champ was enthusiastically received. . . . Jack Mitnick added a picture of Gene Krupa and himself, posing with the Mills Empire, to his collection. . . . DuCresne Champion cigar vendors are leading by a wide margin, since the firm claims "One of the features, clicking so solidly with ops is the fact that the new split columns will vend 5-cent Charms and package of gum for extra income." . . . Joe Fishman is one of the busiest men in town these days. Catching him in his office is a real feat, because he's always on the go telling ops about the wonders of the Rock-Ola phones.

**BROOKLYN BITS**  
Al Simon, of Savoy Vending, claims Chicon's Jolly is moving just as fast now as it did when introduced. "Ops find it's a real money-maker," he says. . . . Sam Sachs, of Acme Sales Co. phone remodeler, reports he slashed prices on all remodeling work this week. A bargain every op in a while is appreciated by everyone, he says. . . . Over at Hymie Budin's the boys are missing what they used to call their Monday night chink parties. Usually on Monday even Hymie would send out for loads of chop nief and toss a Chinese party for the gang. Now the boys are wondering why Hymie stopped them.

Harry Weinstein celebrated his being promoted to agent by buying a new car. . . . Saul Kabanoff, of very quiet, these days. . . . Joe Horowitz beat Dave Baron, Brooklyn's Klabaash champ, four out of five games this week. He made Dave sign the score sheet for all to see. . . . Rumors say Murray Simon is going on a diet. . . . Bill Alberg and Charley Aronson, of Brooklyn Amusement, say they're much too busy to even think about enjoying a good case of spring fever. . . . Helen Cohn, of Budin's office, is reported to have a mystery man as her escort these days. Last escort the boy recall was Jack Rothstein, Brooklyn op.

**MEN AND MACHINES**  
Bert Lane is hard at work these days, with Gene's Cadillac going bigger and better than ever. "They're arriving in carload lots, but we still can't catch up on delivery," he says. . . . Over at Allied Wheeling Tony Ossapero reports a big demand for Stoner's Little Spot and Exhibitor's Short Stop. . . . Eddie Arco's latest song (a Bang! tune which he lyricized) is called *With Me Gloves on Me Hands and Me Hat on Me Head*. . . . Business is great, according to Miss A. M. Strong, of the Glen St. Corp. "More and more operators are becoming convinced of the earning power of our Adams Gum Venders," she says. . . . They say Al Kocstein, of Philly, who opened Arco Sales, is the happy guy of the jobbers. . . . That "music of tomorrow" portfolio which Joe Calcutt has had published is tops in the opinion of those who have seen it.

**JERSEY JOTTINGS**  
Efforts of ops and jobber associations in Newark to get together are still in the proposal, counterproposal stage. . . . Harry Hilton has forsaken his sick bed, claiming he decided to give the doctors up before they gave him up. . . . Headaches are the reason Irv Orenstein is having all his teeth extracted. Irv didn't want to, but three doctors convinced him. . . . Milton Green and Harry Pearl are reported infanticiding. . . . Barney Sugarman enters the jobbing bit in Newark as Royal Sales Co. "We feel that we can do a real job for New Jersey ops," Sugarman says. . . . Max Speckman, of Passaic, is the proud papa of a boy. . . . Jules Helms is the new sales manager at Ace, where Jack Kay reports his remodeling activities are just about at an end. Right now he's installing wood-turning machinery and spraying equipment. . . . Charley Ziglar, Carl Davidson and George Polgar are reported to have created a new combine. They've been seen whispering together for a week. . . . Murray Brodkin has just recovered from what he terms a severe attack of "old man sickness."

Irv Morris is continuing his ad campaign in *The Newark Evening News* because it has helped ops and location owners who have Mills Empire phones. . . . Maurice Schapiro, Newark op's legal light, has just returned from a cruise with Dick Steinberg. . . . Al S. Cohen, of Acso, reports a record sales month on reconditioned bulk vendors. . . . Eddie Corristan is now on the board of governors of the New Jersey Music Operators' Association. . . . Harry and Sam Wickensky, of Evesh, were seen making the rounds with Barney Sugarman. . . . Jack Berger, of Newark Colbo, is reported doing a good rental business. . . . All



**TYPICAL GROETCHEN CRAFTSMEN** are these toolmakers, inspecting the coining die which has produced over 6,000,000 aluminum medals for use in Groetchen's Metal Toper.

Newark ops are sorry to hear that Sam Brody is no ill. . . . Many Jersey ops say Pat Sanders, of Elizabeth, is the best mechanic in the business. . . . Johnny Boyle, of Morristown, hasn't been seen around Newark lately. The boys believe he's mixing 18 holes daily with his operating. Boyle used to be a golf pro. . . . Morris Tarlow, Elizabeth op, was married last Sunday. . . . Latest Bally games are reported keeping Jerry Jenkins and Helen Fitzgibbons on their toes at Pitt's Newark offices.

**ALONG THE COAST**  
Joe Ash, of Active Amusement, Philadelphia, reports he's featuring a lot of swell bargains these days. . . . Spring has come to Baltimore, and that means Roy McChinnis overlooking his favorite five-gated saddle horse these days. . . . Hub Enterprises, of Baltimore, reports it's featuring a bang-up clocost sale.

**OFF THE CUFF**  
How business is running for Irving Mitchell can be gathered from the news that he had to take on two more mechanics to take care of ops' demands. . . . Harry Hoppe spent a few days in New York seeing the trade. His only complaint was that a slight cold he had was the result of having bumped into the weather of every season during the four days prior to his landing here. . . . Cliff Balke, Jack-Ola's traveling representative, just returned from a tour of up-State New York. Reports a lot of action due to opening of summer spots. . . . Joe Fishman and Marvin Liebowitz, of Interstate, claim ops are going for the Rock-Ola Wall Box in a big way. Marvin, incidentally, is beginning to acquire a good case of spring fever. He may pull out on a fishing trip any day now. . . . "Coinmen are in for a real treat when they see the new Chicago Coin release. Sparty" commented George Foner, Chl Cohn distributor in Newark, N. J. "Following in the successful wake of Jolly, Chicago Coin's release of several weeks back, Sparty is destined to become one of the country's most popular games."

## Savoy Markets New Penny Game

**BROOKLYN, May 11.**—Savoy Vending Co. has introduced a new machine called the 1-cent Baseball Gum Vender. "It met with instant success when placed on sale in our area," reports Dave Simon, head of the firm. "The machine is just what operators have been looking for. It is a legal new penny and gets plenty of them. It has all the finest features for perfect mechanical performance. At the same time it is one of the most attractive vendors ever introduced to the trade. . . . It is so legal because it automatically vends a ball of gum every single time for every coin inserted. At the same time there are separate compartments for the base hits to keep an accurate record. The machine has a 900 ball gum capacity." It has a new type of agitator that spreads the gum all of the time. A hand release allows clearance.

**KEENEY REMOTE SELECTOR WALL BOXES**, installed in a Minneapolis location, help Wally and Verda Stapleton, dance team with Orrin Tucker's Orchestra, enjoy a midnight snack with music recorded by Orrin Tucker's band. Picture was snapped by the dance team as it took for a personal appearance at a Minneapolis theater.







Brighter  
than ever—  
**Brite  
Spot**

Plenty of ways  
to win

Free Play \$99.50 Convertible

Stoner Corp.  
AURORA, ILLINOIS

Marvel, Daval's  
New Counter Game

CHICAGO, May 17.—Opening with numerous long-distance phone calls, wires, letters and personal visits, Al S. Douglas and Dave Helfenstein, along with Harry LeVine and other salesmen of the Daval Co., Inc., counter game manufacturers, are using election campaign methods to introduce the firm's latest counter game, Marvel.

"You'll marvel at Marvel, it's one of the greatest counter games ever built by us," Douglas, president of Daval, reports, "and that's saying quite a bit when you remember that the trade awarded tin-gold medals and plaques for the counter games we've manufactured in the past."

"The new features are all there. Some are just what operators have been asking for since the introduction of counter games. The clock we use in place of the pump or dash-pot is of the same approved type as has been used on balls for over 40 years. It is located within the rest of the mechanism away from the cash box but is easily accessible for finger-touch adjustment when necessary to speed up or delay the length of spin of the reels."

"The cash box is roomy and separated from the mechanism. The token payout mechanism is the simplest and best in the business. A new and much more expensive baked enamel finish is featured on Marvel. The mechanism rides on roller-like studs, not a single screw holding it. Just slide it out and roll it right back in and you don't have to hold the handle in any special position to allow the mechanism to get back into the machine properly. Handle adjusts itself. Take it from me, we have a swell counter game in Marvel."

Robbins Offers  
New Penny Machine

BROOKLYN, May 11.—"When you take a steady money-making machine like a salted-peanut vender and add an attachment that makes the customers play the machine again and again, then you have a winner," says Dave Robbins, of D. Robbins & Co., Brooklyn.

"Last but not least," says Dave, "when you visit your locations and find the cash boxes loaded with pennies, then you know you have a winner! That's why operators who have placed our Derby Eggnut Vender in locations are keeping us busy filling their orders. The Derby Vender has six different horses in the glass globe and they perform a realistic race each time a penny is inserted in the machine."

"In addition to receiving the regular portion of pennies for his penny, the player also gets the thrill of watching the horses race and trying to guess which horse will win. Where trade rewards are permitted the player receives extra value if a certain horse comes in first."

"Thousands of locations are available for Derby Venders. Were you looking

THE NEW  
**Card-O-Scale**



Pace again leads with a Fortune Ticket Scale at a price you can afford to pay. Ticket scales have definitely proven to be the most profitable to operate. Why not operate the best for one-fourth the cost of others.

Write for Illustrated Circular and Prices

**PACE MFG. CO., Inc.**

2907 Indiana Ave.  
CHICAGO, ILL.

**Imp** THE IDOL OF  
A MILLION PLAYERS.



Cam Vender. Beautiful Radio Cabinet. Cigarette Reel. 2000-Matic Coin Chute. TAKE IT FROM US. IT'S MONEY. Max & Harry. "The Gold Dust Twins." \$12.50 Each—6 for \$67.50.

**Birmingham Vending Co.**

2117 Third Ave., N., BIRMINGHAM, ALA.

**FREE  
PLAY**

- |                 |         |                  |         |
|-----------------|---------|------------------|---------|
| Big Six .....   | \$32.00 | Super Six .....  | \$50.00 |
| Scow .....      | 38.00   | Thunder .....    | 25.00   |
| C. O. D. ....   | 43.00   | Triumph .....    | 44.00   |
| Flamingo .....  | 30.00   | Pho "Em, Pl." .. | 20.00   |
| Flagship .....  | 38.00   |                  |         |
| Headliner ..... | 22.50   |                  |         |
- 1/3 Deposit With All Orders. Balance C. O. D.



**BUDIN'S, INC.** 174 SO. PORTLAND AVE.  
BROOKLYN, N. Y. Telephone: NE-8-0140

IF IT'S COIN OPERATED \* WE HAVE IT \* NEW OR USED

<b>CONSOLES</b>	<b>ARCADE EQUIPMENT</b>	<b>AUTOMATIC PAYOUTS</b>
Kentucky Glaze .....	9 Complete, E. ....	Stoner Vender .....
Old Pan Saragosa .....	1039 Ten Strikes .....	Strawstands .....
Old Billie Bl. Girls .....	Italy Alps .....	Feed Bag .....
5 Union Reel, Black .....	Top Six Rifle .....	Soft Pans .....
3 Peace Reel, Brown .....	Whisper War-Hole .....	1-2-3 Breakdown .....
1 1/2 Gallop, Green .....	Quinze Sacs .....	Strikes the Board .....
3 Yankee .....	Home-Run .....	Outrigger .....
3 Shooting Ducks .....	Quake Golf .....	Feedin' .....
	Penalty Race Vender .....	Stoner's CHAMPS .....

Half Deposit — Balance C. O. D.  
CLEVELAND COIN MACHINE EXCHANGE, 3221 PROSPECT AVE., CLEVELAND, OHIO

**12 "EVANS" 1939 TEN STRIKES, LIKE NEW**  
Repacked in Original Cases  
**MAKE A REASONABLE CASH OFFER**  
Or will trade for late 5-ball "Free Plays."  
**THE R. F. VOGT DISTRIBUTORS**  
Culver Hotel Bldg., Salt Lake City, Utah



OSCAR SCHULTE, OF MILLS, gets another order from Les Martin, of Martin & Lindalof, Chicago game machine distributors. The machine in the picture is the Mills Nocturne C-2-3.

"Payable" Bargains For Summer Spots

Western Paddles, 6-Coin Multiple	... \$19.50
Standard Change, 6-Coin Multiple	... 23.50
Wagon Airborne, 6-Coin Multiple	... 27.50
Western Dead Heat, 6-Coin Multiple, J.P.	74.50
Western Derby Time, 6-Coin Multiple	... 82.50
Bally 9 Approaches, 6-Coin Multiple	... 27.50
Bally Floodwood, 6-Coin Multiple	... 27.50
Bally Grandstand, 6-Coin Multiple, J.P.	82.50
Bally Thresholms, 6-Coin Multiple, J.P.	77.50
Bally Derby Time, 6-Coin Multiple, J.P.	77.50
Quintile, 6-Coin Multiple	... 20.50
Multiple Race, 6-Coin Multiple	... 27.50

Only \$12.50 ea.

**AUTOMATIC PAYTABLES**  
**RACING POINT**  
**CLASSIC CENTER BRASH**  
**LITTLE PAIR**  
**DAILY RACES**  
**PANCO RACES**

WESTERN BASEBALL, Combination Free Play and Payout.

(Like New)	... \$119.50
SEEBURG CHICKEN SAM RAYOLITE	... 114.50
EVANS TEN STRIKE (1939)	... 117.50
BALLY DANDY, Brand New, Free Play, Five Ball. Only	... 39.50

Guaranteed Reconditioned Phonographs

Seeburg Model A, 12 Records	... \$29.50	Wurlitzer 616, Illuminated Slider and Front	... \$86.00
Seeburg Model B, 12 Records	... 32.50	Wurlitzer 710, 20 Records	... 89.00
Seeburg Model D, 12 Records	... 34.50	Wurlitzer 24, 24 Records	... 119.50
Seeburg K20, 20 Records	... 80.00	Wurlitzer 609, 20 Records	... 178.50
Seeburg Rex, 20 Records	... 92.50	Wurlitzer Counter Model 61, 12 Records	... 64.50
Seeburg Royal, 20 Records	... 100.00	Wills Zephyr	... 34.50
Seeburg Casino, 1939, 20 Rec.	149.50	Wills Gull	... 34.50
Seeburg Plaza, 1939, 20 Rec.	149.50	Rockola Receptor	... 29.50
Seeburg Classic Marlboro, Floor Base, 20 Records	... 229.50		
Wurlitzer 500	... 194.50		
Wurlitzer P90, 12 Records	... 24.50		
Wurlitzer P12, 12 Records	... 32.50		
Wurlitzer 312, 12 Records	... 89.50		
Wurlitzer 312, 12 Records	... 92.50		
Wurlitzer 610, 16 Records	... 74.50		
Wurlitzer 614, 16 Records	... 79.50		

Illuminated ORN, Installed, \$8.50 Ea.  
 Title Strip in Book - 40c per 100 Slips.  
 All Phonographs Thoroughly Checked for Mechanical Performance - Delivered Painted and Refinished to Original Finish.

This Strip, 40c per 100 Slips. Records Carried in Stock.  
 Write for our latest Price Bulletin listing complete line of reconditioned free play games - complete paytable - counter - games, it pays to deal with "America's Largest Distributors" - the home of friendly personal service.  
 TERMS: 1/3 DEPOSIT, BALANCE O. O. D.  
 CABLE ADDRESS: ATNOVCO

ATLAS NOVELTY CO.

2200 N. Western Ave., CHICAGO, ILL. (General Office)  
 901 Fifth Ave., PITTSBURGH  
 Associate Office Atlas Automatic Music Co., 2382 E. Jefferson St., Detroit, Mich.

Detroit

DETROIT, May 11.—V. Christopher, of the Ajax Novelty Co., who has been in Henry Ford Hospital for a minor operation, expected to be back on the road next week.

William J. McGuire, who once operated a cigar vending route under his own name, with headquarters in Dearborn, is changing to the firm name of the Patterson Vending Co.

M. Y. Blum reports the new Bally games going great in this territory.

Cecil Stuart, of the Automatic Amusement Co., files a report on the demand for Bally Charn and Glamour among Flint operators.

Harry Weinberger, who operates his business under the name of Harry's Amusement Co., is going into the bowling alley field, adding new machines of this class to his routes. Weinberger has hitherto specialized in pin games and smaller amusement games, but is evidently following the trend of the time to the big games.

Henry C. Lenke, of the Lemke Coin Machine Co., was host Saturday to 70 operators, present and former employees and business friends in a double celebration at his home. Orchestra and entertainment were presented. The occasion was his 21st wedding anniversary and 61st birthday combined.

Herman Stein, newcomer to the music machine field, is organizing his business at the B & J Music Co. He has headquarters on Patton avenue.

Joseph M. Fair Jr., machine operator at Dearborn, Mich., reports several cases of damage to larger machines apparently received during shipment. Bowling alley and the new gun type machines are the principal types showing damage. This appears to have occurred while the machines were in transit, and Fair was negotiating this week for settlement with the trucking company involved.

Wayne C. Lippert, of the Gold Star Mig. Co., was on a tour of West Virginia this week.

Samuel Godfrey is entering the operating field in Detroit with a phonograph route. Headquarters are on Hazelwood avenue. He is at present confined to his home with a cold.

Warren M. Zerby, veteran Detroit operator, has dissolved the Freland Specialty Co. and will operate under his

own name exclusively. Formerly a secretary of the Skill Game Operators' Association, Zerby has withdrawn from the pin game field and is operating nut vendors only. He reports business picking up in this field, depending strictly upon industrial employment.

M. Weinberger, who has headquarters on Virginia Park, is another new operator in the local field, going into the bowling alley line.

See Big Season in Denver Area for Games, Phonos

DENVER, May 11.—A good summer season is the forecast of operators and distributors in the Rocky Mountains region. Tourist bureaus in this area have been very active, and an \$85,000 fund to attract tourist business has been subscribed to.

With Colorado and its many mountain resorts a real attraction for the tourist, the consensus of opinion is that this will be one of the best in many years for the summer spots. All of the operators expect the usual heavy play on music boxes and in the opinion of most operators pinball games, gun machines, bowling games, etc., will be good money makers.



DISPLAY OF EXHIBIT SUPPLY CO. ARCADE MACHINES at Mike Muny's showrooms, New York. Muny's specializes in arcade machines and always has a large stock on hand.

5 TIMES THE EARNINGS OF ORDINARY SLOTS!

Evans' 1940

LUCKY LUCRE

5 "BELLS" IN ONE!

The original multiple play "Bell" type console! Greatest money-maker ever conceived! Earns 5 times the profits of a single machine with only ONE OVERHEAD!

5 persons may play at one time—has individual numbered slot and correspondingly numbered payout cup for each. Awards jackpot of \$5 or more in nickels for each player!



Get the Dope on Evans' TEN STRIKE and SKI-BALL

H. C. EVANS & CO 1520-1530 W ADAMS ST CHICAGO

L. D. Shulman, of Modern Music Co., says the resort business has been increasing every year and he expects this year to top them all, with pinball and gun machines definitely in the picture.

J. P. Blackwell, of Western Music Co., looks for a good summer, with music machines carrying most of the load.

Gano Senter, of Denver Sales Co., reports that he believes this year will be the best ever. A survey he made of tourist bureaus indicated the greatest influx of tourists in this area in many years, with advance reservations far ahead of past years.

Denver Distributing Co., represented by Gibson Bradshaw, says sales indications of the past week are that all locations will be more profitable from now on.

HERE IT IS!! THE SMALLEST TOKEN PAYOUT COUNTER GAME IN THE WORLD!!

MARVEL



\$37.50 WITH BALL GUM VENDOR \$34.50  
 BALL GUM, 15c a Box (100 pieces), CASE (100 Boxes), \$12.75.

SICKING, INC. 1401 Central Parkway, Cincinnati, O.

# Chicago Coin

**WOWIE!**  
**WHAT A "SPORTY" GAME-**  
**I CAN'T WAIT UNTIL**  
**THEY ANNOUNCE IT**  
**NEXT WEEK!**



- Metal Type's Name Plate Machine** good for 20 years of continuous profits.
- Not a "part-let-quick" novelty, but a time tested sound merchandising machine.
- Metal Type will repay its purchase price in 3 to 6 months, means large profits forever.
- Wears attractive Aluminum Medal, stamped by exchange with 32 letters alphabet.
- Ideal for Amusement parks, Arcades, Box and Ball Terminals, Hotels, 10¢ Stores.
- Sturdy Walnut Cabinet, illus. Mammoplast and Chromium Yarn, a beautiful attraction.
- Supplied with 5¢ or 10¢ Coin chute, can also be had with 25¢ Sign.
- SEE HOW SIMPLE AND NEAT COIN CHUTE PRESENTS THE FINEST METAL TYPE. IT LASTS FOREVER!
- Write for literature in full color. COUNCILOR 1045, CO. 110 E. Main St. Chicago

## Keeney Releases Game, Score Champ

CHICAGO, May 11.—Bill Rynn, sales manager of the J. H. Keeney & Co. plants, has announced that his firm is releasing a new free-play machine, "After several months of hard work, research and experimentation, we are releasing what we think will prove to be one of the most sensational free-play games ever devised," he stated. "We are plenty excited about this new machine and feel that we have plenty of reasons to be excited. We call the machine Score Champ and it offers both players and operators more for their money.

"Players have six ways to win on Score Champ, and this increased possibility of winning has kept them playing game after game on test locations. They all like a game with a lot of life and action, genuine skillful winning opportunities.

"In Score Champ we've built a new feature that carries suspense from game to game. The reserve section score remains after each game and is carried over to the next play. This special inducement keeps 'em playing and playing. On Score Champ are Keeney's new-type live-power bumpers. Mechanical perfection is the keynote of Score Champ's construction, with Keeney's improved motor-driven foolproof step-ups leading the parade of mechanical refinements."

## Grand National April Sales Up

CHICAGO, May 11.—McC. Churvia, of Grand National Sales Co., Chicago coin machine distributor, reports an increased volume of business for the month of April. "Sales resulting from contacts made as a result of advertising were more than gratifying and have extended to almost every State in the Union," he declared.

"We cannot refrain from repeating," continues Churvia, "that the reputation of any concern is based on an accumulation of impressions. Impressions are formed by our daily dealings with one another. Impressions are tremendously important in business. Why do you have a perfect confidence in one concern and avoid the other? Impressions—that's why."

"Grand National tries to create the proper impression in the minds of its operator customers and believes it has succeeded in doing so by giving them good clean equipment in the first place and by continuing to serve them especially in the matter of shipments on new as well as used games."

## BIGGEST SHOW HIT

### IMP—

Real Type Game  
 Verder  
 A Natural for Every Operator  
 Cigarette or Cherry  
 Needs only 1/4 15¢ or 1/2 6¢ 10¢ P has Great  
 Coin Chute  
 Will never  
 stop  
 Only



\$12.50

Carton of 12, \$97.50. P.O.B. Factory.  
 W. Cash With Order.

## H. G. PAYNE CO.

312 Broadway, NASHVILLE, TENN.

## FREE PLAY GAMES

Alphabet .....	\$26.50	Lucky Sixes .....	\$67.50
Big League .....	59.50	Major .....	38.50
Big Team .....	75.50	National .....	10.00
Die, Feature .....	17.50	Nipp .....	12.00
Die, No. 1 .....	18.50	Nipp .....	42.50
Big Six .....	42.50	Ocean Park .....	32.50
Orange .....	77.50	Rebound with new base .....	27.50
Centies .....	17.50	Ring .....	14.50
Chief .....	18.50	Ring .....	10.00
Flashes .....	65.50	Spurs .....	41.00
Follies .....	63.00	Tapper .....	24.50
Lonely .....	32.50	Triumph .....	34.00
Lunch .....	67.50	Yapper .....	30.50

1/3 Deposit With Order, Balance O. C. D.  
 Call, write or c/w for the above Reputable Machines. Many other bargains on Novelty Machines.  
**DOMESTIC NOVELTY CO.**  
 202 "G" St., N. W., WASHINGTON, D. C.  
 Republic City

## IT'S A HIT!

Profits Pile Up Fast With  
**NATIONAL PASTIME**

Harlich's Sensational New Baseball Board. Tickets are printed with 3-color action pictures of popular baseball stars. New big easy-to-punch, easy-to-read tickets for fast play. Action every minute! Surprise free play award feature.

Ticket \$87.50 Adv. Payoff \$40.50 Net Profit \$47.00

Write For Information About This and Other Profit-Makers  
**HARLICH MFG. CO.** 1413 W. JACKSON BLVD. CHICAGO, ILL.



## You Can Always Depend on JOE ASH — ALL WAYS Sensational Sale of FREE PLAY Games!

Big Team .....	\$50.50
Bowling Alley .....	52.50
Brooklyn .....	22.50
Craps .....	64.50
Die, Feature .....	17.50
Die, No. 1 .....	34.50
Football .....	25.50
Flash .....	17.50
Follies .....	32.50
4-4 .....	27.50
Gold Cup .....	44.50
Headline .....	22.50
LS-6 .....	24.50

**SPECIAL**  
 ONLY \$67.50

**SPECIAL**  
**THRILLER**  
 \$23.50

Ministry .....	\$16.50
Mystery .....	14.50
O'Day .....	64.50
Ocean Park .....	27.50
8-8 & Co. .....	14.50
Supercharge .....	37.50
Super Six .....	22.50
Scorecard .....	67.50
Varsity .....	24.50
Chicago Game .....	63.50
Balls Alley .....	69.50

1/3 Deposit With Order, Balance C. O. D.

## ACTIVE AMUSEMENT MACHINES CORP.

900 North Franklin Street, Philadelphia, Pa.

Phone: Market 2456.

## THE BILLBOARD GIVES YOU THE ONLY

# WEEKLY

## NEW MACHINE ANNOUNCEMENTS

READ THE BILLBOARD EVERY WEEK

# IT'S A Bell!

## FOR NOVELTY TERRITORY



It's a Bell! As clean-cut, as real, as thrilling a Bell as was ever made. Just push that handle down ONCE and you'll know you're playing a BELL. But Jumbo Parade "Novelty" is designed strictly for operation in NOVELTY TERRITORY ONLY. It has no payout of any kind; works completely as a Free Play machine. Player drops nickel, and noiseless, highly illuminated Bell Reels spin. If the reels stop on a combination which agrees with chart, the "Your Score" scoreboard lights up and posts the amount of the free play in "thousands." Now the handle is tripped up for free plays in the proper number. Successive wins increase the score; failures diminish the score by one

play. On every play, whether a free play appears or not, some score is shown, thus offering interesting consolation and side interest. The Scoreboard is visible and legible at a distance of fifty to seventy-five feet. Player may cancel his accumulated free plays and the fact be noted by the merchant; the machine keeps a complete report of all such transactions. Animal reels standard; fruit reels optional. The ideal machine for novelty operation. Totally unlike a Bell in appearance, it is identical with the Bell in its appeal. Your territory is waiting for this masterpiece of mechanical and psychological ingenuity. Order one with 10-day Return Privilege!

Mills Novelty Company, 4100 Fullerton Avenue, Chicago, Illinois

# JUMBO PARADE

### Heavy Response to Western Big Prize

CHICAGO, May 11.—Don Anderson, sales manager of Western Products, Inc., expressed amazement this week at the response to the announcement of Western's latest release, Big Prize.

"We know that operators would like this new machine of ours, for we've spent months perfecting it," he stated. "We didn't realize, however, that the demand would be so great during its first week. Operators see in Big Prize an unusual opportunity to clean up this summer and fall, for it offers players more than they've ever before had in a payout machine.

"A mystery jackpot raises excitement to fever pitch during the entire time a player is playing Big Prize. The game is a six coin multiple, thus gives operators a splendid opportunity for increased earnings during every game played. The console-type cabinet is beautiful in appearance and adds considerably to the attractiveness of any location."

"Sales of Western's Deluxe Baseball have kept on at their breath-taking pace. This machine, without question, is America's most popular and biggest money-maker."

### Forecast's Big Summer Season

CHICAGO, May 11.—Al Stern, March Coin Machine Co. executive, is predicting one of the coin machine industry's biggest summers.

"In my opinion," he said, "we are coming upon a summer that will set coin machine history. From a standpoint of sales, we believe that 1940 will see more records shattered than in any one previous year. Credit must be given the coin machine manufacturers for releasing finer equipment during the past year. Their sales have proved that it pays. With better equipment to start we find that our excellent reconditioning processes take less time, the result being that operators are able to purchase equipment from us."



THE JACK R. MOORE CO. ORGANIZATION, representing Portland, Spokane, Seattle, San Francisco and Salt Lake City offices, recently attended the Third Annual Jack Moore Sales Convention at Portland. Jack Moore and George Jenkins, sales manager of Bally Mfg. Co., are at extreme left.



**WONDER 3 BAR JACKPOT F-5280**  
 1025 hole—Takes in \$51.25  
 Pays out \$27.76—Average Profit \$23.49  
**PRICE \$1.88 EACH**

**OTHER FAST SELLERS**

1640 hole F-5240-3 Bar Jackpot at \$2.40  
 1200 hole F-5275-Horcas at ..... 2.95  
 800 hole F-5270-Pocket Dice at ..... 1.76  
 720 hole F-5255-Pocket Jack at ..... 1.41  
 600 hole F-5305-Royal at ..... 1.59

**CHAS. A. BREWER & SONS**  
 Largest Board and Card House in the World  
 6320 Harvard Ave., CHICAGO, U. S. A.

**BADGER'S RECONDITIONED PHONOGRAPHS AND LEGAL MACHINE BARGAINS**

All Guaranteed Ready to Operate. Due to Wartime Restrictions, Please Write for Our Latest Low-Price Quotations.

Reed-Ola 1933 De Luxe	..... WPM	Bally Alerts, Low Models	..... \$99.50
Reed-Ola 1938 Standard	..... WPM	Gauging Rego-Lign Chicken Game	..... \$79.50
Reed-Ola 1938 Royal	..... WPM	Evans Ten Gallon	..... \$99.50
Reed-Ola 1938 Royal	..... WPM	Grothman's Metal Type	..... \$99.50
Reed-Ola 1938 Royal	..... WPM	Rock-Ola Ten Pins	..... White
Wurlitzer 016, Jacob's Belle	..... WPM	Bally Gold Dubs, Free Price	..... \$99.50

Write for Our New Catalog Showing More Than 500 Reconditioned Machine Bargains. Send for Free Copy Today.

**BADGER NOVELTY COMPANY**  
 1546 N. 10TH STREET, MILWAUKEE, WIS.

**QUALITY SPEAKS FOR ITSELF**

<b>ONE-BALL FREE PLAY</b>	<b>FIVE-BALL FREE PLAY</b>	<b>PAYOUT CONSOLES &amp; TABLES</b>
Gold Cup, like new ..... \$120.00	Rebound ..... \$37.50	1938 Bentons Clubs ..... \$47.50
Queen ..... 21.00	Queen ..... 29.50	Ducky Ten ..... 45.00
Across-the-Board ..... 28.00	Variety ..... 49.00	Across-the-Board ..... 29.00
Archie ..... 25.50	Champion ..... 32.50	Dark Horse ..... 28.00
Center Smash ..... 27.50	Topper ..... 37.50	Panor Rebound ..... 17.50
Pat Shot ..... 26.00	Jumpo, like new ..... 52.50	Paragon ..... 22.50
Congo, Floor Game ..... 29.50	Totally ..... 28.00	Thalassene ..... 27.50
Exhibit Bowling Game ..... 99.50	Follow Up ..... 20.00	Grandstands ..... 89.50
Bally Alerts, new ..... Write	Strip ..... 27.50	Short Payout ..... 19.50
Bally Alerts, used ..... Write	Asian ..... 24.00	Now Payouts and Mentions

All Games Reconditioned with Mechanical and Electrical Repairs.  
 378 Depot With Order—Balance C. O. D.  
**MODERN AUTOMATIC EXCHANGE, INC.**  
 3818 GARFIELD AVE., CLEVELAND, OHIO

Advertise in The Billboard—You'll Be Satisfied With Results.

**MERRY-GO-ROUND**

REALISTIC • ILLUMINATED  
MINIATURE MERRY-GO-  
ROUND ON PLAY BOARD  
THAT REALLY GOES ROUND

Here you see the 'MERRY-GO-ROUND' go round, round, an' round...  
TO FAST BALL ACTION... UNIT PASSENGERS hop on and off 'MERRY-  
GO-ROUND'—to score thousand and thousands on Score Board.

**A HIGH SCORE • FUN TO PLAY GAME**  
with COLORFUL CARNIVAL ANIMATION

'MERRY-GO-ROUND'... LOOKS ENTIRELY NEW and DIFFERENT than  
that popular money-maker "Short Stop", but incorporates the same  
MECHANICAL PERFECTION... the same EASY-TO-UNDERSTAND,  
FUN TO PLAY ACTION. It's the same player appealing game—prop-  
erly scored—to give you a greater Profit Maker. Get Yours NOW!

WORTHY  
COMPANION  
TO  
'SHORT STOP'

ORDER FROM  
YOUR DISTRIBUTOR  
EXHIBIT SUPPLY CO. • 4222 W. LAKE STREET • CHICAGO

FREE PLAY  
**104**<sup>50</sup>  
CONVERTIBLE

**SHORT STOP** TOP PRODUCTION CONTINUES WITH NO LET UP IN SIGHT

**1940 FREE PLAY BOWLING** GAME WITH HIGH SCORE FOR THE WEEK FEATURE **119.00**

**CONGO** 1 of 5 BALL CONVERTIBLE THREE COIN MULTIPLE FREE PLAY or PAY OUT MODEL Write for Price

**1c BASEBALL GUM VENDOR**  
A TERRIFIC MONEYMAKER on ANY LOCATION

1. Capacity 900 Ball Gum.
2. Positive automatic delivery of gum on every coin.
3. New type agitator in gum container.
4. Separate compartments for all base hits to give accurate record.
5. Hand release for base hits.

LEGAL EVERYWHERE!  
RUSH YOUR ORDER QUICK!

**SAMPLE \$19.50**  
3 OR MORE \$17.50  
DISTRIBUTORS... WRITE FOR SPECIAL DEAL

**SAVOY VENDING CO.** 651 ATLANTIC AVE. BROOKLYN, N.Y.

**HERCULES HURRICANE OF VALUES**

FREE PLAY SPECIALS

Base	\$16.50	Landing	\$20.50
Keep-It-Going	17.50	Landing	27.50
Totable	19.50	G. O. D.	39.50
Triumph	21.50	Flamingo	42.50
Big Hit	27.50	Star	44.50
		Triumph	64.50

When you buy from US you are playing SAFE. For practically the same money you would pay for average used games you can buy GUARANTEED GAMES from us that are shabby and expensively reconditioned. We do not buy used games for resale.

ERCULES MACHINE EXCH., INC., 1175 BROAD ST., NEWARK, N. J.

**I. L. MITCHELL & CO.**

THIS WEEK'S SPECIAL — PERFECT CONDITION  
**F. P.—HEADLINERS... \$25.00**  
**SCIENTIFIC'S SKI JUMP... 65.00**  
WRITE FOR COMPLETE LIST PHONE: GLENMORE 2-6480.  
**MACHINES AND SUPPLIES 1070 Broadway, BROOKLYN, N. Y.**

When Writing to Advertisers Mention The Billboard.

**Torr Busy With Grip Machines**

PHILADELPHIA, May 11.—Roy Torr claims you can't always be right. Recently he commented that the market was oversold on grip-testing machines, but since taking on the national distributorship for Universal Grip Scale, Torr happily broadcast: "My mail has been literally choked with orders for Universal Grip Scales. This efficient money-maker is proving a sensation."

Torr stated that extra help was being put on to facilitate present demands.

**J. H. WINFIELD CO.**  
1922 Main St. BUFFALO, N. Y.  
**BUFFALO'S**  
Distributor of  
**Wurlitzer Phonographs**  
and Coin Operated Amusement Machines of Leading Manufacturers.  
A good display of new and reconditioned Novelty and Free Play Machines on hand at all times.

**Bill Pinsker Takes Ball and Chain Vow**

CHICAGO, May 11.—Bill Pinsker, one of the top men at the Morris & Davidson Advertising Agency, will be married tomorrow (12) to Sylvia Sax, "long the shining light," declares Bill.

Bill will adopt the ball and chain willingly, he reports. Friends and fellow employees of the agency report that Bill has been unduly excited the past several weeks. It is reliably reported that Bill, whose usual forte is the preparation of advertisements for such business proposition as coin machine firms, has been busy in such women's magazines and home furnishing magazines as display the type of domesticity he is seeking.

The M. & D. employees declare that he has attempted to state that he is merely studying the advertising technique of these magazines. "We're not fooled, tho," they said. "Bill has sort of slipped during the past few weeks into a definite pattern in writing ads—yuh—as if he's describing the lyrics of married life."

The Pinskers will be at home in approximately two weeks.

**BIGGEST SELLING 'Cause It's BIGGEST EARNING Western's Deluxo BASEBALL**

**WESTERN PRODUCTS, INC.**  
925 W. North Ave. Chicago, Ill.

**THE NEW BLACKSTONE COIN PACKER**

Count and wrap \$120 in nickels per minute — new double speed, two barrel coin packer. Penny, nickel and dime sizes. Price \$1.50.

Blackstone Coin Packer Co. 208 King St. Madison, Wis.

# GET IN THE DOUGH-RE-MI!

## Oh! Johnny

**A COMBINATION  
HIGH SCORE GAME  
WITH SENSATIONAL  
NEW INNOVATIONS!**

*Smart Money is  
Definitely Going on  
this One!*

**EARNINGS ARE  
TREMENDOUS!**

**Try One—You'll  
Soon Learn Why!**



CASH IN QUICK!

**NOVELTY or FREE PLAY (Convertible)**

# LEADS THE PARADE OF HITS!

## DRUM MAJOR!

**A REVOLUTIONARY  
NEW SKILL GAME  
THAT TOPS 'EM ALL!**

*Snappy Appearance!  
Snappy Play!*

**6 WAYS  
TO WIN!**



\$99.50

**IMMEDIATE DELIVERY FREE PLAY (Convertible)**

**Back in Production!  
DE LUXE  
GRIP SCALE**

**D. GOTTLIEB & CO., 2736-42 N. Paulina St., Chicago**



## BERT LANE Says:

**ORDERS, ORDERS EVERYWHERE FOR CADILLAC . . . AND NOT A LET-UP IN SIGHT! GET YOURS NOW!**

**ABOARD SALES, INC.**

619 Tenth Ave., New York  
Phone, Wisconsin 7-5683

## New N. Y. Coin Machine Firms

ALBANY, N. Y., May 11.—The Kar-Mnk Automatics, Inc., of Queens County, and the Amsterdam Coin Machine, Inc., of New York, are two recently formed machine enterprises issued charters of incorporation by the secretary of state.

The former company has a capital of 200 shares of stock and the following shareholders: Louis Glasner, Mary F. Flaherty and Helen Rosenstock.

The latter concern has a capital of 50 shares of stock. The stockholders and promoters are Gerald O. Schwartz, Morris A. Shulman and Roslyn Moskowitz, New York.

## FREE PLAYS

Ocean Park \$22.50	Super 8's \$57.50
Scow . . . 34.50	Suppercharger 39.50
Pick 'Em . . . 35.50	Commodore . . . 52.50
Zoner . . . 25.50	O'Key . . . 49.50
Yapper . . . 19.50	Golden Gate 19.50
Yruech . . . 75.50	Top . . . 14.50
Red Hat . . . White 14.50	Flash . . . 14.50
for Price	Sea, Bayhill 52.50
Lucy . . . 24.50	Rebound . . . 22.50
Same . . . 19.50	Post . . . 62.50
Cerillac . . . 14.50	Commodore 19.50
Game . . . 77.50	High Five—White 19.50
Big Six . . . 28.50	for Price
Thriller . . . 24.50	Bally Bull's . . . 24.50
Chewen . . . 14.00	Eye . . . 97.50
Scouten . . . 14.00	Sports . . . 24.50
Variety . . . 24.50	Backdoor . . . 29.50
Boredom . . . 55.50	Cowboy . . . 22.50

1/8 With Order, Balance C. O. D.

## GEORGE PONSER CO.

11-15 E. RUNYON ST., NEWARK, N. J.

## SPECIALS! TEN STRIKES, 1939 MODELS. \$125.00. SKEE-BALL-ETTES—WRITE FOR PRICE! SPECIALS!

FREE PLAYS	FREE PLAYS	AUTOMATIC PAYOUTS
Chicken Sems . . . 69.50	Airport . . . 27.50	Granada . . . 47.50
Gold Owl . . . 27.50	Alpen . . . 25.00	Orby Dick . . . 42.50
Goose . . . 72.50	Turkile . . . 25.00	Net Tip . . . 32.50
Lucky Bull's . . . 62.50	Conroy . . . 25.00	Derry Champ . . . 29.50
Sliver Bill . . . 59.50	Head Tipt . . . 22.50	Abstr-Poon . . . 29.00
Lancer . . . 57.50	Crack . . . 22.50	Flasher . . . 25.00
Flagship . . . 55.00	Major . . . 22.50	Quetta . . . 25.00
Supercharger . . . 49.50	Zip . . . 20.00	Blades . . . 19.50
Scow . . . 42.00	Alpi . . . 20.00	Falgranda . . . 18.50
Lucky . . . 37.50	Chewen . . . 20.00	Pleatwood . . . 19.50
Sports . . . 39.00	Contact . . . 16.50	Prizeout . . . 17.50
Polonad . . . 33.50	Ria Score . . . 14.50	Classic . . . 17.50
Black Out . . . 22.50	Rink . . . 14.50	Arthropan . . . 17.50
Backdoor . . . 27.50	Trips Play . . . 11.00	1937 Ball Tinnis . . . 27.50
Amphthead . . . 27.50	Top . . . 23.00	El Corado . . . 45.00

1/2 Dupont, Baltimore C. O. D., F. O. B. Baltimore, Md. Write for prices on any equipment. You Want Hit Listed Here!

**ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.**

## MICHIGAN OPERATORS

IMMEDIATE DELIVERY

BALLY GLAMOUR—BALLY MASCOT BALLY CHARM—BALLY ROYAL DRAW

Trade-Ins Accepted on Above.

Get Our Prices on New and Used Equipment.

M. Y. BLUM V. CHRISTOPHER J. A. PASSANANTE

### AJAX NOVELTY CO.

2707 Woodward Ave., at Sproat Cadillac 1761 Detroit, Mich.

## GRAND GAMES at the RIGHT PRICES!

GRANDSTAND	POLLIES	GOLD CUPS	ORNGOS	SINGERS
Thistle-down	Spree	Headlines	Roller Derby	Seers
Wendthames	Lucky	Locks	Top Batcher	Columbias
Sport Page	Sampe	Chumps	Pickman	West Peckas
Wendthames	Chumps	Chuckles	Lanour	Y. Y.
Wendthames	Chuckles	Conquants	Thriller	Bally Baby
Wendthames	Conquants	Dancers	Lawyer	Black-Pack
Wendthames	Dancers	Trappers	Far	Mill Wheels
Wendthames	Trappers	Farmer Up	Acitine	
Wendthames	Farmer Up	Barreling Alley	C. & G.	
Wendthames	Barreling Alley	Ataban	Pyramids	
Wendthames	Ataban	Flash	Popo Chumpas	
Wendthames	Flash	Games		
Wendthames	Games	Slap & Go		
Wendthames	Slap & Go	Wendthames		

For immediate delivery: Bally—Sport General, Sport King, Glenmore, Goldfish—B&B—Eto, OJ Johnny, Goshu, Cadillac, Esther Short, Sim, Chicago Sport.

**GRAND NATIONAL SALES CO.**

2125-26 W. ARBITAGE, CHICAGO

Over 100 Counter Games at \$3.00 and up.

**Y. Y. EQUIPMENT**

5 Rock-Ola World Series, reconditioned  
1000 New  
4 First Play Gaps Leaky Girls . . . \$44.50 Ea.  
1 Bally Alley (Rear sample) . . . 55.50 Ea.  
100 Best, Bowling Machines—Chas.  
200 First class Novelty Machines . . . 7.50 Ea.

SEND FOR LIST  
1/8 Dupont—Baltimore C. O. D.  
WINNER SALES COMPANY 3307 Armitage Ave. CHICAGO, ILL.



I'M CADILLAC...  
FROM COAST TO COAST  
OPS CALL ME  
ABSOLUTELY  
TOPS IN  
EARNINGS!

SUPER-SENSATIONAL HIT BY GENCO, INC.,  
2625 NO. ASHLAND AVE., CHICAGO, ILL.,  
ONLY \$99.50 FREE GAME CONVERTIBLE!

WE'RE DELIVERING..

**MARVEL**

THE TOKEN PAYOUT  
COUNTER MACHINE  
OF 1945

Only \$32.50 WITH BALL CUM  
VENDOR, \$34.50.

RUSH YOUR ORDER!

**BANNER SPECIALTY COMPANY**

1530-32 PARRISH ST., PHILADELPHIA, PA. • 1508 FIFTH AVE., PITTSBURGH, PA.



**Bally Mascot  
Wins Praise**

CHICAGO, May 11.—“When slow collections get your goat,” urges George Jenkins, sales manager of Bally Mfg. Co., “try a lucky Mascot. And I don’t mean just any old dog, cat, parrot, monkey or other miscellaneous mascot; I mean the greatest Mascot on four legs—Bally’s new Mascot convertible free-play novelty game.”

“Mascot features high score, plus ‘spontaneous skill’ appeal, plus the new Mystery Mascot idea—a clever combination of mystery and skill. The four-ways-to-win play appeal has already won praise from operators who have watched how players gravitate to Mascot. As one prominent Eastern operator said, ‘Mascot means luck in any language, and when you count your first Mascot collection you know that Bally’s Mascot is the biggest piece of luck that has come your way in years!’”

**Locations Bright  
With Brite Spot**

AURORA, Ill., May 11.—“It’s brighter than ever,” said C. R. Adelberg, sales manager of Stoner Corp., in commenting on his company’s latest hit, Brite Spot.

“Brite Spot started off with a blaze of glory and has gained momentum each day. We believe that this is certainly definite evidence that operators are finding Brite Spot the hit of the season. But a game that has all the fascination and interest of Brite Spot is bound to be a success.”

“It has the intriguing high-score principle with plenty of ways to win, a graduating odds feature and a special award when it roll-over which keeps the interest right up to the last second of play. In addition there are new-type bumpers that add new zip to the playing action and an intriguing new sound effect that adds thrills and excitement.”

“It’s truthfully the Brite Spot of every location.”

**WEEKLY  
SPECIAL!**

Seeburg Schwanheit	\$ 16.00
Seeburg A & B	19.50
Wills Dance Master Deluxe	16.00
Rockola 18	26.50
Rockola Imperial 20	29.50
Whittier #42	22.50
Seeburg Rex	45.00
Seeburg Royal	110.00
Seeburg Gem	134.50
Seeburg Regal	185.00
Seeburg Crusader	139.50
Seeburg Plaza	149.50
Seeburg Mayfair	160.50
Seeburg 1935 Vegas Mardi-Gr	185.00
Seeburg 1935 Classic Mardi-Gr	159.00
Seeburg 1935 Classic Walnut	159.00
Rockola 12 Regular	22.50
Seeburg Chicken Sam with Base	124.50

**MILWAUKEE COIN MACHINE CO.**  
1455 W. Fond du Lac Ave.  
MILWAUKEE, WIS.

**MILLS** PHONOGRAPHS  
CONSOLES  
BELLS  
TABLES

**KEYSTONE NOVELTY & MFG. CO.**  
2618 & Huntington Sts., Philadelphia, Pa.

**RECONDITIONED  
SLOT MACHINES**

10-Cent Mills Extraordinary	\$20.00
50-Cent Mills Blue Penny	75.00
5-Cent Mills War Eagle	20.00
10-Cent Mills War Eagle	20.00
5-Cent Mills Gold Award	20.00
5-Cent Pace All Star Comet	30.00
10-Cent Pace All Star Comet	30.00
5-Cent Pace Merry	45.00
10-Cent Pace Merry	40.00
5-Cent Jennings Chief	35.00
10-Cent Jennings Chief	35.00
25-Cent Jennings Chief	35.00

Wants For Own Complete List  
**WANTED—ARCADE MACHINES**  
**Antowatice Coin  
Machine Corporation**

388 Chestnut St., Springfield, Mass.

**GUARANTEED RECONDITIONED MACHINES  
ALL FREE PLAYS**

Six Baseball	\$80.00	Davy Jones	\$15.00	O'Leary	\$50.00
Blazy	17.00	Fantas	30.00	Punch	24.00
Buckaroo	27.00	4-5-8	30.00	Rory	42.00
Big Bill	34.00	Fantasy Tail	37.00	Sports	36.00
Booting Alley	47.00	Fantasy A.P.	47.00	Submarine	42.00
Blackout	36.00	Flagship	46.00	Super Six	52.00
Big Game	57.00	Home Run	82.00	Triumph	70.00
Big Train	42.00	Jumpin'	28.00	Yankee	28.00
Big League	88.00	Kissin'-Bissin'	28.00	Up & Up	18.00
Cooney	23.00	Labor-Fun	48.00	Variety	28.00
O. O. D.	44.00	Light	20.00	Vegas	30.00
Compressor	55.00	Light	38.00	White Ball	38.00
Daisy	18.50	Nippy	38.00	Whip-Write Top Prize	38.00

**NEWARK COINO, 107 MURRAY ST., NEWARK, N. J.**



# SACRIFICE SALE!

1-BALLS! CONSOLES! SLOTS! PIN GAMES!  
ACT QUICK! PHONE! WIRE! WRITE NOW!

(ALL EQUIPMENT LISTED OFFERED SUBJECT TO PRIOR SALE)

**LOT "A"**  
**100 MILLS CHROME BELLS**  
used less than three weeks and guaranteed like new—clearing out this special lot for only  
**\$82.50**  
each in lots of five or more.  
Excludes, or less than five .....\$87.50

**LOT "B"**  
Money Red Head Ball and Track  
Tomb—reconditioned and ready  
for location—five for .....\$ 37.50  
three for ..... 100.00

**LOT "C"**  
Slightly used Groszstein Gold Medal  
Revenue Pay Gold Award Game—  
perfect shape—five for only...\$170.00  
less than five... 20.00

**(1-BALL AUTOMATICS)**

**LOT "D"**  
New Style 3-B-3  
Golden Wheel  
Artifoon  
Baras  
Double Reader  
These five games for  
only \$80.00.

**LOT "I"**  
Jumbo  
Fairgrounds  
Klondike  
These three games for  
\$35.00.

**LOT "E"**  
Fairgrounds  
B-1000  
Ace  
\$30.00 takes this lot.

**LOT "J"**  
Stabish  
Rover  
Propector  
High Card  
Baffle Ball  
All five games in this lot  
for \$50.00.

**LOT "F"**  
Phantoon  
Golden Wheel  
Klondike  
These three games for  
only \$40.00.

**LOT "K"**  
Wading Club  
Multiple Races  
Classic  
Derry Charms  
Hi-Boy  
\$90.00 takes this lot  
of five.

**LOT "G"**  
Freakness  
Hi-Boy  
Hey Day  
Pile  
Four games in this block for  
\$60.00.

**LOT "L"**  
Derry Time  
Turf Charms  
Bally Derry  
Artifoon  
This block of four for  
\$50.00.

**LOT "H"**  
Derry Charms  
Post Time  
Hi-Boy  
This block of three  
games for \$48.00.

**LOT "M"**  
Hey Day  
Three-Up  
Fairgrounds  
Phantoon  
Bonus  
This block of five for  
\$60.00.

**(FREE PLAY GAMES)**

**LOT "N"**  
Eureka  
Liberty  
Triple Tomb  
These three games for  
\$50.00.

**(NOVELTY GAMES)**

**LOT "Q"**  
Charron  
Pedal Pusher  
Trio  
Retinal  
These four novelty games  
for \$30.00.

**LOT "O"**  
Novelty  
Kick  
Mazars  
This block of three for  
\$25.00.

**LOT "R"**  
Chuzzle  
Bink  
Tosser  
Double Treasure  
Double Action  
This block of five  
for \$60.00.

**LOT "P"**  
Gems  
Tomb  
Headgear  
\$40.00 takes this block.

**TERMS:** 1/3 Certified Deposit with Order.  
We ship balance C. O. D., P. O. O.,  
Paysterville, N. C.

**THE VENDING MACHINE COMPANY**  
205-15 FRANKLIN STREET-FAYETTEVILLE, N. C. Write Address 205-15-15



(TRADE MARK)

## Makes More Money!

The Mills Empress is acceptable to more locations because the institution that makes it is known to more coin machine patrons and more merchants than anyone else in the business. "Mills Machines Make More Money" has been an acknowledged truth in millions of locations throughout the land for fifty-one years. Mills Empress Phonograph makes more money because there is no equal for Mills design, engineering, construction, and manufacturing service. Just mention the name MILLS to a prospective location and you have an automatic entree to its good will.

Mills Novelty Co., 4100 Fullerton Ave., Chicago



See the Empress at Our Distributors

# PHONOGRAPHS PRICED FOR QUICK SALE!

WURLITZER 500 with  
Piano Keyboard ....\$200.00  
WURLITZER 600 with  
Rotary Push Buttons. 164.50  
WURLITZER 24 or 24A. 119.50  
WURLITZER 616A .... 65.00  
WURLITZER 616 .... 59.50  
WURLITZER 616 Fully  
Illuminated Remodel. 85.00  
WURLITZER 412 .... 30.00  
WURLITZER Counter  
Model 61 ..... 97.50

ROCK-OLA Imperial 20. \$69.00  
ROCK-OLA Imperial 20  
with Lighted Grille, fully  
Illuminated, Remodeled. 87.50  
ROCK-OLA Imperial 20  
Fully Illuminated with  
Marble-Glo Finish .... 97.50  
ROCK-OLA 1939  
Counter Model ..... 92.50

1/3 With Orders. We Ship Balance  
C. O. D., F. O. B. New York City.

You've Tried the Rest! YOU BUY THE BEST when you BUY FROM  
GEORGE PONSER! Every phonograph listed here has been carefully  
reconditioned and fully inspected. Each machine is ready for location!  
These are the greatest bargains in automatic phonograph history! RUSH  
YOUR-ORDER QUICK! All machines subject to prior sale!

**GEORGE PONSER, 519 W. 47th St., N. Y.**

**NOW DELIVERING!!  
KEENEY'S**

# SCORE CHAMP

**WRITE! WIRE! PHONE!**

EXCLUSIVE DISTRIBUTORS for New York, New Jersey  
and Connecticut

**SIMON SALES, 437 West 42nd Street, N. Y. C.**



# Bally's **GLAMOUR**

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FREE PLAY TO NOVELTY

## Hi-Score plus!

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**HI-Score**



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