

The Billboard

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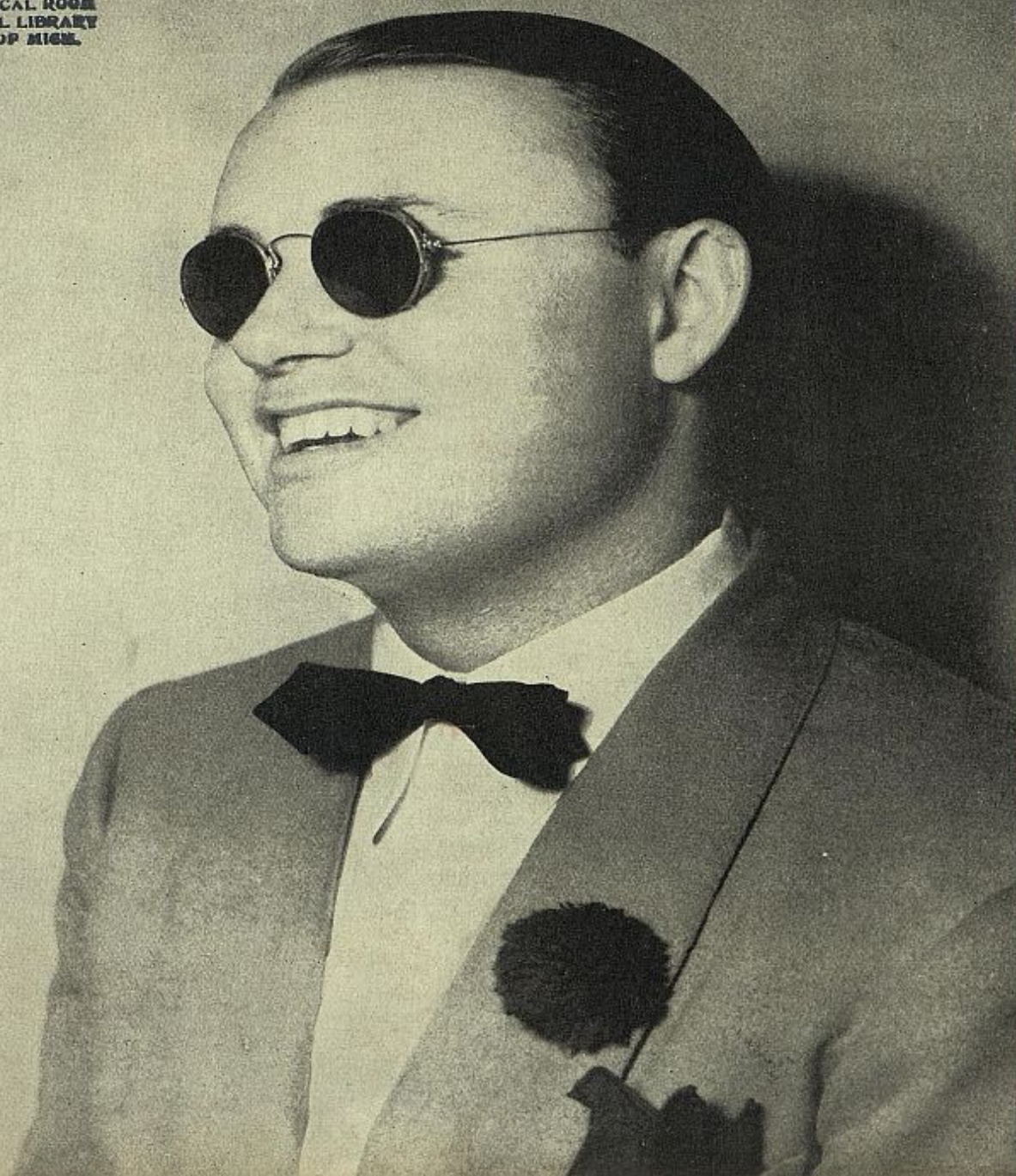
The World's Foremost Amusement Weekly

JUNE 15, 1940

15 Cents

Vol. 52. No. 24

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TWO MAGAZINES
IN ONE
SUMMER
SPECIAL



The Billboard's Summer Special will be mailed to over 100,000 readers on Monday Night, June 24.

Many special editorial articles and features will be supplemented with the usual weekly news stories and reports—AND an extra section, a veritable talent directory, will be devoted entirely to discussions, photographs and announcements of acts and attractions.

The Third Annual Outdoor Talent Section will be the big feature of the Summer Special. Scores of articles by outdoor talent buyers and a complete buyers' guide in photographs will be set apart from the rest of the issue by an attractive two-color cover.

Fair Lists—the most complete of the year—will serve the entire amusement industry throughout 1940.

Professional Acts

Don't miss this opportunity to gain the attention of all talent buyers. Plan now to have a message of your own in the advertising columns and a picture of your act in the directory.

Professional advertising forms close Tuesday, June 18. Send your copy and photograph TODAY!

Advertisers

The circulation of this issue will be more than double that of a regular issue, but there will be no increase in advertising rates. Plan now to be represented. Commercial advertising forms close Wednesday, June 19.

THE BILLBOARD PUBLISHING COMPANY

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Cincinnati, Ohio

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AFM'S 45TH CONVENTION

Evans Elected President of The Billboard

CINCINNATI, June 8.—E. Walter Evans has been elected president of The Billboard Publishing Co., being elevated June 1 from the post of secretary-treasurer, a position he has held since 1931. He succeeds R. S. Littleford Sr., who retains his affiliation with The Billboard as chairman of the board.

Evans has been associated with the company for 33 years, serving in various capacities. He joined the staff as a bookkeeper in October, 1907. In 1919, after serving for two years in the army, he was made auditor. He was elected to the post of secretary-treasurer early in 1931. Thru his years of experience and contact Evans has become widely known in indoor and outdoor show business.



E. WALTER EVANS, now president of The Billboard, with which he has been associated for more than three decades.

U. S. Acts Hurt By Stiffening of English Alien Law

LONDON, May 25.—Aliens, apart from those of enemy nationality, are affected by new Home Department order which rules that all male aliens over 16 and under 60, if living in certain areas of England and Scotland, shall report daily in person to a police station; not make use of any motor vehicle other than a public conveyance; and shall not be out of doors between 8 p.m. and 6 a.m. In certain circumstances chief constables may grant exemptions to an alien.

This, of course, applies to alien performers who, if contracted or likely to be, to perform in a restricted area should apply to the chief constable of the district concerned and also to the intending employer, and supported by a note from a recognized body such as the Variety Artists' Federation.

An indication of what may happen thru a breach of the regulations was seen last week at Portsmouth, where a vaude artist was sent to prison for three months for contravening the Order by entering the town without permission. American performers still in Britain include Adelaide Hall, Felix Savande, Frances Day, Vic Oliver, Owen McGivern, Tex McCleod, Bebe Daniels, Ben Lyon, Jimmy Hadrava, Clifford and Marion, Cole Porter, Johnny Nit, Wilson, Kappel and Betty; Willie West and McGinty, Leigh Stafford, Billings and Chase, George Hayes and Fingers Orsini.

Showmen Object to N. S. Combo Admish-Tax Ducats

ST. JOHN, N. B., June 8.—What is believed to be the first of its kind anywhere is a new combination amusement and amusement tax ticket introduced by the Nova Scotia Censor Board. It applies to all amusements and has been forced on the industry by an order-in-council passed by the provincial government.

Objections are being raised by showmen on the ground there is no distinguishing mark by which the tickets can be sold apart. A ticket bought in one place might be turned in at another. Also no instructions have been received, it is presumed the distinction is to be made by the serial numbers.

Thus far the showmen have been supplying their own admission tickets and the censor board the tax tickets in rolls. This has been satisfactory to the amusement interests generally. The combination ticket is without marking of the individual theater, tent show, dance hall, night club, etc.

Urges Uniform Booking Rules In All States

DETROIT, June 8.—"A uniform State law on booking regulations should be drafted," says Jack R. Walsh, assistant State superintendent of private employment bureaus. "This has been done in other fields.

"In some States acts are protected, in others they are not. Bookers going into another State tend to operate under the same method and laws they were accustomed to at home. A uniform law would extend protection to acts on salaries wherever they work. Acts, after all, don't stay inside State lines. And to lose a week's pay means a pretty serious loss to the average act.

"This is not a case for a federal law. The matter is one for each State to adopt, by the method of friendly conference between the States. There are a lot of improvements that could be made in the laws of most States.

"I would like to see the drafting of such a model law taken up seriously by the national trade associations and labor groups, or perhaps by The Billboard."

News Service Shunned as Cutting In on Entertainment; Vaude Break

BOSTON, June 8.—A possibility of a return to stage shows by more than one local theater was seen this week after exhibitors refused to install a news service.

Transradio Press has been contacting exhibitors to install teletypes in lobbies to furnish latest war news. Stunt has been tried out at newsreel theaters and other houses in other large cities.

Hub houses seem to be definitely opposed to such a move, however. Managers point out there is too much war news and propaganda in newsreels without adding more by reading bulletins thru the p.-a. system or having a teletype in the lobby.

One exhib says, "The theater is rapidly becoming the only place where the public can get real entertainment. If they turn

Indianapolis Playing Host to 700 Delegates in Annual Meet

Important issues scheduled—decision of Weber to run again hinges on health—remote wires, booking office contracts among chief topics

INDIANAPOLIS, June 10.—Some 700 delegates of the American Federation of Musicians, representing over 134,000 members, will meet at the Indiana Roof Ballroom here today for the opening session of the union's 45th annual national convention. While several important issues are scheduled for discussion and action, of chief concern to most delegates is the condition of President Joseph N. Weber's health. Altho in his annual president's report Weber stated that this may have to be his last year as head of the AFM due to poor health, he has made remarkable recovery since the report was written and may run for re-election for the 41st consecutive time.

Jack B. Tenney, delegate from Las Vegas Local 369 and former head of Los Angeles Local 47, will propose a motion to keep Weber as head for the duration of his life and to provide a salaried assistant who will take over some of the administrative burdens. Weber, in his report, suggests that his own AFM assistants be considered for the position. However, the consensus of opinion is that Weber will be re-elected and will

continue under the present policy, provided his health will permit continued active leadership.

From all indications, the campaign to put more pit musicians back to work, a major topic of discussion at the Kansas City convention last year, will in all probability be totally ignored at this convention. Attempts have been made to secure the active co-operation of the Hollywood producers in reviving vaudeville, but efforts have fallen by the wayside. The issue is also ignored in Weber's current report.

AFM's favorable attitude toward the traveling band will again be given high recognition. Weber, in his report, does not dispute the fact that "in many cases local bands are better than the traveling (See AFM's 45th Convention on page 23)

Weber in Favor of Biennial Conventions

INDIANAPOLIS, June 10.—Joseph N. Weber, president of the American Federation of Musicians, will urge delegates to the union's 45th annual convention, starting here today, to consider the proposal of his preference for a biennial convention. He feels that any legislation enacted at these conventions hardly has sufficient time to season itself by the time the next convention rolls around, insofar as the stability of new laws, regulations and policies are concerned.

States Weber: "Our conventions are held in June. The better part of three months preceding June is occupied by the officers of the Federation preparing for the coming convention, a like time is necessary for the adjustment of matters after the convention. A law can hardly be tried to its full value or efficiency in the short time between September 15, when it takes effect in each year, and the following convention in June."

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IA OKES BLOFF, BROWNE

Convention Praises Regime Using Ex-Convicts as Reps; Browne Re-Elected Unanimously

LOUISVILLE, June 8.—William Bloff, now serving a jail sentence in Chicago, received unconditional indorsement from delegates at the biennial convention of the International Alliance of Theatrical Stage Employees and Motion Picture Machine Operators, of which he is an executive representative. In addition, the convention unanimously re-elected George E. Browne, president, and all incumbent officers, tacitly affirming the stewardship of Nick Circella, alias Dean, Browne's Chicago assistant and a subject of police record there. John P. Nick, of St. Louis, who resigned as IA vice-president, but who was found by a St. Louis court to have accepted \$10,000 from motion picture theater owners to forestall a wage increase, was not criticized by Browne.

William Green and Matthew Woll, president and vice-president of the American Federation of Labor, appeared earlier in the week at convention to assure the IA unconditional support of the AFL despite attacks by newspapers and courts.

The resolution reaffirming belief in the honesty and integrity of Bloff was introduced by the California delegates, where Bloff had been most active, negotiating for studio wage increases.

In bringing before the membership matters concerning Bloff, Circella and Nick, Browne made no reference to the mention of Bloff in the government's suit against Joseph M. Schenck on alleged \$400,000 tax fraud. Nor did Browne mention that the court had directed Nick to return \$10,000 to the St. Louis union. Browne's reference to

Circella's police record was, "He's a good union man, too. My God, his troubles were some 20 years ago!"

Other resolutions passed by the convention included provisions for penalizing members guilty of spreading subversive propaganda and authorization of officers to exert nation-wide effort to enforce employment of IA members in the 16man field.

In a presidential report to the convention Browne declared that Bloff's "only unpardonable offense was that he had fought for the unpaid workers." Upon release from Chicago, Bloff has to face charges in Los Angeles for federal income tax evasion.

Executive slate elected consisted of Browne, president; Harland Holmsden, first vice-president; William Cover, second vice-president; Richard Walsh, third vice-president; Floyd Billingsley, fourth vice-president; James J. Brennan, fifth vice-president, and Felix Snow, sixth vice-president. Louis Krouse was re-elected general secretary-treasurer.

Membership during Browne's six-year administration increased about 20,000, current list being claimed as 43,437. Union's cash balance was given as \$344,705.41.

A resolution supported by Hollywood and West Coast locals to restrict the executive board's emergency powers was defeated yesterday, the first dissension of the convention since its start. Cali-

No Baby

NEW HAVEN, Conn., June 8.—Nearly 12 years ago, on September 13, 1928, the New Haven Arena ran a baby show. Last week Russell Knudson—no baby at 12 years of age—marched into the office of Nathan Podoloff, manager of the Arena, waving a faded and worn check for \$2.50. It was his award for second prize in the baby show, and the bank refused to cash it, Russell complained. Inquiry revealed that Russell's mother, proud of the award, had treasured it until this week, when she handed it to her son, who tried to convert it into ready cash. Podoloff could see only one solution to the problem. He gave Russell a second check with the admonition, "Don't hold this another 12 years."

ifornia delegates charged that loyalty cannot be commanded by arbitrary rule. They asked that proof that the IA was a democratic union be given by restricting arbitrary power.

The convention unanimously adopted a resolution directed against Communist and Fascist infiltration into locals.

E. G. Robinson Switch

HOLLYWOOD, June 8.—Results of listener poll has caused Edward G. Robinson's ether show to return to original Big Town format. Attempts were made in past five weeks to step out of old groove, but squawks from air audience caused switch by Robinson back to "Steve Wilson" character.

Draw Your Own Conclusions

In an editorial on the scheduled convention of International Alliance of Theatrical Stage Employees in Louisville, starting June 8, in the May 11 issue under the title, "Unionism or Racketeering?," The Billboard declared:

"In Louisville the union must decide whether it will continue to affirm the worth of a man who has been held up to public contempt and condemnation, or whether it will bring in a new broom and sweep its own house clean. Its decision will show whether it is to be regarded as an honest union endeavoring to clean up an unsavory mess, or as another link in the chain of racketeering and gangster-led organizations that have all but discredited the entire union movement in the United States. . . . To allow a convicted criminal to play a prominent and sometimes decisive part in union affairs—more than that, to reaffirm loyalty to him and to his methods—is far more than a mistake."

On Wednesday the convention delegates adopted a resolution reaffirming belief in the "integrity" of William Bloff, who is now completing a sentence for pandering in Chicago and who will, following that, stand trial on charges of federal income tax evasion in Los Angeles.

The convention unanimously re-elected George E. Browne, president, and took no action against Nick Circella, alias Dean, who now has the post as Browne's assistant in Chicago, a job held by Bloff before he took up duties in Los Angeles. In 1916 Circella was jailed on charges of assault to commit murder and rob.

Theater Authority in Balance At Coming Four A's-TA Meeting

NEW YORK, June 8.—The future of Theater Authority will be decided at a meeting of a committee of the Associated Actors and Artists of America and representatives of TA to be held June 27. This action followed a lively meeting of TA Thursday (6), when all criticisms leveled against it and its method of clearing benefits were aired.

It was made clear that unless TA adheres closely to the benefit policies set up by the individual members of the Four A's, demands will be made for a resolution to do away with TA. In a resolution passed by the TA

board of directors the reason given for the forthcoming Four A's-TA meeting is "to establish a permanent and uniform policy with regard to all benefits which will be adhered to by all members of the acting profession. This was done in order that the policy will be clearly understood by the press, the public, the actors and the charities."

"This statement of policy," it continues to explain, "will be drafted with the greatest of care, keeping in mind the security of actors in their employment and the just requirements of the charities. When adopted by the Four A's and the board of the Theater Authority, the policy will be made effective."

PHILADELPHIA, June 8.—Tom Kelley, executive secretary of the local AOVA chapter, has taken over the functions of Theater Authority here. Richard Mayor, AT rep here, revived his *Daisy the Horse* act and left this week to play the Canadian and Western fairs for the Barnes-Carruthers office, booked until the second week in August.



WHILE it is true that there is today less cultivating space for the flowering of talent than at any time in recent show business history and while it is also true that show business will suffer because of this for years to come, we must consider that talent, like weeds, manages to grow and flourish under the most discouraging conditions. Stated in more practical terms, we are discovering as time goes on that artists with the stuff that it takes manage to climb to the top despite all handicaps. Perhaps that is the way it will always be.

In recent weeks a new star was born in the ranks of comedy singles. His name is Jerry Lester. New York saw little or nothing of him previously except for a slight flurry in the ill-fated Broadway engagement of the latest *Earl Carroll Vanities*. To our mind Lester gave an outstanding account of himself during his State engagement. He has everything many of his contemporaries lack with the notable exception of Milton Berle. Lester did not have the advantage of training that the singles of past generations had. His superb development is at odds with all the accepted theories of talent development. In this case, real, native talent has made a short cut to the heights. Lester is a freak product of a broken-down assembly line. Efficiency experts cannot explain him, but when he watches him work the explanation is written all over the place.

Another newcomer to the ranks of topnotchers in the Broadway scene is the corpulent *Romo Vincent*, who is helping to make the Hurricane safe one of the cases of an otherwise arid main stem. Vincent is also practically new to Broadway and he is as welcome as would be an upturn in business. He is still a little corny around the edges, can stand slight improvement in several departments. But these technical deficiencies are as unimportant as a fly on George Washington's nose in the Mount Rushmore group. Perhaps these slight departures from Broadway smoothness contribute more towards Vincent's standout impression than we think. Vincent is a fugitive from the Chicago homeguard corps and we doubt whether he will ever be tempted to give himself up except in the guise of a big name playing the Windy City with a big salary check as the bait.

Danny Kaye is another young man who has zoomed to the top without the benefit of intensive training. Kaye was a Berscht Circuit item before they grabbed him for the *Stream Her Rive*. His clicko in that piece got him radio shots, a highly successful engagement at La Martinique and then a series of breaks that have culminated in establishing him as a definite topnotcher.

So the Kayes, Vincents and Lesters have been added to the white hope contingent in which Berle and Henry Youngman were practically the sole recruits. If we wish to be thoroly consistent we should mention Bob Hope, who just about fits into the mold of recent zoomers. The essential difference is that Hope had the advantage of phenomenal training in vaude and spent almost as many years in the variety theaters as did Berle in his career as a grown-up emcee and single. Hope's recent theater dates have not only proved him to be an ace entertainer but he has shown as well terrific box-office power. All of which proves that the public is hungry for talent of the kind that was plentiful in the funny old days when alleged showmen decided that vaudeville is dead and then proceeded to bury it—just to make sure.

DeMille Inked on "Lux"

HOLLYWOOD, June 8.—After five years on the *Lux Radio Theater* Cecil B. DeMille, producer, has been re-signed for another season. Louis Silvers, musical director, was also retied. Gene Autry also was inked to new pact by Wrigley, show staying on the air during the hot months.

FRED LOWERY

(This Week's Cover Subject)

FRED LOWERY, the 25-year-old blind whistler who has a lifetime job with Horace Heidt, is aptly known as the boy "with the gold mine in his throat." But it wasn't always that way, for Lowery gained his present standing after years of hardship and sacrifice.

Having lost his sight at the age of two, the effect of infant illness, Lowery was soon placed in the care of the Institute for the Blind in Austin, Tex. Seeking a career that would mentally give him a place in the sun, Lowery studied the violin for seven years. In the intervening summers, which he spent with his grandmother in the country, he passed his idle hours in the fields listening to the birds. He soon learned to whistle just like them. Whistling, however, was just a diversion then.

His moment of glory came when he played the violin for Fritz Kreisler, but it was very shortly shattered when Kreisler offered no encouragement for his talent on the violin and carefully explained that blindness was his only handicap in the study of music, where reading was such an integral part.

Disappointed at his failure on the violin, Lowery did nothing for a while until he heard Ernest Nichols give a whistling recital at the Institute. Nichols called for volunteers to try the same thing and Lowery made an instant hit. Under the tutelage of Margaret Richter, he soon made his professional debut at a Dallas hotel where Morton Downey happened to be staying.

Lowery was soon on his way to New York, armed with letters of introduction from Downey and others. Since that time he has appeared with many bands, but it was Heidt, with whom he has been for the past year and a half, who got him his first major break on the air and with Columbia Records.

CORNEASE

25¢ At Drug Stores means HAPPY FEET

On Parapad from CORNEASE, 69 Renwick St., Newburgh, N.Y. — OR YOUR QUARTER BACK

PLAN FLOOR SHOW REMOTES

War Relief Gets Money Originally Spent for Shows

DETROIT, June 8.—The war interest has been responsible for a serious slump in up-State night spot business, a check-up of the territory by Jack R. Walsh, assistant state superintendent of private employment bureau, indicates.

In many sections, where a large part of the residents are of foreign descent, they are taking one day's earnings a week to devote to war relief, as in the large Dutch community around Kalamazoo and Grand Rapids, and in many Polish communities. This means war relief gets the money instead of show business.

Summer resort trade, however, is not going to be seriously affected, judging by advance bookings. People are spending money on vacations, and the State is expected to profit by the fact that it will draw many people who would otherwise have gone into Canada.

Four Total Blanks In May's 10 Shows

NEW YORK, June 8.—The month's dramatic product, 10 shows, ran the whole range of review percentages from zero to 100 per cent, with the majority falling in the first class.

Four shows failed to muster even one favorable review.

Out From Under, 0 per cent, lasted for nine performances.

Grey Farm, 0 per cent, lived longer than critics prescribed and lists 35 performances to its credit.

The Strangler Fig, 0 per cent, ran for six performances.

At the Stroke of Eight, 0 per cent, folded after eight performances.

Russian Bank, 6 per cent, announced it would reopen after an early close; but its eleven-performance run still stands.

Romeo and Juliet, 13 per cent, expected to lose money on the limited engagement, but reports the draw of the stars, themselves, brought business to 60 per cent of capacity.

The Return of the Vagabond, 38 per cent, is an overestimation for a seven-performance run.

Low's Old Street Song, 81 per cent, averaged \$12,000 a week in a house with a \$20,000. Closing tonight with total of 44 performances.

Keep Off the Grass, 86 per cent, is undergoing constant revision and pruning to up the fair returns. Depending upon names.

Louisiana Purchase, 100 per cent, is the season's last addition to hits. It's boasting standees.

Likened to "Old Hag and Fake" Wins Libel Suit

NEW YORK, June 8.—Gloria Carruthers, known professionally as Princess Zulleka, was awarded \$500 by the Supreme Court of New York in her suit against Low's, Inc., which controls MGM, producers of *Idiot's Delight*. Princess Zulleka charged that a film character, Princess Zulleka, was allegedly portrayed by Laura Hope Crews as a "drunken old hag and fake." Miss Carruthers also charged that the characterization of the celluloid Princess Zulleka had caused her to be the laughing stock of audiences throughout the country.

The award was based on the Civil Rights Law. The statute forbids the fictional portrayal of any film or individual without written consent. This is the first known instance where that law was applied to a libel suit.

Justice Wasservogel presided. Princess Zulleka was represented by Harry Weinberger and Samuel D. Cohen argued for Low's.

Those WDAS "Kiddies"

PHILADELPHIA, June 8.—Children will be obliged to bring birth certificates if they would appear on the Woodside Park Kiddies' Hour over WDAS on Sundays. It seems that the expected happened. Last week, one of the talented youngsters was seen to stroll backstage, and from his coat-pocket bring forth—a cigar. He was a midget, temporarily on his uppers, he explained, and to quote him, he "needed the dough."

N. Y. Showboat Season Hit by War Conditions

NEW YORK, June 8.—The war scare has put the crimp on ocean-going showboats, according to Bobby Sanford, who has been operating local showboats for nine years. Sanford claims that his application for a permit to operate a passenger boat beyond the three-mile limit has been refused by maritime authorities. Prior to the government's refusal, Sanford was negotiating with the Hudson River Day Line for a lease on the Peter Stuyvesant.

Sanford is ready to abandon showboats this summer even if the government should exercise a change of mind on the three-mile limit. Sanford, in his shopping for vessels, found a scarcity of suitable ships. He claims that the Stuyvesant is the only boat in these waters which can be profitably converted to a nautical night club. The City of New York, which he operated last year, is now a freighter, and the Buccaneer, used the year before, has been condemned.

Sanford says that the maritime authorities' fear is ascribed to the uncertain sea conditions engendered by the war. The safety of nearly 2,000 passengers, he says, was the primary consideration of officials who refused the permit. Sanford said he could not operate within the three-mile limit.

No real coin can be made, he claims, unless the boat leaves from the 42 street pier. Only boats belonging to the Hudson River Day Line can leave from that dock. He therefore feels that, even if maritime authorities hadn't interfered, he would probably have to abandon showboats this year because no boats suitable for short excursions are available from that firm.

Sanford claims that the budget he planned for entertainers and ork was approximately \$2,000 weekly, including a line of girls. Running expenses of the ship ran to about \$200 nightly.

George Sanders is also in the field for showboat operation. Sanders will probably lease the Yankee to leave nightly from the Battery.

Kay Parsons, who ran the Hudson River Showboat several summers, has gone into Billy Rose's Barbary Coast show at the World's Fair.

Six Chi Cowbarns Set, More Coming

CHICAGO, June 8.—The cowbarn season will get under way in the Chicago area late this month. Some half dozen groups have already announced their plans and as many more are preparing. First to open will be the Belfry Players at Williams Bay, Wis., on Lake Zurich. Under the direction of Hoz Diefenthaler, of Freeport, they will have a nine-week season, starting June 26.

Thoda Cocroft, director of the American Theater Society here, will open her Coach House Theater at Oconomowoc, Wis., early in July. Most of her plays will be selected from manuscripts submitted in the annual Marjorie Montgomery Ward Baker playwrighting contest. Season will be six weeks.

Nine-week season of the Lake Zurich Playhouse, Lake Zurich, Ill., will open June 27 under direction of Sidney Brees, with Mary Elizabeth Aurelius as assistant and Henry Kurth as art director. First summer theater season of the Chicago

Radio Name Build-Up Gimmick for A. C. Designed To Develop Talent

ATLANTIC CITY, June 8.—Plans for a new and radical procedure to build radio names will be tested here this summer by one of the networks, said to be Mutual.

Figuring that if the late remote spots can produce names for the "big" class, network officials, it is said, feel that the building route for radio names lies in the late evening spots and not in the afternoon sustainer when the housewife hasn't time to pay serious attention unless it's a giveaway.

Network officials feel that the night clubs and hotel rooms are flooded with potential comedy material that could gain national prominence if given the right builder-upper. And since the dance bands at these spots have used the nets to good advantage in building prestige, plan calls for the night club or hotel room remote broadcast to highlight the spot's floor-show talent, rather than the band stand, as has been the common practice.

Arrangements are being made to try the experimental remote series from one of the local hotel clubs, said to be the Hotel President's Round the World Room, with Alan Gale, a nitery rib-tickler, taking the test to see if the remotes can build a personality as well as it does the dance band.

Another factor influencing this trend is the mill-run brand of music going over the networks in many instances. Band build-ups have in many instances backfired at a net. After giving its remote time generously to the band, it invariably finds its commercial sponsorship on an opposition network. In building up the night club names, however, nets

will have a steady stream of personalities for their own.

Still another factor finding the nets souring on playing angel to the bands is the American Federation of Musicians. Union is much concerned over the virtual monopoly of dance remotes in the hands of two or three band agencies. Many locals already have broadcasting taxes on remotes, and whichever way the AFM convention will deal out on the radio remote situation, nets figure they'll come out only a second best.

NEW YORK, June 8.—Abe Abramson, head of WOR Artist Bureau Bureau here, stated that as yet he knew nothing of a plan to pick up floor-show remotes from Atlantic City spots.

AGVA Hopes To Sign More in N. Y.; Enforce Coast Code

NEW YORK, June 8.—Phil Irving, secretary of the New York local of the American Guild of Variety Artists, stated that an agreement with the Rainbow Room and Grill will be reached this week with Managing Director John Roy. No negotiations on minimums will be held at present, since both rooms pay scale more than the AGVA minimum scales.

HOLLYWOOD, June 8.—Notice that the AGVA code which covers wages and working conditions for performers will be enforced, was given by the Guild to agents this week. Nearly 30 agents promised their co-operation.

Committee to help draft a union contract was formed, including Arthur Silber, Karl Kramer and Lloyd Skeels. Tentative standard form was submitted by Attorney I. B. Kornblum to agents.

SAN FRANCISCO, June 8.—Unless AGVA sends its delegates to regular meetings of the San Francisco Labor Council, it will be threatened with loss of its affiliation with the main union labor body.

Such a proposal was discussed at a meeting of the council recently by delegates Vic Connors, AGVA rep, Emile Lowe and Max West.

The action would be tantamount to revocation of its charter, and AGVA would be refused co-operation of other unions.

Mummers' Theater will be held at Eagle Point, Wis., July 8 to August 30. The Mummers will have a professional group as a nucleus for the company and will also employ up to 12 nonprofessionals.

Only summer theater in this season which has a company composed wholly of professionals is the Marquette Summer Theater, Marquette, Mich. Under the direction of Joe A. Callaway it will have a season of six weeks, starting July 4. The new Michigan Shores Theater, project of John McMahill Jr., near New Buffalo, Mich., will open the first week in July for a five-week season. Theater, which will seat 350 and will be air-conditioned, is now under construction.

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|---|--|---|

THE TOLEDO TICKET COMPANY, Toledo, Ohio

DRAMA MOST COMMERCIAL

3 Out of 4 NBC Drama Shows in 1939 Were Sponsored, But Music Still Dominates; Comedy Skimpy

NEW YORK, June 8.—Analysis of National Broadcasting Co.'s programs during 1939, totaling an estimated 18,285 program hours, indicates that drama, more than any other classification, is able to grab sponsors. Figures, which are based on a minute analysis of programs aired over 12 sample weeks, show that music is still overwhelmingly the bulk of radio fare, but that out of a total of 10,459 music program hours only 1,235 were sponsored. Drama, on the other hand, with a total of 3,675 program hours, was sponsored for an estimated 2,714 hours.

Total sponsored and sustaining program hours in other classifications are: Talks and dialog, 1,735; news, 685; sports, 219; comedy, 530; women's programs, 184; children's programs, 530; and religion, 238.

Of the total of 18,285 program hours during 1939, sponsors carried the cost of 8,438 program hours.

Terrific quantity of sustaining music hours gives music its tremendous lead over all program classifications. As expected, dance music exceeds other music types, the figures showing a sharp decline in the more serious forms.

Altho comedians are included in the top radio salary brackets, the number of comedy program hours is comparatively small—figures showing an estimated 530 hours, of which 320 were sponsored.

News programs in recent years have shown a decided jump, and in 1939 were figured as totaling 685 hours—more than comedy and children's shows. Owing to war conditions this year they are undoubtedly well above last year's figure. In making this survey a day by day record of all network programs fed to two or more NBC stations was maintained by the New York and San Francisco program analysts. In addition, the second week in each month (beginning with the second Sunday) was selected as a sample week to be analyzed—the analysis calling for a minute-by-minute scrutiny of all net programs. This

breakdown resulted in the classifications on the chart on this page. It is to be borne in mind that variety shows or any other program types are broken down into their component parts, the time devoted to each being allocated to each separate classification.

Program analysis does not include "education" as a major classification, but figures on chart give estimates of the educational value of the different classifications—these estimates being arrived at by the NBC Research Division after a close analysis of the programs. Considered completely noneducational are: light music, dance music, comedy drama, sports events, sports resumes and comedy. Opera, arts, sciences, news and religion are considered completely educational, whereas other programs are examined individually for whatever educational value they might have.

Mutual's New Station

ST. PAUL, Minn., June 8.—WL0L, new station owned and operated by Independent Merchants' Broadcasting Co., begins operating June 17 as a Mutual network station. WL0L is a full-time 1,000 watt station. Station's president is John P. Devaney, with Edward P. Shurick, general manager. Extensive dedicatory program is planned.

Bossie Needs Radio

NORFOLK, Neb., June 8.—That rural touch!

WJAG here received a letter from a farmer, who says his cows give 25 per cent more milk when the radio in the barn is turned on while the milking is being done. He noted the fall-off over a two-week period when the set was on the fritz and silent.

Immediately after being repaired and put into action again, the pails started to fill up as before.

Al Simon challenges any New York station to a fishing or golf tournament. Here's your chance, Goldstein! . . . Charles Edison, secretary of the navy, has had a tune accepted by Braun Music Co., member of SESAC. . . . WMCA, promoting Johannes Steeler's program for Modern Industrial Bank, sent out 1,000,000 postcards saying, "I suggest that you listen for a message that may interest you, tonight on WMCA at 7:45 and 8:45." Signature is an undecipherable scrawl.

PHILADELPHIA:

WFL's Martha Lane changes the moniker to Payne for the daily Philadelphia Dairy Products Co. spots, sponsor also increasing the quarter-hour stanzas to 30 minutes for the summer. . . . Ed Mulvihill returns his Fishermen's Guide shows to WIP for a fourth season. . . . Helen Biery, formerly secretary to Clarence Philman, KYW music director, transferred to the Music Rights department. . . . Alexander W. Dannenbaum, WDAS prexy, back at his desk after a two weeks' hospitalization occasioned by a fall while riding his horse. . . . Carrie Lee, WHAT's carrot-topped yodeler, making personal appearances at local amusement parks. . . . Henry Gurney discontinuing until fall his voice study stanzas on WHAT. . . . Fiddler Morris Braun in Road to Romany and singer Sonny Saunders with *Those Were the Days* makes for two new WFL program features. . . . Jack Randall debuts in a singing solo spot on WIP with Joe Prassetto's Serenaders.

NBC Network Program Hours

Estimate for Year 1939 Based on 12 Sample Weeks

| MUSIC | 1939 Total Program Hours | | | Educational Value | | |
|--------------------------|--------------------------|---------------|---------------|-------------------|--------------|--------------|
| | Spon. | Sust. | Total | Spon. | Sust. | Total |
| Opera | 78 | 78 | — | 78 | 78 | — |
| Operetta | — | — | — | — | — | — |
| Classical | 169 | 745 | 914 | 81 | 385 | 466 |
| Semi-Classical | 256 | 1,335 | 1,591 | 106 | 299 | 405 |
| Light | 609 | 2,038 | 3,547 | — | — | — |
| Dance | 201 | 4,128 | 4,329 | — | — | — |
| Total | 1,235 | 9,224 | 10,459 | 187 | 762 | 949 |
| DRAMA, ETC. | | | | | | |
| General Drama | 2,404 | 576 | 2,980 | 74 | 195 | 269 |
| Comedy Drama | 305 | 152 | 457 | — | — | — |
| Prose & Poetry | 5 | 233 | 238 | 1 | 110 | 111 |
| Total | 2,714 | 961 | 3,675 | 75 | 305 | 380 |
| TALKS AND DIALOGS | | | | | | |
| The Arts | 16 | 112 | 128 | 16 | 112 | 128 |
| The Sciences | 76 | 795 | 871 | 76 | 765 | 841 |
| Dialogs | 473 | 313 | 786 | 251 | 56 | 307 |
| Total | 565 | 1,100 | 1,755 | 343 | 933 | 1,276 |
| NEWS | | | | | | |
| News Events | — | 37 | 37 | — | 37 | 37 |
| News Resumes | 228 | 302 | 530 | 228 | 302 | 530 |
| Market, Weather, etc. | 11 | 117 | 128 | 11 | 117 | 128 |
| Total | 239 | 456 | 695 | 239 | 456 | 695 |
| SPORTS | | | | | | |
| Sports Events | 38 | 90 | 128 | — | — | — |
| Sports Resumes | 16 | 75 | 91 | — | — | — |
| Total | 54 | 165 | 219 | — | — | — |
| COMEDY | | | | | | |
| Women's | 321 | 209 | 530 | — | — | — |
| Children's | 38 | 146 | 184 | 26 | 130 | 156 |
| Religion | 272 | 258 | 530 | — | 114 | 114 |
| Total | 631 | 613 | 1,244 | 26 | 238 | 288 |
| RELIGION | | | | | | |
| Religion | — | 238 | 238 | — | 238 | 238 |
| Total | 548 | 12,847 | 18,285 | 870 | 2,938 | 3,808 |

Advertisers, Agencies, Stations

NEW YORK: BRISTOL-MYERS will not move out of its Wednesday spot so as to avoid competition with Fred Allen show in the fall. Report was a phonus. . . . General Foods will not sponsor a program for Postum. . . . Max Welner, chief engineer at WNEW, father of a boy, Thomas David. . . . CBS has already taken a batch of pictures of Fred Allen for the fall show build-up. . . . For the remainder of the hot weather, most of Mrs. Eleanor Roosevelt's program for Sweetheart Soap will come from New York, as the First Lady will be living at Hyde Park. . . . Sammy Kaye's Sensation Cigarette show winds up September 24, after which the maestro will broadcast from out of town. . . . Joseph Savali, announcer on WHOM, married Ida Montanigh, secretary of Joseph Long, station manager. . . . Helen Herrick and George Lowther will make an appearance on Walter Thornton's Merchant of Venus show on WBNX Wednesday from the Park Central Hotel.

NBC Radio Recording Division has cut a series of 21 musical and sports announcements for Dodge Bros. . . . Chaperon Productions, Inc., has set up headquarters with film, radio and television departments. . . . Pepsi-Cola has renewed Ed East. . . . WQXR has increased its rate, effective July 15, from \$350 to \$350 an hour evening base, and \$150 to \$200 an hour daytime base. . . . George Rogers new WDR announcer. . . . Quintones are cutting eight sides for World Broadcasting. . . . ditto for Langlois & Wentworth. . . . WJN's

AFRA Detroit Rep Opens Negotiations

DETROIT, June 8.—James Porter, American Federation of Radio Artists rep, is in town for an attempt to cover the Detroit field. Conference was slated to be held this week-end with managers and attorneys for WWJ.

Confab was held with Leo Fitzpatrick, manager of WJB, but no formal action taken. Union will not attempt to contract smaller stations, WMBC, WJBK and WEXL, until the larger have been disposed of. Remaining local station, ORLW, is actually located in Windsor, Ont., and is outside of local jurisdiction.

Chi AFRA Directors Elected; Big Poll

CHICAGO, June 8.—Chicago local of American Federation of Radio Artists met Tuesday (4) and polled the largest number of votes in its history for members of the local board of directors. In order of votes received, actors elected were Phil Lord, Virginia Payne, Dan Sutter, Ray Jones, Fred Howard, Al Halus, Phinney Briggs, June Meredith, Henry Hunter, Bill Bouchet, Leo Curley and Jonathan Hole; singers, Ffan Allison, Sam Thompson, Louis Wareham, Charles Sears, Burton Dole and Paul Nettinger; announcers, Norman Barry, Franklyn MacCormack, Dick Post, Spencer Allen and Bob Brown. From this group of officers will be elected at a meeting on July 9.

Week preceding, nominations for representatives on the national board were made, including actors, Phil Lord and Dan Sutter; singers, Win Stracke, Burton Dole and Louis Wareham; and announcers, Norman Barry and Franklyn MacCormack. Three of the seven will be elected to the board this week. Board will take office after the national convention in Denver in August.

Manischewitz on WBNX

NEW YORK, June 8.—Manischewitz Broad Co. sponsors Jewish Song Session on WBNX starting Thursday (13). Program, a quarter-hour at 5:45 p.m., includes a Broadway duo and orchestral music. Dialog in English.

Television Review

Reviewed Tuesday, 9-10:10 p.m. Style—Hoke drama and specialties. Reviewed on RCA Television Receiver. Station—W2XBS, New York.

The National Broadcasting Co.'s television producers Tuesday presented one of their more sprightly efforts, *The Magnolia Floating Theater*. With a solid cast in the lead roles, the production was high in atmospheric value and was ingeniously presented—particularly those shots showing the backstage theater works, including ropes, pulleys, etc.

Chief item on *Magnolia's* menu was a performance of R. L. Stevenson's, *Dr. Jekyll and Mr. Hyde*. Cast played it with a strong dose of hoke and plenty of overacting, as befitted a showboat performance. Winfield Hoony, as Jekyll and Hyde, switched from one to the other, making excellent use of a set of false buck teeth.

Specialty singers and dancers appeared between the acts, doing numbers reminiscent of past theatrical days. Paula Stone, of the noted family, danced and hoofed; Judson Laire did an emcee and speller turn and John Cantwell, Jack Cherry, Anne Crosby and W. O. MacWatters were in the bill. They were all capable.

Unlike most of the television programs thus far, this opus used applause—the men in the studio coming thru at appropriate intervals. Applause was necessary in a program of this type and possibly aided the performers in addition to creating a more realistic effect for the audience.

Program was decidedly a good effort on NBC's part. Camera work was fluid. Warren Wade directed.

Paul Ackerman.

Action!

NEW YORK, June 8.—Dr. Leo Ascher, noted German composer and now a refugee here, walked into the studios of Associated Music Publishers Monday with three tunes, *Let Come What May*, *My Love Is Gone* and *Skylark Waltz*. Tunes were immediately accepted, assigned to arrangers on Tuesday and waxed on Wednesday.

This, says Ben Selvin, AMP exec, is a "bit-taking in reverse!"

F-M A BREAK FOR TALENT

Claim AFRA Wax Code Illegal on Boycott Angle

NEW YORK, June 8.—Transcription code proffered by American Federation of Radio Artists constitutes a boycott and is therefore illegal, legal minds among transcription companies charged this week as they began organizing for negotiations with the union.

The spokesmen said one of the most important illegalities was that which requires signers to withhold product from a third party on the say so of the union. Labeled "Unfair Stations," code stipulates that producers agree not to make recordings available to stations on the union's unfair list. This, legal minds claim, constitutes a conspiracy in boycott, and has been compared with similar situation which cropped up when American Federation of Musicians began negotiations with radio networks.

Boycott illegality, it was explained, is readily detected in casual reading of the contract. More careful analysis, they hold, will reveal more shortcomings.

When asked about charges against the legality of the code, George Heller, of AFRA, refused to comment.

SESAC Winner in Copyright Battle With WCAU, Philly

PHILADELPHIA, June 8.—Society of European Stage Authors and Composers gained a victory in its battle against WCAU when Judge Harry E. Kalodner, in United States District Court, permitted the society to amend its original complaint on copyright infringement to include new plaintiffs and added allegations.

Cross & Winge, Inc., originally joined in the complaint. SESAC sought to add Histo Music Publishing Corp. and Jewel Music Publishing Co., especially the latter since that firm's *A Lover's Lullaby* and *Sunrise Serenade* have been plugged plenty on all radio stations.

WCAU argued that while not objecting to SESAC's attempt to incorporate alleged additional acts of infringement, it disputed bringing in puts as party plaintiffs, saying it would "work an injustice." Judge Kalodner said the "injustice" element was not clear since new rules on civil procedure entitle SESAC to join additional parties as party plaintiffs.

WCAU attorneys stated when case comes up for hearing again, they would move for dismissal. An earlier motion to dismiss was not granted by the late Judge Dickinson in Federal Court here.

In his opinion, Judge Kalodner recognized SESAC as a licensing body for the public performance of music for profit.

Lenox Lohr Resigns NBC Post; Trammel Likely Replacement

NEW YORK, June 8.—Resignation of Major Lenox R. Lohr from the presidency of National Broadcasting Co., effective July 12, was announced Friday (7), by NBC Board Chairman David Sarnoff, who also stated the board would meet July 12 to name a successor. While no mention was made of who was likely to succeed Lohr, opinion is that Niles T. Trammel, executive vice-president of NBC, stands a good chance to get the nod. Lohr resigned to accept the presidency of the Museum of Science and Industry in Chicago. He had been president of NBC since January, 1936, succeeding M. H. Aylesworth.

If NBC proxy post goes to Trammel, it is felt he will take a firmer stand on network problems, particularly music situation as affecting the American Society of Composers, Authors and Publishers.

Miller Solves Tough One

LINCOLN, Neb., June 10.—Problem of what announcements would be least offensive immediately after early morning devotionals on KFOR, on which appear guest ministers daily, was finally settled by Program Director Chuck Miller. He chose Purell.

Philly "Record" Swaps Space for Time on WFIL

PHILADELPHIA, June 8.—Philadelphia Record, sponsoring the *Nine o'Clock Scholar*, an info please, local version, on WFIL, has added another quiz shot to its newspaper promotions. Swapping space for the time, Record is sponsoring a weekly *Let's Face the Music*, musical quizzer, on WFIL, starting Wednesday (5).

Radio-Music Developments

ASCAP Members Squawk on Radio Deal; Claim Returns May Be "Inadequate"

NEW YORK, June 8.—Squawks about the new deal offered radio by the American Society of Composers, Authors and Publishers have thus far originated among the broadcasters, but a reverse situation presented itself this week when members of the Society claimed that the new terms were in some instances unsatisfactory to ASCAP.

Beefs contain two prime points. These are (1) Financial returns under the new

conditions may be inadequate, and (2) Members of the Society are questioning the logic of permitting all radio stations to have equal access to the Society's repertoire.

ASCAP execs, when questioned, refused to comment, but did not deny that some members were pressing for a contract with more stringent terms and one that would enable the Society to be more flexible in its dealings with individual stations.

Society expects to send out its completed contracts within three weeks.

Wax Firm Quizzes Columbia Stations

NEW YORK, June 8.—Struggle between the American Society of Composers, Authors and Publishers and hostile radio factions reached a new phase this week when transcription companies began quizzing stations as to the quantity of non-ASCAP music desired.

In an effort to serve stations most effectively, Associated Music Publishers addressed queries to stations of the Columbia Broadcasting System, asking these stations to specify the amount of waxed tunes desired from the repertoire of Broadcast Music, Inc. In its June 20 release, AMP lists two BMI songs.

CBS, thus far, has been most aggressive in plugging BMI music.

AMP-Boosey, Hawkes Deal Set for 5 Years

NEW YORK, June 8.—Associated Music Publishers has announced the acquisition of the exclusive radio rights of the serious concert music of Boosey & Hawkes, Ltd., and its subsidiaries. Deal was made Thursday (5) and was signed by Ralph Hawkes, representing the London firm, and Ernest R. Veight, manager of the music rights division of AMP. Agreement involving the assignment of the United States copyrights is for five years, effective as of January 1, 1940.

Blender with Boosey & Hawkes gives AMP the rights to such frequently played pieces as *Pomp and Circumstance* by Sir Edward Elgar, and the compositions of Coleridge-Taylor, Cyril Scott, Haydn Wood, Jaromir Weinberger and Bela Bartok. The heads of Boosey & Hawkes are directors of the Performing Rights Society of London.

BMI Wax Strategy

NEW YORK, June 8.—Broadcast Music, Inc., this week requested some transcription companies, which waxing a BMI tune, to specify the following on the label: "This is a non-ASCAP song."

At least one wax company is known to have refused, angle being that individual waxes contain a number of tunes, some of which may be controlled by ASCAP, BMI, SESAC or other societies.

Seen as Corn Belt Performer's Chance; Wax Research Scheduled

NEW YORK, June 8.—Development of Frequency-Modulation is expected to be one of the greatest breaks for radio talent—particularly in small cities and corn belt areas which now have no radio stations of their own, owing to shortage of available channels. Potentially, F-M allows as much as five times the present number of stations, and while change-over will take years, the end result is expected to be the creation of a talent proving ground of terrific proportions. Radio execs estimate a town of 15,000 population can support local broadcasting, and thousands of these small communities are expected to blossom as talent-producing and talent-using centers.

Significant fact right now is that at least one-third, and possibly as many as

one-half, of the organizations applying for F-M licenses have no other radio broadcasting affiliation. In New York, for instance, some 15 groups have applied, and of these applicants only five or six are associated with existing stations. This will mean an influx of new people, and—particularly in areas which now have no stations—a demand for performers of all types.

Already, a few existing stations with F-M outlets have set up entirely distinct program schedules for F-M. Examples are WDRG, Hartford; Conn., station which operates WDXP, and WTMS, Milwaukee, with WDXAO.

Wax Angles

Live talent will admittedly sound best over F-M stations. It is entirely likely, however, that many wax companies will find their current equipment of no use in making mechanical reproductions for performance over F-M outlets. F-M execs this week stated that they would soon get together with wax companies to work out research problems.

At present, it is claimed that regulation records are unsatisfactory over F-M, but that some transcriptions are o.k. For waxworks in general, two chief needs are higher fidelity and less surface noise.

Because surface noises on wax are so noticeable on F-M systems, it is expected that mechanical reproduction methods using tape—as Miller Tape transmission—will be in a very favorable spot.

GAC Skeds Penner, Shaw Fall Shows

NEW YORK, June 8.—General Amusement Corp. is building a show around Artie Shaw, and another with Joe Penner. In addition, agency has a heavy fall schedule of some 10 or 12 programs already in the works, with more to follow. With Ed Byron, producer, GAC has put together one half-hour dramatic program and a quarter-hour football show. Martin Gosch is doing two new mystery-comedies, and Charles Christophe has slated two half-hour programs.

Also set are two quarter-hour serials.

WNEW "Money Box"

NEW YORK, June 8.—A new giveaway program for the younger set starts on WNEW today from 9:30 to 10 a.m. Program, similar to *Pot of Gold*, is tabbed *Pete's Money Box* and will be carried on 84 stations throughout the country, with WNEW as the local outlet. Shot carries a recorded broadcast of the *Back Rogers* serial as its first half. Selections will be made from the telephone book. House selected will be given \$2.50 cash, with other youngsters getting a merchandise order.

Makers of Popcicles are the sponsors.

Burns and Allen to Hormel

MINNEAPOLIS, June 8.—Burns and Allen have signed to do 52 weeks on NBC-led for George A. Hormel, Inc. Batten, Barton, Durstine & Osborn is the agency on the account. Show will air for new sponsor beginning July 7, over 60 stations, 11 of which take the repeat broadcast for the East.

BMI Asks Stations For First Payment

NEW YORK, June 8.—Broadcast Music, Inc., this week issued its first call to subscribers for 15 per cent installment of license fees. Requesting payment in 10 days, letter by M. E. Tompkins, BMI general manager, stated, "There are negotiations pending for the acquisition of music catalogs which will require substantial capital and this call has, therefore, been deemed necessary by your directors."

Tompkins added that BMI was making progress, and that a large amount of music would be available before the end of 1940. "There seems to be no likelihood that the networks will perform any ASCAP music after the end of the year," stated Tompkins.

Caesar Clarifies Writers' Position

NEW YORK, June 8.—Irving Caesar, president of Songwriters' Protective Association, in a letter this week stated that performing rights are placed with ASCAP by the writers and cannot be withdrawn by publishers.

Statement came as a clarification of the writers' position in the ASCAP-radio feud, and is significant in relation to acquisition of catalogs by broadcasting interests. Letter states in part: "There are rumors that broadcasting interests are seeking to buy publishers catalogs, with the intention of withdrawing performing rights from ASCAP." Stating that these rights cannot be withdrawn by pubs, Caesar adds, that the writers are the beneficial owners of these small performing rights, and are determined to enforce them.

Frisco ASCAP Probe

SAN FRANCISCO, June 8.—Inquiry has started here into the activities of ASCAP, part of a federal probe by the Department of Justice of alleged monopolistic operations of the organization.

Morris Clark, Deputy United States Attorney-General, said he had been asked "to look into" ASCAP's operations in the San Francisco area.

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Program Reviews

EDST Unless Otherwise Indicated

Norman Jay

Reviewed Saturday, 6:30-6:45 p.m.
Style—Commentator. Sponsor—Yellow Cab Co. Agency—Aaron G. Brown, Philadelphia. Station—WCAU (Philadelphia).

From the editor-publisher ranks comes Norman Jay (Ginsburg) to carry on this good-will gesture on part of the local taxi firm, carrying on these weekly civic commentaries in the place of Alan Scott, who left the station staff for WGN, Chicago.

In straightforward, clear tones, Jay gabs about local items of civic interest worthy of listening attention. Mid five minutes is given over to elaborations on five selected local oddities sent in by listeners, winners rating a \$2 coupon book redeemable in taxi rides. Also rings in the commercials, going overboard on wordage for the firm's car rentals.

Being the only cab company in the city, and owned by the Levy freres, who own this station, program's intent is only to make the folks cab-conscious.

Stanza moves to a late Thursday spot next week for the summer stretch.

Orodenker.

Gus Van

Reviewed Wednesday, 1:45-2 p.m.
Style—Singing. Sustaining on WHN (New York).

For this quarter-hour shot Gus Van, still holding onto his billing as the Melody Man, goes into the lush fields of nostalgia and sentiment—generally a sock formula. Surviving half of the team of Van and DeBank still retains a voice that can sell a song; his pipes are still rich and his deliveries okeh.

Under the general title of "In Our Part of Town," he ties together various offerings with honey announcements. The heading also serves as an excuse for him to go into mimicry, for at his home base among other things live Irish, Hebrews and Negroes. He takes them all into consideration with take-offs on each, going into such homilies as *I Can Get It for You Wholesale* and *When You're a Long Way From Home*.

He winds up his session with a request for requests. Tom Hudson opens and closes the shot.

Cohen.

"Out of the Dark Room"

Reviewed Monday 9-9:30 p.m. Style—Educational. Sustaining over WMCA (New York).

Staff gabber Maurice Hart makes excellent use of his knowledge of

photography on this program, which formerly was a quarter-hour period. Shot is interesting and informative to am snappers, idea being talks on getting better pictures.

Hart introduces good audience building-up gimmicks as giveaways, contests, interviews and question and answer periods. On program caught, Karl A. Barleben, of Royal Photographic Society and representative of Goodspeed, Inc., equipment manufacturers, was the interviewee. Hart is liberal in allowing him free plug for the product under discussion—a photo-flash-synchronizer. However the gag is that in return for free air space, the firm gives out 10 synchronizers to letter writers.

Hart also does a session with Joe Shutterbug, who may be anyone of the staff announcers on the premises at the time. This is an analysis of prints purportedly taken by the stooge. A question and answer period with an offer to give letter writers a chart on evaluating the shutter opening in relation to distance and length of exposure, closes the program.

Program should do well for a sponsor in a photographic field, particularly a retailer who could still let out part of his time to a manufacturer on condition that he provide the giveaways.

Cohen.

"Hollywood Dreams"

Reviewed Tuesday, 11-11:15 a.m.
Style—Musical dramatics. Sponsor—Gordon Baking Company. Station—WABC (New York, CBS network).

Here is a lightweight number for the summer. Emphasis is on music and song rather than on drama and story. Program achieves an innocuous cuteness, depending for sales drive on solid commercial plugging on behalf of Roman Meal bread.

Ted Steele and Phyllis Greore, as Bob and Mary, represent youngsters who are Hollywood ambitious, but who are for the moment working in a summer hotel. At this listening they were considering an offer to appear in an amateur show sponsored by a Mr. Andrews whose interest in the gal appears to extend beyond the straitlaced.

Story is casually inserted between songs. Both performers sing solo and together, romantic and narrative selections which are substituted for dialog. Steele adds the cute but not necessarily new touch of personifying his electronic piano, dubbed Nellie.

Program is listenable musically for those who don't want to concentrate on a story.

Watts.

"The Showcase"

Reviewed Thursday, 5:30-5:45 p.m.
Style—Singing. Sustaining. Station—WNYC (New York).

Idea of program is to focus attention on talent discoveries of Herbert L. Jacobson. On display in this showcase are Joan Wheatley, contralto, and Davis Cunningham, tenor. Both have possibilities. Program has each singing two solos and then the pair doing a duet. Voices are okeh. Cunningham having a rich cultivated voice that shows up especially well in the semi-classics, while Miss Wheatley's contralto is full and round, albeit weak on the high notes.

Direction and announcing are by Jacobson, who does well in both departments. Piano accompaniment is by Herman Newman.

Cohen.

"Newspaper of the Air"

Reviewed Tuesday, 8-8:15 p.m. Style—News. Sponsor—M. Buten & Co. Agency—Philip Klein & Co., Philadelphia. Station—WIP (Philadelphia).

Sheared of its commercial coating, this is an out-and-out reading of the news ticker tapes, spitting up the flashes into "front page" news with Howard Brown doing undiluted commentaries; "sports news," Lee Vines giving voice to the ticker, and Zaida Cotton caring for the "women's news."

No fault to find with the newscasters, but as if the news of the day isn't depressing enough, the flashes are weighted down with much too much commercial palaver for a quarter-hour shot, given in a distressing manner.

Buten sponsoring Hawks Paints. First

Radio Talent

New York By JERRY LESSER

RADIO producers should get a look at **LEORA THATCHER'S** work in *To-becco Road* and see what they are missing in the line of talent for their air shows. . . . **LAWSON ZERBE**, who at 25 enjoys double distinction in radio as juvenile and character actor, has joined the cast of *Strictly Business*, NBC's new screenball comedy series, heard Fridays at 8 p.m. EDST over the NBC-Blue network. Zerbe plays the part of Hank Shepherd, high-pressure publicity agent, and shares stellar honors with **SHIRLEY BOOTH** and **Peggy Conklin**. The show is written by **KNOWLES ENTRIKIN** and **HOWARD BRESLIN**. . . . **JOAN BANKS** is to be commended for a trying yet honest effort to feed the actors on an audition to pick a successor to **HORACE BRAHAM**, who had to relinquish his role because of conflicts with other programs. Horace is now the lead on *By Kathleen Norris*. . . . **CHRISTINE CATON**, better known as Christine and her Piano, is a gal who should be grabbed up by some smart sponsor or agency that needs an expert at those musical bridges. . . . **TONY GILMAN** is back on the air in *Life Begins* after an attack of ptomaine poisoning. Tony's sister, Lucy, has been substituting for her.

Selena Royle has been signed to a new five-year radio contract by her sponsor, Colgate. Miss Royle will continue to star in CBS serial, "Woman of Courage." . . . *Tho not quite 17*, Estelle Levy, one of Nita Mack's "Let's Pretend" stars, has been a radio actress nearly 13 years. Estelle, who began her career when four, is a freshman at Columbia

University. . . . Dell Sharbutt, the announcer, is the father of a baby boy. . . . Look for John Loveton, producer of "Aunt Jenny" and "Original Good Will Hour," to land an additional production assignment. . . . Joan Blaine has leased a summer cottage in the Catskill Mountains. . . . Sherlock Holmes will return to the NBC-Blue September 29. . . . Budd Hulick, emcee of "What's My Name," is writing a radio manual titled "My Broadcasting Years."

The **SCALLYWAGGERS**, noted radio social club, has grown so large that their affair next Friday night will be given at the St. Moritz's Restaurant de la Paix. **MRS. KENNETH DELMAR** is in charge and has a great line of talent assembled to entertain the guests. Members include **ALICE FROST**, **ELIZABETH RUSSELL**, **BETTY GARDE**, **MR. AND MRS. JOHN LOVETON**, **MR. AND MRS. FRANK LOVEJOY**, **MR. AND MRS. ARTHUR VINTON**, **MR. AND MRS. GEORGE KNOBBS**, **MR. AND MRS. CARLTON YOUNG**, **MISS IRENE WINSTON**, **PETER DONALD CHESTER STANTON**, **MR. AND MRS. PAUL STEWART**, **MR. AND MRS. HOUSE JAMESON**, **ED JEROME**, **MISS BETTY HUTTON**, **MR. AND MRS. CARL SWENSON**, **MR. AND MRS. JAY JOSTYN**, **MR. AND MRS. SPENCER BENTLEY**, **MR. AND MRS. ERIK ROLF**, **MR. AND MRS. JACK LEE**, **MR. AND MRS. FRANK REDDICK**, **MR. AND MRS. HOMER PICKETT**, **MR. AND MRS. JOHN MCINTYRE**, **VICKI VOLA**, **PHIL LORD**, and many others that space will not permit me to mention.

Chicago

By NORMAN MODELL

INGENUES around town are flocking like Death Valley buzzards around directors handling shows in which **MERCIDES McCAMBRIDGE** played since she announced her intention this week of abandoning Chi radio for points Southwest, where announcer-hubby **BILL PIPELID** will polish up the novel that has already been accepted by his publishers. . . . **CHUCK ACREE**, of WLS, returned from a six-week tour of Central America with **POKEY MARTIN**. . . . **BARBARA LUDDY** left on her longest vacation in years, three months with her mother in California. . . . **NORMAN BARRY** is busy engineering ticket sales for **AFRA's** moonlight cruise on S. S. Roosevelt June 24. . . . **ART HIRNS** was given his chance to show how to play butler as Billy in *Girl Alone* show. . . . Players who cashed in on **HUGH STUDEBAKER'S** sudden departure for health are **RUSSEL THORSON**, who was given the role of Charles on *Midstream*, and **ART KOHL**, who is playing Doctor

Bob on *Bachelor's Children*.

Could it have been boredom that caused Ed Aleshire to take out passport papers and announce his intention of sailing for France to drive an ambulance? . . . Page boys are making the grade these days, Carl Nelson, of WBBM, having been named relief announcer by Stu Dawson, and Jules Hack and Jack Tisch, of NBC, looking to join the announcing staffs of *KSO*, *Der Mornin'*, and *WZZO*, Kalamazoo, respectively. . . . Ruth Chatterton will guest on "Fifth Row Center" June 14. . . . Tuesday (11) Pat Flanagan will chalk up his 18th year before the mike. . . . Cheer Brentson abandons radio for good, but with excellent reason, which happens to take the form of a wedding ring. . . . "Stepmother" acquires a new scripter this week, George Roosen, who writes "Orphan Annie."

Hollywood

By DEAN OWEN

FELIX DeCOLA, South Africa's gift to the keyboard pounders, got featured spot on KNX show, *What's On Your Mind*. . . . **BILL HENRY** back in town after looksee at the East Coast. He will resume his *By the Way* ether column this week. . . . **JACK BENNY** and **MARY LIVINGSTONE**, with their daughter, Joan and Naomi, will head for a Hawaiian vacation after the last Jell-O show. Benny returns in a few weeks when new ticker with **FRED ALLEN** rolls. . . . **FRANCES LANGFORD** won't get that three-week vacation plan. She'll have to stay on *Tenoco Star Theater* now that show is to remain for the summer. . . . **TOM HANLON** gets announcing berth with **GENE AUTRY** show. . . . **DICK WEED**, who has been making the New

York ad agencies, is dis back in town this week. . . . **DICK MARVIN**, radio head for William Esby agency, in town for confabs on **BURNS AND ALLEN** and *Blondie* shows. . . . **BOB HOPE** and **DOROTHY AMOUR** are getting bids from Samuel Goldwyn for remake of old Cantor flicker, *Whoopee*. Picket tentatively set to roll some time in the fall. . . . **PETER HAYES** heads East for p. a.'s in New York and Chicago. He just wound up role in *Paramount's Dancing on a Dime*. . . . **TED BHERDEMAN'S** new series *Monsieur le Capitaine* will feature **JERRY MOHR** and **LAL CHAND MEHRA** in the leads.

VINCE ROSE, co-writer of *Whispering*, with **DICK COBURN** here to straighten out details pertaining to rebuise of tune. . . . When the **VALLEE** Sealtest program moves to New York it will no longer be heard here owing to extra-line charges and fact that product is not available in this area. . . . **RICHARD A. DIGGS**, pix store writer, has been signed by **WILLIAM ROBSON**, radio head of *Lennon & Mitchell*. . . . **SIX HITS** AND **A MISS** have stepped out of the Old Gold Show and are rejoining the Pepsodent program.

ad, following the first news shot, takes three people to deliver, the collective efforts weighted down by dull wordage and adding up to vacuity. Following the sports spiel comes a not too subtle interview with a master painter, who can never sound sincere despite his loyalty to Buten.

Airs very week night save Thursday. Orodenker.

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Sheridan Square, N. Y. C.



ON BLUEBIRD RECORDS

Dir.: Columbia Artists, Inc.

DISKS GET THEIR DEGREE

Court Revokes CRA Judgment

Three-year-old \$5,000 action dismissed — second trial — counter suit

WASHINGTON, June 8.—Three-year-old \$5,000 judgment which the National Council of Jewish Juniors held against Consolidated Radio Artists was reversed here this week, on completion of the second trial in the case, in which a CRA battery, including Charles E. Green, proxy of the agency; Billy Shaw, one-night booker; Ann Richardson, former head of CRA's contract department, and Harry Berman, CRA attorney, testified that an actual contract was never signed for Ina Ray Hutton and that therefore the office did not have to deliver her band.

Suit was an outgrowth of a dance the National Council ran three years ago, booked thru Ben Kipnis Musical Service here. Kipnis, according to the testimony, had contacted Shaw for Ina Ray's Band. According to Shaw, Hutton refused to sign a contract and turned down the date. Harold Stern was substituted.

Action Thrown Out

Outfit subsequently brought suit for \$5,000 for damages sustained, and served Kipnis, who failed to show up. CRA itself was not served. Suit battled around thru the District Court and Court of Appeals, and finally wound up before the same judge last Monday (3), who awarded the original judgment. After a two-day trial action was thrown out of court.

Berman said he will now move to vacate suit filed in New York for collection of the judgment, and will then proceed to file a \$5,000 damage suit against the National Council.

Kaye Switches From Victor to Varsity

NEW YORK, June 8.—Sammy Kaye this week left Victor to sign with Eli E. Oberstein, United States Record Co. head, to wax on the Varsity 35-cent label. The switch winds up an association between Kaye and Victor that dates back about three years, when Kaye left Vocalion to make his appearance on the RCA 75-cent disks.

Addition of Kaye to the roster of Varsity recording artists gives Oberstein one of the bigger names in the ork field, something he has sought since the company's inception last fall. Alto details of the contract are undivulged, it is understood that payment per side is far in excess of most disk agreements, with Kaye understood also to have free rein on time selection and number of sides to be waxed.

Band started a one-nighter series after closing at the Strand Theater here Thursday (6), and will cut its first platters in Chicago on June 30.

1,095 at Pleasure Beach For Donahue; Herman 1,425

BRIDGEPORT, Conn., June 8.—Al Donahue, usually a great draw here, didn't do so forte at Pleasure Beach Ballroom last Sunday (2), when only 1,095 turned out to hear him. Admission was 77 cents, while advance tickets were 68 cents. Opposition booking of Ina Ray Hutton at the local Itiz Ballroom didn't help. Tomorrow (9) Will Bradley-Ray McKinley do the honors. Al Christie, local band, will handle the week-day assignments for the present.

Woody Herman, at Pleasure Beach May 26, did well with 1,425 people turning out at the regular 66-77 cents advance and door scale.

JUSTINE STONE and his 12-piece "Music of the Evening" orchestra open tonight (8) at the Seven Gables Inn, Milford, Conn., for an indefinite engagement, succeeding Pat Hoke, there for the past several months.

We Don't Get It

NEW YORK, June 8.—Something new in musical composition, described as being a year ahead of its time, 1941, Jeno Bartal's newest contribution to modern dance music, will make its debut at the Hotel Piccadilly next week.

Idea behind 1941, as conceived by Bartal, is "the blending of a popular tune with its suggested action." Whole thing was "inspired" by the works of Arthur Honegger, French composer who, by way of clarification, "strove to translate into his music a visual impression and a physical sensation."

Local 77 to Hit at Radio Remote, Pic Evils at Convention

INDIANAPOLIS, June 8.—A. Rex Riccardi, secretary of the Philadelphia musicians' union, Local 77, indicated that he would introduce three resolutions at the AFM Convention, which starts here Monday, aimed at the motion picture industry and the traveling band-radio remote situation. In concert with delegates from other locals, resolutions will be designed to break "the stranglehold" of the big band booking agencies on the available network remote wires.

Once the situation is cleared, said Riccardi, there won't be any traveling band problem, feeling that once wires become available to local bands, they won't be at such a disadvantage in bidding for jobs against the agency bands.

On the motion picture situation, one resolution is aimed directly at Warner Brothers, with whose Philly theater chain Local 77 has been warring for the past six months. Another resolution will ask the Federation to support the Neely Bill. The resolution asks the Federation to actively lobby along with the stagehands' union for the passage of the bill.

Casa Loma Runs Up Take of \$975 on Mobile Date

MOBILE, Ala., June 8.—Glen Gray grossed \$975 at the Battle House Auditorium here May 29. Gray was guaranteed \$350, and the National Guard units which sponsored the dance went into the red for about \$200.

Ork was originally billed for Post Whiting Auditorium, with capacity of 3,000 as against Battle House's 750. Last minute change was necessary when Whiting commission refused to sign a contract with the local union that only union men would be employed in the place in the future.

AFM Traveling Band Tax Total Shows 67Gs Increase This Year

INDIANAPOLIS, June 8.—The importance of traveling bands in the music business is widely reflected in the annual report issued to the convention of the American Federation of Musicians by Harry E. Brenton, financial secretary-treasurer. It states that 4,698 orchestras came under the 10 per cent traveling band law and of that number at least 1,500 outfits have played many sections in the country, covering dates in theaters, night clubs, hotels and road houses.

Receipts from the 10 per cent law, paid by the band contractors, totaled \$1,185,895.92 for the fiscal year ending April 30, 1940, as compared to \$1,068,750.24 received the preceding year. Brenton states that there are about 571 centers thruout the United States and Canada using traveling bands, and they include every State in the country. Total salaries paid traveling bands, as compared with AFM prices, exceed \$11,000,000, but the figure does not include the higher-than-scale money paid name bands.

Platters Vital to Popularity Of Orks on Nation's Campuses

Importance of recordings greater than last year—waxings now determine selection of bands for prom dates—music machines a potent factor

NEW YORK, June 8.—It's no new story to band leaders that phonograph records, both on home victrolas and in the several hundred thousand coin-operated music machines around the country, are vital to the successful building of a band and its continued favor once it has arrived. The importance of recordings to collegiate America, which is no small portion of the nation's band-and-music devotees, is in quite the same proportion to their now universal importance to band followers of all ages and types, as well as to the music trade itself. The campus editors participating in *The Billboard's* third annual college music survey (which is concluded with this issue) and representing the students of 108 colleges and universities thruout 40 States, are practically unanimous in their replies of "very" to the question: "How important are phonograph records in popularizing dance orchestras to your student body?"

Endeavoring to learn whether the platters extend their influence beyond the mere popularizing point to one which might have a bearing upon the booking of a band for a prom because of the particular student body's liking for that band's records, the following question was asked of the editors as well: "Do they (phonograph records) play any part in the actual selection of an orchestra to play for your dances? And if so, to what extent?" Over 50 per cent answered the first half of the query in the affirmative, most of the editors stating that a band's records definitely govern its choice by the dance committee. Financial inability of many schools to hire the bigger names is often a stumbling block to the committees' elaborate plans for the Millers and Dorseys, making it a case of the spirit being willing but the pocketbook weak. But the important point is that the schools desire the orks which impress them on wax, and go after them for their proms until they learn the sad price news.

More Popular Than Ever

The same interest in recordings was expressed by the college editors taking part in last year's poll, but the extent of that interest increased tremendously this year, cutting a complete path across campuses from Maine to California.

While radio dance remotes were credited to a good extent with popularizing orchestras a year ago, this year's collegiate observations reveal the rather amazing fact that out of 108 schools only one recognizes radio as a band builder. The University of Scranton, in that Pennsylvania town, is the sole

advocate of radio, as against records, being the best factor in creating favor for a band. "Opinions here are formed more on radio programs and opinions of bands given in press reports," claims Scranton's Ua editor.

That dissenting voice may be the exception that proves the rule, for a vast majority feel about the matter the way Massachusetts Institute of Technology does. MIT expresses it cogently and analytically by remarking that "bands selected for their popularity, and popularity comes with hit recordings." In a similarly well-balanced sentence, State University of Iowa makes a co-related point: "Records show interest; they sell tickets on interest." Other like comment, bearing out the general collegiate feeling about disks, follows, in the editors' own words:

Providence College claims that its student body "rates an orchestra almost entirely according to its records. If a band is well-liked for its records, it is likely to receive prime consideration for dances." "Orchestras approached (for proms) have often been heard by those in charge only on records," says the University of Florida. "The most important dance chairman on the campus"—at the University of Missouri—"has always followed the trend on records on the nickelodeons. Bands that are played the most are booked if possible."

"Extremely Significant"

Texas State College for Women, in requesting what bands it wants for its proms, "always requests the bands who are putting out the most popular records." College of the City of New York

Disk Dictatorship

NEW YORK, June 8.—The precepts of totalitarianism apparently aren't limited to the Old World. The principles of dictatorship are expounded by a self-appointed hierarchy at the West Virginia University in Morgantown, W. Va., but there's not much cause for alarm—the iron hand guides only the dance band tastes of that student body.

On the subject of how much recordings mean in popularizing a band, or in selecting one to play a prom on that campus, the school's editor states that "fraternity men usually run all the big proms on the campus, and they steadily hear the recordings in their fraternity houses."

He then meaningfully adds, "What the fraternity men like—we have."

states things pretty definitely in saying that "recordings are probably the most important factor in the popularization of orchestras here. And they play an extremely significant part in determining the tastes of students for selecting orchestras for affairs." New York State Teachers College, Glendale Junior College and Stevens Institute of Technology stress the point that recordings of all bands under consideration for a dance are played before the dance committee makes a choice.

Style of an orchestra, the type of music it plays, and its ability to play it well are determined from platters, according to a number of schools. University of Pennsylvania says that "music machines (See *Disk Got Their Degree* on page 27)

The International Musician, AFM's house organ edited by its secretary, Fred W. Birnbach, produced a profit of \$9,637.21.

Colorful

PHILADELPHIA, June 8.—Rainbow Rhythms, a sustaining musical show on WIP, which has maestro Joe Frassetto take a tune thru the spectrum of musical tempos, running the same song thru the gamut from waltz to rumba, will henceforth have to change its billing, since it conflicts with another band's tag-line. Maestro Bob Bennett complained that the program's title was being confused with his "Rainbow Rhythms" band style, which he claims has been patented. As a result, station is changing the program's tag to Colors in Harmony.

Lincoln Union Cuts Local Scale; Spots Start Month Well

LINCOLN, Neb., June 10.—Further severe dent in traveling band hopes here this summer was made when both R. H. Pauley, who has Antelope Park and the Turnpike Casino, and J. Clair Lanning, boss of King's Ballroom at Capitol Beach, were awarded a rate under the old scale. If local bands were used. Musicians' union here, hitherto demanding \$5 per man and double for the leader, has cut it to \$4 a man, demanding of Pauley that he use hometowners three nights and of Lanning four nights.

Pauley padlocked the Turnpike for the summer, the deluxe only to open for occasional name bands, so the travelers, semi-name and smaller fry are out with him until late September. Lanning, every night but Monday, is featuring more dancing in the park than has been offered by the place in four years. He'll use traveling outfits two nights a week.

LINCOLN, Neb., June 8.—With all dance promoters hanging on the ropes and groggy after a very bad month of May, June started off with a bang, for no apparent reason.

Dave Hatun (local) ran \$300 on a jitney at Antelope Park (1). Lloyd Wells, King's (1), at 25-40-cent scale, on a "beat-the-clock" gag, gathered up \$215. Cliff Kres, two nights at Pia-Mor (1-2), at two bits straight, brought in \$320, okay. All despite terrific heat.

Atlantic City Steel Pier Sets Dates on Band Parade

ATLANTIC CITY, June 8.—Richard Erdloot, manager of Steel Pier here, has lined up the season's name band parade in full for the pier's Marine Ballroom. Will Bradley gets the first week stand July 5, with double-headers in Horace Heidt July 4 and Jimmy Dorsey July 6-7. Larry Clinton has the July 13 and Al Donahue the July 20 weeks. Eddy Duchin has July 27-28 dates; Orrin Tucker makes it a solo stand August 4 and again on the 11th; Glenn Miller comes in for August 17-18; Benny Goodman for August 24-25, and Miller again August 31 and September 1-2.

Other orks booked for the pier, but dates not definite at this time, are Bob Chester, Herbie Kay, Jack Jenney, Frankie Masters, Guy Lombardo, Tommy Tucker, Gene Krupa, Jack Teagarden and Harry James. Alex Bartha is the house maestro, to make the dancing continuous.

Orchestra Notes

By DANIEL RICHMAN

Broadway Band Stand

ALTHO RUSS MORGAN was thought to be practically set for the Hotel Biltmore Roof, the call goes to ALVINO RAY, who brings his band and a reputation acquired on the West Coast to the Spot June 19 . . . with him will be the POUR KING SISTERS, as out on the Coast . . . tempers flared at a recent rehearsal of the T. Dorsey Band, with Frank Sinatra having to be forcibly restrained from an invasion of Buddy Rich . . . nothing serious happened, but it might very well have been a beautiful brawl if wiser heads hadn't prevailed . . . RAY NOBLE is set for the fall, at one of the swankiest hotel stands in town, which, when the name can be officially announced, will raise a lot of eyebrows among those who figured the spot as uncrackable by any office other than the one which had it exclusive for a long time . . . Shribman office switched TONY PASTOR's booking allegiance from GAO to CRA . . . there's a strong likelihood of a choice New York hotel spot for him in the near future . . . feud seems to be raging between Charlie Barnes and Van Savitt, over maxman SKIPPY MARTIN, who is leaving the former next week to join the latter . . . when Martin turned in his first notice to Charlie, his salary was upped to stay with the band, but Savitt even raised the raise . . . despite talk to the contrary, Alex Holden flatly maintains that HAL KEMP follows Tommy Dorsey on the Astor Roof as scheduled on July 22 . . . grapevine has TD staying there all summer on account of his new radio sponsor demanding the ork be in a local spot so as to broadcast from town during the series . . . but Holden, Kemp's manager, says "ain't no such that Hal goes in . . . with ENOCH LIGHT laid up for a good two months after that auto accident, his band will play 12 dates without him this month . . . BASIL FOMEN is trekking to Hollywood, but his band remains at the Glass Hat under AL MENCHONI's leadership.

AL KAVELIN leaves what was understood to have been an all-summer stand at Pabst Gardens at the World's Fair to bring his "cascading chords" into the Essex House Casino-on-the-Park June 12, following Bob Chester.

This Changing World

GLENN MILLER's younger brother, G. Herbert, takes over the road managerial reins on the band, TOMMY MACK having stepped out of that post . . . MARTHA TILTON, ex-Benny Goodman vocalist, swings over to Benny's one-time rival, Artie Shaw, doing the canarying on several of Shaw's latest Victor sides . . . CONNIE RUSSELL, European singing fave now on this side of the pond because of the war, joins Bobby Day's crew at the Arcadia Ballroom, New York . . . Gray Gordon adds a couple of youngsters to his rhythm section . . . 21-year-old LEE HAROLD on drums, and JACK PAY, 24 years old, on bass . . . Tommy Grant takes on MARY ROCHE for the word-scending when he opens June 29 for his fourth season at the Peninsula House, Sea Bright, N. J. . . JOHNNY KOVACH increases his ork by two, bringing the total up to 12 . . . one of the newcom-

ers, JOE PRICE, will handle vocals, having performed similar service for WCAU in Philadelphia . . . ZINN ARTHUR also takes unto himself a new chirper, JEAN MURRAY . . . BOB SYLVESTER supplies a band stand change for a couple of weeks at Blue Gardens, Armonk, N. Y., starting June 17, filling in for the McFarland Twins, who do a Paramount Theater stint those weeks . . . twins return to Armonk for the summer after the theater date.

Atlantic Whisperings

EARL DENNY gets the season's call at Peacock Gardens, Philadelphia suburban outdoor dansant at King of Prussia . . . in the city, IRVIN WOLF returns THE INTIMATES to his Hotel Senator Rendezvous, alternating their swing-cooperation with the Beale Street Boys . . . Montgomery House, Conshohocken, Pa., starts its seventh season this week with SAIL NAVE . . . JOHNNY HAME, who first got his start in Atlantic City 19 years ago, returns to the resort July 3 to play Hotel President's Round-the-World Room . . . "Pop" Cusick brings in KARL DAVIS for his Lakeview Inn at Almonesson Lake Park, N. J. . . Castle Cole Cafe, Norristown, Pa., changes the floor show, but the band stand scene remains intact with LOUIS LLOYD . . . JOE HAYES harmonies unshutters Streets of Paris, Philadelphia . . . It's a return trip to the El Patio Room of Colonial Hotel, Bridgeport, Pa., for EARLE LESTER . . . BILL NEWCOMER set for the opening of Prangley's Hotel, Pequea, Pa.

Midwest Murmurs

BAND slated to follow Ray Noble into the Palmer House in Chicago is MATTY MALNECK, currently out on the Coast . . . rumors have it that BUDDY MORENO will leave Griff Williams to hitch up with the Dick Jurgens Band, and further, that RONNIE KEMPER, of the latter outfit's vocal department, is out . . . HENRY SHENNE opens at the Melody Mill, near Chicago, June 19 for an indef. stay . . . RAY JOHNSON, flutist, recently with Joe Sanders, has joined Lou Holden's Disciples of Rhythm Band at the Ambassadors (See ORCHESTRA NOTES on page 27)

Duffy at Celeron Park Opener Nets Poor \$348

JAMESTOWN, N. Y., June 8.—Pier Ballroom in Celeron Park, owned and operated by J. G. Campbell, started its summer band parade with George Duffy May 29, night before the official opening of the park, with attendance, therefore, below anticipations. Promotional efforts were not as great as on previous occasions, which also hurt.

Total attendance was 600, not good in this giant hall, which can draw several thousand people in midseason. Ducats sold for \$1 per couple in advance, with 110 couples buying the bargain way. Box-office prices were \$1.25, and 190 couples made for a \$238 take at the door. Total receipts were \$348, which left only a meager profit for the management. Will Osborne is booked for tonight (8), Russ Morgan on June 15.

Swanky

NEW YORK, June 8.—Victor-Bluebird opened a new recording studio this week, going away with all corners and using wooden reflectors which, it is claimed, create a decided improvement in acoustics for recording purposes.

The reflectors look like half pillars and extend from the floor to the ceiling. John Vassos, designer, created the color scheme.

Heidt, Hackett To Sever Ties After Months of Trouble

NEW YORK, June 8.—Bobby Hackett, who broke up his band last year to join Horace Heidt's crew, has come to a parting of the ways with the maestro, after months of squabbling. Leaves the band on completion of its Loew's State engagement here, June 26. (Band opens June 13 for two weeks). The split throws into the ash can all of the extensive articles, which provided for Heidt becoming Hackett's personal manager after the proper build-up, in a contract which was never signed.

Heidt's agreement with Hackett called for featuring of Hackett as a star instrumentalist on stage and over the air. Disagreement, however, during a theater date in Columbus, O., hasn't had the two on good terms since.

Hackett is reported to be getting around \$200 per week from Heidt, but was supposed to break out with his own outfit again, after he regained sufficient popularity, under Heidt's management wing. Reason contract was never signed was because it tangled with Hackett's present relationship with his personal mentor, Chauncey Olman. Agreement was to have been finally worked out when the proper time came.

New Des Moines Dansant Leads Off With \$1,100

DES MOINES, June 8.—The new \$35,000 Riviera Ballroom at Riverview Park here chalked up a fair opening with damp, chilly weather hampering the first weekend business.

Louis Panico turned in a \$1,100 gross for the three days (May 31-June 2), with 2,200 patrons paying \$1 per couple. Business was up to expectations in view of the cold weather. Panico continues for full week with 60-40 prices holding during week days.

Canadian Bands Shifting Around for Summer Months

REGINA, Sask., June 8.—With the advent of warmer weather, Saskatchewan dance bands will tie themselves to other spots for the summer. Here, Sam Hillier's Band, which has been playing banquet dates during the winter, moves into the Trianon Ballroom after Howard Russell, who goes to Waterton Lakes, Alberta summer resort.

In Saskatoon, Guy Watkins leaves Legion Hall for the Arena Rink for jitney dancing thrice-weekly, while Ken Penker's Band, from the Bessborough Hotel and more recently the Rainbow Room nitery, heads for Danceland at Manitou Beach, Watrous, Sask.

ASCAP Ambassador of Good Will—"The Singing Speaker"

The man who writes, plays and sings the songs America Loves

FREDERICK V. BOWERS

Composer of the original World Famous "Because" and "Always" and hundreds of others

dynamo of energy. A veritable fountain of melody. A powerful purveyor of all that is good in songs. A man who made the most remarkable achievement on the lecture platform ever attained.

This week, June 7, celebrates his first year as the original ASCAP "Good Will Man."

Fred Bowers has a rich background of over 40 years in the theatre and writing songs. He is a brilliant Speaker with Sparkling humor and a delightful personality that reaches men, women and children from 6 years to 90.

The Treat of a Lifetime—Most Entertaining Program of the Year

Has already appeared before 50,000 people and 300 service clubs, schools and colleges.

Sponsored by the American Society of Composers, Authors and Publishers, 4507 RCA Bldg., New York.

Available for a limited number of appearances—Thanks to Gene Buck, E. C. Mills and John Paine.

Music Items

Publishers and People

ROY MUSIC'S newest ballad, *Only Me*, by Dorothy Holmes and Frank Killa, is on the drive list of that company.

Witmark dispatched Hal White, one of its pluggers, out to cover the New England territory. George Wallace, of Miller Music, left for the West Coast last week.

Jewel Music has assigned Eddie Lambert and Joe Whalen to dig up the plugs for *Lover's Lullaby*, which has been selling more sheet music in ratio to the air performances.

Braun Music is getting behind *Don't Ask Nothing of Me*, with a campaign set in the offing.

Alex Gerber, one of the old-timers who came out of Tin Pan Alley retirement several months ago with revivals of some of his old ones, now authors his latest, *Scuse Me*, collabing with Al Gumble on the music. Broadway Music publishing.

Hugh Martin received arranging assignment from RKO for the score of *Too Many Girls*, George Abbott's hit musical.

Mabel Wayne and Neville Fleeson made themselves known again when they brought suit against MGM for \$50,000, charging piracy of a song title which they claim was submitted back in 1937. "Betwixt and Between," their song, they claim, was substituted for a song they allege MGM used in a picture, called "In Between."

Songs and Such

SOME songwriting talent was discovered at the National Youth Administration's Radio Workshop, with the public debut of *Big Ben*, new swing tune authored by Lee Martin, and broadcast from the Workshop studios last Thursday.

Cladys Shelley and Herman Paley have prepared a *Father's Day* special

(June 16, remember). Today I Am a Father.

Chet Porrett, Bob Wright and Lew Pollock wrote *South of Pago Pago* for the Universal picture of the same name.

Ork leader Orrin Tucker collaborated with one of his boys, Jokey Sinay, on the new ditty, *Aren't You Going to Kiss Me Goodnight?*, which Irving Mills is publishing.

New Hit Parade Song Set-Up Starts July 1

NEW YORK, June 8.—Meeting with Music Publishers' Protective Association, American Tobacco Co., sponsor of the *Lucky Strike Hit Parade*, agreed to change its system of picking the weekly list of winners. Under the new set-up, to get under way July 1, prime consideration will be given reports from wholesale and retail sheet music sources on actual sales and reports on the popularity of songs in music box locations throughout the country.

Details of the survey are now being ironed out, and during the next three weeks actual contacts with sources will be made. Music publishing business has long felt that reports on actual sheet music sales and the activity of tunes in music machines will result in a more "stabilized" *Hit Parade* than with the emphasis on quickly fluctuating song plugs, as heretofore.

Miller Draws Neat \$5,100

ALBANY, N. Y., June 8.—Glenn Miller played to a jammed house here May 25 at the State Armory, packing in 4,000 jitterbugs at \$1.10 a head.

WALTER (FATS) PICHON and his 12-piece band had been signed to play on the Mississippi River steamer, *Capitol*, out of Louisiana, Mo.

Disk Click on Music Machines Means Over-the-Counter Sales, Say Leading N. Y. Retail Shops

NEW YORK, June 8.—Interviews with record department heads of leading music stores in the midtown area here indicate growing importance of music-box influence on home-record sales. The executives unanimously agree that popularity of a disk on music boxes directly influences its over-the-counter sale.

As proof of this contention, men claim an increasing number of people, when buying a pop disk, state they first heard it in their local night club, liked it and wanted it for their own. Additional evidence is the fact that Will Glaha's *Beer Barrel Polka*, Artie Shaw's *Begin the Beguine*, Tommy Tucker's *The Man Who Comes Around* and others that enjoyed brisk retail sales were first introduced

to home record purchasers via the music-box network and soared to popularity, largely due to the flying start given them via the phonos.

Specific Instances

Harry Drayson, buyer of the record department of Gimbel's department store here, cited as a specific example his experience with *Beer Barrel Polka*. "When *Beer Barrel* first came out," he revealed, "we had seven different versions on hand, but not Will Glaha's. People would come in, play all seven and then not buy, saying that none of the seven was the one they had heard on the music machines."

Also citing *Beer Barrel*, along with *Mercutio Rose*, *Tumbling Tumbleweeds* by Bing Crosby and other numbers as examples, John Scallie, manager of the record department of Center Music Store in Rockefeller Center, went on record (See *MUSIC MACHINES* on page 78)

Jantzen Beach Park Opens Summer Name Band Policy

PORTLAND, Ore., June 8.—Jantzen Beach Park here, operated by the Hayden Island Amusement Co., adopts a name band policy this year (sprinkled with some semi-names), and has thus far set its booking schedule up to August 6.

Opener was Gus Arnheim, followed by Benny Goodman for a one-nighter, with Ray Pearl current until tomorrow (9). Others skedded so far include Shep Fields, June 11 for a week; Sterling Young, a three-weeker starting June 18; Eddie Fitzpatrick, July 9 for two weeks; Skinny Parris, also for two weeks beginning July 23, and Jan Garber for a one-week stand, August 6. Bookings are being done thru MCA.

Hudson Sets New Opening Record for Terrace Club

VIRGINIA BEACH, Va., June 8.—Dean Hudson, opening the season May 29 at the Terrace Club here, broke all opening records for the open-air spot with 1,750 patrons turning out, despite the balmy weather. Record opener was attributed partly to the fact that Hudson put on his Lance commercial directly from the club on opening night.

George Duffy followed Hudson here for two weeks with Dick Stabile, Freddy Martin, Ben Bernie and Jack Denny also skedded.



NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

The Billboard COMPREHENSIVE GUIDE TO SONG POPULARITY*

SONGS WITH MOST RADIO PLUGS INCLUDING INDEPENDENT NEW YORK STATIONS

| POSITION Last This Wk. Wk. | NATIONAL | POSITION Last This Wk. Wk. | EAST | POSITION Last This Wk. Wk. | WEST COAST | Position Last This Wk. Wk. | Title | Publisher | Ret. | Plugs Ends |
|----------------------------------|---|----------------------------------|---|----------------------------------|---|----------------------------------|---|--------------------|------|---------------|
| 1 | 1. THE WOODPECKER SONG | 1 | 1. Imagination | 1 | 1. The Woodpecker Song | 17 | 1. BLUE LOVBIRD (F) | Foist | 40 | 3 |
| 2 | 2. PLAYMATES | 6 | 2. Make Believe Island | 2 | 2. Playmates | 9 | 2. IMAGINATION | ABC | 30 | 16 |
| 3 | 3. IMAGINATION | 3 | 3. The Woodpecker Song | 3 | 3. Imagination | — | 3. DEVIL MAY CARE | Witmark | 29 | 12 |
| 4 | 4. THE SINGING HILLS | 2 | 4. Playmates | 5 | 4. Say It | 7 | 4. SAY IT (F) | Famous | 23 | 13 |
| 5 | 5. SAY IT | 4 | 5. Shake Down the Stars | 6 | 5. The Singing Hills | — | 5. YOU'RE LONELY AND I'M LONELY (M) | Berlin | 27 | 0 |
| 6 | 6. MAKE BELIEVE ISLAND | 4 | 6. Where Was It? | 8 | 6. Make Believe Island | 10 | 6. WHERE WAS IT? (F) | Remick | 25 | 21 |
| 7 | 7. WIND AND THE RAIN IN YOUR HAIR | 5 | 7. Say It | 15 | 7. Too Romantic | — | 6. I HAVEN'T TIME TO BE A MILLIONAIRE (F) | Santly, J. & S. | 25 | 6 |
| 8 | 8. WHERE WAS IT? | 8 | 8. The Singing Hills | 7 | 8. When You Wish Upon a Star | 4 | 7. WOODPECKER SONG | Robbins | 24 | 19 |
| 9 | 9. LITTLE CURLY HAIR IN A HIGH CHAIR | 9 | 9. Little Curly Hair in a High Chair | 4 | 9. Wind and the Rain in Your Hair | 6 | 8. YOURS IS MY HEART ALONE (M) | Harms | 21 | 22 |
| 10 | 10. WHEN YOU WISH UPON A STAR | 11 | 10. I Can't Love You Any More Than I Do | 11 | 10. Shake Down the Stars | 18 | 9. FOOLS RUSH IN | Bregman, V. & C. | 21 | 21 |
| 11 | 11. SHAKE DOWN THE STARS | 7 | 11. Wind and the Rain in Your Hair | — | 11. Little Curly Hair in a High Chair | 14 | 8. DANNY BOY | American | 21 | 0 |
| 12 | 12. TOO ROMANTIC | 15 | 12. Too Romantic | — | 12. Alice Blue Gown | 12 | 9. SIERRA SUE | Shapiro, Bernstein | 20 | 10 |
| 13 | 13. I CAN'T LOVE YOU ANY MORE THAN I DO | — | 13. A Lover's Lullaby | 10 | 13. A Lover's Lullaby | 5 | 10. MAKE BELIEVE ISLAND | Miller | 19 | 13 |
| 14 | 14. A LOVER'S LULLABY | — | 14. Where Do I Go From You? | — | 14. I Can't Love You Any More Than I Do | 12 | 10. I CAN'T LOVE YOU ANY MORE | Olman | 19 | 5 |
| 15 | 15. ALICE BLUE GOWN | 10 | 15. Alice Blue Gown | — | 15. Believing | — | 11. TOO ROMANTIC (F) | Paramount | 18 | 12 |
| | | | | | | | 10. 11. WHERE DO I GO FROM YOU? | Mercer | 18 | 3 |
| | | | | | | | 8. 12. MY, MY (F) | Famous | 17 | 11 |
| | | | | | | | 3. 13. SHAKE DOWN THE STARS | Bregman, V. & C. | 13 | 13 |
| | | | | | | | 1. 13. IT'S A WONDERFUL WORLD | Robbins | 13 | 8 |
| | | | | | | | 16. 13. OLD NICKEL MAN | Robbins | 13 | 0 |
| | | | | | | | 12. 14. PLAYMATES | Santly, J. & S. | 12 | 24 |
| | | | | | | | 11. 14. WIND AND THE RAIN IN YOUR HAIR | Paramount | 12 | 15 |
| | | | | | | | — 14. HER NAME WAS ROSITA | Shapiro | 12 | 8 |
| | | | | | | | — 15. HOW CAN I EVER BE ALONE (M) | Chappell | 11 | 7 |
| | | | | | | | — 16. SINGING HILLS | Santly, J. & S. | 10 | 21 |
| | | | | | | | — 16. MEET THE SUN (F) | Santly, J. & S. | 10 | 6 |
| | | | | | | | — 16. TENNESSEE FISH FRY (M) | Chappell | 10 | 5 |
| | | | | | | | — 16. I'LL NEVER SMILE AGAIN | Son | 10 | 4 |

Songs listed are those receiving 10 or more network plugs (WJZ, WEAF, WABC) between 5 p.m.-1 a.m. week days and 8 a.m.-1 a.m. Sundays, for the week ending Friday, June 7. Independent plugs are those recorded on WOR, WNEW, WMCA and WJLN. Film tunes are designated as "F," musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

On the Records

By DANIEL RICHMAN

A critical analysis of the latest record releases, stressing their commercial value to record retailers and music machine operators. Reviews of greater length are given to recordings that possess unusual interest as to artist, selection, or both.

Key: FT—Fox Trot; W—Waltz; VC—Vocal chorus; V—Vocal recording.

TOMMY DORSEY (Bluebird)

East of the Sun—FT; VC. *Head on My Pillow*—FT; VC.

For the first time the Tommy Dorsey name, if not the full band, is offered to retailers and music machine ops on a 35-cent label. Tommy Dorsey and his Sentimentalists, eight-man-band-within-a-band, will make one Bluebird disk a month, the whole Dorsey crew continuing its normal Victor output. First side of this initial pressing is in the style of Marie, Dorsey hit of several years ago, with Tommy's trombone, Bunny Berigan's hot trumpet and an ensemble vocal adding up to a potential repeat of that success in home sales and music-box returns. *Pillow* is less effective, noteworthy only for a Frank Sinatra vocal and the usual Dorsey-Berigan born work. Easy, relaxed tempo on both sides, with Sun a particularly auspicious debut for the small group and a likely big seller.

GLENN GARR (Decca)

Sailor With the Navy Blue Eyes—FT; VC. *You Little Heart-Breaker You*—FT; VC. *That Red-Head Gal*—FT; VC. *Saturday's Children*—FT; VC.

Second debut of the week is Glenn Garr on Decca, but the event isn't calculated to cause much dancing in the streets (or anywhere else, for that matter). It's less the fruit of the band than of the bad songs it was saddled with that these first four sides mean nothing but a bad start for the ork in the disk sweepstakes. Garr musical style has Kay Kyser overtones, which may also hurt the band with those record purchasers and music-box patrons prone to draw comparisons. Main flaw on these initial waxings, however, lies in the poor material, band doing an adequate if undistinguished job on what it had to work with.

HARRY JAMES (Varsity)

Flight of the Bumble Bee—FT. *Four or Five Times*—FT; VC.

James' version of the Rimsky-Korsakov classic is a masterpiece of trumpet virtuosity, one of the finest and most thrilling things ever recorded by a swing musician. This is a natural for large sales among record collectors, and, because of the general public's familiarity with its title and the amazement James' work is certain to create, it has a better-than-fair chance for universal popularity over music store counters and in the music boxes. Reverse is an oldie with only a brief ensemble vocal to recommend it, plus some James trumpet that, however, fades into insignificance alongside of his masterful technique and tone on *Bumble Bee*.

LOUIS ARMSTRONG and MILLS BROTHERS (Decca)

Boop It—FT; VC. *Cherry*—FT; VC.

Altho the Mills Brothers haven't meant much lately in the recording picture, linking them with the potent Armstrong name on a couple of particularly suitable tunes may boost their stock again. This couple of a new swinger and an oldie presents a good combine of the Mills' warbling and Louis' trumpet and gravel-voiced vocalizing. Sides carry an informal unself-conscious air and are perfect for colored music machine locations as well as a good many ofay spots. Retail sales, however, are likely to be limited to Satchmo's loyal fans.

FABIAN ANDRE (Columbia)

The Man Who Came To Rumba—FT. *Waltz Night at the Savoy*—FT. *Dance of an Ear of Corn*—FT. *The Maid With the Slight Swiss Accent*—FT.

Andre is apparently attempting to emulate Raymond Scott's style (and success) by writing, arranging and conducting some oddly titled novelties in the Scott idiom, but he falls far short of the latter's ingenious melodic and harmonic standards. None of his first four sides show any spark or brilliance, themes being repetitious and uninspired. Over-orchestration and disconcerting rhythmic tricks don't help either. Out of the question for music boxes, and retail sales prospects are none too bright, even among rabid "modern music" followers. Latter are likely to see the musical falseness behind the modern idiom facade.

DUKE ELLINGTON (Victor)

Cotton Tail—FT. *Never No Lament*—FT.

Two Ellington originals not up to his high level of composition and orchestral execution. Record collectors and Duke's admirers alone will be interested.

EDDY HOWARD (Columbia)

The Singing Hills—V. *Where Was I?*—V. *Say It*—V. *Moments in the Moonlight*—V.

Howard, ex-Dick Jurgens vocalist now stepping out on his own, is going to have a hard job carrying a label by himself, judging from his first four Columbia sides. Vocal equipment is nothing unusual, and Lou Adrian's string backing invites disastrous comparison with Bing Crosby disks and the similarly styled John Scott Trotter accompaniments.

LES BROWN (Decca)

Love (Your Maple Spell Is Everywhere)—FT. *Walkin' and Sustin'—FT.*

Ballad is done in a typical Glenn Miller arrangement without Miller finesse. Brown might have had something here (tune is still plenty listenable) if he had given it some distinguished treatment of his own. Reverse is typical swing, with a good piano chorus.

JIMMY DORSEY (Decca)

Fools Fall in Love—FT; VC. *Latinas Know How*—FT.

Both from Louisiana Purchase, with the usual musical rightness of this band displayed particularly on the first chorus of *Latinas*. Bob Eberly opens and closes the reverse with his excellent word-selling.

JAN SAVITT (Decca)

You're Lonely and I'm Lonely—FT; VC. *The Lord Done Fixed My Soul*—FT; VC. (See ON THE RECORDS on page 77)

On the Stand

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

Woody Walder

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

THIS small combo is solid, yet it's hard to decide whether the musicians are "hep" or not. In some numbers, obviously scored, the band sends as a whole, while on other numbers, equally obviously jammed, the boys just aren't there.

All of which makes band an in-and-outer which needs more polish to keep in the proper groove all the time. Best numbers are blues and slow riff numbers, but on the faster stuff the spark seems to be missing.

Top instrumentalist in the group is Walder himself, who fronts with clarinet and improvises to neat effect with nice clarity of tone. He also plays low register a great deal, but doesn't get "buzzy." Neat piano breaks and fill-ins are provided by Everett (Coote) Dyer, but he doesn't get enough opportunities to solo.

Bass player Jack Johnson plucks out some fair takeoffs, while Babe Lovett is solid on drums. Bill Terry vocals. This crew makes some private records recently and sounds better on wax than in person. Locke.

Johnny Green

(Reviewed at Marine Ballroom, Steel Pier, Atlantic City)

ASSOCIATED mostly with radio selling A of his synopses, this composer-conductor-pianist brings a refreshing brand of syncopation to dance fans as well. Inspiration to hoof is there; and there are plenty of contrasting tonal colors in the music by judicious use of woodwinds and fiddle coatings in the arrangements. Once Green can remember that he's not conducting a symphony for the unseen radio audience and takes cognizance of the dancers beyond his podium-piano, there should undoubtedly be a deepening wave of enthusiasm among dance devotees for his band.

A full complement of horns and strings make up the ensemble, using four saxes, doubling on flutes, oboe, clarinets; three trumpets and two trombones; four violins; and the conventional four rhythm, Green alternating between the

Steinway and the over-used stick.

Green's piano flashes scintillate throughout, mostly on the musically selected selections. Song selection is plenty varied between rhythm and ballad ditties, altho tempo stick, for the most part, to the groove that stigmatizes radio playing. Also for the most part, it's a back view of the maestro's strenuous baton calisthenics that dancers get. Crew is plenty capable, and Green would do well to give the band boys the back view.

Song selling department is plenty strong, Carol Horton giving a lift to the rhythm hollabies, and Jack Smith stepped in the romancy bary range for the ballads. Orodentier.

Jack Swanson

(Reviewed at King's Ballroom, Lincoln, Neb.)

OUT of place in dance halls, Swanson's Ork is too society-styled to cope with the stag-line trade, and this was the first strictly ballroom date for him in years. He's a stand-by with the Omaha Happy Hollow Club, and his tempos are chosen with an eye to catering to more mature dancing tastes, dancing club parties and the like.

Swanson is an electric guitarist, but used the instrument very little here. He was mainly busy trying to master the barrage of requests for swinger-orchestra variety. Each section is populated by three men, with Frank Strangler, lead trumpet, and John Hertz, sax, backing, Wilma Lee is the songstress, an eye-bargain.

To the club-band way of being short of punch, altho up to their own kind of job, Swanson conforms. If bidding for more halls, he'll have to put more whip to his music. Oldfield.

Hal Leonard

(Reviewed at King's Ballroom, Lincoln, Neb.)

TRIO of triple-tonguing trumpets blazes its way into the memory of those who see and dance to Hal Leonard's Ork. Leonard and all his boys are young, dress neatly and are able to adjust themselves to any kind of patronage. Waltzes and hot alike are in the files, and the Leonard appeal is accentuated by his personality.

In the tripping he works with Tauno Thompson and Bob Andrews, and other highlighters are Ralph Houper, drummer, and Herbie Peer, who lays down trombone to sing. Leonard should want for no dates in the territorial dance-hall circuits, and he can repeat to better business each time. Oldfield.

Gus Steck

(Reviewed at the Brook, Summit, N. J.)

STECK went to New Jersey on a six-week booking that turned out to be a career of five years, and is so solidly entrenched in this territory that he can spend his old age along Route 24 if he wants to.

Completing a year at this present spot (he was at the Chanticleer for four years), Steck sticks to the formula of giving sedate patronage of this niterly what it wants in music—quiet, rhythmic, danceable melody. Nothing flashy, nothing rambunctious or brassy—just music that's very smooth and danceable, along with a dash of subdued novelty that goes over well with the customers.

Instrumentation consists of four sax (including Steck, who works all the time), two trumpets, one fiddle and three rhythm. Outfit is essentially a young crew, making a nice appearance on the stand. Library is well stocked with a diverse variety of tunes, ranging from ballads to congas and waltzes. But no swing—not necessary here.

Vocal trio made up of boys in the band, the Steckatoo, includes Jules Martin, Jack Walker and Fred Sayles, with the latter stepping out for the solo. Zeit.

On the Air

By SOL ZATT

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

BILL McCUNE

Bordewick's, Tuckahoe, N. Y., Mutual Network, Sunday (3), 12-12:30 a.m.

ON ONE of his last broadcasts before leaving the hinterlands for the Windy City McCune didn't distinguish himself as a top band showman, but he did give a solid half-hour broadcast that had listening appeal.

McCune sells in a limited sort of way, having a divergent selection of tunes, ranging from ballad to novelty, from sweet to Latin. Added to that are the vocals of Katherine Hoyt and Gordon Robb, evenly interspersed between songs. A pop medley topped off a well-paced program of songs, with the proper toning to fit the mood.

RUDOLPH FRIML JR.

Biltmore Hotel, Los Angeles, NBC Blue Network, Monday (3), 12:30-1 a.m.

THE young maestro is emulating a famous name in American music, with a band that is mellow, listenable, extremely danceable, and, in an all-around way, excellent late hour listening.

For pure commercialism in selling his ork on a nocturnal spot, Friml has apparently hit the right formula of song presentation, with a variation of all types of music from Gershwin down, arranged in a style of sweet plus dashes of swing that might command future attention from people who like their music in many ways.

Friml, with Carol King chirping the vocals in highly pleasing fashion, selected a tune range that was virtually without error in spacing and timing. The arrangements were well-rounded musically and projected extremely well.

HAPPY FELTON

Beverly Hills Country Club, Newport, Ky., NBC Red Network, Monday (3), 1-1:30 a.m.

FOR liveliness and plenty of oomph, Felton has a well-spirited half hour of fun, kidding around and salesman-ship that keeps the listeners glued to the dial in the wee hours of the morning, despite the drowsiness, usually induced by the heavy injections of sugar on most late hour remotes, that sets in.

In addition to top-flight music and a well-planned selection of pop tunes sung by the competent vocal chords of Billy Galbraith and Louise Dunn, Felton's manner and personality reflect themselves over the air, lending a spontaneity that goes with keeping such programs on a high entertaining level.

DETROIT, June 8.—Sam Kaufman Orchestras, band booking office here, closed, with both partners in the enterprise now heading their own theater bands. Sam Jack Kaufman is currently playing in the East, and Herschel Leib is alternating between the Fox Theater and the Wisper & Westman Circuit here.

Bands on Tour

Advance Dates

HAL KEMP: Turnpike Casino, Lincoln, Neb., June 14; Fairlyland Park, Kansas City, Mo., 15; Shore Acres, Sioux City, Ia., 16; Neptune Casino, Sioux Falls, S. D., 17; Roof and Palm Gardens, Arnold Park, Ia., 18; Danceland, Cedar Rapids, Ia., 19; Colonial Gardens, Rochester, Ind., 20; Eastwood Gardens, Detroit, 21-27; Cedar Point Ballroom, Sandusky, O., July 4.

AL DONAHUE: Rhodes Ballrooms, Cranston (Providence) R. I., June 14; Brooklyn (N. Y.) College, 15; State Theater, Hartford, Conn., 16; Cousins Gyn., Medford, Mass., 17; Steel Pier, Atlantic City, July 18 (week).

LAWRENCE WELK: Coliseum, Sterling, Ill., June 14; Crystal Ballroom, Colons, Mich., 15; Paramount Theater, Hammond, Ind., 16; Lakeside Pavilion, Guttenberg, Ia., 17; Auditorium, Schuyler, Neb., 18; American Legion Ballroom, North Platte, Neb., 19; Elitch's Gardens, Denver, 20.

GEORGE OLSEN: Idora Park, Youngstown, O., June 14; Fairlyland Park, Kansas City, Mo., 29; Frog Hop Ballroom, St. Joseph, Mo., July 2.

WILL BRADLEY: Piedmont German Club, High Point, N. C., June 15.

JACK DENNY: Palisades Park, N. J., June 15 (week); Jones Beach, Long Island, N. Y., July 4 (week).

TINY BRADSHAW: Seaside Park, Vicksburg, Miss., June 16; Crystal Ballroom, Longview, Tex., 19; Rhythm Club, New Orleans, 23; Temple Roof Garden, Baton Rouge, La., 24; New Yorker Club, Jacksonville, Fla., 27; The Pier, Jacksonville Beach, Fla., 29; Auditorium, Savannah, Ga., 30.

GEORGE HALL: Taylor's Inn., Poteau, Okla., June 16; El Rancho Theater, Victoria, Tex., 20; La Ramar Ballroom, Fort Dodge, Ia., 26; Castle Farm, Cincinnati, July 3-4.

PENNY TOMLIN: Meadow Acres Ballroom, Topeka, Kan., June 30.

JIMMY DORSEY: Steel Pier, Atlantic City, August 3-4; Cedar Point Ballroom, Sandusky, O., 9 (week).

Dallas Ops Plan

Chain of Dansants

DALLAS, June 8.—Following a tremendous hit with their second dance spot, the Plantation in Houston, Dick Wheeler and Joe Landwehr, who also operate the local Plantation, are planning to establish a large chain of ballrooms, with their local club as headquarters.

Anson Weeks drew 900 on his Friday (11) opening at the Houston club, despite rain and cold weather. Saturday night's attendance was a capacity crowd of 2,000.

Inaugurating its summer season, the Baker Hotel here opened its Peacock Terrace, shuttered for the past three years, May 30, with Eddie Le Baron drawing more than 700 dancers at \$1.50 top per person.

Gus Arnheim Attracts 600 At Natatorium Park, Spokane

SPOKANE, Wash., June 8.—Gus Arnheim attracted 600 dancers at 85 cents per to Natatorium Park here June 4 for a gate of approximately \$500. "Considering the war psychology, the cool weather, the Tuesday night date, and competition by Abu-Bekr White Horse Patrol under Shrine auspices, Arnheim didn't do so bad," commented Manager Louis Vogel.

Hal Grayson opened a four-week engagement the following night (5), attracting 300 dancers at popular prices of 40 and 15 cents.

Reverus Make Musical Skit Album for Musicraft Corp.

NEW YORK, June 8.—New series of musical comedy skits on records by The Reverus, satirical comedy group, is being released by Musicraft Corp.

New album consists of *The Joan Crawford Fan Club* and *The Mysterious Footprints*, which the Reverus have been doing in night clubs and over NBC Group, consisting of Adolph Green, Alvin Hammer, John Frank, Betty Comden and Judith Tuvim, was unknown last year, but took a quick climb from a Greenwich Village spot to the Rainbow Room.

Ballroom Business In Detroit Remains OK With Semi-Names

DETROIT, June 8.—Ballroom business here has remained remarkably stable for the past several months, in the face of fluctuating employment conditions and a general serious business drop in picture theaters. At the two major downtown ballrooms, Graystone and Arcadia, patronage has been almost constant, with weekly average attendance at each spot around 8,000, for a gross estimated at around \$4,000 for the Graystone and \$3,200 for the Arcadia.

Arcadia showed the only change, a slight upward move. Factor is probably the steady following built by the bands, spotted in for a month's booking. Les Arquette, who closed a week ago, proved wholly up to the standard of the spot and rates credit for building business slightly in the face of a generally stationary patronage. Mike Riley, with Eddie Parley, is in currently.

At the Graystone five bands during the past month showed no noticeable differences in attendance. Carl Vincent, Carl Deacon Moore, Charles Agnew, Kenny Stone and Vincent Patti, in for a week each, drew average business. Graystone policy of a weekly good band, but rarely in the big name class, is counted on to hold the patronage of the younger dancers. Spot shifted policy Wednesday (5), moving into the outdoor gardens adjoining. Art Mooney, lately at the Book-Cadillac Hotel, opened the gardens for the season.

Students Get Band Booking Lesson—the Hard Way

BLOOMSBURG, Pa., June 8.—Juniata at Bloomsburg State Teachers College would like to get their hands on one Stuart A. Smith, who after previously booking several bands at the college, received \$75 as down payment for the promised appearance of Jimmy Dorsey at the Junior Prom last month. Money was part of the \$100 fund which the students had been building since their freshman year.

When the committee failed to hear from Smith, they wired him and received an answer from Carrolltown, O., stating he was unable to obtain the band and promising to wire back the money in a week. Meanwhile, school authorities investigated Smith's past and found he was not a licensed booker and that Dorsey already was booked for the period he was to have played Bloomsburg. Police say Smith has a long police record on false pretense and forgery charges.

Kid Bands Causing Trouble in Philly


PHILADELPHIA, June 8.—Use of high school bands for concerts on week-end dates at Willow Grove Amusement Park here is creating a tense situation between the local musicians' union, the park management and the Board of Education. According to Local 77 continued use of the kid orks is a breach of the "code of ethics" adopted by the Pennsylvania State Conference of member AFM locals and accepted by the State Department of Education.

Willow Grove Park employs a union dance band for the ballroom and a pit band for stage shows, bringing in the school outfits as a promotion to create crowds for the park, and claiming it never intended for the kid toolsters to displace any possible employment of a professional band.

A union protest has been filed with the Board of Education, with Dr. George LeRoy Lindsay, director of music for the B. of E., claiming that the park concerts are in the nature of private school picnics promoted by the park.

Martin's 1,482 on 3 Nights

KANSAS CITY, Mo., June 8.—Sammy Martin's new 14-piece ork made its debut here this week at the new Tall Timbers Ballroom. During a three-night stand Ned Vale, manager, reported that the crew lured 1,482 paid admissions. Mark is particularly impressive when it is considered that duets peddle at 25 cents each.



JOE REICHMAN
 "The Pagliacci of the Piano"
HELD OVER
 Third Engagement COCOANUT GROVE
 AMBASSADOR HOTEL, LOS ANGELES

Selling the Band

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

Casa Loma Rockers

EXPLOITATION for Glen Gray during a recent theater week in Pittsburgh made full advantage of the Casa Loma recordings to enhance the promotion. Cardboard rings, folding to make a toy rocker, were the most striking stunt. With a cut of the master popping up from the center, it was an invitation to "Rock With Casa Loma." Emphasis was on the band's No Name Five record, calling attention to the fact that the item should be heard both on the disk and "in person" at the Stanley Theater, where the band was making its stand.

They were designed to be placed on top of all music machines, which have that particular record, and the fact that kids continually picked them up as souvenirs was the desired effect. They were also placed to good effect on record counters and in windows. Placed on a record turntable a little off the center and slowing the r.p.m. down, the rocker made a well animated display. More than 1,500 were distributed in Pittsburgh and an additional 1,000 in New Orleans, where the Casa Lomanites hold forth at the Roosevelt Hotel.

Again on the record angle, in addition to the rockers, the theater printed 30 display window cards with a Glen Gray picture pasted on them for record store dealers with 10,000 postcards on Glen Gray to mail to customers. In addition, maestro Gray and vocalists Kenny Sargent and Pee Wee Hunt were individually and collectively scheduled for seven broadcasts the first three and a half days of the engagement.

Local Angles

THERE was also a parking-lot strike in Pittsburgh, occasioning the populace no end of trouble and the newspapers material for daily yarns depicting the situation. For The Post-Gazette, Gray's publicity mentors got a Bantam car and framed a story to the effect that Gray (6' 4", 225 lbs.) and Hunt (6' 2", 250 lbs.) had heard about the strike and brought along a car which, when they got where they were going, they could pick up and carry it with them.

Jeary Stone, who plays the tempo platters on WDAS, Philadelphia, has hit on a program idea heightening the interest in the band's recording. Calls his shot "The Band of the Week" and airs a single band's waxings for his daily shots that week. To measure the band's popularity, listeners are invited to send in letters telling why they like or do not like the band, giving 25 pairs of movie passes as a come-on for the letters. The recording bands would do well to make ties with this program when coming into the territory.

Taffies Will Tell

SONNY JAMES, set for the summer at Spread Eagle Inn, Stratford, Pa., has a natural tie for his stand. James being the scion of Atlantic City's salt-water taffy king, Milt Shapiro, spot's promotion overcoat, has made arrangements for a stuffer to accompany every box of taffies mailed out of James' stores at the resort this season. It's taffies and tunes by James.

J. M. Troup Music House, Lancaster, Pa., continues its series of "Music Notes," institutional advertisements designed to stimulate interest and sale of the waxed pieces. This one sheds the light on radio bores, ballying, "True, you can turn radio bores OFF, but what can you turn TO? Why, turn to music—the music you LIKE—music of YOUR OWN CHOICE—music that pleases YOUR taste!" It's simply delightful and delightfully simple when you have the finest RECORDS to choose from. Get started now on this "now" fascinating hobby—come in today and hear the kind of music you could listen to forever!"

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

A
Abb. Vito (Stuyvesant) Buffalo, h.
Alvin, Bill: (Embassy Club) Denver, no.
Alexander, Van: (Evergreen Club) Bloomfield, N. J. no.

B
Baer, Billy: (Bear Mountain Inn) Bear Mountain, N. Y. re.
Bakay, George: (Wilson's) Phila, no.
Barric, Dick: (Chippewa) Chippewa Lake, O., 11-13, b.

C
Cannon, Eddie: (Red's Lake) Miles, Mich.
Candullo, Joe: (Kitty Brand's) Boston, no.
Caret, Tony: (Villa Moderne) Chi, no.

D
Davies, Jimmy: (Lake Merritt) Oakland, Calif., h.
David, Johnny: (Miami) Milwaukee, no.
Daw, Freddy: (Big Ballroom) Saugatuck, Mich., b.

E
Engle, Charlie: (1100) Club) Chi, no.
Eaton, Dick: (Red Hill) Pennsauken, N. J.

F
Fahlan, Teddy: (Highway Cafe) Milwaukee, no.
Farmer, Wm.: (New Gaiety Inn) Albany, N. Y. c.

G
Gardner, Eddie: (Red's Lake) Miles, Mich.
Gardullo, Joe: (Kitty Brand's) Boston, no.
Garet, Tony: (Villa Moderne) Chi, no.

H
Hagener, Herb: (Sands Point) Sands Point, L. I. c.

I
Irwin, Marty: (Churchill Tavern) Pittsburgh, re.

Orchestra Routes

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

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

Ellington, Duke: (Mystic Night Club) Youngstown, O., 15.
Elliott, Joe: (Queen Mary) NYC, re.
Elson, Joe: (Club Moderne) Tacoma, Wash., no.
Evans, Bobby: (Cotton Club) Phila, no.

F
Fahlan, Teddy: (Highway Cafe) Milwaukee, no.
Farmer, Wm.: (New Gaiety Inn) Albany, N. Y. c.

G
Gardner, Eddie: (Red's Lake) Miles, Mich.
Gardullo, Joe: (Kitty Brand's) Boston, no.
Garet, Tony: (Villa Moderne) Chi, no.

H
Hagener, Herb: (Sands Point) Sands Point, L. I. c.

I
Irwin, Marty: (Churchill Tavern) Pittsburgh, re.

J
James, Harry: (Paramount) NYC, t.
Jay, Leo: (Wagon Wheel) Atlantic City, no.

K
Kaspar, Gordon: (Shawnee) Springfield, O., h.
Kassell, Art: (Tavern) Kansas City, Mo., 1.

L
Ladd, Lew: (Essex) Boston, h.

Kay, Herb: (Cavalier Beach) Virginia Beach, Va., no.
Kaye, Sammy: (Stanley) Pittsburgh, t.
Keller, Leonard: (Rismarck) Chi, h.

L
Ladd, Lew: (Essex) Boston, h.

M
McCreary, Howard: (Anlier) Colorado Springs, Colo., no.

N
Naagra, Jimmy: (Viking) Phila, c.

O
Ohman, Phil: (Trocadero) Hollywood, Calif., no.

P
Palermo, William: (La Marquette) NYC, no.

Q
Quartell, Frank: (Colosmo's) Chi, no.

R
Rapp, Barney: (Sign of the Drum) Oxnard, Calif., no.

Panchito: (Versailles) NYC, no.
Parker, Holt: (Lutie Pitt) Norristown, Pa., c.
Patrick, Henry: (Stock Club) Phila, no.

Ray, Alvin: (Jefferson) Detroit, p.
Read, Kemp: (Stonebridge) Tiverton, R. I., h.
Reichman, Jerry: (Greenwich) Los Angeles, h.

R
Rapp, Barney: (Sign of the Drum) Oxnard, Calif., no.

S
Sabin, Paul: (St. Paul) St. Paul, h.
Sanabria, Juanito: (Havana-Madrid) NYC, no.

T
Tan, Jimmie: (Kaufman's) Buffalo, no.
Taylor, Sandy: (Lantz's Merry-Go-Round) Dayton, O., no.

U
Uimer, Ernest: (Nicky's Shadowland) Houston, no.

V
Valero Sisters: (Jungle Room) World's Fair, NYC, no.

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

Gray, Olsen: (Roosevelt) New Orleans, h.
Greene, Bob: (Pepper Pot) NYC, no.

H
Hagener, Herb: (Sands Point) Sands Point, L. I. c.

I
Irwin, Marty: (Churchill Tavern) Pittsburgh, re.

J
James, Harry: (Paramount) NYC, t.

K
Kaspar, Gordon: (Shawnee) Springfield, O., h.

M
McCreary, Howard: (Anlier) Colorado Springs, Colo., no.

N
Naagra, Jimmy: (Viking) Phila, c.

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Ohman, Phil: (Trocadero) Hollywood, Calif., no.

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Palermo, William: (La Marquette) NYC, no.

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Quartell, Frank: (Colosmo's) Chi, no.

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Rapp, Barney: (Sign of the Drum) Oxnard, Calif., no.

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Sabin, Paul: (St. Paul) St. Paul, h.

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Tan, Jimmie: (Kaufman's) Buffalo, no.

U
Uimer, Ernest: (Nicky's Shadowland) Houston, no.

V
Valero Sisters: (Jungle Room) World's Fair, NYC, no.

Thanks in the Springtime

By EUGENE BURR

IT DOESN'T seem much like spring. Horror aits numbing at the backs of men's minds, the season is crowded by death rather than birth, and Nature herself has recoiled from the face of the world. Until the last few days the weather has been that of late March rather than early June. But none the less the appointed season has rolled round for the semi-annual column of thank-yous to those actors and actresses who have made play-going pleasurable. The last such column appeared at Christmas, and now the season has trickled away until only a few scattered musicals remain on the books.

Thanks, then:

TO HAYLEY BELL, an English lass who was cruelly imported to play the lead in *Billy Draves a Horse*, in which she handled awful material beautifully—and in which Messrs. Brady and Shubert, the producers, went Billy one better by drawing a turkey; to Sally O'Neill, who in previous years failed to set fire to combustible celluloid, but who came to the stage and turned in an unobtrusively beautiful piece of character work in *When We Are Married*, a play that proved that J. B. Priestly is not a funny fellow; to Beth Merrill, returning to the stage after too long an absence, for offering a lovely, human, richly detailed characterization as the Polish mother in *Christmas Eve*, which was certainly to visit from St. Nicholas; to Arthur Shields, for the glowing beauty of his work as the fiddling poet in *Kindred*, in which Paul Vincent Carroll added some magnificent things, but said them in such weak dramatic terms that most of the effect was lost; and to Wanda Paul, a large lass who played a bit in the same play—a difficult, badly written bit that she played with understanding and intelligence; to Elliott Nugent, for acting with all his wistful aplomb in *The Male Animal*, an ingratiating comedy of his own and James Thurber's concoction, and to Leon Ames, for satirizing a typical American business man in the same laugh-fest, without any touch of overemphasis or burlesque, and so turning in one of the best performances of the season.

TO EPIE SHANNON, that finest of trouper, for the beauty and sincerity of her reading of a ridiculous and overblown bit in the revival of *Juno and the Paycock*; Sean O'Casey's clap-trap pot-boller which it has become the fashion to praise; to Whitford Kane, that dazlin' actor, for bringing belief and effect to a small role in the midst of the noise and hurlyburly of *The Men Who Killed Lincoln*; a play that lacked only a green spotlight; to Jerry Lester, an irrepressible emcee, for working like a troch-in-the-head Trojan to bring life and amusement to the latest edition of Earl Carroll's Vanities, which demonstrated that Mr. Carroll has not yet learned the truth of the late Percy Hammond's axiom that a knee is a joint.

not an entertainment; to Ygor and Tanya, a ballroom dance team in the same somewhat dismal merry-mery, who turned out to be one of the greatest ballroom dance teams this reporter has ever seen, and to the Three Nonchalants, in the same show, not only for their amazing acrobatic work, but for the droll and highly amusing comedy that they added to it; to Paul Robeson, for his sincere efforts to lift the dead weight of *John Henry*; Roark Bradford's amazing flubbing of one of the most promising ideas of the decade, and to Joshua White, a terrific guitarist and singer, who brought fleeting moments of delight to the same show.

TO THE always dependable Arlene Francis, for her charming and able efforts to make *Young Couple Wanted* seem like something more than a routine comedy-drama, and to Hugh Harlow, a personable leading man, for his like efforts in a like cause; to Betty Field, for bringing her honesty and charm to the aid of the all-but-cardboard heroine of *Two on an Island*, and so turning Elmer Rice's gentle and sympathetic comedy into a swell show; to Luther Adler, in the same play, for doing the most pleasurable about-face ever achieved by an actor, turning from a prize scenery-destroyer into a forceful and honest player, and to Dora Weissman, also

in the same show, for bringing quiet dignity, gentle beauty and great appeal to her touching portrait of an aging Jewish gentlewoman; to Lois Hall, an ingenue buried in the astinuity of *My Dear Children*, who managed to pull herself clear of the mess she was in and offered a fine, honest, appealing performance, and to Doris Dudley, who was in the same nasty session of bull-baiting until the modest Mrs. Barrymore insisted on taking over her part, for a splendid reading of a Cordelia speech and the finest performance of her career.

TO EVE ARDEN, Eunice Healy, Nadine Cae (one of the loveliest girls in the world), Tommy Wonder, Richard Haydn, William Archibald, Keenan Wynn, Alfred Drake, Betty Hutton and all the others who helped to make *Two for the Show* one of the most glittering, delightful, witty and effective musicals in seasons; to Dean Jagger, for the honesty and strength of his performance in *The Unconquered*, which tried to demolish the Soviet Union with sort of dramatic spitball, and to Helen Craig, in the same doleful drama, for her sincere and effective work as the extremely embattled heroine; to Paul Lindenber, an ingratiating comedian, for his playing in *Reunited in New York*; the second revue presented by a group of Viennese refugees, and infinitely better than their first; to Katherine Mattern, an accomplished comedienne in the same show; to Maria Fiebler, an extraordinarily lovely lass, for her work in the same tune-fest, and to many of the others in the piece, for so quickly and intelligently assimilating American tempo and technique.

TO JANE WYATT, for a tender, understanding and altogether beautiful job as the heroine of *Night Music*, with which Mr. Clifford Odets bowed curtsy in the general direction of Mr. William Saroyan; to Morris Carnovsky, for actually making believable and effective the silly, sentimentalized cop in the same disconnected liebestrauben, and to Philip Loeb, also in the same play, for the rich humor of an incidental characterization; to Hilda Plowright, who brought the only note of belief to Mr. John Van Druten's greatest mistake, *Leave Her to Heaven*, in which Miss Ruth Chatterton stabbed herself, as the script said, "again and again," and so left the customers wondering whether she was ham or hamburger; to Hans Jaray, making his American debut in *Another Sun*, Miss Dorothy Thompson's stupid play, in which Mr. Jaray showed, despite Fritz Kortner's awful direction, that not all European plays are overact, and in which he did a quiet, charming, finely effective job, and to Kate Wagner, in the same play, for achieving authority without ostentation, and for turning a cardboard puppet into a living and breathing woman.

TO FRANCHOT TONE, whose fine sincerity almost made the hero of *The Fifth Column* noble instead of viciously silly; to Emile Boreo, for lending a sure touch of light humor to the drab stretches of the same somberly stupid drama, and to Lee J. Cobb, for delivering some of Hemingway's most fantastic rignarole so sincerely and with such

Theater Talk

By SHERLING OLIVER

Around Town:

Ordinarily theater business on Broadway continues brisk until hot weather sets in for good, but the war news has forced several early closings and reduced prices for those shows hoping to stick it out. Until the summer spots start blooming in July, theatrical news will be distinguished by its absence.

Unless there is a last-minute flood of announcements, the number of new plays getting summer tryouts will be fewer than usual. The number of barns operating will be substantially increased and the number of film players getting stage experience will likely double last year's crop. Salary reductions and clipping of contract players already announced in Hollywood may add to the already long list. Big name legit players are signing for summer spots which formerly they ignored.

All this, together with the building of two new theaters to house Class A companies, promises the biggest summer season to date. A glance over the last 10 years shows a phenomenal growth in the number, quality and popularity of summer barns. Almost anything can happen now to this no longer unimportant side of the legit theater.

Personalities and Stuff:

OLIVER BARBOUR, formerly director at Trans-America, is radio-acting and looking forward to becoming a papa. . . . **HARRY WAGSTAFF GRIBBLE** was No. 1 guest at "JOHNNY GHIGGS" Bjoendren Theater party Sunday night. . . . **H. V. BLEACKLEY** from England by way of Japan and Australia is in town with a script about the women in *The Women*. He got his material when he met the Australian company in Sydney. A dozen New York actresses are yearning for a gander at it, but Bleackley won't oblige. He'll revise it and offer it to producers. . . . No sooner did *Philadelphia Story* close than **SHIRLEY BOOTH** and **JOE COTTON** picked up radio offers. . . . **MAURICE EVANS** closed his *Richard II* in Seattle June 13. No announcement of future plans. . . . **MAYER MISHKIN** and **JOE HOLTON**, talent scouts for 20th Century-Fox, are taking vacations to get in shape for covering the summer barns. They see them all. . . . A number of femme picture stars are preparing to offer their services for war work abroad, according to word from Hollywood. **LOIS WILSON** is expected to be among the first.

The two new summer theaters building are the Greenbush Summer Theater at Balairet, N. Y., and the Montowese Playhouse at Indian Neck, Branford, Conn. The latter has signed **EDDIE NUGENT**, **VIOLA ROACHE**, **CAROL STONE**, **HAROLD VERMILYEA** (who will give up a lot of radio bookings), **TARA BIRELL**, **FRANKIE THOMAS JR.**, **KATHRYN GRILL**, **DOUGLASS PERKINRIST**, **KIRK ALYN**, **JACKIE PERKINS** and **BETTINA PRESCOTT**. **LYDIA B. NOBLE** is managing. **NOEL WARWICK** directing and **HENN HOBBS** designing sets. The Greenbush is a 250-seater on the estate of **ROBERT LEBER**. A 10-week season opens June 24, with **JEAN M. HOFFMEISTER** as business manager and **THOMAS B. ELDERSHAW** directing. Actors signed are **JACK WILLIS**, **JEAN SHELDON**, **CAROLINE COLIVER**, **SAM**

SAIKS, BERNICE BEATY and FRYNNE HAMDEN.

HENRY DEKOVEN will direct at Camp Deerhead, Hancock, N. Y. Schedule includes several by Eugene O'Neill and Gilbert and Sullivan. . . . **JACK TYLER**, who spent the winter in Hollywood writing and acting, is back in town. . . . The Nantucket Players, run by **MORGAN FARLEY** and **BERTRAM YARBOROUGH**, move from the Casino at Blauconset to the Nantucket Yacht Club for an eight-week season opening July 7. Performances Sundays to Tuesdays. Signed are **DOROTHY ELDER**, **RUTH MARCH**, **JOHN STRAUB** and **GIBBS PENROSE**.

The Chekhov Theater Studio at Ridgefield, Conn., held a preview opening of a new variety show, *Sing About It*, June 1. In attendance were **GERALDINE FARRAR**, **MR. AND MRS. WALTER HAMPTON**, **S. N. BEHRMAN**, **NOEL COWARD** and **MRS. OTTO PREMINGER**. . . . **CHARLES COBURN** is in town preparing for his Mohawk Drama Festival. . . . The Priscilla Beach Theater is going in for guest stars despite the fact that they say they hadn't a single vacant seat during 16 weeks last season. . . . **ART ROSS** is handling publicity as well as acting at the Pine Brook Theater, Nichols, Conn. . . . The Rice Playhouse at Martha's Vineyard will try out the new **BAYARD VEILER** comedy. No title yet.

TONIA CABOT is Pan-American-relations conscious. She is letting the Cuban consulate read her new comedy, *Cuban Heels*, before she goes any further with it.

ERFORD GAGE, **HARRY LOWELL**, and **BYRD BRUCK** have joined the Civic Theater company at Portland, Me. . . . The Pasadena Community Playhouse's sixth midsummer Drama Festival will consist of eight plays by James M. Barrie. . . . The Duke's Oak Theater, Coopers-town, N. Y., will spend the summer doing a repertory of 20 plays, including five by Shaw and seven by Shakespeare.

The Theater Guild, which operated last season with **LAWRENCE LANGNER** and **THERESA HELBURN** as sole administrators instead of under the former unwieldy seven-man board, is pleased enough with the new arrangement to continue it. First production next season will be **HELEN HAYES** as *Viola in Twelfth Night*. . . . The new Stamford Community Playhouse, under the management of **MONTE PROSER** and **WALTER BATCHELOR**, plans four tryouts. Second Helping, by **DAVID CAREY**; *The Royal Road*, by **RICHARD DWINGER**; *A Little Knowledge*, by **WALTER CASEY** and **MURDOCK PEMBERTON**, and a fourth not yet chosen. . . . **GEORGE KONDOLF** plans to tour his *Morning Star* over the summer circuit with the Broadway cast intact. . . . **WINSTON ROSS**, last with the **LUNTS**, is invading his brother's field and doing a swell job of radio warbling over **WNEW**. **WYNN MURRAY**, of *American Jubilee*, will be the belle at the U. S. Marine Corps League Ball June 16 when she is crowned "Miss U. S. Marine of 1940." . . . **SELENA ROYLES** new play, *Eva's End*, is attracting attention. Her husband, **EARLE LARRIMORE**, is lining up summer theater offers. . . . **RODNEY HALE** and **HENRY MARTIN YONSON** say they will operate the Summerfield Theater, Nutley, N. J., for an 11-week season, opening June 18.

Review Percentages

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

"Love for Love"—75%
 YES: Anderson (Journal-American), Whipple (World-Telegram), Mantle (News), Watts (Herald-Tribune), Coleman (Mirror).
 NO: Atkinson (Times).
 NO OPINION: Brown (Post), Lockridge (Sun).

| BROADWAY RUNS | | Performance to June 8, inclusive | |
|---------------------------------------|-------------------|----------------------------------|------|
| | | Dramatic | |
| | | Opened Pert. | |
| Ladies in Retirement (MGM) | Mar. 26 | — | 87 |
| Early Waking (Rock) | Mar. 26 | — | 84 |
| Life With Father (Shubert) | Nov. 8 | — | 244 |
| Love for Love (Stanhope) | June 2 | — | 3 |
| Love's Old Sweet Song | May 2 | — | 44 |
| Male Animal (The Court) | Jan. 5 | — | 171 |
| Man Who Came to Dinner | Oct. 16 | — | 272 |
| Milk and Honey (Minskoff) | Nov. 3 | — | 251 |
| Missing Star (Lansbury) | Apr. 16 | — | 63 |
| Samson and Juliet (St. St.) | Mar. 23 | — | 69 |
| Separate Rooms (Stanhope) | Mar. 23 | — | 69 |
| There Shall Be No Night (A. M. Woods) | Apr. 29 | — | 49 |
| Two Men and a Crutch (Forrest) | Dec. 4, 23 | — | 2743 |
| Musical Comedy | | | |
| Delaney and a Lady (4th St.) | Dec. 6 | — | 314 |
| Higher and Higher (Shubert) | Apr. 4 | — | 74 |
| Keep 'em Coming (Broadway) | Mar. 23 | — | 28 |
| Let's Face It (Winter) | Mar. 23 | — | 11 |
| Let's Face It (Winter) | Mar. 23 | — | 11 |
| Madame (Winter) | Dec. 11 | — | 204 |
| Price and Value (Winter) | Nov. 27, 27, 1939 | — | — |
| Two Men and a Crutch (Broadway) | Dec. 4, 23 | — | 2743 |

sure technique that he almost made it sound intelligent; to Russell Hardie, for a straightforward, honest characterization in *The Burning Deck*, a highly promising first play that was panned off the boards because it was merely promising; to Vera Allen, for a beautifully right performance in an extraordinarily difficult role in the same play, and to Mary Homes, also in the same play, for a lovely, glowing, breath-takingly fine acting job in another extremely difficult part, and for indicating thru it that in due time she may become one of America's greatest actresses; to William Hagan, for the strength and sincerity of his work as the first mate in *A Passenger to Bali*, another pitiful victim of the critics, and to Edgar Stehli, who is probably the greatest actor in the world, for another of his detailed and marvelous scenes of characterization, also in *A Passenger to Bali*.

TO JAMES BELL, for his fine work as the bumpy bumper-off in *Goodbye to the Night*, in which George Abbott went thud-and-blunder and managed to achieve less of the former than the latter, and to Jean Adair, in the same bumpy bloodfest, for her sincere and beautifully effective performance as the looney's unfortunate relative; to Chester Stratton, for a frankly amazing job as an out-of-place ghost in *The Scene of the Crime*, in which he brought belief and effect to an unbelievable situation as the mind of man could well imagine; to Ethel Waters, for repeating her magnificent job of last season in *Mamba's Daughters*, a monumental and memorable performance; to Lyle Talbot, for coming in from films to act in what looks like the dramatization of a B picture, *Separate Rooms*, and for giving a terrible part a quiet and sensible interpretation; to Estelle Winwood, for acting another looney in another would-be chiller, *Ladies in Retirement*, and for doing it so beautifully that she brought, by her own unaided efforts, the play's only refrigeratory moments; to Isabel Eason, in the same singularly placid shocker, for the bubbling charm and complete rightness of her impersonation of the murderer, and to Evelyn Ankers, a lovely and able actress in the same play, for the excellence of her performance as the maid.

TO GLADYS GEORGE, that irreplaceable imp, for the magnificent comedy performance thru which she transforms the long dull stretches of *Lady in Waiting* into a series of gay and happy scenes; to Ethel Barrymore, First Lady of the Theater despite the silly claims of playhouse pretenses to her crown, for the glittering job she did in *An Intercontinental Incident*, in which Vincent Sheehan had fine things to say but didn't know how to say them dramatically; to Kent Smith, for aiding the First Lady with fine work in an unpleasant and ungrateful role, and to Josephine Hull, in the same play, for offering a hilarious yet never overdone satire upon a series of typical American clubwomen; to Jack Haley, the Spirit of Broadway in person, for coming home from the Gold Coast and being as charming, as funny and as able as ever in *Higher and Higher*, Dwight Wilman's current contribution to tasteful musical comedy; to Shirley Ross, who never seemed much on celluloid, for seeming a great deal on stage as she assists Mr. Haley; to Lief Erickson, for switching happily from drama to musicals in the same show, for handling his singing chores with bravery and even some effect, and for seeming more like a playful St. Bernard than ever; to Sharkey (of course), also in the same show, for appearing Mr. Haley magnificently in the observance of the umbon-point, and for being the most publicized seal ever to hit Broadway without having first been made into a jacket, and to the magnificent singing and dancing choruses in the same show, made up of performers who are almost all of them excellent soloists in their own right—and particularly to Hollace Shaw, the lovely blond lass who has the most beautiful voice of the musical comedy stage today.

TO MAURICE EVANS, for bringing back the magnificent Webster-Evans production of *King Richard II*, and for

keeping up his performance in its title role as beautifully to Donald Randolph, for making the most fiery, effective and generally believable Bolingbroke we have yet had, and to Carmen Mathews, for playing the difficult and ungrateful role of the queen more effectively than this reporter thought it ever could be; to Pauline Lord, all of whose marked mannerisms fitted perfectly into the role of the beset murderess of *Suspect*, and who thus turned in a thrilling and spine-chilling performance; to Frederic Worlock, for another of his always solid and dependable jobs as the chief bloodhound in the same play; to James Lawrence, also in the same play, for making the small part of the ingenuo stand out because of the unobtrusive perfection of her playing, and to Martin Gabel, as the interlocutor in *Medicine Show*, a lecture not very well disguised as drama, for the sincerity of his acting and the honesty and perfection of his readings.

TO MOLLY MOON, who made her debut on the English-speaking dramatic stage in a piece called *Morning Star*, and who demonstrated gloriously that she can change her technique with her medium, offering a quiet, restrained, luminously beautiful performance; to Joseph Buloff, in the same play, for an outstanding piece of comedy character acting; to Martin Blaine, also in the same play, for a fine, straightforward, honest and effective job as a kind, unhappy man, and to all but one or two of the many others in the same fine cast; to Harry Carey, for his grand job that stood like a rock amid the self-conscious and painful production that ruined Albert Brin's delicate and beautiful *Heavenly Express*, and in the same play to Philip Loeb (again) for a lusty and amusing comedy performance; to Arthur Hunnicut, for the best character acting of the season, offered as the Okie father in *Love's Old Sweet Song*, the season's second mess from the not-yet-stage-broken Saroyan; to Jessie Royce Landis, for the ability of her work as the silly heroine of the same pointless fable, and particularly for her magnificent drunk scene; to Alan Reed, in the same play, for the expansive good humor and bewilderment of his work as the Greek wrestler; and to Beatrice Newport, in the same mess, for showing great and real promise in a tiny bit.

TO LYNN PONTANNE, for offering the finest and most effective job this reporter has ever seen her give, in the unworthy cause of Robert E. Sherwood's *There Shall Be No Night*, a highly touted play that viciously insults our country and helps to betray it into the hands of the fifth column now working to involve us in war; to Alfred Lunt, Richard Whorf and almost everyone else in the cast, for superlatively fine efforts that are unfortunately expended in the same distasteful cause; to Evelyn Varden, for bringing her calm and intelligent performance to the aid of *Grey Ferns*, a play about a man who had trouble with his thumbs; to John Alexander, for working like a massive mantic to dredge some humor and interest from the sorry depths of *Out From Under*, which never lived up to its title; to Viola Dean, a dark-skinned sprite in the same piece, whose comedy playing was one of the season's high spots, and to Wesley Addy, for the fine performance he offered in *Benvenuto* amid the holocaust of hamming that was called *Romeo and Juliet* by Heathcliffe Olivier and Scarlett Leigh.

TO McKAY MORRIS, for a fine job as the governor in *The Return of the Vagabond*, which George M. Cohan wrote both as a sequel to *The Tapers* and as a means of letting George M. Cohan hog the stage to his heart's content, and to Fred Herick, for an amusing satirical comedy in the same vein, *Season of Clubbudbery*; to Reginald Mason and Reynolds Denniston, reliable trouper both, for solid and believable acting jobs in the midst of *The Stroke of Eight*, a play that forces belief in ghosts—at least the ghost of Dion Boucicault; to Betty Bruce (one of the greatest dancers in the world today), Ray Bolger and many of the others who do their excellent best to make *Keep Off the Grass* something more than a routine revue; to Victor Moore, who is as good as ever (which is about as good as anyone can be) in *Louise's Purchase*, a nice show that misses being terrific by failing to take its self-offered opportunities; to William Oaxton, in the same show, for adding another to his line of practically perfect musical comedy leads; to Carol Bruce, a glitteringly attractive brunet, who does a fine job selling the show's songs, and on the non-Broadway stage,

New Play on Broadway

Reviewed by Eugene Burr

HUDSON

Beginning Monday Evening, June 3, 1940

LOVE FOR LOVE

(Limited revival)

A play by William Congreve. Directed by Robert Edmond Jones. Settings designed by Robert Edmond Jones, with executor uncredited. Costumes designed by Mills Daventry. Music composed and arranged by Macklin Marrow. Prolog and epilog written by Charles Hanson Towne. Dances arranged and directed by Mrs. Carter-Wadden. Musical director, Harry Gilbert Press agent, Lockwick Vroom. Stage manager, Harold McGee. Assistant stage managers, J. Ascher Smith and Neil Skinner. Presented by the Players' Club.

Sir Sampson Legend Thomas Chalmers
Valentine Barry Jones
Scandal Leo G. Carroll
Belle Edgar Stehli
Tattler Bobby Clark
Tenn Dudley Digges
Jeremy Romney Brent
Trapland Herbert Ranison
Buckram A. G. Andrews
Snap Paul Parks
Angelica Cornelia Otis Skinner
Mrs. Foresight Peggy Wood
Mrs. Frail Violet Heming
Miss True Dorothy Mitchell
Nurse Daisy Bellmore
Steward Jack Prescott
Servant to Foresight J. Ascher Smith
A Singer Evan Evans
SAILORS John Seymour
Richard Burdette, Jack Bonnell.

The Management Wishes To Acknowledge the Kind Assistance of Miss Merry Wagner as General Understudy.

Time: 1655; Place: London.

ACT I—Valentine's Lodgings and Foresight's House. ACT II—Foresight's House. ACT III—Valentine's Lodgings. ACT IV—Foresight's House.

The Prolog Will Be Spoken by Walter Hampden.

In the midst of a horror-racked world there is at least one thing for which to be grateful. The Players' Club has resumed its series of star-filled, beautifully produced annual revivals.

This year's offering was Congreve's witty, scintillating, finely unmarred (but not immoral) *Love for Love*, one of the two plays that keep Congreve among the first three or four who ever to have written for the English stage, and who stands as one of the most brilliant, high-lights of the constantly highlighted Restoration comedy. It was presented Monday night at the Hudson Theater under the direction of Robert Edmond Jones; and, if the ensemble playing indicated a need for further rehearsal and much tighter and more knowing staging, at least there was presented a long series of individually sparkling performances. And at least the production served to bring back to the New York stage (the only for before-the-curtain talks) those two very great and sorely missed actors, Otis Skinner and Walter Hampden. Hampden, as president of the Players, spoke the prolog written by Charles Hanson Towne; and Skinner, vice-president of the Players, made a charming speech during the intermission. There was just enough of each to make you want much, much more; and this reporter thought pityingly of those playgoers who perhaps had never seen either of them before, and who were therefore being robbed of two of the highest possible theatrical experiences.

Largely making up for that lack, however, was the wealth of fine individual performances in the revival: the Jones, as director, failed signally to weld them into a unified whole or to approach the brittle, difficult Congreve comedy with a proper knowledge of its needs. The bubble-light, rainbow-hued dialog, unsupported by plotting other than libidinous farce or by characterization other than satirical burlesque, must be excused about and kept there; the players must play verbal badminton, face light, precise and ever moving. As it was, Jones allowed long, dull, dead spots that could have been easily avoided by canner direction: many of the performances, the fine in themselves, were uncoordinated with the whole, and several players showed desperate need for more direction and more rehearsal.

Individually, however, there were many outstanding jobs—so many that to Perry Wilson, an ingenue whose work with the American Actors' group had amazing range, terrific effect and magnificent promise, and to the entire cast of the Presby Players' *Othello*, which I still think is the best *Othello* I have ever seen.

Sincere thanks to them, every one.

It becomes almost impossible to single out one or two. If such singling is necessary, however, pick Bobby Clark as the sea-going Ben. Clark, whose past has been on the musical rather than the dramatic stage, made a perfect Restoration clown, bringing out all the gassy, hilarious humor of the low comedy role, lifting the pace and the interest of the piece whenever he was on, indulging in an uproarious musical interpolation, and in general fitting perfectly into the obvious intent of the writing. It was, in sober truth, one of the greatest low comedy performances our generation has been allowed to see, in the direct line of those legendary buffoons who were such ornaments of the stage in the days when the play was first presented.

But there were many other startlingly fine acting jobs, none of which should be in any way slighted—the comic perfection of Romney Brent in the small role of Jeremy, which was another of the season's highspots; the hilariously right buffoonery of Dorothy Gish (last seen hereabouts as an aged maiden lady in *Mornings at Seven*) as the adolescent Prue; the silky smooth Tattler of that remarkable actor, Edgar Stehli; the darkly beautiful, finely projected and excellently effective Angelica of Cornelia Otis Skinner; the blistering, finely read Sir Sampson (a very difficult role) of Thomas Chalmers; the sparkling, lovely, the occasionally overemphasized Mrs. Frail of Violet Heming; the incisive Scandal of Leo G. Carroll.

Add to these the gay and charming Mrs. Foresight of Peggy Wood, the daddering Foresight of Dudley Digges and the adequate but certainly not over-romantic Valentine of Barry Jones, and you have some idea of the quality of the individual performances.

This was, as Skinner noted, the 15th of the Players' revivals; and he indicated that they would be continued until the series at least came of age. It is a summation devoutly to be wished. The annual Players' revival is one of the most brilliant and important theatrical events of any season; and it is something we can ill afford to miss.

Summer Theater Review

"Boyd's Shop"

(Lydia Mendelssohn Theater)

ANN ARBOR, MICH.

A comedy by St. John Ervine. Directed by Valentine Windt. Settings and lighting by Lemuel Ayers. Cast includes Richard Heger, Whitford Kane, Helen Trenholme, Grace Mills, Horace McNally, Fredrica Going, Hathaway Kala, Esther Mitchell, Hiram Sherman, Truman Smith, June Madison and J. P. Wilson.

The play deals effectively with uneventful happenings in a Presbyterian village in Northern Ireland. Scene is divided between the grocery shop run by Kane and his living room in back, the prosperous grocer and church elder meets two problems—the retirement of the aged minister spurred on by rumors instigated by his ambitious young supply assistant who doesn't like to think of religion; and the opening of an opposition store across the street by a bumpkin college graduate who loses out by too liberal a credit policy and by Mrs. Ultimately, however, he wins Boyd's daughter.

Plot is obviously simple, set in a timeless pre-war past. Characterization is broad. Every role is almost a stock type. In fact, the play is markedly similar to melodrama of 30 years back, with virtue rewarded and no unplayed surprise twists present.

Kane runs away with the play. Helen Trenholme acts competently in the feminine lead as Boyd's daughter, a fairly straight romantic role. Grace Mills, as the formidable village gossip, does a fine character bit. Hiram Sherman, as the young minister, and Horace McNally, as the virtuous storekeeper, balance two aspects of the ambition for success. Sherman doing especially well with an ungrateful role.

Production went off smoothly opening night. The writing is all in a tight vein, with a laugh in almost every other speech.

H. P. Reyes.

AMERICAN ACADEMY OF DRAMATIC ARTS

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Catalog from Secretary, Room 145

CARNEGIE HALL, NEW YORK

DANCING TRADEMARKS

Chi Showboat Season Opening; Outlook Is Good

CHICAGO, June 8.—The summer excursion season on Lake Michigan gets under way next week and it gives promise of being an exceptionally active one. All local steamship offices report numerous inquiries about excursions and lake cruises. While the number of excursion steamers operating out of Chicago is not large, considerable talent is used. One of the heaviest users of talent is the Seaside, of the Cleveland and Buffalo Steamship Co. Season starts June 15. Boat will make seven-day cruises, stopping at Detroit, Cleveland, Buffalo, Mackinack Island and the Soo. In addition, the C. and B. Co. runs moonlight excursions from the Chicago pier.

Seaside has more entertainment aboard than any of the other boats operating out of Chicago. Hal Munro's Band, now at the Grassmere Hotel here, will furnish music on the boat. There also will be a complete floor show. The initial bill will include the Lyell Sisters and a five-girl dancing line, the Shamrocks, singers, Margie and Bill Wilson, dancers; Phil Thorpe, singer, and Jackie Lane, emcee.

The S. S. Roosevelt, which conducts moonlight cruises nightly from the Michigan Avenue bridge starts its season June 23. The Embassy Boys, with Floyd Towne, and the Essex Boys, with Eddie Wells, will furnish music and entertainment.

The Chicago-Milwaukee excursion line, operating daily between Chicago and Milwaukee, will have Ray O'Hara's Band, Robert Myers, magician, and Clinton S. Cordray, handwriting analyst.

Several other boats that will start their lake season shortly have not announced their entertainment.

Despite War, Paris Vaude Is Continuing

PARIS, May 25.—The indoor Cirque Medrano is continuing to attract large audiences. On the current bill is a new team of super-comedians who furnish about 75 per cent of the evening's entertainment. The aerial firecracker, Rover, stunting on a high wire, provides another 24 per cent.

To kick a war to get comedians Gilies and Remy coupled, but after watching their fool antics, one can say it was worth it. One of their creations, *A Ford Gone Mad*, is a 15-minute laugh revelation.

Any American circus scout on the prowl for talent in Europe should give Rover the once over; he is sensational on a high cable.

Completing the program are Lampel, Slovakian singer and composer; Nita and Gady, comedians who have adopted an American style; Marion Wilda, acrobatic dancer; Osmond and partner, comic acrobats; Danios, contortionist; Gany, imitations and mugging; Carre, high school act, has again been held over.

The Bobino, popular nabe spot, following tries with variety, girl shows, musical revues, concerts and what have you. It has finally emerged as a night spot. Entertainers are the veterans Max Dearly, Germaine Roger and Monique Rollan, with the Twelve Music Hall Stars, line, for an eye-filling background.

Mes Amours, a new operetta in two acts, starring Andre Luguet, opened last night at the Marigny. It is based on the American comedy success, *Bachelor Father*. Music is by Oscar Strauss.

New Atlanta Club

ATLANTA, June 8.—A new night spot has opened near here for summer, the Club Casa Rio.

Music by Johnny Oorman and band.

Bring Your Masks

LONDON, June 1.—As a result of census by Home Department, theaters will be asked to insist that audiences bring their gas masks with them. There is also a feeling that a curfew will be reimposed.

Music Box Folds; San Fran Niteries Doing Very Poorly

SAN FRANCISCO, June 8.—At almost the peak of the exposition season, night club business here is in its worst slump in several years. Situation is attributed to the war and the drop in stocks.

George Bloom closed the Music Box Monday night, throwing 85 out of jobs. Sid Tomack and the Reiss Brothers, top acts at the Music Box, have been booked by Sam Rosey into the Club Moderne.

Bookers and operators say that business in some instances is as much as 50 per cent off. The 365 Club, Bal Tabarin, Royal Hawaiian and Club Moderne are getting whatever play there is in town. Class B clubs are jittery, but they manage to keep going thru good weekends. Most are expected to trim floor shows.

Only a small portion of the exposition visitors so far are making the rounds. Rooms in the Palace, St. Francis, Sir Francis Drake and other leading hotels are reported to be doing no better than the niteries.

Biloxi Club Opens

BLOXI, Miss., June 8.—Opening June 1 was the S. S. Buena Vista Deck of the Buena Vista Hotel with Tom Gentry Ork and floor show.

Ballroomers Seek Individuality In Costumes, Music, Routines

NEW YORK, June 8.—Judging by a survey of hooking opportunities for dancers, the ballroom team, more than any other single act in the business, is forced to be on its toes to meet changing demands. And a surprisingly large number of teams, both straight and comedy, are on the alert meeting the new conditions. Since the peak of the ballroom team some three years ago the field has been abnormally congested, and the competition, as a result, unusually keen. Leading team instructors point out that many dancers are responsible for the comparative decline of their work because they insisted on aping tricks of their competitors, dressing alike and giving the average customer and hotel and night club manager the impression that "when you see one team you see them all."

Teams determined to remain in the field and to secure sufficient employment are slowly but gradually working their way out of the rubber-stamp pattern. Some are using more elaborate musical arrangements, with routines tailored to fit; others are trying out costumes.

Alberto Galo, a leading instructor for the last nine years, who is currently teaching an average of 75 teams a month, instructs his students to look at their patrons as a jury and accept their decisions as final. The customers today, as never before, according to Galo, want entertainment, and dancers, like any other performers, must furnish it. "The day is gone," adds Galo, "when a team can be serious through its session and get away with it. There is more room today for cute situations in dance rou-

tines and novelties which balance the heavy fare."

Magic Variations Popular

Galo said that there is a good demand for magic numbers during which straight ballroom teams can, in a novel way, present light tricks. The Dancing Stars and Frederico and Rakin, among others, are currently polishing up such routines. Also, Galo sees a market for toe and ballet work, but the dancers, of course, must be capable. He is currently teaching Arena and Claire a number along these lines. Charlotte Claire will do a toe and specialty, while Phil Arena will circle around her with interpretative ballroom steps.

He feels that teams must study the customers and conditions of the respective rooms and then do their best fitting numbers.

Fred LeQuorne, dance team instructor, feels that the complete salvation of the field lies in originality and timeliness of routines. He believes that a major fault with the average team is its unwillingness to take business instruction as well as a dance lesson in a studio. "A team," he says, "must develop and sell its own personality and not cash in on a style belonging to a name, for any time that a team uses a name's tricks or number, it only boosts the stock of those particular stars. I feel that each team must have at least one outstanding routine and a new number which is the current craze."

Favors Costumes

LeQuorne is highly in favor of costumes, as against the standard formal attire. Costuming enables the act to be more individual, he explains, and at the same time lends more flavor to the numbers. This statement, incidentally, is repeated by a number of leading team buyers in hotels and clubs that formerly would not consider costumed dancers. They invite costumes and find them timely, now that the popularity of the Latin numbers is at its peak.

Tahitian, Hawaiian and Gaucho costumes are prevalent. The long formal gown, managers feel, has seen its day. Women are changing to shorter formal, most of them 12 inches above the floor, and men, in a smaller number, go in for almost anything that differs from the orthodox full dress suit. Among teams dressing differently are The De Marcos, Georges and Jaina, Harrison and Fisher, Rosaleen and Seville, Loper and Barratt and The Ashburns.

Robert Kuhn, manager of the gown-making firm of Kathryn Kuhn, Inc., says that the dancing dress must follow the general style of the day. It is a very important angle, Kuhn asserts, because patrons display a more than passing interest in the gowns, realizing that they are adaptable for evening wear.

Chiffon Most Popular

Chiffon is still the most popular fabric for gowns, because, Kuhn says, it is the most practical and lasting material. However, once a name dancer introduces any other fabric that scores a hit with the patrons, other teams are fast to copy it. Mrs. Kuhn is currently dressing some 25 teams, which spend an average of \$135 on each gown. Highest priced gown ever made by Mrs. Kuhn, incidentally, was an ermine tail affair for Yolanda at a cost of \$1,500.

Because many hotels and night clubs have small show floors, the employment opportunities for teams able to look good on a stamp-size space are greater. Delisse and Elliot Dwight, for example, specialize working on small floors and, for that reason, have been working consistently. Clubs with small size floors, such as the Hi-Hat, Chicago, offer them periodic engagements. Another miniature floor team is Joel and Annette, who often remain in a small-floor club for months at a time.

Music Important

The music angle is an important development in the present-day business life of the average dance team. More (See *Dancing Trade Marks* on page 23)

The Broadway Beat

By GEORGE SPELVIN

SOMETHING that a press agent dreams about, but which seldom happens, occurred at the *Streets of Paris* at the World's Fair Sunday (2). However, it turned out to be just a dream. It happened when Myrna Loy and a gentleman (presumably her husband) were being carted around on a wheel chair. Myrna was recognized and was instantly deluged by thousands (yes, that's right, thousands) of autograph hounds. When the police broke it up, the mob insisted on chasing her, so the chair driver steered her into the *Streets of Paris* theater as a refuge. The mob followed her right in—but none of them paid; they just stormed the place.

SUCH equanimity doesn't come naturally; it must be developed. Most song-writers wanting to get into ASCAP worry about their applications as much as first-time fathers waiting for the big news. Not so for Lupin Pein. He didn't know his application had been accepted by ASCAP until his friend, Ed Aaronoff, phoned to congratulate him. Aaronoff got the news from the trade papers. . . . Decoration Day will be remembered as Black Thursday by many acts working the Catskills. Twenty acts were rained out that day. . . . It Pays To Organize Department—Thirty-four hotels in the Times Square sector recently organized to boost World's Fair business. So far, reservations are from 5 to 25 per cent above normal. . . . In Sunday's *Mirror*, a feature on developing songs into hits had Bea Wain listed as Larry Clinton's vocalist and Judy Starr serving in a similar capacity with Hal Kemp. The Misses Wain and Starr are no longer band vocalists, having left these organizations to go on their own.

LOOKING at the mobs of autograph hounds at the stage entrance of Loew's L. State where Bob Hope was playing last week, one booker confided that he'd like to book Hope for the State package entrance side of 46th street on a percentage deal. . . . While on the subject of signature hunters, Hope, while leaning out the window to chatter with his public, dropped the stick of ice cream he was eating. The stick was rescued by one of the mob who sold it to another for a dime. The purchaser then cleaned the stick and sent it up to Hope to be autographed. Big business.

AFTER nearly a year on the band stand of the Glass Hat of the Belmont Plaza Hotel, band leader Basil Fomeen decided to go to California. But he wanted to be alone, so he convinced the management to keep the band and then promoted the piano player to leader. His farewell shindig marked the first press party ever given by a band leader breaking up his organization. . . . The Revisers, now working at the fashion exhibit at the World's Fair, get paid for satirizing both RKO writing contracts to become a war correspondent for *PM* were slightly on the phony side. *PM* offered Trumbo the job of manager of its London Bureau, but he turned it down, as did Norman Corwin, CBS director. . . . Frank Casen, who was New York's first radio columnist when he wrote for the old *Evening Telegram* back in 1921, is now p. s. for WOY. . . . Jim Horowitz, veteran summer resort exec, having launched the Eldo Country Club at Long Beach for the Frank Seiden management, returns to the Grand Hotel, Fleischmanns, N. Y. . . . Stan Zucker, who broke away from Music Corp. of America, will celebrate the first anniversary of the opening of his own agency with the booking of the MacFarland Brothers' Band, to open at the Paramount later this month.

Colony Club, Chicago

Talent policy: Dance and show band, Latin relief band; floor shows at 9:10, 11:30 and 2 a.m. Management: Sonny Goldstone, operator: Fred Joyce, publicity. Prices: Dinner from \$2.50; drinks from 50 cents; minimum, \$2.50 on week days, \$3.50 on Saturdays and holidays.

Alto Latin American entertainment has been featured of late here, chief attraction of the early summer season is Carl Ravazza and orchestra, making their local debut and playing sweet tunes. Ravazza is young, self-assured and of engaging personality and has with him a talented group of youngsters from San Francisco, where Ravazza started his band in 1936.

Instrumentation is three each of brass, sax, rhythm and violins, and while some rumba, conga and tango music is included in the band's repertoire, the greater part is devoted to sweet melodies interspersed with jingle tunes. It's highly danceable music and won instant approval. Singing section is an outstanding feature. Ravazza himself has a full, pleasing voice, and with a quartet, *The Four Us*, packs a lot of entertainment into pop song numbers. Paul Durand scores with his character songs. Neil Bondshue adds material to the entertainment with his fine piano playing.

The eight La Playas Dancers, featuring Grace and Bob Conrad, continue to please customers with their rumba, tango and conga routines.

George Owens and Tony Parker have a repertoire of ultra-blue numbers that could well be toned down. Much of their material would not be tolerated in most first-class spots.

Fantasia and her Rhumboleros (seven) provide most of the Latin music. Fantasia doing the vocals. Attractive in picturesque costume, she sells her stuff with true Latin abandon.

Ravazza is on the air via NBC several times nightly. Dancers show a decided preference for his sweet tunes.

Net Green.

La Conga, New York

Talent policy: Floor shows at 8, 12 and 2; dance and show band. Management: Milton Rubin and Irving Zussman, operators and press agents: George Niles, maître d'hôtel. Prices: Dinner from \$1.25; minimum after 10 p.m., \$1.25; Saturday and holiday minimums, \$2.50.

Heading the talent is Ciro Rimac together with the personalities usually working in front of his band. Rimac, however, is without his ork on this date. Nino Rodriguez Band does the music Mondays and Tuesday, while Eliso Grenet plays the other nights of the week.

Rimac provides a show well worth the price here. He is an energetic emcee who does more than the mere introducing with song and dance. Opener is by Aida and Charley Boy in a lively rumba, followed by George Negrette displaying a fine tenor with a rendition of a Spanish tune. Encoored with *The Desert Song*.

Juanita Juarez displays passable pipes but it's her energetic torso wiggling that won tremendous hands. She does nicely with Rimac's own composition, *Habanera Flor*, a bolero rumba. Her vocal efforts are heightened by the glee club backing of the band. Returns later to do another pair of Latin ditties, best of which is *Yo Quiero Menna*.

A lively samba by Chiquita and Rimac, which has the pair executing some intricate twists, drew a terrific hand. Ciro also contributes in a takeoff on a pair of Brazilian pitterbugs with Charley Boy. This turn has much acro work, both ex-

tending themselves in their shoeing-the-mule bit.

Rosita Rios is a personable singer with excellent vocal equipment. Opening with a passo doble, she attempts to wind up with *Begin the Beguine*. There is, however, too much push in her rendition for the customers to let her off so easily. Had to encoore with *Perfidia*, an equally torrid tune.

The show winds up with the entire company participating in a conga.

Business was unusually good for an off night (Tuesday). Joe Cohen.

Hotel Gibson Rathskeller, Cincinnati

Talent policy: Band for dancing and shows; floor shows at 7:30 and 11:15. Staff: Randall Davis, hotel manager; Eugene Yeager, Rathskeller manager; Mel Fisher, assistant, and Charles Gillett, publicity director. Prices: Dinners from 75 cents; drinks from 25 cents; minimum Saturday only, \$1.

The Rathskeller continues as one of the more popular niteries in downtown Cincinnati. More spacious than the usual basement bistro, it is the only spot in the heart of town offering floor shows. Present plans call for the shows to continue thru the summer, a departure from previous seasons.

Helen Forrest, a shapely looker, launches the layout with solid contentions atop a table on the floor. She has a corking routine, a personable style and grace, but needs showmanship. Her bending nifties registered nicely and she bowed to solid hitting.

Margie Knapp, a charming mite with a strong, clear voice, scored with a good repertoire. Opened with *The Woodpecker Song*, and followed with a Vincent Youman medley, *I Want My Mama*, and another medley that included *Lady Be Good*, *I'm Just Wild About Harry*, *Billy*, and *Oh, Johnny*. Shows good coaching and doesn't miss a trick in selling her wares. Filled big applause.

Ted Lester, in topper and Inverness cape, does nicely with novel musical offerings. Bows in with a flute solo on his "cane," and follows with a tune on a hose goofus contraption. Also does hot fiddling with his left and right hands on a miniature violin, which is followed by more sound stuff on a miniature sax, a guitar and a clarinet, all pulled from the cape. His clary business borders on the terrific, mixing pops and semi-classics with telling results. Encoored with a tune on a balloon.

Jack Coffey and his band register with the dancers and do well by the show scores. Coffey's emceeing was marred by rushing the show to make a radio stint. Bill Sachs.

Kaufman's, Buffalo

Talent policy: Dance and show band; floor shows at 9:10, 12:30 and 2:30. Management: George Kaufman, owner; Robert Graham, manager and host; Walter J. Gluck, booker and press agent; Eddie Kaufman, show manager; Connie Garner, producer. Prices: A la carte plates from 75 cents; drinks from 35 cents; no cover.

Despite the usual policy to cut budgets with the beginning of warm weather, this niterie presents one of the best shows caught around here in some time. Replete with talent which sells itself solidly, the presentation impressed by being well paced, diversified and neatly costumed.

The six Connie Garner Girls are a group of good-looking and accomplished damsels, included comedy and special tricks in the routines. Gals are Connie Garner, captain; Peggy Tobin, Susanne Parks, Ginger Burke, Bea Marshall and Violet Terrell. Opening had them tapping and using dumbbells for limbering-up exercises in sport sweater-and-shorts get-up and finally, one by one, getting

disgusted and yawningly walking off.

Neil Haly put across a neat and snappy acro solo. Together with partner Verne Nichols, who does an eccentric lego-maniac bit, she excelled in comedy songs and dances, which were finished and well above average. Act got bows from the audience with wisecracks and antics. Good showmanship and humor. Good for an encoore of Arkansas corn-fed hoke.

A well-garbed, willowy brunet, Sylvia La Rue displayed a beautiful blues voice with *More Than You Know* and *I Love You Much Too Much*. Outstanding was the emotional rendition, which at the same time boasted exceptionally fine technique and diction. Lacks nothing in intimacy and showmanship. With *Oh, Johnny*, *Oh* she showed versatility. Garnered big hand with each number.

Jack McCoy, a hard-working personable guy, did an excellent encoore of a night and pantomime. His *Spirit The rope* trick was very well received. His clever patter aided his own, as well the entire show's success. Standouts were his swell pantomimes, which almost stopped the show. *A High-School Lad at His First* and *His Last School Dance* was tops, but was almost surpassed by *Boy Meets Girl*. An all-round splendid entertainer.

Production numbers were *Butterflies in the Dark*, which had the line strutting in sleek black and silver butterfly costumes and Sylvia La Rue vocalizing, and the finale, a cowgirl round-up. The line, Miss La Rue and McCoy made this a fitting finish, noteworthy for clever lyrics and much expert rope twirling (including roping customers at the ring-side tables).

The Hollywood Hobby Horace added feature, went over big, mostly due to the capable piloting by McCoy. Eva M. Warner.

The Beachcomber, New York

Talent policy: Two dance bands and floor show at 8 p.m. and 12 and 2 a.m. Management: Monte Proser, owner; "The Honorable Mr. Ching," general factotum; Dorothy Kay, press agent. Prices: Dinner, \$1.50 and a la carte; drinks from 50 cents. No minimum, no cover.

Monte Proser's Beachcomber, which with the aid of the omnipotent Zombie (at a buck-and-a-quarter a drink), has become a Broadway institution in six months, is probably the best money-maker along the main stem; but for one which has secured so much publicity, a 15-minute floor show is a disappointment. It doesn't do justice to the place or the artists.

Even if the show is supposed to be just an anti-climax to the atmosphere and the Zombie drink, which is supposed to knock a customer cold if he has more than two, it should be more of an integral part of the club's policy. Only act in the show is Jack Cole and what he calls his Zombie Ballet.

Cole, who is certainly one of the finest dancers of the modern school, doesn't prove it at this trip to the Beachcomber. His is an ineffective turn, working with four girls and depicting a couple with a ritualistic twist. Cole, it would appear, is just part of the act and doesn't at all distinguish himself with the fine talents he has shown in the past. His swing version of *Swing Low, Sweet Chariot* is not appropriate here either. Larry Worth (Worth and Conchita, his partner was sick on the night caught) did a lone conga which left the house cold.

The music here, however, is a much different story. Sonny Kendis, with a six-piece band, creates more and better music than ordinarily thought possible from just six instruments, and Chavez Rumba band keeps the patrons on the floor all the time.

All in all, Proser's only mistake is in letting the floor show slip so badly. Sol Zeff.

Music Bar, Atlantic City

Talent policy: Dance band and specialty singer. Management: Max Herman, proprietor; Tommy Gibbons, manager. Prices: Dinners from \$1; drinks from 25 cents; no cover, no minimum.

Max Herman, prominent resort restaurateur, has built what amounts to a three-ring circus of dining and drinking for Boardwalk strollers. Premises include a French Restaurant, Continental Restaurant and Bar, Sandwich Shop, Coffee Shop, with all after-dark interest centered in the Music Bar. Gets its name

from the fact that Billy Van and his Three Kings, instrumental and singing trio, including fiddle, guitar and bass, perform from a permanent platform above the heads of the guests in center of the smartly appointed horseshoe bar.

Boys make a showmanly appearance and are equally proficient in dishing out sweet and swiny rhythms. Varied repertory serves as adequate incentive for inspiring sippers and steppers alike.

Added is the singing of Dolly Parker, who has an easy time selling song stories, including many requests.

M. H. Orodener.

Kennedy's Inn, Binghamton, New York

Talent policy: Floor show twice an evening; show and dance band.

Current floor show, *Jack Brown and His Girls*, is headed by Jack Brown, singer. Show opens with the entire cast of five girls and Brown doing a fast challenge dance, which is cleverly executed and sets a quick pace for the rest of the show.

Pete DiMaggio is again emcee after a layoff of nearly a year. His gags and songs always hit, and his personality is really a part of Kennedy's. A clever little showman and is highly thought of by the management and patrons, as he has been a part of the place most of the time for over three years.

Miss Jean Lane does a fast tap, followed by Dot Dale doing an eccentric strut very well done. Joan Dale is the show's featured soubret. Lillian Lane appears in toe and tap dancing specialties.

Brown comes on for a few minutes and renders three song numbers very delightfully. Show winds up with a military finale, with girls in red and white military costumes and Brown singing *God Bless America*.

Music is furnished by Gene Calabrese and orchestra of six pieces. G. H. Barlow III.

Leon & Eddie's, New York

Talent policy: Production floor show at 8, 10, 12 and 2:30, staged by Bobby Sanford; costumes by Follies Costume Co. Dance and show band; Latin relief band. Management: Leon, Enken and Eddie Davis, operators; Dorothy Gulman, press agent. Prices: Dinner from \$1.50; minimum, \$1.50; no cover.

The show that opened Friday (31) is a lively, attention-holding affair that pleases easily, especially considering the reduced minimum of \$1.50 for the summer.

Show opens with Bobby Sanford's 10 tall, shapely gals sporting nifty costumes, followed by handsome emcee, Jack Hilliard, who makes straight introductions and then tenors pop tunes nicely. Sanford's girls return later in cotton sarongs to pave the way for Yvette's Dare's parrot number, and close the show demonstrating the audience participation comedy number, *Boops-a-Daisy*. A good line.

Renee LaMar, Girls, three young and lively comedy acrobats, offer an out of the ordinary turn; one of the girls doing the bulk of the comedy. It's a knock-about act, but not as rough as male knockabout turns, of course.

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Luba Malina, a sophisticated looking, sleek brunet, has beauty and personality enough to win attention, even tho her singing style is not the best. Did Kick It Around, South American Way and Sey Si Si, with mugging and comedy interjections, and pleased.

Jerry Vance went over big with a novelty acrobatic turn. She is tall, lithe, shapely and cute and sells her barefoot contortion tricks like a house afire. Personality put over tricks which, if done straight, might have proved dull. Using a better table and costume she should do even better.

Yvette Dare, a small, shapely brunet, is doing her "sacred parrot" dance, giving it better presentation than before. Working in bra and sarong, the macaw lifts her clothing with its beak, stripping her, with the spot darkening to reveal the body illuminated. Strong novelty nude act.

Eddie Davis tops the show with his special-material songs such as Typical New Yorker, South With the Border, Faith, Hope and Charity, and What a Man, followed by a straight ballad, Let There Be Love. He is a shrewd showman, feeling out the audience and playing up the blues stuff accordingly. Went over solidly as usual.

Lois Martin, sax and xylophone, is still here with his band for the show and dance music, alternating with Pep Drigo's rumba band. Martin's men do a fine job. Paul Denis.

Donovan's Cafe of Nations, Sacramento, Calif.

Talent policy: Floor show includes a girl line, dance and show band. Management: Frank Sebastian. Prices: Drinks from 25 cents.

Frank Sebastian, widely known Pacific Coast night club impresario who formerly ran the Cotton Club at Culver City, assumed the management of this popular upstairs Sacramento night spot the first of the year and his ideas of showmanship have made it a bigger draw than ever before.

Sebastian's first move was to bring in a semi-name band from Hollywood, Les Parker's, and the cork has scored a hit. Parker, a wiz at the piano, does a nice job of fronting, and the band's smooth, tho not syrupy, offerings make for excellent dancing. Six pieces.

Show caught up with the Hollywood Debutantes, five shapely dancers nicely costumed, in an ordinary dance routine. Nothing sensational, but the girls were eye-fillers.

Hit of the evening were Landre and Verna, an acrobatic ballroom team with an excellent repertoire of plain and fancy steps. Verna, the girl, is petite and graceful—fits in with Landre's movements smoothly.

Mildred and Bernice, two of the line girls, dance a combination tango and conga, showing personality and oomph. Parker soloed on the ivory with Park Avenue Fantasy, and his fingers flew amazingly. Mirror behind the keyboard enhances his pianisticities.

Closing number saw the Debutantes in a unique dance act with all lights off and their costumes shining with a luminous substance. Girls invite customers to dance either the conga or tango with them at the close of this act.

Business holding up nicely thru the summer. Kirt MacBride.

Hotel Sherman, College Inn, Chicago

Talent policy: Dance and show band; floor shows, 9 p.m. and 12 midnight. Management: Ernest Byfield and Frank Bering, managers; Howard Meyer, publicity. Prices: Dinner from \$2 in Panther Room, \$1.25 in Malaya Room; drinks from 50 cents; minimum \$1 on week days, \$2 on Saturdays.

Ernest Byfield and Frank Bering are strong for swing and well they should be, as it has definitely taken the combination Panther Room and Malaya Room out of the red. "Give us the kids," say Byfield and Bering. "We love 'em." They are not heavy spenders, but a spot that can handle from 1,500 to 1,600 persons in an evening doesn't need heavy spenders. In addition to the kids, the College Inn still has a sizable clientele of dinner guests, so the take these days is highly satisfactory.

New summer entertainment set-up is headed by Jan Savitt, who has taken the best swing band to hit Chicago in a long time, and on opening night the swing fans packed the room to beyond capacity. Savitt features shuffle rhythm, eight-by-eight beat, and band's instrumentation is sax brass, five sax

and four rhythm. While swing predominates, the Top Hatters also have sweet and novelty tunes in their repertoire and they hit solidly on all tunes played. George Auld, tenor saxophonist, solos Top Hat Shuffle. Other solo spots are taken by Johnny Austin, trumpeter; Allan DeWitt, balladist, and Bon Bon, young colored singer formerly of NBC's Three Keys. Latter's swing vocals are sold in great style.

Jeanne Blanche, 18-year-old tap dancer, offers pleasing routines, and Mildred Mansfield does a clever lidescent dance number with the Boogie-Woogie rumba troupe.

Betty Barrett, young singer who appeared in Station WGN's presentation of Irene on the air, is playing her first night club engagement. An attractive brown-haired miss, she has a good voice and knows how to sell her songs. Won generous applause for her singing of Alice Blue Gown and other numbers.

The square dance, done by the Jitter Kids with Dude Montana doing the calling, is still a feature of the show. As a prelude the Three Macks, from the band, sing Down on the Farm. The Ball Girls and Karl Marx, clown, weave in and out of the proceedings.

Nat Green.

Lantz's Merry-Go-Round, Dayton, O.

Talent policy: Dance and show band; floor shows at 11:30 p.m. and 1:30 a.m.; Harold Lloyd hobby horse races either before or after first show. Management: Mr. and Mrs. George Lantz, managers; Ralph Donahue, host. Prices: 25 cents admission week days; 40 cents Saturdays and Sundays; no cover or minimum.

This spot continues as the only night club in this vicinity using a high-class band and generally excellent floor show. The friendly attitude of all concerned; "Pop" and "Mom" Lantz, who give their personal attention to guests; Ralph Donahue, who sees that everyone is taken care of, and the helpful waitresses gives the place a distinctive atmosphere.

Dapper Johnny Martone and his band are back for an indefinite stay after having pleased for 13 weeks last spring. He is now in his fourth week with a better band than ever. Playing more smooth, tuneful numbers than the jitterbug stuff, he has made himself a favorite with young and old.

Featured are the "Three M's," who are Vince, Pat and Phil Martone, all cousins of the leader, who sing engagingly, and Allen Trent, vocalist. This is his first professional engagement outside of his home town, Sharon, Pa., where he joined the band. He has a pleasing personality and appealing voice and is about the best band singer that has appeared at this nitery.

Floor shows, consisting of three or four acts besides specialty numbers by the band, are usually quite varied. For instance, last week there was a dance team, a magician; Parker Brothers, doing excellent slow motion hand-stands, and the emcee, Bert Herman, who remains over this week and who offers a round of dances, impersonations of radio characters and general funning as his contribution.

Magicians go well in this town, so this week the nitery has another, Lee Nobel, who claims to be the youngest professional in the business. Standouts are threading swallowed razors, Chinese stick trick and a clever pipe trick.

York and Lewis are an excellent dance team, providing waltz caprice, a double drunk with many spins and falls and a rumba medley. Another dancer, Jack Newburn, dances equally as well on his hands as on his feet.

The hobby horse race, inaugurated in the fall, continue in popularity. Five horses are used for men's, women's and sometimes mixed races, prizes being bottles of champagne. Ralph Donahue is starter and has been at the club now for 28 months.

The band has two 15-minute periods over WING every night. Rob Rogers.

After 20 Years, Mobile Night Resumes Night Club

MOBILE, Ala., June 8.—With this city showing great industrial growth, the Battle House, largest local hotel, reopened Saturday (1) its Roof Garden as a night spot after a lapse of over 20 years. General manager is T. F. Wymann. He is using a name band and later in the summer will use floor shows.

Only other downtown night club is the Rose Room of the Cawthon Hotel, where Roy McDowell's Band is filling a long engagement.

Paris Bombed But Times Square's Two French Night Spots Carry On

NEW YORK, June 8.—The only French-atmosphere night clubs in Times Square, the Monte Carlo and the Bal Tabarin, are holding their own with a mixture of French, Latin and American sets and music. With the headlines screaming about Paris being bombed, these two clubs go on their quiet way simulating a bit of Paris and attracting both French and transient trade.

The Monte Carlo, back in the hands of Gaston Witzman, seems to get a steady trade that likes short, flashy floor shows and musette dance music. Current show has blond and shapely Iris Ray doing two above-average dances, one an acrobatic number featuring pictorial gown effects and the other a butterfly affair giving glimpses of the nude body. There's also Cinda, a small vigorous brunet on in a gypsy number and also for a Spanish comedy peasant dance, the latter being her best. Ted Duano and his new partner, Doreen, are making their debut as a team here and shaping up surprisingly well. Routines have the usual spins, lifts and tricks, with the girl revealing a pleasing personality and

competence. Pierre Beaucaire, who has been emceeing here for years, baritone French tunes pleasantly. Gaston joins the six-man band to squeeze a good accordion, the band dishing out standard musette music, mostly one-steps and French waltzes.

The Bal Tabarin, a couple of blocks away and just celebrating its sixth anniversary, is operated by Johnny Bourcle. It is larger than the Monte Carlo and caters more to tourist trade. David Sorin is still emceeing and singing ballads in clear baritone; Eduard Putran is still singing pleasing French and English tunes, accompanying himself on the accordion; the new four-girl line is doing entertaining routines, including the conga finale, and the new ballroom dance team, Maryann and Martine, provides a punch with above-head work, coming on in formal dress and returning later in Spanish costumes for a Foda and a conga. The band is still Eugene Jelenik, violinist, who also solos in the show, revealing an attention-getting technique. Jelenik's combo is a well knit, competent group. Paul Denis.

Vaudeville Notes

MAE WEST will be back on Broadway next season in a new play of her own, according to her manager Jim Timony.

TONY MARTIN goes to the Chicago, Chicago, week of June 29, before going back to the Coast for film assignments.

EUNICE HEALY has been signed for Good News at the St. Louis Municipal Opera, beginning July 15. She follows with a week at the Loew's Capitol, Washington. DAVES HINES, dance director, has been re-engaged for the fifth consecutive season as production head of the Scarecrow Manor, Schroon Lake, N. Y. GEORGE CORTELLO'S CANINE MIMICS wind up a 22-week night club-vaude tour at the Earle, Washington, this week. They start 12 weeks of fatra, beginning June 30.

L ROBERT BRODER, counsel for the Artists Representatives' Association, New York agent group, is leaving for the West Coast this week-end. Stops over in Chicago on the way for another get-together with the Entertainment Managers' Association there in an effort to bring them under ARA. Upon his return to New York Broder says he will tour theatrical schools lecturing on theatrical law.

VERA FERN, together with Dead Arax, Eddie Bracken and Amarilla Mora, have been set for the screen version of Too Many Girls (RKO). PAT CHANDLER will emcee at the Evans Hotel, Loch Sheldrake, N. Y., for the season.

ETHEL WATERS will make her first vaude appearance since her legit run in Mamba's Daughters at the Chicago, Chicago, June 14. ARREN AND BRODERICK have retired to their summer home in Russell Island, Alganso, Mich., to await a bassinet occupant in August.

Hope Unit Reopens Boston Met Vaude

BOSTON, June 8.—The Metropolitan Theater (4,330 seats) will open on a spot vaude policy June 28 with the booking of Bob Hope and his radio unit, including Brenda and Cobina, Jerry Colonna, Doreen Heade and Bill Goodwin, announcer.

The house is booked by Paramount and has not played stage shows in years. The William Morris Agency is handling Hope. Hope goes in on a guarantee and percentage.

Two New Clubs In Kansas City

KANSAS CITY, Mo., June 8.—Two new night clubs opened last week. The Tall Timbers, combination night club and ballroom, opened in Jackson County, with Ned Vail as manager. Sammy Martin and his 14-piece Royal Cadets orchestra were selected as the opener.

Club Plantation opened with the Jeter-Pillars Orchestra and a 30-piece floor show. The Tall Timbers operates with a 25-cent admission charge. The Club Plantation follows a minimum but no cover policy.

Carl Rosini Sues To Stop Paul's Use Of Rosini Name

NEW YORK, June 8.—Carl Rosini, magician, filed suit against Paul Rosini, also a magician, here this week, charging theft of the last name and material. Paul Rosini is now employed at the Radio City Rainbow Room and Grill directed by John Roy who, together with the defendant, were handed summons of complaint by the complainant's attorneys, Samuel Flaum and Howard A. Newman. Carl Rosini is seeking damages amounting over \$15,000 and an injunction against the defendant's future appearances under the name of Rosini.

Carl Rosini, whose real name is Carl Rose, claims he was brought over from Europe by the William Morris Agency back in 1907 and that he established himself as a magician under the name of Rosini. He further charges that Paul Rosini at one time worked for him and that later left the act and started selling himself under his former employer's last name.

Prior to Paul Rosini's opening at the Rainbow Room, Carl Rosini threatened the management with a damage suit if the defendant was permitted to come in. After consulting its legal department, the Rainbow Room management proceeded with its original plans. He is currently continuing his indefinite stay.

Paul Rosini, in a statement to The Billboard this afternoon, denied the charges made by the complainant. He admitted to have known Carl for years and that he has always been on the friendliest terms with him. Wherever possible, the defendant added, he tried to boost Carl's stock before prospective employers.

Zucker Swing Unit Playing I-Nighters

EAST LIVERPOOL, O., June 8.—Stan Zucker, former Cleveland band booker, has assembled a new unit, Swinggroove Revue, headed by Stepin Fetchit and Abdul Sender, swing pianist. Also with the unit is Jerry Blaine and his Hollywood Rhythm Band, featuring Alysia Chandler, Artie Dann and the New Yorkers.

Zucker is booking the unit into Eastern Ohio theaters, the Granada here playing the revue recently for one day to good business at 35 cents top, with 25 cents for children. Unit has been routed into several Western Pennsylvania theaters which have been using name bands for one-day presentations.

McFarlands, Rochester, Skelton, Starr for Para

NEW YORK, June 8.—The McFarland Twins' Band will play their first local theater date at the Paramount, beginning June 19. The McFarlands recently revamped their band and have been out on one-nighters and cafe dates under direction of MCA.

Others on the bill will include Eddie (Rochester) Anderson, Red Skelton and Judy Starr.

Routes are for current week when no dates are given.

A
Acas, The Two (Morrison) Chi. h.
Albano, Will & Gladys (Chicago) Chi. t.
Alford & Anne (Chicago) NYC, h.

B
Baker, Muriel (Chateau Moderne) NYC, h.
Baker, Bonnie (Palace) Cleveland, t.
Baldwin & Bristol (Riverview Beach) Penns-
Wick, N. J., h.

C
Carr, Fred (Theater) NYC, h.
Carr, Fred (Theater) NYC, h.
Carr, Fred (Theater) NYC, h.

D
Dahl, Edith Rogers (Chez Ami) Buffalo, h.
Dale, Maryon (Savini) NYC, h.
Dale, Dorothy (Palmer House) Chi. h.

E
Egan, Fred (Theater) NYC, h.
Egan, Fred (Theater) NYC, h.
Egan, Fred (Theater) NYC, h.

F
Fantasia & her Rumbaleros (Colony) Chi. h.
Faye, Olive (Colosimo's) Chi. h.
Faye, Frances (Famous Door) NYC, h.

G
Galante & Leonard (Roosevelt) New Orleans, h.
Gallagher, Ruth (Step Inn) Port Lee, N. J., h.
Garcia, Lucio (Casarck) Chi. h.

H
Haley, Jane Dancers (Bismarck) Chi. h.
Hall, Charley "Red" (Federal Gardens) Buf-
falo, h.

I
Imagard & Alan (White) NYC, h.
Jacobs, Fred (Diamond Horseshoe) NYC, h.
James, Wally (Gay '90s) NYC, h.

(For Orchestra Routes, Turn to Music Department)
TRADE SERVICE FEATURE
Billboard
Acts-Units-Attractions
Routes
Following each listing appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.
EXPLANATIONS OF SYMBOLS
a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club;
h-hotel; mh-music hall; nc-night club; p-amusement park; ro-road
house; r-restaurant; s-showboat; t-theater.
NYC-New York City; Phila-Philadelphia; Chi-Chicago.

Covarras, Nico (Edison) NYC, h.
Craig, Reginald (Earl Carroll's) Hollywood, h.
Crawford, William (Algonquin) NYC, h.

D
Dahl, Edith Rogers (Chez Ami) Buffalo, h.
Dale, Maryon (Savini) NYC, h.
Dale, Dorothy (Palmer House) Chi. h.

E
Egan, Fred (Theater) NYC, h.
Egan, Fred (Theater) NYC, h.
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F
Fantasia & her Rumbaleros (Colony) Chi. h.
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G
Galante & Leonard (Roosevelt) New Orleans, h.
Gallagher, Ruth (Step Inn) Port Lee, N. J., h.
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H
Haley, Jane Dancers (Bismarck) Chi. h.
Hall, Charley "Red" (Federal Gardens) Buf-
falo, h.

I
Imagard & Alan (White) NYC, h.
Jacobs, Fred (Diamond Horseshoe) NYC, h.
James, Wally (Gay '90s) NYC, h.

J
Joel & Annette (Leon & Eddie's) NYC, h.
Johnson, Myra (Cotton Club) Phila, h.
Jones, Owen (Henry's) NYC, h.

Green, Bennett (Mother Kelly's) Miami, Fla., h.
Green, Donald (Primrose) Newport, Ky., h.
Greer, Wanda (Chateau Moderne) NYC, h.

H
Haley, Jane Dancers (Bismarck) Chi. h.
Hall, Charley "Red" (Federal Gardens) Buf-
falo, h.

I
Imagard & Alan (White) NYC, h.
Jacobs, Fred (Diamond Horseshoe) NYC, h.
James, Wally (Gay '90s) NYC, h.

J
Joel & Annette (Leon & Eddie's) NYC, h.
Johnson, Myra (Cotton Club) Phila, h.
Jones, Owen (Henry's) NYC, h.

K
Kaye, Don (Brogan's) Buffalo, h.
Keller, Oreta (LaMaze) Hollywood, h.
Kelly, Boyd (La Jolla) Columbia, O., h.

L
La Mar, Renee (Leon & Eddie's) NYC, h.
Lambert, Jean (Purple Derby) Phila, h.
Lawrence, Lillian (Diamond Horseshoe) NYC, h.

M
McColl, Jimmy (La Martinique) NYC, h.
McCorrino, Mary (Old Heidelberg) Chi. h.
McDonald, Hattie (Paramount) NYC, t.

N
Negrete, George (La Conga) NYC, h.
Nelson, George (Pop-Nye) Weymouth, Mass., h.

Le Quorno Dancers (Savini) NYC, h.
LeRoy, Del (Frontenac) Detroit, h.
Lester, Jerry (Capitol) Washington, D. C., t.
Lewis, Ralph (Club Continental) West Haven, Conn., h.

L
Lambert, Jean (Purple Derby) Phila, h.
Lawrence, Lillian (Diamond Horseshoe) NYC, h.
Laurie, Frieda (Blue Lantern) Detroit, h.

M
McColl, Jimmy (La Martinique) NYC, h.
McCorrino, Mary (Old Heidelberg) Chi. h.
McDonald, Hattie (Paramount) NYC, t.

N
Negrete, George (La Conga) NYC, h.
Nelson, George (Pop-Nye) Weymouth, Mass., h.

O
Olsen, Jimmy (Barrel of Fun) NYC, h.
O'Leary, John (Open Door) Phila, h.
O'Leary, John (Open Door) Phila, h.

P
Palmer, John (Theater) NYC, h.
Palmer, John (Theater) NYC, h.
Palmer, John (Theater) NYC, h.

Q
Quinn, John (Theater) NYC, h.
Quinn, John (Theater) NYC, h.
Quinn, John (Theater) NYC, h.

R
Rosen, John (Theater) NYC, h.
Rosen, John (Theater) NYC, h.
Rosen, John (Theater) NYC, h.

S
Savini, Leonard (Diamond Horseshoe) NYC, h.
Savini, Leonard (Diamond Horseshoe) NYC, h.

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ICE SHOWS ON TOUR

Ice Polaris (Shoptad and Johnson) May 14-15
Wendell, Wm. (Theater) NYC, h.
Ice Polaris, A Night at Lake Placid (Sandy
Johnson) May 23-25, Port French Blvd.,
Golden Gate Int'l Expo, San Francisco.

DRAMATIC AND MUSICAL

Civic Opera Co. (Curran) San Francisco.
Evans, Maurice (Metropolitan) Wash.,
Wash., 12-13; (Empress) Vancouver, B. C.,
Can., 14-15.

REPERTOIRE-TENT SHOWS

Glimpsev, Frank R. Co. Sylvania, O., 10-12;
MIAN, Mich., 17-22.
Miller, Al H. Shows: Whiteburg, Ga., 10-13.
Schaffner Players: Mt. Pleasant, Ia., 10-15.
Tilton-Guthrie Players: Williams, Ia., 10-15.

More Work for Bands, Talent In Pittsburgh

PITTSBURGH, June 8.—Two new nightclubs opened last week; another is set for unalighting July 1, three year-round spots brought in new bands and four indoor places opened outdoor gardenies.

Managed by Percy Ross, with John Maganotti as greeter, the Willows began its drive for trade after being closed the past nine months with announcement that no liquor would be served, name bands only would be featured and cover would be 35 cents week nights, 45 cents Saturdays and holidays. First orchestra in is Bob Miller. Also a member of the Oriole coin machine distributing firm, Ross piloted the Showboat three years ago before it was taken over by Maganotti.

Other new spot is the Boogie Woogie Nut Club, opened by Harry Sherman and Sonny Miller on Saw Mill Run boulevard, in opposition to the Nut House, operated by Al Mercer, where Sherman formerly was chief comic.

Being converted into a Spanish-type night club for July opening is the downtown Plaza Cafe, closed a few months ago by edict of the State Liquor Control Board. The new Plaza boss will be Cuban Joe Sala, for the past 15 years bartender at the Nixon Restaurant.

Back on the band scene is Sid Dickler at the Anchorage, Howard Becker at Greets Harbaugh's Pines and Dick Barrie at Mission Inn near Latrobe, all three outdoor floors. Bill Green opened his outdoor gardens after rain held up business during the scheduled opening week, with Everett Hoagland holding over.

Oliver Building Restaurant brought in the Frank Shean Trio this week, the Roosevelt Lounge has the Three Suns and the William Penn Continental Bar has Wanda and her Escorts.

Additional summer pick-up is anticipated by booker Joe Miller, who has set George Olsen and Paul Whiteman for one-nighters, and other agents, who report that business is the best it's been in several summers.

Back after long absence is Eddie Peyton at the ABC Club in near-by Uniontown.

Jackson Club Opens

JACKSON, Miss., June 8.—Pat Smith has opened the Paradise Inn on Pocatentia road near city limits. Club has a 10-piece house ork under Charlie Cramp. D. A. Bignane is manager. Forty cents cover charge nightly.

N. Y. Night Clubs a Bit Better; Fefe, Spivy Opening New Spots

NEW YORK, June 8.—While heat and war news have combined to make the club operator's lot not a happy one, prospects for increased business look better. Tuesday (11) will mark the opening of the Cafe Pierre, in the Pierre Hotel, under supervision of Felix Ferry, operator of Fefe's Monte Carlo. Carol Bruce will double from Louisiana Purchase and Eddie Oliver's Ork will be on the band stand. The new spot will operate on a high-price policy similar to that of the Monte Carlo. Minimum between 4:30 to 6 p.m. will be \$1.50 and after 6:30 \$2.50.

Spivy is insuring a permanent booking for herself by opening her club, La Vache Sur La Toit, on the East Side. Spivy will be the principal entertainer. The club will present entertainment after 10 p.m. No cover or minimum.

Dempsey's Broadway Bar, which operated with bands only, is now presenting entertainment in front of the ork with the booking of Phil D'Orsey.

Master's Bronze, called it a season earlier than usual when it shuttered for the summer Sunday (3).

One bright spot in the local night club picture is the continued good business of Billy Rose's Diamond Horseshoe since the opening of the new show. The rope has been up almost nightly.

Ben Marden's Rivers, Ft. Lee, N. J., reported a record-breaking week-end of 2,500 patrons.

Adding to the woes of Chester H. Cannino, the New England gas station operator who tried his hand at night clubs

"Say It" Saying It In Nation's Phonos

NEW YORK, June 8.—"Say It," ballad hit from the score of Jack Benny's pic, *Buck Benny Rides Again*, is developing into a goodly success on the country's automatic phonograph network. Recordings of the tune are doing well in the music boxes, climbing higher in favor each week.

For further details on this tune and others popular in the machines, turn to page 74 and the Record Buying Guide in this issue of *The Billboard*.

Philly Clubs Still Fighting It Out With Names

PHILADELPHIA, June 8.—In line with the big name policy for the Club Ball shows, Kallner brothers are continuing that same policy at their next-door Little Rathskeller. New show brings in the *Four Ink Spots*, cast including Steve Murray, comic; Jerry and Turk, dancers; Rene Wilson, dancer, and the three Musical Paganos.

Jack Lynch is shopping around for a name to follow Joe E. Lewis at his Hotel Walton Roof. Lynch is also booking stronger cards for the roof's Tropical Bar, new show including Nan Blackston and Jack Randall, singing.

Howard Hohl set to open his Hotel Adelphia roof garden this week. Manie Sachs, of Music Corp. of America, setting the show and band.

Bill Hopkins, coin machine operator, is taking over Mike Dutkin's Rathskeller, with plan to bolster the floor show with bigger acts.

Stanley, Pitts, Can't Get Names

PITTSBURGH, June 8.—Vaude may be temporarily dropped from Stanley for few weeks if Warner district manager Harry Kalmine doesn't find suitable acts in a couple days.

Claiming that the top draws are tied up at the fairs or other outdoor engagements, or that they want too much money, Kalmine tried to complete deal with Bob Hope, but comedian asked around \$15,000 plus percentage, which Kalmine declared too big a nut.

Following Sammy Kaye, current, comes Orrin Tucker. Last time Tucker played city was at William Penn Urban Room three years ago.

with the ill-fated operation of the International Casino, was his indictment over the week-end on charges of having embezzled \$5,000 in Federal taxes said to have been collected from patrons but never turned over to the government. The indictment mentioned the National Casino, Inc., which operated the gigantic nitery.

The 3 East 52d Street Corp., operators of the Whirling Top, was also indicted along with Irene Stephens, president; Cora Stephens, vice-president, and Joseph Colbert, treasurer. The amount involved is also \$5,000. The Brown Derby, amount unknown, was also named. Other indictments returned are against the Sujo Restaurants Corp. and its president, Stude Barbara, operators of the E. & B. Nut Club, Brooklyn, and Anthony Marano, operator of the Dutch Tavern.

The indictments were made after months of secret investigation. They were made simultaneously by the Federal Grand Juries in Manhattan and Brooklyn. They cover tax receipts during October, November and December of last year.

Dario's La Martinique closed after tonight's (8) performances for the summer. The spot will reopen after the Labor Day week-end. During its nine-month run the club was on a name and semi-name policy.

Six at the Hollywood Restaurant has been off and contract of the band there did not call for its services beyond Tuesday (11).

Atlantic City Nitery Season Under Way; More Than 30 Open; 25 June Conventions Will Help

ATLANTIC CITY, June 8.—In spite of the unseasonal pre-season weather, night club owners are opening according to schedule. Most "official" openings, which call for better talent, are due within the next fortnight, and expect to pick up business from the 25 major conventions booked this month.

Major interest is centered on the reopening of the Gateway Casino June 22. Long considered a dud as a nitery because of its massiveness, spot has been taken over by a New York combine headed by Stockton Leigh, former theater manager. Deal has been worked out for Bobby Sanford's Leon and Eddie floor shows, but without Eddie Davis, to jump here from New York. Policy also calls for name bands. Red Nichols set for the starter. The Gateway management hopes the proposed race track at Sommers Point will come thru by next season, Leigh already having an option on the spot for next year.

Round-the-World Room at Hotel President has already started the floor shows. Hienna, Ted and Linda Bruce, and Armen Camp in current show. Whitey Varallo Band makes way for Johnny Hamp July 3.

Floor Shows Augmented

Club Nomad starts its summer-revue policy with Sally Fields, J. Russ Robinson, Ann Hudson, Annette Ross, June March, Joan Mellor, Peggy Heaven and Zola Grey.

Babetta's is in full swing with Earl Lindsay's *All American Revue*, headed by Aileen Cook, the MacArthur's, Marcia Raye and the music of Milton Huber and Ovasdo.

At Paddock International, Eldie Kravis has an all-girl revue headed by Renee Dulbeck along with Dixie Dixon, Ginger Baye, Joe Dixon, Irene Fineon, Marie Kibbe, Beth Olson and Dottie Adell.

Next door, Phil Nipp unshutters the Clifcut Club with show including Joe Conlin, Bette Thomas, Irma Lynn and Anna Joy.

Next Sunday (16) marks the opening

of Tom Endicott's Dude Ranch, where the show includes a cowboy band and circus Indians. Other openings are Curley's Bright Cafe, with Freddy Easterner featured; Bill Herman's Music Bar, with Dolly Parker, Jummie Solar and Jimmy Allen; Benson's with "Shee," Bee Blake, Johnny Norton, George Merrill, Hal Budd, Donna Davis, Mythe Beach, Lee Moore, Mary Terry and Mary Anne.

Other spots in full swing with entertainment include the Casa Loma Cafe, El Morocco, Marine Cafe, Elsie McGee's Garden Inn, Hazel and Fred Taylor's Novelty Wonder Bar, Esquire Bar, Virginia Restaurant and Wyoming Cafe.

Entertainers' Club has Louise Mack, Sherry Louise, Lowell Wilson and Franzell. Using Irish-American floor shows, Elliot's Emerald Cafe gives top billing to Pat Kennedy and Oley Thompson, while Tom McDonough and Bill Ellis head the cast at Erin's Isle Cafe.

Roadside Spots Open

At the resort's roadside spots, Fred and Lee Eccles have Grace Gordon and the Head Sisters topping the bill at their Village Garden Wonder Bar. Dr. Al Miller, Bill Adams and Millie Clark head the show at Saul Bogatin's Peach Orchard Inn; Bob Moore emcees at Martin Barlow's Tally-Ho Tavern; Lou Jay is at Wagon Wheel; Mary Oleason, fan dancer, is at English and Oliver's Lillian On-the-Lake; and M. M. Safronyev's Gables Inn has Nan DeMar, Bob Carpenter, Carmen Grove, Charles Jester, Bill Leeds and Sally Irene.

At the hotel spots, except for week-end floor shows, it's mostly dance music. Max Malamut's Ritz-Carlton Merry-Go-Round has Dick Kuhn, with Nat Brandwynne coming in July 3. Traymore's Lido Beach is in full swing with Bill Madden; Jack Mann opened the Senator's Debonair Club.

Late starters that get under way around June 20 include Phil Barr's 500 Club and Bath and Turi Club, and Frank Palumbo's Renault's Tavern.

Club Talent

the new talent line-up at L'Aiglon, swank restaurant.

THE DUFFINS have closed a four-week engagement at the Villa Moderne and opened June 6 at the Blossom Heath Inn, Detroit. . . . ROSBIE, DEMARCO, who opened May 11 at L'Aiglon Cafe, Chicago, has been handed a four-week extension.

Philadelphia:

THE DANCING RAYMONDS setting a long-run record at Frank Palumbo's, completing three months and continuing indefinitely. . . . RUTH BEED leaving Jack Lynch's to join the new Al Johnson musical. . . . LYA LANE, from the same floor show, is on sick leave, being tossed over the head of a mule in a bride path accident the other day. . . . LILLA ROSE, singer at the Evergreen Casino, will turn to summer stock in New England. . . . SYLVIS, sister to Mildred Kring, tap dancer, readying a song single for nitery.

JELLYBEAN ANDERSON, hitting the trail as one of the Three Loose Nuts, debuting at the Cotton Club. . . . JERRY TOMAN, bary singer at Evergreen Casino, has been featured in scads of screen shows, but only as the voice in Merrie Melodies and Terrytoons.

Atlantic City:

FRANK WHITE, back from Florida, unshutters his 2112 Bar this week. . . . JOHN L. SULLIVAN, assistant manager of New York's Hotel Astor, comes here in the same capacity as Max Malamut's Ritz-Carlton. . . . JACKIE WHALEN set as emcee at Club Nomad for the summer.

DRUCILLA, dancer, becomes the resort's official hostess, being sister of Tom Taggart, the resort's new bachelor mayor. . . . ADA TAYLOR SACKETT, Claridge publicist, elected prexy of the Penwomen's Club for a fifth term. . . . TOM ENDICOTT, who emcees his own shows at his Dude Ranch, has brought

(See CLUB TALENT on page 24)

New York:

DARO AND KOSTA signed with Hal Sands, who is booking them on a South American tour. Team recently closed a four-week run at the Nixon Cafe, Pittsburgh.

COMES AND MINOR were paid a full week's salary at Lee's State last week, altho they worked the opening show only. Tenn, forced out due to a crowded schedule, will return into that house week of July 4. They sail July 26 for Rio de Janeiro to open a six-week engagement at the Copacabana.

MANOR AND MIGNON, dance team, went into the Beverly Hills Country Club, Cincinnati, June 7. Thru MCA. . . . NIXON AND ANDRE, ballroom team, made their local debut at the Village Barn last week. . . . ANNA JAY, singer, is being held indefinitely at Berkowitz's Roumanian Restaurant.

Chicago:

MURIEL KRETLOW's death last week came as a great shock to her many friends. Miss Kretlow was riding a spirited horse when her mount slipped on a turn and fell on her. Miss Kretlow was rushed to a hospital and died shortly after.

WHILE WINNIE HOVELER, dancer and dance producer at Harry's New Yorker, is appearing in stock this summer with the Grand Detour (Ill.) Players her sister, Audrey, will direct the dancers at Harry's. . . . THE DEMARCOs, at the conclusion of their four-week engagement at the Bon Air Country Club, will make brief appearances at Ciro's, Los Angeles, and the Palace, San Francisco, then return to New York for the fall opening of Ed Wynn's Funnies. . . . WHEN LARRY VINCENT opens as emcee at Harry's New Yorker Friday (13) it will be his first appearance in Chicago in 10 years. Show will also feature the Whitson Brothers. . . . CONCHITA, Spanish singer, Isabel DeMarco, accordionist, and Harry Linden at the Novachord are

Strand, New York

(Reviewed Friday Evening, June 7)

Current layout is ideal for the machine jitterbug trade, but falls to go into high gear for evening crowds. Jimmy Dorsey is, of course, one of the bands deservedly in the top brackets, but the wisdom of giving evening adult audiences a steady diet of five is questionable. Dorsey deals out a high grade of music and supporting talent, especially Slapstick Marie Rosenbloom, goes over nicely.

Dorsey, from his opening theme to closing with *I Got Rhythm*, commands attention with his classy sax and clarinet work. He is ably abetted by Herb Hayman at tenor sax and Buddy Shultz at drums. With his instrumentation of four rhythm, four saxes besides himself, three trombones and the same number of trumpets, Dorsey is capable of giving out applause-getting numbers. Especially good are *Cherokee* and *Long John Silver*, with gee club backing and a skin aria by Schute.

Helen O'Connell gets by with her two novelty numbers, *I Bought a Wooden Whistle*, which has gee club backing, and *Six Lessons From Madam Lazonga*. Gets a good hand for both efforts.

Even with a case of laryngitis, especially apparent at the performance caught, Bob Eberly sells a ballad in no uncertain terms. The strain on Eberly's vocal equipment is especially evident when going from low to middle registers. His falsetto wasn't entirely clicking, either, but nice recoveries were made toward the end of the number to get him a big hand.

Maxie Rosenbloom, with the aid of three stooges and Dorsey, does an okeh comedy act. The pug is a natural. He has no pretensions of being an artist and by being himself he gets across with his non-too-bright personality. He references to the fight racket are funny and his take-off on Harry Richman doing *Voguesong* is a howl. The laughs are equally as solid in banter with a hare-lipped femme stooge, a heckler from a box and another audience plant.

The Berry Brothers (3) are energetic dancers with a good mixture of comedy and acro work in their routines. Two fast numbers get them a tremendous hand. They beg off with two speeches. Production by Harry Gourfain is especially good this week. Joe Cohen.

Oriental, Chicago

(Reviewed Friday Afternoon, June 7)

A very spotty stage bill combined with a weak picture set the Oriental off to a poor start. Business bad and audiences tough on opening day. Sophie Tucker heads the show and demonstrated she still has plenty of fans.

Fitz and Carroll, comedy dance team, have some first-rate comedy and straight routines but had a tough time with an audience that just refused to become enthused. They are hard workers and clever and at the finish got a fair hand.

Henny Youngman, touted as a smart comedian, failed to register with most of his material, which is entirely unsuited to a theater audience, tho, doubtless, it goes big in cafes. Most of his

Vaudeville Reviews

jokes had whiskers. He worked hard, kidded the audience, which sat on its hands, and only toward the last got some laughs and a fair hand with his song clowning.

Trixie, a youngster apparently about 16, is on the way to being a first-class juggler. She's a winsome lass who does some very good work with hoops, balls and plates, finishing to a nice hand for her juggling of five large balls simultaneously.

Sophie Tucker came on to a reception and started off with some of her familiar-type risqué songs, such as *International Sweetheart* and *A Bright Young Man With a Future*, which received a fair hand. It was not until she got going with old favorites like *After You're Gone*, *Dark Town Strutters Ball* and *Some of These Days* that the audience really warmed up, demonstrating unmistakably that they like the clean songs best. Off to a big hand with the flag-waving *God Bless America*.

The Four Pranks were in a tough spot following Sophie but they delivered nicely. The two girls and two men do a bit of trumpet and sax playing, a comedy song, and straight and comedy dancing. They are whirlwind stoppers and swell entertainment. Comedy highlight was a *Gone With the Wind* burlesque bit, which got a big hand.

Picture is Columbia's *21 Days Together*. Nat Green.

Tower, Kansas City, Mo.

(Reviewed Friday Evening, June 7)

Art Kassel and his Kassels-in-the-Air Ork, heading the bill here this week, provide a well-balanced show, altho somewhat long. Get-away has the ork doing Kassel's theme song, *Doodle Doo*, followed by other trademark, *Hell's Bells*. Latter is highlighted by a clarinet quartet from the reed section, with the Kassel trio, Art, Marion Holmes and alto sax man Frank Pollmer, handling the lyrics.

Next item is a vocal on *I Can't Love You Any More*, by Marion Holmes, with the ork providing a smooth Lombardesque arrangement on the first chorus. Kassel saxes are more clipped than the Lombardo crew, but equally sweet, while horns rate about the same. *Glamour Girl*, house chorus line of eight, dance to *Easy to Remember*. Decked in imitation tux affairs, with white flowing skirts, routine is only so-so. Miss Holmes returns to the mike here with a lukewarm novelty, *Will You Merry Me, Mr. Laramie? Indian Summer* is presented as an instrumental fox-trot, followed by a smooth tenor vocal of *Imagination*, by Drummer Harvey Crawford. Kassel Trio then does the vocal on *Twelvepenny Round My Heart*, written by a local pianist, Forrest Wyatt, and recently waxed by Kassel.

Ralph Poree, juv, garnered a fair hand with his acro and contortionist stunts. Background music is *Albee Blue Grown* and *Maroberta*. La Holmes then offers a novelty number, *Trials and Tribula-*

tions of a Girl Singer, which is actually a fem version of *Ware-a-Stick Blues*. She does a neat *My Wabbs Dolly* encore, after which Maestro Kassel offers his own ditty, *The Guy Needs a Gel*, which proves to be the best tune and best vocal of the show.

Betty Black is next, vocalizing on *Say It*, while the chorus goes thru a slightly better routine. Miss Black then offers a soft shoe number to *Stardust*.

Band does an instrumental on *Twelfth Street Rag* and another novelty in which Kassel, aided by Harvey Crawford, who does the pantomime, offers *The True Story of Cinderella*. Trio returns to sing *Little Girl* in neat style. Kassel then gives his impression of how *The St. Louis Blues* might be played in the music styles of different countries, taking in China, Spain, Germany, Scotland, Russia, and by a Distelband band.

Pic was *Tommy Over London*. First day's business was good with okeh audience reception. Bob Locke.

Lyric, Indianapolis

(Reviewed Friday Afternoon, June 7)

It is probably best that Bob Crosby waited until the second week of June to keep his Lyric Theater engagement. This way, high school and college students won't have to "cut" classes to spend the day at the Lyric.

Crosby's show is by and for youth. The songs are what the youngsters crave, the oldest on the program being the perennial favorite, *Stardust*, sung by Doris Day, Crosby's new vocalist. She has a good voice which she uses well to sell her songs. Miss Day received such an ovation that Crosby had to beg off with the promise that she would return later. She never did.

Following the theme song, *Summer-time*, the orchestra plays *The Woodpecker Song* and *Does Your Mother Know You're Out, Cecilia?* Jess Stacy takes the spot next with a piano solo of *The Ecce Wopie Marisse*, which was not as effective as it might have been because of a too stentorian orchestral accompaniment.

The first of the added vaudeville acts, the Sincilar Sisters, comes on next to receive a good hand for some good duo dancing. Goodrich and Nelson do the unusual by stopping the show with an athletic act. The boys are smooth workers and put across an impression of youthful earnestness that will win them friends in any audience.

Another show-stopping act is that by Shea and Raymond, versatile dancers whose clowning and capering were rewarded with a mighty hand. They constitute the best act of its kind seen here in many months.

Additional music on the program is supplied by the Crosby All-American quartet, composed of Ray Baudino, drums; Bob Haggart, bass; Eddie Miller, tenor sax, and Stacy, piano. They are joined by four more players to form the Bobcats, who give out with a spirited jam session which, needless to say, was appreciated by the whole house. The quartet and the Bobcats are the best features of the Crosby Band.

Pix this week is *Women in War*. House only fair at show caught, occasioned partly by a terrific downpour.

H. Kenney Jr.

Paramount, New York

(Reviewed Wednesday Evening, June 5)

New show featuring Harry James and orchestra plus four standard acts could stand some judicious pruning. It is way too long and for that reason does not stack up as the sock revue it has every right of being. Individually, however, the acts score magnificently.

The James boys, a large group of hard-working musicians, open with a number that is entirely too brassy, particularly for the evening trade. While the band is known for forceful delivery of swing tunes, it should start off a little more subdued.

Dick Haynes, stock vocalist, fronts the mike to warble *Wind and the Rain in Your Hair* and *Stardust*, backed mutually by the leader's solid trumpet work, Hattie McDaniel, the Mammy from *Gone With the Wind*, stopped the show, altho taking an early spot. She works with the natural enthusiasm typical of many Negro performers and surprises with a fair enough singing voice and a swiny dance routine. Also re-creates a couple of scenes from the picture in which she had a prominent role.

Vilma and Buddy Ebsen are together again and carry on in the same inimitable dance style that made them musical comedy favorites. While Buddy domi-

nates the scene because of his unique personality, the sister dresses up the act with a cute figure and twinkling tap work. They dance to the old numbers of *Berke*, on *My Knees* and *Sing Before Breakfast*, seen on the screen, and follow with an Ebsen version of the cake walk routine. Went big.

Harry James, next, scores a personal triumph with his swell rendition of Rimsky-Korsakov's *Flight of the Bumble Bee* on the trumpet. Expert musicianship.

Bea Wain, former band vocalist who deservedly made good on her own, depicts principally on her voice, which is very pleasant, and the sincerity of her delivery, which arrests attention. Her set included *My, My, Love Beckoned in 52d Street*, *Say It, My Reverie* and *Tain't What You Do*. Held for a couple of encores.

The band cops the spotlight once more with an Italian version of *The Woodpecker's Song*, featuring Jack Palmer, trumpeter and vocalist, and Vido Musso, saxophonist. A nice novelty which would make a good opening.

Peter Lind Hayes, son of Grace Hayes, displays fine talent impersonating notables in an amusingly vicious and satirical vein. There are spots here and there, particularly at the finish of some of his take-offs, that need more control but, in the main, he has a most unusual offering for a mimic. Had to beg off.

The James boys wind up the bill playing their theme song, *Giribibirin*, in its entirety.

Business just fair last show opening day. On screen, Paramount's re-make of *The Way of All Flesh*.

Sam Hontzberg.

Roxy, New York

(Reviewed Friday Evening, June 7)

A slow and uninteresting bill hampered, from the standpoint of audience reaction, by a combination of the most morbid screen fare seen since the beginning of the new European war. In addition to *Four Sons*, a war tragedy brought up to date, the screen flashes the latest war newsreels and a starved-looking war orphan in a plea for the Red Cross. Enough, in all, to silence any audience for a spell.

Show is comparatively brief and is presented in a one-set beach club scene, featuring the Gae Foster Girls, the Ben Yost New Yorkers in a fast return engagement, and five specialties.

The Yost New Yorkers, a mixed dozen of youthful singers, start the action with a couple of sea numbers, followed by the line of a lively, playful tap routine using miniature blocks of stairs. The Gaudsmith Brothers, veteran comedy pair, and their three trained dogs are next, but their turn looked unusually dull. As a rule the boys seldom fail to stop a show, but it wasn't the case at this viewing. They lost the audience early and not until the closing balancing trick did they net decent response.

Nadine Gae, supple in body and gay in spirit, impressed with a modernistic acro and toe number, working in a man's full dress outfit. Charles Carret, trick juggler, presents some novel and difficult stunts in effortless fashion. He juggles balls, a tray, and beer bottle and cocktail ingredients, among other things, while carrying on with a line of patter.

Tommy Wonder, smooth ballroom-tap dancer, dominates the show finale with several routines, including a modernistic interpretation of *St. Louis Blues*, a couple of amusing novelty numbers with a red-haired dummy and an elaborate tap and ballroom display to *Let's Dance* with the cute and capable Nadine Gae.

Another Gae feature is Edward Roecker, stock baritone whose voice, tho trained, lacks excitement. After a medley of pop tunes he shifts to the baritone's standard, *Old Man River*, and winds up with the patriotic *Where Else But Here* which, naturally enough, gets the best hand in the show. The line in gingham-trimmed white organdy gowns and the smartly-dressed New Yorkers return to embellish the wind-up.

Business off last show opening day. Sam Hontzberg.

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Loew's State, New York

(Reviewed Friday Evening, June 7)

State seems headed for a fair week, although most any bill would show a strong slump after Bob Hope's phenomenal engagement. Pic is *Rebecca*, and although second run, should still pull business. Vaude layout has good standard material, with Stuart-Morgan Dancers, Think-a-Drink Hoffman and Irving Caesar and Borrah Minevitch Rascals.

Stuart-Morgan dancers, three men and one girl, continue to impress as a top adagio quartet. Work is well known to Stem audiences, containing thrills and picturesque development of routines. Altogether, a polished, sensational turn.

Irving Caesar, songwriter and Broadway character, did his turn without ostentation, opening immediately with snatches of his songs, including such standards as *Tea for Two*, *Sometimes I'm Happy*, *Crazy Rhythm*, etc. Followed with chatter pertaining to songwriting, throwing in interesting anecdotes and a few gags. Among best numbers were his *Safety* tunes, known to radio audiences, and his American version of *Love Is Such a Cheat*. Was accompanied by Gerald Marks. Went off well.

Think-a-Drink Hoffman, strictly terrific novelty, bowled audience over by instantly pouring drinks requested. Couple of femmes distribute the potations among the audience, which is short order, reached a high state of hilarity. Hoffman is showmanly, talks okay and makes the most of his turn. Act's rapid pace is very good.

Minevitch Harmonica Rascals, also well known to Broadway, includes nine men of assorted sizes and varying costumes. Act is more than straight harmonica-playing, the comedy being worked to such a pitch that it is often more important than the music. Holding up most of the comic is the midget, who does excellent nut pantos, mugging and rought stuff. Smart arrangement of *Woodpecker Song* concludes.

Paul Ackerman.

Capitol, Lynn, Mass.

(Reviewed Thursday Afternoon, June 6)

Although the individual acts are ragged in spots, the current bill is well balanced and one of the best of the season here.

Show is opened by Blake and Marie, Harlem steppers, who begin with a bit of singing. House ork drowned out their voices, but it appeared to be a small loss. They have a fine dance routine, but their attempts at comedy and singing don't help.

Deuce spot went to Billy Stern, tenor, whose delivery is marred by over-singing. Stern has a pleasing voice which should mean something for a radio show where his antics can't be seen.

James Lechore does fine work with a series of harmonicas, ending with a tiny instrument he plays thru a rubber tubing.

Starns and Anavan, acrobatic control team, were well received. Act is slow and sometimes jerky, but this is more or less standard with this type of act.

Next to closing was Bobby Carbone and Co., in comedy patter and songs. The elder Carbone, who specialized in comedy, displayed a fine set of pipes—better than his son who warbled and emceed the show.

Closing spot was capably handled by Kenney and Norris, one of the finest horizontal bar teams ever seen here. Some of their stunts seemed impossible, but all were pulled off with finesse.

M. N. Koplen.

Music Pavilion, Willow Grove, Pa.

(Reviewed Sunday Afternoon, June 2)

Willow Grove Amusement Park, near Philadelphia, utilizes its indoor-outdoor theater during the summer for Sunday vaude shows, no screen show supporting. Booked by Eddie Sherman, New York, shows are presented at 3, 7 and 9 p.m. Pavilion's roofed seats call for a 15-cent tariff, with the first 10 rows reserved for a 25-cent asking. Outside seats are free for park patrons.

Built in a park dell and seating over 3,000, stage is in view of all gazers, but full appreciation of the sound calls for the paid seats for the full enjoyment of the show.

Running about 70 minutes, layout includes five standard vaude turns plus Frankie Schlueth, house emcee, who is as much a fixture here as the Merry-Go-Round in the park proper. Musical setting is provided by Johnny Brail's Ork (5) seated on the stage.

First on are Harry King and Arlina,

mixed team of fancy tap steppers. Start with a smart rhythm tap, male member singles, and Arlina solos with a rumba tap, King joining in for the finale. Get over nicely with plenty to spare.

Carr Brothers (2) are a sight act and socko with their comedy acrobatics replete with tumbling and balancing.

Al Ferguson fails to make his mugging count beyond the front row seats and builds slow with his gags. Crowd warms up to him when he hits into his laughing mimics and drunk bit, getting off to a good hand.

Jenny Ross and Maxine Stone, in spite of the bad spotting, had an easy time of it. Ross gives the gags, sings and plays the piano and gets great support from the Stepin Fetchit-stepped Miss Stone, all adding up to hilarious effects, in spite of the fact that Ross was handicapped by the pavilion's limited amplification facilities.

The Canestrellys, four fems and a male, make for a terrific flash finish with their uncanny balancing on ladder props.

Schluth brings on each of the acts, his forte being a change of comedy costume for each turn. His story-telling is only secondary, catching the fancy with his insane get-ups, having enough changes in his wardrobe to go thru the entire season without using the same costume a second time.

Biz light when caught in spite of the holiday week-end. H. M. Ordenker.

Strand Sets Bob Crosby

June 28; Osborne July 28

NEW YORK, June 8.—Will Osborne's Band has been signed for the Strand for two weeks beginning July 28.

Bob Crosby opens there for two weeks beginning June 28, following the Jimmy Dorsey stand. No band has been signed for the two weeks between Crosby's and Osborne's date.

Talent Agencies

DICK GORDON, partnered with Paul Savoy, in the Coast-to-Coast Agency, Hollywood, which opened a branch in Salt Lake City June 3, remains on the Coast, with Savoy in charge of the new office.

BETTY BRYDEN Booking Office, Detroit, has added Arabian Supper Club, Columbus, O.; King Wah Lo's and the Oasis, Toledo, and the Villa, Erie, Mich. Miss Bryden now claims 18 weeks of night spots.

ARTISTS SERVICE BUREAU, Pittsburgh, an affiliate of Station KDKA there, recently has been getting in considerable private club and organization dates in the Pittsburgh area, including such acts as the Six Dancing Carrs, Jimmy Valdira, Diamond and Faust, Curtis and Virginia Cooke, the Television Kids, the Carr Trio, Ollie O'Toole and the Belmont Brothers.

NAT KALCHEIM, of the William Morris office, left Thursday (6) for Detroit to check the Bob Hope unit. . . . MILES INGALLS, of MCA, is spending a week at the Beverly Hills Country Club, Newport, Ky., prior to his assuming jury duty when he returns to New York. He still hopes to duct this assignment. . . . MARVIN HILD has left the Charles H. Allen office, New York. . . . ARTHUR AND MORTON HAVEL, former vaude performers, have gone into the agency business in New York. They are grooming Lorna Daye for radio.

WALTER J. GLUCK, Buffalo, has set his first Showboat Canadians show for June 8, with Myra Jeanne, Joe Little, Rita Parker, Cheryl and Phillips and Gertrude Keller. Shows change weekly. He has just booked Sally Goodwin into Cafe Aloha, Buddy Jackson into Kaiser's nitery, Sid Ward and Jean Russell into Frank's Casa Nova, and Edna Grove and Mae Max into Murray's Inn, Albany, N. Y.

FRED ELSWIT returns this week to his desk at the William Morris New York office after a three-week vacation on the Coast.

BILL KLINGER, Philadelphia booker, closed his office to join the Harry Kilby office in New York. . . . BERNIE ROTHBARD, former manager of Dutkin's Rathskeller, Philadelphia, is now associated with the office of Jolly Joyce. . . . Another Philadelphia night club operator turning actor's representative is HARRY F. BAIN, Stork Club nabob, who is taking singer Billy Daniels under personal management.

DANCING TRADE MARKS

(Continued from page 17)

attention is given individual tunes and arrangements and particularly music that can be easily appreciated and enjoyed by the average customer. Leni Bouvier and Eugene Van Grona were successful at the Rainbow Room, working to strictly modern arrangements. Symphonic pieces and medleys are finding more favor, and some teams allow "breaks" during which they dance to no music at all. While dancing to the recitation of a poem is novel, dance experts feel that only a name can use it successfully. Raye and Naldi have been doing an impressive number to a recorded recitation of *Sybil*. It is a dangerous practice for lesser known teams, however.

Other novel musical touches are being contributed by Pancho and Dolores, who dance to the churchly strains of *Ave Maria*, and by Lydia and Joresco, who in one number use only a toy music box for their accompaniment. Then there is the inclusion of song, between or during numbers, adding to the musical comedy touch. Such teams as Collette and Barry, Gomez and Minor and Wanda and Collins, among others, blend vocal and dance routines well.

The comedy team field, too, is overcrowded. There are too many good teams bookers will tell you. One of the first planning to do something about it is George Colston, of The Colostons, who is adding a singer (Gail Manners) to the act. He will sell a musical idea, based on comedy situations.

"Instruction Hour"

The "instruction hour" has created employment and is keeping teams in for long engagements. Glover and LaMae are highly successful in the field, doing an act of their own and also working with customers. Marilyn and Michael are in their fourth year at the Radio City Rainbow Grill, and Fawn and Jordan were recently at the St. Moritz Hotel for six consecutive months in a return run.

Instruction teams, however, as is true of all teams, must be good social mixers. Managers like sincere handshakers who have something to say and say it well and who have the quality of making friends for the particular spot they are working. Teams are known to take diction lessons to help them get along with customers at tables.

Some teams have interpolated modern ballet movements into the more conventional ballroom routines; others have included toe steps, and still others have been highlighting their routines with adagio tricks. In all cases the aim is the same: to get away from the conventional.

AFM'S 45TH CONVENTION

(Continued from page 3)

bands," but still "the latter are preferred by the public." The reason for this is that traveling bands are considered attractions which, of course, like all such

in the amusement field are constantly changed by the employer so as to keep the public's interest in some alive, as he holds it creates an economic advantage for him."

Weber points out to traveling band critics that each local is well represented among road outfits and that some locals, especially the larger ones, have more musicians playing in traveling bands than the number of members of traveling bands which play in their jurisdictions. (This fact is expected to combat any attempt to raise the 10 per cent tax on traveling bands and those playing engagements outside of the jurisdiction of the locals.)

J. W. Parks, executive committee member, who has been stationed in Washington to encourage the employment of musicians by the Works Progress Administration, will make a special report concerning his activities. Because WPA projects are being curtailed generally, Weber's report indicates that the entire success in this matter is none too promising, but that everything possible will be done.

AFM, eager to secure the performing rights to all recordings made by its members, will bring the general copyright law under extensive discussion. While at this time there is no law providing royalties for the musician doing recording work, Weber feels that as soon as such legislation is enacted the AFM should be in a position to act as a collecting agency and determine the amount due its members. He adds that the AFM will continue in its attempt to have the copyright law amended to, if possible, establish such rights.

Weber also reveals that the AFM Legal Bureau was instructed to institute lawsuits in several Federal District Courts to determine whether the band leader can be termed an employer and therefore held responsible for the old-age tax. "This is done," Weber reports, "for the purpose of laying a basis for an appeal to the United States Supreme Court, as we assume that the decisions in the several District Courts will differ. It appears that only thru such policy the question will be finally decided as to whether or not a leader is responsible for the tax."

As the various committees are being appointed today, talk among delegates indicates that among other topics to be discussed include remote wires as they affect band leaders, personal management and booking-office contracts, and the trade agreement between the Federation and the International Alliance of Theatrical Stage Employees. Weber's report points out that he had a conference with George Browne, IA prez, during which it was agreed that the pact be modified to an extent that "it will result in the continued amicable relationship and assistance of both organizations."

Negotiations with independent radio stations for the renewal of their contracts will come up in the executive board session. The president's report for 1940, incidentally, runs 29 pages, as compared to its 67 pages of last year.

PETER LIND HAYES

Held Over

PARAMOUNT THEATER, New York

Courtesy Paramount Studios and Grace Hayes' Lodge, Hollywood, California

STUMP AND STUMPY

"Two Clowns in Color"

ON TOUR WITH LOUIS ARMSTRONG

THIS WEEK—STATE-LAKE THEATRE, CHICAGO

Direction: NAT NAZARRO, 1619 Broadway, New York City

Vaudefilm Grosses

Hope's 47G Breaks Summer Record; J. Dorsey, James Open Well; MH Big

NEW YORK. — Broadway presented a mixed picture on the b. o. front. Strong attractions at the State, Music Hall and Roxy delivered the coin, while the Strand and Paramount did so-so. The Decoration Day turnouts were an appreciable help.

The Paramount, with the second week of Charlie Barnet's Band, Tony Martin and Danny Kaye, floundered for week ended Tuesday (4) with a none-too-good \$28,000. Pic, *Typhoon*, didn't contribute much. The first week of the layout tallied \$35,000. A new bill installed Wednesday (5) consisting of Harry James' Band, Hattie McDaniel, Ben Wain and the Browns, along with *The Way of All Flesh*, looks forward to \$40,000.

Bob Hope unit at Loew's State registered the second best gross in the history of the house for week ended Wednesday (5). A tremendous \$47,000 rolled into the b. o. His week started out like a blitzkrieg on the house record held by Eddie Cantor, who drew \$50,146. By Monday \$37,000 came into the till, but heat set in and the remaining three days drew only \$10,000. The first day (Decoration Day) had brought in \$9,000. The Hope unit's figure exceeds the marks set by Jack Dempsey, Rudy Vallee and Mae West. Hope, however, drew the highest gross the house ever reached during the summer.

The Hope unit consisted of Jerry Colonna, Brenda and Cobina, Dolores Reade and Bill Goodwin. Hope got a \$12,500 guarantee, plus 50 per cent of the gate after \$40,000. At that figure he should carry off \$18,000, out of which he pays for the rest of the talent. Gomez and Minor played the first opening day show, but had to be omitted to cut running time. Pic was *Broadway Melody*. New bill came in Thursday (6) with Think-a-Drink Hoffman, Stuart Morgan Dancers, Irving Caesar and Borrah Minevich Harmonica Cascals, and should pull about \$21,000. This figure takes into consideration the film, *Rebecca*, a terrific draw.

The Music Hall had a big week with the first session of *My Favorite Wife* and a stage bill with Walter Cassel, Helen Letiche and the usual MH layout. This program for week ended Wednesday (5) garnered a sock \$92,000. Second week of this bill is expected to do about \$65,000. Previous bill with *Irene* took in \$70,000.

Sammy Kaye's third and last week at the Strand, which ended Thursday (6), fell to \$10,000. Note for Kaye's engagement reached \$87,000. Pic was *Torrid Zone* and surrounding talent included the Diamond Brothers and Walton and O'Rourke. New layout, consisting of Jimmy Dorsey's Band, Maxie Rosenbloom and the film *Brother Orchid*, should do approximately \$38,000.

The third week of *Lillian Russell* and

stage bill with Shyrettos, Jeanne Lanier and Ben Yost's Singers at the Roxy pulled a nice \$26,000 for week ended Thursday (6). First week of this program raked in \$54,000, the second \$41,000. Total take for this outlay is a swell \$121,000. New bill Friday (7), consisting of Tommy Wonder, Nadine Oae, Ed Roscker and Gaudsmith Brothers, along with *Four Sons*, should tally around \$35,000.

Berni Vici Unit Good in Spokane

SPOKANE, Wash. — Count Berni Vici's *Comedie Francaise* unit drew good receipts during its four-day engagement, May 29 to June 1, at the Fox.

Manager Oscar Nyberg said his 2,300-seat house played to capacity crowds Memorial Day. The revue, first stage show booked at the Fox in a year, attracted an unusually large number of out-of-town patrons, Nyberg said. Popular prices, 25, 35 and 40 cents, prevailed. *Free, Blonde and 21* on the screen.

Post Street, playing Bert Levy vaude three days weekly since September 1, still is keeping flesh in, altho recent weeks have seen poor business. Again below house average of \$1,750 was the show for May 31 to June 2, consisting of Joyce Bayne, Raymond and Anne; Taft, Boone and Peterson; Musical Bentley Trio, Masur Brothers, plus pix, *Stunt Pilot* and *Santa Fe Marshal*.

5 Acts Give Philly Carmen Neat 62C

PHILADELPHIA. — Getting a good weather break for the Memorial Day opening and a rainy week-end that kept the town folks away from parks and beaches, Carmen Theater cornered a neat \$6,200 for the week ended Wednesday (5). A five-standard-act bill supplemented the screen showing of *Dark Command* (Rep.), show including Harry King and Arline, Elaine Arden, Carr Brothers, Lew Parker and Co., the Four Olympic Aces and Louis Basill's house ork. Current bill in for eight days to return the house to a Friday opening.

Tucker, Baker Big \$28,000 in Detroit

DETROIT. — Michigan Theater, with Orth Tucker and Bonnie Baker, did around \$28,000 for the week ended Thursday (6), distinctly better than for the Marx Brothers a month before. Severe heat wave hurt business seriously after the first three days.

Friday opening, with the house going to five shows for the Bob Hope unit, looks like a week that will go far above the Tucker figure.

Eric Rhodes Bill SRO in Springfield

SPRINGFIELD, Mass. — Erik Rhodes, screen name, packed the Court Square Theater at all performances for the three days of his personal appearance here ended Saturday (1). Also on the bill were Nardo and Kinney, musicians and comedians; the Wessell Brothers, imitators; the Price Sisters, tumblers; Pat Henning, comedian, and Duncan Dodd and Day, dancers.

Movie, *It All Came True*.

"Cavalcade" Unit Fair in Indian's

INDIANAPOLIS. — The current Lyric bill, with strong opposition from other houses, did only fair for week ended May 31. Stage unit, *Vodvil Cavalcade*, together with pic, *Earthbound* (20-Fox), pulled \$7,600.

Average for house is approximately \$8,000.

Chi Grosses Up; Boswell, Rand, Crosby All Okeh; Current Week Looks Good

CHICAGO. — Grosses were upped considerably in the vaudefilmers for week ended Thursday (6). Good stage bills at all houses were mainly responsible for the better showing. A combo of Connie Boswell in person and the picture, *Lillian Russell*, made for a satisfactory but not particularly big week at the Chicago, which registered around 35 G's. Bob Crosby's Orchestra, which drew the swing fans, plus the picture, *Irene*, and personal appearance for two days

of Anna Neagle, star of the pic, accounted for an excellent \$22,000 for the Oriental. State-Lake zoomed ahead of its average take with Sally Rand and her revue, winding up with 18 G's.

Nothing sensational is expected at any of the houses this week, but all should do satisfactory biz. Chicago Theater is best bet with Carmen Miranda and Carlos Molina's Band and may go a solid \$30,000. Louis Armstrong and his crew should hit around 13 G's at the State-Lake. Pic, *Dr. Kidnare's Strange Case*, only fair. Oriental started off very poorly, but Sophie Tucker is counted on to hypo biz for a satisfactory gross of around \$21,000. Picture, *31 Days Together*, is weak.

Grosses Fair in Buffalo; Bowes Unit Doing Well

BUFFALO. — Very warm weather had its influence on vaudefilm business last week, but grosses were obviously determined by the strength of the screen fare.

For the week of June 7 the Buffalo had a good house, despite very hot and humid weather. With a strong attraction on the stage, consisting of Major Bowes' Sixth Anniversary Revue, the management, however, doesn't worry too much.

For the week ended June 6 the Buffalo registered one of the poorest takes of the year. Without a big name, the picture *Tarnabouff* could not even come near usual takes. Receipts amounted to a measly \$9,300. Stage bill featured D'Artega and house band, plus Gertrude Lutzi, Meyer Balsom, Six Sophisticates of Song and Roy Davis.

The Century fairly outdid itself with the picture, *My Favorite Wife*, drawing for the first week \$13,000, a record for pics only. Second week, ended June 5, drew \$10,000 and still strong enough for a third week.

June 14 week will start a new line-up of vaude at the Century. Louis Armstrong and band will be the attraction, and is expected to go over big, according to Richard Kemper, manager.

"Scandals" Unit Big 25G in S. F.

SAN FRANCISCO. — The Golden Gate had a banner week with George White's *Scandals* unit for week ended May 31. The pared-down version of the legit show drew a sizzling \$25,000. The cast is virtually the same as that of its legit run. Only Willie and Eugene Howard are out. You Can't Fool Your Wife was the pic.

House average runs about \$15,000.

Marx Bros. Poor In Los Angeles

LOS ANGELES. — The Marx Brothers bumped into an off week at the Paramount. Strong pic competition cut down the gross for this house. For week ended May 29 the salaries hit \$17,500, about \$300 under the house average.

Pic, *The Breakfast Table* (Para), while getting good notices, failed to help at the b. o.

Deac Moore Okeh 79C in Kansas City

KANSAS CITY, Mo. — The Tower management had no complaints with the \$7,900 gross for the week ended May 30. Carl (Deacon) Moore's Band with Marge Hudson was the attraction. The house average is about \$5,000.

Film was *A Chump at Oxford*.

Fitzkee Magic Hits 7Gs in Milwaukee

MILWAUKEE. — Darte Fitzkee's *Magic in the Air* revue, featuring a stageful of magicians, grossed an average \$7,000 at the Riverside Theater for the week ended June 6. Pic, *The Lone Wolf Meets a Lady* (Col.). The house has announced a new summer admission policy of 25 cents until 8:30 p.m. instead of 1 p.m. as formerly, with the balcony admission set at 30 cents thereafter and 40 cents for the lower floor.

W-B Vaude Good

WILKES-BARRE, Pa. — Theaters enjoyed unexpected prosperity Memorial Day, usually marked by only fair attendance, with the Irving Theater jamming them in for the opening of its three-day stage show.

Herman Timberg Jr. and Pat Rooney Jr. headed the show. Screen featured *Beyond Tomorrow*.

CLUB TALENT

(Continued from page 21)

in two Pueblo Indians, formerly with the Ringling Bros.' circus.

Here and There

SOPHIE TUCKER heads the new show moving into Jimmy Brink's Lookout House, Covington, Ky., June 14. . . . GENE SHECK, novelty balancer, is in his fourth week in Cincinnati clubs, with three more to go. He came in from Buffalo.

. . . EKILLO, accordionist, is new in Cincinnati night haunts from Detroit.

. . . GEORGE RAHE, press agent and decoration expert at the Lookout House, Covington, Ky., has just completed a sparkling job of decorating at Mae and Mel Fernberg's nitery, Kelly's, on Cincinnati's Barbary Coast. He was also responsible for the decorating of the recently opened Primrose Club, Newport, Ky., also operated by the Fernbergs. . . .

Possibilities



CLEANED BY MEMBERS
OF THE BILLBOARD
STAFF

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

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For VAUDE

THE KORN KOBBLERS—six-piece comedy band equipped with many terrific novelties that should click big in theaters. The boys use novelty instruments and funny props in their work, emphasizing corn and a sure-fire hillbilly style that is highly commercial. When caught at the Club Edgewood, East Greenbush, N. Y., the customers bursted around the band stand to take in the novelties instead of dancing. Features include Stan Fritts, comedy trombonist, and Howard McElroy, dead-pan drummer.

For LEGIT MUSICAL

MARGO GOOD—young, petite, vivacious singer with the Jules Klein Band playing club dates in and around Detroit. Has a cute personality, a lively stage appearance and a good mike voice. Does numbers from swing to semi-classic and can handle talk bits. Should be a good bet for a musical show or for radio.

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SCENERY

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SCHELL SCENIC STUDIO, Columbus, O.

Magic

By BILL SACHS

(Communications to Cincinnati Office)

RUSSELL SWANN is the new floor feature in the Blue Grass Room of the Brown Hotel, Louisville, moving over from the Park-Plaza Hotel, St. Louis. . . . **SANDRA**, girl magician, appeared before the Detroit Variety Club Wednesday of last week (3). . . . **TALBOT'S MYSTERY SHOW** recently left Superior, Wis., to make small towns thru Northern Michigan. . . . **CHANDA THE MAGICIAN**, currently showing his wares in the Tennessee country is sporting a new house trailer. . . . **MYRUS**, "the man with the X-ray eyes," has opened at Joe Muller's 888 Club, Chicago. . . . **JEAN POLE**, Pittsburgh conjurer, is honeymooning at the New York World's Fair with his bride, Bush Matteson, prominent in the Smoky City's advertising and publicity circles. . . . **B. A. (2-10) DANIEL** is a vaude feature this season with the Frank Smith Players under canvas. . . . **ZOOI THE MAGICIAN** is working in a similar capacity with the Wallace Bruce Players, under-canvas opy operating in the Kansas country. . . . **CARL ROSINI** has filed suit in New York against Paul Rosini, charging theft of name and material. See the vaudeville section, this issue, for full details. . . . **CHARLES RUBENS** postals that on a recent visit to the San Francisco fair he met Chan Loo, of Los Angeles, working in front of the Chinese Village. Chan Loo also does a clever act on the inside, Rubens reports. . . . **BRANDINO** was racking his brains in Cincinnati the past week, trying to make up his mind whether to stick to the magic game or give it up in favor of a hotel job in his home village of Birmingham, Ala. The hotel offer came from his brother, who is an official of the Tutwiler Hotel, Birmingham. . . . **ADE DUVAL & CO.** played the Tower Theater, Kansas City, Mo., the week of May 31. . . . **DECLEO THE MAGICIAN** is a feature with Doc Matt Harlan's med opy, playing the Ohio territory.

PLATO AND JEWEL are appearing in the Starlite Gardens of the Hotel Utah, Salt Lake City. . . . **JOHNNIE EADS** has signed with Pacific Program Service, Menlo Park, Calif., and Northwest Program Service, of Minneapolis, which will keep him occupied in schools and on private dates from September 15, 1940, to May 15, 1941. He's doing a 50-minute turn during the day and a 75-minute show at night. Writing from his home in Medford, Ore., Eads says: "Business around here is off. Working just now and then for the present." . . . **WILLARD THE MAGICIAN** is appearing as a free act at Leboeuf's Grove near Lancaster, Pa. . . . **ROY BENSON** is displaying his bag of tricks at Jack Lynch's, Philadelphia. . . . **AL PAGE** has been added to the floor show at Lido Venice, Philadelphia nitery. . . . **MARDO AND CO.** are a current feature with their illusions at McGee's Club 15, Philadelphia. . . . **DOC IRVING** houses his *Miracles of Magic* show, headed by Princess Yvonne and Baby Yvonne, for the summer at the Rex Theater on Hamid's Million-Dollar Pier, Atlantic City. . . . **OTIS MANNING** has closed at the Battle House Hotel, Mobile, Ala., from whence he jumped to Shreveport, La., for a brief visit before hitting out for Keyport, N. J., where he has a "quickie" to take care of. From Jersey, Manning will head back to Boston via Cincinnati, postaling from Shreveport, he says: "While in New Orleans, I met Pearce, Pugh and Folette, and met Bobo, Doc Letee and Smith here in Shreveport while doing my show at an oil meeting. Reports are that I am soon to be married, which may be more correct than the kidlers think." . . . **PAUL ROSINI** is currently showing his wares in Radio City's Rainbow Room, New York. . . . **"THINK-A-DRINK" HOFFMAN** is pouring his magical libation at Loew's State, New York, the week of June 7.

MALCOLM McLEAN, of St. John, N. B., comedy act, is organizing a revue to play picture houses in the maritime provinces. He expects to have about a dozen performers and a stage band of eight men.

Fred Allen Takes Care Of His Vaude-Day Pals

NEW YORK, June 8.—Fred Allen, who hasn't forgotten the tough phases of his vaude days, has become the new patron saint of 47th street. Since it was necessary for him to have guest talent on the program, Jim Harkins, Allen's right-hand man, was dispatched to Gus and Andy's Somerset Restaurant, with the result that those of Allen's old pals who could be found served as "guest stars" on his radio program during the past season. Some of those who appeared include Danny Collins, Nat Renard, Ed Lenthian, Frank Killian, Dave Oaks, Molly Kerrigan, Nat Brulsihoff, Joe Brady, Eddie Parke, Marie Hartman, Billy Walsh, Sammy Smith, Cy Praxier, Bob Walters and Ralph Ash.

Jessel Recovering Vaude Date Dropped

HOLLYWOOD, June 8.—George Jessel's engagement at the Orpheum for week beginning Wednesday (12) has been canceled because of a stroke which left one side of the comic's face partially paralyzed. His condition has been described by medicals as neither serious nor permanent. He has been ordered to rest for several weeks. Jessel's secretary, Irving Schwartz, said Jessel's plight had been caused by a ball playfully tossed by Mrs. Jessel striking the comedian's head and breaking a blood vessel. Dr. David R. Robbins replied that he did not think this caused the ailment but refused to discuss this matter further. His condition was revealed when his attorney asked for a continuance of a \$3,000 commission suit filed by a local agent.

Burlesque Notes

(Communications to New York Office)

NEW YORK:

ANN CORIO to desert strips and burly houses for legit. Will play the lead in *Sailor Scowre* week of July 15 at the Playhouse, Deer Lake, Pa., and July 29 the featured role of Tondeleyo in *White Cargo* at the Chapel Playhouse, Guilford, Conn. Broke all Ettinge records during weeks of May 24 and June 6 of a heavily advertised engagement. . . . **MARLANE**, too, will be moving from burly to the legit, her first try in that field. Thru Dorothy Arnold, she was cast for a speaking part in a new comedy, Montgomery Lane's *Great American Family*, which started rehearsing June 3. . . . **DIANE PAYE** show girl at the Republic, was birthday-partied on the theater's roof May 29. . . . **TEDDY UNDERWOOD**, after managing the concession at the Capitol, Toledo, for 23 weeks for Jacobs Brothers, of Buffalo, shifted to Milwaukee to finish the season there for the same firm. . . . **MORGAN SISTERS** and Renee D'Orsay, ex-burly dancers, are now at Jimmy Kelly's nitery. . . . **JEAN CARROLL** will open at the Howard, Boston, June 17.

PAULA LIND reopened at the Republic May 31 and goes from there to the Howard, Boston June 17 for two weeks. . . . **FRED (THE GREAT) RAYMOND** left his stage doorman job at the Ettinge for a few minutes at every show during May 24 week to again take bows for his dead-pan characterization, this time behind Manny King in a box out front. . . . **DICK DANA** closes 40 weeks of straightening at the Gaiety, June 20, to return for his second summer as emcee on the Steel Pier, Atlantic City, where he opens June 29. Replacing him June 21 at the Gaiety will be Floyd Hallicy. . . . **LOU HOLLANDER**, of the Empire, Newark, now on a visit to Detroit, sends a list of cur-

Change Opening Day Schedules To Book Names

DETROIT, June 8.—Search for names for the Fox and Michigan theaters resulted in a switch to a feasible booking date policy at the Fox this week. Original plans to book the Betty Hutton-Rochester unit to open yesterday were dropped when the Michigan Theater, opposition house, switched booking for Bob Hope from June 14 to June 7.

A gentlemen's agreement appears to exist between the two big houses so that only one will offer a stage show at a time. The Michigan, for the first time under this set-up, has booked shows two weeks in a row, Orrin Tucker and Donnie Baker last week, followed by Bob Hope this week.

Straight picture bill went in this week Wednesday, to be followed next Wednesday (12) by the Rochester show for six days only.

Some four-day bookings for the Fox have been considered, and a series of freak opening dates and odd length of runs may be expected. Top radio shows, broadcasting Sundays, would be booked to open on a Monday, running thru Saturday.

A by-product of this split-booking policy will be the possibility of varying runs on the films. With ordinarily weak films booked along with the strong stage shows, the house can work this Grade B screen product off in a few days on the short bookings, and run stronger films for a full week or longer.

JIMMIE YAMAMOTO, who does a barrel-kicking act, suffered a fractured rib when he fell from his table while doing his act at Port Huron, Mich., and is now confined to his home at 241 Winder street, Detroit.

CHICAGO:

ACTIVITY on the Midwest Circuit just isn't these days, with most of the theaters closed or closing for the hot days. Booker Mills Schuster and family are motoring thru the Hopi country at this moment but, confidentially, he doesn't expect to discover any strippers among the first Americans. Amusing note: A wallet that was lost or borrowed from him while visiting an Iowa theater last fall was just returned to his office. . . . **NATASCHA** opens at the Casino Theater, Toronto, June 14. Another opener on same bill is Chiquita Garcia. . . . **MARSHA** bows at the 606 Club June 10. . . . **BOBBY MORRIS** opened at the Casino, Toronto, Friday (7). . . . **MIMI LYNNE** closed at the Trocadero, Philadelphia, June 1, and opened at the Palace, Buffalo, June 7. . . . **NED WELSH** and June Marshall signed with the Midwest Circuit for 12 weeks next season. . . . Another signatory is **MACK DENNISON**. . . . Closed at the Avenue Theater, Detroit, Thursday (6) are Collette, Dolores Dawn, Bobby Vail, Marie Sims.

FROM ALL AROUND:

FRANK (RAGS) MURPHY, former comic and now a Buffalo agent, last week was transferred from Buffalo General Hospital to Buffalo City Hospital for treatment for tuberculosis. Wally (Tex) Mason is in charge of the office during his absence. . . . **ROXY**, Houston, has ditched its hillbilly opy in favor of a girl show made up of Bob Kuhn, Gall Page, "Smoke" Burns, Bob Littlejohn, C. Moore, Helen Rollins and Ginger Woods. . . . **FRANCES PARKS**, line producer at the Gaiety, Cincinnati, during the season just ended, has opened with her four-girl line at Martin's Tavern, Lima, O. . . . **BOB DYER**, who recently closed with a Midwest Circuit show, called on the Mariposa May 29 for Australia, to

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- 3. Attach the sealed packet to a letter asking that it be registered in The Billboard's Material Protection Bureau, and send them both, together with return postage, to Elias E. Sugarman, The Billboard's Material Protection Bureau, 6th Floor, Palace Theater Building, New York City.
- 4. Upon receipt, the packet will be dated and filed away under your name.
- 5. The Billboard takes every reasonable precaution to safeguard packets submitted for registration, but does not assume any liability in connection with same.

English Theaters Urge Ban on Nudes

LONDON, June 1.—To implement managers' promise of co-operation with authorities in checking presentation of nude and coarse shows, Theater Managers' Association is recommending members to insert in contracts this clause: "In any scenes or interpolated acts or turns in which are included the exhibition of artists in the nude, or in the semblance of nudity, no movement of such artist shall be permitted and all artists moving within view of the audience shall be suitably and decently clad. The words strip tease shall not appear in any form of advertising, pictorial poster or in any publicity." It goes on to ban suggestive jokes, scenes or gestures, holding the touring manager liable to indemnify the resident manager against all costs, fines or damages suffered by him thru breach of the clause.

Detroit Cast Changes

DETROIT, June 8.—Lois DeFee opened at the National May 24, following Jack LaMont and Harry (Hello Jake) Fields. Collette and Dolly Dawson opened at the Avenue May 24, and Dolores Dawn and Kitty Ellis May 31. Other current Avenue principals are Tommy (Scratch) Miller, Bobby Vail, Leon DeVoe and Ted Kent. May 31st cast at the National: Billy Ainslee, Billy (Scratch) Wallace, Billy Crooks, Bobby Taylor, Esta Alja, Patricia Morgan, Gladys Fox, Evette and Romano.

James Conroy to Ridgefield

BRIDGEPORT, Conn., June 8.—James (Jimmy) Conroy, for many years a house manager for the Columbia and Mutual circuits when they operated here, will manage the New England Playhouse for Philip Carr at Ridgefield, Conn., this summer. This house is one of the many straw-hat theaters situated thruout Connecticut.

do a season on the Tivoli Circuit with the Crazy Show, as well as a series of broadcasts for the Australian Broadcasting Commission. Following Australia, Dyer has 20 weeks in South Africa for South African Consolidated Theaters. . . . **LEW FINE**, comedian, also a passenger on the Mariposa, postals from Honolulu, under date of June 1, that he opens in Australia June 1.

WINDOW CARDS

Special Window Cards for 4th of July dances and celebrations. 2 and 3 colors—see only \$4.50 per hundred. For quick service send us your order today.

BOWER SINK PRINT . . . FOWLER, INC.

The heaviest patronized illusion at the 1940 New York World's Fair is the real new, improved and now absolutely sensational and mystifying

HEADLESS GIRL REGELAH

A mystery from every angle. Built to order on short notice. Write for "RAYS" cabinet. Complete blue print mailed on receipt of \$5.00.

REGELAH, Care The Billboard, New York City

Illustration Furnished for All Exhibitions or Window Displays

Nashville Good For Austin Show

NASHVILLE, Tenn., June 8.—Gene Austin's Models and Melodiers, largest of the under-canvas operas on the road today, pitched its big top across from the local ball park May 27-29, the three-day stand netting the show good business. Troupe moved from here to Chattanooga. A one-night engagement at Minden, La., Austin's home town, recently pulled a packed tent. The Austin organization plays anything from one-night to week stands.

Show, which runs two hours and 10 minutes, with a 40-minute concert, features the Sherril Sisters, Eliza Williams, Betty Wright, Frances Fay, Hal Crider, Willard Ellis and others. Buddy Reeves and his Hollywood Melody Boys furnish the music and a 12-girl line gives the show the feminine flash.

Tom Parker is out in front, with Hoyle Tucker, company manager; Jake Arrowwood, boss canvasman; Billy Josey, master mechanic; Buster Nuttins, boss driver; Frank Antellin, candy, and Al H. Shriner, props. Last named is slated to leave the show soon to return to New York.

The Austin show moves on 18 semi-trailers pulled by Ford V-8's and totes its own light plant and covehouse. Will H. Hatch, of Hatch Show Print, was a visitor on the show here. General admission prices are 35 cents for adults and 15 cents for kiddies, with 15 cents extra for reserves.

Laflan on Own With 16mm. Show

HOLDREGE, Neb., June 8.—D. Leslie Laflan, for the last three years projectionist and boss canvasman with the Hollywood Moving Picture Show, this year is out on his own with a 16mm. picture show, billed as Laflan's Sound Movies.

He is playing a circuit of seven towns in Nebraska, changing programs weekly. Despite much inclement weather, business for the first four weeks of the season has been fair, Laflan reports. He contemplates launching a second picture show in a few weeks.

Laflan is using the merchant tie-up idea in each town, with his end coming from the sponsors' guarantee plus the take at the gate. He has found the plan very successful, he reveals. However, Laflan informs, it is necessary to give the merchants something for their money besides hot air.

Laflan isn't a newcomer in show business. Besides the Hollywood show, he was boss canvasman with Harrington's Uncle Tom's Cabin, Hugh E. Stittinger's Bringing Up Father and other shows.

Choate's Comedians Find Biz Under Par

GOLONDA, Ill., June 8.—Choate's Comedians, who cracked the tent season at Cambria, Ill., May 3, to date have found business below that for the same period last year, according to Mrs. Arlie Choate.

One of the show's features this season is Art Mix, Western picture player, who joined two weeks ago.

Recent visitors on the show were Mr. and Mrs. William Ketrov and Fred and Grace Hamilton, parents of the Hamilton Sisters. Show plays McLeansboro, Ill., June 13-15.

WANTED GOOD MED TEAM

Shows with house trailer and play own music preferred.

JACK "TOBY" O'BRIEN

LACROSSE, VA.

WANT AT ONCE

Colored Musicians—Bass, Trombone, Trumpet; in fact, Musicians of all kinds for a 3-day and week-end Musical Show, Chorus Girls of vocal type, light comedians, transportation if not too far. All packed, ready to go at once. Well equipped. Answer should and air mail, please. EMMETT J. CROSS, 3124 Wilbur Ave., South Norwalk, Va.

WANT FOR NO. 2 SHOW

All Colored Musical Comedy Musicians, all instruments. Must read. Performers and Novice Act. Chorus Girls of vocal type. Transportation if not too far. CLYDE R. PIERCE'S MIGHTY MINSTRELS, Petersburg, Va. Will accept. Fredericksburg, Va., week June 17.

Rep Ripples

MR. AND MRS. AL FREELAND, stock and rep veterans, were visitors at the rep desk Monday of last week. The Freeland's have made Cincinnati their home since retiring from the road seven years ago. Al is now in his fifth year on the dramatic staff of Station WEW, Cincinnati. . . . ERNEST BLEDAU will make the Cape Cod section of Massachusetts this summer with a vaudeville show. . . . DICK'S VAUDEVILLE SHOW is presently experiencing fair business under canvas in Southern Tennessee. . . . T. W. (TEX) OAKLEY has a small tenting going in Okmulgee County, Oklahoma, showing magic, vaude and pictures. . . . DAVE FREEL, former rep comedian, is with OHT's Entertainers in Northern Michigan. . . . BOLDUC'S VAUDEVILLE SHOW reports fair business in and around the city of Quebec, Canada. . . . DAN AND ERSTYNE KING, former repertorian, are now located in Rochester, Minn., where Dan operates a filling station. . . . THE NEALS, after two months in Western Kansas, opened Monday (10) on their air-dome circle in Colorado. . . . J. DOUG MORGAN SHOW, which opened recently in Texas, next week makes the long leap into its established Illinois territory. . . . J. RICHMOND ROY and wife, Ida May, are new additions to the cast of Al Cooper's Dixie Queen Showboat, now tied up in Houston for an indefinite stay.

Flood Hits Backer Tent

SALISBURY, N. C., June 8.—Anticipating a banner Decoration Day date here, Earl D. Backer's Famous Minstrels tent show was doomed to disappointment when a heavy rainstorm early in the morning left the show lot with more than a foot of water on it. The show, caught in the muddy water, lost a night's business. Front page of the May 30 issue of The Salisbury Evening Post carried a photo of the show on the flooded lot.

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

G. K. (BOOTS) BOOTH inks: "I agree with you in regards to promoters and managers sending in dope for your column. Having spent several years as an emcee in the endurance field, I certainly miss not being able to read what the different troupes are doing. I drop in on King Brady and Hal Brown here in the derby at the Va-Mor arena occasionally and always find packed houses watching a grand group of contestants, yet they don't air their progress thru THE BILLBOARD. While I am at present a detective here, this local show has my feet itching again, and I'm looking for a spot which may bring me back into the fold."

JEAN SMILEY is now concession manager of Pheasant Land Park, Boyertown, Pa.

THIS WAIL comes from Long Beach, Calif., fans: "There are so many fans in Long Beach and surrounding territory who are hungry for a walkie. How come the Eastern States hog them all? We just can't get along much longer without a derbyshow. Won't someone come back this way?"

HAL J. ROSS visited the endurance desk Wednesday of last week between plane jumps.

KENNY ORUWELL cards that he is still in Alhambra, Calif., recuperating from a long illness. However, he adds that he is still planning on booking up with another contest this summer. Kenny would like to read notes here on Mickey Martin, Jimmy Johnson, Edna Howell and other friends.

RECENT INQUIRIES were received on Charley Baldwin, the Hal Loths, W. E. Tibbitts, Eddie Snyder, Joe Gruber, Mary Walker, Ed Miller, Frankie Little, Walt Gross, Jimmy Smith, Jackie Anderson, Pete Wilson, Lucille Delmar, Hal Brown, Johnny Cahill, Buster Coates, Lonny Jackson, Billy Bryan, Thomas Gardner, Joe Nally, Tom Williams, Chuck Payne, Bill McDonalds, Benny Leonard, Alice and Frankie Donato, Jack DeVal, Vic Marino,

McNally Set for New England Trek

NAPANOCHE, N. Y., June 8.—McNally's Variety Show, after a winter in quarters here for the usual repairs and re-painting, pitched its big top here Monday for a week's engagement to break in the show in preparation for its annual trek thru New England. After another week in this territory the show will make a long jump to Vermont, where the McNally organization boasts a large following.

Personnel of the show this year includes Mr. and Mrs. Arthur P. McNally, Donald and Howard McNally, Ronald Welch, Clair and Thelma Grant, Baby Alta Jose and Don D. Kimmel. The string hillbilly band will again be a feature. The show is moving on four trucks, one housecar and three house trailers. Kimmel has brought on his three-projector sound car.

Mrs. Don D. Kimmel has left here for a visit with her folks in Los Angeles, but is expected back before the middle of the season.

Chic Boyes May Stay in Champagne

CHAMPAGNE, Ill., June 10.—Development of business for the Chic Boyes Players, now operating here after having deserted their old Nebraska stands for the time being, has Boyes about convinced to stretch his tent showing here to a full season, at the same time abandoning his plans to show for his fifth season in West Lincoln, Neb.

Since closing in Lincoln last fall and before coming here, the Boyes rep has worked several Nebraska circles and on a circle out of Sonora, Calif.

Business Better For Midwest Reps

CHICAGO, June 8.—Rep companies in the Middle West have been enjoying

Popeye Thomasson, George Bernstein, Sammy Allen, Larry Kendall, Skippy Williams and Raymond Wray. Scribble the column a note, kids.

"I AM A WALKIE PAN and get THE BILLBOARD each week to read news on the kids, but of late there hasn't been much to read, so I guess the fans will have to send in the news," cards Mrs. James Forrest from St. Louis. She adds that Vic Marino is barman at the Manhattan Bar, St. Louis; Tony Lewis is emcee at Club Boulevard, and Mickey Reeder and Lee Goodson recently won a jutterbug contest at a local dance.

TEX FALK, former emcee, and Bob Lee and wife, on the road with a frozen-alive act, visited THE BILLBOARD while in Cincinnati last week.

PHIL RAINEY and Walt Gross advise from New Orleans that they are appearing there with Archie Gayer's Derbyshow of 1940. They'd like to read news here of their friends in the business.

One Year Ago

THIRTEEN COUPLES and one solo were left in the Hal J. Ross show at the 300-hour mark. . . . JOPLIN, MO., contest was in the final stretch, with six couples and one solo at the 1,200-hour mark. . . . CHUCK PAYNE had left his post as emcee at the Aurora, Ill., show to rejoin King Brady on the stand of the Alton, Ill., contest. . . . BETTY STEELE, Millie Myers, Marge Berquist and Lucille Delmar were appearing in the frozen-alive show at the New York World's Fair. . . . SARGENT (STOOGIE) GATES had left the endurance field to join a freak show with the Kans Exposition Shows. . . . NICK DE MARCO was residing in North Arlington, N. J., having moved from Charlotte, N. C. . . . JACK M. (CURLLEY) MAY was doing emcee work in San Francisco night clubs. . . . JOE ORUWELL was working the concessions at the Hal J. Ross show in Lake Charles, La.

greatly improved business the last couple of weeks since the weather has improved, says Mrs. Dell Benn, who handles the booking of talent on many shows.

Mrs. Benn states that conditions in the rep field have materially improved during the last year and the demand for talent has been greater than for several years.

Among Mrs. Benn's recent bookings are David Hurston and Owen Hickman on the J. B. Rotnour Show, Dick Dwyer on the Harry Brown Players, Ivan Chapman and Janice Sedgwick on the John Cayce Players, Janet Barrett on the Jack Brooks Show and Marian Carney on the Hugo Players.

Andrews in Ritter Westerns

HOLLYWOOD, June 10.—"Slim" Andrews, veteran of the vaudeville portion of many tent rep companies, notably the Chick Boyes troupes in Nebraska and Kansas, has been signed for a series of eight Tex Ritter Westerns, Ritter, while on a p.a., tour, saw Andrews down South, noted his ability and sold Ed Finney, producer of his Monogram truck series, on hiring Andrews as his emcee foil for the eight films. First of them is *Pals of the Silver Sage*.

Wallace Bruce in Kansas

GREENSBURG, Kan., June 8.—Wallace Bruce Players tonight conclude a week's engagement here. Among the features with the show this season are the Hollywood Harmonizers, Buddy Norton, Charles Trumbo, the Three Sweethearts, Joan Fortier, Elizabeth Bruce, Virginia Bruce and Wallace Bruce. Program consists of six vaude acts and a three-act play. Bills are changed nightly.

More Tax Bills For Louisiana

NEW ORLEANS, June 8.—Representative McCain, New Orleans, has introduced a bill in the Louisiana House providing for a graduated amusement tax from 1 cent on admissions of 11 cents up to 25 per cent for admissions above a dollar.

Bill 676 would repeal an act permitting the City of New Orleans to levy amusement taxes amounting to 2 per cent.

Three other House bills would institute a tax on operation of pinball games, billiard tables and phonographs, rates running from \$50 to \$100 a year. Another House bill would provide for licensing of all outdoor amusement parks.

Mask and Wig Show

PHILADELPHIA, June 8.—High as a kite, based on the life of Benjamin Franklin, will be next season's production of the Mask and Wig Club, University of Pennsylvania college show, which will tie in with the school's bicentennial celebration. Clay Boland has completed the musical score, including the title song, *Watching the Stars Go By, Not So Long Ago and I'll Take Down My Kite-ings* (for a Picture of You).

Safe Crackers Take It

BOSTON, June 8.—Police are investigating a \$1,500 robbery which occurred last week-end at the Latin Quarter.

The thieves apparently hid themselves in the club, remaining after closing. After the club closed at midnight Saturday, the safe crackers leisurely entered the office of Lou Walters, Latin Quarter boss, knocked the tumblers off and took out the receipts.

CONTESTANTS, ATTENTION LAST CALL DERBYSHOW Milwaukee Downtown DON'T MISS IT

Opens Friday, June 14

All ready in go—6,000 seats. Come on or contact Duke and Lenny here.

PAUL C. GREEN
Care SCHROEDER HOTEL

CONTESTANTS, NOTICE

Opening Thursday, June 13, Knoxville, Ind., at Kentucky Home. Spot hasn't had show for 2000 years. Come on in. No transportation or coffee wiper. Come Grand Hotel.

ZEKE YOUNGBLOOD

Old-Time Movies and Stunts Up Night Club's Patronage

NEW YORK, June 8.—Old-time movies are still rolling up popularity in metropolitan night clubs. Latest to add this form of entertainment is the 46th Street Music Hall, formerly Uncle Sam's Music Hall, operated by Harry Bannister, ex-movie star and showman.

Bannister uses old-time movies as the basis for a number of other entertainment features employed to increase business at his bar and club. There is no minimum or cover charge and drinks and food are popularly priced. Spot has 125 tables and seats 550 people.

Show this week included *Tillie's Punctured Romance*, with Charlie Chaplin, and a Western with William S. Hart. Program starts at 8 p.m. and is continuous until 3:30 a.m. The only breaks in the film program are from patron participation in the entertainment stunts used to keep the program moving. For instance, after the first three reels of a feature have been shown, there is a break for a community sing. Slides are used to recall the lyrics of old-time tunes. When this is over, the movies continue. While only two or three of the gimmicks can be used in a night, Bannister has enough of them in store to appeal to repeat patronage. Gags include an acting and recording turn with some of the patrons taking the stage to make a waxing of some dramatic scene. This is played back over an amplifying system.

Sound Effect Used

As an added feature, Sid Lubin, with his home-made sound effect equipment, plays during the silent shows. He hisses the villains, cheers the heroes and heroines and encourages the audience to do the same. An able pianist, Lubin plays music to suit the mood of the film. When a accompanying Westerns in which there are church scenes Lubin uses an organ constructed from beer bottles, a piece of a vacuum cleaner and other odd pieces picked up around the house.

The balloon blowing contest, Bannister says, is always good for a number of laughs. Patrons are given balloons and told to inflate them. The person blowing the largest balloon in the shortest time is awarded a prize. Country store with

awards ranging from a small bag of onions to hams is held at intervals.

Much time was spent in arranging the front of the Music Hall. A large 6 by 8-foot yellow flag with "Oldtime Movies" in large blue letters hangs over the marquee. Easel displays with 8 by 10 scenes from outstanding films which have played or are to play here are used on each side of the entrance. Among the balconies running to the marquee 4 by 8-foot shadow displays are placed effectively. Projector spots are attached at advantageous spots and flash to the displays. Stills of celebrities who have attended the shows are also shown.

The hall leading from the street to the club is decorated with blow-ups of scenes and stars of the oldtime films. In the club proper 4 by 8-foot blow-ups from the movies line the walls.

Sound and projection are under the direction of Donald Bieler, who installed the equipment. Two projectors, using two-inch lenses and 750-watt bulbs, are housed on the balcony in a 10 by 6 by 6-foot booth made of wallboard. Booth is used more for "protection," than "projection," the operator says. It prevents interference from patrons who are sitting at balcony tables. There is about 80 feet straight ahead on a 13 by 10-foot screen. Plans are under way to use arc lamps to secure even a clearer picture.

While Bannister attributes much of the success of his club to the old-time movie policy, the gags built on the film program deserve a great deal of credit. Both critics and patrons have praised the shows. A newspaper campaign is being planned to attract even larger crowds by exploiting the fact that no admission is charged and there is no increase in food and drink prices.

War Films Offer Operators Field

RYE, N. Y., June 8.—Pulling power of 16mm. war and travel films at organization meetings was displayed here Thursday night when Harold S. Houston, an advertising man in the New York office of The Chicago Tribune, gave an illustrated talk on the European situation before approximately 100 members of the Dads' Club of the local high school.

Houston, who is familiar with the crisis abroad because of his work in the Paris office of his newspaper, illustrated his talk with movies, using *At the Front With the Allies*, *Bombs Over Europe*, *Riters*, etc. The *Allies* picture was made during the first World War and the *Bombs* served to tell of the 1940 invasion. *Riters* was shown because of the seriousness of the Italian situation. The talk was further illustrated with maps taken from *The Tribune*. The talk hinged on the size of territories taken by Germany as compared with the United States.

This meeting displayed a field that is open to roadshowmen. Films on the foreign situation are being released on the market as rapidly as possible, giving the operator a growing selection from which to choose and use for lecture background.

New and Recent Releases

TECHNIQUE OF THE SILK SCREEN PROCESS, released by Garrick Film Distributors, Inc. Harry Gottlieb, Guggenheim Fellow and leading American exponent of the silk screen process as a fine art medium, served as art and technical director of the production. Movie deals with the "Why?" and "How?" of the process and shows Gottlieb at work. First of a series of instructional films on Art Techniques. Running time, 10 minutes.

A QUIET FOURTH, released by Nu-Art Films, Inc. Stars Betty Grable, with Edgar Dearing and Jack Rice. A hilarious lesson in how not to celebrate the Fourth of July. Running time, 20 minutes.

HOW TO BREAK 90 AT CROQUET, released by Nu-Art Films, Inc. Stars Robert Benchley, who holds a session on croquet. He succeeds in making

simple things complicated and complicated things impossible. Running time, 20 minutes.

LALALALOOSA, released by Nu-Art Films, Inc. A fast-moving comedy interspersed with clever parodies on popular songs of bygone days, in which Buddy Doyle, Eddie Gribben and Lois Lindsay are seen. Running time, 20 minutes.

SALESMANSHIP AHOY, released by Nu-Art Films, Inc. Walter Catlett, Lew Kelly, Edward Keens and Marlon Lord are featured. A travesty on the gullibility of the great American householder. Running time, 20 minutes.

BOMBS OVER EUROPE, released by Castle Films. Shows invasion of Denmark and Norway, British fleet at Narvik and fighting on all fronts. Movies of the darkest hour in modern history. Running time, 10 minutes.

ORCHESTRA NOTES

(Continued from page 10)

for East Pump Room, replacing Larry Gordon . . . **WOODY HERMAN** takes in Westwood Gardens in Detroit June 14 to July 11, while the August 15 week goes to **JIMMY DORSEY** at the motor city's companion spot to Westwood, Eastwood Gardens . . . **JOHNNY LONG** takes up a stand at the Chase Hotel, St. Louis, on the 7th, running till the 27th . . . This booking replaces that of **CARLOS MC LINA**, who was supposed to have gone into the Chase but is playing the Chicago Theater, Chi. Instead . . . **LOU CLANCY** is at the new Paramount Club, Centralia, Ill., on an indef stand with his "sweet swing of the Southland" . . . **SAMMY FLETCHER**, drummer-maestro, has his new outfit encamped at Ramona Gardens in Grand Rapids, Mich.

Of Maestri and Men

INA RAY HUTTON and her new all-female aggregation come down from the new Kenmore Hotel in Albany, N. Y., for a stand at the Bossert Hotel, Brooklyn, starting July 1 . . . **JACK DENBY** gets a Terrace Club, Virginia Beach, Va., engagement for the two weeks commencing July 15 . . . Columbia Records' Joe Higgins signed **MARY SMALL** to do some vocal cuttings for the 50-cent label . . . **RAMON RAMOS** takes his Latin-American rhythms out to Colorado Springs, Colo., and the Broadmoor Hotel there for a six-week stint . . . another south-of-the-border crew, **DOLORES DEL CARMEN**, who has been dubbed by unidentified sources as the "Cuban Ina Ray Hutton," will alternate with Lou Martin on the band stand at Leon & Eddie's, in New York, beginning yesterday (7) . . .

HAROLD KAHN is set for the summer at Swan Lake Inn in the Catskill Mountains of New York State, booked by Variety Entertainment Bureau . . . it's his second year there . . . **VAL VALENTI** may get the nod from the new Harbor Reef, Rockaway, N. Y. . . **HUS WIDMER** is playing a month's stand at Long Point Ballroom, Conestoga Lake, Conestoga, N. Y.

CHARLIE BARROWS, who amounts practically to a fixture at the Brook Theater, Bound Brook, N. J., takes the summer off as far as that house is concerned and brings his ilk to the Hotel Berkeley-Carteret in Asbury Park, N. J., until the middle of September . . . **CECIL KRISTAL** is in the midst of an indefinite engagement at the White Rock Showboat Club, near Dallas . . . **JACK TEAGARDEN** makes it a summer stand at the Sea Orl (N. J.) Inn, starting the 27th . . . Spot will be similarly styled to Frank Dalley's successful Meadowbrook at Cedar Grove, N. J.

DISK GET THEIR DEGREE

(Continued from page 9)

generate student opinion as to danceability and cleverness of an orchestra. Northwestern University points out that "type of music played is determined by records and choice made depends on this." The Case School of Applied Science remarks that "it an orchestra consistently puts out undesirable records or pulls clichés on the records, its backing will be limited."

Acquaintance with many bands is made for college students thru recordings, a good many schools being located in small towns, with little opportunity to come in personal contact with most of the name and semi-name bands. Radio of course can serve the same purpose, but dance remotes come thru mostly late at night and are not available at a student's convenience any hour of the day as are phonos and records. And aside from young America's mo-

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SUBSCRIPTION RATES, PAYABLE IN ADVANCE—One Year, \$5; Two Years, \$8. These rates apply in the U. S. and Canada. U. S. Possessions, Canada. Rates in other foreign countries upon request. Subscribers when requesting change of address should give former as well as present address.

DISPLAY ADVERTISING—Four Cents per Spot Line, Whole Page, \$350; Half Page, \$175; Quarter Page, \$87.50. No display advertisement measuring less than 10 lines accepted. Last advertising form runs on Monday.

No (unpublished) advertisement accepted unless remittance is telegraphed or mailed so as to reach publication office before noon Monday. The Billboard reserves the right to edit all advertising copy.



Vol. 52 JUNE 15, 1940 No. 24

ments of leisure when it turns to the turntable, it's a victrola that fills the bill at the hundreds of small frat, society and gymnasium socials where dancing or just listening is wanted.

Music Machines

Added to the enormous amount of spare time consumed by the college kids in listening to records that they buy and play on their own phonographs is the time spent in ice cream parlors and other local rendezvous harboring an automatic machine. Thru the selectivity of the music boxes they become familiar with a good many lesser known bands whose pressings find their way into the machines, records which the college kids probably would not have known about and would therefore not have bought themselves until their introduction to them on the music boxes.

WANTED

16mm. Roadshow Men

To cash in on these outstanding values. Films—weekly rental rates for 1 1/2 hr. sound programs as low as \$15. Projectors can be rented for as little as \$5 a week. All makes and models available. Other equipment also available on a rental basis. Write to

Cinema

234 Clarendon St., BOSTON, MASS.

Get into the Road Show Business

Hundreds of men are making big money operating Talking Picture Shows in theaterless communities. We rent 16 mm talking pictures for from \$20 to \$25 per week, and rent and sell Projectors.

Write today

Ideal Pictures Corporation

Dept. B.B.

25 East 8th Street, Chicago, Ill.

FREE INSTRUCTIONS

Write today for your free copy of The Billboard's latest booklet entitled "How To Make More Money in the Roadshow Business." It's packed full of tips for beginners. Old-timers will want it, too, for the many film and supply house advertisements. There is only a limited supply. Be sure to get your FREE copy. Write Today!

THE ROADSHOWMAN

25 Opera Place, CINCINNATI, OHIO

ROADMEN, Attention!

Only \$30.00 per week for a complete 16mm sound movie show. Large selection. Perfect Points. Send for our "Roadshowman's Special" today.

INSTITUTIONAL CINEMA SERVICE, Inc.
1560 BROADWAY, NEW YORK CITY

Complete 16mm. Talking Programs \$12.50 PER WEEK

Including a Serial
COLSON SERVICE
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16MM. ROAD SHOWMEN! 35MM.

Our New 1940 Catalogue in Sound is Ready! Brand-New Laboratory Prints for Outright Sales at Prices You Can Afford. To Post Features, Serials, Etc.

OTTO MARRACH, 630 9th Ave. New York City

THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally.

Conducted by KEVIN BRENNAN
138 City Tattersall Building, Pitt Street, Sydney, Australia
Australian Office of THE BILLBOARD.

ARNOLD—Richard J. (Skeets), 48, violinist and orchestra leader, in Baltimore June 3. Survived by his widow and two sisters. Burial in Odd Fellows' Cemetery, Parkersburg, W. Va., his home, June 6.

BENTLEY—Irene (Mrs. Henry Bache Smith), 70, retired musical comedy actress and singer, June 8 at her home in Altonhurst, N. J. Her first stage appearance was at Palmer's Theater, New York, April, 1895, in *Little Christopher*. June of the same year she appeared at the Casino in *The Merry World* and within three years appeared at the Shaftes-

Edward E. Clive

Edward E. Clive, 56, stage and screen character, producer and director of the legitimate theater, died of a heart ailment at his home in Hollywood June 6. He had been ill since a recent attack of influenza.

Born in Monmouthshire, England, he graduated from the University of Wales and studied medicine four years at St. Bartholomew's Hospital, London. Clive made his first professional stage appearance when 22 in *The White Heather* at Drury Lane Theater, London, and appeared in 1,169 plays before entering the movies. He came to the United States in 1912, and after a number of appearances in New York, which included *The Sunshining Girl* and *The Great Adventure*, he went to Boston to appear in stock with the Jewett Players, later taking over the theater and operating his own company.

During 14 consecutive years in stock in Boston he appeared in 301 plays, the most popular of which was *Ghost Train*, running 23 weeks. Another success there was *The Creaking Chair*, which was produced on Broadway and had a profitable run.

In 1931 Clive went to Los Angeles, producing *As Husband Go*. He then returned to New York and produced *The Whispering Gallery* and *Shanghai Marriage*. When the success of talking pictures became evident Clive went to Hollywood and started another stock company, and his discoveries include Robert Taylor and Jon Hall.

His film work, in many cases being cast as the perfect butler, included roles in several of the *Bulldog Drummond* series, *Little Lord Fauntleroy*, *Lloyd of London* and *Arcane Lupin Returns*. One of his last pictures was *The Earl of Chicago*.

Survived by his widow, Eleanor Ellis, former English actress, and a son, David John Clive.

bury Theater, London. Her most popular roles were in *The Wild Rose* and *The Belle of New York*. Between 1900 and 1910 she appeared also in *The Rounders*, *The Strollers*, *The Girl From Dixie*, *The Belle of Mayfair* and *The Mimic World*. She toured in *It Happened in Nordland*. Her second husband, the late Henry Bache Smith, was librettist for Victor Herbert and other musical comedy composers. She leaves two brothers and a nephew.

MEMORIAM

My Loving Husband ELWOOD BENTON

Passed on June 13th, 1939.
Sadly Missed by His Wife, MAE CLARKE,
Rocky Hill, Connecticut, New Jersey

BIRCH—Pack, with Wallace Bros. Circus, suddenly June 2 in a truck crash near Arisles, Pa., when the show was en route to Hacketon, Pa. Two other men, Leyman Wade and John Creighton, were injured. Birch's home was in Ford City, Pa.

DILL—Margaret, circus and variety performer and widow of Frank Dill, veteran circus man, in New York May 24. Survived by a son, Mill, and a daughter, Helen.

DICKENS—Mrs. Pearl Clark, 44, in Druid City Hospital, Tuscaloosa, Ala.

The Final Curtain

May 30 of burns sustained when a gasoline stove exploded in her trailer. She was born and reared in circus business, being with her father's wagon show, the original W. C. Clark Show, when a child. Later she was with Cooper Bros. Circus as prima donna and had also been with Gentry Bros. Circus. During the past five years she and her husband, Edward, had operated a motion picture show in North and South Carolina and Georgia. Survived by her husband; mother, Addie Clark; two brothers, Allie T. and Willie C., and one sister, Ruby Chappin. Burial in Memorial Park, Tuscaloosa, May 31.

EVANSON—Loretta, 39, former burlesque dancer and wife of Harry Evanson, burly comic, June 1 of tuberculosis in Seton Hospital, Bronx, New York. She also leaves two daughters, Eva Mae and Harriet, and a sister, Julia Connelly. Buried under the auspices of the Actors' Fund.

FAYE—Andy (Andrew Pesano), 30, former member of the dance team of Castle and Faye and a dance instructor for the past two years, June 1 at Beckman Street Hospital, New York, of complications following a thyroid operation. He appeared in vaudeville for several years. He leaves

James Hall

James Hall, 39, stage and screen actor, died penniless and in obscurity June 7 in Medical Center, Jersey City, N. J., of cirrhosis. He had been in the hospital two weeks. The once one of the most popular of Paramount's leading men, Hall was recently working as an emcee in small night clubs in Northern New Jersey and had been booked into the Melody Club, Union City, N. J., when he took ill.

Hall debuted as a dancer at the age of 15 in the *Ziegfeld Follies*, being the youngest member of the cast. From there he went to *China Girl*, *The Girl From Dixie*, *Merry Merry* and *Poppo*, all Broadway productions.

In the 1920s he started in pictures, playing the lead opposite Bebe Daniels in *Stranded in Paris* and *Senorita*, with Pola Negri in *Hotel Imperial* and with Clara Bow in *The Fleet's In*. In 1930, at the height of his career, he played with Jean Harlow in *Hell's Angels*. His salary ranged from \$1,000 to \$2,500 a week. Hall's picture career ended abruptly, however, after the filming of *Maybe It's Love*, *Sporting Chance* and *Men-Narran Tower*.

His attempt at a screen comeback recently was unsuccessful. He leaves his wife, Renee Hall.

his wife, Evelyn, a former dancer; his parents, four brothers and a sister.

FINDLAY—Albert B., 58, former vaudevilian and stock burlesque producer, May 14 at his home in Baldwin, L. I., of a heart ailment. Findlay was a member of the team of Blondella and Findlay in the heyday of vaudeville. He leaves his wife, Libby Blondella; a brother and sister.

FITZ GERALD—Harry Conroy, 56, widely known carnival and circus press representative, in St. Michael's Hospital, Newark, N. J., May 24 from a stroke suffered as he was about to start the season as press agent of Pirelli's World's Fair Shows. Youngest son of the late Capt. Richard and Sarah McConville FitzGerald, he was born in Ogdensburg, N. Y., February 11, 1884. While still in his teens he entered the amusement field, one in which his brother, the late Gerald FitzGerald, had attained much success as a press agent. Through his long career as a press representative, Harry handed publicity for Ringling Bros., Adam Forepaugh, Great Wallace, Wirth Bros., St. Leon Bros., Walter L. Main and Sells Bros. circuses and other large carnivals and circuses. A brother, John

A. FitzGerald, of Utica, N. Y., and a number of cousins of the FitzGerald and McConville families of Ogdensburg survive. Interment was in the family plot in St. Mary's Cemetery, Ogdensburg, May 27.

IN MEMORY
of my Beloved Husband
and Daddy

W. K. (SLIM) HAVIS

who passed away June 7,
1939. May his devotion to us in life ease his rest in the
Great Beyond.

BANK AND ARDEN K.



HEALY—Francis F., 35, suddenly in New Orleans June 5. He was a former Chicago newspaper man and was a New Orleans news writer at time of death. In 1938 he was publicity director for the Royal American Shows, did publicity for *Flash Williams Thrill Show* in 1939 and last winter was with Morris Miller's *Oddities* show. Survived by his widow, Mrs. Gladia Healy, New Orleans; his mother and a sister in Los Angeles.

IN MEMORY
Of My Beloved Husband

HARRY RUSSELL HUGHES

Who Died June 6, 1939
Mrs. H. R. HUGHES

KUHN—August, 49, aerialist, in Culpeper, Va., June 4 of injuries sustained in a fall while performing at the American Legion Auxiliary Carnival there. He was a member of the Helen Bach Trio, acrobatic act, and the Arontys, aerial act. Survived by his widow, a son and daughter, all members of his act.

Andrew Karzas

Andrew Karzas, builder and managing director of the popular Aragon and Trianon ballrooms, Chicago, in Woodlawn Hospital, that city, June 1 after a brief illness. He was 58 years old.

A native of Athens, Greece, he came to Chicago in 1904, and proceeded to establish a reputation as one of the greatest dancing operators in the business. His policy was to provide luxurious surroundings for the best in danceable music. His million-dollar dance palaces heard the rhythm of the biggest names in the orchestra world. He also built four southside Chicago motion picture theaters, the Monogram, De Luxe, Drexel and Woodlawn, which have since been sold.

Services June 3 in St. Constantine's Hellenic Greek Orthodox Church, with burial in Evergreen Cemetery, Chicago. Survived by his widow, the former Kasia Kavagnis, whom he married in Athens in 1924, and two sons, Byron and William.

LAISE—Wenner Vahle, 27, composer and organist, in Post-Graduate Hospital, New York, May 30. At the age of 16 he was selected the outstanding boy organist in Philadelphia. His parents and two sisters survive. Services June 1 in Philadelphia, with burial in Forest Hill Cemetery, Somerton, Pa.

LAWTON—Lillian, retired musical comedy dancer and actress, May 29 in New York after a short illness. She appeared as one of the original John Tiller quartet in *Man and the Moon*, in *Silver Slipper*, *Haruna*, *Earl and the Girl* and a revival of *Florodora*. She returned from retirement to play two seasons with De Wolf Hopper's stock company. Two daughters and a son survive.

LEBRANDT—Joseph (Joseph Norris), 76, actor and playwright, June 5 at his home in New York after a long illness. He appeared with many stock companies and wrote many melodramas, including *The Eye of the Idol*, *Not Guilty*, *Her First False Step*, *Through Death Valley*, *On the Stroke of Twelve*, *Red Cross Nurse*, *Over Niagara Falls*, *Caught in the Web* and *Is Marriage a Failure?* Buried under the auspices of the Actors' Fund.

LEVY—Philip E. (Pomp), 67, one of the original carnival men of the South, of a heart ailment in Augusta, Va., May 30. Levy was connected with such organizations as Gaskill-Mundy Shows and Johnny J. Jones Exposition and formerly was a partner of Al Dernberger. His widow and four sons; a brother, Abe, and sister, Blanche, survive. Burial in Co-

lumbia, S. C.

MAURICE—Max (Maurice Gurfeln), 44, comedy acrobat, May 31 in Stamford (Conn.) General Hospital of injuries sustained recently in an automobile accident en route to Bridgeport, Conn., for an engagement. He had been in show business 39 years and made many world tours. He was recently of the team Maurice and Vincent. His cousins, the Martin Brothers, are also comedy acrobats. Gurfeln was a member of the National Showmen's Association. He leaves his brother and a son.

MILLER—Arthur J., 47, who had toured with some of the larger circuses and who last year was with Dodson's World's Fair and Beckmann & Gerey shows as show-front builder and concessioner, suddenly at his home in Chicago June 1. He was a member of the American Legion. Survived by his widow, Ruth, and two children. Burial in Chicago.

MORRELL—William G., radio actor and film producer, killed in an auto accident in Cleveland May 29. He was formerly with Station WWJ, Detroit. Recently he had been production manager of Business Film Products Co., Cleveland, but continued to maintain his home in Detroit. His widow and one child survive. Burial in Mount Olivet Cemetery, Detroit.

O'DONNELL—Charles H., 56, vaudeville, legit and radio actor, May 22 at his home in New York after a long illness. He played in comedy and dramatic playlets with Julia Nash. Static was among their better known productions. They appeared also as the Jarr Family in vaudeville and later in radio. O'Donnell was a former vice-president of the NVA. He leaves a brother, Edward.

ROSEN—Jimmy, 55, midget performer in musical comedies and pictures, June 1 in New York after a short illness. He appeared in *Slack Velvet* and *The Student Prince*. One of the pictures in which he appeared was *The Wizard of Oz*. He was engaged to do special exploitation work when *Snow White* was released. He leaves his wife.

SPEARS—Herbert A., 33, performer and script writer and former booker for B. F. Keith, June 2 in his automobile in Natick, Mass., while en route to Boston. While associated with Keith he was in charge of the New England district. He also had been affiliated with the Beacon Booking Co., Boston, and was engaged in making advertising motion pictures for the Atlantic Motion Picture Co. As a radio and vaudeville script writer he is credited with *Aladdin Junior*, *The Go-Eds*, *Shameless Players* and *Good Old Days*. Songs credited to his authorship include *Nothing Lasts Forever*, *Pardon Me*, *When Schneider Telephones*, *Any Old Town Is a Lonesome Old Town* and *Whites and Blues*. He is said to have ghost-written over 100 numbers for actors. He leaves his wife, Olga Cappuccino Spears, concert pianist; his mother, a sister and brother.

Florence Roberts

Florence Roberts, 79, veteran actress of the stage and screen, noted in recent years for her grandmother role in the *Jones Family* movie series, died at her home in Hollywood June 6 of a heart ailment.

Born on the Isle of Man March 15, 1861, she was brought to New York when she was 10 at the Brooklyn Opera House in *Hoop of Gold*, which led to Broadway appearances. In early life she played leads with the N. B. Curtis Co. and successively appeared with several New York stock companies. She played repertoire in Boston, toured the Orient and on her return to this country joined the Henry Duffy Players for a tour of Australia.

It was while under Duffy's management that Mack Bennett saw her and signed her for her first screen role in *Grandma's Girl*. Subsequently she became one of the busiest character actresses in Hollywood. A few of her many recent films include *Young as You Feel*, *Love on a Budget*, *The Life of Emily Zola* and *Next Time We Love*. During her long career she had headed a stock company in Philadelphia for 15 years.

She was married to Walter Gale, an actor whom she met while playing in *The Old Homestead*. He died several years ago. They had a son, Robert, of Philadelphia.

A funeral service was held June 6 at the Forest Lawn Memorial Park Mortuary under auspices of the Troupers' Club, in accordance with her wishes.

Harry N. (POP) Endy

Founder of the ENDY SHOWS in 1908

Who Passed on June 9, 1932.

The Two Sons, DAVID B. and RALPH N. ENDY, have continued since their Father's death, the show now being the ENDY BROS.' SHOWS, INC.

Gene But Never Forgotten by the Endy Shows' Entire Company.



MAIL ON HAND AT CINCINNATI OFFICE

25-27 Opera Place. Parcel Post. Heenan, Harry, 2c; ...

Women

Abel, Mrs. B.; Adams, Mrs. Kate; ...

Adams, Mrs. Mary; ...

Adams, Mrs. Mary; ...

Adams, Mrs. Mary; ...

Adams, Mrs. Mary; ...

Adams, Mrs. Mary; ...

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Adams, Mrs. Mary; ...

Letter List

NOTE—Mail held at the various offices of The Billboard is classified under their respective heads — Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

Adams, Mrs. Mary; ...

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ACTS AND ATTRACTIONS playing Fair, Park. Celebrations and Carnival dates send for complete details on the SUMMER SPECIAL OUTDOOR TALENT SECTION. Address a postcard or letter to The Billboard, Professional Promotion Department, 25 Opera Place, Cincinnati, Ohio.

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

NEW YORK WORLD'S FAIR

"For Peace and Freedom"

FLUSHING, L. I.

May 11 to Oct. 27

Over 2,500,000 Paid Admissions First Four Weeks

NEW YORK, June 8.—Expo ended the first four weeks or a sixth of the 170-day run yesterday with better than 2,500,000 paid admissions. Fourth week, helped by a record-breaking Sunday (June 2) draw of 378,769, was the top seven-day cluster with 801,315. Sunday showing, exceeded only twice in 1939—Sunday, September 3, and Sunday, October 20, both of them key days—reached congestion figures as a result of a huge block of tickets bought by the International Ladies Garment Workers' Union at a 20 per cent shave in price.

Yesterday's slim total of 41,904 was the best week-day pull so far, again emphasizing Monday-to-Friday weakness. Not figured that there will be any sharp week-day rise until July 4 nears.

There has been a consistent upping in the gate from the first week on and the daily average has soared from 79,000 to 91,000. Past week's daily average was a sizeable 114,000. Attendance analysts of first four weeks is shown in a chart on this page.

Two or three chutes of the Parachute Tower are scheduled to open about Wednesday of next week, balance to swing into action as they are finished.

Billy Rose's Aquacade announced policy of four shows a day beginning past Monday.

Abe Goldstein, clown cop, who was at Children's World last year, is working the come-in and doing a magic act and calf-milking take-off at Borden's exhibit.

On the Flushing Front

By LEONARD TRAUBE

NEW YORK, June 8.—Art (Duffield Fireworks) Brisee off on short trip to factory. Al Shriner, last year with Nature's Mistakes, now prop handler on Gene Austin's tent show, is headed for New York. Hazel Kempf, actress in Westinghouse exhibit dramatic offering, is a niece of Mabelle Kidder, of World of Mirth Shows. Giuseppe Onesti has taken the Eskimo igloo space of former Children's World for his Pirate Ship walkthru. Remember when Frank Libbus of Aquacade worked for booking offices in Chicago? Cliff Wilson's Bug-house glasscade is doing a brisk business, but Cliff, like everyone else, wishes the week day take were better. The Zorina girl garden is getting fast quarters at its near-Jubilee location. Parachute Tower company is settling differences out of court at latter's urgency. Bulova-versus-expo suit for half a million was decided in fair's favor. Plaintiff had 50-cent parking lot in 1939, privilege having been transferred this year. Best customer of John Krasnky's Do-Bunk-Ner is Michael Todd, who appears to be interested in taking over this store, which, for a ball game, has quite a nut

The First 4 Weeks

| Week | Less Admission | Daily Average |
|----------------------|-------------------|------------------|
| First . . . 553,830 | 97,325 | 79,050 |
| Second . . . 589,492 | 2,178 | 84,213 |
| Third . . . 628,956 | 236,496 | 89,136 |
| Fourth . . . 801,315 | 70,885 | 114,445 |

Totals 2,568,393 426,884 91,728*

*Four-week period.
Best day, Sunday, June 2, 378,769.
Best Saturday, May 18, 239,453. Best week-day (non-holiday), Friday, June 7, 61,904. Best week, fourth, 801,315. Best week-end, June 1-2, 835,052. Number of days above 100,000, 4. Number of days under 50,000, 15.

Paid Attendance

| | |
|-------------------|---------|
| Saturday, June 1 | 156,283 |
| Sunday, June 2 | 378,769 |
| Monday, June 3 | 44,473 |
| Tuesday, June 4 | 46,152 |
| Wednesday, June 5 | 54,038 |
| Thursday, June 6 | 59,716 |
| Friday, June 7 | 61,904 |

Third week total . . . 891,315
Previously reported . . . 1,767,078

| | |
|---|------------|
| Grand total, first four weeks | 2,568,393* |
| First four weeks 1939 | 2,995,277 |
| *1940 decrease | 426,884 |
| 1940 daily average | 91,728 |

Rose Ousts Lyman From Barbary Coast

NEW YORK, June 8.—Billy Rose removed Abe Lyman and his band from the Barbary Coast last night. Less than 48 hours previously he had removed the electric sign on the front bearing his name. Sited at Midway Inn, it opened May 11 with a layout similar to Rose's Diamond Horseshoe in town.

When the show-dine spot was only a few days old and failed to draw Rose eliminated the 99-cent minimum, but the traffic still gave it the ignore. Producer of the royal flush Aquacade then built a circular bar way up front, fixed up half a dozen arched entrances, removed the show with the exception of the Abe Lyman and Sherry Magee bands and bar singers and dared everyone to come in. They didn't. Not enough, anyway.

During this time Rose tangled with Lyman, the Bantam Barnum claiming he couldn't stand Lyman's salary strain and Lyman pointing to his contract. Rose therefore made Lyman suffer some alleged indignities, including appearances alongside the bar in the best free lunch saloon manner, but Lyman went thru with it.

Whether Lyman's salary has to be paid for the balance of the fair couldn't be confirmed. The cork leader is understood to hold a run-of-show contract.

at \$595 a week. Lincoln G. Dickey, B. Rose's general manager, in from Sanfran fair. Midway co-director Frank Shean is flying to and from Chi on business.

The midway majority race now lines up with Joe (Rondevo) Rogers, Lou (Streets of Paris) Costello, Monte (Zombie) Proser, Tom (Atwood) Gilligan, Harry (War Museum) Hargrave and Jack (Able) Tavlin, of all over the grounds. Each one is, of course, denouncing the other in the most caustic terms. Tavlin went to the extent of putting out name-in-headlines announcing Billy Rose as his campaign manager. Proser is promising "only two zombies to a customer." Gilligan, boss of the Atwood Bar, has named Sam Brin as his mentor, a formidable Erin-Palentine combination. Costello is still buttoning the constituency. Hargrave promises nothing less than a "whale" of a show, being interested in Ben Meyers' Moby Dick attraction. Rogers, still busy buying votes, is just about ready for the porchhouse. Frank Buck pulled a neat one by entering his orang-utan. Election is June 20 provided Mayor La Guardia doesn't brand the whole affair as a Fifth Column plot to weaken his jurisdiction.

Murray Goldberg, operator of the scales and age guessing, has eight units of each divided equally between the White Way and exhibit areas. They make (See FLUSHING FRONT on page 62)

GOLDEN GATE INTERNATIONAL EXPOSITION

SAN FRANCISCO

May 25 to Sept. 29

Gate Gains Are At Faster Pace Than Biz of Ops

SAN FRANCISCO, June 8.—Closing its 12th day of the 1940 season Wednesday night, the expo had counted up an attendance of 7,554 in excess of that registered for the first 12 days of the 1939 show. At noon total attendance had passed that of the corresponding period in 1939. At midnight figures stood: 1940, 629,857; 1939, 622,303. A week ago it was reported about 67,000 behind.

Indications point to an attendance greater than that of last year's for the 123 corresponding days. General Manager W. W. Monahan figures that attendance will pass the 5,000,000 mark and that everyone connected with the fair will make money. However, it is becoming obvious that gains in attendance are showing no increased help to showmen and concessioners, the majority of whom report grosses down from those of the initial week.

They account for the drop by the heavy use of coupons sold with the \$250 scrip book, which included five admissions and tickets to five separate attractions. Over 500,000, or more than half of the total sold, were reportedly used by holders during the first week. Schools close next week and expo officials plan an increase in the number of attractions for kids. Eddie Brown is arranging for a Nickel Day on June 17 or 19.

Two new acts will go in the expo's free show presented twice daily in the outdoor theater, including the Four Pranks, aerialists. They will replace A. E. Selden, "The Stratosphere Man," and the Peaches Aerial Revue.

20 Per Cent of Gate to Aquacade
Billy Rose's Aquacade is getting 20 per cent of the gate so far and Clifford Fischer's *Folies Bergere* is showing healthy returns. Pantheon de la Guerre, great mural of the World War, is getting a good play. Cavalcade is lagging slightly.

Harry Michaelson is giving pass-out checks to customers of Terrell Jacobs' African Jungleland. Using only one act, the show has difficulty in keeping visitors inside between performances. An 86-pound camel was born at the camp last Saturday. Harry Baker has quit the show.

Films' Ronald Coleman is said to own a 10 per cent piece in the Hollywood show, Stage 9. Leading man Neil Hamilton has 20 per cent and Producer Herrick-Herrick 20 per cent. Other 50 per cent is silent San Francisco money. Ripley's Odditorium is being managed by Mack Bybee since Frank Zambreno flew to New York this week to manage the other Ripley show there. Nude show proprietors have been threatened with arrest unless they keep minors out.

America—Cavalcade of a Nation

A sequel to last year's Cavalcade of the Golden West. Produced by A. C. (Red) Vellman and featuring more than 300 performers. Admission scale, 40 and 65 cents, with children 25 cents. Three shows daily and four on Saturdays, Sundays and holidays. Seating capacity, 6,500.

A natural and timely sequel to last year's Cavalcade of the Golden West. It is a fast, spectacular, well-knit show that begins with Columbus' discovery of America and follows the two themes of safeguarding American freedom and courageous westward expansion. As (See America-Cavalcade on opp. page)

Paid Attendance

| | |
|-------------------|--------|
| Friday, May 31 | 44,049 |
| Saturday, June 1 | 65,146 |
| Sunday, June 2 | 80,991 |
| Monday, June 3 | 19,932 |
| Tuesday, June 4 | 28,898 |
| Wednesday, June 5 | 27,898 |

Second week total 296,554
Previously reported 363,393
(Corrected)
Grand total first 12 days 629,857
First 12 days, 1939 622,303
1940 increase 7,554

CA in Group Plan; 30-Day Eats Truce

SAN FRANCISCO, June 8.—A new administrative set-up has been put into effect this year by the Concessioners' Association. Instead of functioning in a body, as last year, the organization has shifted midway problems onto individual groups, with ride men, showmen, restaurant operators and large and small concessioners handling their own affairs.

Change is said to have been caused by the dispute which restaurant operators have on their hands with culinary workers and bartenders, the temporary 30-day agreement expiring on June 24.

Union workers are asking wages comparable to those paid on the mainland. Restaurant men won a truce when union leaders agreed to the present contract in order to give concessioners a chance to realize an early return on their money.

Sibley Quits Midway Post

SAN FRANCISCO, June 8.—Walter K. Sibley has resigned as aid to Eddie Brown, chief of midway attractions. Sibley joined the concessions department shortly after it was announced that the fair would reopen this year. He was with the expo last year as assistant to the director of concessions and later operated several shows in the fun area. He is now to be associated with Max Schwartz in management of Lite-o-Line, game concession at the fair.

Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, June 8.—Decoratation Day, which had been anticipated as one of the biggest of the season, brought a driving rain which depressed business and the spirits of concessioners. It is estimated the deluge cost the fair \$250,000. While it may sound sort of chamber of commerce, it really is very unusual to get heavy rains here at this season. Food pilferers lost thousands of dollars in spoilage and payment for unneeded help. Nate Miller gave a birthday party on May 28 in his palatial apartment connected with the Skooter. Mrs. Anne Painter, aged but active mother of Al Painter, is visiting Al and his sister, Ethel Jean Kibbee. T. E. Remington, traffic sergeant of San Diego and chief of boys' traffic patrol, and a party of his boys were guests of Eddie Brown. Ice show, under management of Major Art McChrystal and Eddie Saunders, has the press going for it strong. In Max Schwartz's Danceland, closed on May 31, he has arranged to place a Lite-o-Line game.

There's no bellyaching among the concessioners. Everybody's happy. Herrick-Herrick's Hollywood is doing surprisingly good business in an exceptionally poor location. Free attractions presented on the Avenue of Olives Plaza are daily drawing thousands. Among the acts are the Peaches O'Neil Sky Review, Gregg's

Hamid-Morton Clicks Handsomely At Inaugural; 14,000 Total for 2 Days; Extra Night Performance

HADDONFIELD, N. J., June 10.—The Hamid-Morton Circus, combining the Wallace Bros.' show, clicked handsomely in its season inaugural and for the first-time-under-canvas showing here Friday and Saturday (7-8), under auspices of the Haddonfield Memorial High School and the Camden County YMCA, proceeds from advance sales going toward helping county boys and girls go to summer camp.

The first big circus to ever play this town, business bordered on the phenomenal. Total attendance for two matinee and three evening shows was about 14,000. Clear and cool weather prevailed both days. Friday night found a crowd of 4,000 persons overflowing the three-ringed tent of 3,300 seats and the ticket demand for Saturday night was so great it was necessary to put on two performances at 7 and 9 o'clock.

Admission scale was 50 cents straight for all shows, 25 cents extra for reserved seats and 15 cents for the concert. W. Reynolds, high school principal, and Raymond E. Jacoby, YM secretary, heading the sponsoring committee, were most gratified with the returns, gross hitting about \$10,000. Reynolds said that business exceeded all expectations, and Bob Morton, circus manager, still can't get over the fact that the show was able to draw at the two Saturday evening performances about 5,000 persons. Each matinee drew 2,500 people.

Advance promotion on part of the sponsoring committee was heavy, and the county newspapers were generous in advance picture-and-story spread. Tickets were sold in all Camden County communities— thru school and YM groups, the local exchange club provided tickets and transportation for the Camden Home for Friendless Children, the local Rotary bought a block of tickets for children, and an anonymous citizen bought tickets for the Haddonfield Lincoln School. Special broadcasts by YM and school officials plugged the show

heavily over WGAM in Camden. Lee Powell, "Original Lone Ranger," the concert's headliner, made personal appearances at the Cooper and West Jersey hospitals in Camden, and any county school boy or girl selling a lot of 250 tickets rated a week at camp.

The circus show headlined Cyde and Harriet Beatty, with Bill Tumber's "Cavalcade of Wonders" in the side show annex.

AFOICCW Denies Green Not Contacted For AFL Charter

CINCINNATI, June 8.—"Delegation representing 870 circus workers personally saw Frank Fenton on May 16, George Meany, secretary of the executive council, on May 17, President Green on May 18. Secretary Meany and President Green most considerate and have acknowledged our written request for affiliation submitted subsequent to President Green's conference."

So reads a telegram received by The Billboard on June 7 from the American Federation of Outdoor and Indoor Circus and Carnival Workers, Box 716, Franklin Station, Washington, D. C., in answer to a statement made by Ralph Whitehead, secretary of the Circus, Carnival, Fair and Rodeo International Union, and published in the last issue that the delegates representing AFOICCW were refused an audience by William Green, that Green referred them to George Meany, AFL secretary-treasurer, and that they talked with Meany and Frank Fenton, AFL chief organizer. "I am told by Fenton," Whitehead was further quoted as saying, "that they were emphatically informed that if they desired a charter they would be obliged to make application to our union."

The telegram from the AFOICCW further states: "We deny Whitehead's press releases as untrue in its entirety. We publicly challenge his union to an immediate consent election before the National Labor Relations Board. This union formed by and for the men who move the show is keeping the show moving. Your Washington representative has been most courteous. We are ordering an advertisement by letter." The show referred to is the Ringling-Barnum circus, whose working men are members of the AFOICCW.

Only 3 Skeletonized French Shows Operating; Mileage Is Restricted

PARIS, May 15.—Three skeletonized shows comprise the entire French circus industry, which ventured taking a chance in the extremely narrow area designated by the military authorities as being within borders. The pioneer organizations are Bouglione Bros., Cirque Altes and Amar Bros. and instead of covering a 10,000-mile route thru France, Belgium, Holland and the Scandinavian countries as in normal years, 2,000 will be the average mileage covered during the 1940 season.

In accordance with government regulations, no caged animals are being transported and extreme caution is being observed on night treks to avoid accidents on congested roads under black-out conditions. All are handicapped by lack of experienced personnel, and in stretching and taking down canvas, everybody including the female talent, lends a hand.

The Billboard correspondent, unable to see a circus in the out-of-bounds Paris area, traveled to Desauville to witness the war-time production of Bouglione Bros., known as the French Barnums, who have been showing in the Calvados for the past month. Normally, consisting of 85 to 90 trucks and trailers, the caravan has been reduced to 40 and further reductions are being contemplated by Joe Bouglione, owing to the continued growing difficulties caused by the rationing of gas and oil.

Bougliones Under Canvas

The four brothers, who own the in-



BOBBY PECK MCGOUGH, formerly with Hagenbeck-Wallace Circus, is training horses and teaching riding at Fox Chapel in Pittsburgh. She is shown here with Don Smith, of Farmington, Mich., president of the Circus Historical Society. Picture was taken when they visited Cole Bros. Circus at Dover, O.

Protest Against Ban on Shows in Rome Effective

ROME, N. Y., June 8.—Indignant local circus fans this week protested against an ordinance banning circuses and other tent shows inside the city limits.

Action against the ordinance was begun by L. E. Greenhaw, contracting agent of Cole Bros. Circus, who told the mayor that it was an unpopular law. Three fans, James Wimble, Earl Stocks and Bertram Dart, all prominent business men went from door to door, informing the business leaders of the council's action and before noon Main street was buzzing with circus talk. The town's leading banker and Postmaster O'Shea expressed themselves vehemently against council's action and by nightfall a delegation of fans appeared before the council and demanded that the ban be repealed. By unanimous action the council then introduced an ordinance favoring circuses was passed on its first reading. Final action will be taken June 17.

Fans are asked to write Mayor E. Huntington Ethridge and editor of The Sentinel requesting that favorable action be taken. The Cole show is scheduled for Rome June 28.

Ringling-Barnum Has Much Rain, But Business Holds Up

ZANESVILLE, O., June 8.—The Ringling-Barnum show had but six days of sunshine under canvas in May. Much rain was encountered. Show played Newark, N. J., on the old lot, and also it rained turnaway business was done.

Oliver Hartzel, woman clown, is in the Jewish Hospital, Philadelphia, suffering from a stroke. Henry Bedow and Helen Voorhees are ill with the flu. At York, Pa., in the afternoon, Bobby Steele's horse slipped and fell, Bobbie dislocating her knee. She will be unable to work for several weeks. Ann Hamilton has returned to the show following an operation. Performances given each year at two hospitals in Philadelphia for crippled children were abandoned after three attempts on account of rain.

On arrival at Pittsburgh Albert Grace was notified of death of his mother, Grace Powell Harris. Paul Jerome is about the busiest man in the dressing room. He attends to AGVA matters and is the Billboard sales agent on the show. Felix Adler and Albert Powell were visited in Zanesville, O., by Don Howland, Columbus, O. Circus Fan. Jack Foley's sister, who has been in Miami, Fla., drove to Indianapolis, Jack's home, to spend the day with him. The wives of Bluch Landoff and Jack LaClair were on the show the two days spent in Newark, N. J.

Bob Wallace has quit clowning and is now driving the overland bus. Danny McFride's son, Danny Jr., who is attending Harvard, was a recent visitor and helped clown. Clayton Chase's father and grandfather drove from North Carolina to Philadelphia to see Clayton clown. It was their first circus. Hal Silvers has his baseball team in shape. Prop department won the first game, 7 to 6, in 10 innings. Curly Lidle has returned to work after being laid up with a sprained ankle. Judge Moser has changed his title from judge to prosecuting attorney and appointed Paul Jung judge.

Uses New Lot in Harrisburg

HARRISBURG, Pa., June 8.—A combination of evils plagued the Ringling-Barnum circus here on June 1, with the result that its 2:15 show did not go on until 5:45, and the 8:15 schedule started at 9 o'clock.

In Easton, Pa., on May 31, heavy rains delayed departure for Harrisburg. One section of the train developed a hot box and more hours were added to the delay. On arrival in Harrisburg more rain and mud were encountered.

A change of location added further to the complications. The show had originally planned to set up at the old fair- (See RINGLING-BARNUM on page 34)

One Killed, Two Injured In Wallace Truck Accident

HAZLETON, Pa., June 8.—An accident in which one man was killed and two were hurt happened on Wallace Bros.' Circus the day before its appearance here on June 3. Paul Birch, of Ford City, Pa., who was asleep in a truck-tractor-trailer which was in the caravan transporting the show from Mt. Carmel to this city, was killed when the truck got out of control while descending a mountain grade one mile east of Aristes at 1 a. m. June 2. Leyman Wade, York, S. C., and John Creighton, McKeesport, Pa., who also were sleeping in the truck, were injured.

The truck was driven by Jens Otto Eshewen, of New York City, who told State Motor Police that when the truck got out of control and approached another of the circus trucks, he swerved it to the left to avoid a collision, but the truck struck the rear of the machine in front and went up a bank, then across the highway, down a bank and crashed into some trees. Eshewen escaped serious injury, as did the other two men. He was arrested on charges of involuntary manslaughter. Truck damages were about \$700.

Show did good business here.

Unionists at Cole Stand

PATERSON, N. J., June 8.—Guy Magley, an organizer of the Circus, Carnival, Fair and Rodeo International Union, and another attaché of the Ralph Whitehead og were on the lot at Cole Bros.' Circus stand here yesterday. Friction was anticipated at follow-up points.

IS THE CIRCUS REALLY SLIPPING!

Not as an institution, answers

P. M. Silloway

Who sees the need for more equestrian acts, more real clowning, adjustment of prices to suit the times, set-up of reserved seats that will give the general public a better break, and no overcharges for standardized concession items.

Read This Feature

in the

SUMMER SPECIAL OF THE BILLBOARD

Dated June 29



With the Circus Fans

By THE RINGMASTER

President: WILLIAM H. JUDD, 25 Murray St., New Britain, Conn. Secretary: W. M. BUCKENHAM, P. O. Box 4, Gates Ferry, Conn. Conducted by WALTER HOENADEL, Editor "The Wildcat" and "Horse and Prairie Country," Rockville, Ill.

ROCHELLE, Ill., June 8.—On May 24 and 25 in Holyoke, Mass., a circus sponsored by the local hospital was presented under canvas, acts being furnished by Frank Wirth. In spite of cold and rainy weather, the five performances drew capacity crowds. The following fans made the show: Ben Perkins, of Holyoke; Charles Davitt, Joe Beach and grandson, Wally, Springfield, Mass.; Bugs Raymond, Norwich, Conn.; Dr. J. M. Ganey, New London; Bill Day, New Britain, and Gil Conlin and Jim Hoye, Hartford.

F. E. Loxley, Cranston, R. I., writes that Ringling-Barnum will show Providence June 21, when the Shrine Circus will be going on at Narragansett Park, R. I.

On Memorial Day Mr. and Mrs. Frank Hartless, of Chicago, spent the afternoon and evening at the Hohenadel home in Rochelle. In the afternoon they visited the plant of the Rochelle Asparagus Co. and were shown thru the plant by James Winslow, an official of the company. During a conversation, it was learned that he was born and reared in San Antonio, Tex., and was a cousin of Maury Maverick, mayor of San Antonio, and a member of the CPA. Mr. and Mrs. Hartless will leave Chicago June 11 for Atlantic City, where they will attend the National Linen Supply Association convention.

Bill Montague, Eastern vice-president of the CPA, personally mailed invitations to all members in his district to attend the convention at Hartford.

By the time this appears in print, the editor of White Tops will be preparing to leave for the Fans' convention. Will appreciate it if members will mail any items that they may have to help take care of this column during our absence.

Chi Billers Hold Memorial

CHICAGO, June 10.—Members of Local No. 1 of the Billers' Alliance held their annual memorial services yesterday at their burial plot in Forest Home Cemetery. Services included reveille by John B. House, official bugler, Cook County Council, American Legion; invocation, John Burrows, address; President Otto F. Kruger; song, Burrows Brothers; roll call of deceased brothers; Secretary D. T. Hamill; song, Burrows Brothers; memorial address, Ellicott M. Libonati, chairman Americanism Committee, Cook County Council, American Legion; benediction, John Burrows; taps, John B. House.

"We are proud of the fact that we are pioneers in the labor movement in this fraternal spirit," said Secretary Hamill, "and we have tried each year to improve these ceremonies."

Cole 25-Cent Matinee Draws 6,300 Students

SCRANTON, Pa., June 8.—There was no fun in attending school Wednesday afternoon in the 90-degree heat, so 6,300 students decided that they would take in the matinee performance of Cole Bros. Circus.

The telephone in the office of Dr. John H. Dyer, superintendent of schools, continued to ring early in the afternoon as principals reported less than one-third of the pupils reported for classes. So the superintendent instructed them to dismiss the remainder. The 25-cent matinee had attracted their eye.

The circus drew its usually large crowds, altho the Scranton Eastern League baseball team dedicated its new stadium the same night and drew 7,400 paying fans.

Seeking Eddie Dionne

GINCINNATI, June 8.—Efforts are being made to locate Eddie Dionne, whose wife died May 30 in Druid City Hospital, Tuscondo, Ala., and was buried the following day. He is requested to wire his address to Allie T. Clark, 1533 25th avenue, Tuscondo. Anyone knowing the whereabouts of Dionne is asked to bring this to his attention. Mrs. Dionne was formerly Pearl Clark, of the Clark family of circus folk.

British Artists Escape Belgium And Nazi Horror

LONDON, May 20.—British circus artists have returned to England after terrifying experiences resulting from Nazi invasion of Belgium. When the frontier was crossed, Australian riders Jack and Ruth Williams (friends of the Colleanos), with Johnny and Cissy Kayes, were in Ghent with the Dutch Circus Mikkemie. Sent to Ostend by the British Consul, having handed over their horses to be slaughtered along with other circus stock, their train was frequently attacked by Nazi aircraft en route and they saw German planes swoop down and machine-gun women and children fleeing across the open fields. At Ostend they were in more German air raids, and the boat on which they should have crossed to England was, with its cargo of refugees, machine-gunned. Twice before leaving Belgium they were arrested but released immediately when vouched for by the British Consul.

Dressing Room Gossip

COLE BROS.—May 5 was the birthday anniversary of May Wirth, for and with whom Mrs. Freeman and the writer had the honor of working for 12 years. The cowboys staged their own rodeo the other day. They brought horses from the Ballantine XXX Ranch. Sorry to say our boys did not do so well. Clarence Canary was disqualified for holding Orville Gilliam, and Ed Bowman pulled a little leather, too. Alvin Marshall won first prize, donated by George Davis, who has charge of the dining car. Ralph Clark was awarded second prize. Del Darling, commissioner of Erie County and a great circus fan, saw both shows at Erie. Mr. and Mrs. Clifford Pyle and son were the guests of the writer and wife at Erie. Harold Hall informs the writer that he will spend the winter at Pipe Ridge, S. D., among his Indian friends. George DeMott, former clown and juggler with this show, spent a day in clown alley and saw the night show with Mrs. DeMott.

Noticed Justice Loyal and Cento Charz practicing new and novel tricks for their acrobatic acts. Shorts are much in evidence these days, as the show is having real summer weather. Wouldn't be surprised to see H. J. McFarlan get his out any day now, as he is an ardent sunshine fan. A ball game was played June 2 between McFarlan's International Nine and Mitt Carl's Lads in Green. Mac's boys won, 16 to 0. Highlights were Herbie Weber's slugging and Phil Escalante's pitching. Hear that Emmett Kelly is making a hit in the show. Keep Off the Grass. John Smith is the first one on the lot these days. The show has some fine horses in the padroom this year, and a lot of the credit must go to Charles (Red) Hunter for his fine handling. Junior Morales is developing into quite a ball player. He got three for three the last time he played. Bingo has become the latest pastime in the dressing room. Joe Kula, who was operated on recently, is improving rapidly. FREDDIE FREEMAN.

Fossett's May Close Due to Service Calls

LONDON, May 16.—Owing to military service calls, Bob Fossett, proprietor of Sir Robert Fossett's Circus now tenting in West of England, contemplates folding. Sons Robert (champ circus jockey rider) and Bailey have to register under their own names.

Rosario's Circus began tenting at Billeteray, winter quarters, on May 6, program being sustained by members of own family and the Bales, trick cyclists and balancers.

Anglo-French Show Opening

LONDON, May 16.—Anglo-French Circus, under direction of Stewart Cannon, is slated to open at Eastbourne next Monday. Two weeks will be played in Winter Gardens building, route afterward being planned to embrace south coast towns under canvas.

Albertino, still waiting for recall to the army, hopes to fill in time directing entertainments for ENSA. He and Lulu are grateful to John Ringling North for letter of good wishes which accompanied release from 1930 contract.

Circus Saints AND Sinners' Club

By FRED P. PITZER (National Secretary)

NEW YORK, June 8.—The W. W. Workman Tent held its outdoor party on June 7. This jamboree was for members only and about 80 of them visited the Blue Goose Tavern on Patterson avenue in Richmond, Va. There were the usual individual pranks for which this tent is noted and drinks and food were typically southern.

A nice little surprise reached me from Bev Kelley while the Big Show was playing Newark, a stone's throw from my back window. I couldn't help going back to the old days when Bev talked less and wrote more. To our way of thinking he is one of the best factual writers of circus material we know and we cannot help but recall his article written for *The National Geographic* with his fine descriptions and the hundreds of vari-colored plates. We hope that when the Big Show goes into its winter quarters Bev's old typewriter will be brushed off and the postmaster of Delaware, O., will be kept busy lugging manuscripts to and thru his post office. He is one who is capable of writing a book or two on circus history. Why not get a publisher interested, Bev?

The annual meeting of the Dexter Fellows Tent was held at the Hotel Astor on June 5. The following officers were re-elected: Harold G. Hoffman, president; Fred P. Pitzer, vice-president; Elmer Q. Oliphant, secretary; John J. Mulcahy, treasurer. The following executive committeemen were also re-elected for a term of two years: Dr. Louis D. Clement, William P. Duzin Jr., Henry G. Fargel, Edward L. Fenn, Joseph B. Pearman, Raymond C. Schindler. The following executive committeemen have another year to serve: Tex O'Rourke, R. Clifford Fowler, C. Rad Haffenden, Carlton Hub, J. C. Parker, H. K. T. Sherwood, Gene Buck.

New members elected to the executive committee are: Patrick H. Barnes, to serve the unexpired term of John J. Mulcahy, who was appointed to the treasuryship; Charles A. Tremaine and James J. Finnegan. Tremaine is a long-time member, a veteran from the days of the P. T. Barnum Tent. He is a hard worker and an ardent CIBCA booster. James Finnegan, while practically a new member, has already played an important part in the affairs of the club, bringing in new members and making donations for the good and welfare of the organization. Permanently on the executive committee are the founder of the tent, P. Darius Benham; ex-president Orson Kilborn; ex-treasurer E. D. Thornburgh and deputy founder Chalmers L. Panochat.

On Cole Advertising Car

GINCINNATI, June 8.—Roster of the advertising car of Cole Bros. Circus includes V. A. Williams, manager; Marty Yates, press agent; Hiram Delotel, boss billposter; James Geppart, boss lithographer; George O'Connor, steward; Charles Burns, Fred Pyne, Luzzelle Dietz, Henry Barth, Rocco Longo, Richard Talley, Jack Smith, Carlisle Donahue, Sam Clauson; Lou Ritt, pastemaker.

Circus Features Scouts' Jamboree at Cooperstown

COOPERSTOWN, N. Y., June 8.—The annual Otsego County Council of Boy Scouts of America Jamboree was held here June 1. Following the parade at 1:30, a circus performance was given at 3 o'clock. Among acts were Hanneford's riding act, Torrelli's Dog and Pony Circus and Joe Barber's trained seals. Music was by Joe Balle's Madison Square Garden Band. From the State troopers barracks at Sidney, N. Y., came two high-school horses, Jack Oakie and Wondrous, and Muggins, talking pony. General chairman of the affair was Capt. Dan E. Fox of the State police, Sidney.

Hart's Animals at Horton

HORTON, Kan., June 8.—Capt. John Hart, circus animal trainer, arranged with a group of local merchants to put on a free animal circus last week. He presented cats, animals, monkeys and dogs. The animals were on display all day and special performances were given at 1:30 and 4 p.m.

Russell Has Good Biz at Ithaca, N. Y.

ITHACA, N. Y., June 8.—Russell Bros. Circus played here to a good matinee and night houses Decoration Day. Show is nicely presented in three rings under a 110-foot top with three 40's. Tent has atmosphere of coolness during the matinee as the sun shines thru the green canvas. At night the illumination renders the colored canvas even prettier. Highlight of the performance is the Ray Family of acrobats consisting of mother, father, one son and five girls ranging from 5 to 14 years of age.

Mrs. Pauline Russell Webb reports that business as a whole has been satisfactory. Eddie Woekener directs a very good band of eight pieces, which will soon be enlarged to 12 and a callopo.

BANNERS THAT SELL THE SHOW

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602 Hardisty, KANSAS CITY, MO.
America's Big Tent House
Eastern Representative, A. E. CAMPFIELD,
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Now—for Parks, Fairs, Celebrations, Carnivals. Wire or write—
809 W. Jefferson St., Bloomington, Ill.
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WANT TELEPHONE SOLICITORS SHRINE CIRCUS

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... Sides Show ...
Acts that double. **Wife Saw People**, Ticket Sellers, Managers Help, Assistant on Elephants, Workmen (white or colored), also Candy Buffers, Workmen, come on. All shows give a write up per route. Increasing show, Salary free.

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Under the Marquee

By CIRCUS SOLLY

KINKO, comedy contortionist, is playing the Philadelphia night club circuit.

CHARLES FOURNIER, baritone, has joined Eddie Woeccker's Band on Russell Bros.' Circus.

ERNIE WISWELL and wife, Freda, with their Punny Ford, are with the Hamid-Morton Circus.

BUDY RUDYNOFF and family have signed for 11 performances with the Horse-Pulling Association of Ohio. They perform on Sunday afternoons only.

RED RUMBLE, while in New York on business, visited the fair and met a number of showmen he had not seen in years.

JOHNNIE ROSELLI, old-time performer and clown, will soon leave Philadelphia for the New York World's Fair, where he will be all summer.

FLYING McCLARE will again be with Polack Bros.' Circus next winter. Act will play fairs, parks and celebrations during the summer and fall.

W. J. PIETSCHMAN, who saw the Ringling-Barnum show at Zanesville, O., cards that the show has been playing to sell-out houses. Says it is a dandy.

D. C. HAMMOND saw the Hunt Circus on Visconti Field, Danbury, Conn., June 1 and report a good program. Manager Hunt informed him that when weather is okeh, attendance is good.

IN SPITE of a very muddy lot and threatening weather thruout the day, Ringling-Barnum had capacity at night and almost as good a house in the afternoon in Easton, Pa.

HERBERT A. DOUGLAS, of West Chester, Pa., cards that he saw Ringling-Barnum at Philadelphia and Wilmington, Del., and that in tearing down the big top drops about 12.30.

COLE BROS., at Bridgeton, N. J., June 11, will use the new Carls Corner lot in northern part of town at the intersection of two State highways and adjacent to Station WSNJ.

ED N. CROUCH, formerly on the staff of *The Herald and Express*, Los Angeles, and well known to circus press agents, is connected with the Hollywood Turf Club, Inglewood, Calif.

GEORGE HANNEFORD family of riders started its park season at Kenneywood, Pittsburgh, June 9 for a two weeks' stay. Will open season of fairs at Boonville, N. Y.

J. A. E. OAKHAM, usher with Ringling-Barnum, pens that he has enrolled as a student in animal training with Alfred Court and that training will start following close of the season.

JOE HODDINI and his family of four, who joined Mills Bros.' Circus at Winslow, Ind., May 27, remained but one week. They returned home at Peru, Ind., June 4.

GEORGE KIENZLE JR., caught the Ringling show at York and Harrisburg, Pa., and says both stands had plenty of

rain. Show arrived in York from Philadelphia about 7 a.m. Kienzle attended the night show in Harrisburg June 1 with two other fans, John Adams and Ray McCleary. Show used a new lot on Cameron street in Harrisburg.

ERWIN A. BRANNING, who has been with Ringling-Barnum show, is in Ward S. Veterans' Hospital, Dayton, O. Troupers are asked to call on him when in the vicinity.

B. F. DART JR., of Rome, N. Y., attended Russell Bros.' Circus in Ithaca, N. Y., May 30. A three-quarter house at the matinee and a little less at night. Dart visited with the Ray family.

RAIN, which fell most of the day, resulted in only fair business both matinee and night for Cole Bros.' Circus at Butler, Pa., May 28, reports C. A. Klein, of Klein's Attractions, who visited with Jess Adkins and others of the staff.

MARY ERDLITZ and her parents visited Rowe Bros.' Circus at Berlin, Wis. Due to a car accident she must spend the season at home in Oshkosh, Wis, but plans to be with Ringling-Barnum again next year.

FOR THE FIRST time in many years not a circus played Uniontown, Pa., during May. Up until this season the city always had at least one and sometimes as many as four during May. No circus has been booked for the town as yet.

GEORGE M. SHERIDAN, J. Rudolph Conway, Whittie Hornung, Joe Conway and Herbert A. Douglas caught Wallace Bros.' Circus at Phoenixville, Pa. Douglas reports that business was only fair. Trucks were being re-lettered with the Hamid-Morton title.

WHEN COLE BROS. played Ft. Wayne, Ind., Thomas Hayden, clown cop, and J. Alfred Gabelts, juvenile lead with Cowan Bros. Stock Co., visited with Lou Walton, Horace Laird and others on the circus. Hayden is not trouping this season but is spending all his time with fur-rabbiting.

STUBENVILLE, O., likely will have no circuses this summer because of the "take-it-or-leave-it" attitude of the owner of that city's only available downtown lot, who holds the rental price at \$500 a day, which according to circus agents is prohibitive.

ROY BARRETT, clown, left Philadelphia May 31 for Ligonier, Pa., to open a two-week engagement at Idlewild Park, June 2-15. Then he will jump into the Midwest for a 10-week run of fairs, opening June 20. The Bob Eugene Troupe is at Idlewild Park with Barrett.

AKRON, O., will get Ringling-Barnum July 10, immediately following the two-day Cleveland stand. It will be the first time in several years for the Big One in the Rubber City. It likely will be the only circus to play there this season due to the high cost of reader and lot, and reported heavy duet demands by city officials.

CHARLES R. CLEMENT, secretary of the Paris (Ill.) Chamber of Commerce, visited with Mr. and Mrs. C. W. Webb and Frank C. Donnelly when Russell Bros.' Circus was there. Thru Donnelly, the Chamber arranged an orphan's party for the afternoon show. At the night show a camel born there two years ago was christened by the mayor.

UNDER the caption, "Butler Is Part of Big Top Life," Danny Flavin, reporter for *The Ohio State Journal*, Columbus, gave a column-long interview, accompanied by a two-column cut, on the career of Roland Butler, general press representative of Ringling-Barnum, in the June 4 issue. Butler revealed many interesting sidelights of his 20 years as a circus press agent.

D. W. POWERS (Crazy Horse), who is at the U. S. Veterans' Hospital, Jefferson Barracks, Mo., writes that Doctor Whalen, who was with Ringling Bros.' Circus in 1910 and with Harley S. Tyler on the C. W. Parker Shows in 1914, is also at the hospital. Whalen cuts up jackpots about odd-timers such as George Roy, George Houck, Harry Calvert, Jake Kumala, Jull Paki, Toots Jones, Parson Joe Durning,

Irish Jack Lynch, Shanty Mahoney, George Donovan and Eddie Vaughan.

DOC WADDELL writes that he was prevented from preaching on Dodson's World's Fair Shows' midway at Richmond, Ind., by inclement weather. At Richmond, however, he held his "service of the dawn" at the graves of Mr. and Mrs. Al Purcell. Purcell, once a circus man, died a railroad conductor. At Columbus, O., Waddell will preach at midnight, June 13, to the Dodson folks, and the ministers and church people of that city.

BOSWELL'S CIRCUS in South Africa is presenting the following new program: Lions, by Stanley Boswell; Seizing pony and clown; monkeys and ponies, Kingy Boswell; Stevinia, double trapeze; comedy lion, Sally; performing chimp, by Stanley Boswell; Doreen Sisters and Otto, riding act; entree by clowns, Tony and Ticky; elephants, Karl Fischer (Arthur Lloyd); Atroy and Sandra; Hank the Mule; Great Elroy, armless wonder; Otto and Charlie, comedy act; two Lindners, bears; Liberty horses, Stanley Boswell; Bordini, flying rope; three musical fugos; Royal Sudan, camel; Kingy Boswell; entree, Otto, Charlie, Tony and Ticky; Alan Turano Troupe, acrobats.

Cole Vs. Hamid-Morton

TRENTON, N. J., June 8.—Hamid-Morton Circus, showing here for three days starting Monday (10), got in ahead of Cole Bros., due June 14. Ringling-Barnum passed up the town this year. Trenton's newspapers, under one ownership, upped its rates for circus advertising.

RINGLING-BARNUM

(Continued from page 32)
grounds, but rain had softened the ground too much, so last-minute arrangements were made for use of the Farm showgrounds, Cameron and MacLay streets. Rain added to the discomfort of fans while they waited for the ticket windows to open.

Capacity at Night in Dayton

DAYTON, O., June 8.—Ringling-Barnum again demonstrated that Dayton is a good circus town by drawing a capacity house in the evening, June 8, and a three-quarter house in the afternoon. The show appeared here on the hottest day of the year, with temperature above 90. The air-conditioning plant went on the blink in the afternoon.

Pittsburgh Best in Years

PITTSBURGH, June 8.—Ringling-Barnum did the best business in years here June 3-4, turning 'em away at night, and having near-capacity matinees.

Excepting at Harrisburg, where rains and late arrival held up the matinee, the circus has felt increased box-office the past couple of weeks, Henry R. North informed.

At Newark, big top showed gain over 1939, partly due to transferring back to the Irvington lot after a not-so-successful try at Hillside last year, North said. Easton, not played by Ringling for two years, also was very satisfactory.

Bridgeton Date Advanced

BRIDGETON, Conn., June 8.—The Ringling-Barnum circus, which was tentatively booked into its old home town here for June 29, has had its date advanced to June 20.

Altho all outdoor shows have played the old circus grounds at Fairfield avenue for the past 50 years, this year, William Conway, Ringling contracting agent, endeavored to obtain the new Kibling Field in near-by Stratford, which necessitated a special meeting of the Stratford Town Council, which body voted that if it is agreeable to the Stratford American Legion Post, it would grant the permit. The American Legion, however, had a carnival booked for week of June 24 and refused to give its sanction, as it did not wish any other show to play its field before its show. Conway has announced that the show will again play the Fairfield grounds.

Show will come here from Hartford, and then go to Providence, R. I.

The Corral

By ROWDY WADDY

OFFICERS of Nanton, Alta., Stampede, to be held this month, include G. H. Baker, chairman, and W. C. Cooper, secretary-treasurer.

A. T. SPENCE has been named arena director for Frontier Days in Prescott, Ariz., this summer.

A ROMEO, sponsored by the United Federation of Clubs, Detroit, will be held there this summer at Elmhurst and Livernois lot. Proceeds will be used to send underprivileged boys to summer camps.

CAPT. JACK LLOYD, vet performer, was among participants in the show at Wally's Gay '90s, Albany, N. Y., last week, reports Jake Green. Lloyd celebrated his 72d birthday anniversary that week. Ending a four-week stay on the same bill were Tex Corey and Doty Scott, trick shooters and knife throwers.

SANTA FE TRAIL RIDERS, a new group of trick riders, trained by Henry Harpool, made their debut in Kansas City, Mo., on June 2 at Henry Field, Johnson County, performing before the Credit Women's Breakfast Club. It was their first professional appearance. They presented a horse show and rodeo which attracted 360.

TWENTY-FIVE District Stampedes will be held in Alberta, Can., either prior to or following the Calgary Exhibition and Stampede, according to E. L. Richardson, honorary secretary, Alberta Stampede Managers' Association. In order to prevent overlapping of stampede dates, province has been zoned into three districts. First show in the southern zone is Stony Indians' Stampede at Morley.

AMERICAN LEGION POST Pony Express Roundup and Rodeo will be staged at Thames Stadium, St. Joseph, Mo., this summer, it was announced last week. Two daily performances will be given. Cash prizes have been posted and contests will include bronk riding, calf roping, bulldogging, Brahma bull riding, trick riding and fancy roping. John A. Stryker is general manager.

LEO J. CREMER, of Big Timber, Mont., again has been signed to stage the rodeo at annual five-day Covered Wagon Days celebration in Salt Lake City, he having staged the rodeos for the celebration since it became an annual affair in 1935. State Fair grounds will be fitted with a corral, chutes and other equipment. Cremer said that the European war has kept the nation's top ranking rodeo performers at home, foreign tours having been called off, and that some of the best in the business are expected to perform at the event. Schedule calls for two daily performances for five days, with roping, bulldogging, steer and bronk riding events being conducted under Cowboy Turtle's Association rules.

AMADOR COUNTY RODEO at Jackson, Calif., June 2, attracted some 4,000. Officials were J. Harry Rowell, general manager; Al Caffodio, secretary; Jack Storey, announcer; J. Harry Rowell, arena director; Bob Waiden and Perry Tvorj, arena judges; Doff Aber and Margaret Rowell, timers. Harry Rowell furnished the stock and Homer Holcomb clowned. Trick riders were Dick Griffith, Fay Knight, Polly Mills, Billy Keen and Bernice Taylor. Contract acts included Hallace Harker and his trained dogs; Johnny Grimes and Silver Dollar; Billy Keen, Roman standing jump; Howard Essex and Ferdinand the Bull; Dorothy Herbert and jumping horses, and Homer Holcomb and Mortimer Snerd. Results: Bronk Riding, Nick Knight, Burel Mulkey, Fritz Truman, Jackie Cooper, Brahma Bull Riding, Hank Mills; Dick Griffith and Cecil Jones split second; Fritz Truman and Mitch Green split fourth. Backback Bronk Riding, Carl Dessey; John Bartram, Hank Mills and Ed Osborn split second. Steer Wrestling, Glen Shaw, Mickey McCrorey, Howard McCrorey, Clay Carr, Cal Roping, Harold Jackson, John Bowman, Jim Laycock, John Vance.



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Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

Big Project Set At Hamilton, O.

HAMILTON, O., June 8.—Plans have been announced by Leonard Glaab, president of Glaab Realty Co., Cincinnati, representing his wife, Ella N. Glaab, and a group of Cincinnatians, for construction of a roller skating rink and recreational center in Lindenwald, suburb of Hamilton.

Between \$80,000 and \$100,000 will be spent on the project, to be located on site of the old Cincinnati and Lake Erie Railroad substation. It will include bowling alleys, cocktail bar and filling stations. Property was bought on May 29 from William Durfee and Albert N. Lowe, Dayton, O., receivers for the defunct railroad. Deal included 11 lots, occupying frontage of 302 feet on one street and 327 on another.

New Crop in Philly; Barton Portable In

PHILADELPHIA, June 8.—All rinks here have shuttered for summer except Circus Garden, which will close about the middle of June. All in all, the winter season was exceedingly good. Operators say there is no question that the morals of skaters have been considerably uplifted by the innovation of figure-skating and dance steps.

It has been noticeable that a large crop of new skaters has been in attendance at all rinks, as there has been more rink equipment used than in the past two years and the sales of shoes and skates to the junior trade has been exceptionally large.

Joe Barton moved his portable rink from Riverside, N. J., to Erie avenue and M street here, and, altho inclement weather has been a detriment, business has been favorable and when weather conditions get right an increase in attendance is expected. This is an innovation for Philly skaters, majority of whom have never seen a portable.

Remodeled Tavern To Open As Rink in Red Bank, N. J.

RED BANK, N. J., June 8.—Conversion of a former tavern near here into a roller rink, slated to open about June 15, was announced by Harold Jacobson and Alex M. May, proprietors. Rink will be known as Singing Wheels Arena.

Alterations in progress include removal of pillars, conversion of a 26 by 49-foot kitchen into a practice floor and installation of maple flooring. Rink will be equipped with electric organ and cooling system for summer skating. It is planned to operate nightly and stage three matinees a week. Stickers will be an illustration of a skate with the rink name formed by musical notes emanating from wheels.

New Finale in Perth Amboy

PERTH AMBOY, N. J., June 8.—Patriotic finale has been added to nightly programs in Arena Roller Rink here. At close of each session the floor is cleared and guards form a triangle in the center, facing the organist, who plays a verse of God Bless America. At beginning of the chorus guards do an about-face. They remove their hats as the hall is darkened and stand at attention while a spotlight illuminates a huge American flag.

Old and New

By E. M. MOOR

PHILADELPHIA.—We enjoyed reading the articles by Perry Rawson and Freddie Martin in recent issues of *The Billboard*. Both have pointed out many improvements that can be made valuable to any rink or skater. Mr. Rawson calls attention to lack of proper performance of the edges, which certainly add much to the gracefulness of dance steps and figure skating. He is also right in saying that skaters are rushing from the primary to the high school or college stage.

I have attended several of the contests and it seems instructors are more to blame for the fault than students. Skaters who wish to acquire the figures or dances should first be instructed in the edges and how to do them correctly. While we are bound to acknowledge great strides have been made in both branches, we still believe that the old method of teaching skaters, if adopted, would eliminate many faults. That method started by the student being schooled first in the edges and to do them forward and backward; from this he was initiated into the rolls and so on. Each movement called for execution both forward and backward, grapevines

Item Is Aired

STAUNTON, Va., June 8.—Capitalizing on a news story about the opening on May 23 of Verona (Va.) Rollerland, Charles E. Seebeck, of WBSV here, which carried an extensive program on the opening, used the item in WSAV broadcasts on June 2-4. Aired plug, in part: "Rollerland, Shenandoah Valley's newest and finest rink . . . in Verona . . . wishes to publicly thank *The Billboard* for its write-up on the opening of Rollerland . . . Yes, the June 1 issue of *The Billboard* . . . the nation's leading entertainment magazine . . . in its columns, Rinks and Skaters, chooses the opening of Rollerland as the No. 1 story of the week."

How To Hold and Raise Present-Day Peak in Rink Business

Active operators express their experiences and ideas about Promotions, Parties, Games, Figure Skating, Skate Dancing, Speed Skating and Club Work.

Read This Feature

in the
SUMMER SPECIAL OF THE BILLBOARD
Dated June 29

and others being done right and left. In fact, by the time a skater was ready for figures he knew pretty near what to do and why.

Why Stress Ice Style?

There is, I think, too much stress laid on teaching the ice style. While there is no question that the roller skater can accomplish any movement done on ice, I believe there is a reason for the difference. I have noticed in the new text book that in several movements the student is advised to lean forward. This must be done on ice because an ice skater must put more pressure on his skate to keep moving, hence he must assume a slight forward position. A roller skater does not require the same amount of pressure and so can maintain an erect posture. For years roller skating has been acclaimed as giving an erect and graceful carriage, and it has been proved true. So why change the style? It certainly does not add to the appearance of the skater. There is room for classes of instructions in the A B C's of skating, beginning with the proper instruction to a learner.

Personally, I have always made it a rule to enlighten a student with every bit of information possible for his or her benefit, have taken many students that had first been taken by others and have been told, upon giving certain advice, "Why So-and-So did not tell me that; it is so much easier." Especially today skaters have to be educated at this point. Great praise is due Mr. Martin for his paragraph on teaching instructors. Too few operators realize what a good instructor is worth. The old method of teaching stressed the point that it should be done from the hips down with little movement of the upper part of the body and only that which was required for showmanship purposes. Instructors today have had the jitterbug and other freak steps to overcome and, while this style still exists in some quarters, it is disappearing and with careful watch I believe in time it will disappear. The wheelbarrow was another menace and that and the jitterbug should never have been allowed to start.

Good Pairs Are Needed

Operators and managers should give more attention to conduct of skaters. This if done will take care of the box office. There seems to be a shortage of dance-step instructors. In Cleveland several operators and managers complained that they could not secure the services of proper instructors to get them started. I believe good pairs can profit by engaging for short stays at rinks and a number of operators would be willing to engage them at moderate rates for this service. Two rinks here were fortunate in securing services of a very good couple and they are now

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in the Middle West with prospects good for a summer's work. I am in receipt of a letter from Evelyn Page, Santa Rosa, Calif., advising that she won the North California State Championship for women's figure skating, receiving a gold cup. Miss Page is a veteran sticker collector and numbers many Eastern skaters among her correspondents.

BOB MILLER, formerly of Three Whirling B's, reported he is working in Dorney Park Rink, Allentown, Pa., under management of A. J. Perry.

CONSTRUCTION of a \$30,000 roller rink in Seattle is planned by White and Bollard, who have requested amendment to city building code to have restrictions lifted. Proposed rink would replace four old houses, said to be a fire hazard.

KATHRYN VANCE, manager of Ridge Roller Rink, Seattle, has been building attendance with church parties. Martha Poonness is organizer.

ERECTOR of a roller rink is in progress in Tacoma, Wash. It is to open in July with a 100 by 150-foot floor.

OPENING of Boulevard Pools, Philadelphia, and Riverview Beach Park, Pennsylvania, N. J., marked opening of roller rinks at both spots.

ARENA Gardens Roller Rink, Detroit, closes on June 30 for summer, giving special emphasis to skate dancing during the finale by devoting the last hour to dance numbers. Summer activities will include a boat excursion to Put In Bay, O., on August 18. Rink will open on September 7, following a preview for Arena Club members the night before. New instruction and figure-skating floor will be ready for the fall opening. Main rink is to be redecorated and additional checking space will be provided. Leasing of adjoining space will be available for new clubrooms.

VERN SKELTON is conducting roller skating in a new gymnasium at Solon Springs, Wis., on Tuesday afternoons and nights.

PORTRAIT nights on Tuesdays is a new promotion designed to build repeat attendance at Edgewater Roller Rink, Detroit. Fifty skaters having a gold star on admission tickets are given a portrait of themselves, taken by a commercial photographer, if they return the following week.

R. L. (DUKE) HUDSON, ASIOA roller-skating figure and dance professional in Arcadia Gardens Roller Rink, Chicago, has been loaned to W. W. Morrison at his rink in Springfield, Mo., for two weeks, June 9-23, and to Mr. Sellar at his Danceland Rink in Decatur, Ill., week of June 24-July 1. Hudson, who was official referee for the first national roller skate figure skating contest held in America, in Detroit in April, 1939, is author of *How To Figure Skate on Roller Skates*.



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Biz Held Off by Wet Holiday

Decoration Day Licking General

Coast resorts and Middle West hit—ops prepare to recoup in summer stride

ATLANTIC CITY, June 8.—While here and at near-by resorts Decoration Day marked debut of the summer season, it was hardly a memorable debut, marred by rain for practically the entire week-end. This on top of a freeze on Easter Sunday and distressing May weather, has showered and concessioners starting out with two strikes on them.

Steel Pier and Hamid's Million-Dollar Pier had ambitious programs but forgot (See DECORATION DAY on page 38)

Rainouts Slay Gates in East

PHILADELPHIA, June 8.—To outdoor amusement operators in Eastern Pennsylvania, Southern New Jersey and Delaware, Decoration Day went down as something less than memorable. Weather like the breath off an ice sink for the start of the holiday period kept citizens home in droves, a three-day rain dampened whatever spirits remained and when the sky was finally sunny on Sunday there was a competing factor in the Golden Jubilee mass of Dennis Cardinal Dougherty in Municipal Stadium here which drew more than 140,000.

Woodside Park reported an "exceptionally fine day, considering weather." But (See RAINOUTS IN EAST on page 58)

Ohio Territory Is Blanked Out

CANTON, O., June 8.—Northeastern Ohio amusement parks, majority of which had planned season's bows on Decoration Day, had poorest business in many years when rain fell most of the day and increased to near cloud-burst proportions at night. Weeks of preparation, with new construction, renovation and numerous special events planned, ended in disappointment to operators and their workers. It was the most discouraging start in at least two decades, operators recalled, and loss to major spots will mount into thousands of dollars and in many instances will not be recouped.

It is doubtful if, under existing conditions, Fourth of July and Labor (See OHIO BLANKED OUT on page 38)

Cincy's Coney, Rained Out, Has One of Worst Holidays

CINCINNATI, June 8.—Coney Island here experienced one of the worst Decoration Days in history of the park, when rain began falling about 10:30 a.m. and continued until late at night, officials said.

Fair business was done in Moonlite Ballroom, where Mitchell Ayres Orchestra occupied the band stand, but business as a whole was about 15 per cent of what the park normally grosses on the holiday.

While business on June 1 and 2 was slightly below figures for corresponding days of 1939, it was considered gratifying, in view of general conditions.

Park Island, in Wet Start, Continues Building Program

DETROIT, June 8.—Park Island Park, Lake Orion, 40 miles north of Detroit, reopened on May 29 to poor business because of rain. A wet Decoration Day and rainy week-end damaged business seriously, as well as at all other parks in the territory. Park Island is again under management of Carl Huebelman. (See PARK ISLAND START on page 40)



NEW PARK-OPERATED PENNY ARCADE in Coney Island, Cincinnati, has been installed in the building erected about six years ago for a Jungleland show and in which several other attractions have been experimented with. Last year it housed a dog and pony show. This new location on the Mall is much more advantageous than the former site of the arcade, then a concession, on the lake front. All equipment is new. Photo by Myron Benson.

Luna Under Way Seasonal Peak Hit With New Pilot, 100 P. C. Layout With Heat in N. O.

CONEY ISLAND, N. Y., June 8.—Gate admission at Luna Park was removed late this week and the spot will be free for the entire season, according to an announcement by Richard Sanders, amusement and technical director. To insure better traffic control under the new set-up, 10 patrolmen will supplement the staff when necessary.

CONEY ISLAND, N. Y., June 8.—Luna Park opened on May 29 after six weeks' preparation involving a claimed \$100,000 spent on repairs and improvements. In 100 per cent operation for the first time in six years, spot is leased by Luna Park Holding Co., Inc., of which Milton Sheln, formerly of Golden City Park, Canarsie, is general manager. Jerome Friedman is president.

Park has 10-cent gate which was removed over Decoration Day week-end because of the large crowds Coney attracted, but fee was replaced Monday. (See LUNA GATE FREE on page 38)

Morton Injured in Norfolk

NORFOLK, Va., June 8.—Wade L. Morton, 63, vet Norfolk press agent and theatrical man, was seriously injured when struck by an automobile last Saturday, sustaining a fractured leg and back and chest injuries. A veteran of the Spanish-American War, Philippine campaign and World War, he organized a troupe of male entertainers in France and later toured the States with them. In recent years he has done publicity for Ocean View Amusement Park here, and was closely associated with the late Otto Wells, its operator. He is in Norfolk General Hospital.

Briefs From All Around the Field

GREAT CALVERT is in Edgewater Park, Detroit, doing unique comedy and ventriloquist routine in an aerial number.

CURRENTLY in Edgewater Park, Detroit, Tom Sanger and William Kitamura are teaming up to do an act, featuring comedy and perch numbers. Sanger is now doing clown bally and still walking for the park.

BAITMORE.—Man Killers, educational reptilian exhibit, operated by Joe

NEW ORLEANS, June 8.—First 90-degree max of the season brought Pontchartrain Beach its best week-end patronage of the season last Sunday when Carver's Diving Horses, back after two years' absence, received big hands at three performances to about 42,000. Acts replaced Proboas, high swaying pole (two weeks), and Bee Kyle (four weeks) and was booked for a fortnight. It was Sonora Carver's first dive with her horse, Red Lips, in about six months. Manager Harry J. Batt reports steady week-day attendance and increase in concession business over the same period of last year when the resort had the latest opening in its history. He expects (See PONTCHARTRAIN PEAK on page 38)

Butlin Gets Equipment Out Of Belgium Before Invasion

LONDON, Eng., May 25.—Just in time to escape the invasion of Belgium, W. E. Butlin, widely known British showman, got his equipment away from the amusement park of the International Water Exposition in Liege. Barges and steamers were used to shift the 400 tons of riding devices and other material, the cargo arriving without mishap in Wales.

A group of London and Brighton sportsmen have submitted to Brighton town council a plan for conversion of Sussex County lawn tennis grounds at Brighton into an amusement park to be named the Brighton Bowl. Cost is estimated at \$240,000.

Legion Day for Fairyland Follows an Upswing in Biz

KANSAS CITY, Mo., June 8.—Better business is noted in Fairyland Park here, said Manager John Tunino, with Decoration Day crowds large. Gold and rain (See LEGION IN FAIRYLAND on page 38)

"THE CARROLLS ARE COMING"

(Or, Ideas in Present-Day Park Building and Operation)

By Edward J. Carroll

Managing Director, Riverside Park, Agawam, Mass.

Read This Feature

in the

SUMMER SPECIAL OF THE BILLBOARD

Dated June 29

M-D Pier Take, Outings Are Up

ATLANTIC CITY, June 8.—With pre-season business considerably over that of last year for the same period, George A. Hamid has completed plans to start daily operation of Hamid's Million-Dollar Pier here on June 22. Outlook is brighter, he said, recalling the fact that last summer he couldn't book eight pier outings the entire season because of the New York World's Fair, while now he is booking two and three outings a day. He has doubled capacity of the bathhouse to provide 3,000 lockers. He is bringing in Mark Wilson, publicity director. (See M-D PIER OUTINGS on page 38)

Chalfont Forest Reopened By Lusse to Good Crowds

CHALFONT, Pa., June 8.—In Forest Park here, which opened its third season under management of Richard (Dick) Lusse on Decoration Day, many improvements have been made and more are under way. Weather during the past (See CHALFONT FOREST on page 38)

Chi Riverview Hits Stride

CHICAGO, June 8.—Not in years has there been such unfavorable weather as has been encountered this spring. As a result Riverview Park had little business up to June 1. From the opening on May 15 until Decoration Day there was rain almost every day and temperatures were below normal. With a change to warm and more settled weather this week attendance has increased and the park is beginning to hit its summer stride. Business was very good last week-end. Night attendance has been fair on week days.



BEN H. VOORHEIS, who has been added to the staff of Summit Beach Park, Akron, as publicist and promotional director, is credited with having accomplished much to restore the Rubber City resort to its former high rank in the Middle West. He formerly directed press relations with leading carnivals and circuses. The group of business and professional men that took over Summit four years ago have made heavy investments in its modernization.

The Pool Whirl

By NAT A. TOR

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

Too few pool owners realize that they can keep their bathing establishments up to date year in and year out without too much expense. Average operator thinks in terms of telephone numbers as soon as the word "modernization" is mentioned. There are hundreds of tanks, 20 and 25 years old, which could be altered at very little cost. And the added expense would pay for itself the first or second year.

Of course, the first thing operators of seasoned aquadromes think about is modernizing the filtration system. And rightly so, for so many new methods of water sterilization have been introduced in the past three or four years that it appears foolhardy to attempt to run a swim big successfully with an aged filter system. Unfortunately, too, all the dough put in to bring filters and such up to date is not as much appreciated by swimmers as if the pool itself or the play area had been fixed up. Still, water safety is of primary importance in pool operation and that should continue to be your first consideration.

For these pool men who have enough foresight to realize that, despite whatever municipal opposition that may exist, it would be wise to modernize, these facts are presented. First, if your tank is not of official length, think of the number of promotions you could stage in championship races if you would alter the size of the plunge. Think, too, of what added revenue you could entice if you would add new athletic courts, offering modern play such as paddle tennis, soft ball and other games that

may not have existed when you first put in your tank.

To say that these are precarious times in which to invest money in alterations (See POOL WHIRL on page 62)

New Meyers Lake Midway Takes Bow

CANTON, O., June 8.—Rehabilitated at cost of about \$50,000, midway in Meyers Lake Park here, which was practically wiped out by three fires in successive years, opened on Decoration Day. Buildings embody streamlined architecture and are centralized to bring attractions within an intimate zone. In developing the park successful features of other parks were incorporated, according to George Sinclair, head of Meyers Lake Park Co., and his son, Carl.

Major improvements include Merry-Go-Round building, designed and built by Ernest Thomas, park superintendent; three-act Merry-Go-Round, two-story bathhouse with accommodations for 1,500, enlarged bathing beach, revamped picnic pavilion, streamlined concession buildings, restaurant with capacity of 200; rearranged midway annex, including several new stores; fishing boat dock and landscaping.

Preliminary work has started on an open-air dancing on the former site of the Hofbrau. When completed it will accommodate 1,800 dancers and will seat 1,000 at tables. It is expected to be ready by midsummer. Plans are to bring in name dance bands at frequent intervals. An open-air roller rink also may be installed before long. Moonlight Ballroom will operate on Tuesday, Saturday and Sunday nights. Name bands will be offered on Sundays about every two weeks, with district and semi-name attractions being booked on Tuesday and Saturday nights. The policy of social plan dancing will continue.

Carl Sinclair is operating the ballroom and has charge of park operation and picnic bookings. Personnel includes Harry Shirk, concession manager; Loreta and Glenn Maine, Penny Arcade and souvenirs, assisted by Harold Gussert; Howard Peters, pony track and high striker; E. O. Take, roll-down; George Seley, ballroom doorman; Lawrence Craney, bathhouse and bathing beach; William Clark, exploitation and advertising; and Bert Gover, police and safety department.

Summit Pushing Bid for Comeback

AKRON, June 8.—With its midway augmented by numerous new attractions, Summit Beach Park here, operated the past four seasons by Summit Beach, Inc., is making a strong bid for a big season under a capable augmented staff, headed by Frank Rafal, at the helm for the third (See SUMMIT PUSHING on page 56)

Coney Island, N. Y.

By SAM ABBOTT

Resort was thronged on Decoration Day, which, with a Sunday (June 2) crowd of about 600,000, combined to give concessionaires a business break. The boys also received a fair break from the weather man. It is obvious, nevertheless, that the World's Fair is cutting into Coney traffic, as witness the Pushing festa's four-day holiday week-end horde of close to 800,000, more than 40 per cent of which was amassed on Sunday, June 2. Point involved is that expo visitors are better spenders, while those invading this resort bring along a minimum of folding money.

In short, the fair may be said to be taking money directly away from Coney. In addition, bad week-day weather has favored the fair, in a manner of speaking, because out-of-towners have been forced to retard their expo-Coney visits until the week-ends. Ordinarily, the island would get a good share of out-of-town trade on Saturdays and Sundays, but with folks in New York for a limited time only, they would naturally favor the magnetic opera on Pushing Meadows. Improved week-day weather would enable the resort to get a bigger slice of the incoming population's dollar.

Luna Park, news of whose opening appears in this issue, is making an ambitious try to revive some of its former

Playland, Rye, N. Y.

By J. WILSON CLIFFE

Weather and biz are very much on the improved side, with big week-end crowds and increased spending. Current free attractions, a double feature, the wire-walking and acrobatic Nalston and Dixon Brothers, comedy acrobats, went over tremendous at the Arena. Bi-weekly fireworks displays are drawing huge crowds. Director, Herbert P. O'Malley has again hit the bull's-eye with Friday bargain days; all rides at 5 cents. Tommy Reynolds and his Band of Tomorrow, featuring Sally Richards, vocalist, clicking nicely with dance fans in Casino Restaurant and broadcasting eight times a week over the Mutual Coast-to-Coast hook-up originating at WOR.

A new concession, print-your-name, going strong. Baseball field rebuilt, in excellent condition and very much in demand by the many outing parties visiting Playland. About 2,000 Bronx Girl Scouts were visitors on June 1, along with five other large outings. Steve (Yogi) Jordan, clown cop, was a visitor, also Elizabeth Brunner, ex-cashier. Joe Jones is manager of Coaster and Eddie Brunner is directing Dragon Coaster. Funhouse, Octopus, Silver Streak and Boomerang are getting a good share of trade. Barney Price is relieving this season.

Henry Caretti is manager of Laugh in the Dark, John Nuanno of the Whip and Pop Brown of Skoe Ball. Bill Otto again handling the shuffleboard courts, is a member of the Fourth Estate, his winter sideline being the "Touring Reporter" at Florida resorts. Joe Clocone is with the maintenance crew. Capt. John Walters is directing marine matters at the lake.

Management again distributed 70,000 free Kiddiand tickets to Westchester schools. Free fun time limit for those up to 13 expires on June 15, with tickets good on any day except Sunday. They admit to Miniature Railway, Whip, Merry-Go-Round and Playground.

Palisades, N. J.

By CLEM WHITE

Skies have cleared and customer interest is better. Decoration Day's showers dampened everything except enthusiasm. Eastern AAU girls' basketball double-headers conducted in the play area of the pool are a novelty in that for the first time in the East men's rules will prevail. Winning team will represent East in national finals.

Jack Torgarden's nine-day engagement was a pronounced success at free-act stage and in Park Casino for free dancing. A new duo, first appearance outdoors, were received tumultuously. Tor (See PALISADES, N. J., on page 58)

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American Recreational Equipment Association

By R. S. UZZELL

New York World's Fair concessionaires have a gloom dispeller in the fine attendance record for Decoration Day and the Sunday following. Not until late August, 1939, were the records so good. Better treatment and better prices are the answer. The press has come in for a better break, which is reflected in a better press for the big show.

American Jubilee turns away satisfied customers who will speak better of the fair than visitors who saw the Russian exhibit last year. The patriotic note has much to do with the reception of this Jubilee. It is a little awkward yet in places, but it will be smoothed out. Bad weather prevented many performances which by this time would have ironed out the kinks. Soon it will be working as smoothly as Broadway on Parade. The Rough Riders do not ride well enough yet for ordinary cavalry, to say nothing of the famous riders they are supposed to represent. Four or more performances per day will soon have them finished riders. The impersonations of Barnum, Jenny Lind, Abraham Lincoln, Diamond Jim Brady, Lillian Russell and Theodore Roosevelt are all well done. It's a good show and has accomplished its purpose of putting life into the lower end of the amusement zone and sounding a note of genuine patriotism for the great fair. It is sure to grow in popularity as its true worth becomes known.

Better for Operators

It is to be regretted that the Parachute Jumps is still tied up in litigation. Its resumption will add life to what was the Children's World last year and help the builders to work off the heavy cost of producing it and of moving it from last year's poorer spot. It is sure to help the Flying Scooter and Harry Hiltner's three Ferris Wheels.

Old New Orleans on the Old New York Inclusive is a job well done and is winning favor. It has fine reminders for those who know or have visited the Crescent City on the bend of the "Father of Waters." Many people who see this show will be induced to see the city itself when again in the South.

If good weather and mounting gate admissions continue our fraternally over there will have a smile that will not come off. It has been a long road with many headaches but which now seems to be turning to the bright side of things. None more than the writer would like to report the repeat year equal to or ahead of that hectic 1939. The operators were able to discard overcoats and sweaters last week, but straw hats are still conspicuous by their absence. How many remember when we once wore straw hats on May 15, and to be without one by Decoration Day was to be an odd sheep? Decoration Day used to see the beach at Coney Island covered with bathers and the season in full swing. Fortunately, we have had two good Sundays up to and including June 2 in the East.

Per Capita in Sanfran

The Italian Exposition slated for 1942 in Rome has been postponed. There is no time to prepare for it now, even if Italy should not enter the war. Perhaps no date will be set until the war has terminated. Should Italy enter the war at this time it would influence its fine exhibit at the New York World's Fair. Belgium exhibit has been reopened at the fair. It is such a splendid one we are all hoping it can remain open for this whole season.

Out in San Francisco men of our fraternity are prailing on a high key. They expect to get a larger expenditure per capita from patrons this year. They are using a significant phrase, "Gate Down, Grosses Up." Lower gate brings a larger crowd who spend more freely inside. "The fast nickel beats the slow dime." Our fathers taught us this, but all too often it is forgotten until meal tickets become scarce.

M-D PIER OUTINGS

(Continued from page 36)

tor for Schubert theaters in Philadelphia, with special publicity assignments to be handled by Bill McMahon and Arthur Deutsch. Tom Labrum, Philadelphia, has been named to handle publicity in that city.

Pier policy calls for booking name bands for full-week stands rather than

for week-ends, Hamid declaring that the pier's attraction should be as strong on Monday night as on Saturday night. Another new feature will be pleasure boats for cruises off the pier end. New games and exhibits are being added. Christy Bros' Circus with menagerie will begin showing on June 22. Dr. Irving's Miracles of Magic with Princess and Baby Yvonne will hold forth in the Rex Theater. Greek Temple Theater will have Phillips Juvenile Revue with possibility a dramatic stock company may be added. Hippodrome will show feature photo-plays, with live stage-show policy to be set. Until June 22 pier opens week-ends with dancing. Knoch Light set for this week-end.

Steel Pier, already operating daily on limited schedule, starts vaude shows in the Music Hall tomorrow with other attractions.

In Wildwood Hunt's Ocean Pier opens for Saturdays only, going on a daily schedule on June 29. Wildwood Great Pier has completed plans for Broadway plays with a stock company. At Avalon Frank D. Windell has taken over Municipal Pier Theater, operating Saturdays. Ocean City Pier starts on June 29 with J. Fred Manne conducting concerts. Clarence Fahrman has been engaged for dancing at Cape May Convention Hall.

CHALFONT FOREST

(Continued from page 36)

month has been so rainy that work could not be finished.

Altho Decoration Day was cold and there was rain at night, large crowds were in attendance afternoon and early evening. An eight-act vaude bill was presented in the music shell, and pool was opened. A new organ has been installed in the Merry-Go-Round building and the Merry-Go-Round rebuilt and lavishly decorated. Several new rides are being installed. George E. Roberts is booking attractions for vaude bills.

Sunday, June 2, saw good crowds out, as weather was more favorable. Vaude is presented every Sunday and later in the season will also be presented on Saturdays.

LUNA GATE FREE

(Continued from page 36)

While original plan was to have gate with admission exchangeable for anything in the park except food, policy is flexible. Combination of 17 attractions for 35 cents is being offered and figures to be popular with island visitors.

Free Acts Featured

Free acts, with the Aerial Deteros opening, will be offered regularly thru-out the season. Great Peters, hangman's noose turn, opened on Sunday for eight days. He will be followed by the Grotto-fants, high-wire act. Booking is thru George Hamid office.

Management has instituted policy of name bands in the Balloon Ballroom. Red Norvo opened for four nights with Gene Krupa following for a one-nighter on Sunday. Al Lynn and his Music Masters booked out on Wednesday to make way for the Hutton's four-day engagement, but resumes as the season's regular act.

Saturdays in June have been designated as New York Daily Mirror days, with admittance to park and several rides upon presentation of coupon clipped from publication. Favors were given children of New York and Brooklyn orphanages when they were the guests of the management Tuesday. Metropolitan Amateur Athletic Union will stage swimming meets in Luna Park pool on Saturday afternoons during the season.

Attractions

Among rides and attractions are Motordrome, operated by Jack and Lou Cody and featuring Fearless Betty (Cody) and Dare-Devil Lilly (Kalmanson); Mirror Maze and Dragon's Gorge, managed by Dave Weiner; Harem Scaferm Inn, Jerry Friedman; Dodgem, Bob Herman; Pig Chutes, Adele Richman; Whip, Sid Sessman; Ghost Train, Mabel Johnson, operator, and John Sills, manager; Chute the Chute, John (No. 2) Quelfi; picture gallery, Frank Garto and Agnes Margolis; Old Mill, Thomas Vastello; Coal Mine, B. Martorelli; Aeroplane, Buster Allen; Luta Swim Club, William Lombard; Tilt-a-Whirl, Murray Marcus; Merry-Go-Round, Romolo Melani; skating rink, Charlie Flath; athletic playground, Bruno Melani; fishpond, Willie Harmon, Johnny Riddle and George Kilpatrick; Frozen Alive, Rene J. and E. L. Zouary, operators, with Rosita Polo, Fay Dewey, Sonia Bond, Sally Drew and Hazel La Verne. On the front or lectures are Billy Dean, Louis Shepard, Frank Cava-

here, David French and Arthur Hartley; Star Follies, Harold and Leonard Raymond, with only week-end showings in June; Days of '49, on site of old Willow Grove, operated by Malcomb Lomax and featuring Jeanne Busoni, singer; Gibbons, dance team; Melani Trio, strolling musicians; Loed and Winchester, comics, and a Guy Martin girl line of six. Other attractions are Niagara Falls and Paris Nights.

Will Hill's Society Circus was to appear with Gangler Bros' Circus in Hippodrome arena, but canceled when unable to reach an agreement with management. Gangler's layout includes Joe Gangler, Frank Chesshir, Johnny Troy and Johnny Leone, clowns; Bert Turner, clown juggler, and the Gangler line of monkeys, dogs and other animals.

Games

Included in games and concession line-up are shooting gallery, operated by Russo Bros. and managed by Frank Pelland; pop-'em-in, operated by Joe Jacobs and Charlie Greenbaum, with Abe Seskin the agent; phrenology, Mary, Annie and Zora Adams; Sergeant Bill Fletcher and Edward Kritzer, hand-writing analysis.

Personnel

Staff is as follows: Jerome Friedman, president; Milton Sheen, general manager; Richard Sanders, amusement and technical director; Jonas Gutchin, auditor; Benjamin Singerman, treasurer; John (No. 1) Quelfi, superintendent; John (No. 2) Quelfi, assistant; Richard Schramm, chief electrician, assisted by Chick Quelfi; Hyman Pargament, chief machinist; Harry Moss, boss painter; Captain Kelly and Willis March, custodians; Claud Meredith, personnel manager; Marvone Green, head cashier; Irving Fields, publicity director; William Lombard and Dave Balmain, promotion and organization; Dr. Harold Sherman and Dr. Eli Esenberg, physicians; Beulah Balsam, registered nurse.

Notes

Abe Fishbein is grinder and David Jacarino and Louis Exposito at controls of Dragon's Gorge. Paul Slayter is managing Paul Linder's Hollywood Doubles. Harry Horner is pitching candy for Meyer Hamburg. John Gallagher is managing Luna's Mile Sky Chaser. Harem Scaferm Inn is the place in the box and Jack Senzen on the door. Hy Algort and Ben Karowitz, assisted by Ernest Karowitz and Sam Sandow, have the weight and age guessing. Joe Mario's target game is doing okeh with merchandise prizes. Louis Goldberg, after three seasons on Surf avenue, has a shoot-till-you-win act at Luna. Adele Richman has been on island for 31 years. Elsie Dillon is in the Magic Carpet box. Joseph Gall, ex-chief of Luna police, is manager, with Pete Exposito on elevator. Lena Nelson is at Ghost Train and J. Gallard Fryer at Chutes.

PONTCHARTRAIN PEAK

(Continued from page 36)

to have the bathhouse, capacity 2,500, ready in a few weeks.

The beach was favored last week with a visit of part of the Third Army, recently training in Central Louisiana. The boys camped just under the beach's Zephyr, scenic ride. With commencement exercises, Beach Terrace is specializing early in grad parties. School closings bring bigger crowds daily to the large picnic grounds.

LEGION IN FAIRYLAND

(Continued from page 36)

during May prevented much activity. On American Legion Day tomorrow, there will be several special attractions.

In the afternoon a Golden West Pioneer Pageant, featuring Roy Knapp's Rough Riders and uniformed groups of the Legion, was slated. A Tiny American contest of baby-show type was to be held in the ballroom. Girl of the Golden West Coronation was to be staged to select a queen for the Gay '90s Ball at night, with prizes for the most symbolic costumes of the period.

Fireworks were scheduled. Members of the Legion and families were to be admitted free at the gate upon presentation of a 1940 paid-up card, an arrangement in co-operation with American Legion posts. Ward Keith, park promotion director and publicity manager, staged the entire show.

DECORATION DAY

(Continued from page 36)

to reckon with a northeastern rain-maker. Water carnival at Steel Pier Aquarium was washed out, having prepared to offer the pier's diving horses; Rex, aquaplane riding dog; and Olga

Petroff's thrill act atop a 215-foot pole. Vaude shows in Music Hall were well patronized, last Sunday presenting Barry Wood, Elaine Arden, Jack Lenny, Statley Twins, Christianis and Lew Parker in *Foolies of 1940*; Decoration Day bill offering Cass Dalley, Four Sidneys, Arnaut Brothers, Uyeno and Co., and DeVal, Merle and Lee.

In Marine Ballroom Johnny Green and his Philip Morris Orchestra held forth on the holidays, Bob Zurke last Saturday and Alex Bartha on the other two week-end days. Attractions also included three feature photo-plays, Hawaiian concerts and Funland amusements and rides. Rain and fog made it necessary to cancel the Abernethy Memorial speedboat races to an inland waterway, originally scheduled to start and finish at Steel Pier.

Hamid's Million-Dollar Pier was hit harder by weather, altho George A. Hamid reported business, as poor as it turned out to be, was better than on Decoration Day last year, when skies were brighter. Biggest attraction was a parade of name dance bands, starting on the holiday with Phil Spitalny and Teddy Powell, Eddy Morgan on Friday, Jan Savitt on Saturday and Clem Williams on Sunday.

Hippodrome had a feature picture; Dr. Irving's Miracles of Magic with Princess and Baby Yvonne occupied the Rex Theater; Phillips Juvenile Revue held forth in the Greek Temple Theater, also opening the Fun Chase with its acres of rides and slides.

Philly Opposh Hurts

A break in weather would have kept a good proportion of visitors here over the entire week-end. Motor traffic to South Jersey resorts was fairly heavy. Delaware River Bridge officials in Philadelphia reporting 54,000 passed on Decoration Day, compared with 51,000 in 1939, when the holiday was on Tuesday. Bus travel was about 25 per cent off last year's figures, while railroads had little or no traffic pick-up. And while the skies started to brighten last Sunday, the resort was virtually licked by the Golden Jubilee mass celebration in Philadelphia which attracted over 140,000.

At Wildwood, N. J., Decoration Day week-end brought on a very blue Monday. It was a washout for the boardwalk games, what little business there was being taken by concessionaires and games in the Casino Arcade. Hunt's Ocean Pier had prepared little in addition to rides and slides, bringing in Bill Hall for dance music on Saturday.

Ocean City was prepared to entertain a record holiday invasion, which it wasn't. Beach Haven reported the holiday about normal. At Stone Harbor officials put facilities in spick and span shape but the turnout was slim. A washout was reported from Sea Isle City. At Avalon Frank D. Windell opened the municipal pier's theater. Cape May both prepared nothing and had nothing, altho most amusement spots were open.

OHIO BLANKED OUT

(Continued from page 36)

Day weeks will net more than the usual takes, operators asserted. War uncertainty has resulted in a tendency to remain away from parks, theaters and other forms of amusement so far this summer, and is causing operators no little concern. There also has been less spending, operators and concessionaires reported.

In instances where fireworks or special entertainment features had been planned, they were called off or presented later. Operators of several parks said that until noon on Decoration Day, when there had been no rain, every indication pointed to large patronage. Ballroom business also was off, compared to former years, and there was much waste from heavy stocks of foodstuffs by eat concessions and restaurants.

Meyers Lake Park here reported the day a total blank. In Summit Beach Park, Akron, a few braved the toccents, as the entire midway is surfaced with concrete. Chippewa Lake Park, near Medina, reported the day a headache, while Craig Beach Park, Diamond, got a little money and Idora Park, Youngstown, managed to get in a few ticks between showers. Rock Springs Park, Chester, W. Va., reported a washout and the same situation prevailed in Geauga Lake Park, north of here; Tuscora Park, New Philadelphia; Buckeye Lake Park and Pier, and Lake Park, Coshocton.

PITTSBURGH.—Walter Brown, construction overseer, has been named acting superintendent of Highland Park Zoo here, succeeding Arnold Schaumann, who resigned to head a private zoo at Rockland Lake, N. Y.

ASHEVILLE PLANT IS OKED

Premium Facts

Data collected from lists received by The Billboard

MINOT, N. D.—North Dakota State Fair, 19th annual, June 17-22, 112 pages. Officers: E. A. Donnelly, president; C. H. Parker, vice-president; H. L. Pinke, secretary-manager; Alex Pringle, treasurer. Admissions: 25 cents; children under 12, free. Grand stand, day and night, 50 cents; reserves, 75 cents. Attractions: Grand-stand show, South of the Border, rodeo; Barnes-Carruthers' Flying Colors revue. Midway, Royal American Shows.

MOOSE JAW, Sask.—Moose Jaw Exhibition, June 29-29, 80 pages. Officers: W. H. Johnston, president; A. C. Alexander, F. H. Jones, vice-presidents; George D. Mackie, secretary-treasurer-manager. Attractions: Grand stand, Tennie Lynch's Death Dodgers, Jule Miller's Broadway of Tomorrow revue, harness races. Midway, Fairly & Little Shows.

EDMONTON, Alta.—Edmonton Exhibition, 64d annual, July 15-20, 136 pages. Officers: C. K. Wilson, president; L. S. Williams, vice-president; E. L. Holmes, secretary; Percy W. Abbott, managing director; A. Bonneau, chief clerk.

CHIPPEWA FALLS, Wis.—Northern Wisconsin District Fair, August 6-11, 136 pages. Officers: L. J. Vaudreuil, president; H. A. White, vice-president; C. E. Stiles, treasurer; A. L. Putnam, secretary-manager. Admissions: 25 cents; children under 12, free; Grand stand, afternoon, 35 cents; night 50 cents; reserves, 25 cents; children under 12, afternoon and night, 10 cents; 12-16, afternoon, 20 cents; night 25 cents. Attractions: Grand stand, Hill-Wilbur Circus Revue, WCOO show, Star Brigade, fireworks, horse show, pulling contests. Midway, Hennies Bros.' Shows.

BILLINGS, Mont.—Midland Empire Fair, August 12-17, 176 pages. Officers: John W. Currie, president; Ben E. Cardwell, vice-president; Ernest Vanden, secretary; John W. Foote, Ora F. Kemp, directors; Harry L. Filson, manager. Admissions: Day, 50 cents; night, 25 cents; children under seven, day and night, free; 8-14, day, 25 cents; night, 10 cents. Grand stand: bleachers, 40 cents; night, 50 cents; children under 14, day and night, 35 cents; reserves, day and night, 50 and 75 cents; day boxes, \$125; night, \$1. Attractions: Grand-stand show, Theatre-Duffield fireworks, rodeo, Barnes-Carruthers' Flying Colors revue; Marions, Garo Nielsen Dancers; Smith, Rogers and Eddy; 12 Aristocrats, Pochiani-Abdulhas Troupe, Slegroeds, Lester Cole and Debutantes, running races. Midway, Rubin & Cherry Exposition.

SKOWHEGAN, Me.—Skowhegan Fair, August 11-17, 116 pages. Officers: Francis H. Friend, president; George M. Davis, secretary; Ralph T. Jenkins, treasurer. Attractions: Lucky Teter's Hell Drivers, Roxeyette Broadway Revue, fireworks, trotting races.

HAVRE, Mont.—Hill County Fair, August 20-22, 116 pages. Officers: Irl Watson, president; Earl J. Branson, secretary. Admissions: Day, 50 cents; night, 35 cents; children, 10-16, day or night, 25 cents; under 10, 10 cents. Grand stand: day or night, 55 cents; bleachers, 25 cents.

SALEM, Ore.—Oregon State Fair, 79th annual, September 2-8, 79 pages. Officers: John D. Mickle, director; Leo G. Spitzbart, manager. Admissions: Day, 50 cents; night, 25 cents; children under 12, free; auto ticket, 25 cents.

VICTORIA, B. C.—Provincial Exhibition, 79th annual, September 7-14, 108 pages. Officers: D. D. McTavish, president; Dr. J. D. Hunter, R. Rendie, E. M. Whyte, A. D. Paterson, T. K. Harrap, vice-presidents; W. H. Meares, (See PREMIUM FACTS on page 40)

Canada B Loop Will Carry On With Cut Grants

SASKATOON, Sask., June 8.—Despite the government's decision to slash grants to agricultural exhibitions, Western Canada Fairs Association in an emergency meeting here decided to carry on in 1940. Decision was important, as it affected the policy of practically every other fair in Western Canada this year. Each of the 14 member fairs of the B circuit was represented, as was Moose Jaw Exhibition.

Contracts made with amusement firms were ratified at the meeting. It was recognized that prize money offered exhibitors of live stock and other products would necessarily be reduced.

Gordon M. Cook, Lloydminster, president of the association, presided. Secretary Keith Stewart, Portage La Prairie, presented details of the government's policy respecting fairs.

Edmonton To Give Program Without Grant of Dominion

EDMONTON, Alta., June 8.—Directors of Edmonton Exhibition have approved a recommendation of Managing-Director Percy W. Abbott that no action be taken to recover the federal government grant of \$5,000. Grant was cut out this year and directors will try to continue the usual program.

Dominion aid has usually been a general grant of \$4,000 plus \$500 toward cost of judges and \$500 toward junior department. Directors agreed to eliminate the downtown street parade and for the first time in seven years boys and girls' farm camp will be eliminated. Other minor savings will more than offset loss of grant and the program will not suffer, directors believe.

Morace Harvey, chief justice of the Supreme Court of Alberta, will officially open the fair. Annual spring Stock Show this year was \$287 in the red as compared to a loss of \$2,100 in 1939.

P. E. I. Exhibition for '40 Dropped as a War Measure

CHARLOTTETOWN, P. E. I., June 8.—Prince Edward Island Provincial Exhibition here has been canceled for 1940. It was announced by Charlottetown Driving Park and Provincial Exposition Association.

President D. A. MacKinnon said it would be impossible to hold a successful fair without dominion government aid and that the annual this year would be dropped as a war-saving measure.

Vancouver Building Is Huge

VANCOUVER, B. C., June 8.—Acclaimed one of the finest live-stock buildings on any fairgrounds in Canada, Vancouver Exhibition Association's new structure was formally opened on May 29 by Gordon Wismer, attorney-general. Building covers three acres, will house 2,000 head of stock, has a judging ring and poultry show quarters and cost \$157,000. It was made possible by co-operation of dominion and provincial governments and city of Vancouver.

Board in Calgary Foresees Heavy Influx of Tourists

CALGARY, Alta., June 8.—Reservation for grand-stand seats and inquiries about features have been received from residents of 14 States and seven Canadian provinces for the 1940 Calgary Exhibition and Stampede. Directors believe that early advance ticket sale from outside points is strong indication that Western Canada may be in for the biggest tourist trade year in history. With the government's decision to slash grants to exhibitions, Calgary fair, which formerly had a grant of \$4,000, will discontinue the Junior Activity Boys' Camp, and directors have reserved the right to deduct up to 25 per cent from prizes.



"FAIRS (that is, good fairs) cannot be promoted in a few days or weeks," says James A. Terry, veteran secretary of La Porte (Ind.) County Fair. "We take a full year for our planning." Since the 1939 annual \$18,000 has been spent on plant improvements. A big grand-stand show and Beckmann & Gerety Shows are on the 1940 entertainment menu. With the coming 89th annual, "Uncle Jim" will mark 48 years in the amusement field with a long career of business and close posts.

First of WPA Work To Start

Buildings for new annual to be initial unit—Lewis tells of earliest needs

ASHEVILLE, N. C., June 8.—A project for construction of Western North Carolina Agricultural and Industrial Fair here at a cost of \$220,000, has been approved by the State Administration of the Works Projects Administration, which will bear "more than two thirds" the cost, it was announced.

G. R. Lewis, manager of the fair, said after returning from Raleigh, where he and county officials conferred with WPA officials, that he had been assured that approval of the project by authorities in Washington was a foregone conclusion. Manager Lewis said the WPA had asked that an operating agreement between the county commissioners and the board of directors of the fair association be drawn up and that compliance with this legal technicality was the only thing standing in the way of the allocation of funds for work on the fairgrounds.

County Attorney Brandon Hodges, who accompanied Lewis to Raleigh, already is at work on the operating agreement and it will be submitted to the board of directors of the fair at a meeting soon. In addition to Hodges and Lewis, Robert C. Collins, chairman of the board of county commissioners, and Harry Parker, county commissioner of institutions, also attended the conference in Raleigh. Lewis said that the directors, in addition to approving the operating agreement, would decide next week the exact portion of the fair to be built this year. It will be necessary to clear the grounds on Sweeten Creek road, build roads, sewer lines and electric lines as fundamentals, he said.

First consideration will be given to construction of agricultural and industrial buildings, live-stock barns and a grand stand, and race track and entertainment area, he said. "We can't operate without these things," he pointed out. Lewis said that as things now stand, he could see no reason why work on the fairgrounds should not begin by mid-June. The work, he pointed out, will give employment to a large number of Buncombe County people and a wide variety of trades, ranging from unskilled labor up thru the skilled trades to plumbers, carpenters, electricians and other artisans.

Sandles Sees County Fair As Good Educator of Youth

WAPAKONETA, O., June 8.—Aimed at presenting relationship between county fairs as an institution to business men of the community and county, Byron Sandles, director of Ohio Junior fairs, told Rotary Club members here on May 29 that county fairs are not going out of existence, contrary to common belief, reported Secretary Harry Kahn, Auglaize County Fair, who attended the meeting.

Sandles said more than 2,000,000 attended 1939 Ohio county fairs, and abandoned fairs in Kenton and Sandusky are to reopen this year. He declared fairs have a high moral tone and urged Rotarians to get behind the club-fair-school program, pointing out educational benefits children derive from 4-H Club work.

Eight members of Auglaize County Fair board were guests at the meeting. They were President Emil W. Laut, Carl Fritz, Ben Wierwille, L. G. Steva, Tony Meyer, Martin Katter, Ross Downing and J. H. Frische.

ACA Signs Amarillo Fair

CHICAGO, June 8.—Amusement Corp. of America announces that it has signed a contract to present the Rubin & Cherry Exposition at the 1940 Tri-State Fair, Amarillo, Tex.

Balanced Bill Aim In York, Says Lewis

YORK, Pa., June 8.—Nine attractions have been booked thru the Frank Wirth office for 1940 York Interstate Fair's grand-stand show, eight of which will be making their first appearance here, said President and General Manager Samuel S. Lewis. Attractions committee, which includes John H. Rutter, I. Dan Weiser and William O. Thompson, booked features with the aim of creating a balanced program.

Making a return appearance by popular demand will be the Ben Yost Varsity Eight singers. Other features will be the musical extravaganza, Grand Imperial Revue, with line of 24 girls, directed by Edgar I. Schooley; Air Loyals' French Poodles; Algerians, tumbling and pyramids; Mincebus, tight wire; Pio Mayo, trapeze; Majestic Six, acrobats, a comedy act, and Billy Ritchey's Water Show. Booked as free attraction are Flying Allens, parachutists shot from a cannon suspended by a balloon.

Plant Begun in Eau Claire

EAU CLAIRE, Wis., June 8.—A sixth 4-H Club fair in Wisconsin will be held here on a 10-acre tract which has been set aside for development as fairgrounds. In addition to the local fair, 4-H fairs are being held annually in Dane, Fond du Lac, Taylor, Washburn and Rock counties.

\$18,000 Spent in La Porte

LA PORTE, Ind., June 8.—La Porte County Fair board has spent \$18,000 for new buildings, landscaping and other improvements for the 89th annual here, said Secretary James A. Terry. More than 1,000 4-H Club boys and girls will have exhibits on grounds and in buildings. Planning started immediately after the 1939 fair. A stellar grand-stand bill has been booked and Beckman & Gerety Shows will be on the midway.

Badger Space Call Biggest

MILWAUKEE, June 8.—Early demand for space at the 1940 Wisconsin State Fair exceeds that of any previous year. Features have been booked for the 90th anniversary annual will be a record breaker, declare fair officials. Farm machinery exhibit space has practically all been taken.

Benevolent Assn. Jamboree on Lewis Shows Is Success

NEW LONDON, Conn., June 8.—Jamboree held by Benevolent Association of Art Lewis Shows in the Follies top while shows were exhibiting here this week drew a big crowd and proved a financial as well as social success. President Gene O'Donnell presided, and Charley Lewis, directing the show for the first time since association's inception three years ago, did an outstanding job as emcee. His offerings in Shakespeare were a decided hit. Huge crowd handsomely enriched association's coffers.

Others participating in the show included Dorothy Stone, who clicked with several vocal numbers; Alynne Potter Morency, who also scored with her song numbers. Nat and Mrs. Meroy, Howard Bryant, Tillie Perry, Mary Russell and Harold Gannon were well received in a clever skit, as were Gene Lewis, Cotton Club drummer, and wife. Only outside attraction was Jimmy Breslin, who played with his piano and song selections. Principal speaker was Owner-Manager Art Lewis. Mrs. Morency, Julia O'Donnell and Mrs. Meroy also played a prominent part in gathering together the talent and selling tickets.

Weather Break for Strates in Utica; Nanticoke Is Fair

UTICA, N. Y., June 8.—Greeted by good weather for the first time in three weeks, James E. Strates Shows successfully opened a week's stand here on Monday. Good crowds continued the early part of the week, and good impressions made by shows last year proved a valuable asset to organization's draw. William C. Fleming greeted members upon their arrival. Shows are located in Owner-Manager James E. Strates' old stamping grounds and hosts of friends have been visiting him.

Nanticoke, last stand in Pennsylvania, gave shows fair results. Crowds came early and remained late, but spending was not up to expectations. Appearing on special radio broadcasts were Adele Nelson, Gary Howard and Edith Thompson. Last day there shows did fair business, despite plenty of rain in the afternoon and a heavy fog early that night.

American United's Libby Engagement Is Under Par

LIBBY, Mont., June 8.—With cold and rain, American United Shows closed a four-day engagement at river lot here on May 30, under VPW Post auspices, to below par business. First two days were fair, while the last two were lost to storms. Line-up included: cookhouse, L. Barber, chef; Melvin Wright, assistant; Nick Alexano's, Bud Dinsley, kitchen; Robert McKenzie, waiter; Gordon Baxter, griddle; Mrs. Baxter, cashier.

Scales, W. E. Dickerson; photo gallery, Leon and Stella Sides, Whitey Bonford; blanket stand, Tommy Hyde; dart game, Harvey Leavitt, Whitey Ferguson; grind store, Bill Fielding, William Poole, Andy Cornaham, Sleepy Graham; cigaret gallery, Mrs. Bill Fielding; radio stand, Tommy Reed; penny arcade, G. T. Allyn, William Hammill, Smokey Day; Eddie Guenther, tattooer; flea circus, Professor Huhl, Bud Broderick.

Side shows, Johnny Flour, Lula Vern, Frank (Shorty) Pierce, Bernice North, Freda Graham. Girl Show, Midge Hold. (See AMERICAN UNITED on page 43)

Harris Shows Register At Elwood, Ind., Date

ELWOOD, Ind., June 8.—After five weeks spent in trying to overcome the elements, which beset the organization, Harris Shows finally got a break in weather at their opening here on Monday, when business proved satisfactory. Mr. Davis, of Eaton, Ind., did a good job of advertising the shows.

Bill Harrington joined with his Nudist Colony and Gay Paree Revue. Mr. and Mrs. Froggie Murphy and Ray Tucker came on here with several concessions. Visitors included Mr. and Mrs. Chief Clearwater, whose rodeo company was playing four miles from here.



ON THE MIDWAY of the Cetlin & Wilson Shows in Cumberland, Md., the cameraman got this shot of Smilo, the clown, and girl dancers of the Paradise Night Club Revue in their military dance costumes beside the big silvered Zaccanti free-act cannon. Photo, by Roeller, furnished by Ray D. Murray.

Heavy Rains Hurt Bailey Tent, CFA, C-W at Cumberland; Aids F-B at Napa Benefit Satisfactory

CUMBERLAND, Md., June 8.—Rain prevailed every day but the last one for the first week of Cetlin & Wilson Shows' two-week stand at Community Baseball Park here under 40 and 8 American Legion Post auspices. However, when weather cleared last Saturday thousands of kiddies turned out for (See RAINS HURT C. & W. on page 63)

Conklin Is Optimistic Over Business in 1940

HAMILTON, Ont., June 8.—Voicing confidence that Canadian fairs, excepting a few in the Eastern provinces, will carry on in 1940, J. W. (Patty) Conklin. (See Conklin Optimistic on page 63)

NAPA, Calif., June 8.—Bailey Tent, Circus Para of America, gave evidence of its devotion to outdoor shows during Foley & Burk Shows' recent engagement in this city when it sponsored and produced an impressive Children's Parade the final day of shows' local stand. (See CFA AIDS F. & B. on page 43)

Edwards Does Fair in Ohio Despite Inclement Weather

SHELBY, O., June 8.—Business for J. E. Edwards Shows, now playing their third stand in Ohio territory, has been fair despite rain and much cold weather. Norman Carroll reported here this week. Shows, which will play Ohio exclusively, present a pleasing appearance with (See FAIR FOR EDWARDS on page 43)

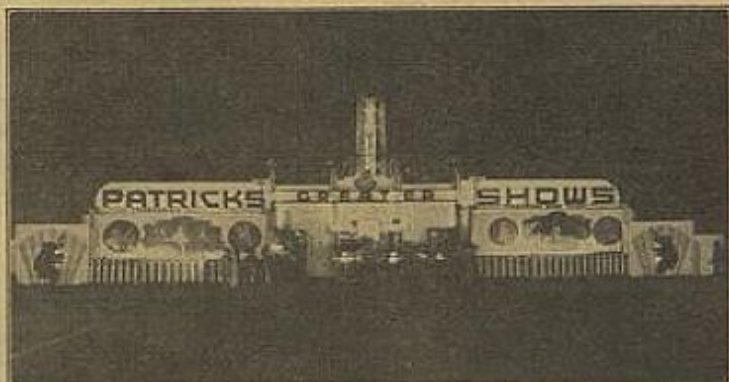
Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DE BELLE

News Print, Mich. Week ended June 8, 1940.

Dear Mixer: Talk about unusual auspices: this was it. The show was brought here to furnish the midway for the first annual Circus and Carnival Press Agents' Convention. We never realized that there

were so many press agents infesting the American continent. As a matter of fact, after the bosses had gandered the press and semi-pressmen they decided to deal our staff a bit of misery, believing that out of this crowd of several thousand there must be 10 per cent of them un- (See BALLYHOO BROS. on page 63)



PERSONNEL OF PATRICK'S GREATER SHOWS, from Owner-Manager W. E. Patrick down, are reported some proud of the new front entrance, reports Secretary-Treasurer Gladys E. Patrick, who furnished this night view, which was taken in Lewiston, Ida., recently. Dimensions are 94 feet over all and 18 feet in height. Lighting effects are made with 327 colored bulbs.

Good Weather, Biz Greet B. & G. at Toledo Engagement

TOLEDO, June 8.—Beckmann & Gerety Shows wound up the first six days of their stand here under Disabled American World War Veterans Post auspices to good results tonight. Located on Secor and Sylvania showgrounds, seven miles from downtown Toledo, the organization's 10-day stand ends next Wednesday.

Show train came in here from Champaign, Ill., under direction of Trainmaster Bradford, and big crowds and good business prevailed at Monday's night's opening. Date marked the first time this season that shows worked to favorable weather, and local sponsors co-operated. Local papers, which were cool to the organization last season, gave shows considerable publicity this year, and Station WSPD aired programs from the lot and gave Doc Hartwick, of the Monster Show, a 15-minute program at the studio on Friday. Omer J. Kenyon handled a promotion here and had three large chain stores handling tickets.

Arthur B. Hopper, general agent Ringling circus, visited briefly on Wednesday night. Harry Bert, special agent; Walter A. White, Omer Kenyon and William B. Naylor have been in Covington, Ky., making ready for shows' date at Kenton County Centennial Celebration, Latonia, Ky.

H. C. FitzGerald, Vet Press Agent, Succumbs

OODENSBURG, N. Y., June 8.—Funeral services were held from McCalland Funeral Home and in St. Mary's Cathedral here on May 27 for Harry Conroy FitzGerald, 58, widely known carnival and circus press representative, who died in St. Michael's Hospital, Newark, N. J., on May 24. He succumbed to a stroke, which he sustained as he was about to start the season as press representative of Prell's World's Fair Shows.

Removed to the Newark hospital, he was thought to be recovering, but on May 23 suffered a relapse. Pallbearers included Edmund and Richard W. FitzGerald, Arthur P. and Henry H. McConville, Charles E. Murphy and Grant F. Danies. Details in Final Curtain.

Newell Joins Hennies Bros.

ROCK ISLAND, Ill., June 8.—Floyd (Whitey) Newell, well-known carnival publicity director, has signed as press agent of Hennies Bros.' Shows. It was announced here this week. He recently left the post of press representative of Dodson's World's Fair Shows.

A NEW ordinance passed recently in Dearborn, Mich., is severe enough to make the people of that town go hungry for carnival amusement. Just think of it: one requirement of shows is the furnishing of data on the "type and size of fire escapes."

Why the Cliff Jewell Murder Can't Be Solved

By Paul M. Conaway

Attorney At Law

Cliff Jewell was a widely known concession operator whose bullet-riddled body was found on the night of November 10, 1938, in an auto parked a few feet from a main highway near Americus, Ga.

Read This Feature

in the

SUMMER SPECIAL OF THE BILLBOARD

Dated June 29

THE MIDWAY CHAMPION

THE 7-CAR PORTABLE
TILT-A-WHIRL

The popular favorite of America's Midway Public—Consistent Top Money Winner for owners—Modern streamlined—superior construction—economical operation—Priced right—terms reasonable. Wire, phone or write about earliest delivery dates.

Sellner Mfg. Co., Inc.
FARIBAULT, MINN.

SHOW TENTS
AND
CONCESSION

Fulton Bag & Cotton Mills
Manufacturers Since 1870
ATLANTA 37 LOUIS 20 DALLAS NEW YORK
MINNEAPOLIS NEW ORLEANS KANSAS CITY SAN

NOW MOTORIZE NOW
WRITE FOR SHOWMEN'S FINANCE PLAN
CHAS. T. GOSS
With "STANDARD CHEVROLET CO."
EAST ST. LOUIS, ILL.NEW USED
TENTS
FOR SALE OR RENT
WRITE FOR FREE CATALOG
VANDERHERCHEN, INC.
2848 Emerald St., Philadelphia, Pa.TENTS - BANNERS
GOOD, USED CONCESSION TENTS;
USED SKATING-RINK TENT;
CHARLES DRIVER—HERNIE MENDELSON
O. HENRY TENT & AWNING CO.
4611 North Clark Street, Chicago, Ill.WANTED
For 4th of July on Streets at Chatsworth, Ill. One of the biggest 4th of July in Central Illinois under the business man. On account of this appointment, we have Merry-Go-Rounds, Chair-o-Planes, or will buy for cash in A-1 shape. Concessions—Ball Games, Photo, Cassette Gallery, Hoops, Dart, Fish Pond, Cans, Back or any other Class Concessions. Shows—Card Show, Part of Snake Shows for 4th July. Want good Agent for Street Range Gallery. Wire or write St. Aztec, Illinois, this week.HORTON UNITED SHOWS
HAVE CHANGED ROUTE
Want July 4th seat. Have 15 Rides, 15 Shows, 30 Concessions, 2 Free Attr.
Joliet, Ill., week June 10th.TEXAS EXPO. SHOWS
WANT
For Franklin County Farmers' Convention, Mount Vernon, Pa., week June 17th. Can place Kiddie Ride, Merry-Go-Round, Candy House, Photo, Lead Gallery, American Palace. Five new Farmers' Exhibitors to follow. Address:
LESTER E. STALEY, Shepherdstown, W. Va.ACTS WANTED
BILL CHALKIAS
Care Snapp Shows, Stevens Point, Wis., June 10-17SNOW CONE FLAVORS
Line up with GOLD MEDAL this year and get the flavors that "bring 'em back for seconds."
Full flavor and color strength, yet priced with the lowest.
Send for our new price list today. Free measuring cup with first order.
Gold Medal Products Company
131 E. PEARL STREET, CINCINNATI, OHIO

Club Activities

Showmen's League
of America

Sherman Hotel
Chicago, Ill.

CHICAGO, June 8.—Favorable change in weather is giving shows playing the Chicago area a chance to find out what 1940 has in store for them. With John Francis, West's World's Wonder, Imperial, Royal American and Hennies-Bros. shows in the territory, members are getting plenty of opportunity to visit. Al Rossmann, chairman 1940 Banquet and Ball program, is planning to operate the same as in the past two years with a Show World Directory. He's looking forward to much co-operation from various shows in securing listings for the directory. Letters and order cards have been mailed. These will be followed by letters in hope of keeping the work on the minds of members.

Russell Donnelly and C. B. Perkinson left the hospital and returned to their summer's work. Pop McFarland and R. F. Trevellick are still on the sick list. Club is in receipt of *The Dallas Foreword*, official publication of Texas State Fair. Reports from Canada indicate that Dave Picard has returned to Conklin Shows. Members were sorry to learn of the illness of Brothers Arden Morris and William G. Chilton. No late news was forthcoming from Brother Jack Lydiek. Walter A. White, Beckmann & Gerety Shows, visited. George Westerman is back after closing at Pekin, Ill. James Campbell came in for a visit from Emma period Shows. Brother William Rankin paid his dues. Nell Berk, of West's World's Wonder Shows, visited, and Jack Duffield returned from a business trip. Doc Broadwell was seen around Sherman Hotel, and Rubin Gruberg is still in town. Jim Edwards came in on business and called.

James C. (Jimmie) Simpson visited, spending some time inspecting new quarters. Mike Doolan came thru with another donation to Showmen's Home Fund. Names on this list include Julius Wagner, Ginger Nye, Maurice Hanauer, John O'Shea and M. J. Doolan. Visitors to Greater Exposition Shows at Calumet City were L. S. (Larry) Hogan, Mr. and Mrs. Doc Broadwell, John Lempert, Ted Gron, Bill Carsky, Sam Bloom, Zebbie Fisher, Lou Leonard and Secretary Joe Strelbich. They returned with application of George M. (Red) Heller.

Other callers at the rooms were William Young, Jack Pritchard, M. Hanauer, Irving Miller, Dave Tennyson, Bob Revolt, Ginger Nye, H. A. Lehrter, Joe Murphy, Jack Benjamin, Morry Hart, J. C. McCaffery, L. S. (Larry) Hogan, Bob Lohmar, Jack Duffield, Whitley Lehrter and Larry O'Keefe. Chairman Sam J. Levy has not named his committees for Annual Banquet and Ball to be held on December 4. He is working on preliminary arrangements.

Ladies' Auxiliary

Mrs. Joseph L. Strelbich, vice-president, was hostess at club's social on June 6 in Sherman Hotel. Despite a heat wave a good crowd attended. Lovely prizes were awarded. Past Presidents Mrs. Tom Rankine and Mrs. Edward A. Hock are out on the road with their respective shows. Viola Fairly and Mrs. Nate Hirsch also are on the road. Many members left for their summer tours this week.

Past President Mrs. L. M. Brumleve returned from a trip to Northern Wisconsin, and Bessie Simon, an active member, is seriously ill at her home. She'd appreciate reading letters from friends. Cleora Helmer and Frances Barth are recuperating, as is Mrs. Caroline Paul, who underwent an operation in American Hospital.

Next social is to be held on June 13.



NATIONAL
SHOWMEN'S
ASSOCIATION
INC.

Palace Theater Building,
New York.

NEW YORK, June 8.—Members were grieved to learn of the death of Brother Max Maurice, who passed away at Stamford (Conn.) General Hospital on May 31. He was buried in club cemetery plot at Perneliff. Max Kausov booked Brother Al Plesso, a headless girl illusion, and plenty of other acts for the Shrine Circus at Providence, R. I. Nate Weinberg returned to town from Myrtle Beach, Milford, Conn. Secretary Sam Rothstein went to Chicago on business.

Milton Soffa, back from a business trip thru New England, relates that in a couple of towns he was approached while sitting in a hotel lobby by NSA members who noticed he was wearing his button. They introduced themselves and a good time was had by all. Joe End returned to town. Bill Bloch is working his carnival in Astoria.

Al McKee is up and around at Palisades Park after being ill for five days. Paul Spitzer and brother, Murray, open at Asbury Park on June 15. Sam Finkel must return to the hospital to have his broken leg reset. Joe Casper is with World of Mirth Shows and Sam Berk writes he is with P. E. Gooding Shows. Anita Goldie, secretary Ladies' Auxiliary, visited the rooms to remind the boys that the women are having their picnic on June 16 at the Valley Stream (L. I.) State Park and would like to see many of the boys in attendance. They are having games and refreshments.

Program advertising contracts for Annual Banquet at Hotel Astor November 27 are going out and all members are requested to talk it up. Now that the season has finally begun, thanks to good weather, delinquent members are reminded of the necessity of paying their back dues.

Birthday congratulations to Harry Decker, June 14; Charles Lewis, Henry Balabanow, 18; Jack Rosenthal, Bill Powell, 18.

Ladies' Auxiliary

Sister Peggy Holtz is on the sick list. Sisters Clara and Florence Rothstein were called to Ohio, a relative being seriously ill there. Sisters Blanche Henderson and Jeanne Grey visited Oscar Buck Shows at North Adams, Mass., to see Sisters Mary Buck, Rose Lange and others. President Midge Cohen, Peggy Holtz and Helene Rothstein, accompanied by their husbands, visited World of Mirth Shows and had a grand time with Sister Fanny Linderman, who expressed herself as well pleased with the kindness shown sick members among shows' personnel. They were also pleased to see Sisters Ethel Purdie and Evelyn Blakely recovered and back on shows again. Auxiliary is looking forward to its June 16 picnic at Valley Stream, L. I. Danish Denmark was proposed by Sister Bess Hamid.

Missouri Show
Women's Club
MARYLAND HOTEL

ST. LOUIS, June 8.—On May 28 members were entertained at the home of Mrs. Gertrude Lang, treasurer, in honor of Mrs. Mayetta Vaughan, club's visiting mother. Afternoon was given over to card games, after which dinner was served.

Table prizes went to Grace Goss, Irene Burke and Florence Parker. Among those present were Mayetta Vaughan, Nell Allen, Grace Goss, Ethel Heese, Millicent Navarro, French Deane, Florence Parker, Irene Burke, Gertrude Lang and Kathleen Riebe. Following morning Mrs. Vaughan took a plane to Dallas to visit relatives, after which she will return here for the summer.

Heart of America
Showmen's Club

Reid Hotel

KANSAS CITY, Mo., June 8.—State Fair Shows opened a three-week stand on June 8, under American Legion Colored Post auspices, on the parking lot adjoining Ruppert Stadium at 23d and Brooklyn avenues. Week following they will move to Independence and Hardisty avenues and then plan to move to 25th street and Indiana avenue. C. G. Buton, general agent; Jerome Kelly, special agent, and Louis Ingleheim, billposter, have covered the town. Buton and wife returned from Independence, Kan., where they attended the graduation of their son, Carter Jr., who will tour with his parents this summer.

Mickey Humphrey came in from Detroit, where he worked the bowling tournament. E. H. Smith visited while en route to John Reynolds & Wells in Des Moines. Mr. Miller, former secretary to W. L. Mellor, president Baker Lockwood Co., left for Scott City, Kan. to take charge of the Public Utilities Co. there. Pete Callender closed as special agent of State Fair Shows and was replaced by Blackie Kelly. Banquet and Ball and Special Events committees are planning to launch an extensive advertising campaign for the annual event which will be held as usual on New Year's Eve.

Secretary McGinnis requests that all members who have not sent in their address for the season communicate with him immediately. Brother Chester Levin returned after visiting numerous shows playing this section. Brother John B. Tambo is manager of Fairlyland Park.

Pacific Coast
Showmen's Assn
623 1/2 South Grand Ave., at Wilshire
Los Angeles

LOS ANGELES, June 8.—No meeting was held this week. Brother Patrick A. Armstrong, Sick and Relief Committee chairman, continues to do good work for the club. Organization's Cemetery Fund has been the beneficiary of numerous donations from him, his last being a check for \$1,000. Brother Jack Bigelow celebrated his 90th birthday anniversary this week. Jack is club's best bartender.

Past President Orville A. Crafts planned in from his No. 1 shows to get a new side-show top and reports satisfactory returns on all three organizations. He made a long-distance phone call before returning to shows. George Simmonds made a hurry trip from Treasure Island, San Francisco. Mark Kirkendall, confined to his home the past four weeks, has recovered. Mrs. W. C. Simpson and Mrs. E. K. Fernandez were guests of Vice-President Joe Glacy at the club. H. W. (Andy) Anderson renewed acquaintances last week. Carl Southe shows up occasionally from his new home in Santa Ana, Calif. Capt. Billy Ament presented the radio contingent with a large map of European unpleasantness.

TILLEY SHOWS
WANT

One more Grand Show. Prefer Snake, Mechanical or Pinchons. More Health, who is. I answered your telegram but it came back. Concessions—Scales, Country Store, Ill Striker, Runner open. Will book any ten-cent legitimate Grand Concession. Associates bring new can day Lead, Ill. C. Central on the Streets June 26 to 30. Also Henry, Ill. Biggest Fourth in the State, July 3 to 6.
Address: Sibley, Ill., this week.

FOR SALE

Two-About Jumping Horse Carousel, twenty-eight horses with chariots, Rollman make, in A-1 condition. Can be seen in operation at Seat Pleasant, Md. Best price for cash.
E. & W. AMUSEMENT CO.
1045 S. Charles St., Baltimore, Md.

WANT
FRISK GREATER SHOWS

SHOWS: Life, Grand, Diagon, Mickey Mouse, any worthwhile Grand Show. CONCESSIONS: Can use a few legitimate Concessions. Scales, Fish Pond, New Dart Gun, New Playmate Ferris, Falls, then Brainerd, then Ribbing, all Minnetonka.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., June 8.—With improvement in weather and movement of our membership north, it is necessary that we give some consideration to annual visitations to member shows. In previous years it was comparatively simple to plan visitations on brief notice, but as the association now consists of 50 organizations, it is difficult to plan visitations on brief notice and we request member shows to contact the ACA offices if they are interested in having their shows visited in behalf of the association.

Altho our visitations do not ordinarily start until later in summer, we find that as a result of the unusually large number which may be required because of increased membership, we will be obliged to begin at an earlier date. For the benefit of newer members we desire to point out that the visitation program was originally adopted and has been continued with a view to affording an opportunity to our show members and their personnel to discuss with the representative of the association at first hand various problems pertaining to their shows, and it also affords the association, thru its representative, an opportunity to obtain first-hand information on subjects uppermost in minds of members during the season of operation.

On occasions we have observed that matters of particular interest to the association as a whole are more easily available and are in the minds of members when they are more directly affected by these conditions. After close of the season many of these instances.

incidents and situations are forgotten and never come to the attention of the association and that it is to other members who might possibly profit by the experience of a particular member. We should appreciate it if members interested would contact this office as soon as possible, advising as accurately as possible when and where and if they would care to have a representative visit them and also if on the occasion of the visitation they would care to have the representative address their personnel on association activities. Visitation schedule is not to be limited territorially by proximity to the association's offices, but will also be handled by associate counsel in the Middle West, South and Canada.

CFA AIDS F&B

(Continued from page 41)

der direction of Dave Cavagnaro, Dr. DeWitt Murray and Clyde Brown, fans formed the parade in four divisions and offered four cash prizes for each division and a sweepstakes prize for the best entry, regardless of classification, making a total of 17 cash prizes.

Unusual event gained city-wide attention and support, especially from Napa Daily Register, Napa Police Department, Boy Scouts and Rotary Club, whose president, Bill Oatney, appointed Rotary members as judges and secured the High School Band to lead.

Parade, extending over several city blocks, formed at Courthouse Square, marched thru the main business section and then to shows' location at Napa City Park, where the prizes were distributed. Numerous unique and colorful entries made it difficult for judges Percy Queen, Henry Lohman and El Milde to select winners. Everyone in the parade, whether he won a prize or not, received two tickets for rides on the Foley & Burk midway. The Circus Fans are elated with the success of the venture, as hundreds of children attended.

AMERICAN UNITED

(Continued from page 41)

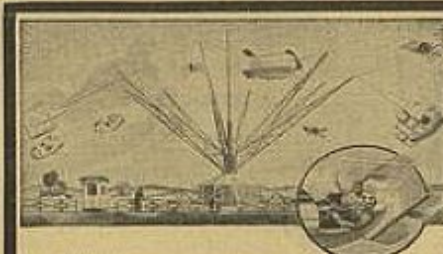
ing, Glenn Thompson, John North, Vivian Lane, Nancy Buckingham, Billie Savage, Nadine Bowen, Athletic, Mel Peters, Eileen Peters, tickets, Ham and Bacon, Ray Holding, Don Winco; clothespin store, Miss Beaucamp; palmistry, Mrs. T. D. Newland, Madame Amos, Madame Baldrige; blower, George Ames, Dutch Ackles, J. Murphy; bumper, Edna Harbour; blankets, George Carson; ball game, Peggy Snow; long-range shooting gallery, Red Mason, Rip Virvan; candy boxes, Verda Endicott; diggers, Bob Evans; penny pitch, Mrs. Eddie Gantline; bingo, Mrs. G. F. Allen, Virgil Snow; Wayne Endicott, electrician, and Jimmy Kling, front gate.

Ferris Wheel, Bill and Red Buckingham, Sam Taylor; Merry-Go-Round, Herb Hawes, Matt Thomas, Rolloplane, Eddie Rosen, Roy Wheeler, Loop-o-Plane, J. H. Rosen, Octopus, Marvin Highland, Roy Sullivan; Kiddie Ride, J. E. Sanders, Office, Mrs. O. Allin, H. Avery and B. Beaucamp.

FAIR FOR EDWARDS

(Continued from page 41)

almost all shows and concessions carrying new fronts and canvas. Two free attractions, Lillian Stroud and Rita and Dunn, joined here and were popular. Gordon Murdock is with it again with his newly framed Punch and Judy. Shows also carry five rides, all of which have been overhauled and repainted. Concessioners report that business thus far has been better than in other seasons.



AERIAL JOY RIDE

Featuring the new steering wheel control with China Clipse type rudders. Either rider can steer, wire or side slip with perfect ease. No sagging or jerking—ears and rudders are all aluminum. Free running cantilever center. Vee belt drive, overize clutch and brake—ornamental quick-up fence—light ring with six powerful flood lights—modern, colorful, chromomounted ticket office, definitely portable—loads in one 24' trailer. Fully operated by U. S. Patent No. 2,199,403 and U.S. Patents.

On Display at Company's Plant.

Portable Stages — Ride-O — Auto Speedway — Carousels — Light Towers — Aerial Joy Ride — Hi-De-Ho Fun Houses — Dodgem and Skooter Bldgs. — Silver Streak.

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NORTH TONAWANDA, N. Y.
World's Largest Builder of Amusement Devices



NEW 8-CAR WHIP

We have just published a new booklet of replacement parts for All Whip, old and new. It also contains valuable Whip Information. Every Whip operator it welcomes to a free copy. Send for it today.

W. F. MANGELS CO., Coney Island, New York

UNITED STATES TENT AND AWNING CO.

S. T. JESSOP, Pres. AND AWNING CO. GEO. JOHNSON, V. P.

TENTS SPECIFY USTENT SAILMAKER HAND BANNERS

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701 NORTH SANGAMON STREET (Phone: Haymarket 0444) CHICAGO, ILL.

WORLD'S FAIR EXPOSITION

"The Newest Type of Show Entree"

We can place Scotch McClellan, a real Hillbilly Band, outstanding Freaks, Gene McDermida, Christine, a Human Balloon, Hog Mouth Sam, etc. Doc Hoffman, wants Jumbo Slivers, His Hackman, Dougher, Deep-Sea Red, The Hotel (Marquette), Fat Larkin and any capable boys who want to work this summer. For more, come on. All other wire. Red Monroe wants Hippie, Blue, Roanoke Red, K. Biss and any other topnotch Jig Big Topman. All address now: Resbelle, Ill., until June 18; then 424 Woods Bldg., Chicago, Ill. P.S.: Ota just arrived. Eddie Gilliam, come at once.

COOKHOUSE FOR SALE

or will consider reliable Couple to operate. No smokers. Jimmie Smith, wire Art Hinnant. Will book Bill, Want Adams' Trainer. Steady work for other men that knows the business.

MAD COY FLEMING SHOWS

FITZGERALD, GA.

WANT

ES Wheel Operator, Ride and Canvas Help, Side Show Acts, Talkers. Will furnish outfits for Shows.

C. F. ZEIGER UNITED SHOWS

Thermopolis, Wyo., until June 16; Greyhill, Wyo., June 17 to 22

WANT

Man for Grind Store, Girls for Ball Game, also Mechanic and Help for Penny Arcade.

F. W. PAULI

Week June 10th, New Bedford, Mass., care Dick's Paramount Shows.

PEARSON SHOWS

WANT COOKHOUSE AND CONCESSIONS. George Damarin, write. Address: Faxton, Ill., this week.

IMPERIAL SHOWS CAN PLACE FOR BALANCE OF LONG SEASON

CRIME SHOW, LIFE, MOTORHOME, MONKEY CIRCUS. Have complete outfit for Big Snake or Reptile Show. Can use only Shows that are new and novel. Want Attractions for Circus Side Show, Legitimate Merchandise Concessions, also Custard, Candy Apples, Sno Cone, and what have you? Our bookings include the following Indiana Fairs: Linton, Logansport, Coshen, Terre Haute, Frankfort, Booneville. Also Charleston, Ill.; Le Roy, Ill., and a number of Fall Street Celebrations. Aurora, Ill., June 10th; Melrose Park, June 17th.

Zimdars Greater Shows, Inc. WANT

RIDES: ROLL-O-PLANE AND SCOOTER. SHOWS: CAN PLACE HILLBILLY, UNBORN OR ANY WORTH-WHILE SHOW. CONCESSIONS: Will sell X on following: Frozen Custard, Short and Long Range Lead Gallery, Snow Cone, Cotton Candy. Also can place Concessions of all kinds. OUR FAIRS START IN JULY, ENDING IN OCTOBER. Address: Omaha, Neb., this week; Ottumwa, Ia., next week; then per route in The Billboard.

TRAVER CHAUTAUQUA SHOWS, Inc.

Can place Concessions that will work for Stock. No Roll Downs or Coupon Stores.

Have Opening for Octopus and Roller-Plane. Want Novelty Shows.

WRITE OR WIRE GEO. W. TRAVER, Manager

June 10 to 15, Schoenectady, N. Y.

| | | |
|--------|-------------------------------------|-------------|
| DAYS 6 | FIREMEN 4th JULY CELEBRATION | NIGHTS 6 |
| | CITY PARK | NORTON, VA. |

Concessions—Frozen Custard, Ice Cream, Fish Pond, Cigarette Gallery, Long Range Gallery, Ball Games, Bowling Alley, Slum Joint, Novelty, Seales, any 10c Concession that works for Stock. Want Coupon Agents. Can place two Wheel, American Palmists. Shows—Acts and Freaks for 10-in-1, Dancer for Girl Shows, Musicians and Performer for Minstrel. Salary and percentage. Jim Hayden no longer here. Boxers and Wrestlers for Athletic Show; new top and banners; Billy Wolf, wire. Real athletic spots. Rides—Kiddie Auto, Octopus, Roll-o-Plane, Midget Cars, Pony Ride, with or without transportation. Ride Help that drive semi, write.

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| FAIRS 12 | Wallace Bros.' Shows, Pineville, Ky. | FAIRS 12 |
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ZACCHINI BROS.' SHOWS

IMPORTANT ANNOUNCEMENT: We play Titusville, Pa., Homecoming this week, followed by Legion Celebration in Covington, Massville, Pa., the only show that has played in town. Then the biggest celebration in Pennsylvania, Allegheny County Firemen's Convention, in Glasgow, Pa. We are the only show to play Glasgow, followed by the biggest Fourth of July spot in Pennsylvania, Tarrinton, Pa., sponsored by the Business Men and the Civic Organizations, with free attractions and fireworks display. No more act dates, all Fairs and Celebrations from now on. Can place one more Flat Ride. Non-sustaining Shows with or without outfit. Have beautiful Flying Show outfit for available party. Monkey Show with or without outfit. Bryan Woods, come on. Bob White, can place great, good-looking Girl for Girl Shows. Top salary and you get paid each week. Legitimate Concessions of all kinds. All these bookings now, we will carry you through all of our celebrations and fairs. Address all communications. Titusville, Pa., this week. P.S.: Can use Talker for Girl Show.

W. C. KAUS SHOWS, INC.

Want Long Range Shooting Gallery, Photos, Ball Games or any legitimate Concessions. Good prices. Will book Octopus or Eight-Car Whip. Want one or two more good, outstanding Acts or Freaks for Side Show, Musicians for Minstrel Show. Charles Somerfield, join us. Fun House Operator and other Ride Help, write. For communications write W. C. KAUS, MANAGER, HUDSON, NEW YORK

Merson & Brothers Greater Shows Want

One more Flat Ride, Chair-o-Plane and Kiddie Ride. Playing the best territory around Baltimore and Washington under strict supervision. All Grand Stages, 250.00. Operator for Custard, Gash, Pop Corn, Candy Apple and Candy Floss, Photo Gallery. Want one more Free Act. Will book all shows 10-20. No Girl Shows. Want experienced Merry-Go-Round Performer. Must be A-1 Mechanic. This week Seat Treatment, Md., at the District Line. M. MERSON, GENERAL MANAGER, 427 E. BALTIMORE ST., BALTIMORE, MD.

Midway Confab

By THE MIXER
(Communications to 25 Opera Place, Cincinnati, O.)

DRY midways help liquid assets.

RETURNING to Roy Goldstone's cookhouse on Puzzell's United Shows recently was James Hayes, reports F. W. Pratt.

JOINING Earl Richardson's cookhouse crew on Hilderbrand's United Shows' No. 1 Unit at San Jose, Calif., was Mae Qualls.

LOYD FRIDDY joined Dodson's World's Fair Shows in Richmond, Ind., to take over inside lecturing and present his magic act.

EARLY part of the season has gone—on the nut—Milo McGoff.

RECENT addition to Expose Show on Bantly's All-American Shows is Jeanne Mitchell, formerly of the Oasis Club, Baltimore.

OPERATING their auction store on Bantly's All-American Shows this season to successful turns are Harry G. Corry and Marvin South.

IN ADDITION to duties as electrician and lot superintendent on Bantly's All-

FAMOUS Fibs: "I could tell you plenty about them, but I never knock another show."

ADDITIONS to J. F. Sparks Shows during their Hazard, Ky., stand included Mr. and Mrs. Lot Mize, he to take over the Chairplane and she to sell tickets on the Tilt-a-Whirl.

CURLY AND FRANCES LOVIER, with their two children, and Bob Beatty and Joe Browning left Van Arman's Fun-makers in Painted Post, N. Y., to join the girl show on Johnny J. Jones Exposition.

FREE ATTRACTION on Bantly's All-American Shows is the Sensational Keys, line-up of which is headed by Fritz Huber and includes Mary Ellen Huber, Johnnie Risko and Herman Chepluck.

I'M NOT interested in being startled up about counterfeited dough. What's that got to do with brass and meal ducats—Whitney Cooks.

HENRY CARVER, shoe-shine boy on Bully Giroud Shows, sez: "Don't be disgusted, fellows; the sun will shine some day. Just stay behind those stores and some money will come your way."

STILL playing New England territory with their Carnival of Fun Shows are Doug and Lola Couden. They report they are awaiting delivery of a new trailer in Keene, N. H.

CELEBRATING their birthday anniversaries on the same day while Puzzell's United Shows were playing Fort Madison, Ia., were Mrs. T. Noels, Mary Louise Helman and Jimmie Stone.

"THEY can't grip me," said the harried carnival owner, "by calling me the former Numburger King. When I had grab stands I was at least sure of scuffling."

WHEN BUCKEYE STATE SHOWS played Memphis Cotton Maker Jubilee, Clay the Artist had a section of tubercular bone removed from his arm at a clinic. He's reported to be convalescing.

THELMA, Mystery Girl, links from Chicago that she is still operating her pastry shop there and not with Fidler's United Shows, as previously reported. She does not contemplate returning to the road.

SOMEONE ought to tip off those much-touted blabberbirds that it's all right for them to come out now—Mrs. Uphaw.

WHILE en route to visit their daughter, Mrs. Rose Bennies, of Bennies Bros.' Shows, in Peoria, Ill., Mr. and Mrs. James H. Dunlavy were injured in an auto accident near Quincy, Ill., reports Bill Woods.

F. PERCY MORENCY was recipient of numerous gifts from many friends on the Art Lewis Shows while celebrating a birthday anniversary on May 19. This year is Morency's fourth with the Lewis organization.

WHILE Art Lewis Shows were playing Hawthorne, N. J., Mrs. Swede Erickson and Alynne Potter Morency visited the New York World's Fair and reported a grand time. Mrs. E. B. Braden and Mrs. Morris Stokes also took in the fair.

WHAT showman of the earlier days telegraphed his g. a. "Can't wire Jack. He passed out yesterday. Return to show?"

AFTER a week's visit with her husband, William Hobday, secretary of Hilderbrand's United Shows No. 1 Unit in San Jose, Calif., Mrs. Camilla Hobday returned to her home in Allandale, Calif.

DURING Hilderbrand's United Shows' No. 1 Unit's stand in San Jose, Calif., Hazel Fisher entertained Mr. and Mrs. Robert Brockman, Vernon Beeborg, William Summers, Delbert O. McCarty and Walton de Pellaton at an Italian dinner in a cafe.

JOE GALLER, general manager Buckeye State Shows, made a trip into Missouri during organization's stand in Bald Knob, Ark., and upon his return entertained General Agent Charles S. Noell of Kid Burns Shows.

OUR boss hedged and staked at the winter meetings and now he's beginning to wonder what he's going to use for fair dates—Side Show Sal.

RETURNING to Memphis recently from a trip thru Montana, General Manager Joe Gallier of Buckeye State Shows declared that conditions there appeared better than those of the past few seasons. He added that his shows' midsummer route would be in that territory.

O. K. CANNON letters from Saint Joe Tex., asking that anyone knowing whereabouts of J. L. Cannon, formerly with Shaw Bros.' Shows, please contact him

PENNY PITCH GAMES
Size 48x48", Price \$23.00.
Size 48x48", With 1 Jack Pot, \$30.00.
Size 48x48", with 5 Jack Pots, \$49.00.

PARK SPECIAL WHEELS
30" in Diameter, Beautifully Painted. We carry in stock 12-15-20-25-30-35-40-45-50-55-60-65-70-75-80-85-90-95-100-110-120-130-140-150-160-170-180-190-200-210-220-230-240-250-260-270-280-290-300-310-320-330-340-350-360-370-380-390-400-410-420-430-440-450-460-470-480-490-500-510-520-530-540-550-560-570-580-590-600-610-620-630-640-650-660-670-680-690-700-710-720-730-740-750-760-770-780-790-800-810-820-830-840-850-860-870-880-890-900-910-920-930-940-950-960-970-980-990-1000-1010-1020-1030-1040-1050-1060-1070-1080-1090-1100-1110-1120-1130-1140-1150-1160-1170-1180-1190-1200-1210-1220-1230-1240-1250-1260-1270-1280-1290-1300-1310-1320-1330-1340-1350-1360-1370-1380-1390-1400-1410-1420-1430-1440-1450-1460-1470-1480-1490-1500-1510-1520-1530-1540-1550-1560-1570-1580-1590-1600-1610-1620-1630-1640-1650-1660-1670-1680-1690-1700-1710-1720-1730-1740-1750-1760-1770-1780-1790-1800-1810-1820-1830-1840-1850-1860-1870-1880-1890-1900-1910-1920-1930-1940-1950-1960-1970-1980-1990-2000-2010-2020-2030-2040-2050-2060-2070-2080-2090-2100-2110-2120-2130-2140-2150-2160-2170-2180-2190-2200-2210-2220-2230-2240-2250-2260-2270-2280-2290-2300-2310-2320-2330-2340-2350-2360-2370-2380-2390-2400-2410-2420-2430-2440-2450-2460-2470-2480-2490-2500-2510-2520-2530-2540-2550-2560-2570-2580-2590-2600-2610-2620-2630-2640-2650-2660-2670-2680-2690-2700-2710-2720-2730-2740-2750-2760-2770-2780-2790-2800-2810-2820-2830-2840-2850-2860-2870-2880-2890-2900-2910-2920-2930-2940-2950-2960-2970-2980-2990-3000-3010-3020-3030-3040-3050-3060-3070-3080-3090-3100-3110-3120-3130-3140-3150-3160-3170-3180-3190-3200-3210-3220-3230-3240-3250-3260-3270-3280-3290-3300-3310-3320-3330-3340-3350-3360-3370-3380-3390-3400-3410-3420-3430-3440-3450-3460-3470-3480-3490-3500-3510-3520-3530-3540-3550-3560-3570-3580-3590-3600-3610-3620-3630-3640-3650-3660-3670-3680-3690-3700-3710-3720-3730-3740-3750-3760-3770-3780-3790-3800-3810-3820-3830-3840-3850-3860-3870-3880-3890-3900-3910-3920-3930-3940-3950-3960-3970-3980-3990-4000-4010-4020-4030-4040-4050-4060-4070-4080-4090-4100-4110-4120-4130-4140-4150-4160-4170-4180-4190-4200-4210-4220-4230-4240-4250-4260-4270-4280-4290-4300-4310-4320-4330-4340-4350-4360-4370-4380-4390-4400-4410-4420-4430-4440-4450-4460-4470-4480-4490-4500-4510-4520-4530-4540-4550-4560-4570-4580-4590-4600-4610-4620-4630-4640-4650-4660-4670-4680-4690-4700-4710-4720-4730-4740-4750-4760-4770-4780-4790-4800-4810-4820-4830-4840-4850-4860-4870-4880-4890-4900-4910-4920-4930-4940-4950-4960-4970-4980-4990-5000-5010-5020-5030-5040-5050-5060-5070-5080-5090-5100-5110-5120-5130-5140-5150-5160-5170-5180-5190-5200-5210-5220-5230-5240-5250-5260-5270-5280-5290-5300-5310-5320-5330-5340-5350-5360-5370-5380-5390-5400-5410-5420-5430-5440-5450-5460-5470-5480-5490-5500-5510-5520-5530-5540-5550-5560-5570-5580-5590-5600-5610-5620-5630-5640-5650-5660-5670-5680-5690-5700-5710-5720-5730-5740-5750-5760-5770-5780-5790-5800-5810-5820-5830-5840-5850-5860-5870-5880-5890-5900-5910-5920-5930-5940-5950-5960-5970-5980-5990-6000-6010-6020-6030-6040-6050-6060-6070-6080-6090-6100-6110-6120-6130-6140-6150-6160-6170-6180-6190-6200-6210-6220-6230-6240-6250-6260-6270-6280-6290-6300-6310-6320-6330-6340-6350-6360-6370-6380-6390-6400-6410-6420-6430-6440-6450-6460-6470-6480-6490-6500-6510-6520-6530-6540-6550-6560-6570-6580-6590-6600-6610-6620-6630-6640-6650-6660-6670-6680-6690-6700-6710-6720-6730-6740-6750-6760-6770-6780-6790-6800-6810-6820-6830-6840-6850-6860-6870-6880-6890-6900-6910-6920-6930-6940-6950-6960-6970-6980-6990-7000-7010-7020-7030-7040-7050-7060-7070-7080-7090-7100-7110-7120-7130-7140-7150-7160-7170-7180-7190-7200-7210-7220-7230-7240-7250-7260-7270-7280-7290-7300-7310-7320-7330-7340-7350-7360-7370-7380-7390-7400-7410-7420-7430-7440-7450-7460-7470-7480-7490-7500-7510-7520-7530-7540-7550-7560-7570-7580-7590-7600-7610-7620-7630-7640-7650-7660-7670-7680-7690-7700-7710-7720-7730-7740-7750-7760-7770-7780-7790-7800-7810-7820-7830-7840-7850-7860-7870-7880-7890-7900-7910-7920-7930-7940-7950-7960-7970-7980-7990-8000-8010-8020-8030-8040-8050-8060-8070-8080-8090-8100-8110-8120-8130-8140-8150-8160-8170-8180-8190-8200-8210-8220-8230-8240-8250-8260-8270-8280-8290-8300-8310-8320-8330-8340-8350-8360-8370-8380-8390-8400-8410-8420-8430-8440-8450-8460-8470-8480-8490-8500-8510-8520-8530-8540-8550-8560-8570-8580-8590-8600-8610-8620-8630-8640-8650-8660-8670-8680-8690-8700-8710-8720-8730-8740-8750-8760-8770-8780-8790-8800-8810-8820-8830-8840-8850-8860-8870-8880-8890-8900-8910-8920-8930-8940-8950-8960-8970-8980-8990-9000-9010-9020-9030-9040-9050-9060-9070-9080-9090-9100-9110-9120-9130-9140-9150-9160-9170-9180-9190-9200-9210-9220-9230-9240-9250-9260-9270-9280-9290-9300-9310-9320-9330-9340-9350-9360-9370-9380-9390-9400-9410-9420-9430-9440-9450-9460-9470-9480-9490-9500-9510-9520-9530-9540-9550-9560-9570-9580-9590-9600-9610-9620-9630-9640-9650-9660-9670-9680-9690-9700-9710-9720-9730-9740-9750-9760-9770-9780-9790-9800-9810-9820-9830-9840-9850-9860-9870-9880-9890-9900-9910-9920-9930-9940-9950-9960-9970-9980-9990-10000-10010-10020-10030-10040-10050-10060-10070-10080-10090-10100-10110-10120-10130-10140-10150-10160-10170-10180-10190-10200-10210-10220-10230-10240-10250-10260-10270-10280-10290-10300-10310-10320-10330-10340-10350-10360-10370-10380-10390-10400-10410-10420-10430-10440-10450-10460-10470-10480-10490-10500-10510-10520-10530-10540-10550-10560-10570-10580-10590-10600-10610-10620-10630-10640-10650-10660-10670-10680-10690-10700-10710-10720-10730-10740-10750-10760-10770-10780-10790-10800-10810-10820-10830-10840-10850-10860-10870-10880-10890-10900-10910-10920-10930-10940-10950-10960-10970-10980-10990-11000-11010-11020-11030-11040-11050-11060-11070-11080-11090-11100-11110-11120-11130-11140-11150-11160-11170-11180-11190-11200-11210-11220-11230-11240-11250-11260-11270-11280-11290-11300-11310-11320-11330-11340-11350-11360-11370-11380-11390-11400-11410-11420-11430-11440-11450-11460-11470-11480-11490-11500-11510-11520-11530-11540-11550-11560-11570-11580-11590-11600-11610-11620-11630-11640-11650-11660-11670-11680-11690-11700-11710-11720-11730-11740-11750-11760-11770-11780-11790-11800-11810-11820-11830-11840-11850-11860-11870-11880-11890-11900-11910-11920-11930-11940-11950-11960-11970-11980-11990-12000-12010-12020-12030-12040-12050-12060-12070-12080-12090-12100-12110-12120-12130-12140-12150-12160-12170-12180-12190-12200-12210-12220-12230-12240-12250-12260-12270-12280-12290-12300-12310-12320-12330-12340-12350-12360-12370-12380-12390-12400-12410-12420-12430-12440-12450-12460-12470-12480-12490-12500-12510-12520-12530-12540-12550-12560-12570-12580-12590-12600-12610-12620-12630-12640-12650-12660-12670-12680-12690-12700-12710-12720-12730-12740-12750-12760-12770-12780-12790-12800-12810-12820-12830-12840-12850-12860-12870-12880-12890-12900-12910-12920-12930-12940-12950-12960-12970-12980-12990-13000-13010-13020-13030-13040-13050-13060-13070-13080-13090-13100-13110-13120-13130-13140-13150-13160-13170-13180-13190-13200-13210-13220-13230-13240-13250-13260-13270-13280-13290-13300-13310-13320-13330-13340-13350-13360-13370-13380-13390-13400-13410-13420-13430-13440-13450-13460-13470-13480-13490-13500-13510-13520-13530-13540-13550-13560-13570-13580-13590-13600-13610-13620-13630-13640-13650-13660-13670-13680-13690-13700-13710-13720-13730-13740-13750-13760-13770-13780-13790-13800-13810-13820-13830-13840-13850-13860-13870-13880-13890-13900-13910-13920-13930-13940-13950-13960-13970-13980-13990-14000-14010-14020-14030-14040-14050-14060-14070-14080-14090-14100-14110-14120-14130-14140-14150-14160-14170-14180-14190-14200-14210-14220-14230-14240-14250-14260-14270-14280-14290-14300-14310-14320-14330-14340-14350-14360-14370-14380-14390-14400-14410-14420-14430-14440-14450-14460-14470-14480-14490-14500-14510-14520-14530-14540-14550-14560-14570-14580-14590-14600-14610-14620-14630-14640-14650-14660-14670-14680-14690-14700-14710-14720-14730-14740-14750-14760-14770-14780-14790-14800-14810-14820-14830-14840-14850-14860-14870-14880-14890-14900-14910-14920-14930-14940-14950-14960-14970-14980-14990-15000-15010-15020-15030-15040-15050-15060-15070-15080-15090-15100-15110-15120-15130-15140-15150-15160-15170-15180-15190-15200-15210-15220-15230-15240-15250-15260-15270-15280-15290-15300-15310-15320-15330-15340-15350-15360-15370-15380-15390-15400-15410-15420-15430-15440-15450-15460-15470-15480-15490-15500-15510-15520-15530-15540-15550-15560-15570-15580-15590-15600-15610-15620-15630-15640-15650-15660-15670-15680-15690-15700-15710-15720-15730-15740-15750-15760-15770-15780-15790-15800-15810-15820-15830-15840-15850-15860-15870-15880-15890-15900-15910-15920-15930-15940-15950-15960-15970-15980-15990-16000-16010-16020-16030-16040-16050-16060-16070-16080-16090-16100-16110-16120-16130-16140-16150-16160-16170-16180-16190-16200-16210-16220-16230-16240-16250-16260-16270-16280-16290-16300-16310-16320-16330-16340-16350-16360-16370-16380-16390-16400-16410-16420-16430-16440-16450-16460-16470-16480-16490-16500-16510-16520-16530-16540-16550-16560-16570-16580-16590-16600-16610-16620-16630-16640-16650-16660-16670-16680-16690-16700-16710-16720-16730-16740-16750-16760-16770-16780-16790-16800-16810-16820-16830-16840-16850-16860-16870-16880-16890-16900-16910-16920-16930-16940-16950-16960-16970-16980-16990-17000-17010-17020-17030-17040-17050-17060-17070-17080-17090-17100-17110-17120-17130-17140-17150-17160-17170-17180-17190-17200-17210-17220-17230-17240-17250-17260-17270-17280-17290-17300-17310-17320-17330-17340-17350-17360-17370-17380-17390-17400-17410-17420-17430-17440-17450-17460-17470-17480-17490-17500-17510-17520-17530-17540-17550-17560-17570-17580-17590-17600-17610-17620-17630-17640-17650-17660-17670-17680-17690-17700-17710-17720-17730-17740-17750-17760-17770-17780-17790-17800-17810-17820-17830-17840-17850-17860-17870-17880-17890-17900-17910-17920-17930-17940-17950-17960-17970-17980-17990-18000-18010-18020-18030-18040-18050-18060-18070-18080-18090-18100-18110-18120-18130-18140-18150-18160-18

Immediately. Cannon's mother died on May 14 and he's needed in Saint Joe to settle an estate.

WIFE of the owner of Southern States Shows, Mrs. John B. Davis left the organization in Starke, Fla., for her home, 153 Baker street, N. W., Atlanta, where she will remain under a doctor's care until well enough to return to the shows. She'd like to read letters from friends.

I WISH that I could dream again that everything was cream again, that things were what they seem again—when all the tops were new.—Manager, Gate & Banner Shows.

COOKHOUSE Owner John Gravis is slowly recovering from lobar pneumonia and a kidney infection in Central Maine General Hospital, Lewiston. He will remain there about four weeks more before returning to his home for a long convalescence.

LINE-UP of Harlem in Dixie attraction on West Bro. Shows includes Lillian and Sibal Sharpe, Brookside Lee Foster, Annie Mai Harris, Lucille Greene, chorus; Bobbie Jean Thomas, comic; Bonnie Sharpe, producer and emcee; Joe Hunt, blues singer; Madame Corrine, comedienne.

AMONG visitors to Art Lewis Shows in Norwich, Conn., were Mr. and Mrs. Howard Bellevue, who had been with the organization five years. Their dog, Peanut, accompanied them. After making the rounds the Bellevues left a substantial donation for the NSA Jamboree.

FROM the recent lack of cracks I heard over the counter, that guy Confucius must have been called to the colors.—Cat Rack Annie.

PRESIDENT of Michigan Showmen's Association, Leo Lipka is a candidate for State representative of the Motor City at

large. Lipka, a former carnival owner, is also publisher of *The Wayne County Democrat* and is well known in political circles.

ADDITIONS to Gay Paree Revue's orchestra on Dodson's World's Fair Shows in Richmond, Ind., included Johnny Dodd, trumpet, and Harold Clayton, trumpet player and vocalist. Both will double with Charles Clark's Dodson's American Legion Post Band, reports Roland W. Richards.

J. W. CLEMENTS, Lewis Supply Co., was among visitors to Buckeye State Shows midway during the Searcy, Ark., stand, where he confabbed with Chief Electrician Russell Cooper. Clements also visited Ozark Exposition and Kid Burns Shows while on route to Little Rock, Ark., for a sales conference.

FAMOUS last words: "Yes, the shows have been bitter enemies for years, so we decided to day-and-date the other one to get even."



DOROTHY SCHOLK, secretary to J. C. McGaffery, general manager of The Amusement Corp. of America, who on June 16 will be married to Jack Leonard, employed by the Rock-Ola Mfg. Co. Leonard is a son of Louis Leonard, well-known concessioner. The Leonards will reside in Chicago.

MRS. BILLIE COOPER writes from Richmond, Ind., where she had her pop corn and candy apples with Dodson's World's Fair Shows, that her son, Dickie, has completed his school term and will troupe with her the remainder of the summer. She adds that her husband quit the road to enter business in Boston.

MIDWAY NOTES from Mighty Monarch Shows by Miggette McClain: Good weather and business prevailed at opening in English, W. Va., and date as a whole proved satisfactory. Mrs. Charlie Crow is in Grace Hospital, Welch, W. Va., with injuries sustained in an auto accident. She'd like to read letters from friends.

OLD LATTIMER FIELD showgrounds, one of two major carnival sites in Wil-

mington, Del., is being transformed into a new housing development. Many of the major carnivals and minor tent shows have played the lot for several years, Eddy Bros.' Shows being the last to exhibit there this year.

FAMOUS Pin Head Shows adopted another startling innovation. They now give free ride coupons away on the streets.—Six-Syllable Webster.

PROF. LUDY KAY, manager of Oriental Revue on W. C. Katus Shows, cards from West Haverstraw, N. Y.: "Business has been better than fair. Have four girls and two musicians. Also in line-up are Ruby Newman, formerly of Vantyl Polles, featured dancer, and Rena Renell, conga and rumba dancer. This season marks my 20th in carnival business."

NOTES from Fordham's Gilt Edge Shows by Charles (Bouncing) Johnson: Marshallville, Ga., with a small lot, was okeh for the organization, and Nick Van Berkum joined with his cigar shooting gallery. Al Van Meter has been appointed lot man. Mr. Fordham's cookhouse has been clicking and Sterling Shipley is building a new trailer. Weather has been plenty hot.

WOMEN MEMBERS of P. H. Bee Shows tendered Mrs. Billy Stinson a shower recently in the apartment of Mr. and Mrs. D. P. Saunders, of Lexington, Ky., while shows were playing the Kentucky city recently. In attendance besides Mrs. Saunders were Mrs. W. M. Jarvis, Mrs. F. H. Bee Jr., Mrs. J. A. Sparks, Mrs. Leon DeLeon, Mrs. Art Sorrell, Mrs. E. W. Baker, Mrs. William Coolie, Mrs. G. W. McIntosh, Mrs. E. P. Crawford and Mrs. Penny.

TO would-be managers and confidential advisers: Why not quit "suggesting" to the boss? If your dope was the McCoy, you'd be on the pay roll.—Oscar, The Ham.

LINE-UP of Doc and Ma's Armadillo Shows, which opened on Art Lewis Shows in New London, Conn., on May 27, includes Doc Kelley, openings and manager; Ma Kelley, lecturer; Irene Wilcox, ticket box; Ray Wilcox, canvasser; Cactus Jack, and Teddy, educated dog. Doc says the engagement was for one week only, since the organization does not travel, but plays New London dates only.

MANAGER of Bantly's All-American Shows, Harry E. Wilson has been released from General Hospital, Rochester, Pa., where he had been suffering from knife wounds inflicted by a Negro while shows were playing the Water street show grounds under Rochester Sportmen's Club auspices. Wilson sustained the injuries while attempting to break up a quarrel between the Negro and another man. Wilson's assailant was held without bail for court and committed to the county jail. Harry says that for four days phy-

(See MIDWAY CONFAB on page 53)

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Dee Lang's

(Motorized)

Austin, Minn. Week ended June 1. Location, Moser County Fairgrounds. Auspices, VFW Post. Business, fair. Weather, fair; showers Saturday.

Date was show's first stand in Minnesota, organization coming here from Rock Island, Ill. a jump of 200 miles. Business was better than usual and fair weather prevailed thruout, altho showers on Saturday night hurt attendance considerably. Special Children's Matinees on Memorial Day and Saturday were profitable. John Sweeney's bingo topped concessions, while Minstrel led shows. Committee, under direction of G. O. Youndahl and August Summers, co-operated. Many old acquaintances were revived by members, as engagement was show's fifth year here.

JOHN PARARGUS.

World of Mirth

(Railroad)

Elizabeth, N. J. Ten days ended May 30. Location, City Fireworks Grounds, Trenton avenue. Auspices, American Legion Post. Business, good when weather permitted. Weather, rain.

Rain which began on opening night, May 20, and ended in a cloud-burst on teardown night, May 30, resulted in worst weather shows have experienced in a number of years. First night attendance was good, but thereafter business was poor, altho shows managed to open for a short time each night. Rain and mud prevailed despite the fact that General Manager Max Linderman had over 30 tons of clinders, shavings and straw spread over the midway. Committee asked Linderman to hold shows over for Memorial Day and it was arranged, but rain again drove attendance away. Jack Gilbert built a special fill-in walk in front of the concession line, had lot crew, under direction of Harry Hauck, along with train crew, worked almost continuously to keep ahead of the rain. Bad weather didn't hamper building operations however. Henry Gamble and crew built a new wagon for the Shooter and Joe Casper almost completed a new front for his Hawaiian Show, and Bob Edwards added a new electric sign to his Casino front. Bob and brother, Fred, alternate on the front with the following girls in the show: Kay Moore, Helen Baker, Pearl Hyman, Erella Driver and June Ford. Virginia Edwards handles the tickets. Jane Porter recently took delivery on a new diamond-back rattler for Strange Cargo. Visitors included Mrs. Max Linderman's sister, Mrs. Greenburg; Max Levine daughter, Harriet; Tom Hasson, general agent Eddy Bros' Show; Phil Teer and Morris Spikove.

JIM McHUGH.

Art Lewis

(Railroad)

New London, Conn. Week ended June 1. Location, Collins Park. Auspices, American Legion Post. Business, poor except Thursday and Saturday. Weather, rain and cold.

Same old weather mix followed the shows here and rain and cold prevailed two thirds of the week. Business on Decoration Day and Saturday matinee and night was good. Wednesday Jam was a record breaker. Mrs. Converse is ill and under care of Dr. J. K. Beaman. Max Linderman and Doc Conn visited. Owner-General Manager Art Lewis was interviewed over a local radio station by Post Commander Milten, committee chairman, Dorothy Stone, Thelma and Howard Bryant, Sammy Lewis and Tiny and Bee also appeared over the radio. Harline Barkoot planned to Tampa, Fla. George Roy improving at his daughter's home. Charles Johnson's models in his Vanities includes Nellie Ludwig, Nat and Mrs. Mercy are giving great shows in the Pollies. Barbara La-Mary, Nellie Hawkins and Bettie Dees-Makes are features. Ducky Wucky is clicking in Art Converse Side Show. Kathryn Tauscher, Barbara Paris and Two-Headed-Baby shows. Percy and Aylene Moseley are plenty busy. Mrs. Louis Sage and Tommie and sister left for Bridgeport, Conn. Howard Ingram and wife celebrated their ninth wedding anniversary on Monday. Bill Smith, of Station WHLC, co-operated, as did local papers. Free acts were well received.

DECK COLLINS.

Bantly's All American

(Baggage cars and trucks)

Ambridge, Pa. Week ended June 1. Location, 26th street ball grounds. Auspices, Harmony Township Volunteer Fire Department. Business, good. Weather, fair; one dry rain.

Week here proved exceptionally good financially and climatically. Excepting Thursday, weather was mild and fair. Sensational Kays, free act, were well received. Assistant Manager and Promotions Director Harry E. Wilson was welcomed back on the lot late in the week. Elaine Miller's Broadway After Dark continued to draw well, as did Roger's Narcotic Show and Daughters in Chinatown. M. S. Roger's Hollywood Midgets and Carlson Sisters, Fat Girl Show, also registered. Monkey Show, new on the midway, is proving popular. Bud Rille's Death Takes a Holiday, Illusion and side shows, are clicking, as are Dick Keller's Hell Drivers. Whitey Johnson's Exposé is steadily climbing into the top-money bracket. Committee, assisted by Boy Scout troops, co-operated. Scouts were feted by management on Saturday afternoon. The Ambridge Citizen was liberal with space and on Friday night 54 newsboys were guests at a party on the midway.

FRANK ZO PETTE



WELL-KNOWN outdoor show executive, William G. Murray recently was added to staff of Miller Bros' Show as special agent. During his tenure in show business Murray has been on advance staffs of such organizations as Washburn Mighty Midway, Smith's Greater, Dykman & Joyce, Ben Krause and Keystone shows. Last season he served Sam Spencer Shows as assistant manager and general agent and for the four preceding years general-agent Key-stone Shows.

Kaus Expo

(Baggage cars and trucks)

Hopelawn, N. J. Week ended June 1. Auspices, Fire Department. Business, poor. Weather, bad.

Shows arrived in the rain and found the lot a sea of mud, requiring many loads of clinders and services of a caterpillar tractor to get shows on lot. Rains continued thru Monday and it was Wednesday before everything was ready to go. Nightly rains resulted in poor attendance. Many members visited World of Mirth Shows in Elizabeth, N. J., and Harry Heller, of shows bearing his name, visited here. Flying Melzoras left here to play celebrations. Charles Joy Gramlich added a Children of Darkness Show. General Manager A. J. Kaus underwent an appendectomy Saturday at a local hospital. He's reported to be doing nicely.

Camden, N. J. Week ended May 25. Auspices, VFW Post. Business, fair. Weather, six dry rain. Six nights of bad weather almost killed this week. Each night light rain started falling early and kept up thru the night. Despite the weather, a few hundred were out each night and a little business was done. Spot was well billed and newspaper advertising was used extensively. About 300 newsboys were show's guests Wednesday night. Children's

matinee Saturday was well patronized. New Lot Superintendent Kane did an excellent job here and committee co-operated. Many members were ill with grippe here. Mrs. Sam Basso left for a visit in Amsterdam, N. Y. Willie Lavine visited in Reading, Pa. W. and Mrs. Jack Lawrence, former showfolk, of Camden, visited and renewed many acquaintances. Mr. and Mrs. Glen Hyder, of Eli Bridge Co., visited. LESTER KERN.

F. H. Bee Shows

Lexington, Ky. Week ended June 1. Business, fair. Weather, rainy.

After five days and nights of rain, shows got their first break in weather Saturday. Many truck loads of shavings were spread over the midway during the day and patrons took advantage of the break in the weather and turned out in huge numbers. Additions were included Norman Anderson, skater; Mr. and Mrs. G. W. Taylor, high stroller, and Mr. and Mrs. R. Warner, ball game. Al Alfredo, World's Fair Attraction, is expecting Mrs. Alfredo's sisters, Dixie and Alma, soon. Ira C. Ross and wife have joined. Billy Simpson's Athletic is doing well. Joe Brown's long-range lead gallery and Bill Broop's penny arcade are getting good play. Kentucky Caveman, operated by Mr. and Mrs. McIntosh, is clicking, and John Thompson's Girl Show, featuring Panita, leads shows. Art Sorrell purchased some new recordings for his sound system. He reports his penny pitch is doing well. Tennessee Parker joined Gus Bethune's cookhouse as front man, and Harvey Logan and Robert Murray, ride men, have been added. New panels were placed on the band truck.

RAYMOND R. HULL.

Eddy Bros.

(Baggage cars and trucks)

Herkimer, N. Y. Week ended June 1. Auspices, Young Republican Club. Business, good. Weather, variable.

Again weather hurt, but shows registered strong business on Memorial Day and Saturday. B. S. Devendorf, of committee, co-operated. Strong advertising schedules prevailed in all Mohawk Valley media, Utica newspapers and radio. Spot was good for rides, with satisfactory grosses for shows and concessions. Bob Holmes' midget show continues to enjoy good business. Pats Lorraine joined Side Show here as second opener. Eddie P. Rahn, general agent, visited, as did committee from Cortland (N. Y.) Fair. Newt Kelly and Sweet Marie Show doing well, and Richard Scott's Minstrel Show is newly costumed. Several new girls joined Cleo Hoffman's Revue. Jack Ormsby is making plans for the first jamboree of the season. It is to be held in Amsterdam. Woland! and Wilno, free acts, continue to please. W. J. Tucker assumed his lot superintendent duties.

GLENN HRETON.

Eric B. Hyde

(Baggage cars and trucks)

Frostburg, Md. Week ended June 1. Location, American Legion Post ball park in town. Auspices, Frostburg Volunteer Fire Department. Business, poor. Weather, Thursday lost; rain and cold Wednesday to Saturday.

Jump from Leesburg, Va., was the longest of the season so far, and because of a near cloud-burst there shows arrived late and Monday was lost. There was no local newspaper and committee was lukewarm. Officials, however, co-operated and preserved order on the grounds. Herbert Wiggins, general agent, returned for a conference with General Manager Hyde, and Fred Le Renie arrived from New Bedford, Mass., with his attractions. He took over management of Side Show and opened Saturday. A. R. Weadon's new facade for the Chairplane has been completed by L. H. Travis, boss carpenter. Mr. and Mrs. Eric B. Hyde and others visited Cetlin & Wilson Shows in near-by Cumberland, Md. Peeling Show front was repainted and decorated by Francis Campbell and Percy Jackson, show's artists. Johnny O'Brien joined as third man on Merry-Go-Round. Visitors included Mr. and Mrs. Glenn Hyder, Eli Bridge Co.; Charles A. Lenz, showmen's insurance man; Harry Dunkel, general representative, Cetlin & Wilson Shows, accompanied by Clark Queer; Byron Gosh; K. P. (Browne) Smith; Smith's

Greater Atlantic Shows, and son, Karl P. Smith Jr.; M. A. Beam, manager Beam Attractions; George and Macie Usher and Russell Moore, showfolk now residing in Cumberland, Md. Humor on the lot has it that the Eric B. Hyde Shows have survived the second winter of 1940.

WILLIAM JUDKINS HEWITT.

Lawrence Greater

(Baggage cars and trucks)

Parsons, W. Va. Week ended June 1. Location, Old Pulp Mill Showgrounds. Auspices, Volunteer Fire Department. Business, poor. Weather, rain.

Shows arrived early Monday morning but did not get opened because of wet grounds. Three nights were lost to rain and showers fell Friday night and at Children's Matinee, Saturday. Committee co-operated and arranged a firemen's parade for Wednesday night, but heavy rain prevailed and only the firemen marched. Attendance was fair, but little spending was done. George Oliver and Nick Raymond joined Eddie Allen here. Sunshine Club's weekly meeting was well attended and highlight of the event was the firing of Judge Louis Gueth and The Billboard agent; Chairman Bill Woodall, of Casino Beautiful; Jack Burke, of ham and bacon note, and Sam Lawrence, general manager. Committee from Oakland, Md., visited and complimented Owner Lawrence on show's appearance. Mayor Lawrence Frawley, Chief Bolton, Secretary Stuck and Mr. Wolfe, of Oakland, were guests of Mr. and Mrs. Sam Lawrence.

FRANK BRAUN.

Mighty Sheesley

(Railroad)

Springfield, O. Week ended June 1. Location, Eagles Field. Auspices, VFW Post. Business, fair. Weather, fair.

With incessant rains interfering with the first week's stand, under D. A. V. of W. W. auspices, management decided to remain over for a second week, anticipating an improvement in weather, which became a reality and the improvement of lot conditions helped business greatly. Previous week mud and water made midway almost impassable, but efforts of Trainmaster Paul Barton and crew did good work on it. Capt. John M. Sheesley, owner, underwent a blood transfusion at a local hospital and is showing improvement. Mrs. Dorothy Sheesley, corn game operator, enjoyed a perk-up in business here. Mack Jones is caller. Jack Baillie had his decorators busy putting his Silver Streak in tip-top shape. Warren Rice, son of the late W. H. Rice, is now the mail man and The Billboard sales agent, succeeding C. H. Daniels, who had to return home to Georgia on business. E. C. May and wife, special agents, have been doing good business. Mr. and Mrs. Earl Strout, who have two girl shows here, report business is improving and that attractions have undergone a revamping in wardrobe, scenery, personnel and equipment. Gay New Yorkers and Hawaiian Nights also have been augmented. Hawaiian orchestra is under direction of DeMio Luanwa. Among visitors were officials of Gus Sun Booking Agency; Terry Martin and wife and T. A. Stevens, Dodson's World's Fair Shows; Walter Beachler and party from Dayton, O., and Harry E. Wilson and wife, Bantly's All-American Shows.

BOB ROBINSON.

West Bros.

(Motorized)

Boone, Ia. Week ended June 1. Location, ball park. Auspices, VFW Post. Business, good. Weather, good.

For the first time this season shows had six consecutive days of favorable weather, with good crowds on the grounds nightly. Week-end business was particularly gratifying. Altho gross was a bit under last season's mark, rides and shows held their own. Front gate was responsible for the drop. With an extensive building program started, under direction of John Johnson, number of shows will have new panel fronts soon. Manager J. W. Laughlin left Monday for Hot Springs, Ark., to spend the remainder of the week with Mrs. Laughlin, who is undergoing medical treatment there. Bill Pratt, mechanic, has trucks in good shape. Visitors included Bill Grund, Mr. and Mrs.

Paul Farris, Charles Sellers, William Tucker and Hugh Ettinger.
DON TRUEBLOOD.

Gold Medal
(Motorized)

Waukegan, Ill. Week ended June 1. Location, West Washington street and Green Bay road. Auspices, American Legion Post. Business, good. Weather, rain, and cold first part of week. Although hampered by rain and cold weather, shows ran up their biggest week's gross of the season so far. Sunday was the biggest day, but shows had two well-attended matinees. Sponsors co-operated, as did local papers, and The Waukegan News-Sun sponsored Saturday's matinee. Ann Williamson left here for her home in Tampa, Fla. Mr. and Mrs. Harold Lucas continued to get top ride money with Rolltopple. Among visitors were Larry Hogan, Cliff Thompson and Jimmy Smith. Ralph Morocco and Al Williamson are framing a partnership on a new concession. John Oscar Bloom, Jr. is learning to walk. Harold and Elaine Scott left here, he to accept a position with a construction company in Evansville, Ill. H. B. SHIVE.

Zacchini Bros.
(Motorized)

New Kensington, Pa. Week ended June 1. Location, 18th street show lot. Auspices, Arnold Fire Department. Business, excellent. Weather, variable. Boosters', Old Home and Dedication week were wrapped in one bundle here to give shows their best business of the season so far. Week opened with 3,100 paid admissions on Monday night. Headed by the shows' cannon, a lengthy firemen's parade ended on the midway Tuesday night and 6,000 persons jammed the lot. Firemen awarded \$200 cash prizes to winning companies. Despite a steady rain Wednesday night almost 2,000 visited and shows and rides enjoyed good business. About 1,000 children attended Kiddies' Matinee Memorial Day and proved good spenders despite rain. Thursday night was lost to rain. Business returned to normal Friday night and Saturday matinee was lost to rain, but weather cleared in time for shows to open Saturday night, attendance for which totaled some 6,200. The Daily Dispatch was generous with space and 50 newsboys were guests Tuesday night. Repeating cannon was constructed here and its return attracted several company officials, who were dinner guests in the clubhouse. Good Fellowship Club held another interesting meeting Wednesday night. BILL SNYDER.

Crystal Expo
(Bussage cars and trucks)

Mt. Airy, N. C. Week ended June 1. Location, Pruitt's Field. Auspices, Boy Scouts. Business, good. Weather, some rain. One of the best still dates shows played last year, this spot again proved a winner. Although rain fell on Tuesday, Thursday and Friday nights, patrons came out and another big Saturday night's business was chalked by shows, rides and concessions. Paid admissions Saturday night totaled 3,700. Show artist Guston Burke has been busy painting new banners and panels. Members of Dark Town Colored Revue's band received new uniforms here. Band makes daily street parades. Captain McVay's high-diving monkey, Mae West, is proving popular, as are Art Carver's bounding trampoline act and Billy Segrist Troupe. Dr. Green, court master, operated, as did Sheriff Boyd. P. A. Boone, owner-manager Grand and Earl theaters and former circus man, was a welcome visitor and issued a lifetime pass to Mr. and Mrs. Bunta and pames and invitations to the shows' personnel. PERCY MARTIN.

Dodson's

Richmond, Ind. Six days ended June 1. Business, fair. Weather, unseasonable. Because of extremely unseasonable weather, shows' stand here was only fair. Business was marred by heavy rains, with Decoration Day and Friday night being lost. Saturday's Children's Matinee was satisfactory and Saturday night produced a large crowd despite cold weather. General Manager Mel Dodson held shows over for a second week. Richmond and environs were widely re-billed and circularized, with co-operation from The Federation-Item, local paper, and a series of spot announcements and studio programs from Station WKRV. Charles Clark's American Legion Post Band daily covers Richmond and sur-

rounding towns. Mrs. Ida Williams Baillie, co-owner, was ill with pleurisy and remained in her local hotel until Saturday. Mrs. Lee Faulkner, wife of shows' chief electrician, was stricken with pneumonia while shows were playing Postoria, O., and had to be brought here. She is reported to be recovering. Mr. and Mrs. Gerald Faulkner and Mrs. Faulkner's sister, Irene Drake, of Dayton, O., visited Inez Drake, featured dancer in the Gay Paree Revue. Cecil Hudson has completed work on a new stage and drapes for the Gay Paree Revue. Thad Rising, well-known talker, arrived on May 27 to manage front of the Harlem Hot-Shots, which is produced and managed by Charles Taylor. World's Fair Freaks side show, under management of Ray Cramer, was augmented with Shorty Smith, fireworker, and Dolores Coronado, Mexican fat girl. Features of side show include Rosa Lee, armless girl; Alberta, Turle Girl, and Oja Sib, mentalist. Tiny Reichert, giant, left to visit a Cleveland hospital for a thoro physical check-up. He is expected back soon. Hey-Dey ride, which has remained in the wagons since opening of the season, has been erected by Foreman Gene Stout and is being reconditioned and streamlined. Visitors included Charles E. Driver, Devereaux and Aving Co.; Charles Lenz, insurance man, and Bob Shaw, manager, Gus Sun Booking Exchange. ROLAND W. RICHARDS.

West's World's Wonder
(Railroad)

East St. Louis, Ill. Week ended June 1. Location, 24th and St. Clair streets. Auspices, VFW Post. Business, fair. Weather, clear. On the whole, engagement was a little hard to understand. Shows were on a centrally located lot, with strong auspices and good weather, but anticipated big business developed into only fair results despite these favorable conditions. East St. Louis Journal and local radio station co-operated and a hook-up with a local bottling company led to an extensive publicity campaign, which still did not bring desired results. Jungledand, with Nick Coszolino, owner, and Ruth Dell, tickets, joined here. George E. Marshall now has charge of the Ten-In-One and under his capable guidance show is a bevy of activity. Attractions added since Marshall's arrival include Prince Zulong, fire act; Frank Gerry and wife, mentalists, and Lamont, magician. Frank Joerling, of The Billboard St. Louis office, visited. General Agent Nell Berk met the train on Sunday, remained overnight and left Monday morning. Art Spenser has several lions in his drome. EDDIE EGER.

L. J. Heith
(Motorized)

Mayville, Ky. Two weeks ended June 1. Location, Limestone Ball Park. Auspices, Softball League. Business, none. Weather, cold and continual rain. Fair business was experienced on Monday. Tuesday and Wednesday of opening week, but it started raining on May 23 and continued incessantly each night for nine days. Shows were unable to get off the lot on Saturday night of first week, so decision was made to remain another week. Merchants and newspapers co-operated in helping show out of its dilemma. Howard Reeves is suffering from blisters on his feet. Visitors included Charles Lenz, Mrs. Tommy and Paty Ann Tidwell, Mrs. Mary Sparks and Mr. and Mrs. Freddie Wilhoite. ALFRED KUNZ.

J. F. Sparks
(Motorized)

Hazard, Ky. Week ended June 1. Location, Lohrke Ball Park. Business, fair. Weather, intermittent rains. Shows did not get set up until Monday, all of Sunday being spent in getting off muck-covered Winchester, Ky., lot. Rain killed Monday night's business and drove crowds from lot Wednesday and Thursday nights, and full daytime efforts of crew were needed during week to keep lot in a decent condition. With a free gate and three-rides-for-a-dime a fair business was done at Kiddie's Matinee Friday, but Saturday's matinee flopped. Tilt-a-Whirl and Twin Ferris Wheels vied for top ride honors. Chairplane was popular here. Wally Blair's Parli-Plane led shows. Mrs. J. F. Sparks left for Birmingham, where she plans to pick up her children, Mary Elizabeth and Jesse Jr., and return to shows. Accompanying her were her sister-in-law, Mrs. James T. Sparks, and Mrs. Wally Blair, who went to Cumberland, Ky., to

visit relatives. Junior Duggan turned in a creditable gross in his first week of handling the Funhouse. C. E. Barr joined Gus Glendon's cookhouse as cook here. Ray Hamblen began work on Owner Sparks' new hoop-la. Mrs. Raymond Muir is operating Jim Sparks' penny pitch. Mr. and Mrs. D. D. Hale went to Valley Head, Ala., to get their daughter, Dorothy, who will spend the summer with them. RAY ALLEN.

Miller Bros.
(Bussage cars and trucks)

Lansford, Pa. Week ended June 1. Auspices, West End Athletic Club. Business, fair. Weather, intermittent showers. Shows made a long jump in here from Wilmington, Del., in record time. Memorial Day business was fair and committee co-operated. New sound truck work operated here for the first time by Ralph Kirby to good results. William H. Vaughter joined to take charge of the Merry-Go-Round. Eddie Lippmann and wife, of Endy Broe', Shows, paid Mr. and Mrs. Morris Miller a visit. William C. Murray, special agent, is working in New Jersey. Paul Beckley and wife left here. Mrs. Rocca Massucci is in charge of front-gate tickets. Manager Morris Miller is having rides and show fronts retouched and repainted. Wilmington, Del. Week ended May 25. Location, Harlan Field. Business, poor. Weather, poor. This spot was hard to beat when it comes to total blanks. Located in heart of town, shows drew capacity of people nightly but cold and rain drove them home as fast as they came. Ernie McCullom is arranging a new lighting system in the new marquee, which Manager Morris Miller took delivery on here. Tom Hanson visited and renewed acquaintance. Rocca Massucci, business manager, was on the job all the time. City officials co-operated. Reported by an executive of the shows.

Prell's World's Fair
(Motorized)

Camden, N. J. Week ended June 1. Location, Camden Baseball Park. Auspices, VFW Post. Business, fair. Weather, variable. Although city has been a mecca for circuses and carnivals the past month, shows moved in on a new lot and chalked a fairly successful week's business. Harry J. (Dad) Ward was happy to learn he is among The Billboard's leading sales agents. David Amos, second man on Twin Ferris Wheels, suffered a slight stroke here and is recuperating at Cooper Hospital. Jack and May Kennedy added a large semi-trailer to their Splek and Span Diner. Mrs. Morgan also added another truck to handle her ball game concessions. Among recent arrivals were the Honorable Bombshell, Miss America Show; Al Paulett, French Casino, and Gene Dockstader, who is handling the mike on C. Jack Shafer's Odd But True Show. Col. A. L. Sykes, master builder, left and was replaced by L. L. (Buck) Buckner. Ben Prell, transportation manager, has been doing much commuting to Newark, N. J. Abe Prell is doing a good job as assistant manager. Shows added a new Jungle Show, with Charles Tashy as manager. Wall of Death, under management of Bill Brice, has been holding its own. Ted Barro is doing the trick and fancy rider. Meyer Max, show's sound truck operator, has assumed distribution of merchant tickets. THOMAS W. RICE.

Fuzzell's United
(Motorized)

Fort Madison, Ia. Week ended May 25. Location, ball park. Auspices, American Legion Post. Business, fair. Weather, variable. Because of three days of rain spot ended only fair. Sponsors and all local officials co-operated. A large factory near by permitted shows use of its 60-cycle electric current, as local electric company only furnished 25-cycle current. W. J. Dunne, manager Circus Side Show, added Joe Ann Lee, woman fire eater, and Daisy Lee, torture attraction. He also added a new 30-foot middle piece to his show. Leona Leonard reported a good week in the annex. Professor Way, man from India, is doing well with his mental acts. Mr. and Mrs. Bill Wilson joined to manage the Polles Revue. Ernie Ray, manager Nights in Paris, is ill. Carl Cramer is in charge of the show until Ernie recovers. Ted Sharkey's Athletic Show did well and Bobby Preece joined here. Mrs. Ted Sharkey has finished work on the new sandwich stand.

3000 BINGO

Heavyweight cards, black on white. Wood markers enclosed two sides. No duplicate cards. Put in the following side and an extra:
35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$6.25; 200 cards, \$7.15; 250 cards, \$7.75; 300 cards, \$8.50. Remaining cards, \$5.00 per 100.
No. 140—Extra Heavy Green Both Sides. Per 100, \$8.50.

3000 KENO

Made in 30 sets or 100 cards each. Placed in 3 rows across the card—set up 2nd down. Lightweight card. Per set of 100 cards, tally card, calling marker, \$3.50.

All Bingo and Keno sets are complete with wood markers; tally and calling sheet. All cards size 6x7.

LIGHT WEIGHT BINGO CARDS

Black on white, postal card thickness. Can be retained or discarded. 3,000, size 6x7, per 100, \$1.25. In sets of 1,000, \$1 per 100. Calling markers, \$1.00, 50¢.
Automatic Bingo Shaker, Real Class \$12.50
3,000 Jack Pot Slips (strips of 7 numbers) 1.25
Lightweight Lappards, 6x16, Per 10050
5,000 Small Thin "Whirlwind" Bingo Sheets, 5x7, 7 colors, pads of 25, Size 4x8, per 1,000 1.25
3,000 Featherweight Bingo sheets, 5x7, 1/2" thick, \$1.25 per M. Stamped in pads of 25, Per M 1.50
Package extra on glass sheets 1.25
Bingo Card Markers, in strips, 25,000 for 1.25
Dice board and dice, w/white checks, tenpins books, subscription books, misc. items. Cat. and sample cards free. You pay any O. D. fee. No personal checks accepted. Instant delivery.

J. M. SIMMONS & CO.
10 W. Jackson Blvd. Chicago

MAKE \$50.00 A DAY ON CANDY FLOSS



Our New Super Wizard with a heavy double steel and larger solid. This machine was used at the New York and California Fairs, Selling Candy Floss FASTER and FINEER. Other models, Free literature.
ELECTRIC CANDY FLOSS MACHINE CO.
202 Twelfth Ave., So., Nashville, Tenn.

Snow Ball ICE SHAVERS
All Sizes, Both Hand and Electric.
CLAWSON MACHINE CO.
Box 22, PLACETOWN, N. J.

WANT
Ride Help on Merry-Go-Round, Ferris Wheel and Whip. Wages \$22 a week to start; Second Man, \$18 a week. Will book exclusive Mag Joint and American Pablot (no Gypies). Taylor Bros, want Agents for Swingers, Big Out, Ball Games, Penny Trick and Corn Game Help.

PRUDENT'S AMUSEMENT SHOWS
124 Cedar Ave., PATOHQUE, N. Y.

WANT
A-1 Merry-Go-Round, Ferris Wheel and Tilt-a-Whirl Operators.
MILLER AMUSEMENT ENTERPRISES
530 W. 59th St., CHICAGO, ILL.

WANT
To Book or Lease
Ferris Wheel and Ten other Rides for dates, beginning June 17th up to and including Labor Day. All street celebrations.
SAM BISHOP
Care Taylor Game Shop, Columbia City, Ind.

SECOND-HAND SHOW PROPERTY FOR SALE
\$17.00—Chicago Rink Seats, Fibre Stoppers.
\$12.00—Western Saddle and Pad. Saddle.
\$18.00—Mounted Big Head, Horse 6 feet spread.
\$32.00—High Striker, Good make.
\$5.00—Slide Show, Banners, Big selection.
We buy Kiddy Rides and all States of all kinds.
WEIL'S CURIOSITY SHOP
20 S. 2nd St., Philadelphia, Pa.

PARKER'S UNITED SHOWS
Will book Mix-Up and Kiddie Ride, also Concessions of all kinds. Shows with own outfit, come on. Call place M. G. B. Timman, Celebrations and take away every week until last of October. Niagara, Mo., this week.

ARCADE EQUIPMENT
NEW and USED
Phone CAPITAL 4747 Write Quick!
ALLIED NOVELTY CO. 3320 W. Jefferson Ave. CHICAGO

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS.

FOR SALE!!

USED CONCESSION VENDOR



Write . . .

SIoux TIRE & BATTERY CO.
11th & Dak. SIoux FALLS, S. D.
BUY—ON EASY PAYMENT PLAN

"STRIKE IT"

The Miniature "High Striker"
Used To Sell Any Merchandise. Play a 5c or 10c game (as you like). Get in on BIG profits. Send for photo and details. Bank Reference: Fredonia National Bank.

J. C. MOORE

P. O. Box 234, FREDONIA, PA.

AT LIBERTY

First-class Cookhouse. Will book with middle size show. Was with Marks Shows for the past three seasons. Write or wire

MAXIE GLYNN

Care General Delivery, BALTIMORE, MD.

MICHIGAN CONCESSIONS!

WHITE CLOUD, JULY 4TH, PORTLAND, 11-12-13TH. New Booking Concessions for Same. Write or Wire Us Now!
JOE HOEFELMEYER & SON
222 Main Ave., Muskegon, Michigan

Big 4th of July Celebration

HARRISON, ARKANSAS
American Legion wants Free Acts, High Aerial preferred. Concessions and Shows. Riders booked. Write LEX McALLISTER, Harrison, Ark.

BUFFALO SHOWS

Want Kiddie Ride for balance of season. Want Ferris Wheel and Mechanical City. Will give X contract on Photo Machine. Chris wants Big Eli Foreman and Chasteline Foreman able drive seats.
GORFU, N. Y., THIS WEEK

FRED TOURNIER WANTS

2 Agents for Blower, one Wheel Man, Haws exclusive on Grand Stone, Only 2 Buses on the show. Gate James E. Shows Shows, Inc., this week Watertown, N. Y.

WRITE
SIoux TIRE
& **BATTERY CO.**
SIoux FALLS, S. D.
Buy on Our Easy Terms.

Manager T. A. Fuzzell purchased a new canopy for the office. T. Neal made flying trips to Burlington, Ia., daily in interest of his business there. He was accompanied by William Krug Jr., accountant. Paul Hendrix's bingo did good business. Concession Manager Goldstone purchased several new tops. Mr. and Mrs. Cotton Ellis joined the advertising staff. The writer's pop-corn stands clicked here. Mr. and Mrs. G. C. Springman, of Washington, Ia., visited and were entertained by the writer and wife at dinner.
F. W. PRATT.

Zimdars (Motorized)

Red Oak, Ia. Week ended June 1. Location, Legion Park. Auspices, VFW Post. Business, fair. Weather, good. Pay gate.

With the first full week of good weather, this spot proved satisfactory. Committee co-operated and groceries were given away nightly. Octopus topped rides, with Roy Menger's Side Show leading shows. Jack Wop Davis and Eddie Moran received new house cars. Colored show band is popular. Visitors included Pete Wright, of shows bearing his name; Mr. Webster, billposter J. L. Landes Shows, and a number of members of Wright Shows. Smoky Joe, pet dog of Manager and Mrs. Harry H. Zimdars, died here. It was 11 years old and was on shows all its life.

Falls City, Neb. Week ended May 18. Business, good, weather permitting. Weather, cold. Pay gate.

Shows made an overnight move in here and all was ready to open on time. Weather was very cold the first part of week, but turned warmer the last half. Shows stayed over Sunday, which was o.k. Visitors included Neal Walters, U. S. Printing and Engraving Co.; Tony Martone, State Fairs Shows; Steve Lee, of shows bearing his name; Mr. and Mrs. Jack (Wop) Davis received their new house trailer, and Henry Welbe, formerly with the shows, and wife came in for a few days' visit.
LAVERNE ZIMDARS.

Buckeye State (Motorized)

Sold Knob, Ark. Week ended May 25. Location, City Park on main highway. Auspices, White County Strawberry Festival. Business, good. Weather, rain three days, Saturday fair.

Week opened well, only to be followed by three rainy days. A fair and pleasant Saturday boosted business for the week, however. General Manager Joe Gailer announced that Jimmie Murray will open a colored show and that Joe Liberty has been named Merry-Go-Round foreman. Ted Evans joined as mechanic. Committee, headed by J. L. Novak, co-operated. This year was the second consecutive one that shows have played here under Strawberry Festival auspices and large attendance from surrounding counties prevailed. Ozark Exposition Shows played Seary, 15 miles distant, and Kid Burns Shows were playing Russell, Ark., eight miles away. K. C. Klapp, owner Ozark Shows, and Kid Burns and personnel of both shows were frequent visitors. Doc Bass, formerly of Bass & Lane Shows, but now playing independently, also spent much time on the lot. All members joined in sending sympathy to Mrs. Bill Brown, concessioner with the shows for the past two years, but this year with Hughie & Gentsch Shows, on the recent death of her father. Russell Green's baby was

suddenly stricken with pneumonia and was placed in a local hospital. Hack Harrison also was on the sick list temporarily, but recovered sufficiently by Saturday. Jubilee Clay's arm improves daily. Lucille Starbuck visited her father, uncle and aunt at near-by Bradford, Charles and Betty Savage held several parties in their new house trailer.
TED JOHNSON.

Crowley's (Baggage cars and trucks)

Trinidad, Colo. Week ended May 25. Location, Central Park. Auspices, VFW Post. Business, fair. Weather, bad.

Monday night was lost to rain, but Tuesday night brought out fair attendance. On days the sun appeared Owner Crowley had the boys out with their buckets of paint and brushes. City and county officials co-operated with Glen Osborn, legal adjuster. Osborn and family were called home because of illness to his father. While en route they had a slight accident. They returned before the end of the week. Jo Ann Roberts repainted front of the side show and added several attractions. Miss America and Pan shows were popular. Mr. and Mrs. Eddie J. Lynch, concession operators, to Denver on business for the shows. J. L. (Tex) Chambers ordered a new concession top. George Wright, midway cafe chef, is doing a good job, as is W. S. Ladd, billposter. Sam Horwitz, Denver Novelty Co., visited, as did Red Duval, of Burke Shows.
R. L. BOYD.

Hilderbrand's No. 1 (Motorized)

San Jose, Calif. Five days ended June 2. Location, Highway 101 at Phelan. Auspices, L.L.L. Business, fair. Weather, fair. Pay Gate, 10 cents.

Show's opening here was delayed until Wednesday night. Marquee and rides did fair, but concessions and shows did not. Free attractions, Hilderbrand's Elephants, Capt. Bill Polk's lions, Hollywood Skyrockets and John White's performing dogs, were popular. Mr. and Mrs. Earl McCann's Athletic Show topped midway, with Florence Appell's dressed-up ducks leading concessions. Owner O. H. Hilderbrand arrived from a business trip to Los Angeles. Visits were exchanged with members of Hugh Bowen's Joyland Shows at Livermore, Calif., and Crafts' 20 Big Shows at San Leandro. Hazel Fisher and Verna Seeborg entertained relatives all week and made two trips to El Cerrito to visit their home. Mrs. Mae Stewart was a weekend guest of Warden and Mrs. Russell, who had a Crime Show with it in 1936, and are now residing here. William Summers made two trips to Oakland, Calif., on business, while Ida Mae Langer went to Salinas on business. Charles Marshall, who has been confined in a hospital for over two months with injuries sustained in San Pedro, Calif., is expected to return soon. General Agent Leslie King, accompanied by Mrs. Beely Castle Borglum, visited. Mr. and Mrs. Peter Richards spent the week visiting many summer resorts here. Marie Hank returned to her Sacramento home and Mr. and Mrs. Hugh Bowen were guests of Owner Hilderbrand during the week. Mr. and Mrs. Earl McCann enlarged two of their concessions and Mr. and Mrs. Ralph Balcom added another. Florence Appell and Whitey Olson made several trips to Golden Gate International Exposition, San Francisco. Frank Keas added several attractions to his Mickey Mouse Show. Marquee was enlarged and constructed to allow the placing of two elephants on each side here.
WALTON DE PELLATON.

O. C. Buck (Motorized)

North Adams, Mass. Week ended June 1. Location, State street. Auspices, Playground Bleacher Fund. Business, very good. Weather, variable.

Playing this engagement under Mayor Francis O'Hara, shows chalked a winner here, altho weather continued to hamper full operation. Shows were the first in here in four years. Decoration Day brought the largest attendance of the season so far. Tuesday, Friday and Saturday were above expectations despite rain. Concessions did not do as well as shows and rides. Taking a definite stand against the mayor for issuing the permit, The Evening Transcript carried many stories during the controversy which proved highly beneficial and brought swarms of the curious to the grounds. Shows so far have had only 10 clear and pleasant days during the

7 1/2 weeks they have been open. Move from Newburgh was made in record time, and Superintendent Hefferian and Master Mechanic Don Frear did a good job of handling new motor equipment. Mrs. Carolyn Wells joined her husband, Jack, chief electrician, after an extended visit with her parents in Chicago. Joe Potoma, painter and concession operator, left here. Freddie Wright is rapidly recovering from an operation at General Hospital, Poughkeepsie, N. Y., and is back on the show, altho unable to work. New canvas for Expose Show and Monkey Circus arrived here. Morris Levy went to New York to visit his family. He was accompanied by Sam Cohen. Flying Behrs and Daring Details, free acts, were popular. Joe Falco left for his home in New York, and Tommy Frisnara went to Coboes. William Sindell and Edith Smith were married here on June 1, with Mr. and Mrs. Lou Langen, Granville Buck and Mrs. Don Frear as attendants. Sindell has been on the shows for three years.
R. F. McLENDON.

Penn Premier (Motorized)

Shenandoah, Pa. Week ended May 25. Location, Edgewood Park. Auspices, Liberty Hose Co. No. 1. Business, satisfactory. Weather, cold and rain.

Business here for rides, marquee and shows was satisfactory and concessions did fair considering the weather. Rex Rose's Circus Side Show led shows, while Ferris Wheel was best among rides. Committee co-operated. Saturday night was lost to rain. Mrs. Lloyd Serfass, wife of General Manager Serfass, returned here from a four-day visit to New York World's Fair. Serfass came in after landing two more fair dates. Visitors included W. E. Fleming, Fleming Attractions; Ralph Eddy, of shows bearing his name; Mabel Mack and Morris Miller. Jerry Wright purchased a new cookhouse top and truck. Chief Electrician Guy C. Bassett's wife arrived from Florida on Sunday.
WALTER VALLANCE JR.

United American (Motorized)

Dubuque, Ia. Week ended June 1. Location, Athletic Field Parking Lot. Auspices, L. L. L. Business, poor. Weather, warm and clear. Inclosed midway.

Date was booked as a breaker between Marshalltown and South Beloit, but proved a heartbreaker for all as shows registered a new low in gross receipts in all departments and concessioners were long faces all week. European situation no doubt had something to do with tightening of purse strings here as almost all were glued to their radios for news broadcasts. One Ferris Wheel and several concessions played a one-day picnic at Cascade, Ia. They were in charge of Bob Heth and reported fair business. Captain Le Roy, wire walker, went to Waton for a five-day celebration. Secretary H. P. Ellis suffered a slight attack of pneumonia, but was resting comfortably at last report. Mr. and Mrs. Charles Vanderford, cookhouse operators, took delivery on a new house trailer, and Mr. and Mrs. Ivan Merritt joined with photo gallery. Mr. and Mrs. Rhodes and crew closed here and will play picnics and celebrations. Dick Highland opened his new Posting Show. Denny Howard, W. L. Oliver and Mr. and Mrs. Sam Ward, Rubin & Cherry Exposition, were almost nightly visitors while handling advance details for their organization. Other visitors included W. R. Harris; S. G. Kiefer, Daily Tribune, an old friend of the writer; Mr. and Mrs. Ed Groves, Groves Greater Shows; Slim Johnson, Midwest Novelty Co., and several attaches of Al Baysinger Shows.
WALTER B. FOX.

Frisk Greater (Motorized)

Denon, Minn. Week ended June 1. Location, downtown. Auspices, American Legion Post. Weather, ideal. Business, excellent.

Shows opened to a huge crowd Monday night and midway played to capacity every other night. Splendid reception was experienced on Memorial Day matinee and night. Boy Scout troops were guests of management on Scout Night, Tuesday. Saturday matinee was fair. Octopus topped rides, with Ferris Wheel second. Tommy Wentworth's Lights and Shows and shows, with Bob Barnard's Monkey Motorcade second. Leo Moss' new penny arcade is popular. (See Direct From The Lots on page 33)

DEE LANG'S FAMOUS SHOWS

CAN PLACE FOR 22 FAIRS AND CELEBRATIONS, STARTING AT BARNESVILLE, MINN., JUNE 20:

CONCESSIONS: Any legitimate Concession that operates for not over 10c. Mickey Farrell can place Agents for Bill Games and other Concessions.

SHOWS: Can place several Grinders and Ticket Sellers for Shows. Can place Man who can train and work Monkeys. Captain Charles Everton, wire me at once. Can place for Colored Miniature Show, Trombone Player, Ghusu Girls and Novelty Acts. Also Colored Cook. Battery sure out of office every week.

CAN PLACE GOOD SOBER, RELIABLE RIDE MEN WHO CAN DRIVE BIG ELI SEMI-TRAILERS.

Concession Agents, address: **MICKY FARRELL**. All others address: **DEE LANG**, General Manager, 51. Cloud, Minn., until June 15; Barnesville, Minn., June 20-22; then per route.

DICK'S PARAMOUNT SHOWS, INC.

WANT WANT WANT WANT
RIDES: Will book Kiddie Auto Ride. SHOWS: Capable SIDESHOW MANAGER, also Sideshow Acts. Write or wire

DICK GILSDORF, Gen. Mgr., New Bedford, Mass., week July 10th

WANTED WANTED

Galion, Ohio, Carnival, Week June 17th to June 22d. Bowling Green Police-men's Festival, on the Square, Week June 24th to June 28th.
American Legion and Firemen's Fourth of July Celebration (all week), on Streets of Upper Sandusky, Ohio, July 1-6th.
Wanted: Rollo-Plans, Shows, Trains-One, Fat Girl, Musical Show, Concessions, Frozen Custard, The following \$10 per week: Hoop-La, Gane Rack, Knife Rack, High Striker, Novelties, Candy Flies, Candy Apples, Waffles. Address all mail and wires to

J. R. EDWARDS SHOWS
MANSFIELD, OHIO

America's Newest BIG SHOW

Here come open this in June, July, Aug. Housed under the famed air-cooled tented pavilion over built, with a layout of over \$100,000 over all. Finest, highest class freak and novelty show ever produced or presented to the American show-goer public. Write us for time, deal and literature on exhibit. No other show on earth like it. "Delights 1 or Nov. 2." We draw the crowds, for we bill and advertise for miles many days in advance of your event. Securities of horse-racing, picnic, old boy reunion and county or state fairs using independent attractions, contact us.

INTERNATIONAL CONGRESS OF ODDITIES
New Showing, Rochelle, Ill.

WANTED
Rides and Concessions for Our **3-DAY HOMECOMING** IN AUGUST
Write or wire at once.
R. S. MARSHALL, Marlin, Mich.

JULY 3-4 CELEBRATION
EAST MOLINE, ILL.
AMERICAN LEGION
Heart of community of 140,000 people. Government arsenal and implement factories running 24 hours a day.
Ward Rides, Ball Games and legitimate Concessions. \$1 front foot. Free midway. Biggest event in Western Illinois. Write **DON SWEET**.

CARNIVAL WANTED
WEEK OF JULY 27th
D. A. V. of W. W. Zone Chapter No. 12.
JAMES C. DOTSON, Commander
711 Elmore Ave., Zanesville, Ohio

Good Carnival Wanted
August 11 to 17 or 18 to 24
Write **ODD FELLOWS**, Catskill, N. Y.

CARNIVAL
5 Days and 5 Rides, Sept. 10-14.
Theater of space. Free Acts booked by **Barnes-Carruthers**.
Harrison Co. Fall Round-Up
T. R. NICKERSON, Secy., Bathery, Mo.

WANT
Merry Go-Round and Ferris Wheel on Percentage Basis.
Aug. 21-22-23-24.
MT. JACKSON FIREMEN'S CARNIVAL
BOX 52, MT. JACKSON, VIRGINIA

WANT
Rides, Shows, Concessions for **July Fourth Celebration**
America's American Legion, Emporia, Kansas.
R. I. ANDERSON, Finance Officer, Emporia, Kan.

WANT
Concessions and Free Acts
BLANDINSVILLE FARMERS' PICNIC
August 15th and 16th, 1940
Address **HOWARD GROSSBY**, Blandinsville, Ill.

American Legion
Grand July 4th Celebration
Merrymount Park, Quincy, Mass. One of the largest and best in the east. Free the show will sell 5 cents locations each for Candy Apples and Ice Cream, or will sell exclusive. Wire, but prepay.
C. E. OUDLEY, 3 Hartford Place, Lowell, Mass.

CARNIVAL WANTED
For 4th of July Week Celebration to be held in City Park.
U. R. K. of P. Co. 111
Lansing, Mich.
CAPT. OTIS V. LITTLEJOHN

HAMPSHIRE, ILLINOIS
Again Celebrating July 4th.
Can Use a Two-Ring Circuit.
Commodities **ODD, REVILLER, HART, MAR**, Hampshire, Illinois.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by **CLAUDE R. ELLIS**
(Communications to 25 Opera Place, Cincinnati, O.)

Streator's Annual Stresses Free Bill

STREATOR, Ill., June 8—Eighth annual Independence Day Celebration here will be built around a large program of free entertainment, said William J. Lewis, recently re-elected general chairman for the sixth year. Program will include midway and large fireworks display. It is planned to obtain acts, including balloon ascension, thru advertising placed in *The Billboard*, he said. Attendance is expected to exceed the estimated 40,000 who took part in last year's event. An extensive promotional campaign will include newspaper advertising and publicity, window cards, one-sheets and pictorial material. An additional campaign is planned by Anheuser-Busch Co., which is to present 10 championship Clydesdale horses with trainers, groom and equipment on five days. It is planned to build a parade around the horses.

Andy Bakalar, who formerly did a comic cannon act with circuses, is technical adviser to the entertainment committee. Twilight preview, featuring a kid parade, will be held.

Harris Shows Get O. Date

PAULING, O., June 8—Harris Shows have been booked for a five-day celebration here under auspices of Veterans of Foreign Wars Post, reported Besse Harris. Arrangements have been made for fireworks and daily merchandise awards. Sponsor has co-operation of business men and plans to make the event an annual. There is to be a home-coming for veterans on the final day.

Events 'Saluted' Over WREC

MEMPHIS, June 8—A good job of boosting celebrations and other sponsored events in the territory is being done by Charles H. Maughan, former outdoor showman, in his broadcasts over WREC here. It is a good-will gesture that appears to be much appreciated by professional showfolks and Maughan's self-inspired idea has caused much favorable comment. His "salute" scrips mention the nature of events to be held and, where they are used, midways and acts to be presented.

S. D. Show Budget Raised

DEADWOOD, S. D., June 8—Chamber of Commerce President C. O. Gorder has appointed committees for the 17th annual four-day Days of '76 Show here, and it was announced the budget would be increased, assuring added attractions for the 1940 edition. Earl B. Morford was named general chairman and will again handle concessions. Midway will cover three blocks.

Midway, Ork for Tex. Event

ARP, Tex., June 8—American Legion Post here plans to sponsor a six-day carnival featuring a midway and name band for dancing on one night, reported Chairman W. S. Samuel, manager of the Rex Theater. Dance will be billed as Roosevelt-American Legion Post Ball and will feature a name band. Proceeds will be turned over to the federal government for use in a war defense program.

WANTED
Rides — Shows — Concessions
FOURTH OF JULY CELEBRATION
Good prosperous town—everybody working. First outdoor attraction of season. Can stay over week-end if desired. Wire or write.
W. A. SIEROK
Concession Chairman, Wis. Field's Athletic Club
Wisconsin Rapids, Wis.

WANT
Shows, Rides, Concessions, Free Acts, also **Blaine, Minn.**
July 3rd and 4th American Legion Celebration. Large Fireworks Display. 400,000 to draw from.
E. J. MORRIS
015 Pratt St., Jeffersonville, Ind.

Ads Give Sponsor Concession Choice

HENDERSON, Ky., June 8—Merchants' Exposition and Fair in Ogden Warehouse here on May 18-25 under sponsorship of Junior Order was most successful yet staged by the lodge, with capacity crowds attending nightly, reported C. R. Gray, of American Decorator. There were 60 display booths and 10 concessions, obtained thru advertising in *The Billboard*. Gray reported the advertising drew more replies than could possibly be answered, so ones best suited to purposes of the sponsor were used. Pat Kelly's Circus furnished 10 acts and Gray provided two, Arlene Bowman and Gene Becker, contortion and acrobatic turn, and Alvera Baters, rolling globe.

Many Pro Features Set for Ill. Affair

PARIS, Ill., June 8—Six-act show, including Eddie Kelly's Ice Frolics; De-Cardeo Teeterboard, and Le-Rays aerial acts, have been booked for second annual Independence Day Celebration here under auspices of the Chamber of Commerce, reported June Darling, booker for Frederick Bros. Chamber of Commerce Secretary Charles B. Clement, former showman, said there will also be an 8000 fireworks display, rides and concessions.

Last year's event drew 20,000 and the figure is expected to be exceeded this year. There will be a band concert and three-mile parade made up of 17 bands, floats and military units. Heavy advance publicity is being used in the form of newspaper stories, 15,000 stickers, correspondence envelopes, bumper and window cards, throwaways, one-sheets and film trailers.

ACA Show Given Contract For Minneapolis Aquatennial

CHICAGO, June 8—J. C. McCaffery, general manager of the Amusement Corp. of America, announced on his return from Minneapolis on Thursday that the ACA has been awarded a contract to furnish one of its shows for the Minneapolis 1940 Aquatennial. Event is sponsored by Minneapolis Chamber of Commerce and already 50,000 buttons have been sold at \$1 each to help finance it.

Shorts

J. C. MICHAELS will furnish show for the annual Humboldt (Neb.) Fall Festival.

C. L. FALLON reported he will have charge of concessions at two-day annual Waynesburg (O.) Home-Coming under American Legion Post auspices.

JANESVILLE (Wis.) Better Homes Exposition on May 29-June 3 drew several thousand at 25 cents each. Entertainers included Don McNeil, Evelyn Lynne. (See **SHORTS** on page 47)

WANTED Sensational Aerial Stunt

High Diver from Bridge or something similar for

BRIDGE OPENING CELEBRATION
Thursday, July 11, Owensboro, Ky.
Write or wire immediately
Chamber of Commerce.

HAMPTON COUNTY WATERMELON FESTIVAL

WEEK OF JULY 15-20
Want Shows, Rides and Concessions. No profit. South Carolina's greatest festival. Fine program of parades, fireworks and free acts arranged. 30,000 people expected. Will sell ex. on air. Concession not already booked. Reasonable percentages on Rides and Shows. Let us know what you have.
G. R. THORNE
P. O. Box 204, Waltersboro, S. C.

ANNUAL Blue Gill Celebration HASTINGS, MICHIGAN

JUNE 27-28-29
Sponsored by the Jr. Chamber of Commerce and to be held on the Main Street. Can place three attractive Shows and legitimate Concessions of all kinds. Reasonable rates. Have 15 Pairs and Celebrations to follow. A-1 show.
GLEN WADE JR.
280 Elmhurst, Detroit, Michigan

RIDES WANTED
JULY 29 THRU AUGUST 3
LIONS' FOUNDERS WEEK

CLIFTON FORGE LIONS' CLUB
A. L. Robinson, Chm.
Clifton Forge, Virginia

WANT
Shows — Concessions — Free Acts
Old Settlers' Day
COLUMBIA CITY, IND.
Wed. and Thurs., August 14th and 15th.
M. R. LORBER A. R. LUCKENBILL
Shows and Acts Concessions

WANT AERIAL ACT
FOR JULY 30 AND 31st
Sand Lake Celebration
R. E. BASSETT (Secy.), Sand Lake, Mich.

CARNIVAL WANTED
Rustles
Jockey Drum Corps
Men of War Post No. 6, American Legion, Week of June 24 to 29.
"SKINNY" GOE, 317 W. Main St., Lexington, Ky.

WANT
Carnival Company for
ELMER REUNION
Austrian American Legion, Aug. 6-7-8-9, on the Street, Elmer, Mo.
C. S. SMITH, Secy., P. O. Box 27, Elmer, Mo.

Want — High-Class Acts — Want FOR FREE FALL CELEBRATION

SEPTEMBER 2 TO 7
ADDRESS: **CASEY JONES**, care of Chamber of Commerce, Keokuk, Iowa

ADRIAN JULY 4TH CELEBRATION

Southern Michigan's Best, Opening Tuesday, July 2nd, and Running Through the 4th. Popcorn, Photo Gallery and Corn Game have been sold exclusive; all other legitimate Concessions open. Many one-dollar a front feet minimum, twelve feet to a Concession. Can place attractive Shows (no Girl Shows allowed), also one more small Rides, twenty per cent to us. Concessions booked at Adrian can continue on to one circuit of Celebrations and Fairs, working every week until Fall, including Annapolis, Ind., July 8-12; the Bryan, Ohio, Home Show, etc. Address all inquiries to **F. L. FLAGG**, who controls the Midway, 25 E. Woodbridge St., Detroit, Mich. Phone: Columbia 3200

Classified Advertisements

COMMERCIAL

10c a Word

Minimum—\$2.00. CASH WITH COPY.

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

ACTS, SONGS AND PARODIES

WANT VARIOUS SONGS FOR SPECIAL PROGRAMS—Suitable cash paid for use of accepted songs. Write **ISSIE THOMAS**, 109 California St., Sausalito, Calif.

AGENTS AND DISTRIBUTORS WANTED

BIG MONEY—OUR RUBBER GLOVE NOVELTY is a fast summer seller. **LA FRANCE PARLORS**, 55 Hanover St., Boston, Mass. x

DEMONSTRATORS—THE NEWEST FAST SELLING Pitch Item on road today available for first-class demonstrators and fair workers. Fast quarter with 50c touch. Costs only \$10.80 gross. Complete samples and proposition upon receipt of 25c. Reliable people only. **BOX 7204**, Desk E, Philadelphia, Pa. je15x

FAST SELLING NECESSITY — COSTS 2c; SELLS 25c. Copyrighted merchandising plan speeds sales. Sample 10c. **C. LINNELL COMPANY**, University Center, Cleveland, O. x

FAST SELLING COMIC CARTOON POST CARDS—Many copyrighted, \$8.00 thousand. Ten samples sent for only 25c. **HENRY KOST**, Liberty, N. Y.

KEY CHECK STAMPING OUTFITS — BIG PROFITS stamping Checks, Name Plates, Social Security Plates. **THE ART MFG. CO.**, 303 DeGraw St., Brooklyn, N. Y. je15x

THE SUMMER SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED JUNE 29. CLASSIFIED FORMS CLOSE IN CINCINNATI JUNE 19. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

LORD'S PRAYER ON REAL PENNIES — INDIVIDUALLY CARDED. Fastest 10c seller in years. \$4.50 gross. Samples **OSCAR PERKINS**, 1109 Lawrence, Chicago.

MEDICINE DISTRIBUTORS — 500% PROFIT. Fast repeating business selling Vi-Co Tonic Laxative. Earn \$75 weekly. Be independent. **VI-CO SALES**, Birmingham, Ala. je22x

SALESDOARD SALESMEN — SEND FOR BARGAIN LIST of Big Profitmaking Saleboards. Write today. **STANDARD SALES**, 600 Merchants National Bank, Omaha, Neb.

SELL ORIGINAL, IMPROVED BLUE SIGNS — Defies competition since 1890. Costs 3c. Sell 25c. Experience unnecessary. **KOEHLE**, 935 Gault St., Los Angeles, Calif. je29x

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 1107 Broadway, New York. je6x

127 WAYS TO MAKE MONEY IN HOME OR OFFICE. Business of your own. Full particulars free. **ELITE**, 214 Grand St., New York. je29x

ANIMALS, BIRDS AND PETS

A FRESH SHIPMENT OF IGUANAS, SNAKES for dens, Coati-Mundis, Ocelots, Peccaries, Monkeys, Agoutis, Squirrels, Birds. **SNAKE KING**, Brownsville, Tex. je22x

ALLIGATORS, SNAKES, LIZARDS, TURTLES — 10 Large, Harmless Assorted Snakes, \$10.00. Price list. **ROSS ALLEN**, Ocala, Fla. je29x

BEAR CUBS — SMALL AND TAME, READY for immediate shipment. Canada's largest exporters of Bears. **RELIABLE BIRD COMPANY**, Winnipeg, Canada. je15x

DONKEYS (BURROS) — SPECIAL FOR BASE- ball play, polo play; for children to ride on. \$18.00 each. **UNIVERSAL PRODUCTS COMPANY**, Laredo, Tex. x

FRESH DIAMOND BACK RATTLE SNAKES — Fixed or unfixed, \$10.00, \$15.00, \$25.00 dens. Harmless Snakes, \$10.00, \$15.00, \$25.00 dens. Horned Toads, \$1.00 dozen; Chinese Dragons, large, \$6.00; Gila Monsters, \$3.50; Boa Constrictors, \$5.00; Horned Rattlesnakes, \$3.00. Wire **NATIONAL PRODUCTS COMPANY**, Laredo, Tex.

LIVE ARMADILLOS, \$2.50; PAIR, \$4.00 — Guaranteed feeders, perfect specimen. Mother and Babies, \$9.50. Also Armadillo Baskets, Lamps, Novelties. **AFELT ARMADILLO FARM**, Comfort, Tex. x

Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or refuse copy.

FORMS CLOSE (in Cincinnati) THURSDAY
FOR THE FOLLOWING WEEK'S ISSUE

Advertiser's Name and Address must

be counted when figuring total number of words in copy.

MONKEYS, BABOONS, LLAMAS, EMU, REP- tiles and Birds on hand. Other shipments, including Tame Chimpanzees, due shortly. Send for list. **WARRIN E. BUCK**, 420 Garden Ave., Camden, N. J.

PLENTY SNAKES, IGUANAS, ALLIGATORS, Gila, Dragons, Horned Toads, Agoutis, Monkeys, Coati-mundis, Puma Cubs, African Lion Cubs, Rats, Mice, Prairie Dogs, Guinea Pigs, Parakeets, Cockatiels, Pheasants, Peafowl, White Doves, Wire **OTTO MARTIN LOCKE**, New Braunfels, Tex. je13x

SPECIAL — COATI-MUNDIS, \$10.00; WILD Cats, \$6.00; Grave Yard Robbers, \$1.50; Orange, Black Squirrels, \$5.00 or \$8.00 pair; Kangaroo Rats, \$2.00; Prairie Dogs, \$2.00, \$3.50 pair; Mexican Lions, \$75.00; Mexican Tigers (Jaguar), \$100.00, 5 months old; Blue Foxes, \$30.00 pair. **NATIONAL PRODUCTS COMPANY**, Laredo, Tex.

WRITE FOR OUR ALL NEW 1940 SPRING Catalogue—Largest, most complete ever published. **MEEMS BROS. & WARD**, Oceanide, N. Y. Direct importers from all over the world.

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

WIN PRIZE CONTESTS — MONTHLY CON- Text Bulletin of Pointers, Tips, Ideas. Sample copy 10c. **GENERAL CONTESTS**, 1609 E. Fifth, Duluth, Minn.

BUSINESS OPPORTUNITIES

FOR SALE OR RENT — MOXAHALA PARK, Zanesville, O. For information apply **UNITED MOTOR STAGES**, S. Fifth St., Zanesville, O. je15

FOR SALE — SHORT RANGE SHOOTING GAL- lery Concession. Excellent location, modern gallery, living quarters. **BORDIN'S MILK STAND**, Seaside Heights, N. J. je22

GET DOLLAR BILLS, QUARTERS BY MAIL Catalogue—All year. Simple, easy instructions. 25c. **JEROME BARNES**, 3011 Glasgow St., Portsmouth, Va. je15x

SAVE MONEY — BUY AT ROCK-BOTTOM prices. Get Bargain Buyers' Guide for \$1.00. **H. V. KEMPER**, 420 Geiger St., Huntington, Ind.

SENSATIONAL BARBECUE SAUCE MADE WITH "Perfex" Dry Sauce added to catsup. \$1 special P. P. **PERFEX DIST. CO.**, 644 New York St., Aurora, Ill. je15x

WHO WANTS IT? — A BRAND NEW RIDE. Will be a money getter. Manufacturing rights. Must sacrifice. Need money. Remember, nothing like it. Money talks, otherwise don't write. **GEORGE MUSSER**, Huntington, Ind.

WILL SELL HOUSTON'S LARGEST AND BEST Roller Rink at bargain. **DOYLE LUCKIE**, 1805 Main, Houston, Tex.

YOUR NAME IN "PROGRESSIVE DIRECTORY" brings samples and opportunity offers from manufacturers, operators, dealers, publishers, 25c month. Sample copy, dime. **SIDNEY**, Pottsville, Pa.

50 DOLLAR SECRETS — 24 LEGITIMATE ways to make money quick. This rare information 25c. **ULYSSES BARNES**, 3011 Glasgow St., Portsmouth, Va.

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A BARGAIN! 25 A. B. T. CHALLENGER 1c Pistol Machines, like new, only \$13.50 each. **ROBBINS COMPANY**, 11418 DeKalb Ave., Brooklyn, N. Y. je15

ARCADE MACHINES — 1 MILLS PUNCHING Bag, 1 Strip Metal Taper, 4 Floor Model Call-O-Scopes, 4 Mills Drop Picture Machines, 1 Floor Model Postal Card Machine; \$85.00 takes all. **A. N. RICE**, 315 Southwest Blvd., Kansas City, Mo.

ASSORTED USED COUNTER GAMES — 17 OF them, in good condition; \$65.00 takes all. **TONY PLESE**, 533 Meeker Ave., Joliet, Ill.

BARGAINS — EXHIBIT ROTARY MERCHANT- disers, \$42.50; Flashers, \$24.50; Mills 1-2-3, \$19.50; Blue Fronts, \$29.50; Columbia, Fruit or Cigarette, \$29.50; 200 Novelty Marble Games, all kinds, \$9.00 each; Keeney Free Races, \$9.50; Free Play Triple Play or Ricks, \$7.50, each. **BOYLE AMUSEMENT**, Oklahoma City, Okla. je15x

CANADIAN OPERATORS — WURLITZER 24C \$160.00; 24A, \$170.00; 616A, \$135.00; 412, \$80.00. Perfect shape, 60 cycles. **CANADIAN CONCESSION**, 57 Craig St., W., Montreal.

CATALOG SHOWING 700 RECONDITIONED Machine Bargains; all types. Wire for free copy. **STEWART NOVELTY CO.**, 136 East 2d South, Salt Lake City, Utah. je15

ERIC DIGGERS, IRON CLAWS, G. F. E. ARCADE Machines Scales. Want 20 Wurlitzer Phonographs 312. **NATIONAL**, 4242 Market, Philadelphia, Pa.

LAST CALL

Make certain your

CLASSIFIED ADVERTISING

will appear in the

issue of

The Billboard

"Mail your copy now—Today"

Classified Advertising Forms Close Promptly in Cincinnati

4:30 P.M. WEDNESDAY

JUNE 19

FIFTH INNING, \$14.50; FANTASY, \$22.50; Theiler, \$19.50; Up & Up, \$12.50; Big Six, \$24.50; Baby Alley, \$49.50; Scoop, \$37.50; Triple Threat, \$9.50; Shop & Co., \$9.50; Buckaroo, \$14.50; 9 Sc Watling Treasury Mystery Bells, \$35.00; 9 Sc Watling Robtop Mystery Bells, \$40.00. All machines free play. Guaranteed to be in perfect condition. 1/2 deposit, balance C. O. D. **SUPREME VENDING CO.**, 527 Rogers Ave., Brooklyn, N. Y.

FOR SALE — TWENTY 5, 10 AND 25 JEN- ning's Chief Console Slots, \$50.00 each. **J. R. KATZ**, P. O. Box 409, Fort Dodge, Ia.

FOR SALE OR TRADE—THE VERY BEST USED Records, \$5.00 per hundred; Dance, Hillbilly or Race. One Baby Alley, same as new, \$90.00; will trade for three Victrolas, 312 or 412; 25c Jennings Mystery Pay Slot, good as new, trade for 412 or 312 Victrola; 5c and 25c War Eagle Mills Slots, good shape, trade both for Victrola. Remember our merchandise must please you or we refund your money. Our used records are the best. **MONROE VENDING CO.**, 2918 S. Grand, Monroe, La. x

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FOR SALE — TEN THOUSAND USED RECORDS, price two to three dollars for entire lot. **R. S. MONTCALM**, 2903 S. Grand, Monroe, La.

FREE GAMES — SUPER SIX, BIG TOWN, BIG Show, Rocky, Bowling Alley, Scorecard, \$45.00 each; Big Six, Airport, Topper, Double Feature, \$25.00 each; Triumph, \$59.50; Spottlem, Click, Follow Up, Multi-Races, Triple Threat, Twinkle Major, Hold Tight, \$19.50 each; Pot Shot, All Baha, Fantasy, Parachute, Sport, Lucky, \$34.50 each; Oh, Boy, Scoop, \$39.50 each; \$27.50; Thriller, \$22.50; Gold Cup, \$75.00; Punch, \$40.00; Nippy, \$37.50; Home Run, Red Hot, Big League, Blondie, \$64.50 each. Send 1/2 deposit with order. **LEHIGH SPECIALTY**, 2d and Green, Philadelphia, Pa. x

GUARANTEED FREE PLAY GAMES—SPOTTEM, \$18.50; Up & Up, \$20.00; Golden Wheel, \$17.50; Side Kick, \$13.50; Baby Supreme, \$22.50; Contact, \$22.50; Triple Threat, \$22.50; Novelty Games, Topper, Clubbie Bubbles, Side Kick, \$9.50. Write for full list. **THE MARKEPP COMPANY**, Cleveland, O.

MILLS SLOTS, \$25.00. ALL MODELS: COLUM- bia Peanut and Ball Gum Machines, \$40.00; Mutoscope, Digger, \$30.00; Waffling Tom Thumb Scales, \$35.00; Mills Modern Scales, \$25.00; American Scale, \$15.00; Rays Track, \$25.00; 1-2-3, cash payout, \$10.00; Jumbo Baby Derby, cash payout, \$10.00; Counter Game, \$10.00; 100 Novelty Pin Games, \$5.00; Columbia Fruit Rats, \$25.00; High Serial J.T., \$25.00; Vest Pockets, \$25.00. All machines in perfect running order. **O'BRIEN**, 89 Thames, Newport, R. I.

NOVELTY TABLES, \$5.00 UP; FREE PLAYS, \$10.00 up; Payouts and Consoles, \$15.00 up. Write for complete list. **JOHN GOODBODY**, 1824 E. Main St., Rochester, N. Y. je15

PENNY ARCADES — WE ARE THE WORLD'S leading headquarters for like new and factory rebuilt equipment. We accept trades. Send for 1940 catalog. **MIKE MUNNIS CORP.**, 593 10th Ave., New York. jfm

PENNY WEIGHING SCALE BUSINESS—FINEST Established Route, South Texas. Write **OPERATOR**, 215 E. 20th St., Houston, Tex. je15

SACRIFICE — 100 STEWART MCGUIRE NUT Machines, \$5.00 each; 50 Pennyking Ball Gum Vendors, \$10.00 each; 50 Snacks, \$8.00. **CAMED VENDING SERVICE**, 402 W. 42d, New York.

SPECIAL RECONDITIONED BARGAINS—MILLS 1-2-3, \$67.50; like new Triumphs, \$84.50; Dandy, \$27.50; Eureka, \$29.50; Rebound, \$17.50; Congo, \$37.50. Need Advance Shocker. **COIN MACHINE SALES COMPANY**, M. & M. Bldg., Houston, Tex.

SPORTYS, \$30.00; MERRY-GO-ROUND, \$75.00; Short Stop, \$70.00. Write or see us for like new Used Games. 100 Stewart McGuire Seven, Nine Column Cigarette Machines, bargain. **H. Z. VENDING SALES, INC.**, 103 S. 13th St., Omaha, Neb.

WHILE THEY LAST — RECONDITIONED Eveready 4 Compartment Bulk Vendors, \$3.95 each. Send for complete used bargain list. **RAKES**, 5 S. 22d, Philadelphia, Pa.

1 1/2 BALL GUM FACTORY FRESH, 12c BOX; Tab, Stick, Midget Chicks, every Vending Gum. **AMERICAN CHEWING**, Mt. Pleasant, N. Y. je6x

4 MILLS VEST POCKET SLOTS, \$25.00 EACH; 2 Mills Jackpot Slots, \$10.00 each. Perfect condition. 1/2 deposit. **MARIE PARSHALL**, 100 Hoffman, Columbus, O.

10 SILVER KINGS, \$3.00 EACH; 10 COLUM- bus Ball Gum, \$4.00 each. All A-1. 1/2 deposit. **STEPHENS**, 4223 S. Press, San Antonio, Tex.

14 EXHIBIT BOWLING — ORIGINALLY \$139.50; \$45.00 each. Act quickly. **AMERICAN SALES CORP.**, 3070 Lincoln Ave., Chicago, Ill.

25c TWIN, 50c SINGLE JACK POT BELLS. \$19.50 each; three 4-Column Select Package Venders, \$24.50. **COLEMAN NOVELTY**, Rockford, Ill.

100 MILLS VEST POCKET BELLS — SERIAL numbers under 16,000. Like new. Send deposit. **BILL FREY, INC.**, Miami, Fla. j622

110 MUSIC MACHINES—ON LOCATION and paying in Southeast Kansas, \$10,000. Half cash, the balance terms. **CLIFTON AMUSEMENT CO.**, Box D, Virgil, Kan. j622x

COSTUMES, UNIFORMS, WARDROBE

ASSORTED BUNDLES, 51; COSTUMES, 51 UP. Fans, Hulas, Hindoo, Evening Gowns, Wraps, Fur, Bargains. **CONLEY**, 310 West 47th, New York.

TEN FLASHY JACKETS, \$10.00; BALLY CAPES, Cellophane Hulas, Chorus Costumes; Beautiful Cyke, \$25.00; Velvet Curtain, 12x28 Flash, \$25.00. **WALLACE**, 2416 N. Halsted, Chicago.

FOR SALE—SECOND-HAND GOODS

ALL MAKES REBUILT POPCORN MACHINES— Guaranteed. Heavy aluminum plated Popcorn Kettles, \$7.50 each. **CARMEL KORN EQUIPMENT**, 122 S. Halsted, Chicago.

CARNIVAL TIME IS CARMEL CORN TIME— Chrome-Plated Caramel Corn Candy Kettle Outfit, slightly used, \$175.00. **B. D. ROBINSON**, Richmond, Ky.

CORN POPPERS, GEARED KETTLES, CRIDDLERS, Stoves, Lanterns, Burners, Tanks, Tubing, Repairs. Lowest prices. **IOWA LIGHT CO.**, 111 Locust, Des Moines, Ia. j616

FOR SALE — PRACTICALLY NEW PERLESS Pop-Corn Machine, concession model, reasonable price. **JOHN NEWTON**, 103 Stanton St., Stretport, Ill.

THE SUMMER SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED JUNE 29. CLASSIFIED FORMS CLOSE IN CINCINNATI JUNE 18. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

HIGHWAY PULLMAN SLEEPER — BATH, sleeps 14, air mattresses. Pulled by Ford Tractor, air brakes, cruises 60 M.P.H. Ideal for post show or orchestra. Cost \$5,000.00; will sacrifice for \$1,000.00. Also '37 Dodge Coupe and Aero-Car goes for \$550.00. **CALVERT MOTORS**, Ford, Mercury and Zephyr Dealers, Harrison, O., near Cincinnati.

PENNY EMBOSSEY—FINE SHAPE, 2 DIES; Indianapolis 500 Mile Race; Lord's Prayer Gift at \$45.00. **GEORGE FRANKLIN, R. 3, Rockford, Ill.**

POPCORN, POTATO CHIP, CRISPETTE, CARMEL Popcorn and Caramel Coated Popcorn M. **LONG EAKINS CO.**, 1976 High St., Springfield, O. j20x

POPCORN MACHINES — FEARLESS PORT- ables, Creter, Dunbar; Geared Kettles, Caramelcorn Kettles, Furnaces, Burners, Tanks. Lowest prices. **NORTHSIDE MFG. CO.**, Indianapolis, Iowa. au10x

FOR SALE—SECOND-HAND SHOW PROPERTY

ATTRACTIVE BALL-THROWING GAMES — Bottles, Cans, Dolls, Kids, Tempins. Complete portable outfits and supplies. **LA MANCE**, 782 Marion, S. E., Atlanta, Ga.

FOR SALE — TWENTY-FOUR SEAT CHAIR Plane complete; Kiddie Merry-Go-Round; Aero Plane, Ferris Wheel. **CALVIN GRUNER**, Pinckneyville, Ill. j615

FOR SALE OR LEASE—40 MERRY-GO-ROUND. Brand new, Top and Side Walls. Machine in A-1 condition. Now operating in colored amusement park. Will sell cheap. **GEORGE ARCIRO**, Mobile, Ala.

NEW HEAD BALANCING TRAPEZE WITH RE- volving Ball, Edward Van Wyckes makes three Indian Clubs, Balls, etc. **FOREST LITTLE**, Route 3, Fremont, O.

SHONDELL KIDDIE AIRPLANE RIDE WITH Four-Wheel Trailer. All in No. 1 shape. Bargain for \$200.00 cash. **R. C. HENRY**, Ridgeville, Conn. O. j615

STEAM MINIATURE TRAIN — 15 INCH gauge. Now running, overhauled, painted. Money-maker. Reasons for selling. **F. LE CLAIR**, Route 2B, Salem Depot, N. H.

STEEL BANNER LINE, ELECTRIC CHAIR BAN- ners, Bass Drum, Loud Speaker, 3 Ballyhoop Monkeys. **BEN LUSE**, 2408 Denison Ave., Cleveland, O.

TEN CAR KIDDIE AUTO RIDE—OR WILL book. Have Pretzel Ride will book in park that has building. **OTTO CRISS**, 1213 E. 63d St., Indianapolis, Ind.

HELP WANTED

ENTERTAINING WAITRESSES, CIGARETTE Girl, etc. Summer season. Western acts preferred. Room, board and tips. Write **DUDE RANGH**, Atlantic City, N. J. j629x

Show Family Album



ADVERTISING CAR MEMBERS of Mighty Haag Shows, snapped in Cass Lake, Minn., July 10. From left to right are Vic Stout, car manager; "Judge" Hayes, boss billposter, now connected with a billposting plant in Nashville, Tenn.; Joe Rowan, special agent with Goodman Wonder Shows in recent years; Jack Hines, Sam Levine, O. Ramago, T. Cobb, "Red" Welch, William Spain, "Chick" Henry D. Murphy; "Frenchy" Miller, who was still with the show in recent years; Bob Haley; Arthur Hopper, now director of outdoor advertising for Ringling Bros. & Barnum and Bailey Circus, and Dave Williams.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

ENTERTAINERS WANTED — SINGERS, CO- medians and instrumentalists. What have you? Long term engagements in the "Fruithest" and "buggest," best drawing spot south of the Dixie Line. Living wage summer, big dough, season. Write **JULES M. ZISSEN**, Zissen's Bowery Cafe, Miami, Fla.

LINE AND PARADE GIRLS FOR THEATRE Production—Season's work. Transportation. Salary guaranteed. Send photo or snapshot with full description to **CALVERT'S EGYPTIAN FOLLIES**, Billboard, Cincinnati.

MED PEOPLE — SPECIALTY TEAM DOUBLE on music; seven months steady, good pay, join on wire, no advances. Mac and Arlene Franky and Gladys, answer. **BAKER HERB CO.**, Route 2, Davenport, Ia.

MOVIE OPERATOR — IMMEDIATELY FOR Tent Show, 16MM. All after joining. Make salary low. Join on wire. **MANAGER LAYNES TENT SHOW**, Powellton, W. Va.

WANT COMED — STOCK, REP, IMMEDIATELY. Room, board; low pure salary. State all. **ALAN MOORE'S SHOWBOAT PLAYERS**, General Delivery, Manchester, Conn.

WANT ONE BURLESQUE COMEDIAN OR Clown — Must work shifts with orchestra. Steady work, good salary for right party. Write or wire **GENE PARKER**, care Bill's Place, Mt. Vernon, Ill.

WANT NOVELTY ACTS AND CLOWNS FOR Utah Fairs and Celebrations—Have seventy-five percent now under contract. We contract everything from free acts to grandstand show. Can use good acts all season. Those considering contact immediately as we open Tootle Days June 20-21-22; Salt Lake City, June 25 to 29. **C. C. McDERMOND ATTRACTIONS**, 146 N. First, W., Salt Lake City, Utah. x

WANT SINGERS, DANCERS, HULAS, STRIP Teams—Work year round. **DOG HOUSE NITE CLUB**, 300 N. Rampart, New Orleans, La.

MAGICAL APPARATUS

CATALOGUE OF MINDREADING, MENTAL- ism, Spirit Effects, Magic, Horoscopes, Forecasts, Budsha, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts and Books. Wholesale. Largest stock. 164-page illustrated catalogue, 50c. **NELSON ENTERPRISES**, Nelson Bldg., Columbus, O. j615

LARGE PROFESSIONAL MAGIC CATALOGUE. 25c. **MAX HOLDEN**, 220 W. 42d St., New York City, N. Y. j615x

LATEST 216-PAGE ILLUSTRATED PROFESSIONAL Magic Catalogue of Tricks, Books, Supplies, Ventriloquist Figures, etc. 25c. **KANTER'S**, 1311 Walnut, Philadelphia, Pa. j615

MAGIC TRICKS — THE OLDEST ESTABLISHED Place in America. Latest catalogue 10c. Attention: Sidewalk Workers, Trick Cards, Books for Selling Purposes, Samples 10c. **HORN-MANN MAGIC CO.**, 304 W. 34th St., New York City.

PINKY—STRICTLY PROFESSIONAL PUPPETS. Ventriloquist Figures, Punch and Judy and Marionettes. **PINKY**, 1261 North Well St., Chicago. Illustrated folder free.

MISCELLANEOUS

"OLSON" BASEBALL — FLASHY, SENSA- tional, new Ball Throwing Game. Sells for only \$10.00. Send for circular today. **OLSON SALES CO.**, 311 9th St., Des Moines, Ia.

PLASTIC NOVELTIES — ANIMALS, PLAQUE Figures, wholesale to carnival people, merchants, church and lodge societies, clubs. **NELSON PLASTICS**, 52 Newgate St., Coderick, Canada.

TRAILER FOR SALE—EIGHT FOOT, ENCLOSED. Like new. Ideal for orchestra or light hauling. **CID BRODRICK**, Trotwood, O. Phone 663.

M. P. ACCESSORIES & FILMS

NOTICE

News and display advertisements of interest to roadshowmen will be found in The Billboard's new film department. Catalogue S. free. **MOVIE SUPPLY CO., LTD.**, 1318 S. Wabash, Chicago. j622x

A REAL BARGAIN — SEND FOR OUR "ROAD- showmen's Special" on the rental of 16MM. Sound and Silent Films. Write today. **INSTITUTIONAL CINEMA SERVICE, INC.**, 1560 Broadway, New York. j615x

AMBITIOUS! — SHOW TALKIES THEATRELESS Communities. Sound Equipments, Weekly Programs rented. Used 16MM Sound Projector, \$145.00. **ROSHON**, 711 Steuben Bldg., Chicago, Ill.

BARGAINS IN USED PROJECTION MACHINES. Opera Chairs, Screens, Spotlights, Stereopticons, etc. Projectors repaired. **Catalogue S. free. MOVIE SUPPLY CO., LTD.**, 1318 S. Wabash, Chicago. j622x

CLEAN, NEW 16MM. SOUND FILMS—WEEK- ly Roadshow Service, cut specially. Large library, attractive rates. **SWANK**, 5681 Pymouth, St. Louis, Mo. j615

COLOSSAL SPRING CLEARANCE SALE—16MM. Sound Films, Features, Shorts, \$4.50 reel up. Road Show Programs rented, day or week. Sound Projector, lamp, supplies, accessories. List free. **SOUTHERN VISUAL EQUIPMENT**, Box 2404, Memphis, Tenn. j629x

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SOUNDFILM THEATRE AMPLIFIER—LIKENU, \$30.00 complete. Peerless Lamps and Rectifiers cheap. Trial allowed. **THEATRE SOUND SERVICE**, Box 395, Rochester, N. Y.

WESTERN, SPECIAL FEATURES, ROADSHOWS — Sell or rent. Rock bottom rates. Special circuit quotations. Also Projectors. **LONG STAR FILM COMPANY**, Dallas, Tex.

MUSICAL INSTRUMENTS, ACCESSORIES

MUSICAL PATENTS — DO YOU HAVE A NEW, patented musical accessory or instrument invention with large sales possibilities? Nationally known distributor, established 30 years, wants new items. Write, stating whether or not you have manufacturing set-up. **DEPT. 8F, BOX 337, Elkhart, Ind.**

PARTNERS WANTED

ACTIVE PARTNER WITH \$500.00 FOR "Black Magic Miracles," never before shown in America. Address **J. PIATEAU**, 1122 Tulane Ave., New Orleans, La. x

PHOTO SUPPLIES AND DEVELOPING

ABSOLUTELY BEST DIRECT POSITIVE BUY — New Portable Double Unit, with cool fluorescent lighting system. Takes both 1 1/2x2 1/4 and 2 1/4x3 1/4 pictures. Send for general catalog and information on new metal cretion enlarger-reducer. **MARKS O. FULLER, INC.**, Dept. BC540, Rochester, N. Y. j629x

ALL 4 FOR 10c OPERATORS—CUT PRICE ON all Machines and supplies. Full Length Camera, WABASH PHOTO SUPPLY, Terre Haute, Ind. j615

DIREX DIRECT POSITIVE PAPER—NO FAD- ing, best gradation, highest speed. **THE POSITYPE CORP. OF AMERICA**, 244 Fifth Ave., New York, N. Y. j615x

SPECIAL — YOUR ROLL DEVELOPED AND printed, 25c. — 5x7 Enlargements, 20c; Reprints, 3c. **CATLIN FILM SERVICE**, Catlin, Ill.

4 FOR DIME PHOTO CAMERAS WITH LENS, \$50.00. Also Enlargers, \$20.00. New and used. **SAM SCHILLER**, 4758 Kenmore, Chicago, Ill.

SALESMEN WANTED

AGENTS, CANVASSERS — MAKE BIG MONEY supplying homes, offices, stores Terry's Household Cement! Fast selling 23c retailer! Profits to 200%. **TERRY MFG. CO.**, Box 27, Atlanta, Ga. j622x

SALESMEN — AMERICA'S FINEST SIDELINE, 40% commission daily. 725 fast-selling repeat items. Every business used and must buy. No investment. Sales portfolio free. **DAVID LIONEL PRESS**, 312 S. Hamilton, Dept. A, Chicago. x

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TWO FEATURE PLATFORM ACTS—Wine Walker and Jugger, each act from 1000 to 1500. Write for prices and literature. THE GIFFITH TRIO, 319 Main, Keokuk, Ia. 3227

AT LIBERTY SINGERS

COMEDIAN, VOCALIST OR FIDDLER WANTS to join some reliable party after June 1. Complete satisfaction guaranteed. Address GARLAND W. TALBOTT, Route No. 2, Halifax, Va. 3222

GIRL VOCALIST FOR BAND—Photo on request. At liberty after June 15. Address BOX C-496, care The Billboard, Cincinnati, O.

VERSATILE TENOR, Eminent and Proved Man—Age 23, radio experience. Musicians approved. Fully interested in profits from good dance band. State all in first. Single, free to travel. Contact WILL KOHNKE, Interstate Orchestra Exchange, Winona, Minn.

AT LIBERTY PIANO PLAYERS

PIANO PLAYER (LEADER or Side) for rep, musical comedy or carnival. Double Trumpet. Last for good party. Fully interested in profits from good dance band. State all in first. Single, free to travel. Contact WILL KOHNKE, Interstate Orchestra Exchange, Winona, Minn.

ORCHESTRA PIANIST—READ, FAKE SOME. Union, age 27. RAY VEDDER, North Platte, Neb.

PIANO PLAYER—ALL ESSENTIALS. JOHNNY O'BRIEN, 516 New York St., Albuquerque, N. M.

DIRECT FROM THE LOTS

(Continued from page 48) Five new concessions were added last week and rides, shows and concessions got money here. Visitors included Manager George B. Hoeschen's father, brother and family. Committee, headed by Commander Dr. Van Slyke and Adjutant Carl Kotke, co-operated, as did Benson Monitor. Writer returned to shows when Elmer Brown took over advance duties. BING WIEST.

Great Bright Way

Lawrence, Pa. Week ended May 25. Business, fair. Weather, rain. Shows remained over here for a second week because of bad weather, but final week was greeted by cold weather and rain. Crowds come out and spend when weather permits. Show added another ride and a Hillbilly Show, and a new transformer truck is being built and will be ready for the next stand. General Manager John Geocma and Roy Barnes, manager, have been away on a booking trip and report several celebrations have been signed. Mr. and Mrs. C. W. Fish joined with their photo gallery. Paul Bish is in charge of the electrical department and is installing a transformer. Doc Tomb finished a new banner line for his show. A new marquee is under construction. TOMMIE RICHARDS.

Tip Top

Shosone, Ida. Week ended June 1. Business, fair. Weather, fair. After a long jump from Carlin, Nev., shows opened on time Monday night to a good crowd, which did not remain long because of a high wind that hit shows soon after opening. While en route here Frank Redmond's trailer was badly damaged just outside of Wells, Nev. Frank wasn't injured, however. Monte Young, of shows bearing his name, visited at Battle Mountain. Nev. Pierre Ouellette has recovered from a three-week illness. Guy Osborn and wife joined with their new high striker. Paul Mitchell's new photo gallery arrived. He's readying it for operation. Charles Lewis, trainer of Betty Lou, chimp, left here for a visit with his sister in Philadelphia. Amos Ellis reports he's pleased with his new trailer. Harold O'Branigan came on from Tracy, Calif., to take charge of the Ferris Wheel. Chris Olson's Olympia Art Studio has been leading shows. Darlene is featured dancer. Mack McLaughlin's Montana Wonder has been running second. Amos Ellis' Glider is best among rides. While shows were in Gardnersville, Nev., members exchanged visits

PIANIST—Talon, single. Young American man, desires reliable opening. Wide professional experience as pianist, accompanist, vocal soloist, concert dancer. State details. BOX C-491 care The Billboard, Cincinnati, O. 3215

SOLID DANCE PIANIST wants work with established parties. Can play all standards and take unique take-offs. Can. Box C-483, Billboard, Cincinnati, O. 3215

SWING PIANIST desires connection with dance band. Young, experienced. Non-union. Head will take. Dance, show, radio experience. Travels. Fully interested in profits. Write to: GREENBERG, care, Route, 413 E. 53d, New York.

AT LIBERTY VAUDEVILLE ARTISTS

SOPHISTICATED HIGH COMEDY FEMALE impersonator with fine wardrobe, good ballroom singing voice and years of experience. Swell emcee, producer and reciter. Write for complete list of reports. State your proposition in first letter. Address KLARE KENNEY, 172 W. 88th St., New York City.

AMATEUR FEMALE COMEDienne—Has good song, smash hit at Lee's Uptown and Columbia Theaters, Broadway-59th, New York. Write EDITH KALINOVY, 213 W. 146th, New York, N. Y. 3222

AT LIBERTY—Team, Mad or Imp. up in act. specialties. Can produce straight or comedy. Good appearance, sober and reliable. Can form own party. Fully interested in profits. Write to: KAHN, 114 Broadway, Harbor, N. Y. 3222

AT LIBERTY After June 15 for Medicine Show—Blackface Comedian. Singing and talking specialties, novelty songs, paper pictures. Some dancing. Change two weeks. I know the medicine act, do comedy in same. Can do white-face specialty specialties and straight if required. FRANK VAGO, 1000 N. Leavenworth, Cochrane, Pa.

ATTENTION, North Carolina West, Vaudeville, in music, daily broadcast. Hillbilly Melodist, Singers, Comedians. Will accept percentage proposition for persona appearances. UNCLE PETE, WEAL, Rte. 1, N. Y.

LADY VENTRILOQUIST for any small show—Outline Accordion. Change two weeks. Best troupe and all round performer. Car, trailer, flying valise. BOB GIBBY, O'HARRE, Paulina, O.

TEAM—Experienced, good specialties. Lady, A-1, straight, as cast, novelty. All offers considered. Write, with details, to: FRANKLIN R. WHITE, General Delivery, New Orleans, La.

with Stebrand Bros.' Shows & Piccadilly Circus. Owner H. W. Campbell and Pierre Ouellette returned here from a booking trip. DALE W. PETROSS.

Clark's Greater (Motorized)

Grayville, Ill. Seven days ended June 2. Location, Blood Showgrounds. Business, fair to poor. Weather, fair. Long run of over 300 miles was made in good time and shows arrived early Sunday night. H. R. Cramer joined with concessions, as did Ted Wibbelsman with two shows. Many ex-showfolk living here visited during the week. Jack Willy, still scoring with banners. Co-Owners I. J. Clark and James A. Winters made a number of business trips during the stand and signed a number of fair dates. Buster Coll is managing the bingo in addition to his secretarial duties. Harper Wade's photo studio reports good business. JAMES A. WINTERS.

Alamo Expo (Motorized)

Walsenburg, Colo. Three days ended June 1. Auspices, Third Annual Rodeo. Business, good. Weather, good. Fay gate. General Agent Louis Ringel booked a banner stand here. Shows were situated directly in front of the entrance to rodeo grounds and a 10-cent pay gate prevailed. Some 15,000 admissions were registered during the three days, and excursions, shows and concessions did excellent business. Governor Ralph L. Carr joined midway as guest of Owner Jack Ruback. Sam Horowitz and Max Levine, novelty merchants, were among visitors. LARRY MULLINS.

Elite Expo (Motorized)

Herington, Ken. Week ended May 25. Location, ball park. Auspices, Fire Department. Business, poor. Weather, poor. Shows' second week here was about the same as the first, with cold and rain prevailing all week. Move here was made without mishap. Doc Wright added another Show-a-Pan Show. Thursday night was lost to rain and Chief Lakford joined Noble's Side Show with his impalement and India torture act. Visitors included Mr. and Mrs. Larry Nolan, general agent, Anderson-Strader Shows, and Milton Speece, of pop corn note. While making the run to Eldorado, Sunday, a fire destroyed the penny arcade and truck. Origin of fire was undetermined. Noble Side Show used its new top for the first time here. DON FOLTZ.

Patrick's Greater (Motorized)

Dayton, Wash. Week ended June 1. Business, good. Weather, good. Business was fair the early part of week and big on Saturday and Sunday, when races and rodeo were held. Silas Smith, cookhouse proprietor, added an extra grab stand here and did capacity business. Beatie Benette arrived to take over annex of Lawrence La Londe's Circus Side Show. Mrs. Ona Commons opened a new balloon store here to satisfactory business. Tony Lombardo's new blanket store also closed. Scene artist Nappy Olson decided to postpone his visit to Kansas City, Mo., until the close of the season and rejoined here. Shows closed early Sunday night and loaded for the trek to Union, Ore. DON (LEFTY) GLENDON.

Cotton States

Noon Junction, Ky. Week ended May 25. Location, Howard Showgrounds. Business, good. Weather, fair. Altho mines are working part time with pay being in scrip, business here was better than anticipated. Rides and shows did fair and concessions did well. Showfolk were grieved to learn of the death of Jack Duncan. Personnel visited the funeral home, where they placed a floral tribute to his heir after a brief service. Mrs. Bently joined here with her cookhouse and Mr. and Mrs. George Linn added a rat game. Felix Phineel joined with pop corn and candy floss and Doc Foster was replaced as special agent by Harry Caso. Visits were exchanged with members of Purland Shows, playing Harlan, Ky. Visitors included Rube Wadley, of Wallace Bros.' Shows. Buddie Jones recovered from the flu and is operating his penny pitch again. Manager Ray D. Jones took delivery on a callope here. June Inman is framing a new cork gun shooting gallery. Whitesburg, Ky. Week ended May 18. Location, ball park. Auspices, Whitesburg Fire Department. Business, fair. Weather, cool. Move of 150-miles was made in good time and all were ready to go Tuesday night, when cool weather and public school exercises hampered business. Sponsor and county and city authorities co-operated. Concessioners reported satisfactory business. Jimmy Cory's athletic show topped shows, with Min-strels second. Peeding Show and Capt. Jack Kittles, free attractions, were popular. HARRY CASO.

Southland Amusements (Baggage cars and trucks)

Sassafraz, Ky. Week ended May 25. Business, good. Weather, good. Show made another fast move in here and with good weather good crowds turned out. Business was good thruout and sponsors and townfolk co-operated. Visitors included J. P. Sparks, Rube Wadley and Ray Jones. Doc Dawson, Doc Foster and Joe Lee joined here, and Bill Geron left for his celebration dates, as did Ralph Murray and Roy Bolton. Mrs. Louise Martini put her new popcorn machine to work here and Frank Blazel added a mouse game to his concessions. Ferris Wheel has been topping the rides. Bob Warner joined Betty Hand's dancing girls. McKee, Ky. Week ended May 18. Business, bad. Weather, fair. After a record move here, shows were ready to open on Monday, but business was only fair. Shows haven't lost a day since opening in Kentucky on April 27. Sundays have been the best days. HARRY T. WILLIAMS.

World's Fair, Coe Bros. (Railroad)

Redding, Calif. May 28-June 2. Auspices, American Legion Post. Business, good. Weather, good. Shows opened Tuesday night to unexpected crowds and spending was much better than the previous week. Manager E. W. Coe reported satisfactory business. M. E. Arthur's Side Show had a good week, as did Eddie Stewart and Bob Winalow with their Old Shows. Kaye Evans, dancer from World's Fair Dancoers at Treasure Island, San Francisco, joined the Girls Show, as did Betty Love and Bonnie McLeod. Mrs. Fred Thumberg joined her husband here and will remain with shows all summer. Joe Krus framed a new pan game and is satisfied with results. Shows and rides opened at each matinee to fair business. Count Luigi and Olga Celeste, free acts, are popular, as is Mary Anne, performing

elephant, trained by Joe Metcalf and presented by Anna Velde. Trainmaster Harry Wooding is doing a good job of getting shows loaded and unloaded, as is Lot Superintendent Frank Warren. EDDIE STEWART.

Mae's Caravan (Motorized)

Newburg, Mo. Week ended June 1. Location, railroad lot. Auspices, city administration. Business, good. Weather, nights cool. Playing here under City Council, members of which acted as ticket takers, shows got good results after the pay day at the railroad shops. Everything did well. Doc O'Malley's Animal Show led shows and Mix-Up the rides. With the river only a block from the job, many swimming parties were held and fishermen on the shows were out early and late. Joining here were Mr. and Mrs. C. Carney with their rat game. Frank Dunn, dark-room worker for Mrs. McNeese's photo gallery, led Saturday night for Lee Adams, Red Maker's Rides played near-by Rolla, Mo., and visits were exchanged between both organizations. Wayne Evans, master mechanic, is overhauling rolling stock. Edna Hill's pop-corn concession did well, as did Cora Ball's cane rack. With fairs and celebrations beginning in a week, O'Malley is busy supervising painting and repairing of rides and show fronts. J. P. MALONE.

MIDWAY CONFAB

(Continued from page 45) sians gave him a 50-50 chance to recover, and Sportsmen Club committee, including Mayor Alex Pearson, Warren Miller, and doctors and nurses at the hospital and members of the shows went out of their way to see that he was comfortable. Jimmy Mason, talker on Expose Show, who worked with Wilson last winter in Florida, devoted all his spare time to Harry and will drive him from spot to spot until he's able to drive himself.

"JUST concluded a week's engagement in Perryville, Mo., being the first show to play a still date there in many years," reports Manager William B. Dyer, Dyer's Greater Shows. "Sponsors co-operated, but whether it was the booming of guns abroad or an earthquake, several slight tremors were felt during the stand. Any shows contemplating coming this way should look long and dig deep before doing so."

PRESS representative of Vic Horwitz's Motor City Shows, Harvey (Doc) Arlington cards from Ecorse, Mich.: "Ray City, Mich., date proved successful despite two days of rain. Big crowds were on hand when weather permitted and concessions, rides and shows got good play. Saturday matinee and night were good. Shows were first in Day City and first to play the lot there on Sunday. With rain most of the day, however, they closed early to get off the lot."

WHEN will hangers-on and followers quit causing embarrassment to real showfolk by tailing local authorities they are "with it?"—Cousin Peleg.

ROSTER of Betty John's People Who Make the News attraction on Greater Sutton Shows includes Herb Millman, fire eater; Artis Streets, electrified girl; Dixie Bickets, bally and sword box; Professor Eroid, man who knows; Maurice Harding, iron tongue; Artis Streets and Rudelle (Patsy) Adams, Chinese torture box; Bud Bickets, pin head; Helen Adams, burning girl alive; Karlene, wonder girl, annex; Betty John, owner-manager and talker; Moody Cook, front and tickets; Roy C. Lewis, canvasser, and Pearl Jones, cook.

MANY members of Conklin Shows attended the party held recently by Mrs. Art Radtke in her cottage overlooking Lake Nipissing, Ont., in honor of her husband's birthday anniversary and ninth wedding anniversary of Mr. and Mrs. Ben Custock, all of the Conklin organization. Radtke and the Custocks were recipients of numerous gifts, and among those attending were Mrs. Minnie Simmonds, Mr. and Mrs. Jack Haligan, George Pappas, Robert Cooper, Al Kaufman, Paul Oleksy, John Salsdin and Lefty O'Hara.

DOWN yonder. Two town ferns on one side of midway are guarding frozen custard machine on the other side. First—"That must be an iron-leg machine." Second—"Yes, I'm sure it is, as there are a doctor and nurse in it."

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Aluminum Ware Has Big Demand

NEW YORK, June 8.—Demand for aluminum ware both for kitchen use and decorative purposes is increasing. Concessioners and bingo operators at amusement centers are finding the addition of these items to their stocks responsible for increased takes, it is reported.

In kitchen ware, the aluminum coffee pot, sauce pan, kettle and stew pot are proving exceptionally popular. The items are now offered by supply houses at low prices. Aluminum is flashy and housewives are always alert for stands that display quality items of this type. Bingo operators around this city are finding deep pots with covers and double boilers topnotch merchandise for their games, it is said.

Hammered aluminum plates which may be used for decorative purposes have definitely stepped into the lime-light as prize merchandise. Available in several different sizes and prices, plates are getting a great play. Since the item is both serviceable and attractive, prize users are prominently displaying them to attract newcomers to games and to make repeat business.

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

It doesn't seem very long ago that operators were accustomed to hibernate thru the summer. They'd work thru fall, winter and spring, but come summer they'd go to sleep. Of course, that's all changed now, but many years went by and sizable earnings were lost before the boys woke up to the fact that they could make money during the supposed doldrums of hot-weather days. However, when they did wake up it wasn't long before the business developed into a year-around producer.

Today the experienced operator knows he can pick up folding money in all seasons, that it is just a question of finding the right item for the right season. He also knows that when he runs into a particularly hot item, such as the electric shaver, candid camera, portable battery radio set or Dumhill silent flame lighter, he can offer the item 12 months in the year with assurance of a profitable turnover.

To play doubly safe many of the boys follow the crowds in the summer and go along with them to seashore and mountains. That isn't a bad idea. It certainly offers a grand opportunity to combine business with pleasure.

Have you ever thought of tying up a deal with many special-day promotions, such as Father's Day and Mother's Day. Standard Distributing Co. did and, according to reports, its Pickwick candid camera deal, which it tied up with Father's Day, is going over well. Deal works on an unusually small card, only 16 holes, 1 to 29 cents, with a \$3.95 take. In addition to two cameras, three leather billfolds are given as consolation awards.

The salesboard business is extremely flexible. That's what makes it so interesting and lucrative. It may be worked part time in conjunction with something else. A man may have a job and still find time to place a few deals. It may be operated on a small scale as a one-man enterprise, with the operator (See DEALS on page 56)

Warm Weather Ups Business For Streetmen and Pitchmen

Visitors to New York World's Fair going for canes and souvenirs — vacationers buying sun glasses, hats — mechanical toys to have good summer sales

NEW YORK, June 8.—With warm weather bringing local people outdoors and the New York World's Fair attracting thousands from the nation, streetmen and pitchmen are finding this a most profitable season. While there is a scarcity of new items, the boys are pushing some of the stand-bys with success far above average. During the past few weeks indications have strongly shown that the public is turning toward patriotic numbers. While a number of these items have been on the market for some time, demand for them is increasing. Plans are under way to introduce new lines on the market along with new designs of some of the older ones. Popular in this line are buttons with such phrases as "Keep U. S. Out of War," "God Bless America," "I'm for the Allies" and "I'm Glad I'm an American." Slogans are also available on pennant-shaped pins in patriotic colors. Car signs and stickers have been available for some time, but the progress of the European war has boosted demand for them.

Flags and flag holders are also in the patriotic trend. The numbers, it will be remembered, were prominent during the World War. With Congress considering defense methods and financing and the newspapers filled with war news, demand for flags and holders is increasing. A new suction-flag holder has been placed on the market by Gordon Mfg. Co. It is instantly attached to any smooth surface and comes complete with three 4 by 5½-inch American flags with golden spears. Flag-bow pins are also big sellers, it is said.

In connection with patriotic items a bit of comedy has been injected into the business by the "Let's Stay Out of This" folder which has a dramatic war scene on the package cover. When opened, a pair of rayon panties is found.

Games Fair Necessity

Since walking sticks are in demand wherever there is martial music, demand for them has definitely increased here because of the fair. A great aid to people who attend the affair at Flushing, the canes are earning a pretty penny for the boys. George Kerner, of Harry Kerner & Son, reports the tomahawk cane is gaining favor. Supply houses in many cases have recently announced new prices on canes and the margin of profit to the streetmen has been increased. The plain natural wood cane with fair symbols, Perisphere and Trylon, is also a topnotch item. Lighter canes with dolls attached are claiming attention as souvenirs.

Since Decoration Day vacation trade has picked up, Excursion boats plying the Hudson River to Bear Mountain, George Washington Bridge and West Point are offering New Yorkers and visitors complete lines of novelties and souvenirs. Even aboard boats the cane is a factor in increasing takes.

Docks Good Sites

Streetmen working at docks and streets leading to the excursion boats report that a gold-plated pin with '40 attached to one end and a picture of the boat stamped on a metal disk at the other is popular. Jack Epstein, of Epstein Novelty Co., reports. It appeals to souvenirs seekers who want a dignified item to wear and yet show that they have visited Greater New York.

Vacationers are also going in for sun glasses, sailor hats, yacht caps and scarfs. New designs in these items have increased their selling powers and bolstered the streetmen's take. Yacht caps are in demand as a companion item for boat jewelry.

Mechanical toys are showing good sales for this time of the year. The playful cat, says Frank Cohen, of Cohen Bros., is still holding its own and shows signs of increasing its appeal to set a new

WHY SOUVENIR SALES WILL SOAR IN 1940

By Saul Goldfarb

Read This Feature

in the

SUMMER SPECIAL OF THE BILLBOARD

Dated June 29

summer record. Item is realistically designed and the cat turns over and over as it pushes a gayly colored ball held by the paw. The tumbling motorcycle is good for a sizable take, Kerner says, for it performs in such a way that makes it a must with mechanical toy workers. The rider does somersaults as the motorcycle rolls along.

Balloons are also proving themselves money-makers. The new Pinocchio models together with the Dying Pig, equipped with valve and squawker, are ready sellers. The items appeal to both children and adults, which makes their market a wide one.

While the Fourth of July is just over the horizon, the boys are already eyeing new items for the celebration. A mechanical sparkler that produces red, white and blue sparks is already rolling up sales. Item is safe, flashy and profitable.

Fans Seen Big At Bingo Games

CINCINNATI, June 8.—With summer approaching bingo operators are finding electric fans a big item. With new designs on the market, the boys feel that popularity of fans will surpass a lot of more staple items. Manufacturers are displaying a wide range of sizes done in a variety of colors.

Electric fan designers have been concentrating on smaller blade fans. While the last four seasons have seen blades growing smaller, predictions are that blades this year will be small yet capable of throwing a maximum breeze. As in the past, blades will be of metal or rubber. Rubber blades have proved a boon in homes where there are small children.

The weather man has definitely promised hot weather and the alert concessioner is stocking fans in order to turn over this item several times. Prices are within a range to allow prize users a good margin of profit.

BINGO BUSINESS

By JOHN CARY

REPORTS are that recent cool weather has done a great deal to keep bingo indoors and somewhat delay the opening of outdoor spots. The indoor operator who plans to continue his games thru the summer cannot give too much attention to making his games as comfortable and attractive as possible for players. Bally works well also in this connection and the idea of promoting the "it's cool inside" idea will work well toward increasing attendances. Theaters use it and benefit by it. There is no reason why the bingo operator can't use it to his advantage provided he has seen to it that his spot is cool and comfortable.

RECENTLY a church at Merchantville, N. J., heard a report on its bingo activities. In listing the improvements made possible thru funds secured by bingo, it was reported that 200 new desks had been installed in the parochial school.

THIS REPORT, we think, has special significance. It points out first, that bingo is definitely one of the best fund raisers a church or organization can employ; secondly, that the committee making the report recognized the fact that bingo was responsible for the treasury's condition which ultimately resulted in purchase of needed desks. This last point should be stressed for the reason that many times bingo makes it possible for groups to purchase needed equipment and the game receives no credit for its good work. When reformers, more or less for political reasons, decide to launch a general fight, they hit on bingo. Were bingo given credit for worth-while things accomplished, there would be far less drives to ban it. Where a game is sponsored by a reputable organization for a legitimate cause, reformers are not going to interfere in any degree. This is not a new view on our part, for it is one thing this column has always contended.

NOW AND THEN we hear squawks from operators that business is falling off. Some want to know what can be done to bolster attendance. While some few operators may have cause to beem, it is difficult to believe all of them do. When other operators in the vicinity are doing good business we don't put too much stock in the complaint. Our experience has been that while the very operators who are squawking are doing a good job of complaining they are forgetting to do even the necessary things to get business. There is one cure for bad business and it works exceptionally well. Get good merchandise and have it displayed attractively. This prescription can be filled by any supply house. Operators should not by any means take this in broken doses, but should keep right on with the treatment. In a short time improvements in business will be seen.

THERE IS NO REASON why an operator should allow his game to get into bad shape. It is much easier to keep adding new and attractive stock than it is to have to put in entirely new setups. If business is not what you think it should be, watch an operator in your vicinity who is getting business. We'll bet you'll see that he has the newest items on his stand and that he has them displayed so that they will attract attention.

NEWS from Asbury Park is that merchandise prizes are popular along the boardwalk. The season has always gone in big for bingo and quality merchandise. Operators are expecting more people than ever to visit the city because of curtailment of foreign travel and the men know their business.

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Popular Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

Kitchen Knives, Holder

The set of five kitchen knives and holder made by De Luxe Products Co. is proving a popular item with prize users. Item, which offers a knife for every purpose, has a stainless steel slicer, butcher, paring, vegetable and serrated citrus fruit knives. Handles are made of imported coco-bolo wood. Holder keeps knives in a handy spot in the kitchen and lessens the work required in preparing meals. In addition to this, the holder protects edges and offers a sharp knife each time one is needed. Set has flash and every housewife immediately visualizes its many uses the minute it is displayed, the firm reports.

Salt Water Taffy

Salt water candy is again coming into its own with the advent of summer. Phoenix Candy Co. reports. A new half-pound box, attractively designed in deep blue and red and wrapped in cellophane, was recently placed on the market. Candy is made of sugar, corn syrup, coconut oil, natural and artificial flavors and U. S. certified color. Since the taffy is especially popular at lake and seashore amusement centers, concessioners are ordering large quantities in order to supply expected demand, it is said.

Tumbling Motorcycle

Coming on the market at a most opportune time, the tumbling motorcycle is seen as a big money-maker for street men who handle mechanical toys. Harry Keltner & Son report. Item is realistically designed and has flash necessary to put it over. Motorcycle rider turns somersaults while the vehicle rolls along and is good for laughs. Workers are confident that this will be a big summer for mechanical toys and are stocking the item in large quantities to take advantage of the sizable profits to be made, the firm reports.

Joke Item

"Let's Stay Out of This" is the caption in the background of a dramatic war scene on the folder of a joke item that is proving an easy seller. H. Fishlove & Co. reports. Impression given by the picture of a soldier charging across a war torn battlefield is one of seriousness. When the folder is opened, a pair of rayon panties comes into view. Streetmen and concessioners, especially those in resort sections, are said to be finding it a top item. It is available at low prices.

Cleaning Compound

Tru-Clean, a chemical cleaning preparation which is said to fill a long-time need of housewives, is now available to agents and demonstrators. Tru Products Corp. reports. The compound comes in the form of tablets, four of which, when dissolved in a gallon of water, will clean fabric or woodwork quickly and easily without injury. The firm claims the cleaner to be odorless, non-inflammable and to leave no soapy residue which rots fabric and destroys color. Containing no injurious caustics or acids, the company states, the preparation may be applied to any material without fear of injuring it, and its contents are such as to leave the hands soft after use. When applied to woodwork it dissolves dirt, bringing it to the surface where it may easily be wiped away. In comparison with other cleaning agents it is remarkably cheaper, the company states, and is a safeguard to health in the home.

Yogar Cards

Rudmore Enterprises report that one of the hottest items ever to hit the streets is the new astral fortune-telling cards designed by Yogar, mentalist. Item

It's Ready For Mailing Now! OUR BIG NEW 1940 CATALOG No. B134

This Book Has Been The Buying Guide For All the Show World For Over 50 Years

The Goods You Need Now—At the Prices You Want To Pay PLUS PROMPT SERVICE If You Haven't Received Your Copy—Write for One Now! When Writing State Business You Are In, as We Do Not Sell Consumers.



JUST OUT! THE ALL-AMERICAN PANDA

It's Big! It's New!

It's Low Priced!

What more does an item need to make it a winner? 24 inches tall. Cotton stuffed body, plush head, rolling eyes. Dressed in flashy Red, White and Blue Uniform, including coat, trousers, cap and helmet, packed each in cellophane bag. **Per Dozen \$7.84**
 NO. B41R1 PANDA CLOWN Same big value as above but dressed in flashy red and yellow clown outfit. **Per Dozen \$7.84**
 NO. B41R2

TWO TIMELY ITEMS FOR THE COMING CAMPAIGNS!



Balloon Leg Stuffed Elephant and Donkey. 20 inches high. Kappa stuffed body. Rolling eyes. Colorful Red, White and Blue outfit. Each in fancy box. **Elephant No. B41R13 Per Dozen \$12.00 Each \$1.10**
Donkey No. B41R14 Per Dozen \$12.00 Each \$1.10

N. SHURE CO. 200 WEST ADAMS ST. CHICAGO



New! P. D. Q. AUTOMATIC PHOTO MACHINE Today's Big Money Maker!

Cavalry, Fair, Pinnac, Beaches, Parks, Back Yards, Front Porches, Street Corners—EVERYWHERE—you will make big money with the P. D. Q. . . . the real camera sensation of 1940. **NO EXPERIENCE REQUIRED** Takes and finishes beautiful BLACK and WHITE or Sepia Photographs. **NO FILMS—NO DARK ROOM.** Direct, Positive Photos, size 2 1/2 x 3 1/2 inches. **NOT THE TYPE.** Big attraction. Watch photos develop in daylight in one minute. Easy to operate. Simple instructions show you how. P. D. Q. Photos are guaranteed NOT TO FADE. About \$60 starts you in this interesting, Big Money business.

P. D. Q. CAMERA CO.
 109 E. 35th St., Dept. BV, Chicago, Ill.

TAKES AND FINISHES BEAUTIFUL BLACK AND WHITE OR SEPIA PHOTOGRAPHS IN DAYLIGHT AND IN ONE MINUTE ← WRITE!

BINGO GAMES AND SUPPLIES CANES ~ PLASTER ~ CANDY
 WRITE FOR OUR NEW, NO. 50, 1940 CATALOG
 MANY FAST SELLING ITEMS AT LOWEST PRICES
 BE SURE AND MENTION YOUR LINE OF BUSINESS
MIDWEST MERCHANDISE CO. 1006 BROADWAY KANSAS CITY, MO.

CONCESSIONERS—OPERATORS
 YOUR BEST AND CLOSEST SUPPLY HOUSE
 LATEST FLASH—QUICK SERVICE—LOWEST PRICES

Largest Lines BINGO MERCHANDISE, Novelties, Clocks, Lamps, Blankets, Radios, Chinaware, Cans, Candy, Plaster, Dolls. Write for catalog.

Today Service ACME PREMIUM SUPPLY CORP. 3139 OLIVE ST., ST. LOUIS, MO.

BULOVA — GRUEN — WALTHAM — ELGIN



WE LEAD FOR PRICE AND QUALITY

Wrist & Pocket Watches FOR LADIES AND GENTS Reconditioned. Guaranteed Like New. 1941 Styles now available. Write for Free Catalogue.

NORMAN ROSEN

801 SANSON ST., Wholesale Jeweler PHILADELPHIA, PA.

NEW TURN SIGNAL

FLASHES FROM REAR WINDOW—DASH Control Agents. A rearward alert. Drivers try on dash demonstration. Dealers buy 3 to 12. Your profit margin as high as 284%. Biggest sensation of year. Stuns name for facts and demonstrator sample plan. All Proof Book. WATCH-MY-TURN SIGNAL CO., Dept. W-4388, Walnut Bldg., Des Moines, Iowa

HOT NEW NOVELTIES

For Diggers, Salesboard, Fairy, Gift Shops and Jobbers. Exciting Jewelry. \$1.99 g.r. Kites, \$7, \$8 and \$12 g.r. art. Billboards, \$4 doll set under for Comets, \$3 doll, also others from \$3 to \$6 doll. Match Pins, 50 Cents, Key Chains, 10 g.r. others from \$2.50 to \$15 g.r. Cigs, Cans, \$15 g.r. Latest Nov. Stone Jewelry, \$8.50 g.r. Cigar and Tea Sets, \$3 to \$7.50 g.r. also Lockets, Crosses, Luggage, Bracelets. Send for Illustrated Catalog. Your Business.

Factory Seconds on Request.
DEXTER LACQUER & ENAMEL CO. PROVIDENCE, R. I.
 107 Harrison St.

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.

ART PHOTO HANDLE KNIVES \$195



No. B 100—Medium Size, attractive Photos on handle. Closed 3 in. long. Has 2 well ground blades, bolsters at both ends. You must see the Photos to appreciate the big value.
Per Doz. \$1.95
DEALERS ONLY. Write for Free Catalog.

ROHDE-SPENCER CO.
223 W. Madison St., Dept. "B", Chicago

is a natural for street, store, fair and midway. It is packed individually, with 30 cards to a set and instructions in each box. Cards are printed with flashy red and blue Zodiac designs and are easily read. The item is seen as one of the big money-makers of the season, it is said.

Food Warmer

Bingo operators and prize users are said to be finding increasing demand for the electric food warmer made by Sheridan Electro Corp. Item is designed for warming cocoa, toast, cereals, soups, milk, special dishes and all foods and liquids. It is not used for cooking. Food warmer is chrome plated, fully

inclosed, and has accurate temperature control. Comes equipped with cord and plug, and is an up-to-the-minute necessity in homes, the firm reports.

Candy Sales Increase

WASHINGTON, June 8.—Candy sales during 1939 were estimated at \$200,729,000 by the foodstuffs division of the Department of Commerce. Sales of confectionery and competitive chocolate products during the first four months of this year amounted to \$78,361,000, an increase of 7.7 per cent over the \$72,740,000 for the same period last year.

Operation of Dinsmore Specialty Co., Cincinnati, has been taken over by R. G. Meyer, manager, and R. P. (Dick) Kraus, formerly of Kraus Novelty Co., Hamilton, O. Business will be conducted under the name of M & K Specialty Co.

DEALS

(Continued from page 56)
taking care of everything—buying merchandise, setting up the deal, placing cards, collecting money on completions and distributing awards. It may also be conducted on a large scale with a crew of placement men and collectors and a merchandise turnover running into thousands of dollars. No matter on what basis a man enters the field, the sales-board business will invariably produce a fair return in proportion to the amount of effort and time put into it.

HAPPY LANDING.

SUMMIT PUSHING

(Continued from page 37)
consecutive year. Rehabilitation, started with acquisition by Summit Beach, Inc., is nearing completion and by end of the season the park will be completely modernized and again rank with leading amusement parks in the Middle West. Lacking promotion in the past two years, officials have acted, adding to the staff Ben H. Voorheis, widely known outdoor publicist, who has accomplished much in the way of restoring the center to its status of two decades ago. Larry Troy, another experienced picnic and promotional man, has been on the job for weeks. On the books are twice as many outings and special events as the park has had in more than 10 years. For the first time in many years every available building on the fun zone is being utilized for concession space.

Norwatt Bros., Eastern operators, new in this territory, have taken over the Penny Arcade building and offer one of the most complete arcades in this section, with more than 100 machines. Dock has been improved and the 60-passenger motor launch makes regular lake trips. In addition to his several rides, Morry Kutzen has eight Skoe-Ball alleys and Pretzel ride. His Stratoship and Flying Scooter, newest on the midway, are popular. Canary Cottage, well-appointed restaurant, is under management of Jack Green. Pool, operating daily, has been renovated and repainted with a large balcony for spectators. It again has a tie-up with The Akron Beacon-Journal for swim parties one day a week at reduced prices. New covered dining pavilion will have accommodations for about 3,000. Park company operates bingo for 120 players and offering newest merchandise.

Ballroom, again under management of Lew Platt, who also handles band bookings, has sessions Monday, Thursday and Saturday nights, with name bands Thursday nights. Roller rink, new a year ago, is under management of Frank Rafal and operates nightly and Sunday afternoons. A large area has been reserved for traveling circus, side-show and pit-show attractions, which have been booked, reported Voorheis, who said the policy of free acts has been retained, also remaining one and two weeks. Entire lake front is being improved and picnic tables are being installed. A monkey house will be constructed and 50 simians will be shown. Landscaping is being furthered and parking areas enlarged. Midway has 12 rides, including Stratoship; Merry-Go-Round, which has been given new neon; Sky Rocket, Whip, Flying Scooter, Lindy Loop, EH Wheel and kiddie swings. New high ride, Sky Rocket, will get neon soon.

CONEY ISLAND, N. Y.

(Continued from page 37)
youthful trade, with name bands booked in to lure major audiences.
Morris Zolchick, 20 years on Surf side of Steeplechase souvenir store, antici-

SPECIALS

- HOT SPOT DECK FLAME LIGHTER, SEND FOR SPECIAL JOBBER PRICE
- SUN GLASSES—Fine Grade, Each \$4.40
- To Box, Doz. 40c, Gross \$4.40
- CROW'S LEVEE SUN GLASSES With Shields, American Made, Fast 10; Street-men's Item, Carded Gross \$8.00.
- Busk Cases 7.75
- SUN GLASS KIT—Disc, Nail File, Pocket Comb & Mirror, Fine Quality Sun Glasses, Doz. Sets 1.25
- WORLD'S FAIR NOVELTIES—10c, 15c & 25c Numbers 1.00
- 20 Assorted Kinds 1.00
- FLASH LIGHT BULBS—25 & 3.8-1000 6.50

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878 BROADWAY, NEW YORK, N. Y.

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Write Today for YOUR COPY!
STATE YOUR TYPE OF BUSINESS.

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TERRE HAUTE, INDIANA 25% Deposit Required With All C. O. D. Orders

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Renewed GUARANTEED STARTS AT \$2.95

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Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG.

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729 Walnut St., Philadelphia, Pa.

WARNING!!!!
Our Football and Baseball Jackpot Cards are copyrighted under No. 209542, No. 209550 and No. 300860. All infringements will be prosecuted. Jobbers, Distributors and Operators, write for prices and information.

WIN-ON AMUSEMENT CO.
208 Ewing St., WINONA, MINN.

PICK-A-PAIR
Pay what's your deal. 1c to 50c. Down pairs on sales card. 50c value each pair. Best history deal in America. Takes in \$4.00; your cost per deal, \$2.50; 10 deals, \$23.50. Prepaid if cash sent with order.
E. C. BASS
301 Merchants Bank Bldg., Fort Smith, Ark.

CHEVILLE BED SPREADS
Now! Beautiful Colored Sheeting on Premium Spreads. (Beach Capes, Quats.) Ops. by direct. Size your business.
GA. BED SPREAD CO., B-B, Nelson, Ga.

SOCIAL SECURITY PLATES \$3.00 PER 100
Case, \$1.00 per 100. Stamping Quills, letters, figures and gauges \$4.00. Agents—Send for whole case price list, name plates, stamping machines, etc. **FRANK BONOMO, 65 Central Ave., Dept. BB-10, Brooklyn, N. Y.**

WALTHAM & ELGIN POCKET WATCHES

Yellow Engraved Hunting Case with Yellow Chain to match, R.S. movement, Lets at 3. 20% Deposit, Balance C. O. D. Send for Free Illustrated Catalog.

PLYMOUTH JEWELRY EXCH. 119 Canal St., New York, N. Y.

pates the return of the "good old days" if the weather man proves a friend, Harry Drucker made the rounds on the island, visiting pals. Five Star Final and Eddie's Bingo, operated by Irving and Sam Tuffets, Sam Zundell and Herman Rapp, are in full swing. At Five Star are Arthur Eburman, manager; Sam Garber, checker; Andrew Warecki, chief mechanic; Willie Pritochep, Lou Dietch, Julie Romeo, Dan and Al Cappy, pitmen, and Eugene Berkowitz and Sam (Smitty) Smith, behind the mike for 14 years. Mike-men, David Storm is manager of Eddie's Bingo, assisted by Jack Klepper, checker; Joe Schwartz, counterman, and Irving Burns and Jack Harris, mike-men.

Pariston Poller, Leo Tammenbaum's show, has opened at Stauch's. Tiny (See CONEY ISLAND, N. Y., on page 62)

ALL STEEL HEADLINE MACHINE.....\$38.50

| | |
|--|--------------------------------------|
| HEADLINE INK, Lb. \$1.00 | TYPE LOCKS AND KEY 95c |
| Special quick drying | Speeds operation |
| HANDY INK ROLLER \$2.35 | PRECISION FURNITURE \$1.50 |
| For spreading ink | Spacing material |
| STEEL INK PAN 45c | HEADLINE TYPE \$18.15 |
| For inking roller | 165 Wood characters |
| SAFETY BENZINE CAN, Qt. \$1.75 | FIGURE TYPE \$2.85 |
| Fire Underwriters Approved | 26 Wood characters |
| NEWSPAPERS | VISIBLE TYPE CASE \$1.85 |
| With Blank Title and Headline Spaces | To file type |
| 1,000 \$12.00 | COMPLETE OUTFIT \$69.35 |
| 2,000 \$1.00 | Terms 25%—Balance C. O. D. |
| 5,000 \$25.00 | (ORDER BY WIRE OR WRITE) |
| 10,000 46.50 | |

NAME IN HEADLINES EQUIPMENT CO.
1132 SO. WABASH AVE. CHICAGO, ILL.

BE WISE... SEND FOR OUR NEW 1940 GENERAL CATALOG

Your FREE COPY is Now Ready!

Again we present to you—for the 1940 Season—a Bigger and Better Catalog than ever before! Upwards of 400 illustrated pages! Jammed with the "cream" of the World's Merchandise Mart! The newest and flashiest Concession Items! The latest and fastest selling Novelty creations! Premium merchandise and specialties of all kinds! You'll find everything that's new and popular in our new 1940 General Catalog! Act now! Send for your FREE COPY today!

GELLMAN BROS. 119 NO. 4TH ST. MINNEAPOLIS, MINN.

Sensational! Fascinating! The new popular Silent Flame Lighter

Operates in an entirely new principle. Base is attractively finished in dark wood grain and copper. Lighter shaft concealed in base. When withdrawn and touched to any part of made statuette . . . the shaft tip ignites.

No. 2621—EACH 95c. EACH (LOTS OF 12), 90c.

1940 CATALOG 1940 IS READY NOW WRITE FOR YOUR COPY TODAY

CONTINENTAL PREMIUM MART
322 N. THIRD ST., MILWAUKEE, WIS.

WAGONMEN AGENTS

Tremendous Values in Fly Swatters, Fly Ribbon, Snake-Insect Cards, White Shoe Polish, Notions, Carded Goods, Sideline Goods, Drug Items, Premiums.

- JUMBO MOTH CAKES 100 for \$3.00.
- BLADES Uniform Quality Per 1,000 \$2.00

NEW SUCTION FLAG HOLDER SET, Complete with 3 Flags, Outer Series, Doz. Sets \$1.50

• LOOK! NEW U. S. GOGGLES low at 70c dozen.

• PHOTO KNIVES & PEN DEALS—CAMERAS.

• DUNHILL FAN DANCER LIGHTERS. Get new Catalog—It's FREE.

CHAMPION SPECIALTY CO., 814-F Central St., Kansas City, Missouri

YOGAR ASTRAL FORTUNE TELLING CARDS

Hottest Item to Ever Hit the Streets!

Complete deck of 30 beautiful cards and instructions in each box. Cards and box printed with flashy red and blue Zodiac design. Cards can be read by anyone.

A Natural for Street, Store, Fair, Carnival and Buddha Workers.

Sample Pkge. 10c. \$6 Per 100 Pkges., \$5.50 Per 100 in Lots of 500.

25% Deposit, Balance C. O. D.

RUDMORE ENTERPRISES, 246 Fifth Ave., New York.

BEST ENGRAVING LINE!

Now engraving items with 40 year guarantee—styles that are clicking... finest sellers like football, basketball, roller-skating and bowling pins... also all the best selling locket styles, featuring 6 big selling "Mother-of-Pearl" Lockets... Best Selling White-Crown Ring Styles... Cameo Rings... Photo Jewelry... Write for Catalog 24 Today!

HARRY PAKULA & CO.

5 No. Wabash Ave. Chicago Ill.

NEW LINE 1940 JEWELRY

Now Ready

12 K. Gold, Silver, Rings, Bracelets, suitable for engraving... 12-Piece Locket, Cameo and White-stone Rings. Sent \$2.00 for complete samples. Free Catalog.

JACK ROSEMAN CO. 307 Fifth Ave., New York City.

ELGIN & WALTHAM

REBUILT WATCHES

7 Jewel, 12 Size, in S. H. Express. Catalog 175

Send for Price List, Money Back if Not Satisfied. PRESENT CITY WATCH MATERIAL CO. 112 N. Broadway, St. Louis, Mo.

New Suction Flag Holder

Complete with 3 American Flags. Seasonal sales. Sells for \$25 to \$40 each. 1000 for \$11.50. Send for catalog of 200 other fast selling items.

GORDON MFG. CO. 110 E. 23rd St., New York City, Dept. F90.

SOCIAL SECURITY PLATES

\$3.00 per 100

25 C. CASES \$1.00 per 100

Stamping outfit consisting of a complete set of die, leading alphabet and numbers and stop—\$6.00. We have a good reputation for agents. Send for illustrated catalog and details.

RELIABLE SALES CO. 1533 Broadway, Dept. 60, NEW YORK CITY

Key Check Stamping Outfits

Emblem Key Check, Key Ring, etc. Catalog free. Sample check with name and address, 25c.

SOCIAL SECURITY PLATES KEMP NEW YORK CITY

485-B East 176th St.

Gougen Workers • Shoemakers • Pitchmen
Get the Pen That Makes You Money

WALTHAM

New All-Point Package Just Completed. \$26.00 PER GROSS. The Package That Gets Real Money.

Write for Price List on All Type Waltham Pens. STARR PEN CO., 380 W. Adams St., Dept. B, Chicago, Ill.

SLUM JEWELRY \$1.00

Assorted Gross CROSSES, with Stones, fast sellers. Doses \$1.00, \$1.25, \$1.50. RINGS, box numbers. Doses \$1.00, \$1.25, \$1.50. KNIFE & CHAIN SETS, White & Yellow, big sales. Per Set 25c. LOCKETS, popular numbers. Doses \$1.00, \$1.25. Deposit with order. Balance C. O. D.

159 CANAL ST. FELDMAN BROS., NEW YORK CITY

MEDICINE MEN

Write today for new catalogue of Tablets, Oil, Salts, Soap, Tablets, Herbs, etc. Low prices—rapid service.

GENERAL PRODUCTS LABORATORIES Manufacturing Pharmacists 187 E. Spring St., Columbus, Ohio

for PITCHMEN

A Department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**
(Cincinnati Office)

BESIDES ABILITY, a good appearance should be the pitchman's stock in trade.

T. W. DOYLE... was spotted in Silverton, Ore., recently.

FRED HUDSPETH... Left California two months ago with Frank L. Sullivan. Found most of the towns work the International Oil Exposition in Tulsa, Okla. The only pitch stand there was microscopes. Met Leo Cherrier, my partner, whom I had not seen in a year and a half, in Amarillo, Tex. The pitch fraternity was well represented in each town thereafter, with Leo on fluke; Frank Sullivan, peelers, and myself, pens. Seen in Tulsa were Cal Hicks, med, and Polock Jimmie, blocks and blades. I am working doorways in Little Rock on a \$2.50-a-day rate. Mr. Smith can be worked for \$1 a day. Cherrier and I are headed for Memphis, Nashville and the East.

FAMOUS LAST WORDS: "Let me borrow the use of your stand. I promise not to keep the push until it's too late for you to work."

JERRY FROST... arrived in Little Rock, Ark., recently from the West Coast and is working stores.

DOC MORGAN... and wife, who have been on a business tour of South America, recently flew to Havana on the Pan-American Clipper. They say: "We haven't seen any pitchmen since leaving the States. Prior to that time we met Mr. and Mrs. Dick Jacobs and daughter in Jacksonville, Fla., and Blanche Brophy, her partner and son, with their mental act, in Atlanta. In Miami, Fla., we listened to a number of pitchmen, including Bert Ibersen. Wonder if our friend Eddy Jameson is still pitching coils in Hawaii. Business has been good and we expect to fly back to the States soon."

HOW CAN ANYONE expect every week to be a big winner? Law of averages will take care of you, not to mention the fact that the season is still young and weather has been unsettled.

FRANK SULLIVAN... is laying over in Little Rock, Ark., a few weeks before making the early Dakota fairs.

JAKE FOX... writes: "I am back in Chicago with the strongest reader covering the Loop. Would like to see pipes from Red Wood, Ted Haley and all the oldtimers."

AL DECKER... penails: "After working Baltimore and Philadelphia I landed in New York. Has been making shops there and in Newark, Elizabeth, Passaic and Paterson, all in New Jersey, to fair business. Am heading up the Coast for more shops until the fair season begins. Several workers are on 14th street in New York."

It can still be done in the Big Town. Some say it is closed, but I find it not. Jim Osborne and Bob Posey, let's see where and how."

MEMORIES: Remember when Ed St. Mathews had his new car painted snow-white? He was telling Chick Denton and James E. Miller about the chalet and brought them out to look it over. "It looks like a milk wagon," Denton remarked. "That isn't a new joke," replied Ed, "for just after I had the car painted a tawner stopped me and asked if I was selling ice-cream cones."

HARRY LUKE... of mineral water note, is reported getting some real touches with the powder in and around Memphis.

JEFF FARMER... Tenn., after a two-week jaunt in South Mississippi. He says the next good trade day there will be the first Monday in September and each Monday thereafter until the following May. Farmer plans to fish and loaf until July, then fall in the tobacco marts in Georgia and the Carolinas.

THE SUCCESSFUL PITCHMAN is the fellow who gives the public a run for its money.

T. A. RHODES... is on the Dodson's World's Fair Shows with an auction jam store and hopes to remain there the rest of the season. Says Bob Henley has been with him since early this year. They ask all the boys to pipe in.

GEORGE SAUERWEIN... worked his drops in Dresden, Tenn., recently to a poor crowd and small take. Gene Bass was also there on the sheet to poor biz.

GEORGE W. ORMAN... has just finished Newark, Mt. Vernon and Zanesville, all in Ohio, with fountain pens to good results. He met several old-time pals at the Sherman Hotel, Zanesville. Ray Herbers is asked to pipe in.

BEST BORROWER in the world, is also the best spender.

FAVORABLE REPORTS... on the pin-on talk again hit the Pipes desk this week. Boys working them on the highways to motorists report difficulty in keeping stocked.

CLYDE KIDWELL... is reported to have worked the entrance to Beckmann & Gerety Shows at Champaign, Ill., recently, with his pal, Ted Wagner, working a handwriting layout on the midway.

JERRY THE JAMMER SEZ: "Cry-baby gifters among town merchants are as much, if not more responsible for closed towns than pitchmen."

J. W. GATES... is reported clicking with blades and hones to good business in Minnesota. Most of the towns in that State are reported open, but with very high readers.

SALEM, MO.... was found to be a lively Saturday spot by Shelby Carruthers and Jess Owens recently. They ask for pipes from Andy Day, J. K. Young and John R. Stevens.

IN THE PAST FEW WEEKS we've had requests for a list of open towns, licenses, etc., from some of the boys throughout the country. There is no way of compiling such a list under the present changing conditions. Thing to do is to see the city clerk in the towns you contemplate working.

Pitchdom Five Years Ago

George Earle, of needle-threader fame, who was headed for Detroit, turned back to make spots below the Mason and Dixon line, as he found it tough up north... Red Wing, of med fame; Mo-

OAK-HYTEX PINOCCHIO BALLOONS

OR BIG MONEY GETTERS

See Your Jobber

The OAK RUBBER CO. Ravenna, Ohio.

NEW JEWELRY for ENGRAVERS,

Summer Resorts, Fair, Demonstrations, a n e Promotional

Large Rings, Crosses, Engraving Items, etc. Sent for FREE CATALOG or \$2.00 for sample.

MAJESTIC NOV. CO., 207 5th Ave., New York, N.Y.

Pitchmen—Salesmen

A REAL HOT ITEM

All patriotic merchants hot on sight. Beautiful colored patriotic display card with 2500 new sweeping nation. Be first in your territory with this new fast seller. Retail for 25c. Send 25c for sample or \$1.20 sample dot. Send coin, no stamp.

PATRIOTIC DISPLAYS

1040 Central St., KANSAS CITY, MO.

PREMIUM GUM 23 BOX

RETAILS FOR \$1.00.

Each box holds 25 Cellulose-lined 2 1/2" x 3 1/2" x 1/4" Factory Fresh Gum Scrapy Display Boxes for you to get quick 100% to 200% profits. We are discharging our debt! Send 50c for sample box (50¢ plus) GREAT FIELD FOR AGENTS write AMERICAN GUMMING PRODUCTS CORP., 6th and Mt. Pleasant, Newark, N. J.

SUBSCRIPTION MEN

Make Money With Leading Quality Paper. Every Democrat a prospect. Attractive \$1.00 deal. Experienced men wanted East of Mississippi River and North of Tennessee and Carolina. Write for details.

CHAS. WEBSTER Room 1201, Sandstone Bldg., Mount Morris, Ill.

ROLLED GOLD PLATED WIRE

(Gold Filled)

227 Eddy St., PROVIDENCE, R. I.

AMERICA'S LEADING MANUFACTURERS OF FELTRUGS

Lowest Prices. Sample, \$1.35. Postage Prepaid. EASTERN MILLS, EVERETT, MASS.

Ginleys, with razor paste, and Jim Wardlow, with aniffers, were making the factories in and around Indianapolis... Ada Miller had opened an eating emporium at Graceville, Fla. ... Joe Clark was working around Vincennes, Ind., and getting plenty with corn punk... Doc Stumpf, of med fame, was working Northern Florida and Georgia. He had enlarged his show to 14 people... Paul Beckley had gone back into the ink-stick game with a coupon deal... Bill Sheford had just gone north from Florida with a truckload of novelties... Tommy Mahaney, with sex books, was working in and around Minneapolis... Jack and Leona Halligan were working astrology to good results on Brydon's Show, which had just lined up with the Gentry Shows... Leroy Crandall was passing out merchandise thru the Indiana... Jimmy Wells was in the Queen City with knife sharpeners, enjoying good biz... Harry (Calculator) Williams was holding down St. Louis, where he intended to remain until passed by the media of a cure plant there... Jimmy Wallace and the missus left a burly company to join Chief Rolling Cloud at Grand Chain, Ill... Arthur Cahill was headed from Sydney, Australia, to New Zealand and the South Pacific Islands... Doc Pyle, manager and lecturer of the Lighthawk Remedy Co., playing Southern Indians, dropped into Cincinnati from Milan, Ind., for a visit to the Pipes desk. Roter

The Social Significance of the Pitchman

By Charles Davidson Kasher

Read This Feature in the

SUMMER SPECIAL OF THE BILLBOARD

Dated June 29

of the show included Toby Decker, Paul Edwards, Darlene Pyle, Bill Jarnigan, Lady Idora, Ruby Bassett, Tom De Oulise and Carl Fritchard. . . . Toby Johnson was doing comedy with the Barton Ideal Comedy Co. . . . Whitey Johnson was pitching on Robbins Bros. Circus. . . . Stanley Anderson was working shoe cleaner in the East. . . . Business was fair in Philadelphia for J. M. Hightower. . . . Lester Kane was clicking with corn punk in a St. Louis chain store. . . . S. McLaughlin and Harry Graver were working a Buddha outfit in a St. Louis chain store for Tommy Burns. . . . That's all.

Washington, North Side Improvement League Celebration, 10-15.
N. C.—Kinston, Key City Expo, 10-15.
O.—Holland, Strawberry Festival, 10-15.
Greenwald, Auto Race, 15.
Mankato, Grotto & De Molay Celebration, 10-15.
Zanesville, Horse Pulling Contest, 10-15.
OKLA.—Oklahoma City, Soccer Stampede, 14-15.
PA.—Cherry Tree, Old Home Week, 10-15.
Fredericktown, Legion Celebration, 10-15.
Hyndman, Centennial Celebration, 10-15.
Orionville, Old Home Week, 10-15.
Schuylkill, Oakland Woman's Community Fair, 10-15.
Portage, Old Home Week, 10-15.
South Park, Old Home Week, 10-15.
S. D.—Casper, Dairy Day, 15.
De Smet, Old Settlers' Day, 10.
Flandreau, Creamery Picnic, 15.
L. Lake Andes, Fish Day, 14.
TEX.—Pampa, Coronado Fiesta, 10-15.
Spur, Round-Up, 14-15.
WASH.—Marysville, Strawberry Festival, 15.
W. V.—Familton, 16.
WYO.—Big Piney, Chuck Wagon Days, 15.
CAN.—Oclethra, Alta, Stampede, 12.

Waterbury, with Oak Mountain Revue on the holiday and Bar X Rangers on Sunday; Mrs. Hannah Denton's Indian Head Park, Clay; Roy Huber's Spring Mount Park, Perkiomen, and Forest Park, Chalfont, offering free show in band shell.
In South Jersey it marked the seventh season for Theodore W. Gibbs in Clementon Lake Park, Clementon, now with 30 attractions on the midway; several new amusements have been added at A. C. Rosenberg's Greenloch Park at Greentoch; others joining in the rainy inaugural included Charles A. Gustafson's Palatine Lake near Elmer, Phillips Lake at Clementon, Lake Garrison near Glassboro, Pine Lake Park at Lindenwood, and Johnny (Pop) Guskis' Almonesson Park near Almonesson. In Delaware Joseph Formis started the season at his Lincoln Park near New Castle, many amusements added this year.

celebs bids well to make folks turn out in large numbers. Charles (Doc) Merrill's picnic season, just started, will be his biggest, he thinks.

Atlantic City

By M. H. ORODENKER

For many seasons city fathers have been trying to persuade showmen and concessioners to extend the summer season beyond Labor Day, running at least into October. And it looks as tho this season will find fulfillment of that wish, but not by choice. An early Easter, rainy May and washout for Decoration Day will make it practically imperative for the resort to keep its lights bright beyond Labor Day to get off the nut.

Steel Pier will soon boast of a radio station. And as the principals are all showmen, amusements will dominate broadcasting hours. Over objections of WLAB, newspaper-owned station here, new station has been licensed, the company headed by P. Mortimer Lewis, who operates a chain of Boardwalk theaters, and Richard Endicott, Steel Pier manager.

Sambel Somers has opened a bowling center at Convention Hall. Hostesses, who have appeared on the Shore Fast Line trolley cars running between here and Ocean City, are in trim uniforms, equipped with newspapers and magazines for passengers and answer all questions on amusements at both resorts. Ruth Crawford was chosen Miss Atlantic City, 1940 pageant hostess. Another official hostess is Drucilla, former dancer, a sister to Tom Taggart, resort's bachelor mayor.

In line with Mayor Taggart's policy of increasing resort publicity, Louis Cunningham, city publicity director, is doing interview broadcasts at radio stations in near-by cities. Mayor Taggart is also giving added support to the convention committee and hurrahs are due Director Albert H. Skean, who has provided for showmen at least 25 major conventions this month.

Long Island

By ALFRED FRIEDMAN

Week-end after Decoration Day was pleasantly surprising to the beaches which have been crying the blues since spring began because of off-tone weather. At Rockaway, Long Beach, Jones Beach, Rias Park, Atlantic Beach and a dozen other coast resorts estimated attendance was about 500,000. On a good summer Sunday Rockaway visitors alone top that but, considering the season and prevailing weather, the turnout can be defined as good. Decoration Day was far from what past similar holidays have been, altho weather was clear.

Opening of Lido Beach Club was one of Decoration Day high spots. Place teemed with swanky beachgoers and gave some evidence of the fact that Frank Felder, new sponsor, has not missed in his judgment in taking over the resort, which has been a headache to previous interests that tried to operate it. Steps toward vitalizing play section of Jones Beach have been greeted with loud praise by visitors. Each year Jones Beach has made it a policy to institute some new form of appeal and this year it is emphasizing playgrounds for adults. Heretofore kids' playgrounds dominated.

Rockaway's Playland Park has blossomed out in creditable style, with new architecture, painting and other improvements. Civic workers have lauded the park's new make-up as "a credit to the appearance and character of the resort."

Park Free Acts

IN Summit Beach Park, Akron, Prince Nelson, high wire, was retained a third week, having opened on May 25, said Ben H. Voorhies, in charge of exploitation and free attractions.

ON Decoration Day Violetta and Rooker, aerialists, were in Buckeye Lake (O.) Park, reported Park Manager A. M. Brown.

MAE CADET, daughter of Joe Tracy Emerling, who has Man Killen, reptilian exhibit there, is booked for her juggling specialty in Carlin's Park, Baltimore, he reports.

AMERICAN EAGLES, high-wire troupe of five, and first of free acts brought in by Thomas Gibbs for Clementon Lake Park, Clementon, Pa., will go from there to Atlantic City for summer season at Steel Pier.

Events for 2 Weeks

June 15-15

CALIF.—Seamont, Cherry Festival, 14-16.
King City, Stampede, 15-16.
Oakland, Natl. Horse Show, 14-22.
North San Diego, Old Town Historical Fiesta, 14-16.
Santa Cruz, Dog Show, 14.
San Francisco, Fiesta, 11-16.
ILL.—Ottawa, Home-Comeing, 15-16.
IND.—Marshall, Horse Show & Home-Comeing, 15-15.
Waukegan, Horse Show & Street Fair, 13-15.
IA.—New Sharon, Rose Festival, 12-13.
Keosauqua, Home-Comeing, 15-15.
KAN.—Kinley, Legion Picnic, 13-15.
KY.—Georgetown, Legion Celebration, 10-15.
MASS.—Norwood, Elk's Carnival, 12-15.
MINN.—Montevideo, Park Day Celebration, 14-16.
16.—Pigeon, Old Settlers' Picnic, 15.
MOBY.—Harris, Rodeo, 15-15.
NEB.—Omaha, Saint Alfio Festival, 3-16.
N. J.—Bomertville, First Aid & Rescue Squad, Inc., Celebration, 10-15.
N. Y.—Allegany, Firemen's Celebration, 10-15.
Pavilion, Fire Co. Carnival, 13-15.
SYRACUSE.—Dog Show, 15.
Troy, VFW Mardi Gras, 10-15.

June 17-15
CALIF.—Long Beach, Dog Show, 22-23.
Sonoma, Rodeo, 21.
COLO.—Glenwood Springs, Strawberry Days, 21-22.
GA.—Griffin, Centennial Celebration, 16-19.
ILL.—Stickney, Dog Show, 23.
Taylorville, K. of G. Barbecue, 23.
IND.—Hammond, Dog Show, 22.
Rockville, Auto Race, 23.
KY.—Louisville, Legion Festival & Expo, 17-22.
IA.—Stock Valley, Fire Dept. Celebration, 21.
Stoutland, Horse Show, 21.
MICH.—Oshton, Pancake Festival, 21-23.
Monroe, Elk's Jubilee, 17-22.
Whitefish, Swedish Mid-Summer Festival, 21-22.
MINN.—Montevideo, Pioneer Days, 21-23.
MO.—Thayer, Community Club Rodeo, 21-23.
MONT.—Harden, Legion Rodeo, 22-23.
NEB.—Irish, Legion Picnic, 22-23.
N. J.—Hammonton, St. John's Celebration, 18-24.
Romeo, Dog Show, 22.
N. M.—Raton, 22-23.
N. Y.—Rochester, Firemen-Legion Carnival, 19-22.
Rochester, Monroe Co. Vet. Firemen Tournament, Auto Show, 22-23.
Staten Island, Dog Show, 23.
N. C.—Asheville, Rhododendron Festival, 14-22.
O.—Leitvick, Legion Circus & Expo, 17-22.
Norwalk, Horse-Pulling Contest, 23.
Pella, Booters' Carnival, 19-22.
Silverton, Firemen's Festival, 15-22.
PA.—Pottsville, American-Italian Civic Soc. Celebration, 17-22.
Philadelphia, Women's Republican Club Celebration, 15-20.
WEEK 17-22
R. M.—Providence, Shrine Circus, 17-22.
S. D.—Arlington, Kingbrook Day, 20.
Rison, Gala Day, 22.
Clear Lake, Celebration, 21-22.
Humboldt, Legion Gala Day, 20.
UTAH—Tooele, Tunnel Days Celebration, 21-22.
WASH.—Uniontown, Stock Show, 22.
Waukegan, Rodeo, 22-23.
CAN.—Black Diamond, Alta, Stampede, 21-22.

BRIEFS

(Continued from page 36)
Water Scooter, Dodgem, picnic grounds and roller rink are again in operation.

KANSAS CITY, Mo.—Wildwood Lakes Amusement Park reopened under new management of Zenie Mitchell. Swimming, dancing and outings are being promoted extensively. Free gate has been adopted this year. Ballroom has been remodeled and beach improved.

BUCKEYE LAKE, O.—James Gratziano and C. N. Carlin, Columbus, O., well-known ride creators are again operating all rides at the Pier here and have a large restaurant in the Pier section.

GARNETT, Kan.—At opening of new Garnett pool, C. A. Novak, lessee, announced a free day to the public. Pool is under management of Richard DeBoit and office in charge of Lois Watson.

TREVOSE, Pa.—Hy-Way Pool here has been sold by George T. Downs to J. M. Bruner Co. at a reported \$30,000. New owner immediately took over operation of the outdoor pool, water being pumped from artesian wells.

CHIPPEWA LAKE, O.—Chippewa Lake Park continues to feature Sunday afternoon concerts in the open-air theater, reported Parker Beach, park manager. First was on June 2 with Charlie Agnew and his orchestra. C. L. (Larry) Fallon, Akron concessioner, who recently returned from several weeks in Texas, has eight concessions, including a flashy bingo, well stocked with merchandise. In addition to his park line-up, he will again play sponsored events and fairs with concessioners. Gib Fallon, of Texas, his brother, joined his organization.

OCEAN CITY, Md.—State's only seashore resort and ocean port here, following tradition, was officially opened on Decoration Day in a solemn ceremony at one minute past midnight. Boat Parade, inaugurated two years ago, has proved so popular it is now a feature and was staged on May 9. Construction of a \$1,250,000 bridge across Sinepuxent Bay is under way and when completed it will be a boon to motoring vacationists. Other resort openings included Red Point Beach, near Northeast, Md., on Chesapeake Bay; Bowers Beach, Del.; Rebaboth Beach, Del.; and River-view Beach-Park on the Delaware.

PALISADES, N. J.

(Continued from page 37)
rance and Victoria will be a seasonal feature here after the reception received. Another favorite pair, Les Kimris, succeeded them for another period of two weeks. Coupled with the high act will be Red Norvo and his org. Jack Constance and ork have been working new arrangements that seem to please at Harry Sheppard's Park Casino, figures being highest since the spot's inception. Visit of Glenda Farrell and Alan Dinehart, to be hostess and host at the doughnut carnival, was conceived by Bert Nevins. Frozen Alive is still clicking on policy of changing faces and forms regularly, repeat attendance regarded as encouraging. Al McKee is back in good health; he refused to take the few days off advised and kept in action. Adolph Schwartz is reported recuperating. Tony Gaskin is figuring improvements in the dash for his Zeppelin ride and his souvenir stand is going well. Aftermath of Truck Drivers' Beauty Contest is a deluge of letters complaining that no provisions were made for challenging the gent who won. Flood of name attractions and visiting

RAINOOTS IN EAST

(Continued from page 36)
it was a much smaller crowd than last year's. Officials said 1,000 bathers braved the water for opening of Crystal Park. Free shows were offered in Sylvan Hall, vaude bill headed by Roy Atwell, and on Sunday with crowds more in session. Bob Russell and the Three Stewart Sisters headed the bill. Willow Grove Park reported the same experience, offering vaude bills in the Maple Pavilion on Decoration Day and Sunday and dancing with the Las Vegas Band.

Williams Grove Park, Lancaster, Pa., had a rainout on a most ambitious opening schedule, offering motorcycle races with an exhibition by Crash Miller; Suicide Hayes and his Hell Drivers on Sunday and vaude and picture show in Mt. Vernon Theater, bill headed by the Horn & Hardart Kiddies radio revue. Pictures were included in programs for opening of Dorney and Central Parks, Allentown, Pa., and Rolling Green, Sunbury, Pa.

Inaugural for Many
Hershey (Pa.) Park, where feature pictures are also shown, braved the week-end with midget auto races, band concerts with Bretninger's Marimba Band for free shows and dancing with Gene Krupa and Leighton Noble.

Other Pennsylvania parks marking the inaugural included Carsons Park, Reading, with usual complement of attractions; Sunset Park, Oxford, Wayne (Uncle WIP) Cody heading stage show; Lebelter's Grove, Lancaster, with Georgia Crackers heading show; Rocky Springs Park, Lancaster, with band concerts and name band dances; Lakeview

GOOD NEWS!
Operators, Concessioners, Demonstrators

NEW PRICE LIST

Because of increased demand, making it possible for us to buy so large quantities, we are able to quote this new price, effective June 15th, on 1940, key chain equipment and merchandise.

Electric Stamping Machine.....\$49.50
Type Holders, Ea...... 2.00
Hand Made Brass Type, Ea...... .14

Complete units, consisting of nickel silver frame, acetate back, celluloid front, bodied chain, 1940, on Plate Key Chain Equipment and Merchandise.

640 498 ILLINOIS 1940

Units per 1,000 **\$50.00**
RETAILS 25c
400% PROFIT

Send 25c coin with your automobile or Social Security number for an exact reproduction in relation to key chain and full operating particulars.

MEYERS & INSKO 303 5th Ave., Dept. 115, N. Y. C.

CASH IN ON FRONT PAGE HEADLINES WITH AMAZING NEW MACHINE

Makes four announcements as follows:
1. President Roosevelt at the looks today.
2. United States Map with 48 states and resort cities.
3. Statue of Liberty.
4. Constitution of United States. Everyone buys owing to prevailing spirit of patriotism. Write for most sensational money-making offer in our history.

TROPICAL MANUFACTURING CO.
4500 N. W. 12th Ave., Miami, Fla.

ELGIN & WALTHAM—Second-Hand Watches as Low as.....\$1.85
DIAMOND RINGS—Solid Gold Mountings as Low as.....\$2.40

Send for Descriptive Circular
H. SPARBER & CO.
106 North 7th St., St. Louis, Mo.

DEMONSTRATORS and PITCHMEN
Year's Hottest Item

New 1940 Streamlined Peeler Combination. Special Summer Prices NOW.

PITCHMEN SPECIALTIES
Dept. 412, 166 East Erie St., Chicago, Ill.

Out in the Open



Leonard Traube

Convention Conflict

LAST year, while the National Association of Amusement Parks, Pools and Beaches was powwowing in New York in conjunction with the exhibit arm of the organization, the American Recreational Equipment Association (three sister bodies were meeting in Chicago. These were the International Association of Fairs and Expositions, Showmen's League of America and American Carnivals Association. The latter had been originally scheduled to meet in Toronto, but the amusement parkers, recalling the difficulties experienced when they held their conclave in the Canadian city five years previously, voted to pass up the Dominion. Meantime, fighting broke out in Europe and Canada declared war on Germany. This eliminated the country across the border as a convention location.

Result: The leading outdoor trade organizations, which just about take in the cream of the industry, went their separate ways, and the idea of setting up a conclave under one roof remained strictly an ideal.

Because it was assumed that the under-one-roof policy would prevail this year in Chicago, the logical site for these conventions, everyone heaved a sigh of great relief. For good commercial reasons, it is important that the trade orgs in question, which are more or less dependent on one another, stage their deliberations and exhibits in the same hotel.

The showmen and the fairs apparently don't see the wisdom of this, however, because they have launched a Showmen's Exhibit Association, charged with conducting a separate exhibit in the Sherman Hotel. The park association and affiliated groups are slated for the LaSalle Hotel. It is almost as if two separate cities were involved—only worse because the new exhibit combination is understood to be all set to spring with a representative trade show that will compete with the NAAPPE-AREA, even tho' the latter are exhibit veterans.

This might very well turn out to be the first serious break between the showmen-fairs on one hand and the parkmen-manufacturers on the other, and it might lead to an entirely different conception of conventions and exhibits in the not-too-distant future. If the showmen's group can bring about better merchandising technique in its contemplated display it will have performed a good service. But a dual exhibit at different hotels in this or any other year is still bound to be a pain in the neck to the great majority of exhibitors and delegates.

Vec D. Powers, of the dog act bearing his name, disagrees with the views on dog training held by canine expert Milton Danziger, whose pointers on the same in *The Springfield (Mass.) Republican* were innocently quoted by this corner two weeks ago. Mr. Powers says:

"I was the last ringmaster and trainer of the last Original Gentry Bros.' Dog and Pony Show, 1932-'33-'34. Henry B. Gentry started the same and fortune of the Gentry show with a troupe of mongrel dogs. His theory was that mongrels were more successfully trained for certain tricks than thoroughbreds as you must have a subject for every trick or series of tricks.

On the last Gentry show we had the most beautiful troupe, 50 in number. I have ever seen—collies, French Poodles, Spitz dogs and greyhounds, and some mongrels which fitted into certain acts. "The late Henry B. Gentry was the outstanding dog and pony man of all time. His show was made up of original ideas presented by his trainers and not theory in print. He must have been right, because the original show under his direction was never successfully duplicated by a corporation or individual and had no opposition from dog and pony shows or dog and pony acts. His show stood out as an institution by itself until the day it closed.

"As a student of Mr. Gentry, I would like to debate thru your column with some of the so-called critics of Mr. Gentry's methods."

Charles Hale in from the West Coast with songs of praise for the Sanfran Fair. . . . Bobby Kork, having switched from Wallace Bros.' Shows of Canada to Sims Greater Shows, writes from Joliette, Que., that he's getting top crowds with his "Cherie" attraction. . . . Scores of the boys are inquiring about Ross Manning, general agent of P. S. McLaughlin Shows. . . . Many an outfit is pulling the old wheeze—writing or wiring people to join and then the would-be joiners find little (sometimes nothing) on the lot. . . . Pari-mutuel trotting races are due at Mineola (L. I.) fairgrounds track this month for a long meeting which may last to about Labor Day or better. Staged at night. . . . We see where the forlorn, poverty-stricken film exhibitors in Eastern Pennsylvania are "disturbed" because amusement parks, "for the first time," are showing motion pictures.

Notes From the Crossroads

By NAT GREEN

WONDER how that barge show idea of a Midwestern carnival man is coming along! Sound very good, but we always recall that classic fizzle of Rice & Dore some years ago. Of course, that failure does not necessarily mean that a barge show wouldn't be a success today. Properly framed and promoted, a river show might make a barrel of money. Something new, something novel and different is what the public is supposed to want, but who can say with any degree of certainty just what will strike the public's fancy? It's a gamble, just as most show business is. We hope the barge idea blossoms into reality.

Jimmie Simpson, of Hennies Bros.' Shows, in from Rock Island looking fit as a fiddle. . . . D. M. (Doc) Broadwell, promoter, saying hello to the boys in the Loop for the first time in a year or more. . . . Dwight Pepple, who canceled his opening stand because of uncertainty of the weather, expects to get his new outdoor show proposition going soon. . . . Lew Rosenthal, Waterloo (Ia.) producer and agent, in Chi looking over acts. . . . Sunny Bernet is breaking his wife into the carnival game. She's managing one of his new archery games on the Gold Medal Shows.

Results of the announcement of the first annual trade show in connection with the Showmen's League of America and the outdoor showmen's convention next fall have been very satisfactory, the show committee reports. Numerous inquiries for space have been received, many of them from some of the larger firms catering to the outdoor field. Indications are that the exhibition will be an extensive one.

A correspondent who asks that his name be omitted writes: "I have visited six carnivals this spring and was astonished at the progress some of the shows have made not only in lighting and dressing up their midway but also in the quality of the shows presented. There is still a lot of room for improvement, but the better carnivals are certainly giving the public its money's worth. The next step toward improvement, in my humble opinion—and I think most everyone will agree—should be dressing up the men on the ticket boxes and hally platforms. To walk down a beautiful midway and see slothfully dressed men on the boxes leaves a bad taste with the public. Not all are like that but far too many are, even on the larger carnivals. Maybe there's some good reason for it, but it certainly doesn't help to build up prestige for the shows. I'll venture to say

WANT LEGITIMATE CONCESSIONS
SAGINAW, MICH., SEPTEMBER 8 TO 14
CARO, MICH., AUGUST 19 TO 24
HARTFORD, MICH., SEPTEMBER 30 TO OCTOBER 5
LEGITIMATE MERCHANDISING GAMES ONLY
 WILL SELL EXCLUSIVE ON DIGGERS FOR CARO AND SAGINAW.
 Address
Mulder Concession Co.
 24 W. Burton St. Grand Rapids, Mich.

SPECIAL ATTENTION
FIREMEN'S SIX COUNTY CONVENTION
JUNE 17, 18, 19, 20, NANTICOKE, PA.
 Concessions Wanted—Eating, Ball Games, Bingo, Candy Floss, Frozen Custard and other Concessions. Reasonable rates. Wire or telephone 1679W.
 J. F. FULLER, Nanticoke, Pa.

KINGSTON, N. Y.
 NEW YORK STATE OUTSTANDING 4TH OF JULY CELEBRATION
 COMBINED WITH GRAND FIREMEN'S CELEBRATION
 WANT FLAT RIDE, OCTOPUS, GOOD OPENING FOR OUTSTANDING GOLF SHOW, WANT COLORED MUSICIANS, CONCESSIONS ALL OPEN, EXCLUSIVE SOLD ON COOK HOUSE AND BINGO. JOE ROSSI, HAVE GOOD PROPOSITION, CAN PLACE YOU.
MILLER BROS.' SHOWS
 BOUND BROOK, N. J. THIS WEEK
 P.S.: Can use one more outstanding Free Act, Use Merry-Go-Round Forman.

BIGGEST FOURTH OF JULY IN WEST
 Also Emmet Cherry Festival, Omas Stampede, Oklah Republic, many others. Want Rides, Shows, Dancing and Posing Girls. Sobriety essential. Useful People in all departments. Wire
W. R. PATRICK, PATRICK'S GREATER SHOWS
 Baker, Ore., June 10 to 15; Emmet, Ida., June 16 to 22

William E. Fleming Attractions
 WANT WANT WANT
 Concessions that work for Stock, Balloons, Penny Pitch, Cane Rack, Devil's Bowling Alley, Hoop-La, Watch-La, String Game, Blanket Wheel, Toy Wheel, Lead Gallery, Country Store, Bean Spindle, Kettle Cook. All open. \$15.00 per week. Shows: 10 min-1; Monkey Show, Snake Show, Duck Show or any other 100 Girl Show, 20¢. Mrs. Doc Wilde, wire. Joe Bloom, come on. Johnny Eck, wire or come on. Girls wanted for Posing Shows; office-paid salaries. Write or wire
WM. E. FLEMING, Pres., or E. H. FRALIGH, Gen. Mgr., Lock Haven, Pa.

WORLD FAMOUS SHOWS, INC., WANT
 Manager for Circus Side Show; must have Working Acts and Freaks. We have beautiful new outfit complete. Want Octopus, Tilt-a-Whirl and 8-Car Whip. We have the finest route of Fairs and Celebrations booked. Want Concessions, Grand Stores and Wheels of all kinds. Preacher Munroe, answer me immediately. Wire
MAX GRUBERG, Middletown, N. Y., this week; Newburgh, next week.

FREE GATE PENNSYLVANIA STATE LAUREL FESTIVAL
JUNE 17-22, WELLSBORO, PA.
 This is the outstanding celebration in the State, State Queen Contest, County Queen Contest, Parade and Special Events. Want non-merchandise Concessions and Shows. Reasonable privileges. Fifteen days of fun, celebrations and conventions to follow. Write or wire
PIONEER SHOWS
MICKEY PERCELL, Mgr. This week Norfolk, N. Y.

GOLDEN WEST SHOWS
 Can place legitimate Concessions of all kinds. Joe Elliott, Mechanical or Horse Show. Free Ride or Kiddle Ride open. Will book Levee, Plane, Roll-o-Plane or Octopus (per string of eight fairs). Emmet, Canada, 3-Day Fair, 8 day Fairs at Detroit, Mich., July 1-8, including the 4th of July. Wire or write as per route.
WM. BARNHART, Mgr., Golden West Shows

American Legion Carnival
 Paoli, Indiana
 July 15-20 Inclusive
 Shows and Concessions wanted. Write
PAUL STOUT, Chairman

AJAX GREATER SHOWS WANT
 Freaks for Side Show, also Dancing Girls, Rides: Loop-o-Plane, Kiddie Auto, Concessions: Cook House, Custard, Photo, Lead Gallery, Diggers, Ball Games, Concessions of Ferris Wheel, Dillanov, Ohio, June 10-15; Steubenville, Ohio, and Chester, W. Va., follow.
WANTED
 Concessions and Ride Help all kinds, including small Cook House and Bingo. Our big celebrations start July 1st.
COTE'S WOLVERINE SHOWS
 BROWN CITY, MICHIGAN

that if the management or the individual show owners would provide the men on the front with neat, inexpensive uniforms and insist on their being kept neat, it would raise the morale of the employees as well as the prestige of the shows."
 "You've got something there, brother! And are there any good reasons why the suggested improvement can't be made?"
 Showmen will be interested in some phases of the coming annual convention of the Advertising Federation of America to be held at the Hotel Sherman June 23-27. A comprehensive exhibit of advertising material will be shown, and without doubt many ideas applicable to show business can be gleaned from it.

CARNIVAL

(Dates are for current week when no dates are given. In some instances possibly mailing points are listed.)

- AIAX Greater: Dillonvale, O.; Steubenville 17-22.
Alamo Expo.: Ft. Morgan, Colo.
All-American Expo.: Waco, Tex.
All-American Shows: Blanton, Okla.; Kingfisher 17-22.
All-Texas: Seguin, Tex.
Anderson-Brauer: Hayes, Kan.
Arden: Elvins, Mo.
B. & H.: Canby, S. C.
Bach, O. J.: Painted Post, N. Y.
Bally's All-American: Hyden, Pa.
Barfield's Cosmopolitan: McRoberts, Ky.; Pocatello, Va., 17-22.
Barker: Fairmount, Ill.
Beams Attr.: Johnston, Pa.
Berkman & Geary: Toledo, O., 3-12; Lexington, Ky., 16-22.
Bee, F. H.: Georgetown, Ky.
Beech Ridge: Camden, Tenn.
Bertel: Elvins, Mo.
Buck, O. C.: Thompsonville, Conn.
Buffalo State: Potosi, Mo.
Buffalo Show: Corfu, N. Y.
Cassy, E. J.: All-Canadian: Gladstone, Man., 17-22; Pine Mount 13; (Hill) Millersville 14-15; Ochre River 17-18; Rivers 19; (Fair) Morris 21-22.
Central States: Norton, Kan.
Collin & Wilson: Mt. Pleasant, Pa.
Cramer, Jimmie: Hartford, Conn.
Clark's Greater: St. Elmo, Ill.
Clark's Greater: Susanville, Calif.
Clyde's United: Curwensville, Pa.
Coleman Bros.: Capital Park, Hartford, Conn.
Colley, J. J.: Canby, Kan.; Needasha 17-22.
Columbia: Westbrook, Me.
Cooklin: Timmons, Ont., Can.
Convention: Allegany, N. Y.; Franklinville 17-22.
Cota's Waberin: Brown City, Mich.
Cotton State: Campton, Ky.; West Liberty 17-22.
Crowley's United: Rawlins, Wyo.
Crystal Expo.: Bristol, Va.; Abingdon 17-22.
Cumberland Valley: Nashville, Tenn.
Cunningham's: Marietta, Ga.; Logan 17-22.
Curt, W. S.: Xenia, O.; Xenia 17-22.
Daley Bros.: Sedan, Kan.
De Luxe Am.: Deep River, Conn.
Dick's Paramount: New Bedford, Mass.
Dixie Radio: Cairo, Ky.
Dodson's World's Fair: Columbus, O.; Akron 17-22.
Douglas Greater: Tacoma, Wash.
Dudley, D. B.: Wheeler, Tex.; Crowell 17-22.
Dyer: Oregon: Doreville, Wis.
Edwards, J. R.: Mansfield, O.; Gallion 17-22.
Elite: Arkansas City, Kan.
Elk Valley: Jonesboro, Ky.
Eliam: Xenia, Wis., 10-16; (7th & Oklahoma sts.) Milwaukee 17-24.
Empire: (Fair) Rockport, Tex.; Menard 16-19; San Saba 21-22.
Emory Brook Expo.: Garfield, N. J.; Easton, Pa., 17-22.
Emy Bros.: Troy, N. Y.
Ewalt Am. Co.: Mansfield, Ia., 11-12; Galva 14-15; Ida Grove 14-15; Iowa City 21-23.
Fair-at-Home: Schenectady, N. Y.
Fairy & Little: Boud City, Ia.
Feller's United: Clare, Mich.; Alma 17-22.
Fleming, Mad. Co.: Pittsford, Ga.
Fleming, Wm. E.: Logan, W. Va.
Flora, Don: Arkansas City, Kan.
Franks Greater: McDonough, Ga.
Frank Greater: Ferguson, Minn.; Brainerd 17-22.
Frankland: Louisa, Ky.
Fuzzell's United: Ottumwa, Ia.
Gibbs, W. A.: Wellington, Kan.
Giroud, Billy: Clinton, Mass.
Gold Medal: Iron River, Mich.
Golden Gate: West Point, Ky.
Golden State: King City, Calif.; Hollister 16-22.
Golding West: Deer River, Minn.; McIntosh 17-22.
Goodman Wonder: Eau Claire, Wis.
Good Bright Way: South, Va.
Grove Bros.: Augusta, Ia.
Harris: Mendota, Ind.; Goodland 17-22.
Hatch Bros.: Augusta, Ia.
Heller's Acres: Seward, N. J.
Heller Bros.: Racine, Wis.
Heth, L. J.: Lexington, Ky.
Hildebrand's United: Pittsburg, Calif., 11-16; Santa Rosa 16-22.
Hines, H. L.: Glenwood, Minn.
Hoffner, Wm. A. Co.: Ottawa, Ill.
Honest Bear: Charlotte, Ia.
Horizon United: St. Ann, Ill.
Hottel, Huff: Clinton, Ill.
Hughes & Geisler: Painesville, Minn.
Hyde, Eric B.: Painesville, Minn.
Ideal Expo.: Clarksville, W. Va.
Imperial: Aurora, Ill.; Metro Park 17-22.
Jones, Johnny J., Expo.: Charleston, Pa.; E. Liverpool, O., 17-22.
Kama Expo.: Lynchburg, N. J.; Camden 17-22.
Kama, Inc. W. C.: Hudson, N. Y.
Keystone Modern: Green Tree, Pa.
Lafayette Attr.: Palestine, Tex.; Huntsville 17-22.
Lafayette Am. Co., No. 2: Adams, Miss.; Holyoke 17-22.
CENTREVILLE TOWNSHIP FIREWORKS STAGE: East St. Louis, Ill., Third Annual Home Coming, June 20 to 23. Others to follow. Want legitimate concessions of all kinds. Give names. Santa Fe City, Pa., 17-22. Can place Athletic, Hawaiian, Five-a-One, Snake, Freeman or Merry-Go-Round, Ferris Wheel, Chairo-Plane, Fair, Circus, Circus, Circus, Circus, \$600; Big Six, \$50. Want Advanced Agent with car. Address, E. J. Fisher, owner, BIRLOW BIRLOW SHOWS, 529 North 62nd St., East St. Louis, Ill.

- Lander: Knoxville, Ia.
Lang's, Dee: Pamosa: St. Cloud, Minn., 11-16; Barnesville 22-23.
Lark, H. P.: Okla., Ill.
Lawrence Greater: Mountville, W. Va.
Lewis, Art: Pankoket, R. I.
M. & M.: Barry, Va.
Mac's Caravan: Summersville, Mo.
Magic Empire: Denison, Ia.
Marke: Wheeling (Bridgeport location) W. Va.
Marlin's United: Danmunk, Calif.
McGowan's: Memphis, Tenn.
Merson & Bros. Greater: Seal Pleasant, Md.
Middleton, Karl: Medina, N. D.
Midwest: McLaughlin, R. D., 13-15.
Mighty Motor: Macon, Mo.
Miller Bros.: Bound Brook, N. J.
Miller, Ralph R., Am.: Shreveport, La.
Miner Modern Midway: (Fair) Philadelphia, N. J.; Mattington, Pa., 17-22.
Motor City: Lansing, Mich.; Kalamazoo, 17-22.
Nall, C. W.: Texarkana, Ark.
Ohio Valley: Alexandria, Ind.
Oklahoma Ranch: Oage, Okla.
Ozark Am.: Batesville, Ark.
Page, J. J., Expo.: Corbin, Ky.
Palace United: Olin, Ill.
Pan-American: New Castle, Ind.
Parker's United: Nianqua Junction, Mo.
Patrick's Greater: Baker, Ore.; Emmett, Ida., 17-22.
Pearson: Paxton, Ill.
Penn-Framer: Bucatch, Pa.
Peters: Norfolk, N. Y.
Pony Express: Pittsford, Mo.
Prell's World's Fair: West Chester, Pa.
Pryor's All-States: Stratton, O.
Reading's: Leesport, Ky.; Blkton 17-22.
Rainbow Am. Co.: Canton, Mo.
Reid, King: Troy, N. Y.
Reynolds & Wells: La Crosse, Wis.
Rogers Greater: Paducah, Ky.
Rogers & Powell: Charleston, Mo.
Royal American: Moorhead, Minn.; Minot, N. D., 17-22.
Sartin, Pa.: Chikasha, Okla.
Scott Bros.: Elizabethtown, Ky.
Scott, George T.: Odessa, Wash.; Davenport 17-22.
Siebrand Bros.: Hays, Mo.
Silver State Attr.: Ruth, N. Y.
Sims Greater: La Tuque, Que., Can.
Six, J. Harry: Eagle Rock, Va.
Smith Bros.: Potosi, Mo.
Snap Greater: Johnston, Wis.
Sola Liberty: Kankakee, Ill.; Strator 17-22.
Southern Midway: Masson, Ga.
Southland Am.: Garrett, Ky.
Sparks, J. F.: Lynch, Ky.; Linton, Va., 17-22.
Stanton, P. J.: Coal City 17-22.
Star Am. Co.: Hector, Ark.; Monette 17-22.
State Fair: (Independence & Hardisty sts.) Kansas City, Mo., 10-14; (11th & Indiana) 15-16.
Steffens Superior: Beasmont, Calif., 12-16; Arcadia 20-22.
Strates: Watertown, N. Y.
Stuart Am. Co.: Brookfield, Mo.; Carrollton 17-22.
Tassel, Barney, No. 1: Gordonville, Va.
Tassel, Barney, No. 2: Berwyn, Md.
Texas Expo.: Joliet, Ill.
Texas Kidd: Bowie, Tex.
Thompson Bros. Am. Co.: Portage, Pa.
Tidwell's Modern Midway: (Fiesta) Pampa, Tex.
Tilden: Silvia, Ill.
Tip Top: American Falls, Ida.; Jerome 17-22.
Traver Chautauque: Schenectady, N. Y.
United Am. Co.: Rising Sun, Ind.; Greensburg 17-22.
Wallace W. G.: Flint, Mich.; Bay City 17-22.
Wallace Bros.: Pinesville, Ky.
Wallace Bros. of Canada: Noranda, Que., Can.; Winnipeg, Man., 17-22.
Ward, John R.: Cairns, Ill.
Weer, M. R.: Allegan, Mich.
West Coast Am. Co. (Incorporator Dist. Fair) San Francisco, Calif., 11-15.
West Bros.: Ellettsville, S. D.
West, W. E.: Motorized: Toledo, Ia.; Belle Plaine 17-22.
West's World's Wonder: Danville, Ill.
Williams, Ben: Weaver, Mass.
Wilson: Gibson City, Ill.
Wolf Am. Co.: Chesnee, S. C.
World of Fun: Mt. Hope, W. Va.
World of Mirrors: (Fair) Trenton, N. J.
World of Pleasure: Alpena, Mich.
World's Fair Shows & Coe Bros.: Circus: Springfield, Ore.
World's Greater: Coon Rapids, Ia., 10-12; Avoca 12-15.
Yellowstone: Magdalena, N. M.; St. Johns, Ark., 17-22.
Zachert Bros.: Titusville, Pa.; Mendota 17-22.
Zachert, C. F. United: Thermopolis, Wyo.; Greyball 17-22.
Zindars Greater: Omaha, Neb.; Ottumwa, Ia., 17-22.

CIRCUS AND WILD WEST

- Anderson, Bud: Harlowton, Mont., 13; Lewistown 14.
AZZ: Potosi: Detroit, Mich., 16-17; Indiana, Pa., 20-26.
Bell Bros.: Rhede Gap, Pa., 12.
Cole Bros.: Bradenton, N. J., 11; Reading, Pa., 12; Allentown 13; Trenton, N. J., 14; Long Beach 15; Stanton, N. J., 16.
Daley Bros.: Keithsburg, Ill., 21; New Boston 19.
Gould's, Jay: Decatur, Ia., 10-11; Stewartville, Minn., 12-13; Fowler, Ia., 16-17; Adrian, Ia., 18-19; Ottumwa 19-20; Porter 21-22.
Hamm-Morton: Trenton, N. J., 10-12; Perth Amboy 13; Plainfield 14-15; (Shrine) Reading, Pa., 17-22.
Hunt Bros.: Warren, R. I., 12.
Keller, A. O. & Miller Bros.: Quinter, Kan., 21; Oakley 12; Colby 13; Hoxie 14; Mearns 15.
Lewis Bros.: Flint, Mich., 11; Durand 12; Milford 13; Milan 14; Plymouth 15; Monroe 16; Hillsdale 17.
Mills Bros.: Versailles, O., 11; West Mansfield 12; Hiram 13; Hurry 14; Willard 15; Myria 17-19; Lorain 20-22.
Pulask Bros.: (City Auditorium) Beatrice, Neb., 10-12; (City Aud.) Norfolk 13-14.
Ringle Bros.: (City Auditorium) Valley, Calif.
Ringle Bros.: Youngwood 12; Bradford, Pa., 13; Elmira, N. Y., 14; Birmingham 15; Peachtree 17; Waterbury, Conn., 18; Hartford 19; Bridgeport 20; Providence, R. I., 21; Nashua, N. H., 22.
Russell Bros.: Williamstown, Conn., 11; Webster, Mass., 12; Framingham 13; Salem 14; Newburyport 15; Lynn 17.

OUR CATALOG IS READY
NEW
It's just chock full of new items at the lowest prices. The flashiest and latest merchandise from all corners of the earth.
CONCESSIONERS
PREMIUM USERS
SPECIALTY MEN
SEND FOR IT TODAY—WHY DELAY?
WISCONSIN DELUXE CORPORATION
1902 NORTH THIRD STREET, MILWAUKEE, WISCONSIN

DIESEL SHOW OWNERS
YOU ARE PAYING FOR G. M. DIESEL PLANTS AND NOT GETTING THEM!! CALL, WRITE,
J. W. (DIESEL) CLEMENTS
Southern Power Division of LEWIS SUPPLY CO.
MEMPHIS, TENN.
477 S. Main St.

Idea Exposition Shows, Inc.
Can place Organized Minstrel Show, Fun House, Illusion Show or Life Show.
Will book or buy Octopus and Roll-o-Plane. Can place Merry-Go-Round Foreman.
MAX HELLER, the Organ Man, wire me at once. Can use you.
Want Mechanical Doll Man. Can place Scenic Artist who can letter.
HAVE FOR SALE—2 Springfield enclosed 21-ft. Semi-Trailers in perfect condition.
CONCESSIONERS, ATTENTION
ALL CONCESSIONS NOW OPEN
Will book Wheels, Grind Stores, Coupon Stores, Ball Games, Palmistry, etc. Will sell exclusive on Photo Gallery and Scales. Week of June 17 is the best concession spot in Ohio. Combined Firemen's and American Legion Celebration, Steubenville, Ohio.
Wire or Write WM. GLICK, Mgr.
This week, Clarksburg, W. Va.

MIGHTY MONARCH SHOWS WANT
FOR SEASON, Eubank, W. Va., week June 10th to 15th. CONCESSIONS: Bill Games, String Game, Pitch-to-Win, Bowling Alley, Long Range Gallery or any legitimate Concession. Have brand-new Ten-in-One complete. Place Manager for same who can produce. Two Boycot, wire for same. Place with outside show, also Motor Drums. We play Hobbies and 4th July Celebration, Kryptonite, W. Va. Our fair season starts in August in Virginia and closes in December in Florida and reopens in January with Florida fairs. All address:
N. P. ROLAND and GEORGE GOFFAS, Man, W. Va., this week.

HARRY SIX SHOWS WANT
For Coal Fields of Virginia, West Virginia, Chairhouse, Tenn and Whip, and Kiddle Ridge, Girl Show and Grind Shows. John Rice, wire quick. Baiter Hillman wants Corn Game Help, wire good Griddle Man. Can also place Ball Games, Fish Pond or any Concessions that work for Stock. Wire quick.
GURTI L. BOCKUS, Mgr., Eagle Rock, Virginia

ADDITIONAL ROUTES
(Received Too Late for Classification)
Arnold & Appell: (Troquois Gardens) Louisville 10-15.
Barons, Thrice: (Hotel Martin) Utica, N. Y., 10-15.
Bogach & Bardin: (Troquois Gardens) Louisville 10-15.
D'Arcy Girls: Barry, Va., 10-15.
Daniel, B. A., Magician: Carbondale, Ill., 12-15.
DeGlo, Harry, Magician: Barborton, O., 10-12.
Florida, Hypnotist: (Avon Theater) Weloska, Okla., 11-15; (Grand Theater) Maad 14-15.
Jaxon, Ventriloquist: (Lions Club) Menominee, Mich.; (The Dells) Escanaba 15-21.
Kemp, Ha., & Orch.: (Tarpock Casino) Lincoln, Neb., 14.
Patriarch: (Fair) Kansas City, Mo., 15; (Shore Acres) Sioux City, Ia., 17; (Roof & Palm Gardens) Arnolds Park, Ia., 18.
Kressler, Four: (Celebration) Clarkson, Neb., 12-15.
LaZelle, Aerial: (Carnival) LeMars, Ia., 10-15.
Lipscomb, Magician: Hillsdale, Pa., 10-12.
McCall Bros.: Show: Ellettsville, Ia., 13.
McNally's Variety Show: Grahamsville, N. Y., 10-15.
Malloy, J. R.: Circus unit: Louisville, O., 17-22.
Marlowe, Donald, Co.: Cleveland 10-20.
Olsen, George & Orch.: (Idora Park) Youngstown, O., 14.
Phillip & Sylvia: (West Hotel) Sioux City, Ia., 10-15.
Pyle, Doc Paul, Magician: Van Horn, Ia., 11; Atkins 12; Newhall 13; Walker 14.
Unions Troupe: Parkers Landing, Pa., 10-15.
Wick, Lawrence, & Orch.: (Colliseum) Sterling, Ill., 14; (Crystal Ballroom) Colona, Mich., 15; (Paramount Theater) Hammond, Ind., 16; (Lakeside Pavilion) Guttenberg, Ia., 17; (Aud.) Schuyler, Neb., 15.

WANT
FOR HAMID-MORTON CIRCUS SIDE SHOW
Outstanding Attraction to feature. Address BIDE SHOW MGR., Trenton, N. J., 10-12; Perth Amboy, N. J., 13-15; Gladfield, N. J., 14-15; Reading, Pa., 17-22.
ROGERS AND POWELL
Wants Minstrel Show, 10-act, any good Show with or without own equipment. Ventriloquist, Specialist to run in connection with Picture Shows. Legitimate Concessions: Fish Pond, Cigarette Seller, String Game, Pitch-Ten-You-Win, Rubber Joint, Candy Flow, Candy Apples, also Agents and Concession Workers. Playing one of the biggest 4th July spots in Tennessee; Illustration Here-Coming following, and celebrations, then on thru to our fair. Charleston, W. Va., week of June 10.
FORT WASHINGTON, PA., FIRE CO. CARNIVAL
JUNE 12th to 22nd
WANT LEGITIMATE CONCESSIONS
Grounds Six Blocks From Center of Ambler

WANT
PHOTO GALLERY AND OTHER CONCESSIONS
ROGERS GREATER SHOWS
Week June 10th, Paducah, Ky.; week June 17th, Princeton, Ky.

| WONDER VALUES | |
|---|--------|
| WHITE SHOE POLISH, Individually Boxed, Gross | \$3.60 |
| MEN'S HOSIERY, First Quality, 10 Dozen Pair | 6.00 |
| MECHANICAL TOYS, Big Assortment, Retail to 200 | 8.50 |
| RABBIT FOOT QUILTS WITH KEY CHAIN, Gross Complete | 3.75 |
| NOVELTY ANIMALS, Realistic Appearances, Great | 1.44 |
| PLUSH ANIMALS, Several Styles, Gross by Gross | 8.45 |
| VANILLA, Large, 8-Cent Cans | 7.20 |
| ALMOND LOTION, Jumbo 16-Ounce Size, Extra Fine Quality, Dozen | 1.20 |
| RAZOR BLADES, First Quality, 5 to Box, 1,000 Blades | 2.60 |
| Free Catalogs of 1,000's of Items on request. Export Merchandisers for over 24 years. | |

MILLS SALES CO.
901 BROADWAY, New York, N. Y.
WORLD'S LOWEST PRICED WHOLESALERS

BATONS
The only new item this season for Sales, Ball Games, Conventions, Fairs, Streetcarns, Circus, etc. 3 samples, 50c in stamps.

CHICAGO BATON CO.
567 Harrison St., CHICAGO, ILL.

WANT WANT
DANCING GIRLS
Ethnic, Strip Tease, Oriental Dancers. Must be fair looking and attractive. Salary \$20.00 per week. Jaxxon, Va. Hire Betty Layton, Virginia, Warrick, Jackie, Mason, in fact all girls who worked for me or with me, answer at once. John Hladky, write or wire at once.

AL PAULERT, Mgr.
CHAS. TASHGY, Owner
French Casino, French World Fair Shows
West Chester, Pa.

WANT
Shows and Concessions starting St. Clair, Mo., Firemen's Celebration, week June 17th. Ten other Fairs and Celebrations. Want Ferris Wheel Foreman, Whip Foreman, Rocket Men at once. Louis Selzer, please answer.

OLIVER AMUSEMENT CO.
1417 Grattan Street, ST. LOUIS, MO.

WANT
For Fawn Grove, Pa., Fire Co. Celebration and Lions' Club Celebration at Stewartstown, Pa., July 12-13-14-15-16 Shows and Rides, 25%, that don't conflict with one booked. Long Range and Cigarette Shooting Galleries, Base Ball, 3 for 10, Hoops, High Striker, Scales, Novelties, Mill Camp, Grocery and Candy Wheels, Dart Game, Sling Game, Fish and Duck Feed, Hoopla, Penny Pitch, Flou Candy, Potato Chips, Jewelry, Pitchman and any other Concessions that's O. K. No G. include money order.

ROY FULLHART, Mgr., Stewartstown, Pa.

INDEPENDENT RIDES
To lease or book to Missouri, Kansas and Arkansas, or can furnish complete carnival. Best on the road. Write me your dates.

PARADA SHOWS
COTTER, ARK.

WANT
THREE RIDES FOR
Old Home Week Celebration
JULY 1 TO 3
With VINCENT F. MALONEY
Bl. Ann's Band, Freehand, Pa.

S. B. WEINTROUB WANTS
Agents for Grand Stairs, Girls for Bottle Ball Game and Cren Game Help for the best string of Fairs and Celebrations in the East.
Care General Delivery, Englewood, N. J.

WANT
One more sensational Free Act. Concessions of all kinds. All address:

LAWRENCE GREATER SHOWS
Mountville, W. Va., this week; McCool, Md., next week.

ATTENTION, COMMITTEES
of Sponsored Events
Wanting to book a show that carries clean Concessions, high-class Shows, up-to-date Rides, High Aerial Art and free acts, write

THOMPSON BROS., AM. CO., Allentown, Pa., or Pottsville, Pa., till June 15. We have a few open dates.

SHORTS
(Continued from page 49)
radio personalities; Four Continentals, Frankie Miller; Pat Alan, of WCLO; Jack Baker, Three Dinning Sisters and Bob Daly's Band.

PLATFORM show budget for 1940 three-day Grant City (Mo.) Fall Festival has been increased and Cliff Wilkinson has been named entertainment committee chairman.

CROWLEY RIDGE Peach Festival, Forrest City, Ark., has been canceled due to conditions brought on by the war, said Richard B. McCulloch, general chairman.

VPV POST, Chamber of Commerce and Business Men's Club, Kenton, O., will collaborate in staging an Independence Day Celebration, climaxed by fireworks, on old Hardin County Fair grounds. Cliff Bailey is general chairman.

ANNUAL six-day Saxonburg (Pa.) Volunteer Firemen's Jubilee and Homecoming will have R. H. Wade rides, and C. E. (Larry) Falon, has booked some of his concessions. There will also be a free act and parade.

OPENING at Schuyler (Neb.) Celebration, week of June 3, Four Krestells are to play more celebrations, booked by Warren Anderson, Sioux City, Ia.

PALACE United Shows have been awarded contract for annual American Legion Post Independence Day Celebration in Sullivan, Ill., reported General Agent W. H. Lambert.

FIVE C. W. Jolly rides, J. R. Malloy Circus, athletic show, more than 25 concessions and Nancy Darnell, serialist, will be featured on midway of annual eight-day American Legion Festival, Louisville, Malloy is in charge of promotional details.

PRINCE NELSON, high wire, will open on June 14 at Kenton County Centennial, Latonia (Ky.) Race Track.

ROXIE HARRIS, manager Harris Shows, will handle the midway for the first street fair staged at Goodland, Ind., in 10 years, under sponsorship of Cherry Conservation Club for benefit of Firemen's Insurance Co., reported Bessie Harris.

VET comedy across, Barney and Jimmy Arnesen, who wintered in Dayton, O., returned to Canton, O., to prepare for a season of fairs and celebrations.

Lowell Preps for Big Event
LOWELL, Mass., June 8.—Thrill show, fireworks and mardi gras are to be featured at an eight-day celebration to be held here on South Common under sponsorship of Sons of the American Legion, reported Edward L. McMahon, managing director. Two shows will be given nightly. There will also be rides and give-away of three automobiles. Special days for children, orphans, Boy and Girl Scouts, Middlesex County and army have been scheduled. Merchandise awards and a free trip to the New York World's Fair will be awarded winners of a ticket selling contest.

Pro Bill Slated for O. Fete
LOWELLVILLE, O., June 8.—Program for 52d annual two-day celebration of Our Lady of Mount Carmel here under sponsorship of Mount Carmel Society is to include midway, fireworks, band concerts, dancing, parade and sports, reported Chairman Paul Pico. On the committee are Pete Pirone, Dan Paraglia, Louis Listorti, Diamanti Marrocco, Fred Rapone, Pat Fazio, Joe Musolino, Tony Pirone, Carmen Vaopastan, James Polito and Fred Nohr.

FLUSHING FRONT
(Continued from page 36)
a swell flash, with some of the big platform scales costing a reported \$2,500 apiece, Scale men are Rubin Buggie, Ernest Duggie, Robert Devany, Louis Fine, Robert Greene, Ray Gordon, Harold Goldberg, Gene Berry, Morris Kaplan, Edward Kennedy, Dan Kraesser, Harry Kaufman, Art Lovi, Pete Macaulay and Seymour Snyder. On the age units are Louis Costa, Gus Andrews, Joe Morris, Sam Saitman, Jeff Wolff, Agnes Burke, Lillian Chuse, Ella Costa, Louise Clark, Edith Devany, Fern Frecl, Kay McClure, Elsa Oakland, Jean Sullivan, Imo Whalen and Jane Engle, George

Bemis is chief stock man and Matty Mercurio and Robert Silverman his assistants. Vera Macaulay is secretary and bookkeeper. Goldberg is booked up with Dufour & Rogers, holders of the contract with the fair.

Al Kavelin and his Cascading Chords are orking at Babat Gardens, Hamda Ben is tom-tom ballying at the Edwards-Crockett, Hot and Cold Show. That was Publicity Director Leo Casey watching the fireworks on Tuesday with a newspaper party. Option of Betty and Benny Fox, free-act aerialists, has been picked up for five more weeks. Kay Parsons' vocals replaced the Ben Yost quarters at Barbary Coast bar. Billy Rose removed the big electric sign bearing his label from the Barbary facade, replacing it beneath with a printed sign which carries his name in small letters. It's suspected that Rose didn't know his name was still there after the shift. The Abe Lyman Band continues to play practically out in the street, the orker carrying on a feud with the producer as a result of latter's unsuccessful insistence that he be spared the leader's July salary. Rose is threatening to close down entirely and there was a union tangle with American Guild of Variety Artists, Guild, incidentally, announced contracts so far as follows: Aquacade, Barbary Coast, Dance Parade of Nations (White Way Casino), Hawaiian Show, Hot and Cold, Ripley's Odditorium, Winter Wonderland and Gay New Orleans. Negotiations are on with 10 smaller attractions.

Frank (Booker) Wirth staged a dinner party on Thursday at Rodeo to celebrate a birthday anniversary of his wife, May, the former star rider. It was a gay and spirited affair. Present were Mrs. Martin Wirth, Mr. and Mrs. Phil (Stella) Wirth, Mr. and Mrs. Frank Duffield, Mr. and Mrs. Frank Shean, Mack Kassow, Lew Dufour, Joe Rogers and Frank Buck. Phil Wirth's birthday fell on Wednesday, which made it a dual celebration.

Julian Bamberger, of Lagoon Park, Salt Lake City, accompanied by his wife and two daughters, made the rounds with C. (Dogem) Bore.

John Ringling North took in the midway with his bride and then dined at the Terrace Club.

A late entry for the mayoralty sweepstakes is Mouthie (Winter Wonderland) Smith, whose campaign manager is Red Marcus, of Sheridan's Living mag covers. His promise is a satire on the fair's banning of microphonic ballyhoo—an earmuff set for every vote.

Thirty-week contract of Albert Johnson, producer of expo's American Jubilee, has expired and it has not been renewed.

Altho Harry Illions has a common entrance and pay box for his three Ferris Wheels, he was obliged to pay for three separate licenses.

POOL WHIRL
(Continued from page 37)
is true—in a way. But remember that the sport of swimming is not a fad. It is growing each year. And your tank is not for just one season. Yes—you who are operating old and outdated pools—look toward the future and think of the present!

Splashes
That's a cute circular pool that Ravisco Country Club has in Homewood, Ill. From pictures of it, it looks very well kept.

Chick Winter and his band have again been signed to play for free dancing this summer at Mirimar outdoor pool, New York City.

Why Doesn't Pis-Mor Natatorium, Kansas City, Mo., one of the finest indoor tanks in country, separate its kiddie wading area from rest of pool? It has enough room to do so—or has it already?

Ever noticed how similar Washington Park pools in Chicago Park District are to Art French's two small tanks at Brighton Beach, Coney Island, N. Y.? They're like twins.

La. Gross, who praise-scented Mort Mencher's Floridian pool, Miami, last winter, dropped into New York last week, reminding us that Mencher had as a guest at his new Lido pool, Long Beach, L. I., last week-end none other than Jimmy Walker, former mayor of New York City.

as emcee. Others in specialty line-up are Jona Stark, Doray, Syd Vinton, Lee Scotty and Dolores Rios. Dance and show music by Johnny Williams and his 14-piece colored ork. Meyer Hamburg has prize candy concess.

Old-Time Movies at Stauch's is featuring Rudolph Valentino in Son of the Shark on 16mm. film and Charlie Chaplin in The Fireman. Arthur Hurling is operator; Reva Portnoy, cashier, and Mannie Heller, grinder.

Sam Wagner's World Circus Side Show is featuring Uncle Charlie Parcanas, "oldest man on earth." He was discovered by a census taker in New Orleans. Uncle Charlie claims to be 130 years old and to have gone to the altar 17 times. Harvey Grey, head bally at Luna's Day of '40, is under the care of a physician. He's following orders very well.

Atlantic Beach
ATLANTIC HIGHLANDS, N. J.

Among personnel here are Jack McBride, Coaster; Slim Waters, Whip; Mike Daly, Airplane; Elmer Morris, Merry-Go-Round; Morris Robenecke, bathhouse; Tommy Garly, open-air dance gardens; Sam Braunstein, hamburgers and franks; Frankie Dogortina, lunch stand; Marie Early, ice cream and waffles; Ross Reno, miniature golf; Harry Nelson, ball game, balloon darts, pitch-till-u-win, hoops, cigaret shooting gallery; Joe Franklin, juice; Frank Clark, pop corn and candied apples; Mr. and Mrs. William Beaudry, frozen custard; Danny Decker, milk bottle game; Marie Stevens, polster; Ralph Young, photos and arcade; Billy Early, shooting gallery; George Olsen, diggers; Cy Walker, grocery wheel; Chief Blow Snakes, Indian Village; Jack Orogan, old-time movies; Anita Buch is rehearsing *Grease Follies*, due to open soon.

Fred H. Ponty, manager, announced that fireworks displays will be staged beginning middle of June, plus free acts. Mrs. Margaret Ehrhardt, Ponty's secretary at the old Paradise Park, Rye, N. Y., is in charge of the office.

Openings at Salt Lake City
Draw Large Holiday Crowds

SALT LAKE CITY, June 8.—Utah's resort season, which thrives on a \$1,000,000-a-year tourist industry, opened on Decoration Day with record attendance. Excellent weather aided in bringing out crowds.

Saltair Beach, 18 miles west of here, opened the previous night, with Jimmy Orier's Band drawing 2,635 to the dance pavilion at 50 cents each. Gate was 2,780, with a 15-cent charge for those coming in automobiles and 25 cents for patrons coming via Saltair train. Decoration Day drew a bigger crowd, 5,500 at front gate and 2,700 in the pavilion at 25 cents to hear Sterling Young's Orchestra. Young will be succeeded on June 13 by Billy McDonald's Royal Highlanders. Others booked for one-nighters are Dick Jurgen on July 11 and Shep Eids on July 18. Saltair's Crystal Beach rides and concessions were also open. Miniature train is used to take bathers from bathhouses to water.

Lagoon, freshwater resort 15 miles north of here, had a crowd comparable to that at Saltair. Spot features free dancing and has a 50-cent gate for automobiles. Jerry Jones' Band opened the season. New attraction is a Hudem-Bumpen-Dogdem.

Black Rock and Sunset beaches on Great Salt Lake also opened to good crowds.

LONDON, Eng.—Thru death from enteritis of 2-year-old Moko, London Zoo lost one of its two gorillas. He came from the French Cameroons in 1939. Survivor, Meng, is also a male. Zoo visitors from January 1 to April 30 totaled 158,164, receipts of \$21,132 being \$36,508 less than for corresponding period in 1939.

DROME RIDERS WANTED
Must be sober and reliable. Salary out of office. Will buy for cash three young Male Lions not over two years old. For sale or trade—one Male and one Female Lion, three years old.

MARKS SHOWS
BRIDGEPORT, OHIO

CONKLIN OPTIMISTIC

(Continued from page 41)

president of Conklin Shows, said here last week that he is making more elaborate plans than heretofore for the Canadian Natural Exhibition, Toronto.

He bases his confidence on the fact that, in his opinion, conditions throughout the country are much better than they have been for a number of years and should result in extremely good business. "Business on our organization," President Conklin said, "has been highly satisfactory when weather permitted. However, in the past three weeks we have encountered 17 days of rain and extremely cold weather."

"Despite the present war condition, we are in hopes of having a big year and are taking the situation in a philosophical manner."

RAINS HURT C&W

(Continued from page 41)

Children's Matinee and capacity crowds were on hand that night. A heavy

rain knifed attendance on Memorial Day. Because of the weather, Owner-Managers Izzy Cetlin and Jack W. Wilson decided to remain here another week. First week's stand ended June 1.

Good crowds braved the elements the early part of the week to visit the midway. Zucchini, human cannon ball act, free attraction, continued popular. Cumberland News and Cumberland Evening and Sunday Times co-operated and were liberal with space. Making tours of the grounds were Jim Craig of the News, and William J. Hunt, of the Times. Also co-operating were City Editor Frank Lee Carl and Managing Editor Geppert.

Lucille (Mom) Lee, wardrobe mistress, Paradise Night Club Revue, was busy fitting new costumes for show to be presented the second week here. Mrs. I. Cetlin and Mrs. Jack Wilson spent much time with rehearsals in order to have the new production ready. Benefit Show on Tuesday night in the Paradise top was successful. Appearing on the program were Ervin and Gay Walker, Tony Balson; Georgia Brown, emcee; Pat Paxton, Princess Mitzl and Princess Olga.

MR. AND MRS. S. J. CANTARA

Cookhouse Operators and Managers

At liberty for the season.

Years of experience.

Address S. J. CANTARA, Vero Beach, Florida.

DODSON'S WORLD'S FAIR SHOWS

Want for the balance of the season. Will sell exclusive on Fremen Cotard, exclusive on Great Year Bright Shows or Great Year Age, exclusive on Photo Gallery, or will book any other legitimate Concessions. Will also book Pony Ride or Flying Scooter, Hidden Show or any Show that does not conflict with what we have. Can place Man that can design and build fronts, also repair and build wagons. Address: DODSON'S WORLD'S FAIR SHOWS, Columbus, Ohio, week June 10th to 15th; Akron, Ohio, week June 17th to 24th.

LADANE ATTRACTIONS

Want for the best string of Class B Circuit of Celebrations and Fairs in the state of Texas, starting the 4th of July and ending the middle of October. Merry-Go-Round and one Fast Ride, Concessions, all open circuit, Cook House, Bingo, Pop Con and Show, Good deal to shows with own equipment. Wire quick. TORE D. McFARLAND, Mgr., Palestine, Tex., this week; Huntsville, June 10th, Celebration, next week.

COTTON STATE SHOWS

Hops, Kiddle Cars, Pony Ride, Fay, with Silver Derby, come on Show, Snake Show, Fire-on-One, Hillbilly Concessions, Fish Pond, Clothes Pin Rack, Shly Back, Stock Concessions, come on. Canton, Ky., this week; West Liberty, Ky., Street Celebration, June 17 to 22; with Big Fourth July Celebration, White RAY D. JONES

W. S. MALARKEY

Can place Cook House, Novelties, Dean Shows and Concessions for American Legion Celebration at Delhi, N. Y., July 1-6. Address: W. S. MALARKEY, Ackerman Building, Binghamton, N. Y.

WANTED

For Goodland, Ind., Street Fair, June 18-22. Fremen Cotard, Snoball, Cotton Candy, Novelties, Stock Concessions of all kinds, Pony Ride, Loop-o-Plane, Kiddy Kicker, Bill Harrington wants Girls for the Show. Phone 115. Address: HAWES. ROXIE HARRIS SHOWS, Monticello, Ind.

BIG BOONVILLE FAIR ASSN.

WANT RIDES, SHOWS AND CONCESSIONS or would book organized Carnival for 4th of July week celebration. Home races, fireworks, free acts. Biggest event of the year. Address: A. C. DERR, Secy., Boonville, Ind.

ODD BUT TRUE

SIDE-SHOW BANNER FRONTS

The kind successful Showmen use. See Shaffer's (left) see Bessell's (right). Very artistic—very flashy—very durable. The very latest style of banners. HILL-SHAFFER STUDIO, Augusta, Me.

JULY 4TH CELEBRATION

Woodville, Ohio, 3 Days, July 2-4. Accepts Legion-Firemen

Want Concessions, Stands all kinds. Write wire C. B. HEIMERDINGER, Woodville, Ohio

BALLYHOO BROS.

(Continued from page 41)

employed. Unloading of the show train on Sunday was a very quiet affair and setting up on Monday went on unhampered by any spectators. Late that evening the p. a.'s started to arrive in town, filling the hotels from the ground floors up.

Tuesday morning the convention was called to order in the girl-show top, donated by the show because the convention hall was filled with cots to accommodate the visitors. For the first time many of the press gentry met our big boss, Pete Ballyhoo, who was heartily applauded. In a brief speech the boss offered some prizes to the visitors, the first to be \$25 to the one who could grab the largest amount of free space for the show. Second prize was \$20 for the best pictures landed, third was 15 bucks for the best feature story and fourth and last was \$10 to the one who could prove that he had a publicity draw the most patrons. The boss wound up his speech with "Consider yourselves all working for me. Take your best hold; work as the you are representing the show that you work for. You will operate unhampered by our press department, as I am giving my men a week's vacation without pay so that they too can enjoy the convention."

The city of News Print and surrounding territory boasted of 20 daily papers and 85 county weeklies. Here indeed was ample territory for the boys to cover! By 2 p.m. cameras were clicking on all sides of the lot. Every hally platform on the midway was utilized as a desk. Typewriters were banging away in every nook and cranny and then suddenly the lot quieted down as they all disappeared to cover the county. Wednesday afternoon found the lot and convention tent deserted, but promptly at 7 p.m. we could see clouds of dust in the press direction. By 8 p.m. each of the press agents had arrived with a contingent of carrier boys. Here was indeed an army of youthful pleasure seekers that numbered not less than 10,000. Rather than deny the carriers an evening of pleasure, the entire midway was turned over to the lads.

Thursday morning and evening every paper carried copy reading. "Carriers Have Big Time at the Carnival." That afternoon again the press agents arrived, followed by orphans, underprivileged children, sons of visiting press agents as well as all of their distant relatives living in the State. At nightfall the p. a.'s returned, followed by every editor in the county, and they were quickly seated in the cookhouse for a royal gorge on the boss. Friday the papers carried copy reading. "Orphans Have Big Time. Carnival Cookhouse Steaks Wonderful."

Saturday's papers carried the bosses' pictures on page five, but page one carried a three-column story headed, "Carnival Takes All Money Out of Town, Merchants Claim." In a close check-up the office discovered that it had run out of passes, the cookhouse out of steaks and the shows, rides and concessions out of money. Again the convention was called to order at midnight. Here the big boss awarded the winners with the promised rainbow pots. After the coin wrappers had been opened bowls went up from the winners. Pete said, "I didn't say whether it would be in silver, gold, paper or brass." The cookhouse is tearing down now. Local hotels grossed heartily with typewriters.

MAJOR PRIVILEGE.

CETLIN & WILSON SHOWS, INC.

Want for the following route of No. 1 Fairs and Celebrations in the East. This route is positively outstanding and is where they are positively working night and day.

- June 17th, Exposition Park, Pittsburgh, Pa.
- June 24th, East Liberty Circus Grounds, Pittsburgh, Pa.
- July 1st, Annual Celebration & Convention, Clearfield, Pa.
- July 8th, Legion Celebration, South Bethlehem, Pa.
- July 15th, Lady of Mt. Carmel Italian Celebration, Hamontown, N. J.
- July 22nd, Delaware State Fair, Harrington, Del.
- July 29th, Flourtown Free Fair, 10 Days, Flourtown, Pa.
- August 12th, Legion Convention, Allport, Singersville, N. Y.
- August 19th, Jefferson County Free Fair, Waterbury, N. Y., 1,000,000 National Guard Encampment.
- August 26th, Chemung County Fair, Elmira, N. Y.

- September 2nd, Fair, Free Gate, Willow Grove Park, Philadelphia, Pa., 1,000,000 expected in six days.
- September 9th, Great Reading Fair, Reading, Pa.
- September 16th, Western, N. G., State Fair, Asheville, N. C.
- September 23rd, Cleveland County Fair, Shelby, N. C.
- September 30th, Catawba County Fair, Hickory, N. C.
- October 7th, Stanly County Fair, Albemarle, N. C.
- October 14th, The 25th Golden Belt Fair, Hamontown, N. Y.
- October 21st, Wilson County Fair, Wilson, N. C.
- October 28th, New Fairmont Fair, Fairmont, N. C.
- November 4th, Armistice Celebration, Greenville, N. C.

Want Helio-Plane and Octopus with own transportation. Can place worth-while Grand Shows with own equipment or will finance same. Want Fat House and Monkey Circus. All Concessions that will work under orders and legitimate. Want Working Men in all departments. All address this week Mt. Pleasant, Pa., and then as per route.

CETLIN & WILSON SHOWS, INC.

CONCESSIONAIRES

CAN USE AT

LOWELL'S MAMMOTH CELEBRATION JULY 1 TO 8

Children's Rides of all kinds, also legitimate Concessions of all types. Any Shows of merit except Girl. There will be no auction of space. Cost of lot includes license, lights, fireworks, thrill circus, etc. Wire or write today for full details. SONS OF AMERICAN LEGION, Bradley Bldg., Lowell, Mass.

BARFIELD'S COSMOPOLITAN SHOWS

WILL SHOW THE BIG ANNUAL JULY 4TH CELEBRATION AT GRUNDY, VA. FIRST AND ONLY SHOW THERE THIS YEAR. EVERYBODY WORKING—MONEY PLENTIFUL—LARGE DRAWING TERRITORY.

WANT to join at once. Shows with own outfit, especially Sideshow, Monkey Circus, MECHANICAL SHOW, MOYODROME, also GUELE LOOP-O-PLANE. Opening for legitimate Grand Stock Concessions. Also GUSTARD, SHOOTING GALLERY and HIGH STRIKER. Want Colored Trombone, Comedian, two Chorus Girls and Blues Singer for Colored Minstrel. Address: McROBERTS, KY., this week; POCAHONTAS, VA., June 17 to 22.

ENDY BROS.' EXPOSITION SHOWS, INC.

Want Flat Ride that will not conflict. Want Monkey Show and Grand Shows with or without equipment. Want to hear from Wessome Winda or any real Fat Girl. Want Freaks and Mentalist for Side Show. Want legitimate Concessions. Max Gould wants Walkers, Griddle and Man to take charge of Grab Concessions for Nazareth, Pa. Will book Grab and Juice, Fremen Cotard, also Novelties on the streets. Want Man to handle Dora Room who understands arrangements for Photo Gallery. Want Long Range Lead Gallery Operator, Easton, Pa. Community Circle Fair, June 17th to June 26th—Long Range Lead Gallery Operator, Easton, Pa. Community Circle Fair, June 17th to June 26th—Long Range Lead Gallery Operator, Easton, Pa. Both dates billed like circus and something in big events each day. P.S.: Get with the show that will keep you working all winter in Florida. Address: ENDY BROS. EXPOSITION SHOWS, INC., Garfield, N. J., Week June 10th.

KAUS EXPOSITION SHOWS, INC.

Can place Legitimate Concessions of all kind except Cookhouse, Bingo, Apples and Pop Corn. Want Novelties and Dippers. Want Man who is capable to handle Droms with Riders. Can place Hide Hipp. In all departments. Ghas. (Joy) Gramlich wants Girls and People for Expose Show. Experience unnecessary. Looks and forms essential. Top salary and sure. Want Man and Wife for Illusion Show. Address This Week: LYNDBURST, N. J.; NEXT WEEK, CAMDEN, N. J.

WANT--FIDLER'S UNITED SHOWS--WANT

FOR DOW FIELD DAY CELEBRATION, JUNE 15, AND MICHIGAN'S GREATEST JULY 4TH CELEBRATION, LASTING 5 DAYS ON THE STREETS, AND LONG LIST OF FAIRS AND STREET CELEBRATIONS TO FOLLOW! SHOWS: Acts for Tenio-Ons, Fun House, Monkey Circus, Peeing Show. Want Showmen with or without own tops. McDonnell, please attend. CONCESSIONS: String Game, Dippers, Scales, Watches, Ball Games, Game Rack, Jewelry, Novelties, Candy Floss, Hi Striker and Concessions of all kinds that work for 10c. CAN ALSO PLACE KIDDIE RIDES. Address: Glan, Michigan, this week; Alma, Mich., next week.

CRYSTAL EXPOSITION SHOWS

Can place legitimate Concessions. Will sell exclusive on Rat Game and Novelties. Want Side Show Acts. Salary and percent. Salary sure. Also Talker capable making first and second openings. Want Ride Help and Wheel Foreman. We have the best proven Fourth of July Celebration in the east. Galax, Va. Address: Bristol, Va., this week.

CLYDE'S UNITED SHOWS WANT

CONCESSIONS—Pitch-Til-You-Win, Micker Mouse, Ragons Pitch, Blanket Wheel, Ham and Bacon Wheel, Fish Pond, Candy Floss, Duck Shoot, Tilt-You-Win, Tilt Droms, American Pinetree. WANT KIDDIE RIDE Show, Illusion Show, Side Show, Girl Show, Will book with or without outfit. WANT KIDDIE CITY Firemen's Celebration, week of June 24; Coalport Firemen's Old Home Week, week of July 1; Jeannette Firemen's Celebration, week of July 8. Write all communications to GEORGE C. SMITH, Mgr., Greensville, Pa., this week; Hoovertville, Pa., to follow.

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AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

Resolutions — Trade associations may promote good will by offering co-operation in national defense

The second American Retail Federation Convention (Hotel Stevens, Chicago, May 15 to 17) put the retail locations of America on record as taking one of the most progressive steps any trade or business could take.

What the retail locations do is always of direct interest to the coin-operated machine trade. Especially when independent retail locations are meeting in their organized capacity.

First, the convention passed resolutions offering the full co-operation of the retail trade to the government during the emergencies arising from the war in Europe. Then the delegates discussed fully what the retail locations of the country might do to help promote national defense and best serve the country during the present stress.

To indicate that the retail proprietors were sincere, they made plans to fight profiteering during the war period. Evidence is already on record to show that the organization and its member groups really mean to do things.

It is an important step in public relations at the present time for a trade organization to openly and frankly put the group on record by resolutions to co-operate fully with the government until the problems created by the war begin to clear up.

An editorial in The New York Journal of Commerce, June 3, says that trade associations should express themselves openly and frankly in offering co-operation to the government. It suggests that many small trade associations can find ways in which to indicate full support of the country in efforts to protect and defend the nation. The New York paper also suggests that trade associations should be able to co-operate with government agencies in collecting statistics and information that may be needed from many industries in order to plan for defense programs.

The most progressive group of retail locations has already gone on record in resolutions of support and also in making some definite plans to help the nation in time of stress. While many small location proprietors may not keep in close touch with the organized work of the retail trade, yet operators should remember that retailers as a group have taken a very progressive step and that there may be opportunities for the coin machine trade to co-operate with the retail associations in promoting their good work.

The great body of independent retail locations were represented in the recent patriotic steps that were taken.

In many respects the independent locations are compelled to fight for their existence just as the coin machine trade in many respects is compelled to fight for its existence. It is the great number of independent locations that provide places for putting coin machines and thus make the coin machine industry possible. The many profitable types of coin operated machines also make it possible for many independent locations to continue in business.

Regardless of the continual strife about location commissions, there are many mutual interests that bind inde-

pendent locations and operators together. The two groups, thru their organized associations, should stand shoulder to shoulder in the present patriotic declarations of support to the government.

If the war emergency continues, there will also be further plans. Speaking for the retail locations, The Retail Executive (May 22) says: "Having made this first eloquent gesture of support to the government in the present emergency, there follows the necessity for the trades' leaders, all of them, to decide what manner of further co-operation the retail trades have to offer. What shall their contribution be? It is now stated that the retail merchant has become the most important unit in the economic system. It is contended that distribution as a division of the nation's economy has attained a maturity which entitles it to equal recognition."

Here is a plea by an important retail trade paper that the thousands of locations should get more recognition by the country at large. It is significant that the convention in Chicago did not get so much publicity in the big newspapers. A patriotic move like theirs should have had good publicity. No doubt if coin machine associations went on record in patriotic moves the newspapers would not give them much favorable publicity either.

Perhaps there is a reason why the thousands of independent locations do not get many favorable publicity breaks in the newspapers. At the 1940 publishers' convention in New York it was frankly stated that the \$140,000,000 annual advertising bill of chain stores in the newspapers must be respected. Accordingly, newspapers for the past few months have been carrying a volume of chain propaganda that probably will set a record for quantity. Most people have probably been ignorant that it is going on.

That is an indication of how independent locations need better publicity breaks just as the coin machines industry needs better publicity breaks. The independent locations need to put over the fact that they sell advertised goods, goods advertised in the newspapers. That while the thousands of small independents themselves may not advertise directly, the goods they sell have been advertised. The small tavern with a phonograph and other coin machines may not advertise in the newspapers, but it does sell beer and liquors that have carried abundant advertising.

The newspapers need to be reminded of the fact that it is these thousands of independent locations all over the country (with their coin machines to help make ends meet) that make it possible for the big national advertisers to have thousands and thousands of outlets and thus maintain volume sales.

This story has not been made emphatic to the newspapers. Like the coin machine trade, the independent locations are not well organized. They and the coin machine trade need to work closer together. Maybe the opportunity to join in patriotic support of the government is just the thing to bring locations and operators closer together for the common good.

Fatten Your COLLECTIONS

With Keeney's Vitamins A, B & C.
(VITAMIN A) Keeney WALL BOXES

Fattens Music Collections
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Why suffer with anemic music earnings when a treatment of Keeney Wall Boxes will make those collections from 2 to 7 times heavier than they ever were? Send for booklet, "The Keeney Wall Box Picture". It shows how you can sign up locations on a long-term exclusive basis. And remember Keeney Wall Boxes are

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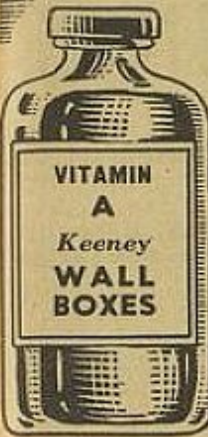
(VITAMIN C) Keeney
SCORE CHAMP
with the new
"Carry-Over"
R E S E R V E

Take one Keeney Score Champ and put it on some location where earnings are in a run-down state. You'll have those collections in tip top shape before the week is over. It's Keeney's eighth success hit in pin tables (free games).



See your Keeney Distributor regarding these famous Keeney Collection Builder-Uppers. Keeney Wall Boxes also distributed by Mills Distributors of Mills Phonographs.

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(VITAMIN B) Keeney

ANTI-AIRCRAFT MACHINE GUN



FOR FATTER CASH BOXES THAN YOU'VE EVER SEEN IN ANY LEGAL COIN GAME

Every American wants to be an expert anti-aircraft gunner.

That's what is making this game more popular than ever. And that's why hundreds of Keeney Guns are going on new locations everywhere. Nail down your spots before someone else does.

Answers Churvis' Letter Anent Recognition of Bona Fide Ops

To the Editor:
This is written in connection with the open letter by Mae A. Churvis, of Grand National Sales Co., which appeared in The Billboard, issue of May 18 (page 77). The article has been read with interest.

It is our understanding that he seeks to protect the local distributors and operators and help manufacturers of equipment maintain their contractual obligations. This may be accomplished thru the formation of State associations to which inquiries pertaining to prospective purchasers of equipment should be submitted.

State associations would, as a routine matter, refer the name of the prospective purchaser to a reputable credit bureau, which would report in full. The report we have in mind is the type of report used by insurance companies, which determines the acceptance or rejection of an applicant.

The State associations would forward the information obtained to national headquarters, probably located in Chicago.

Of course, this is merely an outline; other factors contributing to the successful operation may easily be developed. However, the interchange of informa-

tion would deliver to conscientious manufacturers accurate data sufficient to protect the men in the field who, in the sense of profit or loss, are the nucleus of the business as concerns production and sales of equipment. The report would also furnish full credit information.

Information tending to fortify the field end of the industry and assist manufacturers would necessarily entail some expense. Some fee should be paid to the State association to cover the expense of operation. The State association would be expected to contribute on a percentage basis to the national association.—G. A. Brennan, Louisiana Electrical and Mechanical Supervisory Laboratory Association, New Orleans.

Gerber & Glass Tell of Activity

CHICAGO, June 8.—"Our thanks to co-men the country over for their support of Gerber & Glass developments in the music field," say Paul Gerber and Max Glass, officials of Gerber & Glass, Chicago. "We've been so busy here at our plant these past few months

that we've barely had time to do more than fill orders for our changeover equipment for old phones.

"During this time we've received many orders from new customers as well as repeat orders from old ones. We want these new customers to feel just as much 'at home' as Gerber & Glass as do our customers of many years' standing.

"We try to give each and every order as much personal attention as possible. Sometimes, thru pressure of trying to fill orders and give our customers fast deliveries, we may seemingly neglect other details. However, it is only because of our earnest desire to help our customers where it counts the most—in profit.

"We appreciate the business that we have been favored with and hope that we shall continue to be able to serve in the future."

Transfer Food-Drug Administration June 11

WASHINGTON, June 8.—Recent addition of the transfer of the Food and Drug Administration from the Department of Agriculture to the Federal Security Agency will mean no change in general policies of the Administration, it was reported here this week. The transfer of the food body will take place June 11.

It is reported that, for the time being at least, the office and laboratories will remain in present quarters in the De-

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BARGAINS FROM DAVE MARION

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| Western Base Set, 100000 | Comb., F.P., 317.50 |
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| Good Luck, 47.50 | 10 Rings, 7.00 |
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| New List Out. Many Bargains—Write. | |
| 1/3 Deposit Required—Bargains Every Week. | |

Write for Complete Bargain List.
MARION COMPANY, Wichita, Kansas.

partment of Agriculture building under the same administrative heads.

Matters pertaining to the confectionery field have been delayed somewhat, it is reported, but it is believed that all action and conferences planned will be resumed without interruption.

HALF YOUR PURCHASE PRICE BACK TO YOU IN 90 DAYS!!

ONLY ON **MARVEL**

Yes, sir, operate the most marvelous moneymaker of all time for 90 days, and if you feel you want to turn it in to us at that time—we'll very gladly give you 50% of your original purchase price! That's what we think of Marvel! And WE KNOW YOU, TOO, ARE GOING TO AGREE THAT THIS IS THE GREATEST OFFER IN ALL COIN MACHINE HISTORY! BUY MARVELS TEN AT A TIME!



10 FOR ONLY \$275
SAMPLE \$32.50 (With Ball Game Vender)

We Accept Trades of All Other Equipment Against the Purchase of Marvel!

D & S NOVELTY COMPANY
1005 BROADWAY ROCKFORD, ILLINOIS

NATIONAL SPECIALS

our games are clean from stem to stern, give us a try, you will buy.

| FREE PLAY | | REBOUND, NEW UNIT | | MILLS ESCALATOR, GOLD | |
|------------------|---------|--|----------|-----------------------|---------|
| Lanter | \$62.50 | Rebound, New Unit | \$44.50 | Escalator | \$18.00 |
| Major | 25.50 | 52 Extra | 32.50 | Award | 15.00 |
| Mr. Chips | 47.50 | COUNTER GAMES | | NOVELTY | |
| Women's Baseball | 52.50 | Conto-Smokes | \$8.50 | Equalite | \$12.50 |
| Variety | 34.00 | Real Blue | 4.00 | Old Ball | 15.00 |
| Conquest | 36.00 | Races | 5.00 | Bally Supreme | 18.00 |
| Oilpiper | 27.50 | Sandy's New Game | 5.50 | Tiger | 18.00 |
| Smokes | 27.50 | Smokes Shooter, New | 3.50 | Suspense | 15.00 |
| Golden Gate | 35.00 | Turf Races | 4.00 | Keyhole | 15.00 |
| Sports | 48.00 | Gem Vender | 5.50 | Side Kick | 15.00 |
| Booker | 37.50 | Bally Ball | 6.00 | Oblique | 15.00 |
| Champion | 42.00 | MISCELLANEOUS | | Two | 15.00 |
| Fifth Filing | 27.50 | Ray's Track | \$70.00 | Peashy | 15.00 |
| Bank | 40.00 | Races, Race, Bum, Cal. | 30.00 | Air Way | 15.00 |
| Top Notcher | 40.00 | social over 5000 | | Zephyr | 15.00 |
| Lucky Strike | 50.00 | Event Ten Strike | | Circuit | 15.00 |
| Chubbie | 24.50 | 1939 Model | \$110.00 | Hostess | 12.50 |
| 4-6-0, New | 47.50 | Photo Bantam, 5c, like | | Outboard | 15.00 |
| Thriller | 48.00 | New | \$15.00 | None Stretch | 15.00 |
| Zenith | 27.50 | Mills Lion Head, 5c | 12.50 | Salash | 15.00 |
| Jumper, New Unit | 45.00 | Mills 1c Q.T. | 15.00 | Review | 12.50 |
| Fantasy | 47.50 | Photo Bantam, 10c, like | | Bumper | 10.00 |
| White Sails | 40.00 | Amusement Bantam, 5c | 15.00 | Reserve | 10.00 |
| Up & Up | 27.50 | NEW GAMES —We have all new releases—Bally, Genco, Chicago Coin, Gettlieb. Write for prices. | | Fleet | 12.50 |
| Zip | 27.50 | | | Ski Hi | 10.00 |
| Dary Jones | 27.50 | | | | |

National Sales & Dist. Co. 1605 E. 39th, K. C., Mo. National from Coast to Coast

| FREE PLAY GAMES | | FREE RACES | | BINK | |
|-----------------|---------|------------------|---------|---------------|---------|
| Alphabet | \$29.50 | Free Races | \$ 9.50 | Bink | \$17.50 |
| Banter | 34.50 | Jumper | 23.50 | Scoop | 35.50 |
| Big Town | 45.50 | Lion-Card | 47.50 | Short Stop | 72.50 |
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| Conquest | 29.50 | One-Two-Three | 69.50 | Thriller | 29.50 |
| Contract | 17.50 | Punch | 44.50 | Triumph | 59.50 |
| Fish | 18.50 | Racing | 14.50 | | |

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| 1 1938 Bangtail | \$75.00 | 5 Pace Games, 5c Play, Each | \$20.00 |
| 1 1937 Bangtail, brown cabinet | 65.00 | 5 Mills Vest Pockets, Each | 25.00 |
| 1 1937 Bangtail, red cabinet | 40.00 | 1 Walling Treasury, 5c play, excellent | 25.00 |
| 1 1937 Gallop, Dominos, black | 35.00 | 1 Mills Cherry Bell, 10c play, Serial | 69.50 |
| 1 1937 Gallop, Dominos, black, cracked glass | 35.00 | 445837, same as new | 69.50 |
| 5 Mills 5c Chrome Ball, serials around | 82.50 | 5 Gretchen 7c Gingers, wooden base, Ea. | 12.50 |
| 5 Gretchen Columbia Cigarette Rear | 39.50 | 2 Gretchen 1c Mercury, same as new, Ea. | 20.00 |
| 5 Payout, Each | 39.50 | 10 1937 Reskolet Rhythm Kings, 12 | 42.50 |
| 5 Mills Sinker Ball, Each | 27.50 | | |

One-third deposit required. All quotations F. O. B. Nashville and subject to prior sale.
H. G. PAYNE COMPANY
312 BROADWAY, NASHVILLE, TENNESSEE

NEW 30-4 BELLS FOR SALE, \$275.00 Each

On Location One Week

Latest improvements, including cash and token separator. Two cash boxes, one takes nickels, the other tokens, save time on service. Caster bases, special attachments to hold machine in place

5c Blue Fronts cheap save \$\$\$\$
10c Blue Fronts cheap save \$\$\$\$

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| QUALITY SPEAKS FOR ITSELF | |
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| Rebounds | \$27.50 |
| Aviation | 22.50 |
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| Big Six | 22.50 |
| Champion | 20.00 |
| Cherone | 24.00 |
| Follow Up | 19.00 |
| Up & Up | 22.50 |
| Conquest | 22.50 |
| Chubbie | 19.00 |
| Lo-Lo-Fun | 22.50 |
| All Babe | 30.00 |

173 Depot, With Order—Balance C. O. D.
MODERN AUTOMATIC EXCHANGE, INC.
2615 CARNEGIE AVE., CLEVELAND, OHIO

Yacht Club New Chicago Coin Game

CHICAGO, June 8.—"We've let the cat out of the bag, so to speak, in announcing our newest free play machine, Yacht Club," state Sam Wolberg and Sam Genaburg, Chicago Coin Machine Mfg. Co. officials.

"We've packed and jammed Yacht Club with the most appealing features that have ever been incorporated in any free play machine. We think that these features will help make Yacht Club one of the most popular and biggest earning games. It is necessary to see Yacht Club in action on locations to fully appreciate the game.

"Chicago Coin distributors who have seen and played Yacht Club claim it to be the top game ever built by us. We know that we've built some great machines, and you know that the cash box has told the story over and over again. Like all Chicago Coin machines, Yacht Club is built of only the finest materials, is thoroughly dependable mechanically and has something that has kept players lined up hour after hour on test locations."



NAT COHN, Modern Vending Co., New York, examines the disk on which he has just recorded his voice. He made the recording on the new Recordit, automatic voice recording machine manufactured by Western Products, Inc., Chicago.

Rake Notices Upturn in Philly

PHILADELPHIA, June 8.—Rake Coin Machine Co., of Philadelphia, since moving to its new building has noticed a general upturn in sales of all coin-operated machines, especially in vending machines, it is reported. They attribute this to their better location and greater display space.

The larger floor space, besides giving them a fine display room, has enabled them to increase the size of their warehouse and rebuilding department. The rebuilding department is one of the specialized features offered by Rake.

Rake has recently been appointed factory representative for the Northwestern line of vending machines. They are also factory representatives in their territory for Columbus Venders.

Praise Groetchen Mercury Features

CHICAGO, June 8.—"Customers of Groetchen Tool Co. who have made comparative examinations of the new Mercury token payout games are emphatic in their praise of the cheat-proof coin chute, which is part of the Mercury games," reports a Groetchen official.

"Experience in building token payout games cannot be gained overnight," said the Groetchen spokesmen, "and in four years of manufacturing token payout games we have achieved a degree of perfection which is recognized by every operator in the industry.

"Within a very short time we shall release to the trade several counter games in which the token payout principle will find application in entirely new fields. One of the games in process has been demanded by operators for two

Ajax Enthused On Exhibit Game

DETROIT, June 8.—"M. Y. Blum and V. Christopher, of the Ajax Novelty Co., Detroit, are enthusiastic in their opinion that Wings, the new Exhibit game, will prove to be as big a winner and moneymaker as Short Stop because of the live action and interesting play appeal which the game possesses," reports John Chrest, sales manager of the Exhibit Supply Co. Chrest has just returned to Chicago recently.

In speaking further, Chrest declared that this concern did a satisfactory business on Short Stop, altho it was unfortunate in not getting in on the entire selling season. They have recently taken new quarters and are now in ideal shape, according to Chrest. "They have ample playroom space as well as sufficient storage and repair space for re-conditioning games and are entirely modern and up to date in every respect," declared Chrest.

years, but only recently did our research department succeed in finding a remarkable solution to a difficult problem. We feel safe in predicting a tremendous sale success for this new game.

"Deliveries of sample Zoom games are now under way to leading jobbers. Combination of free-play possibility and token payout principle gives Zoom a wonderful playing appeal which is heightened by the realistic presentation of American airplanes bombing an enemy's fleet."



PROMINENT DETROIT MUSIC MERCHANT, Joe Brilliant Operates the Brilliant Music Co. and the firm operates a small army of Wurlitzer phonographs. Above he points out features of the Wurlitzer phonographs which have found particular favor with him.

EASTERN FLASHES

NEW YORK, June 8.—Used game orders are arriving at a merry clip from out-of-town buyers. Almost all of the leading distributors and jobbers have had a tough job keeping space of the demand this week. Used game shortage of the moment is due to the fact that trade-ins on new games haven't been quite as brisk as at first anticipated. This condition is only a temporary one, it is reported, since trade-ins are expected to be stepped up in the next few days now that warm weather has finally broken, and a corresponding increase in size of used game stocks will naturally result.

HAPPY BIRTHDAY . . . To I. L. Mitchell & Co., which celebrates its first anniversary in the jobbing and distributing business this month. Irving Mitchell's firm got under way last June with one store. It wasn't long before the rush of business necessitated his taking over the basement, and later knocking down other partitions to make more room. When the press for space again became acute, Irv rented the store next door, which is now used as a store and display room. "This expansion has been due to the support operators have given us," Mitch says. "I would like to thank all the boys who have made the past year such a successful one for us."

AROUND THE TOWN . . . Nat Cohn placed a Warlitzer phono in the lobby of the Paramount Theater this week loaded with Harry James records. James was feature stage attraction for the week. . . . Over at Allied Wholesaleing Tony Gasparro reports that Exhibit's Wings has been the center of attention of all ops. "We're booking more orders every day for this winner," Tony declares. . . . Jack Fitzgibbons is all smiles these days over the way Bally's Mascot is scoring with ops. "This good-luck game," says Jack, "is bringing real luck to every operator who has put it on location." . . . Dave Simon and Jimmy Hunt are a busy pair these days, rushing installations of Keeney's Remote Selector Wall Boxes. . . . Hunt, formerly with Seeburg and J. H. Keeney, is now in charge of Dave's electrical engineering department.

Les Paul reports that Vending Machine Exchange uses more than 20 parts and spends more than five hours to recondition the average S. & M. Durrway cigar machine. "No wonder. It's perfect when the boys get thru with it," he says. . . . Bill Rabkin, Earl Winters, Murray Lechin, Al Bendow and all other men at International Mutoscope have forgotten all about vacation plans for the summer. "We'll all be too busy taking care of our operations at the World's Fair and the rush of orders waiting to be filled at our Long Island City plant," says President Rabkin.

MEN AND MACHINES . . . Sam Sachs, of Acme Sales Co., is opening offices in Boston this week. "Phono ops here have been asking us to set up quarters here so that they can have a local depot to which they can bring their phonos for remodeling by Acme," Sachs stated. . . . At the Ponsor Co. offices George Ponsor is all pepped up over the reception ops have accorded the Mills Empress and the firm's new remote selector wall and bar box. "The boxes are jumping collections tremendously," he says. Ponsor adds that demand for Gottlieb's Skeo-Ball-Ette, Drum Major, Oh, Johnny and other products is staying at a high pitch. . . . Reports from Boston indicate that Dave Firestone is doing big things there with Jennings In-a-Bag vander.

Toll charges mount on the phone bill of Savoy Vending, as Al Simon calls Chicago Coin factory every day to beg for faster delivery of Sporty. . . . Hymie Budin, of Budin's, Inc., was not his usual jovial self last week. Hymie had a headache caused by the demand for Stoner's Brite Spot and the used machine bargains the firm was featuring. "Everyone was hollering for delivery at once," Hymie stated. . . . As Bert Lane took the week-end off, Sanford Goldie took over the reins of Seaboard Sales. "Our only worry these days," Sanford maintains, "is getting enough Genco games to satisfy the demand."

JERSEY JOTTINGS . . . Business is humming at a merry clip, according to all reports coming from the Skeeter State. . . . Dave Stern is re-



STEVE WARREN, at the Exhibit Supply Co. factory, Chicago, where he purchases more new equipment for his arcade at Crystal Beach, St. Joseph, Mich.

ported planning to make Royal Distribute the largest operator the State has ever known. . . . Irv Morris, of the Ponsor offices, states that between the demand for Chico's Sporty, Mills phonos and reconditioned bargains being offered, the firm is building up the largest operator following in the State. . . . Jack Kay says Genco games are moving out of his headquarters as fast as they come in. . . . Barney (Shug) Sugarman, of Royal Sales Co., reports he's busy meeting demands for both new and reconditioned equipment. . . . Jack Berger, of Newark Coin Distribute, is reported to be the bean brummell of the Newark coin machine industry. . . . Al S. Cohen, of Asco, says his May sales record on reconditioned venders gives him a tough mark to shoot at for the rest of the summer.

FAST FLASHES . . . Jack Mitnick spent a week in town for a change. . . . Earl G. Backe, of National Novelty, Merrick, L. I., reports his offer of credit to ops throught the country astonished the trade. "Ops need a little help every once in a while," he believes, "and this is our way of doing our part." . . . According to Miss A. M. Strong, of G. V. Corp., "Adams gum venders are bringing bigger profits now than at any time since they were first put on the market." . . . "We have a real surprise for ops in the new Evans 1940 Ten Strike, a deal that we know ops will appreciate," state Bill Alberg and Charley Aronson, of Brooklyn Amusement Machine Co. . . . Murray Sandow, of Queens Sales, is reported hard at work these days. . . . Irv Sommer is expected back at the Modern Vending Co. offices any day now. . . . "We've got over 20 men working on reconditioning arcade and sportland machines and we're still way behind on orders," claims Mike Munves, whose 10th avenue headquarters are a madhouse of activity these days.

FROM ALL AROUND . . . Joe Ash, of Active Amusement, Philly, reports that his May sales total set a new record and, judging by the way June is going, a new record will be born before the month is out. . . . Roy McGinnis, of Baltimore, can't be reached these days. He is reported working harder

than ever readying a big deal for ops. . . . Al Rodstein of Arco Sales, Philadelphia, is also said to be planning big things for ops.

Over at Allied Wholesaleing, Tony Gasparro reports that Exhibit's Wings has been the center of attention of all ops. "We're booking more orders every day for this winner," Tony declares.

Cohen Sees Pace Bowling Alley

CHICAGO, June 8.—It is reported that Bill Cohen, Silent Sales Co. official, was a visitor during the past week at the office and factory of the Pace Manufacturing Co.

Cohen, it is reported, journeyed from Minneapolis to see Pace's new automatic bowling alley. He reports he looks forward to 'going to town' in sales as soon as the factory is able to make volume shipments.

"Inasmuch as I was unable to get to Chicago for several months because of my automobile accident, which occurred while driving to Chicago April 1, what I saw at the factory last week as compared to three months ago was a revelation," said Cohen.

"In all the time I have known Ed Pace, who has always been an optimistic fellow, never have I seen him so cheerful and brimming with confidence on anything new. He's all pepped up over his new bowling alley and rightly so. After seeing it I sincerely advise all operators to keep pace with Pace during 1940."

Keeney "Gun" Going to Town

CHICAGO, June 8.—"You know how it is," explained W. J. (Bill) Ryan, "a game gets a big play for a while, and then has falling of the cash box. But our Keeney Anti-Aircraft Machine Gun," professed the Keeney sales manager, "is doing a wrong-way Corrigan insofar as any nose dive in collections is concerned."

"The war-mindedness of every American has them standing around these aircraft gun games, waiting for their daily gunnery practice. This angle has stepped up collections two and three times. In fact, the game is more popular than it ever was, and is destined to be a nation-wide craze this summer."

"This stamped for Anti-Aircraft Guns has had us running behind on orders, especially since the new cabinet was introduced, but we're working night and day trying to get out every order as promptly as we can," concluded Ryan.

Philosopher Keeney Gives Firm's Recap

CHICAGO, June 8.—J. H. (Jack) Keeney, who is taking a vacation out where men are men and the wall box business is good, reports a bit of philosophy gleaned while at a Pullman car window. "I was looking out of the window," said the vacationing manufacturer, "when a train next to ours began to pull out from the depot. Our train had not left yet and was actually



CHROME BELL COLUMBIA

Flagship of a magnificent fleet of Columbia Bells.

You need this Chrome Bell to command the play on every location.

Stately in appearance, large Fruit Reels, Cash or Check payout, large Jackpots; convertible on location from Nickel to Dime or Quarter Play. Its low Price will surprise you.

We also feature other types of Columbias for every type of operating need.

GROETCHEN TOOL COMPANY
130 N. Union St. Chicago, Ill.

"IMMEDIATE DELIVERY"

Mercury's TOKEN PAYOUT

"MERCURY MAKES MORE MONEY"

is the experience of all successful operators. **AND YOU GET MORE FOR YOUR MONEY IN MERCURY.**

streamline cabinet a constant speed clock-motor, positive payout.

award tokens. Hammered Finish. **MERCURY**, built by Groetchen, the inventors of Token Payout Games.

AVAILABLE 1c PLAY OR 5c PLAY SMALLEST COUNTER MACHINE LARGEST CASH BOX

Price \$32.50

Terms—1/3 Deposit With Order, Balance C. O. D.

Ohio Specialty Company

12 W. Court St., Cincinnati, Ohio.
or
539 S. Second St., Louisville, Ky.

standing still, but the departing train next to ours gave me the feeling our car was backing up.

"I said to myself, 'that's just like the coin machine business. You've got to move to keep your place in this industry. If you stand still everybody gets the impression you are falling behind.'"

"The Keeney Co., I think, has been moving along with the rest of the parade. We've had a string of eight successive hits in pin tables. The current one is 'Score Champ.'"

"Our anti-aircraft machine gun is selling in a bigger way today than it ever has, and you know how popular it has been ever since the game was introduced," continued Keeney.

"Now our Wall Boxes are keeping our No. 2 factory going 24 hours a day," concluded the head of the House That Jack Built.



DAN HAWLEY, Modern Automatic Exchange, Inc., Cleveland (extreme right), gets first Glamour game off the assembly line. With him are (left to right) George Jenkins, George Moloney and Leo Kelly, of the Bally Mfg. Co. sales staff.

W. B. NOVELTY
SLASHES PRICES
ON RECONDITIONED
MACHINES

PHONOGRAPHS

| | |
|--------------------------------------|----------|
| Seeburg Model Classic | \$225.00 |
| Seeburg Model Vogue | 175.00 |
| Seeburg Model Mayfair | 165.00 |
| Seeburg Model Plaza | 150.00 |
| Seeburg Model Casino | 145.00 |
| Seeburg Model Casino (Special) | 160.00 |
| Seeburg Model Regal | 140.00 |
| Seeburg Model Concert Grand | 135.00 |
| Seeburg Model Gem | 135.00 |
| Seeburg Model Melody King 20" Record | 104.50 |
| Seeburg Model King 15" Record | 49.50 |
| Seeburg Model H, I or J | 41.50 |
| Seeburg Model A | 24.50 |
| Seeburg Model A with Illum. Grill | 39.50 |
| Seeburg Model A in Illum. Cabinet | 42.50 |
| Seeburg Model B | 23.50 |
| Seeburg Model B with Grill | 43.50 |
| Seeburg Model C or D | 34.50 |
| Seeburg Model Selection | 25.00 |
| Seeburg Model M with Grill | 84.50 |
| Wurlitzer 500 | 210.00 |
| Wurlitzer 24 | 124.50 |
| Wurlitzer 818 | 69.50 |
| Wurlitzer 718 | 65.50 |
| Wurlitzer 412 | 34.50 |
| Wurlitzer 412 with Grill | 49.50 |
| Wurlitzer P-12 in Illum. Cabinet | 64.50 |
| Mini Do It All | 34.50 |
| Mini Studio | 79.50 |
| Mini Zephyr | 49.50 |
| Rock-Ola Terminal 20" Record | 79.50 |

FREE PLAY GAMES

| | |
|---------------------------------|---------|
| Major | \$20.00 |
| Davy Jones | 20.00 |
| Frank | 20.00 |
| Rebound | 20.00 |
| Miss America (Straight Novelty) | 7.50 |
| Senior Baseball, Floor Baseball | 15.00 |
| Fantasy, Jack Pot Model | 50.00 |

COUNTER GAMES

| | |
|--|---------|
| Electric Shovel | \$ 6.50 |
| Deuces Wild | 8.00 |
| Real Poker | 8.00 |
| Real Boat | 5.00 |
| Real 21 | 5.00 |
| Twin Dice | 5.00 |
| Prizey Pack | 18.00 |
| Challenger (Like New) | 5.00 |
| Tally | 5.00 |
| Snacks Gum Vender | 5.00 |
| Ever Ready Pen Machine (C) (Commodities) | 7.50 |
| W. B. Dandy Peanut Vender | 5.00 |

W. B. NOVELTY

| | |
|--|----------|
| Stewart 11 Column Cigarette Machine | \$ 55.00 |
| Jalbird Baseball (With Base Slightly Used) | 149.50 |
| Chicken Sam | 95.00 |
| Wadding Tom Thumb Soda Fortune Teller | 58.00 |
| Wadding Tom Thumb Soda | 45.00 |
| Wink Game | 140.00 |
| Event 70 Strips 1000 Models | 110.00 |
| Bally Alley | 95.00 |

SLOT MACHINE STANDS

| | |
|---------------------------------------|--------|
| Regular Slot Stand | \$2.50 |
| Milli O. Stand | 2.50 |
| Jeonjoni or Milli Single Slot Machine | 6.00 |
| Little Duke Stand | 2.50 |
| Target Ball Stand | 2.50 |

Our remodeled machines are shipped on approval, with the understanding if they are not satisfactory you may return within five days from receipt of shipment for refund in full, less only transportation charges.

TERMS: 1/3 Deposit With Order.

W. B. NOVELTY
CO., INC.

1003 Washington Blvd., St. Louis, Mo. 3103 Gillham Plaza Kansas City, Mo.

Domestic Sugar
Market Protected

WASHINGTON, June 8.—One of the world's more important food commodities, sugar, is eyed by the nation today, especially by domestic sugar producers. The Agriculture Department has declared that it would not permit cheap foreign sugar to be dumped on United States markets. This will tend to keep prices in this country steady.

Officials said in a statement that "excessive" world supplies apparently had been exerting a weakening influence on domestic prices in recent days.

The statement noted that the Sugar Act of 1937, through its import quota system, exerted power to maintain American prices at levels independent of world prices.

"So long as the act or similar legislation is in effect," the department said, "there is no prospect that excessive and price-depressing world supplies above quota levels will be released for consumption on the domestic market."

The Sugar Act expires at the end of this year, but steps have been taken in Congress to continue it for another year.

Pitney-Bowes Profits
Jump During Past Year

NEW YORK, June 8.—The annual report of the Pitney-Bowes Postage Meter Co. for the 12 months ended March 31 shows a net profit of \$627,030, equal to 20 cents a share on 3,077,265 capital shares. Pitney-Bowes is the maker of the mail automat, as well as postage meters, which weighs mail, indicates the postage and applies a postage mark upon the insertions of the proper coins.

The earnings for the past fiscal year are compared with \$588,416, or 65 cents a share, earned in the calendar year 1938 and with \$614,701, or 69 cents a share, earned in 1937. In the three months ended on March 31, 1939, bridging the old and new fiscal periods, net profit was \$104,076, or 11.6 cents a share.

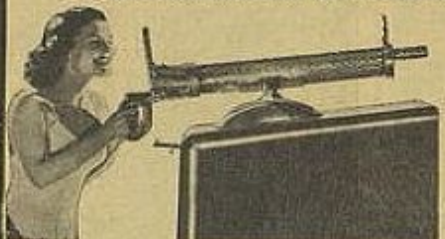
Current assets on March 31, 1940, were \$1,329,894, including \$448,996 in cash, and current liabilities were \$291,802. Earned surplus amounted to \$1,645,965, and total assets were \$7,103,622. Inventories were \$432,706.

Bally Outlines
Operators' Case

CHICAGO, June 8.—"Congratulations," writes Ray Moloney, president of Bally Mfg. Co., "for your recent article headed 'Hits Location Ownership: Presents Case for Operators.' This is a very convincing presentation of the service which the operator renders to the merchant, and The Billboard deserves credit for employing writers as well qualified as Mr. Cash to discuss operators' problems.

"At Bally we were particularly interested in the article because it is in line with a piece of operator promotion which was originated by us and which comes to the attention of thousands of merchants at least once a week. I refer to the paragraph printed on the back of the

The Season Has Just Started, and the Largest Park
Concessionaires in Minnesota Say About



Keeney's
ANTI-AIRCRAFT
MACHINE GUN

Park, carnival and swimming pool concessionaires, don't overlook the hit of 1940's Coin Machine Show—the 100% Thrill, Skill, Legal and Mechanical Marvel, Keeney's Anti-Aircraft Machine Gun, priced at only a fraction of its money-making ability for this year and years to come. Write for full particulars.

SILENT SALES CO.

SILENT SALES BLDG.,
200-206 Eleventh Avenue, South,
MINNEAPOLIS, MINN.

GRAB THESE GENUINE BARGAINS

EVERY MACHINE IN PERFECT CONDITION—READY TO OPERATE

| | | | |
|---------------------------|---------------------|---------------------------------------|--------------------------------------|
| FREE PLAY MACHINES | Scops \$17.50 | 2 Jennings Liberty Bells | 2 Evans Bang Tails \$ 45.00 |
| Genco \$85.00 | Pyramid 19.50 | Flial Top | 3 Rays Tracks 25.50 |
| Rebound 32.50 | Clipper 17.50 | 1 Jennings Liberty Bell | 3 Track Trolley Red Head 50.00 |
| Spotless 19.50 | Vegas 22.50 | Slam Top | 2 Sall Times 47.50 |
| Contacts 19.50 | Tripie Throat | 1 Evans Gallop-ing Dromie, Brown Cab. | 2 Tan Gorilla '39 Model |
| Arrow Heads | 22.50 | 100.00 | 2 Chickin Sams 100.00 |
| Double Feature | 22.50 | Bil. Cab. \$ 50.00 | |
| Tripie Play | 22.50 | 1 Paces Please, Brown Cab. | |
| Triple Play | 22.50 | each Jack pot 100.00 | |
| Ragtime | 22.50 | | |
| Box Score | 19.50 | | |
| Exhibit's Chief | 17.50 | | |

THE MARKEPP CO.
1412 Central Parkway, CINCINNATI, OHIO.
3228 Carnegie Avenue, CLEVELAND, OHIO.

IF IT'S COIN OPERATED * WE HAVE IT * NEW OR USED

| | | |
|-------------------------------|-----------------------------|-----------------------------|
| FREE PLAY TABLES | FREE PLAY TABLES | FREE PLAY TABLES |
| 0 Stablamats \$15.00 | 4-4-6-6 Genco \$37.50 | 1 Box Score 19.00 |
| 1 Cowboys 34.50 | 2 Slip 4 Go \$18.00 | 1 Chicago Coin |
| 2 Big Six 30.50 | 1 Circus 18.00 | 4 Teppers \$32.50 |
| 3 Super Six 40.50 | 1 Bubbles 20.00 | 1 Buckaroo 32.50 |
| | 2 Mr. Chips 20.00 | 2 Majors 24.00 |
| | 2 Six Town 30.00 | 2 Nippers 45.00 |
| 1 Chiefs \$20.00 | 2 Blondies 23.50 | 3 Pyramids \$19.50 |
| 2 Contacts 20.00 | 1 Follis 4640 33.50 | 1 Bowling Alley 45.50 |
| 2 Rebound 35.00 | 1 Tripie Play 18.00 | 2 Big Saws 57.50 |
| 1 Golden Gate 25.50 | 3 Bands 23.00 | 2 Score Cards 68.50 |
| 2 Jumpers 45.50 | 2 Airports 23.00 | 2 Lions-Fun 30.00 |
| 1 Lancer 55.00 | 4 Lucky Strikes 23.00 | 1 Rosy 60.50 |
| 1 Fleaslip 45.00 | 2 Side Kicks \$18.00 | 2 Spotlens \$23.00 |
| 3 Short Stops 60.50 | ON BALL FREE PLAY GAMES | |
| | 4-1-2-3-4 \$40.00 | 1 Fairgrounds \$49.50 |
| 3 Exhibit Genco \$65.00 | 3 Arrowheads 30.00 | 2 Asot Darby 20.00 |
| 1 Across Board 40.00 | 1 Freshest 25.00 | 1 Cream 22.50 |
| 1 Golden Wheel 25.00 | | |

DON'T FORGET * WE TAKE TRADES * Half Deposit.
CLEVELAND COIN MACHINE EXCHANGE, 2021-5 PROSPECT AVE., CLEVELAND, OHIO

Get your Marvel
Best little money-maker
on the market!

BUY THEM TODAY!
10 for \$275.00



If traded in to us within 90 days we will give you 50% of your purchase price.

Sample \$32.50
Ball Gum Vender \$2 Extra 1/3 Deposit—Balance C. O. D.

AVON NOVELTY SALES CO., INC.
2923 Prospect Ave., CLEVELAND, OHIO

Robbins Busy
On Penny Machines

BROOKLYN, June 8.—Dave Robbins, of D. Robbins & Co., reports that he has been flooded with inquiries as well as orders on Derby Vender. According to Robbins, the machine has created much interest among operators.

The Derby Vender is a penny machine for ball gum or peanuts. Six snappy looking horses on the inside of the glass globe perform a realistic race with each play. According to Robbins, the machine is considered legal because it gives full value for each penny, the horses giving added stimulus to sales.



MAKING A SELECTION ON THE WALL-O-MATIC, which is a part of the Seeburg wireless remote control music system. The system above is installed at the Brainerd Cocktail Lounge on Chicago's Park South Side. Installation also includes a Symphonite and a De Luxe Speak-Organ, as well as six wall boxes.

merchant's copy of the collection slip form which we furnish to the trade.

"This brief statement is quoted here: 'Your share is greater because you deal with an experienced operator. He owns a large number of games of different types and can, therefore, give you the variety which insures profitable patronage. He is in constant touch with the latest games. His knowledge enables him to select the best money-makers. He knows how to hold player interest and create good will. He gives the games in your locations constant maintenance service. And, last but not least, his operation places money-making games before your customers without investment on your part. For maximum game profits, do business with an operator.'"

Birmingham, Ala.

BIRMINGHAM, Ala., June 8.—G. & S. Distributing Co., new concern, recently opened in Birmingham, handling as a principal line the products of the Rudolph Wurlitzer Co. The proprietor is L. E. Matthews, formerly an operator in Nashville, Tenn. He reports wide interest in the remote-control feature now being offered for use with automatic phonographs. To promote this line he has framed a typical booth set-up in his store at 414 North 21st street.

A MIDGET MACHINE BUILT FOR OPERATING

Northwestern

33 JUNIOR

A genuine operator's machine built with all the features, ruggedness and dependability of the larger models. Nothing has been sacrificed to make a price—that's why the Model 33 Junior is the most popular and widely used miniature vander. It is the ideal machine for crowded bars, door jams, individual booth service or for attaching to other types of machines. A proven money-maker on every route. Write today for complete information on Junior and all of the other Northwestern models.



THE NORTHWESTERN CORPORATION
505 E. ARMSTRONG ST., MORRIS, ILL.

Northwestern

IMMEDIATE DELIVERY ON ALL MODELS

SEND FOR LITERATURE

Factory Distributor
RAKE B. B. 22ND ST., PHILA., PA.

PROVEN Money Makers!



Experienced operators know the important thing is to get the Wedge into the location! Tom Thumb's got everything beat. Handmade, compact, it gets into taverns, waiting rooms, stores and restaurants closed to ordinary vendors. Thousands already placed; room for thousands more. Die cast precision machines; no crotchbacks. We'll match it against any others in the low priced field. Has 12 revolutionary features, including Magic Coin Selector, Yale Tumbler Locks, adjustable dispenser. Vends candy, gum or peanuts. 1 1/2 and 2-1/2 sizes. Tom Thumb Vendors now bringing real credits to operators. Don't wait. Write for full details, prices and money-back guarantee today. FIELDING MFG. CO., Dept. 75, Jackson, Mich.

TWO NEW VENDORS BRING PROFITS DAY-NIGHT

No Selling
30c returns \$4.50
Operate "King Jr." Vendors, \$3.95. Vends breath pellets, ball gum, nuts, etc. Picture on each side. Vendors, etc. FREE instructions and catalog.
AUTOMATIC GAMES,
2425K Fullerton, Chicago, Ill.

FAST MONEY!

Promotion type salesman can make a fortune with our new nickel-operated GOLF GAME. Liberal sales commission. Write fully.
P. O. BOX 285-B, Minneapolis, Minn.



MERCHANDISE MACHINES

Vending Machine Men Are Buyers of Loft Candy Co.

Berlo's Jacob Beresin and Sanitary Automatic's O'Reilly officers of firm

NEW YORK, June 8.—Control of the Loft Candy Corp. has been sold by the Phoenix Securities Corp. to a group of individuals headed by Albert M. Greenfield and Jacob Beresin of Philadelphia. Beresin, heading numerous concerns, is also head of the Berlo Vending Co. Another vending machine man among the individuals of the purchasing group is Charles L. O'Reilly, president of the Sanitary Automatic Candy Corp. He was elected vice-president and director of the corporation. Beresin is president.

The group's purchase involves 473,400 shares of a total of 1,473,259 outstanding

Stewart Takes Over Sodamat

NEW YORK, June 8.—James E. Stewart, formerly president of Stewart & McGuire, New York, has returned to the soda machine industry thru the purchase of Sodamat, maker of beverage dispensing machines.

Stewart advises that he has associated with him in his new enterprise one of the largest metal equipment companies, the Sneed Co., of Jersey City, N. J., and Orange, Va. He declares that both of this firm's plants are now busy preparing production on the new Sodamat beverage dispensing machine. Deliveries are expected to begin in substantial quantities within the next four or five weeks.

According to Stewart, the new Sodamat beverage dispenser is being built with the most outstanding features ever offered to the trade. The vendor will be furnished in both a self-carbonating model and a pre-carbonated model. Both will be available in the same size and type of cabinet, either model to be used according to the wishes of the operator.

Julius A. Levy, who had been associated as sales manager with Sodamat since its inception, remains with the new company in the same capacity. The new company will be known as the Stewart Sales Machine Co., with office at 500 Fifth avenue, New York City.

of the candy company and was made with the idea of assuming active management of the business.

This completes the segregation of operations formerly conducted by Loft, Inc., which comprised 161 candy stores in metropolitan New York and in Connecticut, New Jersey and Pennsylvania; also a large candy manufacturing plant, now included in Loft's Candy, and the Pepsi-Cola Co., which operates an extensive soft-drink business.

The Status of Loft, Inc.

Ownership of Loft, Inc., itself is not involved in this transfer of the candy interest. The principal remaining asset of Loft, Inc., is 79 per cent of the Pepsi-Cola Co.

A new board of directors of Loft Candy Corp. was elected yesterday, with Greenfield as chairman and Beresin as president. The former is president of Albert M. Greenfield & Co., a real estate company with offices in New York, Philadelphia, Pittsburgh, Newark and Atlantic City, and chairman of Bankers Securities Corp., an investment banking company with main offices in Philadelphia. Beresin is president of the Berlo Vending Co., the People's Service News Co., and Beresin & Loeb of Philadelphia, and has been active in candy retailing for 30 years.

Beresin announced that the new management, which has had long experience in all phases of the candy business, proposes to make immediate changes in plant, production and in its retail outlets with the hope of placing the company on a profitable basis. The management intends to establish a bonus plan for employees, he said.

Recognition for Rebuilt Machines

NEW YORK, June 8.—The Vending Machine Exchange, which has gained recognition in the rebuilding of the Dualway cigaret machines, reports that it is placing more than 20 new parts into each mechanism, the repairs taking over five hours to complete.

"We are actually rebuilding the Dualways," report executives of the firm, "in every sense of the word. When the operator gets one of the rebuilt Dualways he is getting a new and better machine from a mechanical standpoint. Over 20 new parts are used to make the Dualway

WE'RE "NUTTY" PEOPLE!

Yes—but that's our business. Our specialty is supplying vending machines throughout the country with all kinds of fresh, meaty nuts. Specially processed.

| | | |
|---|--|--|
| Small-Size Whole Almonds Small Whole Cashews Pistachios | | New-Size Whole Virginias Spanish and Mixed Nuts Filberts |
|---|--|--|

The latest crop is just in, ready for your inspection. Write for free samples and our list of lowest prices.

E. CHERRY, Inc.
Dept. B,
238 Market St., Philadelphia, Pa.

A FORTUNE IN SMALL COINS IS BEING SPENT DAILY

Get Your Share Now With

SILVER KING
\$5.50 Each in lots of 10

TORR 2047 A-SO. 68 PHILA., PA.

a perfectly performing machine for even the toughest operation.

"This will give the operators of cigaret machines some idea of the amount of work and effort we put into each rebuilt Dualway. It should be understood that the mechanism of the Dualway, as we rebuild it, is practically a new mechanism. It is not the old job anymore. The cabinet is even cleaned so that the machine looks and works better from every standpoint."

British Pay 18c Tax on Cigarets

LONDON, June 1.—Even if Britain resumes at least a partial withdrawal of American tobacco, growers here will find their sales affected by the latest increase in tobacco import duties, the third within a year. The duty on American tobacco now stands at \$3.62 a pound at the official rate of exchange.

In announcing the recent increase, estimated at about 30 per cent, the U. S. Department of Agriculture said that the full duty was equivalent to 18 cents on a package of twenty full-size cigarettes, as compared with the American Federal tax of 8 cents. Officials said the higher duty was expected to reduce British consumption and lighten future import requirements.

Flash! Cig Locations

Direct from the feedbox comes the report that Mr. and Mrs. America's best location for cigaret machines is directly alongside the family radio. Or, of course, you can't get these locations—but that's where most of the cigarets are being smoked, according to a dispatch from Arkansas. However, there's a ray of sunshine over Arkansas operators. With cigaret taxes and sales rising sharply, vending machines are getting their share of the business. The dispatch from Arkansas follows:

"Nervous tension over war developments is causing Arkansans to smoke more cigarets," the State revenue department reports. Department officials offered proof in cigaret tax collections of \$131,663.44 for May, compared to \$73,162.98 for the same month a year ago.

"The same thing happened last August during the Munich crisis," said N. E. Shuffield, department cashier. The people are becoming nervous and are staying up later to hear the war news and discuss it."



Coming Events

- Coin Machine Picnic, Saturday, July 20, at Riverview Park, Chicago. Sponsored by Coin Machine Industries, Inc.
- Western States meeting of the National Association of Tobacco Distributors, June 15 and 16 at the Hotel St. Francis, San Francisco.
- Thirteenth Annual Convention of the National Tobacco Tax Conference, Providence, tentatively set for September.
- 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 1.
- Thirteenth annual convention of the National Food Distributors' Association, Chicago, August 21 to 24.
- Wisconsin Cigaret Operators' Association meeting at Loraine Hotel, Madison, Wis., Sunday, June 16. Scheduled for 1 o'clock.
- Interstate C. M. A. Annual Outing at the Berkshire Country Club, Wingdale, N. Y., June 15 and 16.

NOW! 1¢ CENT-A-TUNE SELECTIVE PHONOGRAPH
DOUBLE-VALUE PHONO
2 Records For 5¢
THESE MACHINES PLAY ALL STANDARD 10-INCH RECORDS.
Locations Are Easy to Secure
Operators' Prices Amazingly Low!
B. WIRE in Your Territory! Write or Wire To-Day for Full Details.
D. ROBBINS & CO. 101 DENNIS AVE. BROOKLYN, N. Y.

ADVERTISE IN THE BILLBOARD —YOU'LL BE SATISFIED WITH RESULTS.



CIG-O-MATIC

A Brand New Cigarette Vender by Pace

9-Column (7 Standard and 2 King size) for 15c or 20c Play.

Beautiful chrome trim and mirrors attract immediate attention. Compact design ideal for counter locations. Simplified mechanism.

Write for Circulars and Sensational Low Price

Pace Cig-O-Matic Cigarette Vender

PACE MFG. CO., INC.

2901 Indiana Ave. Chicago, Ill.

CIGARET VENDORS

PERFECTLY RECONDITIONED

| | | | |
|--------------------------------------|----------------|----------------------------|---------|
| DuGrenier "H" 4-Col. | \$ 7.50 | Mills V-12 | \$22.75 |
| Master, 6-Col. (chrome front) 12.50 | | National 6-30 | 24.75 |
| Rowe Aristocrat, 6-Col. | 12.75 | Unocoda Pak, 8-Col. | 30.00 |
| Knickerbocker, 6-Col. | 15.00 | DuGrenier "S", 7-Col. | 37.50 |
| Coretta, 7-Col. | 19.75 | Rowe Imperial, 6-Col. | 41.50 |
| STONER UNIVENDER, 8-Col. | \$64.75 | | |

Terms: 1/4 cash, balance C. O. D., F. O. B. Chicago.

JACK KELNER

540 Lake Shore Drive

Chicago, Ill.

Phone: Superior 6738

Jersey CMA Trains Secretly To Play New York for Cup

NEW YORK, June 8.—Secret baseball practice by the CMA of New Jersey team and release of a tentative starting line-up for New York marked late preparations for the annual outing of Eastern cigaret ops to be held Saturday and Sunday (15-16) at the Berkshire Country Club, Wingdale, N. Y.

Twenty-two members of the Jersey group met at Branch Brook Park, Newark, Sunday for a work-out. Two teams were selected for the game with the best on each team being singled out to represent the organization in the championship game. Confident of returning the trophy to Newark this year, this CMA openly admits that no stone will be left unturned to win this game. At the turnout were: Marty and Sidney Mittleman, Bill Shortledge, Matty Lewis, Whitey Wallace, John Shanown, Ben Golob, Sam Jordan, Ed Dierickx, Henry Masur, Harry Kotadney, Herman Arlein, Emil Weiss, Henry Duffy, Steve Raleigh, Larry Spattarchis, George Battarline, George Williams, Archie Lodge, A. S. Stryker, Ben A. Richards and Sol Kesselman. Starting line-up will not be released until a few minutes before the men take their places on the diamond, one source reported.

When reports of the training session were heard here, the New York CMA retaliated by releasing a tentative starting line-up. With Jackson Bloom as manager and holding down a berth in the outfield, the following players were

named: R. K. Hawthorne, 1b; Arthur Gluck, 2b; Bernie Rosenblatt, 3b; Herb Greenburg, p; Harold Jacobs, c; Bernie Rosen, ss, and Nat Frankel, Sam Yolen and Aaron Goshin in the outfield. Other members, also top players, will be in the game as a new line-up will be sent in every three innings.

Operators attending this outing are urged to arrive at noon or before. A complete schedule of events, beginning at 12 on Saturday and ending late in the afternoon Sunday, has been arranged. No rooms are being reserved in advance and will be assigned upon arrival. The \$7 charge includes room and meals. One of the outstanding events again this year will be the steak supper at midnight.

Outing will be stag.

Almond Growers Hit Foreign Nuts

SACRAMENTO, Calif., June 8.—Members of the California Almond Growers' Exchange, thru their association, report that they have lodged vigorous protests in Washington against the alleged dumping of subsidized Italian almonds in the American market. The situation, it was said, is rapidly becoming a source of serious concern to the California nut industry, warranting invoking of the anti-dumping clause of the Tariff Act of 1930.

According to advices from abroad it was said, almond production in Italy this year will be almost four times that of last year, making available a supply of from 45,000 to 50,000 tons of shelled almonds. Normal production of almonds is anticipated in all other countries in the Mediterranean Basin.

Normally over 50 per cent of the almonds produced in Italy are exported to England, France, Belgium, Holland and the Scandinavian countries. Since the outbreak of the war these markets have been completely closed to foreign almond shippers.

The situation has been further complicated, it was charged, by the fact that the Italian Government recently made effective a 20 per cent rebate on all shipments or deliveries of almonds to the United States, based on current quota-

Mfr. Cig Tax Is Upped 16 2/3%

National defense plan calls for increase in federal revenue rates

WASHINGTON, June 8.—President Roosevelt's national defense program calls for the increase of approximately 16 2/3 per cent in revenue rates levied against tobacco products, including cigars, cigars, snuff, etc. Cigaret manufacturers have not indicated whether or not the increase will result in an increased retail price for cigars.

The tobacco industry is expected to furnish about \$100,000,000 in additional revenue for the new national defense program designed to yield annually an amount of \$656,000,000. So far as tobacco products are concerned, an increase of 16 2/3 per cent is indicated for all products. Present and recommended rates on cigars are \$3 per thousand raised to \$3.50 per thousand. Cigars in classes A to E will likewise be raised. These range in their present rates on tax from \$2 per thousand for Class A cigars to \$13.50 per thousand for Class E cigars. Proposed rates will up these minimums to \$2.533 per thousand for Class A to \$15.75 per thousand for Class E.

It is felt by the tobacco trade that the proposals are sure of passage by a unanimous vote in the Senate. Heading off a long string of other super taxes intended to raise the rest of the \$656,000,000 sought by the government is a 10 per cent levy to be added to income taxes, payable next March 15 and for five years thereafter.

In each of the categories, including tobacco, the bill specifies that the increase is a five-year super-tax applicable in the main between July 1, 1940 and June 30, 1945. The bill also authorizes an increase in the public debt limit, the returns from the new taxes to retire the increase.

Pan Bulk Candy "Big Ten" for May

CHICAGO, June 8.—Pan Confections' regular monthly check-up on the popularity of bulk candy items during the past month reveals that during May the most popular bulk candy was Pee Wee Candy Boston Baked Beans, hard shell. The 10 most popular candies are judged by checking the sales records to vending machine operators from Coast to Coast during May.

The most popular candies as named by Pan are: (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) Pee Wee Smooth Burnt Peanuts; (6) Coconut Cream Nibbles; (7) Pee Wee Raincoat Peanuts, hard shell; (8) Fruit Dibs, hard shell; (9) Black and White Licorice Dibs, hard shell; (10) Radiant Mx, hard shell.

Pan is introducing several new peanut items. They are the Rainbow Virginia Peanut in hard shell, in assorted colors, and Columbia Peanut in hard shell. The latter is a sugar-coated Spanish peanut with mint and cocoa flavor added.

This rebate nullifies the present tariff of 16 2/3 cents a pound by 4 1/2 cents.

Cites Tariff Act

"California almond producers" the association said, "are protected from such rebates or grants under the terms of Section 303 of the Tariff Act of 1930, which provides, in brief, that whenever any country bestows a bounty or grant upon a product dutiable under the act there shall be levied and paid on such merchandise on importation into the United States additional duties equal to the net amount of such bounty or grant."

"Under present conditions it is not unlikely that the United States will become a dumping ground for almonds produced in the Mediterranean Basin." A vigorous protest is being filed by the growers' organization with the California delegation in Congress, and other government agencies, demanding that anti-dumping provisions now in existence be rigidly enforced.



Stewart & McGuire

1c-5c NUT VENDOR

Slug-Proof—Vends Peanuts or Pistachios \$495

Sample \$5.95

| | LOTS OF 5 |
|---|-----------|
| 1c Mail Gum, 400 Cap. | \$2.40 |
| 1c Fruit Machine, 4-10. | 2.90 |
| Candy | 2.90 |
| 1c-5c Mailer Post, or Pistachio, 5-10, Cap. | 3.90 |
| 1c Criss Cross Ball Gum Counter Game | 3.90 |
| 1c-2c Post, or Pistachio, 10-10, Cap. | 3.90 |
| 1c-3c Post, or Pistachio | 3.90 |
| 1c-5c Post, or Pistachio, 12-10, Capacity | 4.95 |

ASCO

383

HAWTHORNE AVE. NEWARK, N. J.

High Court Rules Minnesota Fair Trades Act Valid

MINNEAPOLIS, June 8.—Minnesota Fair Trade Practices Act, which prohibits retail sales at less than 10 per cent above the manufacturer's published list price, was ruled constitutional May 24 by the Minnesota Supreme Court. Validity of the law had been attacked in two separate suits on the basis that the Minnesota Legislature had no constitutional right or power to regulate retail prices and that by fixing minimum prices the act had the effect of destroying competition.

The ruling will be of benefit to operators of vending machines. Merchandise sales thru the machines, which heretofore have suffered to some extent thru the cut-rate prices of other agencies, should now fare better, inasmuch as prices will be more standardized. Prices of merchandise sold thru other agencies will conform fairly close to the price of the same articles in vending machines.

The Supreme Court ruling, written by Associate Justice Royal A. Stone, declared as follows: "This law proposes protection of retail trade against defined and detrimental practices. Its method is to prohibit sales below cost when designed to injure, or in fact resulting in injury to competition."

"Long has it been thought that a chief interest of government is freedom of trade. So government has long protected it, not only from the restraint of monopoly, but also the lesser hindrance of contracts in restraint of trade. In such policy is reflected centuries of experience resulting in the conclusion that in the interest of society competition should be unrestrained."

"All laws of a democracy are but expressions of a policy drawn, correctly or otherwise, from human experience. It is therefore to be expected that the policy they express will change as new experience teaches that old policy is mistaken either in factual basis or functioning."

"It is apparent the Legislature has determined that unrestricted competition has resulted in damage to the public interest. Hence the restrictions imposed because in the judgment of the lawmakers they would protect public welfare."

Justice Stone emphasized in his decision that the measure is "definitely designed to protect the weak against the strong. The strong have no unlimited constitutional power so to use their strength as to crush the weak."

Judge Theater Crowds By Candy Vender Gross

PHILADELPHIA, June 8.—The candy vending machine has become the accepted barometer of movie business by local motion picture theater exhibitors. Since movie business is down, and an accurate report on the business of the competitor is lacking, box-office reports in the picture trade papers admittedly exaggerated, theater men have come to depend on the candy machine's service man for an as-near-as-possible report on the business of other theater men.

The theater men have learned to gauge the business of the opposition by the amount of business done by the venders. It has been shown that when the nickels flow freely in the candy machines, a proportionate amount of nickels and dimes flow freely at the theater's box-office and vice versa.



USEM MACHINES

| | |
|---|-------|
| 5 Eye-Ready 4-Column 1c Nut Venders, Ea. \$ | 5.00 |
| 10 Totalizer 1c Counter Skill Games, Ea. | 13.50 |
| 10 Disco 1c Skill Games, Ea. | 7.50 |
| 25 Advance Mod. D. 1c Ball Game Venders, Ea. | 9.00 |

Write for Low Prices of Reconditioned Whittier 412 and 616A Photographs.

O. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

Something New THE SPORT OF KINGS THE KING OF VENDORS

The Derby Confection Vendor is a legal combination confection and amusement machine. Commands immediate attention—also commands the best location. Affords amusement with every play.

Six Horses, Six Colors, Six Numbers. Winning horse stops at Judge's Stand.

An attractive, highly colored vendor with polished metal trimmings.

Sample \$12.50

1/3 Deposit, Balance C. O. D.
10 Days' Free Trial

TORR 2047A-SO. 68
PHILA., PA.



Cola Substance, Caffeine, Scarce As Result of War

WASHINGTON, June 8.—Spot and near delivery prices on caffeine, an important raw material for manufacture of cola beverages, have advanced 50 cents a pound to a basis of \$3 a pound, as a result of an acute scarcity of supplies in the hands of importers because of the German capture of the Netherlands. Although principal makers of the cola beverages were believed in the trade to be amply covered against their needs for the heavy summer selling season, they normally buy at this season against their fall and winter requirements.

Most of the caffeine used here normally has been manufactured in the Netherlands from cocoa beans imported from the East Indies. There is some capacity for extraction of the caffeine here, but not in sufficient quantities to meet the needs of the domestic market, it was said.

Importers said that cola beverage makers and some manufacturers of medicinal and pharmaceutical products using caffeine had been accumulating supplies prior to the invasion of the Netherlands, so that the shortage now developing does not create an immediate problem. Despite this cushioning of the impact of the blitzkrieg upon domestic users, however, the absence of any assurance that imports in normal quantities will be resumed is causing a good deal of concern both to importers and their customers, it was reported.

Philly Beverage Men Celebrate Soft Drink Week

PHILADELPHIA, June 8.—'Twas no ill wind that spread "soda pop-aganda" of the Philadelphia Manufacturers of Carbonated Beverages into another State during their local celebration of National Bottled Carbonated Beverage Week recently.

Part of promotion was a parade of 50 of the 12 bottlers' trucks up Broad street and bands traveling full length of this longest straight street in the world. Pa-

rade was headed by "sparkling, effervescent" Miss Carbonated Beverage, "Queen" for a week, who released 300 gas-filled balloons bearing certificates entitling free cartons of soda pop to finders.

Pay-offs came this week, three weeks after tumult had quieted, when letters were mailed in from Jersey. One bore the message: "This slip was found inside of an envelope dangling on end of a balloon on the Tuckerton marshes," having traveled a good 30 miles—as a balloon flies.

Another came back with the rain-smeared note: "Found this paper tied to a balloon while plowing a field near Burlington, N. J." Advertising Agency Man Philip Klein, who handled entire promotion, is turning data over to nearest Linguistics Society to work on the theory that South Jersey has its own provincial spelling of "balloon."

Other Philadelphia activities of Beverage Week included donations of 300 cases of member-bottlers' soda pop to hospitals and orphanages which were gratefully and often tearfully accepted.

Philadelphia medical journals of the early 1700's proved that the first soda water was concocted and bottled on the N. W. corner of Second and Market streets. So, during celebration, Miss Carbonated Beverage and officials placed a wreath constructed of all rare herbs from which flavoring of carbonated beverages are derived on the spot which is now an ignominious tap room.

Publicity space in local newspapers was won by promotion contact man's staggering into city rooms loaded down with cartons of soda water for key men on the desk and columnists. Cooking editors attended an opening luncheon wherein all foods were prepared with one kind of carbonated beverage or another. Also attending were bottlers themselves, their Queen, city and State officials. Local radio commentators obliged in customary method.

Neatest unheard-of trick of the week was a surprise contest in which Promotion-Man Klein lined up all the bottlers against the wall and offered them cupsful of soda water in a taste test to pick out their own product from their competitors'. Embarrassment and apologies ran rampant.

Also this was first time Philadelphia bottlers had actually promoted the three-year-old National Beverage Week, they are being flooded with congratulatory letters from trade publications.

Bottlers To Use Beverage Vendors

KANSAS CITY, Mo., June 8.—Arthur Hardgrave recently announced that his firm, Peerless Bottlers, Inc., had acquired the Pepsi-Cola Bottling Co., of Kansas City. Hardgrave announced that he intended to replace the present plant in North Kansas City with a new and modern bottling works of quadrupled capacity.

"We are going after increased business," he said, "and intend to look into every phase of marketing, including the distribution of our bottled products by coin-operated machines."

The Peerless Bottler, Inc., in which Hardgrave is associated with A. D. Huesing and others, has owned the Pepsi-Cola Bottling Co., of Des Moines, since April 1. Hardgrave reported that he had offered the general management of the Kansas City plant to R. H. Van Ness, city purchasing agent.

Stewart & McGuire RECONDITIONED DUALWAY CIGARETTE MACHINES

COMPLETELY REBUILT—
BETTER THAN EVER!

8 DOUBLE COLUMNS WITH
CABINET STAND AS SHOWN

FORMERLY
SOLD FOR
\$91.50

NOW
ONLY

\$65.



10 DOUBLE COLUMNS—550 CAPACITY—ONLY \$70!

THESE MACHINES COMPLETELY REBUILT WITH THE NEW, IMPROVED AND TESTED MECHANISM WHICH INSURES LONG LASTING SERVICE! DO NOT CONFUSE WITH THE FIRST "DUALWAYS" NOT HAVING THIS NEW, IMPROVED MECHANISM.

COMPARE
THE "DUALWAY"
WITH ALL OTHERS!

1. Feather-Touch
2. Single Coin Chute
3. Vends Free and 1c Book Matches
4. Accepts all Nickel and Dime Coin Combinations
5. Sells all priced cigarettes to 20c
6. 440 Pack Capacity
7. Returns Nickels and Pennies in Change

RUSH 1/3 WITH ORDER, BALANCE C. O. D.

ORDER A SAMPLE TODAY—YOU'LL BUY MORE!

VENDING MACHINE EXCHANGE

33 WEST 60TH ST., NEW YORK. (Tel.: Circle 5-4293)



A SUPERVALUE IN A LOW PRICED ALL PRODUCT BULK VENDOR

- Vends All Products
- Accurate Portions
- Positive Agitation
- Simple Mechanism
- Chute Cover Lock
- Easy to Service
- Modern Appearance
- Hammerloid Finish
- Variety of Colors
- Built Like a Safe

\$4.95
In Lots of 100,
SAMPLE \$5.45.

NORTHWESTERN SALES & SERVICE CO.

USED MACHINE BARGAINS

SILVER KING 1c Penn. \$4.50
Northwestern 33 Ball Gum 4.50
Northwestern Standard 1c 5c 6.50
Northwestern 23 Jr. Penn. 2.95
4 in 1 Vender 1c 4.50
ROBBINS 2 in 1 Venders 4.00
IMPS 5.00

Stewart-McGuire Adams
Gum Machines... \$5.50 Ea.
\$4.95 in Lots of 10

ADAMS GUM... 45c per 100
1/2 - 5/8 BALL GUM,
PISTACHIO, CANDY, GUM

Write For Price List
1/3 Deposit with all
orders. Bal. C. O. D.

589 Coney Island Ave., Brooklyn, N. Y.
Tel.—BUckminster 4-2770

SPECIAL USED BALLY BEVERAGE VENDORS GUARANTEED PERFECT CONDITION

\$195.00

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ADVERTISE IN THE BILLBOARD — YOU'LL BE
SATISFIED WITH RESULTS

THE BILLBOARD GIVES YOU THE ONLY

WEEKLY

USED MACHINE PRICE CHANGES

READ THE BILLBOARD EVERY WEEK

MUSIC MERCHANDISING

Canucks Want Phono Music

Soldiers crowd spots with phonographs and other coin-operated machines

ST. JOHN, N. B., Canada, June 8.—Not in the history of music machines have so many locations in St. John offered the opportunity of coin machine music to customers. A leading factor in the big increase in the music machines, especially in eating places, has been the demand for such amusement by members of the Canadian army, navy and air force, located here for garrison and home defense duty. Other units located near by, training for overseas action, are frequenters of the city and are doing their share to load cash boxes of all types of coin machines.

Observers declare that the most brightly illuminated and decorated machines are drawing the most play. Machines are kept running continuously with more patrons than the machines can possibly handle.

Many locations have contracted with operators for the machines just recently. New locations for music machines are constantly opening. Frank Daley, opening a new restaurant-grill and twin diner, both locations 100 yards from the center of the city, has new machines in his spots. Dan Morrissy has machines both upstairs and downstairs in a recently enlarged restaurant. Sam Coleman also has two machines in a combination restaurant and diner; Garman Bros. have automatic music in a remodeled restaurant and tea room. Others that have recently had machines installed are the Regent Grill, Roy Driscoll's lunchroom, John Durbin's diner, Jay Poulos' combination restaurant and ice cream parlor, James Vallis' lunchroom, James Marinoff's lunchroom and fountain, Roy Peter's new lunchroom, Charles Wasmaker's restaurant, Percy Cook's restaurant, Kenneth Grass' dining room, B. C. Cafe, Vimy Cafe, Driscoll's Chamberlain Hotel and the new Silver Grill.

Distributors of music machines in this area are John G. Jones and James Vallis of St. John; Maritime Automatic Music Co. of Amherst, N. B.; Coney Isle Amusement Co. and Mintz Bros. of Halifax, N. S.

Calcuttone Phono Needle Sales Up

FAYETTEVILLE, N. C., June 8.—Joe Calcutt, of the Vending Machine Co., reports: "We are enjoying a fine increase in sales of our Calcuttone phono needles. We find that this is due to the fact that many of the phono operators who ordered large quantity of our Calcuttone are now repeating their orders in even larger numbers. They have found they get fine tone and long life from a Calcuttone."

"On the Calcuttone we can really say that this needle 'just grows.' Almost every operator who purchased Calcuttone has reported in large quantity each time he reorders. This, in itself, is definite proof of the value of the Calcuttone for the automatic phono operator. There's nothing like repeat orders to prove the value of a product."

S&M Handling Rock-Ola Phonos

MEMPHIS, Tenn., June 8.—"A business reorganization has brought together two highly capable and well-known men in the phonograph industry," announces the Rock-Ola Mfg. Corp. They are Earl Montgomery and Frank Smith. They have joined in a partnership in the S&M Distributing Co., Memphis.

"S&M is one of the largest and most successful companies in this section of the country and Rock-Ola phonographs

have been handled exclusively by the firm since 1935. Both men agree that high quality and unusual attractiveness, as well as the service-free features of Rock-Ola phonograph, have played an important part in the success and growth of S&M."

Earl Montgomery, in comment said: "With our present organization I feel that we shall be able to give our operators better service and increased personalized attention," Frank Smith, partner and general manager of S&M, concurs by saying: "Ditto—It's Rock-Ola for 1940."

Western's New Voice Recorder

CHICAGO, June 8.—Don Anderson, sales manager for Western Products, Inc., heralded an important new era in the coin machine business this week with the announcement of a new Western product. The new machine is Recordit, an automatic coin-operated recording machine.

"A new day has dawned for operators of coin machines," he said. "We say this not in braggadocio because it coincides with the announcement of our Recordit, but because the new era is begun with this recording machine. It is our firm conviction that Recordit begins for operators a period of greater financial gain. It is only after a period of over two years of engineering that we are able to announce the completion of the manufacture of the first models of Recordit."

Exhaustive Tests

"In fact, it is only recently that exhaustive testing of this machine reached a climax. Just as new phases of operating were entered into in the past with new types of machines, so we are entering a new phase with Recordit."

"The development of Recordit required very intensive research. Western Products, Inc., during the period it was developing Recordit, worked in collaboration with several of the largest manufacturing and engineering firms. No detail was too small to be attended to. It was necessary to develop every mechanical part to the point of its highest efficiency."

"Recordit in its present form has been privately displayed and demonstrated to several leading coin machine men, who not only expressed their approval of the machine, but claim it to be one of the greatest and most ingenious entirely automatic devices ever created."

How Recordit Works

In explaining the action of Recordit, Anderson said, "A patron steps into the cabinet. Before him he sees a glass plate divided into four sections and a microphone. As he deposits a coin a green light turns on behind one section of the glass plate on which are

lettered the words 'Start Recording.' He sings, whistles or records any message he desires." Ten seconds before the recording is completed an amber light goes on behind the next lower glass section. When the red light in the next lower section goes on the patron is informed that the recording is completed.

"Next, a blue light in the lower section bears the message that his record is about to be played. After the patron hears his own recording it is automatically delivered to him and a new record is lifted over onto the turntable for the next recording. Incidentally, the patron may purchase a special mailing envelope which is automatically vendored for 5 cents."

Professional Quality

"The cabinet itself is made of walnut, highly polished. It is merchandised by the use of cut-out letters, which invite play. The entire cabinet is acoustically treated and sound-proofed. This assures complete privacy for the patron and enables him to make recordings that are equal in quality to those of professional studios. The cabinet is very roomy; three people may stand in it at one time.

The record reservoir of Recordit holds 150 records stacked one upon another. There are extremely few moving parts and the physical operation of Recordit is fool-proof. Each operation of the machine is governed by motor-driven cams, and the entire operation of Recordit, taking only 3 minutes, is governed by a single cycle of the cam drive shaft. This simplicity in mechanical construction assures the operator of perfect performance."

London Announces Remote Control Dep.

MILWAUKEE, June 8.—Sam London, head of the Milwaukee Coin Machine Co. of Milwaukee, announces the completion of a new installation department set up exclusively for installing the new Universal Remote Control in 20-record Seeburg phonographs.

"When an operator wants an installation," London explained, "he merely brings in his phonograph. We give him another—the same model as his old one—completely overhauled and with the new unit already installed. So there is no loss of time whatever. We extend this service for the price of the Universal unit alone—no additional cost for installation."

"Our new parts department," he went on, "under the direction of Frances Ring, is now set up. As a further help, the head of our service department, Al Starnice, is now traveling thru Northern Wisconsin and the peninsula of Michigan, personally giving operators information on remote control."

Summer Increase In Revamp Biz

CHICAGO, June 8.—"As we go into the summer we find that our business tends to increase," reports Ben Lutzke, head of the Mirablen Co., manufacturers of parts for remodeling of old phonographs. "We find that many phonograph operators have a number of outdoor spots during the summer and find it an ideal arrangement to have their old phonographs remodeled for use in these gardens."

"Operators particularly like the idea of remodeling phonographs in their own shops with Mirablen precision-made parts. Easily attached, Mirablen remodeling parts make it comparatively easy to convert outmoded and drab phonographs into miracles of beauty."

"Several weeks ago I mentioned that operators were earnestly surveying their locations for old phonographs which could be improved in appearance and earning power thru the use of remodeling parts. Since then we had many orders and inquiries as a result of operators surveying their routes. Invariably they find that remodeling more than pays for itself in a short time. Attractiveness pays big dividends for phonographs."

Phono Business Up, Says Al Stern

CHICAGO, June 8.—Al Stern, Monarch Coin Machine Co., reports that the past few weeks has seen a great increase in sales of phonographs and auxiliary music equipment in Chicago and surrounding States.

"More and more operators are adding phonographs and other music equipment to their line of operations," he declared. "We've noticed here that we're selling many more phonographs and Keeney Remote Selector Wall Boxes."

"There must be a reason for this increase in sales, and we think we know what it is. When phonographs were in their infancy it was only the largest locations that felt they had room for music. Today even the very smallest locations are not complete unless there is entertainment for guests via America's favorite bands on records."

"When operators want to expand their routes they naturally turn to Monarch. Dependability and a large selection of all types of machines have built the Monarch reputation."

S. C. Firm Incorporates

COLUMBIA, S. C., June 8.—Charter of incorporation has been granted by the secretary of state to the Dial Music Co., Inc., Anderson, S. C., to deal in automatic phonographs. Capital stock is \$10,000. Officers are T. W. Yarborough, president; Ida Bianco, vice-president; E. A. Hilker, secretary, and Joseph J. Bianco, treasurer.

Kansas City

KANSAS CITY, Mo., June 8.—The Automatic Music Co. has enlarged its factory branch and offices here. It was announced this past week by Ralph L. Fuller, president of the company. The company's floor space has been more than doubled. Fuller announced, coincident with the enlargement, that he intended to double the amount of his business before the close of summer. He is now handling one of the principal lines of coin-operated phonographs and is doing a brisk business in used coin machines. He added that it was possible he would branch out into the distribution of skill ball and other amusement devices.

Carl Hoelzel, manager of the United Amusement Co., reported this past week that business at United has been about that best in the history of the firm. As a result, Hoelzel is wearing a happy grin that all his employees and none of his competitors can appreciate.



THE ST. LOUIS BLUES DON'T EXIST in St. Louis, according to the Wal-Bil Novelty Co., distributor of Wurlitzer phonographs in St. Louis, because music machines are enjoying a good year. Above, William Tabor, Tabor & Schreiber Music Co., affixed his name to an order for Wurlitzer phonographs, while Pete Brandt, Wal-Bil Novelty Co., looks on.



Only WURLITZER Offers A COMPLETE LINE OF REMOTE CONTROL EQUIPMENT

SEE YOUR NEAREST WURLITZER DISTRIBUTOR

ALABAMA
G & S Distributing Co.
214 North 21st St.
Birmingham, Ala.

ARIZONA
DeLass Osborn
1154 W. Washington Blvd.
Los Angeles, Calif.

ARKANSAS
Commercial Music Co.
323 Center St.
Little Rock, Ark.

CALIFORNIA
DeLass Osborn
1154 W. Washington Blvd.
Los Angeles, Calif.

DeLass Osborn
1268 Folsom St.
San Francisco, Calif.

COLORADO
Blackwell Distributing Co.
585 Milwaukee St.
Denver, Colo.

CONNECTICUT
Hub Automatic Sales
Gerde 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
Harkin Music Co.
258 Pryor St., S. W.
Atlanta, Ga.

IDAHO
Pacific Distributors
4 Bernard St.
Spokane, Wash.

ILLINOIS
Chicago Simplex Distributing Co.
2430 S. Parkway Drive
Chicago, Ill.
Wal-Bill Novelty Co.
24 S. Tenth St.
St. Louis, Mo.

INDIANA
Guarantee Distributing Co.
2451 N. Meridian St.
Indianapolis, Ind.

IOWA
Interstate Distributing Co.
2059 Farnam St.
Omaha, Nebr.

KANSAS
Central Distributing Co.
607 W. Douglas St.
Wichita, Kans.

Central Distributing Co.
109 W. Linwood Blvd.
Kansas City, Mo.

KENTUCKY
Kentucky Springless Scale Co.
314 S. Second St.
Louisville, Ky.

LOUISIANA
J. H. Peres Amusement Co.
722 Poydras St.
New Orleans, La.

Service Novelty Co.
407 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
Wolverine Music & Spec. Co.
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.

Benl. Sterling, Jr.
Rocky Glen Park
Scranton, Pa.

RHODE ISLAND
Hub Automatic Sales Co.
26 Brighton Ave.
Boston, Mass.

SO. CAROLINA
Amusa Novelty Co.
129 N. Spring St.
Spartanburg, S. C.

SOUTH DAKOTA
Acme Novelty Co.
1124 Hennepin Ave.
Minneapolis, Minn.

TENNESSEE
G & S Amusement Co.
1231 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. Ervay St.
Dallas, Tex.

Commercial Music Co.
2016 Travis St.
Houston, Tex.

Commercial Music Co.
508 Seventh St.
San Antonio, Tex.

UTAH
Blackwell Distributing Co.
585 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 Inc.
3128 Elliott Ave.
Seattle, Wash.

W. VIRGINIA
R & S Sales Co.
9 Butler St.
Martinsburg, O.

WISCONSIN
Slate Music Distributing Co.
1121 S. 16th St.
Milwaukee, Wis.

WYOMING
Blackwell Distributing Co.
585 Milwaukee St.
Denver, Colo.

WURLITZER DISTRIBUTORS THE MOST HELPFUL DISTRIBUTOR ORGANIZATION IN THE AUTOMATIC MUSIC INDUSTRY

MISSISSIPPI
Service Novelty Co.
125 E. Pearl St.
Jackson, Miss.

MISSOURI
Central Distributing Co.
105 W. Linwood Blvd.
Kansas City, Mo.
Wal-Bill Novelty Co.
24 S. Tenth St.
St. Louis, Mo.

MONTANA
Pacific Distributors
4 Bernard St.
Spokane, Wash.

NEBRASKA
Interstate Distributing Co.
2059 Farnam St.
Omaha, Nebr.

NEVADA
DeLass Osborn
1154 W. Washington St.
Los Angeles, Calif.
&
1268 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.
Salisbury, 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.
4608 Prospect Ave.
Cleveland, O.

Triangle Music Co.
406 N. High St.
Columbus, O.

Sicking, Inc.
Cor. 14th & Central Pkwy.
Cincinnati, O.

OKLAHOMA
Commercial Music Co.
704 N. Broadway
Oklahoma City, Okla.

SEE WURLITZER ADVERTISEMENT, BACK COVER THIS ISSUE BILLBOARD

Record Buying Guide

TRADE
SERVICE
FEATURE
of
Billboard

An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

GOING STRONG

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of the Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country. Recordings listed without an explanation are those that have appeared under this heading for one week or more and have thus become such established successes that they require no further explanation.

Tuxedo Junction. (13th week) GLENN MILLER, ERSKINE HAWKINS, JAN SAVITT.

The Woodpecker Song. (9th week) GLENN MILLER*, ANDREWS SISTERS, WILL OLAHE, KATE SMITH.

The Singing Hills. (8th week) BING CROSBY, DICK TODD, HORACE HECHT*.

With the Wind and the Rain in Your Hair. (7th week) KAY KYSER*, BOB CROSBY*, DICK TODD, BOB CHESTER*.

Playmates. (4th week) KAY KYSER*, MITCHELL AYRES*.

COMING UP

Recordings listed below are those which operators report are not yet top-notch money-makers but which are growing in popularity on automatic phonographs. Selections are the consensus of reports gathered each week by representatives of the Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

Make Believe Island. Particularly promising on the automatic phonograph is a 30-year-old musical comedy song, now brought back to life via the new picture version of the stage hit, *Irma*. It's no generally popular favorite, but where it's good, it's very good. **ORIN TUCKER*** this week joins the list of best liked phono versions, which includes **FRANKIE MASTERS***, **GLENN MILLER**, **OSZIE NELSON*** and **WAYNE KING**.

Boog It. Also more than lukewarm is this light rhythm number, which, while it may never actually climb to the heights of smash hitdom, is still a most important item for operators at present. This sort of swingy tune fills a need in music boxes, which ordinarily are bulging with only ballad numbers. **GLENN MILLER***, **GENE KRUPA*** and **GAB CALLOWAY*** share honors on this one, with Miller out front by a substantial margin.

Little Curly Hair in a High Chair. This ballad from Eddie Cantor's picture, now showing around the nation, has been teetering on the brink of real success for several weeks, but somehow it doesn't seem quite able to make it. Ops find it profitable enough, but it has never reached the point where it has been in high favor all over. **FATS WALLER*** and **JIMMY DORSEY*** have emerged from the large number of artists whose disks started out in the machines.

Alice Blue Gown. A similar status of brink-tottering is being held by this 30-year-old musical comedy song, now brought back to life via the new picture version of the stage hit, *Irma*. It's no generally popular favorite, but where it's good, it's very good. **ORIN TUCKER*** this week joins the list of best liked phono versions, which includes **FRANKIE MASTERS***, **GLENN MILLER**, **OSZIE NELSON*** and **WAYNE KING**.

Say It. Taking a nice jump upward this week is this ballad from the Jack Benny film, *Buck Benny Rides Again*. It's taken the song a couple of weeks to get moving, but now it seems as if it's really on its way. **GLENN MILLER*** steps into first place as the most favored phono delineator, with **TOMMY DORSEY*** taking a back seat this week. **FRANKIE MASTERS*** has a version that's liked even better than Dorsey's.

Let There Be Love. Coming along, but not setting any speed records in doing so, this ballad with a slightly different tempo and beat does not show too many promising signs. At the moment it seems to be one of those songs that can't be ignored by ops, but any hopes for a real money-making success here seem fruitless. **SAMMY KAYE*** and **KAY KYSER*** split the phono acclaim about evenly between them.

No Name Jive. **OLEN GRAY***'s instrumental swing arrangement of this is still smoldering around the phonograph network, not achieving anything noteworthy despite the fact that it's an excellent swing job and one of the best disks the Casa Loma band has turned out in some time. Don't hold out too many hopes for this hitting the top either.

My, My. Not faring as well as *Say It*, its companion song from the Jack Benny picture, this rhythm ditty nevertheless is meeting with some fairly nice success in certain sections. **TOMMY DORSEY*** and **ROCHESTER** (who does the song in the film) have the leading recordings in the phones.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which still are being mentioned on enough reports to warrant their inclusion in the Guide, even though they most probably will never climb into the "Going Strong" bracket.

Cecilia. (6th week) Weakening rapidly. **DICK JURGENS***.

Charming Little Faker. (6th week) Also losing ground. **FRANKIE MASTERS***.

A Lover's Lullaby. (6th week) Not far from out. **FRANKIE MASTERS***, **GLEN GRAY**.

POSSIBILITIES

Recordings listed below have not as yet shown any strength in automatic phonographs but are the most likely prospects for music machine success among new record releases. These suggestions are based upon radio performances, sheet music sales, reports from music publishers as to the relative importance of certain songs in their catalogs as well as on the judgment of The Billboard's music department.

The Breeze and I. An exceptionally lovely melody, adapted from a favorite South American number, and a more than likely candidate for the highest honors among music machine recordings. It's starting to catch on already, so be prepared.

April Played the Fiddle. Best song in the score of the new Bing Crosby picture, and the most promising for music-box hitdom. Also beginning to be played in a few spots and meeting with good reaction.

Slow Freight. Altho sequels, or even follow-ups, don't always set the pace established by their predecessors, this new one in the style of *Tuxedo Junction* may have a chance. There are several disks available, among them one by **GLENN MILLER**.

Friendship. **KAY KYSER*** has a recording of this Cole Porter song from *DuBarry Was a Lady* that is attracting attention in a few spots. It may go much further.

* Indicates a vocal chorus is included on this recording.

Double-meaning records are purposely omitted from this column.



BEST HITS OF THE WEEK!

All from the new Irving Berlin-Morrie Ryskind Broadway Smash Hit LOUISIANA PURCHASE

COLUMBIA 50c

KATE SMITH
35501 The Lord Done Fixed Up My Soul

35502 It's A Lovely Day Tomorrow
You Can't Brush Me Off

EDDIE DUCHIN
35475 It's A Lovely Day Tomorrow

35476 You're Lonely And I'm Lonely
You Can't Brush Me Off

RAY NOBLE
35507 Louisiana Purchase

35508 Outside Of That I Love You

VOCALION 35c

FRANKIE MASTERS
3541 It's A Lovely Day Tomorrow

3529 You're Lonely And I'm Lonely
You Can't Brush Me Off

CHICK BULLOCK
3583 You're Lonely And I'm Lonely
It's A Lovely Day Tomorrow



ORDER THESE NEW
NICKEL-HABBERS TODAY

COLUMBIA RECORDS

DECCA

Hot Tips for Operators

FOLLOW THESE DECCA STARS FOR BIGGER PROFITS!

3182 ON BEHALF OF THE VISITING FIREMEN

MISTER MEADOWLARK
Bing Crosby and Johnny Mercer

2161 I HAVEN'T TIME TO BE A MILLIONAIRE

APRIL PLAYED THE FIDDLE
Bing Crosby

3162 THE PESSIMISTIC CHARACTER

MEET THE SUN HALF-WAY
Bing Crosby

3188 FRIENDSHIP

JUDY GARLAND & JOHNNY MERCER
WEARING OF THE GREEN
Judy Garland

3180 LITTLE CURLY HAIR IN A HIGH CHAIR

THE BREEZE AND I
Jimmy Dorsey and his Orch.

2166 LET THERE BE LOVE

POOR BALLERINA
Jimmy Dorsey and his Orch.

3185 W. P. A.

IT'S TIME TO JUMP AND SHOUT
Jan Sauter and his Orch.

3178 YOU CAN'T BRUSH ME OFF

IT'S A LOVELY DAY TOMORROW
Jan Sauter and his Orch.

3153 SECRETS IN THE MOONLIGHT

WHERE WAS I
Jan Sauter and his Orch.

3183 THE GANG THAT SANG "HEART OF MY HEART"

THE GUY NEEDS A GAL
Dick Robertson and his Orch.

2373 BOOMPS-A-DAISY

PLAYMATES
Dick Robertson and his Orch.

3078 SUGAR BLUES

IMAGINATION
Ella Fitzgerald and her Famous Orch.

Decca Records Inc.

Canadian Distributors:
THE COMPO CO., LTD.
LACHINE, MONTRÉAL
QUÉBEC

The VICTOR-BLUEBIRD Call Board

Magnetize your machines with the music that nabs the nickels!

VICTOR POPULAR RELEASE NO. 375

26628 *Blow Blow Blow—Rumba

*Maori)—Congo Xavier Cugat

26628 *Blue Luebling

*How Can I Ever Be Alone? Lorry Clinton

26627 *Meet the Sun Half-Way

*The Girl Who Took a Second Look Hal Kemp

26628 *It's Never Smile Again

Manhattan Tommy Dorsey

26629 Dance With Me—Waltz (Tonight at the Mardi Gras)

Adored One—Waltz Wayne King

26629 Adored One—Waltz Wayne King

26629 Adored One—Waltz Wayne King

26629 Adored One—Waltz Wayne King

26629 Adored One—Waltz Wayne King

26629 Adored One—Waltz Wayne King

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26629 Adored One—Waltz Wayne King

26629 Adored One—Waltz Wayne King



Order these Records from Your RCA Victor Record Distributor Today!

HIT RECORD GUIDE

2 GREAT BANDS! 4 SMASH COUPLINGS!

HARRY JAMES AND HIS ORCHESTRA

FLIGHT OF THE BUMBLE BEE—F.T.—3298

FOUR OR FIVE TIMES—F.T.V.C.—

MR. MEADOW LARK—F.T.V.C.—3293

THE NEARNESS OF YOU—F.T.V.C.—

VAH ALEXANDER AND HIS ORCHESTRA

CHERRY—F.T.V.C.—3317

SLAP JACK—F.T.V.C.—

ON BEHALF OF THE VISITING FIREMEN—

F.T.V.C.—3328

I WON'T GO HOME 'TIL YOU KISS ME—

F.T.V.C.—

ON VARSITY RECORDS

Varsity Records Double Your Take

United States Record Corp.

1780 BROADWAY, NEW YORK, N. Y.

ADVERTISE IN THE BILLBOARD
—YOU'LL BE SATISFIED
WITH RESULTS.

**NOW IN ITS THIRD YEAR OF
PROVEN PROFIT PERFORMANCE!**

SEEBURG *Music* SYSTEM

With

WIRELESS REMOTE CONTROL

NOTE!

SEEBURG DISTRIBUTORS
WITH ALMOST 3 YEARS
WIRELESS REMOTE CONTROL
EXPERIENCE UNDER THEIR
BELTS ARE BEST QUALIFIED
TO ADVISE YOU ON REMOTE
CONTROL INSTALLATIONS!

For nearly three success-studded years the Seeburg Music System with Wireless Remote Control has been universally recognized as the finest equipment of its kind! During those years of Leadership it has proved its superior earning power on every type of location. The consistent increases in operating revenue (as much as 600%!)—the precision, flawless performance of the mechanisms—the amazing simplicity of wireless, quick, plug-in installation—the 100% patron-convenience have all been time and operating tested and proved beyond shadow of doubt! Mr. Operator, you take absolutely no risk when you operate the Seeburg Music System with Wireless Remote Control because every risk has been eliminated! Let these facts guide you in your purchases!

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with WIRELESS Remote Control

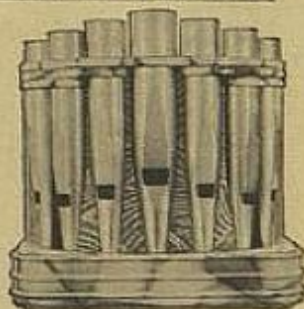


Wireless Wall-O-Matic

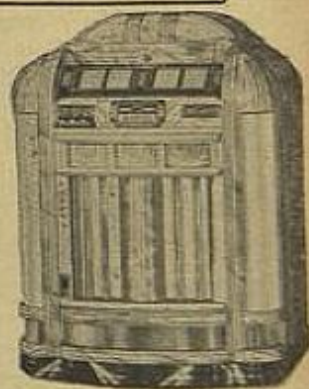


Melody Parade

Wireless Portable
Play-Boy



Deluxe Speakorgan



Envoy
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20 Records

NO WIRES! NO CABLES! JUST PLUG IN! DELIVERIES ARE BEING MADE WITHOUT DELAY!

J. P. SEEBURG CORPORATION • 1500 DAYTON STREET • CHICAGO, ILLINOIS

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By
LOUIS ARMSTRONG
and the
MILLS BROS.

A Hit On
DECCA
No. 3180

REGENT MUSIC CORP.
Harry Goodman, Pres.

Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

Kaye on Varsity

SAMMY KAYE signed a contract with the United States Record Co. and starts to record for the Varsity label June 30. This is the first time Kaye will be available to operators on the popular-priced label, having previously recorded for Victor. Kaye's move is in line with other big-time leaders who are anxious to record on the popular-priced labels and reach the vast music box audiences. Earlier, Benny Goodman switched from Victor to Columbia and Tommy Dorsey arranged with the Victor management to appear on the Bluebird label.

News Notes

Guy Lombardo signed a new two-year contract with Decca and reports have it that he will be paid \$750 plus royalties per side, under the new agreement. . . . **Vocalion** re-signed **Ray Herbeck** for another year. . . . **Columbia** took on **Jane Pickens**, remaining member of the former **Pickens Sisters** trio. She is being featured in a torch song album titled "Love for Sale." . . . **Eddie South** and **Ranny Weeks**, orchestra leaders, were also signed by Columbia, and their work is scheduled to appear on the Vocalion label.

Editorial Praise

THE NEW YORK POST in a brief editorial last Monday (June 3) gave the music box business highly flattering publicity. It is not the policy of any leading paper, as a rule, to single out a commercial enterprise and heap praise upon it. We quote from the editorial:

It is obvious that the music box or "juke-box" is partly responsible for the increased interest in records and the boom in the business of recording bands. . . . But it is not generally known that the 250,000 automatic phonographs keep busy an army of 100,000 representatives, distributors, jobbers, operators and service men.

On Foreign Records

TETOS DEMETRIADES, president of the Standard Phono Co. and veteran guide of the Victor foreign record department, reveals some interesting in-

formation about foreign records. For years he has been in touch with both retail record dealers and music box operators and his findings reveal that Polish records are the leaders on foreign locations, followed closely by Scandinavian. Greek records are leaders in retail stores. Due to the current war a search is on for foreign recording artists to replace European favorites now engaged in battle or unable to deliver any new recordings. **Demetriades** finds that there are many talented refugees, well-known musicians in their native lands, who are being engaged by American recording companies to record foreign tunes.

New Record Review Column

STILL another service introduced in *The Billboard* this week which is of interest to music box operators is the newly styled column of short and critical reviews of the latest records appearing in the music department. Attempts are made to point out each record particularly suitable for music boxes, as well as records that have little or no appeal on the average location. Whenever a record boasts of excellent music box potentialities they will be brought out. Operators will also want to note the few records or unusual interest which will lead off the column each week and which are reviewed at greater length. As in the case of other features, comments from operators on the new record review column are always welcome.

Some Catch On Late

JAMES BLAKESLEE, of the Iroquois Amusement Co., Buffalo, brings up an interesting point regarding records which get little or no attention in the machines for the first few weeks and then become location leaders. Writes Mr. Blakeslee:

It is worth holding on to records, particularly those with tunes that are to get wide publicity in the future, for you can never tell the consequences. We have had a lot of surprises in this business at various times. Some numbers have been on the phonographs for weeks, with no results whatsoever, and after we were all ready to get rid of them in disgust they would suddenly be engulfed in a wave of popularity. Radio plugs, the appearance of pictures in which these tunes are featured and other publicity have often done wonders for the nickel-drawing power of a record on music boxes.

Mr. Blakeslee feels that it is worth keeping *A Lover's Lullaby* on. He likes Glen Gray's version of the tune.

Drummin' for Profits?
HERE'S YOUR ANSWER...

GENE KRUPA
THE DRUMMIN' MAN and HIS ORCHESTRA
OFF THESE LATEST HITS

BOOG IT
No. 35415
MANHATTAN TRANSFER
No. 35444
THE WOODPECKER SONG
No. 35408
MAKE BELIEVE ISLAND
No. 35474

COLUMBIA RECORDS



THE GO
SIGN FOR

GREATER
PROFITS

★
**DICK
JURGENS**

"HIT" RECORDINGS

★
"MAKE BELIEVE ISLAND"

★
"THE KITTEN WITH THE
BIG GREEN EYES"

VOCALION 5540

FRED LOWERY

Whistling Star

with

HORACE HEIDT AND HIS ORCHESTRA



Currently **LOEW'S STATE,** New York

After a Smash Hit Tour of the Nation

OPERATORS—These numbers will increase the takes on your music machines!

COLUMBIA RECORDS by Fred Lowery

Leanin' on the Ole Top Rail
Tumbling Tumblewoods

No. 35393

William Tell
Listen to the Mocking Bird

No. 35234

The World Is Waiting for the Sunrise
Whistle-Itis

No.

on the air

POT O' GOLD Program for TUMS

N.E.C. Coast-to-Coast, Tuesday, 8:30-9 p.m., EDST.



WELL-KNOWN COIN MACHINE PERSONAGES assembled in this group picture are, left to right, standing: **E. Hoffman, H. & H. Novelty Co., Quincey, Ill.; Mrs. H. F. Moseley, Richmond, Va.; Mr. and Mrs. A. E. Sadler, Suffolk, Va.; The Rock-Ola Leadership Girl; A. Goria, Roanoke, Va.** Seated, left to right, are: **The Mechanical Man; Mrs. H. J. Donati, Richmond, Va.; Blanche Romm, of Richmond (seated on new 1940 Super Rock-Ola phonograph); and D. M. Wertz, Rock-Ola district manager.**

Thank You for Mentioning The Billboard.

On the Records

(Continued from page 12)

You Can't Brush Me Off—PT. VC. It's a Lovely Day Tomorrow—PT. VC.

Four more Louisiana Purchase numbers, played perfunctorily and with nothing particular to make them stand out among the wealth of recorded tunes from this show. Savitt is capable of much better than this sort of stereotyped dinking.

EDDY DUCHIN (Columbia)
It's a Lovely Day Tomorrow—PT. VC.
You're Lonely and I'm Lonely—PT. VC.

Polished Duchin style on a couple of Purchase songs. The class trade drawn to the Irving Berlin musical will favor this type of interpretation of the score when it makes its disk buys of these tunes. Duchin's pianistic highlight good, straight renditions here.

JOE SULLIVAN (Vocalion)
Solitude—PT. Low Down Dirty Shame—PT. VC.

A fine item for hot record enthusiasts, with Sullivan's piano and Ed Anderson's terrific trumpet outstanding. But for the automatic phones and general popular favor, no.

EARL HINES (Bluebird)
Deep Forest—PT. Lightly and Politely—PT.

More of same. Forest is Hines' theme, with some good solo passages to attract the swing buyer. Reverse is faster and more solid, with Hines' piano, as always, attention getting. Commercial value, however, is limited.

BOBBY BYRNE (Decca)
Deed I Do—PT. VC. Thinking of You—PT. VC.

Good last chorus stands out on the first side, ending in the always effective fading out. Thinking, not the Kay Kyser theme but a musical comedy iddle, is played well in a straight arrangement.

FATS WALLER (Bluebird)
Send Me Jackson—PT. VC. Square From Delaware—PT. VC.

Fats in one of his more exuberant moods, on the A side; one of his more tired moods on the reverse. Jackson is especially ideal for Negro music machine locations, not to mention the Waller followers.

BOB CROSBY (Decca)
I'm Nobody's Baby—PT. VC. Speak Easy—PT.

Former is lackluster modulated swing on an iddle being revived in a new movie. Latter has much more in its favor, arranged and played well, but Crosby nevertheless doesn't do for a great instrumental number all that should have been done.

JIMMY LIVINGSTON (Varsity)
I Love To Watch the Moonlight—PT. VC. Meet the Sun Hat/way—PT. VC.

Selections and execution are a waste of the wax it took to record them. This sort of disk means nothing to dealers or phone operators generally.

DUKE DALY (Varsity)
Rigamarole—PT. Blue Lovebird—PT. VC.

Good trumpet, piano choruses feature Rigamarole, but the reverse is devoid of listening appeal. Side has one exploitation angle for retailers in Paula Stone, Fred Stone's daughter, and fairly well known herself, who does the vocal. It isn't done any too well, but it still is a selling point.

GLENN MILLER (Bluebird)
Fools Rush In—PT. VC. Yours Is My Heart Alone—PT.

Miller's smoothly sweet style on one of the better current ballads and on a revived Frank Lehlar favorite. Typical Miller, which means a full 35 cents' worth.

BENNY GOODMAN (Columbia)
I'm Nobody's Baby—PT. VC. Bud's Won't Bud—PT. VC.

Goodman in a straight performance with little of the quality that made him one of the greats of swing. Arrangements here run from poor to so-so.

MITCHELL AYRES (Bluebird)
I'm on the Verge of a Merger—PT. VC.

Please Take a Letter, Miss Brown—PT. VC.

Ayres makes nothing exciting out of a pair of songs which aren't exciting in themselves, but it's an all right job. Second side may mean something on the strength of its novel title.

CHARLIE BARNET (Bluebird)
You and Who Else?—PT. VC. When the Spirit Moves Me—PT. VC.

Some good Barnet alto sax work on the latter, but neither side is likely to cause more than a ripple in automatic phone or retail sales markets.

FOUR KING SISTERS (Bluebird)
Six Lessons From Madame La Zonga—V. Sadie Hawkins Day—V.

Good arrangements spoiled by vocal coyness and poor diction, prevalent on most King Sisters' disks. Inability of listeners to understand comedy lyrics is death to even the best recordings.

ENRIC MADRIGUERA (Columbia)
Ramona—PT. VC. Do Something—PT. VC.

Particularly excellent job on two former hits, combining musical quality, good vocals and amusing tricks. Queer but interesting combination of lowdown piano and sweet fiddles on last Ramona chorus. Something vocal is a brief reminder of the Helen Kane boop-a-doop era, amusing in retrospect.

JOHNNY HODGES (Vocalion)
Tired Socks—PT. Skunk Hollow Blues—PT.

Jazz addicts only. Small group of Duke Ellington soloists, led by Hodges' alto sax, has as great an appeal to the swing intelligentsia as it has none in a general commercial way.

MARY MARTIN (Decca)
You're Lonely and I'm Lonely—V. Just A-Whistlin' and A-Whistlin'—V.

Miss Martin has done better wax jobs before, but the Whistlin' side, thanks to an ingratiating melody, may attract its share of buyers. This is one of Decca's 75-cent "Personality Series" pressings.

TONY MARTIN (Decca)
You're Lonely and I'm Lonely—V. Fools Fall in Love—V.

Another Martin does his usual superior work on these two show songs. Fools lends itself admirably to Tony's romantic baritone.

MILT HERTH (Decca)
Eep-Ipe (Wanna Piece of Pie)—PT. VC. Slow Freight—PT.

Side A is a cute novelty with nice lift. Latter has a train beginning and ending, with an easy swing style in between. Best Herth in some time.

SIX HITS AND A MISS (Vocalion)
Relax—V. It Had To Be You—V.

Vocal group from the Bob Hope-Pepson commercial program debuts on wax with a couple of pretty good arrangements on songs that won't mean much in the current disk market, despite the fact that Relax is the outfit's radio theme. Dealers may have something with this group when it records better numbers.

BOB ZURKE (Victor)
I Bought a Wooden Whistle—PT. VC. I'm Losing My Mind—PT. VC.

Less sensational and attention-compelling Zurke than usual. Tunes don't offer him much opportunity to get going. Evelyn Poe's vocals are very much on the bad side.

JOHNNY MESSNER (Varsity)
Where Do You Keep Your Heart?—PT. VC. It Wouldn't Be Love—PT. VC.

Too prominent rhythm renders Heart ineffective, bass over-riding the melody. Second side is only fair. Banner ops, retail dealers and the general public won't be much interested.

DICK TODD (Bluebird)
Make-Believe Island—V. Devil May Care—V.

Todd's Crosby-ish intonations appear to good advantage on a hit song and a potential hit. Island should be a good over-the-counter item, as well a strong music machine contender.

FRANKIE MASTERS (Vocalion)
Hear My Song, Violento—PT. VC. The Breeze and I—PT. VC.

Masters brings his "bell tones" to bear on two fast-rising pop songs. Pairing two attractive and promising hits probably will give Masters an edge in home sales, this disk being in the nature of a two-in-one bargain. Band does a nice job on both sides.

MILDRED BAILEY (Columbia)
Fools Rush In—V. From Another World—V.

Bailey can do no wrong, as far as some people are concerned, but here she comes close to it, with two songs, which, altho good, should be left to singers less individual and less talented.

ABE LYMAN (Columbia)
Her Name Was Rosita—PT. VC. How Can I Ever Be Alone?—PT. VC.

Two straight arrangements that offer nothing special to record purchasers. Second song is a forced melody, while the first, an English importation, has a better chance for hitdom.

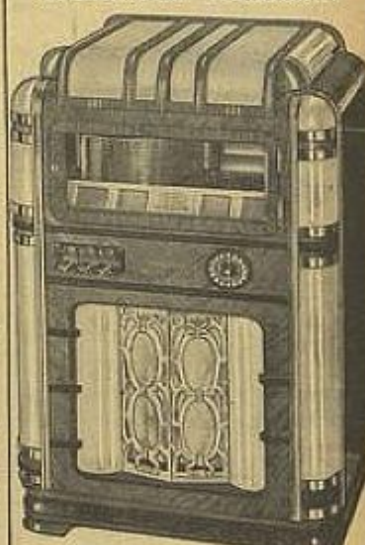
JAN GARBER (Varsity)
April Played the Fiddle—PT. VC. I Haven't Time To Be a Millionaire—PT. VC.

Only Garber fans will pay any attention whatever to this couplet of songs from the Bing Crosby picture, *If I Had My Way*. For the selective record buyer and music-machine patron this disk has nothing.



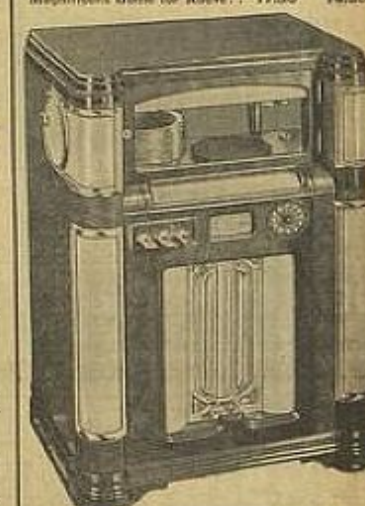
"TWO TON" TONY GALENTO'S LOCATION in West Orange, N. J., features a Seeburg wireless remote control music system. In the above photo, Tony surveys the Wireless Wall-o-Matic and De Luxe Speak-Organ on the bar.

QUALITY COUNTS!
COMPARE THEM ALL AND
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Complete Parts to Remodel:

| Model | Sample | Quantity |
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| Wurlitzer 616 | | \$21.50 \$17.75 |
| Wurlitzer 24 | | 21.50 17.75 |
| Reokole Imp. 20 | | 21.50 17.75 |
| Magnificents Same for Above | | 17.50 14.50 |



Wurlitzer 412 Remodeling Parts as Above
Sample \$19.50, Quantity \$16.50.
Write for Colored Circulars.

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|---|-------|----------|
| WUR. 616 (as illustrated) | | \$ 79.50 |
| (Demo Extra) | | |
| WUR. 24 (with new plastic and metal frames) | | 104.50 |
| WUR. 412 (as illustrated) | | 58.50 |

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USE ADJUSTABLE Fulco PHONOGRAPH COVERS. Cannot be surpassed for long life and general usage. Fits any phonograph and coin machine.
Fulton Bag & Cotton Mills
Manufacturers since 1870
Chicago, Ill. U.S.A.
Write for prices

Music Machines Are Builders Of Counter Sheet Music Sales

(Continued from page 11)

that the number of nickels a disk pulls in the music boxes definitely influences home sales.

Bob Rabson, in charge of record sales for Rabson, Inc., awarding 522 street music store, is definitely of the opinion that music boxes do much to hype disk sales of pop tunes. Although mentioning the fact that Rabson trade largely demands recordings of classical and show tunes, he stated sales promotional value of music boxes on pop tunes was easily as great as radio. Demand for Tucker's *The Man Who Comes Around* as well as several other recent top numbers were given as examples.

On Broadway, Jesse Goldstein, manager of Broadway Music and Book Store, in the Times Square district, applauded the music machine influence. He says people come in his establishment, and while or hear a portion of a song they've heard on a music box and expect him to know what it is. He attributes home sales especially of novelty and hillbilly numbers as due directly to the phonos.

Phonos Help Dealers

Another unusual point revealed by the survey was that songs listed in *The Billboard's Record Buying Guide* as currently the most popular in music boxes coincided almost 100 per cent with disks selling best over the counter in these stores. This was especially interesting inasmuch as records on music boxes usually hit the "Going Strong" bracket in New York while they still are on only in the "Coming Up" or "Possibilities" stage in other parts of the country. This indicates that influence of phonos on home sales is much greater than a cursory glance would indicate since popularity of a song on music boxes usually

Phonos Benefit In Band Promotion

CLEVELAND, June 8.—Orrin Tucker's Band playing here at the Palace with one of America's best known female vocalists, Bonnie Baker, has received plenty of advance notice, thanks to 4,000 display cards placed on phonographs throughout Cuyahoga County by Art Nagel, of Avon Novelty Sales Co.

The cards, which show pictures of Tucker and Baker, call attention to the fact that both stars may be heard on the Rock-Ola—and heard and seen in person at the Palace. Operators here are already reporting an increase in play as a result of this widespread advertising, according to Nagel. A Rock-Ola phonograph will be on display in the lobby of the Palace during the week of June 7, when Tucker's Band and Bonnie Baker play.

precedes its retail sales peak.

So, in addition to having the song plunger and band leader as an ally—as indicated by the growing practice among publishers and oaks to curry favor with the phono operator—the music op also has the record retailer looking his way for guidance in the ordering of his record stock, since the songs that click in the boxes often will turn out to be big sellers over his counter.

TALENT AND TUNES

(Continued from page 76)

Terry Shands are showing up well around here with "I Can't Love You Any More." Operators claim that in some of their locations the tune is going full blast. Another record coming up fast is "Friendship," with the reliable Kay Kyser.

Cincinnati

Charlie Barnet and Sammy Kaye are favorites with "Where Was It," and "Devil May Care," as recorded by Glenn Miller and Bing Crosby, is coming along very nicely. Operators serving leading locations indicate that these records have great possibilities in other territories.

Chicago

Surprising note here is that operators are again asking for "Boogie Woogie," replacing the Andrews sisters' and Will Glabe versions. They find it once more a seasonal tune in their locations. Coming up strong is "Boogie Woogie on St. Louis Blues" as recorded by Earl Hines. The band leader has a particularly good following in this area.

Spokane, Wash.

This is Bing Crosby's home town and no matter what he records his name is prominent on all locations. The more critical operators feel that his latest batch of tunes are particularly good, because the lyrics have some sense in them. Another local favorite is Jimmy Dorsey, whose "How High the Moon" is getting nice representation.

Little Rock, Ark.

This town is taking to heart "Not Yet" as done by Orrin Tucker and Bonnie Baker. Other favorites include Ozzie Nelson's "Angels in Disguise" and "Boogie Woogie on St. Louis Blues."

Canton, O.

Griff Williams, popular Midwest leader, is catching on with his first batch of records in this area. Good reports are coming in from locations using his recording of "Meet the Sun Half Way."

Songs Most Heard on Radio

Here's another comparative list of 10 songs broadcast most often during the week ended June 7 and the week before, ended May 31. The songs are those heard over the networks and leading New York stations based on information supplied by Accurate Reporting Service.

This Week

1. Blue Lovelord

Last Week

1. It's a Wonderful World
2. Believing
3. Shake Down the Stars
4. Woodpecker Song
5. Make Believe Island
6. Yours Is My Heart Alone
7. Say It
8. My, My
9. Imagination
10. Where Was It?

WE'VE GOT IT!

THE FIRST REALLY NEW! AND BETTER AUTOMATIC PHONO NEEDLE



PONSERS EMPRESS POINT

Sparkling, Brilliant, Better Tone, Filtered Through a Rare and Precious Metal.

NO TURNING

Once needle is correctly inserted, round point assures constant self-lubrication practically eliminates wear!

POINT CANNOT BREAK OFF!

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Any amount of Used Records. We pay freight and fair price for Records. Write particulars.

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|----------------------------------|---------------------------------|---|
| Wurlitzer 500 \$215.00 | Rockola 1035 Deluxe \$185.00 | Full Line Wurlitzer Remote Control Equipment. |
| Wurlitzer Keyboard 600 125.00 | Rockola 1030 Standard 175.00 | All machines professionally re- |
| Wurlitzer 24 115.00 | Seeburg Royal 155.00 | finished, thoroughly cleaned in- |
| Wurlitzer 24A 115.00 | Seeburg Gem 135.00 | side and checked and double |
| Wurlitzer 616 59.50 | Seeburg Royale 115.00 | checked mechanically. |
| Wurlitzer 412 35.00 | Wurlitzer 616, 412, P-12 Bri- | Mills Zephyrs \$34.50 |
| Wurlitzer P-12 25.00 | ant Lucite Grill and Illumi- | Deluxe Gramophones 25.00 |
| Wurlitzer P-10 18.00 | nated Top Door, \$10.00 Extra. | 20-Rec. Gramophones, 1937 40.00 |
| | 25 Cycle—Add \$5.00. | |

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Free Play JUMBO PARADE

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Do Re Mi's \$30.00

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These phonographs have been thoroughly overhauled and guaranteed in perfect condition—ready to place on location.

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| Model 500, Keyboard | 175.00 |
| Model 500, Button Selector | 155.00 |
| Model 24 | 125.00 |
| Model 616, Top, Bottom & Side Grille | 95.00 |
| Model 616, with Side & Bottom Grille | 85.00 |
| Model 412, with Grille | 45.00 |
| Model 412, Plain | 35.00 |
| Model P12 | 25.00 |
| Rockola Imperials | 45.00 |
| Chicken Bams, excellent condition | 15.00 |

OUR GUARANTEE: From Shipping Box to Location—No Fixing—No Checking.
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MR. AND MRS. FRANK CARRAVELLA, who operate the Mills phonograph, Throne of Music and Empress, in Meadville, Pa., posed with the Mills phonograph in a recent visit to the office of the American Cigarette Machine Co., Mills distributors.

Charley Mayer says

THANKS, BOYS—
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You can depend on ALLIED
to "play ball"
with you!



Complete lines
of NEW and USED
machines on our
floors. You buy
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| Mr. Chief | 47.50 | Gems | 17.50 |
| Lucky Strike | 52.50 | Hi-Lite | 29.50 |
| Rink | 12.50 | Compost | 33.50 |
| Champion | 27.50 | Compost | 32.50 |
| Triumph | 67.50 | Jump | 35.50 |
| Bowl, Alley | 59.50 | Rebound | 37.50 |
| Leif Erikson | 33.50 | Zip | 12.50 |
| Big Six | 44.50 | Commodore | 52.50 |
| Super Six | 59.50 | Nippy | 47.50 |

AUTOMATIC PAYTABLES

| | | | |
|------------|---------|-------------|---------|
| Derby Ops. | \$37.50 | Breakneck | \$17.50 |
| Classic | 12.50 | Spot Page | 59.50 |
| Grandstand | 37.50 | Stables | 23.50 |
| Hawthorne | 67.50 | Thistledown | 69.50 |

PHONOGRAPHS

| | |
|---------------------|----------|
| Wurlitzer 412 | \$ 37.50 |
| Wurlitzer 616 | 64.50 |
| Wurlitzer 24 | 112.50 |
| Wurlitzer 900 | 112.50 |
| Rockola Regular 12 | 27.50 |
| Rockola Imperial 20 | 47.50 |
| Rockola 1939 DeLuxe | 174.50 |
| Rockola Royale 22 | 102.50 |
| Mills Dance Master | 18.50 |

LEGAL EQUIPMENT

| | |
|--------------------------|----------|
| A. B. T. Target, Model F | \$ 12.50 |
| Bally Alley | 57.50 |
| "Chicken Sam" Reel | 57.50 |
| Evans Ten Strike (1939) | 114.50 |
| Tom Mix Rifle | 47.50 |
| Totalizer | 49.50 |
| Walters Baseball | 49.50 |

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F. O. S. Chicago.



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RECONDITIONED SLOTS**

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| Blue Gold Award 10c | 35 |
| PACE: | |
| Kitty 5c, 10c | \$40 |
| Comet 5c, 10c | 25 |
| All Star 5c, 10c | 30 |
| All Star Gold Award 5c, 10c | 30 |
| MILLS: | |
| O. T. King Repeater 1c, 5c, 10c | \$35 |
| Blue Front Double Jack 5c, 10c, 25c | 25 |
| Blue Front Single Jack 5c, 10c | 40 |
| Blue Front Single Jack 25c | 40 |
| Gold Award | 35 |
| WATLING: | |
| Rock-Top 5c | \$27 |
| Treasure 5c | 27 |
| Mystery Gold Award 1c | 30 |

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WANT

Experienced Mechanic. One who has had
experience on pin games, pay tables and
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Write, giving full details, experience and
salary expected.

AUTOMATIC CIGARETTE SALES CO.
24th & Market Sts., Wheeling, W. Va.

**Los Angeles Druggists' Assn.
Seek Lifting of Pinball Ban**

LOS ANGELES, June 8.—Robert F. Craig, attorney acting for the Los Angeles Druggists' Association, recently filed a suit to invalidate the ordinance banning marble games from the city of Los Angeles. The city in return filed a demurrer citing points to uphold the ordinance.

Attorney Craig asked leave to file points and authorities to sustain the action, setting forth that "the ordinance ordering the election was invalid and the election that followed was also invalid." He alleged that the ordinance was without authority of law because of uncertainty, unreasonableness and discriminatory action. "The hearing is being held before Judges H. Ray Shafter, Hartley Shaw and Edward T. Bishop. A decision is expected within a week.

Association Flourishing

Curley Robinson, managing director of the Associated Operators of Los Angeles County, reports that the organization is expanding and is standing in a very good position. Associated with Robinson in the suite of offices located on West Washington boulevard are A. Sunshine, controller; Mollie Simons, secretary, and Shirley Knell, bookkeeper. Robinson reported that the membership is at a new high mark. Members of the association are operating in Los Angeles County under the recent approval of licensed games.

Business Is Doubled

Herb McClelland, coin machine jobber, states that his business has doubled in the past year. He pointed out games, such as Bally Mascot, Grotchen Imp, Daval Heads and Talls, Daval Jiffy, Chicago Coin Yacht Club, Genco Wings, Keeney Powerhouse, Keeney Score Champ and others as having been mainly responsible for increase in business in the last year.

Will P. Canaan, handling merchandise vendors, says business is ahead of

Bull's-Eye are also among the good sales on Northwestern scales and Kirk's Dottie Vender. Canaan has also dealt heavily in personal weighing scales.

New Distributorship

J. J. Monthorne recently took over distribution of Rock-Ola coin machines and has set up an establishment on West Pico boulevard. He is said to be much pleased with business. Rock-Ola wall boxes and bar boxes, he stated, are being called for heavily.

Paul Laymon, jobber, rates Genco's Cadillac, Keeney's Score Champ, Bally Mascot and Bally Glamour as top sellers. Keeney's Anti-Aircraft Gun and Bally's Bulls-Eye are also among the good sellers. George Jenkins, sales manager of the Bally Mfg. Co., was a recent visitor to Los Angeles and Laymon's establishment.

Operators Joe Orcutt, Tom Wall and Harry Rawlings report business as satisfactory in Los Angeles County.

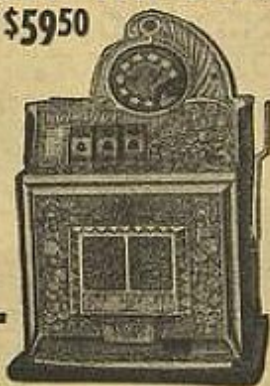
**Doughboy Keeps
Baker Plant Busy**

CHICAGO, June 8.—"The factory of the Baker Novelty Co., Inc., is humming," reports Harry Hoppe, vice-president of the company. "Not only are we busy making delivery on Doughboy, five-ball novelty table, but we are behind on orders for Baker's Pacers in the daily double model.

"This rush is due to the spring demand for high-class equipment. Smart money goes into Baker's Pacers and progressive operators make it a practice of furnishing the best to their locations.

"We have prepared a new service manual of tips on the care of Baker's Pacers which every user should have. These are in the hands of the printers and a copy can be had for the asking."

**JULY 4TH SPECIAL
\$5950**



**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. 1889—Tel. COLUMBUS 2770.
Cable address "WATLINGITE," Chicago.

Monarch Quality Equipment

LEGAL EQUIPMENT

| | |
|---|--|
| Rockola World Series, Clean & Mechanically Perfect, \$49.50 | Western Baseball, Free Play and Payout Combination, Like New - \$29.50 |
| Rockola Tom Mix Radio | Daval Bomber 1c, 5c, 10c, 25c - \$25.50 |
| Rifle | Seaburg Hockey, 1c or 5c Play |
| Bally Bull's Eye | |
| | \$2.50 |

COUNTER GAMES

| | | | |
|----------------------|---------|-----------------|---------|
| Bally Sam Fun | \$ 5.00 | Track Reel | \$ 6.50 |
| Little Poker Face | 2.50 | Reel Foot | 5.00 |
| Jennings Penny Play | 7.50 | Reel 5c | 5.00 |
| Jennings Club Vendor | 14.50 | Daval Races | 5.00 |
| Deuce Wild | 7.50 | Daval Ball Game | 3.50 |
| Grotchen 21 | 6.50 | Push-Over Ball | 3.75 |
| Grotchen H. Stakes | 6.50 | Reel 21 | 5.00 |

1c Token Counter Game Token Payout Gum Vendor, in Original Carton, Limited Quantity Available. \$17.50

Monarch Light-Up Phonograph Grilles—Specifically Made for 412-616 \$4.95

Rockola Imperial 20

Jennings Gigavia XV Model, Like New \$39.50

Write for Complete List—Free Play Novelty Games—Counter Games—Phonographs—Etc. TERMS: 1/3 DEPOSIT—BALANCE C. O. D.

MONARCH COIN MACHINE CO.
1731 BELMONT AVE., Cable "MOCOIN" CHICAGO, ILL.

A Sensation

will be caused by three new Counter Games soon to make their appearance. As usual, Grotchen again leads with grand new ideas which will produce stunning results on location. Get in line—write for full details.

**Grotchen
TOOL COMPANY**
126 NORTH UNION ST., CHICAGO

**DISTRIBUTORS FOR MILLS
PHONOGRAPHS, GAMES & SLOTS**

LOOK OVER THIS LIST OF A-1 RECONDITIONED MACHINES FOR REAL BARGAINS

EVERY MACHINE THOROUGHLY CLEANED AND CHECKED.

| | | | |
|------------------------|---------------|-------|------------------------|
| FREE PLAY GAMES | Rebound | 27.50 | LEGAL EQUIPMENT |
| Alphabet | Spottem | 25.00 | Chicken Sam Gun |
| Barrels | Super Six | 57.50 | Jackpot Gun |
| Box Score | Thriller | 22.50 | Bally Alley |
| Champion | Triste Threat | 20.00 | Rock-Ola Ten Pins |
| Cherish | Triumph | 67.50 | 1939 Models |
| Compost | Varsity | 32.50 | Evans Ten Strike |
| Contact | Vipers | 32.50 | 1939 Models |
| Fantasy | | | AUTOMATIC |
| Flash | | | Grandstand |
| Follow-Up | | | Hawthorne |
| Four-Five-Six | | | Spot Page |
| Gus Club | | | Square Gun |
| Headliner | | | Swaine Club |
| Highline | | | Kentucky Club |
| Pick 'Em | | | Track Time, 27 R.H. |
| | | | Track Time, 1938 |

COUNTER GAMES

| | |
|--------------|---------|
| Deuce Wild | \$ 5.00 |
| Jackpot | 5.00 |
| Cent-A-Snake | 4.00 |
| O. T. Green | 30.00 |
| Q. T. Blue | 20.00 |

—WRITE FOR PRICES—

| | | |
|--------------------------------|---------------------------------|--------------------------|
| NEW GAMES | Mills Spinning Reels, Automatic | Bally Sport Special |
| Mills One-Two-Three, Free Play | Bally Glamour | Bally Mascot |
| Mills Jumbo Parade, Free Play | Exotic Wings | Genco Power House |
| Mills Jumbo Parade, Automatic | Keeney Score Champ | Chicago Coin Yacht Club |
| | Gettish Drum Major | NEW COUNTER GAMES |
| | Gettish Oh! Johnny | Imp |
| | | Mars |
| | | X-Ray |

TERMS: 1/3 Deposit With Orders, Balance C. O. D.

OLIVE NOVELTY CO.
3020 OLIVE ST.
ST. LOUIS, MO.

**We've Got...
MARVEL**

WORLD'S FINEST
TOKEN PAYOUT
\$3250 With Ball Gum Vender, \$34.50

Rush Us Your Order

H. G. PAYNE COMPANY
312 Broadway, Nashville, Tenn.

ADVERTISE IN THE BILLBOARD—
YOU'LL BE SATISFIED WITH
RESULTS.

NOW EARNING SENSATIONAL PROFITS AT THE WORLD'S FAIR

AND LOCATIONS THROUGHOUT THE COUNTRY

HERE ARE A FEW OF THE REASONS:

- ➔ SCREEN IS PART OF THE MACHINE
(Therefore Skyfighter Can Be Placed Flush Against the Wall)
- ➔ NO PHOTO ELECTRIC CELLS
- ➔ SAME FLOOR SPACE AS PIN GAME
- ➔ 300 THRILLING SHOTS IN 30 SECONDS AND 300 POSSIBLE HITS
- ➔ REALISTIC SCENES AND SOUND EFFECTS NEVER BEFORE USED
- ➔ BUILT TO LAST—LIFE-TIME CONSTRUCTION

VOLUME DELIVERIES NOW BEING MADE!

"SKY FIGHTER"

Trade Mark



Manufactured by
INTERNATIONAL Mutoscope Reel Co., Inc.
44-01 ELEVENTH STREET,
LONG ISLAND CITY, NEW YORK

Jennings Machine For Novelty Use

CHICAGO, June 8.—"With the introduction of Modern Vender, a combination free-play and mint vender bell, Jennings adds another machine designed specifically for operation in novelty territories."

Jerry Haley, sales executive of the company, continued: "We firmly believe that Modern Vender introduces tremendous new earning possibilities to operators in novelty territories. Just recently the Superior Court of one of our largest Eastern States declared this machine legal to operate in that State."

"When operating conditions became quite severe a time back we had our engineers go to work to develop a machine that would qualify with the stringent restrictions of the majority of localities. This machine was Ciga-Rola, the dual-action vender."

"Ciga-Rola immediately became popular with thousands of operators. They discovered the optional feature that is permitting the player to play for amusement or make an outright purchase had a big appeal with their locations."

"Following Ciga-Rola was Past Time, square bell console with free-play feature. This machine also became very popular. Many operators discovered that the machine because of its definite bell play appeal turned in nice earning reports and that in addition, being strictly an amusement game, it was also acceptable for operating in their territories."

Eddie Ginsburg Boosts Employees

CHICAGO, June 8.—Returning from a two-week stay in Hot Springs, Ark., Eddie Ginsburg, of the Atlas Novelty Co., is reported to have raised eyebrows in surprise at the continued upward surge of Atlas' sales.

"It speaks mighty well for the efficiency of our employees," compliments Ginsburg, "that I can get away and enjoy the feeling of confidence that our customers' requirements are handled in the usual efficient manner."

The other Ginsburg dynamo, Morris, is now on a short trip, accompanied by Bob Van Welts, to see coinmen who are preparing to place large orders for summer locations.

Gottlieb Releases Game--Convention

CHICAGO, June 8.—Climbing aboard one of the biggest of publicity band wagons, D. Gottlieb & Co. this week releases Convention, a brand-new hit calculated to help operators cash in in a big way on the great national topic this year. For a long time to come the national conventions will of course occupy the center of the stage in this country.

Officials of the company point out that operators will now be in position to turn some of that interest to their benefit. Convention is a 5-ball novelty in which are incorporated the features of

21 Wurlitzer 500s, with Keyboard Guaranteed Like New

While They Last

\$179.50

1/3 Deposit With Order

GERBER & GLASS

914 DIVERSEY CHICAGO

WURLITZER 616 \$50.00
ILLUMINATED GRILL

Rotary Merchandiser \$49.50
PERFECT

51 MONARCHS
20 RECORD, LIKE NEW \$89.50

Wailing Rolatop \$14.95
10c & 25c Play Guaranteed

Drum Major, Oh! Johnny and other of the recent Gottlieb games, including 6 ways to win and the features that have made those games popular.

"Convention is earmarked for one of the greatest coin machine successes of the industry," said Dave Gottlieb. "Never was there a game more timely or based upon greater national excitement and speculation. The complex national questions facing this country will put our national conventions more into the limelight than in any recent Presidential year."

"Consequently, as the cigaret people have so often pointed out in their advertising, the public needs plenty of relaxation to unbend from the serious side of the questions at issue whenever possible. That's where Convention fills the bill."

Watch Rotation, Says Stoner Exec

AURORA, Ill., June 8.—The slogan popular at the Stoner plant these days is "Watch Rotation," its latest novelty release. According to C. R. Adelberg, sales manager of the company, Rotation, while only introduced a short time ago, is already on its way to being one of the stand-out games of the year.

"Rotation has all the exciting play appeal of Brite Spot," he said. "In addition there are many new features that give it top appeal on every location. The game is a high-score game that offers plenty of interesting ways to win. Players may win by contacting the special award bumper successively or by contacting the six special Rotation bumpers in sequence or by beating the high score."

"The game has the interesting odds build-up feature as well as exciting and lively play action. Entirely new wafer-type catalin bumpers eliminate flutters and misses."



SOUTHWEST TERRITORY MANAGER J. F. RYAN, of the Mills Novelty Co., demonstrates the Mills Chrome Bell to Guy Clark, operator, of Jackson, O.

AMERICA'S 3 BIGGEST MONEYMAKERS

MARVEL

TOKEN PAYOUT BUY THEM "TEN AT A TIME"! 10 For Only \$275

Sample \$32.50 (Real Gum Model \$2 Extra.) 50% of your original purchase price returned to you in 90 days if you want to. 100% Marvel in at that time. You Can't Lose! ORDER NOW!!



JIFFY

Purvey cigarette simulation. Outstanding and cut-price all other! Small size. Modern Design. Extra large Ball Gum Vender. Instantly convertible to 1c, 5c, 10c, 25c play. 1/3 with Order. Balance C. O. D.



HEADS OR TAILS

Player actually matches HEADS or TAILS of his own coin against machine. Center reel shows odds. Coin appears in front window just as player inserts it. Proven a tremendous money maker. Order Now. Enclose \$5 1975 Deposit, Balance C. O. D.



AMERICA'S BEST TO DEAL WITH . . .

M. Y. BLUM V. CHRISTOPHER
J. A. PASSANANTE

AJAX NOVELTY CO.
2707 WOODWARD AVE.
(at Sprout)
DETROIT, MICH.

PENNY ARCADE MACHINES

100 used Arcade Machines for sale—Athletic Machines, Mutoscopes, Dime Pictures, Rovers Pass in Boots, Medal Stomper, World Homing, Atlas Baseball, A. M. Baseball, Radio Billie, Large Mills Game, Shock, Street Painter, K. O. Fighter, Mills Swimming Purchasing Bag, Hoffman Golf, Exhibit Iron Claws, Love Tester, Hi-Ball and other small machines.

Coin Operated Machine Co.
901 First Ave., ASBURY PARK, N. J.

Tell the Advertiser in The Billboard Where You Got His Address.

BARGAIN LIST

- 5-BALL FREE PLAY**
- 2 Bally Triumph \$72.50
 - 1 Bally Miller Derry 49.50
 - 1 Bally Vegas 37.50
 - 1 Bally Pick Em 35.00
 - 2 Binky 29.50
 - 3 Keeney Super Six 29.50
 - 1 Keeney Cowboy 22.50
 - 1 Exhibit Jumper 22.50
 - 4 Bally Gold Cup, Table Model 22.50
 - 3 Bally Gold Cup, Console Model 22.50
 - 1 Bally Sport Special, Table Model 117.50

- MISCELLANEOUS**
- 1 Bally Alley, Perfect \$52.00
 - 1 Exhibit Bowling Alley 24.50
 - 1 Seeburg Chicken Sam 12.50
 - 1 Seeburg Cricket 100.00

- CONSOLE AND AUTOMATIC PAY**
- 1 Bally Royal Flush \$97.50
 - 1 Lucky Star 75.00
 - 1 Pace Reel Jr., Foot Reel 75.00
 - 2 Kentucky Bill Time 55.00
 - 1 Klondike 15.00

- COUNTER GAMES**
- 10 Columbia Bell, C.A., Rear Payout, Cigarette Reels, Write \$23.50
 - 1 Columbia Bell, no J.P., Write \$23.50
 - 1 Red, White & Blue Target 17.50

Write us for your price on any brand-new coin-operated machine that has been released by the respective manufacturer. Also ask us to put you on our mailing list. 1/3 certified deposit with order. Prices above are effective June 15, 1940.

MOSELEY VENDING MACHINE EX., INC.
 60 BROAD ST., RICHMOND, VA.
 Day Phone 3-4511 - Night Phone 8-8325.

PAYS FOR ITSELF IN LESS THAN 30 DAYS Operators Say



NEW IMPROVED UNIVERSAL GRIP SCALE
 Legal Everywhere

Beautiful Red Crackle Finish — All Chrome Front — Rotary Grip Handle — Plug-Proof Chute — Holds \$20.00 in Pennies.

GET SAMPLE NOW
 1/3 With Order. **\$9.75**
 Balance C. O. D.
HOLLY MANUFACTURING COMPANY
 2761 Union Guardian Building, DETROIT, MICHIGAN

GRIP SCALE Approved by

TORR 2047A-50. 68 PHILA., PA.

Write for Illustrated Circular and Terms. NATIONAL DISTRIBUTOR

J. H. WINFIELD CO.
 1022 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.

WANT
Bally Pop Corn Machines

ANY QUANTITY.
 BOX 434
 Care The Billboard, Chicago, Ill.

Buffalo Biz Outlook Good

BUFFALO, June 8.—Outlook for local coin machine distributors and operators is bright in Buffalo, despite a general slump in employment during May and despite the tension of war news and worries which kept many potential patrons of coin machines in their homes listening to radios. All distributors report that sales are steady and rising; especial significance is attached to the rise in sales of phonographs.

Pinball Ordinance Change
 A decision of the Director of Licenses in the present pinball ordinance has improved the status of the pinball game operators and should result in better business and more harmonious relations with authorities. Pinball games are said to be the best money-makers in Buffalo and operators are heartened by the change in authority for the approval of games which can be operated in Buffalo.

Formerly games were approved by both the license director and the police commissioner. Now the approvals will be handled by the license commissioner and the city sealer of the Bureau of Weights and Measures. The change in authority was approved by the city council May 29.

Remote Control Equipment
 Novelty games are going very well, with anti-aircraft guns and bowling games holding their own. Phonographs are in great demand, as in remote control equipment for the music machines. The remote control equipment has stimulated the phonograph business to some extent.

Ben Kulick, of Atlas Phonograph Co., reports that over 90 per cent of his phonograph sales are for remote control equipped machines and that he can't supply the demand. Lew Wolfe, Rex Amusement Co., stated that wired remote control equipment is selling well and that the use of wall boxes is going to be more important than ever this summer and fall. Harry Winfield, phonograph distributor, said that while the bulk of his business is not in connection with remote control, the systems are demanding growing attention and he expects to do a thriving business in this field.

Vending machines, going along steadily, never taking the spotlight as far as high earnings are concerned, but still giving steady returns, are at present rising with the general boom. Cigaret machines are said to be doing nice business. Candy and peanut vending machines are doing well. Beverage venders have caught the eye of the coin machine gentry with anticipation of high earnings during the hot months ahead.

Indications at present are for a very fine business in Buffalo, which should make this a record summer for this area.

Arkansas Special Taxes Revenue Up

LITTLE ROCK, Ark., June 8.—Arkansas' State revenue department collected an all-time high of \$4,206,893.76 in special taxes during May. During May, 1940, coin machines taxes totaled only \$608.25 as compared with \$1,167.25 collected during the same month of 1939. Cigaret taxes rose to a record high, contributing \$181,563.44 to the revenue fund as compared with the previous year's yield of \$73,182.96.

"See At First"
SENSATIONAL VALUES ON FREE PLAY GAMES

| | |
|---------------------------|---------------------------|
| PRE-SUMMER CLOSURETS | Pyramid \$19.50 |
| Big Six 25.00 | Rick 15.00 |
| Big Town 44.50 | Rossy 54.50 |
| Bounty 10.00 | Snooks 16.50 |
| Bowling Alley 44.50 | Speedy 17.50 |
| Commodore 42.50 | Supercharger 34.50 |
| Davy Jones 16.50 | Supersix 42.50 |
| Flash 17.50 | Tanner 25.50 |
| Jumper 22.50 | Thriller 23.50 |
| Lucky 32.50 | Triple Threat 18.00 |
| Midway 12.50 | Turk 19.50 |
| Mr. Chin 31.50 | Victory 62.50 |
| Nippy 34.50 | Zanith 16.50 |
| Ocean Park 26.50 | Zip 16.50 |

ARCO SALES CO.
 AL RODSTEIN
 1334 Spring Garden St., Philadelphia, Pa.

It's your break

ROTATION

HIGH SCORE

\$99.50

by **STONER**

FREE PLAY EVERY MACHINE LISTED GUARANTEED PERFECT AS TO CONDITION AND APPEARANCE

| | |
|-----------------------|--------------------------|
| Big Six \$27.50 | Fantasy \$25.00 |
| C. O. D. 37.00 | Lancer 25.00 |
| Flagship 34.00 | Supercharger 32.00 |
| Headliner 22.00 | Yankee 12.00 |
| Varsity 12.00 | Thriller 10.00 |
| Pick 'Em 15.00 | |

1/3 With Order, Balance C. O. D.

BUDIN'S, INC. 174 SO. PORTLAND AVE., BROOKLYN, N. Y. Telephone: NE-8-9140

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.

Takes In **\$87.50** Avg. Payout **\$40.50** Avg. Profit **\$47.00**

No. 1833—1800 Holes

Write For Information About This and Other Profit-Makers
HARLICH MFG. CO. 1413 W. JACKSON BLVD. CHICAGO, ILL.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

"PERFECT"



is the word for the condition and appearance of these V.E.S.O.D. reconditioned novelties. BUY NOW BUY WITH CONFIDENCE while they last!

JOE CALCOTT

FREE PLAY GAMES

| | |
|-----------------------|-------------------------------|
| Black-Out .. \$42.50 | Tot, Throat .. \$29.50 |
| Triumph .. 39.50 | High-Lite .. 24.50 |
| Pick-Em .. 42.50 | Follow-Up .. 29.50 |
| Double .. 24.50 | Flash .. 32.50 |
| Feature .. 24.50 | Rebound .. 37.50 |
| Headliner .. 39.50 | Avion .. 34.50 |
| Scope .. 47.50 | Golden Gate .. 42.50 |
| Spotlight .. 39.50 | Fit .. 12.50 |
| Fifth Ending .. 29.50 | Airport .. 37.50 |
| Espeka .. 47.50 | Cowboy .. 39.50 |
| Victory .. 39.50 | 1-2-3 .. 39.50 |
| Bankaroo .. 39.50 | Fantasy (no Japanol) .. 42.50 |
| Topper .. 42.50 | Davy Jones .. 29.50 |
| Box Score .. 19.50 | |

CONSOLES

| | |
|------------------------|------------------------|
| Ray's Track .. \$35.00 | Tanfanan .. 29.50 |
| Bally Balls .. 29.50 | '37 Skill .. 47.50 |
| Favorite .. 29.50 | '38 Track .. 29.50 |
| Club House .. 29.50 | Time .. 32.50 |
| Trooper .. 27.50 | Beers Cabinet .. 89.50 |
| 120 Dominos .. \$65.00 | Racet .. 119.50 |
| Lucky Star .. 79.50 | |
| '37 Dominos .. 89.50 | |

NOVELTY GAMES

MAKE US AN OFFER!

| | |
|--------------------|------------------|
| 3 Cherrins | 1 Request |
| 1 Airway | 2 Bangs |
| 1 Double Feature | 3 Airports |
| 0 Trophy | 3 Stop and Go |
| 1 Miami | 1 Bobbies |
| 2 Majors | 3 Rings |
| 1 Dux | 1 Natural |
| 4 Toppers | 2 Double Actions |
| 5 Swing | 1 Pedal Pusher |
| 7 Double Treasures | 4 Chubbies |
| 0 Trio | 5 Zetas |
| 1 Liberty | 4 Ritz |
| 2 Flash | 1 Speedy |
| 1 Bobb | 1 Fair |

1-BALL AUTOMATICS

| | |
|---------------------|----------------------|
| Prakness .. \$22.50 | Arlington .. \$22.50 |
| Falgronds .. 29.50 | Jumbo .. 10.00 |
| Flintwood .. 27.50 | Derby .. 39.50 |
| Sables .. 19.50 | Hi-Boy .. 29.50 |
| Derby .. 12.50 | Three-Up .. 29.50 |

COUNTER GAMES

| | |
|---------------------|----------------------|
| Pick-A-Peck \$11.75 | Real "21" .. \$ 7.50 |
| Ex-Ray .. 19.75 | Penny Smoke .. 7.50 |
| Joker Wild .. 8.00 | Holy Smoke .. 4.00 |
| Daval Races .. 6.00 | Whoopee .. 12.75 |
| Real Root .. 6.00 | |

SPECIAL CLOSEOUT

MILLS CHROME BELLS
used less than three weeks and guaranteed
used like new. Lots of Five..... **82.50**
Sample or Less Than Five..... **\$67.50**

TERMS: 1/3 Certified Deposits With Order. We Ship Balance C. O. D.

THE VENDING MACHINE CO.
205-15 Franklin St., Fayetteville, N. C.

Spain Lacks Smaller Coins

MADRID, Spain.—If an enterprising U. S. manufacturer of coin machines can make a coin machine which will accept stamps or street-car tickets in lieu of small coins, his machines will be most welcome here. The shortage of small change, which has continued since the end of the civil war, is becoming a permanent factor in Spanish life. Enterprising manufacturers recently brought out a specially designed pocketbook, with separate compartments to keep postage stamps, street-car tickets and other substitutes in a good state of repair.

This is important, for if the gum has worn off a stamp, or if the street-car ticket is torn, it will be rejected. Some shops are earning good will by wrapping the stamps in cellophane, but they are an exception, and thousands are worn out before their time and never get as far as an envelope.

The shortage of small change is made worse by the government taxes on taxicab fares and most articles of food, which make almost everything work out in fractions of a peseta. Street-car tickets tear even more easily than stamps do. The conductor always hands the change from a peseta in tickets, and any one who produces anything larger than a 5-peseta note (about 60 cents), does so at his peril. The situation has been slightly improved by the return of season street-car tickets, but even so there are about 75,000 pesetas' worth of the ordinary tickets in circulation in Madrid alone.

For a time it seemed that Philadelphia-minted nickel and copper coins were going to solve the problem. Negotiations were under way between the Nationalist and American Governments for an entirely new issue of small change, up to 1 and 2 peseta pieces. The issue was to be 1,000,000,000 coins, with a face value of 700,000,000 pesetas. Negotiations were far advanced, but at the last minute difficulties arose over the necessary credits, and apparently have not been settled.

---soar high
with

WINGS

TO-DAY'S MOST POPULAR
HIGH SCORE ACTION GAME

with

MANY FUN-TO-PLAY FEATURES

SEE IT! GET IT NOW!

EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO

PLENTY ON THE BALL!



OVER THE FENCE

is a 2466 hole sensation that will leave the "fans" bowling for "more." All tickets feature special baseball symbols. Winning symbols repeat from 12 to 120 times... winners range from \$29.00 in the HOME RUN section downward to a consolation award 15c. Board takes in \$123.20... pays out \$76.60... net \$46.67. WRITE FOR DETAILS.

SUPERIOR
14 NO. PEORIA ST.

PRODUCTS
CHICAGO, ILLINOIS

STOP Cash Box Thieves
with this
"ACE" of All Locks!



The Chicago "ACE" Lock

Radically different 7-Pin Tumbler construction. ALL 7 tumblers must be engaged to open it. One of the most thief-proof locks ever built. Can be keyed alike. Enjoy "UTMOST Security—Lowest Cost" with the famous Chicago "ACE" Lock.

CHICAGO LOCK CO.

2024 N. MAGINE AVE., Dept. 68, CHICAGO

IMP

Groetchen's
3-Reel
Cigarette
Machine
with Gum
Vender



MIDGET COUNTER GAME

\$12.50

CARTON OF 6, \$67.50

1/3 Deposit With Order, Balance C. O. D.

KENTUCKY SPRINGLESS SCALE CO., INC.

516 S. 2nd St., LOUISVILLE, KY.

CORRECTION
100 JENNINGS IN-A-BAG VENDORS

SLIGHTLY USED \$9.95 EACH IN LOTS OF 10
The price of \$9.25 quoted in last week's issue was an error.
STANDARD COIN MACHINE CO.

55 E. SPRING ST.,

COLUMBUS, OHIO

BADGER'S RECONDITIONED PHONOGRAPHS AND LEGAL MACHINE BARGAINS

All Guaranteed Ready to Operate. Due to Marking Fluctuations, Please Write for Our Latest Low-Price Quotations.

| | | | |
|------------------------------------|-------|---------------------------------------|-------|
| Rock-Ola 1939 De Luxe | Write | Bally Allies, Late Models | Write |
| Rock-Ola 1939 Standards | Write | Seeburg Rayo-Light Chicken Barn | Write |
| Seeburg 1938 Regala | Write | Evans Ten Striker | Write |
| Seeburg 1938 Ritz | Write | Groetchen's Metal Tapper | Write |
| Rock-Ola 1938 Monarch | Write | Rock-Ola Ten Pin | Write |
| Wurlitzer 616, Jacob's Grill | Write | Bally Bull's Eye | Write |

Write for Our New Catalog Showing More Than 500 Reconditioned Machine Bargains. Send for Free Copy Today.

BADGER NOVELTY COMPANY

2546 N. 30TH STREET,

MILWAUKEE, WIS.

WRITE IN

for exceptional values in new and used free play games, consoles, slots, counter games and phonos.

All used equipment guaranteed as good as new!

AVON NOVELTY SALES CO., INC.
2823 Prospect Ave., CLEVELAND, OHIO

* **A Double Header** *
* **for** *
* **DOUBLE PROFITS!** *
* **MAJOR LEAGUE** *
* **BASEBALL** *
* **Immediate Delivery!** *
* **WESTERN PRODUCTS, INC.** *
* 925 W. NORTH AVE., CHICAGO *

* **ADVERTISE IN THE BILLBOARD** *
* **—YOU'LL BE SATISFIED** *
* **WITH RESULTS.** *



GENCO'S POWER HOUSE

YOU'VE NEVER SEEN ANYTHING LIKE IT!
..WITH 1941'S GREATEST FEATURES NOW

Completely NEW
 ... incomparably THRILLING ... without a doubt, the GREATEST MONEYMAKER OF ALL TIME. That's POWERHOUSE—and it's all that its name implies. Leading the field in every single territory in America—because there never has been a game half so good.

Order a quantity of this POWERHOUSE today!

GENCO INC. 2621 N. ASHLAND AVE. CHICAGO, ILL.

\$99⁵⁰
 K.R. CHICAGO
 FULL GAME CONVERTIBLE



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-Horses at 2.85
 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.

Daval Distribs Make Marvel Offer

CHICAGO, June 8.—Daval distributors throughout the country are currently offering operators a special deal on Daval's Marvel to show their confidence in the counter game. The distributors have offered to return 60 per cent of the original purchase price in 90 days if the operator is not satisfied enough with Marvel to keep it.

"This is one of the outstanding demonstrations of confidence in a manufacturer's products which such distributors as Electro-Ball Co., Atlas Novelty Co.; Sickling, Inc.; H. G. Payne Co., Ajax Novelty and others have ever made," declares Al S. Douglas, head of Daval.

"Banner Specialty also is in back of this offer," he continued, "and they say that we have the counter game of 1945 today. This offer is only to satisfy those operators who haven't yet taken the trouble to learn what a great money-maker Marvel is."

Harry Levine, Daval's traveling man, reports that wherever he goes he gets a fine reception on Marvel. "Not only that," he declares, "but the operators are now buying more Penny Packs, Jiffys and Heads or Tails than they ever did before."



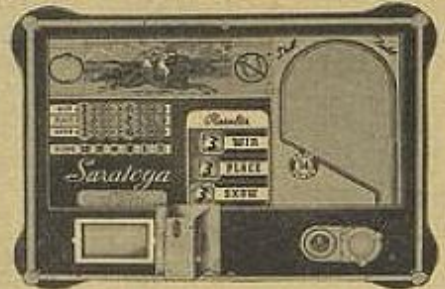
BERT LANE Says:

BIGGEST AVALANCHE OF ORDERS IN OUR HISTORY . . . ON POWER HOUSE . . . BECAUSE IT'S THE BIGGEST PROVEN MONEYMAKER EVER BUILT!

SEABOARD SALES, INC.
 619 Tenth Ave., New York
 Phone, Wisconsin 7-5688

TIME MARCHES ON!

Announcing new free play model Pace Saratoga, regular Saratoga and Reels with skill feature, Junior Model Saratoga and Reels without skill feature. New improved 1940 models Pace slug rejector Bells—the finest ball machine of all time!



Write for Prices and Full Particulars!

SILENT SALES COMPANY

SILENT SALES BLDG., 200-206 ELEVENTH AVE., SOUTH, MINNEAPOLIS, MINN.

WE HAVE THEM—READY TO GO!

| FREE PLAY | PAYTABLES | MISC. | SLOTS |
|--|---|--|--|
| Big League Big Toss Life-a-Gods Follies Juniors Super Chargers Short Stop Kunkas Carnes Oh Boy Buckaroo C. O. D.'s Score Cards | Grandstands Sport Pages Thirlidowns Fairground Hawthornes Winning Tickets 1-2-3 Assabent | Bally Alley Chicken Game Bully Bull's Eye Evans 10 Strike World Series Western Baseball Slee James Skeeball Skeeball | Blue Fronts Callers Wolf Heads Vest Pockets Faces Combs Walling T. J. Pace Gentami Many Others, \$12.50 Each and Up. Also over 250 Counter Games at \$2.50 Each and Up. |
| | | PHONOGRAPHS 75 Wurlitzer 610A 50 Rockola Imperial C. O. D.'s Score Cards | 15 Wurlitzer 600 20 Rockola Standard 15 Rockola DeLuxe |

Immediate Delivery on Power House, Mascot, Drum Major, Wings and Sporty

GRAND NATIONAL SALES CO. 2304 W. Armitage Ave. Chicago, Ill.

You Don't Need "Specs" to Recognize These Values!

1939 WURLITZER 600-A, 24 Rec., Slug Proof. \$159.50
 SEEBURG'S REX, 20-Record Phonograph 89.50
 1939 EXHIBIT'S VITALIZER, Factory Rebuilt. 44.50
 WURLITZER 616, Reconditioned Like New 69.50
 1938 TRACK TIMES, Perfect Condition 92.50

PHONOGRAPHS • FREE PLAYS

Seeburg K20, 20 Records \$ 84.50
 Seeburg ROYALE, 20 Records 109.50
 Seeburg REGAL, 20 Records 129.50
 Seeburg CASINO, 1939, 20 Records 140.50
 Seeburg PLAZA, 1939, 20 Records 104.50
 Wurlitzer 500, Keyboard Selection 180.50
 Wurlitzer P-20, 12 Records 24.50
 Wurlitzer P12, 12 Records 32.50
 Wurlitzer B12, 12 Records 39.50
 Wurlitzer A12, 12 Records 39.50
 Wurlitzer 616, Film, Slides & Front 80.50
 Wurlitzer 716, 16 Records 69.50
 Wurlitzer 24, 24 Records 119.50
 Wurlitzer COUNTER MOD. 61, 12 Rec. 81.50
 Mills ZEPHYR, 12 Records 34.50
 Mills DO-RE-MI, 12 Records 34.50
 Rockola AMBASSADOR, 12 Records 34.50
 Rockola MONARDI, 20 Records 69.50
 Rockola DE LUXE LUXURY LITEUP 174.50

Keeley's SUPERCHARGER 58.50
 Keeley's SUPER SIX 54.50
 Keeley's BIG SIX 54.50
 Bally's THUNDER 67.50
 Genco's GANG 39.50
 Exhibitor's CONTACT 27.50
 Exhibitor's COLD 47.50
 Stoner's FANTASY 39.50
 Stoker's CHUBBIE 27.50
 Rockola's ACROSS THE BOARD 34.50

PAYTABLES

Sports Page \$22.50
 Grandstand 33.50
 Hawthorne 72.50
 Derby Time (8-Coin Multiple) 44.50
 Dead Heat (Jackpot) 77.50

1/3 DEPOSIT, BALANCE C. O. D.

Write today for complete list of reconditioned bargains! Hundreds of FREE PLAYS, PAY-TABLES, CONSOLES, SLOTS, COUNTER GAMES and PHONOGRAPHS! Guaranteed mechanically perfect, refinished like new!

ATLAS NOVELTY CO. • 2200 N. Western Ave., CHICAGO, ILLINOIS

"The House of Friendly Personal Service"

1901 Fifth Ave., PITTSBURGH

Associate Office: ATLAS AUTOMATIC MUSIC CO., 2982 E. Jefferson St., DETROIT

ROYAL SALES CO.
 641 HUNTERSON ST., NEWARK, N. J.
 TEL. B'klyn 2-4881

WE APOLOGIZE FOR NOT BEING ABLE TO FILL ALL ORDERS ON THE YEAR'S BIGGEST SENSATION Bally's MASCOT

Reserve your MASCOTS in advance! Place your order with us TODAY to get your share of the very neat shipment! MASCOT is the fastest selling, BIGGEST MONEY MAKING game we've EVER HANDED!

SAVE MONEY ON GUARANTEED RECONDITIONED GAMES! WRITE FOR COMPLETE PRICE LIST!

Koplo Offers Roll-a-Cent

CHICAGO, June 8.—"Like the fellow who said: 'What America needs is a good 5-cent cigar,'" declares Al Koplo, "there are thousands of locations made to order for a small counter game, not too costly, and yet one that gets the money fast and furious. We have that game in our new Roll-a-Cent." Koplo's firm is the Koplo Sales and Supply Co.

"Roll-a-Cent is a game in which players roll pennies down an incline. A package of cigars is awarded for every cent that continues rolling on thru a slit in the fence. It's skillful, cheat-proof and fool-proof. There are no parts to get out of order and no payout records to keep. Winners go into a separate compartment.

"Orders have been coming in so fast that we are a bit behind in delivery at the present time. However, we have samples available. Those who have tested the sample machines have bounced right back with repeat orders."

"Speed" Hardy Boosts Allied Nov.

CHICAGO, June 8.—"Speed" Hardy, of the S. E. Hardy Novelty Co., Peoria, Ill., didn't receive his nickname for nothing," says Charley Mayer, of the Allied Novelty Co., Chicago, with whom "Speed" visited during the week.

"Hardy is busier than a one-eyed dog in a sausage factory," added Charley Mayer. "Besides operating one of the largest routes of music machines in Central Illinois, Hardy is branching out with different lines of legal equipment, such as the Photomatic, Sky Fighter and the Selector Multoscope.

"Hardy has been a booster for us since he started a route of Photomatics which has proved very successful in Peoria and the surrounding towns."

Torr To Make Midwest Trip

PHILADELPHIA, June 8.—Roy Torr, Philadelphia distributor, will take time out from business activities soon in order to enjoy a combined vacation and business trip. Torr reports that his trip will embrace the entire Middle West.

Mrs. Torr will accompany him and their itinerary will require about three weeks, during which time he plans on calling on many of his friends in the coin machine business.

NOVELTY!

A Complete Free Play Bell for Novelty Territory



Equipped with Complete Mystery Bell Mechanism, Slug-Proof Chute, New Club Handle
MILLS NOVELTY COMPANY, CHICAGO, ILLINOIS

WEEKLY SPECIAL!

| | |
|---------------------------------|---------|
| Mills Dance Masters Deluxe | \$15.00 |
| Seeburg A & B | 19.50 |
| Rockola 12 Regulars | 22.50 |
| Wurlitzer P-12s | 69.50 |
| Rockola 16s | 34.50 |
| Rockola Imperial 20s | 69.50 |
| Seeburg Raxes | 85.00 |
| Seeburg Boyz | 110.00 |
| Seeburg Gims | 134.50 |
| Seeburg Flats | 139.50 |
| Seeburg Casino | 149.50 |
| Wurlitzer 600s | 164.50 |
| Seeburg Regals | 185.00 |
| Wurlitzer 600s | 189.50 |
| Seeburg Mayfairs | 189.50 |
| Seeburg 1939's Vogue Mari-Glo | 189.50 |
| Seeburg 1939's Classic Walnut | 189.50 |
| Seeburg 1939's Classic Mari-Glo | 189.50 |
| Seeburg Chicken Sam with Base | 124.50 |

1/3 Deposit, Balance C. O. D.

MILWAUKEE COIN MACHINE CO.
 1405 W. Fond du Lac Avenue
 MILWAUKEE, WIS.

MILLS PHONOGRAPHS CONSOLES BELLS TABLES
 Distributor
KEYSTONE NOVELTY & MFG. CO.
 26th & Huntington Sts., Philadelphia, Pa.

| | | |
|---|--|--|
| TEN STRIKER, 1939 Models \$110.00 | A.B.T. Challengers \$14.50 Tablets 19.50 | BROWN PAGES RACES Serials above 5000 \$72.50 |
| FREE PLAYS | FREE PLAYS | PAYOUTS |
| Triumph \$65.00 | Golden Gate 25.00 | Grandstands \$75.00 |
| Conco 62.50 | Airport 25.00 | Derby Clock 42.50 |
| Lucky Strike 57.50 | Thriller 25.00 | Hot Tip 32.50 |
| Big League 57.50 | Twinkle 22.50 | Derby Champ 29.50 |
| Big Town 57.50 | High Life 22.50 | Axcrab 29.50 |
| Super Six 52.50 | Crash 22.50 | Flasher 25.00 |
| Lawyer 47.50 | Major 22.50 | Quinella 25.00 |
| Flamingo 47.50 | Circus 20.00 | Sables 25.00 |
| Follies 45.00 | Mold Tight 17.50 | Falgrounds 19.50 |
| Comedienne 47.50 | Spotlight 20.00 | Mills 1-2-3 19.50 |
| Supercharger 47.50 | Yess 19.50 | Flashed 19.50 |
| Teenscher 37.50 | Contact 16.50 | Classic 17.50 |
| Sports 35.00 | Blink 14.50 | Fold Finish 12.50 |
| Triple Threat 25.00 | Base Score 14.50 | 1937 Skill Time 37.50 |
| | Red Time 11.00 | El Dorado 49.50 |

1/3 Deposit, Balance C. O. D., F. O. B. Baltimore, Md. Write for Prices on Any Equipment You Want Not Listed Here!

ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.

Advertise in The Billboard—You'll Be Satisfied With Results.

NEW! CONVENTION

5-BALL NOVELTY

Incorporating the top features of our latest hits!

6 WAYS TO WIN!

STILL IN PRODUCTION ON

DRUM MAJOR

OH! JOHNNY

De Luxe GRIP SCALE

Immediate Delivery on All Machines

D. GOTTLIEB & CO.

2736-42 N. Paulina Street,

Chicago, Ill.

The Machine With LONG LIFE! SKEE-BALLETTE

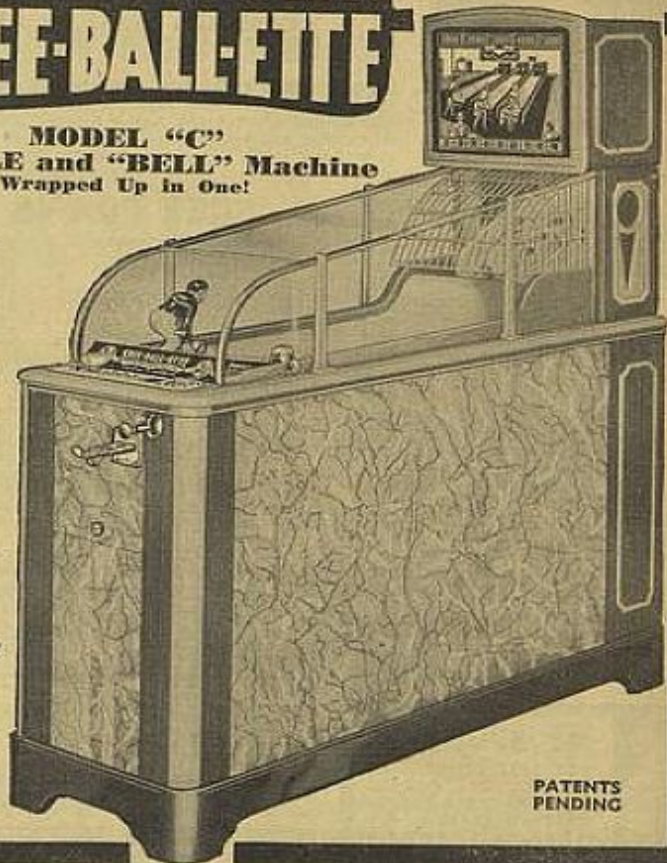
MODEL "C"
CONSOLE and "BELL" Machine
Wrapped Up in One!

1 to 5
BALLS

The
MONEY
EARNING
FEATURE
of our

Oh!
Johnny

Interwoven
with
SKEE-
BALL-
LETTE!



PATENTS PENDING

You're Guaranteed
50% BACK
IN 90 DAYS
ONLY ON . . .

MARVEL

CLEAN UP with MARVEL for 90 Days! If you then want to trade it in, we'll gladly give you 50% of your original purchase in trade-in value against other equipment! TAKE ADVANTAGE OF THIS OPPORTUNITY! ORDER NOW!!



10 FOR ONLY \$275.00

SAMPLE \$32.50

BALL GUM MODEL \$2.00 EXTRA
BALL GUM

15c per Box of 100 pieces. Case of 100 Boxes, \$12.75, 1/3 Deposit, Bal. C. O. D.

QUICK! ORDER NOW!

SICKING, INC.

1401 CENTRAL PARKWAY
CINCINNATI, O.

Tell the Advertiser in The Billboard
Where You Got His Address.

| FREE PLAYS | SPECIALS | FREE PLAYS |
|----------------------------|-----------------------------|-------------------------------|
| Big Six \$27.00 | Evans TEN STRIKE, | O'Boy \$40.50 |
| Thriller 10.50 | 1939 Model . . \$110.00 | Score Card 50.50 |
| Big Tenth 35.00 | A. B. T. Chalmers . . 14.50 | Supercharger 32.50 |
| Big Show 35.00 | Exhibit Visitors . . 50.50 | Twinkle 14.50 |
| Super Six 30.00 | NOW DELIVERING TO | Spottem 14.50 |
| Polka 42.50 | BASEBALL GUM VENDOR | Triumph 40.50 |
| C. O. D. 37.50 | Kenny's Anti-Aircraft | Up & Up 12.50 |
| Home Run 62.50 | Machine Gun | Commodore 47.50 |
| Lucky 32.50 | Western's 1940 BASEBALL | Dandy 35.50 |
| Half Tenth 14.50 | WRITE FOR PRICES! | Scop 35.50 |
| Nippy 30.50 | | 1/3 Wish Order, Bal. C. O. D. |

SAVOY VENDING CO. 651 ATLANTIC AVE. BROOKLYN, N. Y.

You Can Always Depend on JOE ASH — ALL WAYS
Sensational Sale of FREE PLAY Games!!

| SPECIALS | FREE PLAYS |
|--------------------------------|-------------------------------|
| Arrowhead \$17.50 | Miami \$10.50 |
| Avalon 17.50 | Midway 12.50 |
| Big Show 47.50 | O'Boy 47.50 |
| Chevrons 14.50 | Score Card 40.50 |
| Commodore 44.50 | 21 Rocket 12.50 |
| Congo 49.50 | Speedy 12.50 |
| Castell 14.50 | Sports 38.50 |
| Cowboy 17.50 | Strip & Go 32.50 |
| Double Feature 14.50 | Super Charger 37.50 |
| Follow Up 12.50 | Super Six 47.50 |
| Gold Cup 60.50 | Tipper 22.50 |
| Golden Gate 22.50 | Triumph 60.50 |
| Liberty 12.50 | Twinkle 18.50 |
| Life a Card 44.50 | Variety 22.50 |
| Majors 10.50 | Zip 17.50 |

1/3 Deposit, Wish Order, Balance C. O. D.

ACTIVE AMUSEMENT MACHINES CORP.
900 North Franklin Street, Philadelphia, Pa. Phone: Market 2656.

GUARANTEED FREE PLAYS EVERYONE PERFECT!

| | | |
|---------------------------|------------------------------|----------------------------|
| Big Six \$20.00 | Mr. Ohio \$20.00 | Up & Up \$10.00 |
| Cowboy 15.00 | Pushin 32.00 | Big Show 43.00 |
| C. O. D. 32.50 | Sports 27.00 | Big League 40.00 |
| Polka 36.00 | Supercharger 28.00 | Commodore 40.00 |
| Fantasy 25.00 | Twinkle 12.50 | Variety 16.00 |

1/3 WITH ORDER, BALANCE C. O. D. WRITE FOR COMPLETE PRICE LIST!

NEWARK COINO DISTRIBUTORS, 107 MURRAY ST., NEWARK, N. J.

COIN OPERATED I. L. MITCHELL & CO.

OUR GAMES ARE PERFECT!

| | |
|-----------------------------------|------------------------------------|
| BIG SIX (F. P.) \$24.50 | C. O. D. (F. P.) \$34.50 |
| FLAGSHIP (F. P.) 30.00 | VARIETY (Nov.) 10.00 |

Write for Complete List! PHONE: Glenmore 2-8450.

MACHINES AND SUPPLIES 1070 Broadway, BROOKLYN, N. Y.

MASCOT



IS THE BIGGEST MONEY MAKING HIT I'VE EVER YET HANDLED IN ALL MY YEARS IN THE COIN MACHINE BUSINESS!

I SINCERELY AND HONESTLY MAKE THIS STATEMENT AFTER CHECKING THE EARNING REPORTS HAPPILY SHOWN ME BY LEADING OPERATORS. EVERY ONE OF THESE MEN ADVISE ME THESE COLLECTIONS ARE THE BEST THEY'VE ENJOYED SO FAR THIS YEAR! WE URGE YOU TO ORDER YOUR SUPPLY OF BALLY'S LUCKY MASCOTS IMMEDIATELY! YOU'LL WISH YOU HAD A THOUSAND OF 'EM ON LOCATION AFTER YOU MAKE YOUR FIRST COLLECTION! A DEPOSIT NOW RESERVES YOUR MACHINES FROM OUR VERY NEXT SHIPMENT!

JACK FITZGIBBONS

453 W. 47th St., NEW YORK
362 Mulberry St., NEWARK, N. J.

FREE PLAY
*Fast
Time*

the console bell with
the novelty feature



Here you have it! A square bell console designed specifically for free play territories. Has no payout of any kind. More than a thousand Fast Time Consoles now on location are proving their earning supremacy.

The mechanism is the single unit type — the same mechanism used on the ever popular Jennings Chief. The glass is attractively illuminated and has race horse symbols. Machine is equipped with improved reflector.

Also Available With Skill Top

Where territory conditions permit, Fast Time can be furnished with Skill Top and Automatic Payout. 14 days trial. Try Fast Time for 14 days. If you're not satisfied that it's a real profit builder, return it and your money will be cheerfully refunded.



it's the latest!
A FREE PLAY MINT VENDER CHIEF
Jennings Modern Vendor

Declared legal by the highest court of one of our largest states, Modern Vendor opens tremendous new profit opportunities to operators in free play territories.

Modern Vendor has the appearance and player appeal for which the Chief is so famous. However, it has no payout mechanism. Awards are made only in free plays. With each coin deposited the machine vends one roll of mints.

In our opinion Modern Vendor can be successfully operated in your territory if properly presented. This is particularly true in territories where Free Game amusement machines are now being operated. Order a sample on 14 days trial and demonstrate Modern Vendor in your territory.

Slug rejection plus visible coin detector.

Famous chief mechanism.



O. D. JENNINGS & COMPANY · 4309 W. LAKE ST. · CHICAGO, ILL.

**Merchants Assist
Coinmen; Advertise
Games Referendum**

ALHAMBRA, Calif., June 8.—In recognition of the importance of Ballot Proposition No. 1, aimed against pinball games, independent merchants of Alhambra bought newspaper space to tell citizens why they should vote against the proposition. The referendum was held June 4.

The advertisement purchased by the merchants was two columns wide by 10 inches deep. The heading read: "Taxpayers—Watch Your Pocketbooks" and went on to tell just what the proposition meant to the citizenry of Alhambra.

"Unless you vote against Proposition No. 1," the ad continued, "it will mean: (1) An increase in your taxes on account of loss of revenue to the city of Alhambra; (2) An increase in Alhambra's relief situation, due to the fact that over 200 jobs of local citizens will be periled; (3) A terrific loss of local business which will be diverted to surrounding communities; (4) An increase in number of empty stores in Alhambra; (5) An increase in the curtailment of your personal rights and liberty."

In addition, to bring people to the polls to defeat the proposition the merchants offered free transportation to those who desired to go to the polls.

**Powerhouse Gets
Plaudits for Genco**

CHICAGO, June 8.—"Powerhouse has created an overnight sensation," declares Dave Gensburg, of Genco, Inc., summing up the success of his firm's latest release. "We're jammed to the roof with orders for this game, despite the fact that it was recently put on the market. It seems that the perception of both players and operators is growing sharper and sharper—a game's merits are decided quickly these days.

"Operators who have Powerhouse on

location are reporting that collections have climbed satisfactorily since placing the games on location. The appeal of the many new features of Powerhouse, together with many tried and true features, has made it a game the players particularly prefer.

"Operators are moving fast to get Powerhouse on their routes, which means that we are having plenty of trouble in keeping up with orders. Production has been stepped up several times and from all indications the demand will keep us going strong for a long time.

"Powerhouse has four thrilling ways to win—and a million ways to keep players glued to the game, playing and playing—that's what operators have been telling us with their orders.

"Hert Lane, of Seaboard Sales, New York, our Eastern representative, volunteers the information that Powerhouse is the fastest moving game he has handled since taking over the Genco line."

**Wire Tells
Bally Story**

CHICAGO, June 8.—"Here's a piece of wire worth thousands of dollars!" is the way George Jenkins, Bally Mfg. Co. sales manager, started a recent letter to distributors. And a six-inch strand of wire was clipped to the letter. "It's the wire," Jenkins continued, "that we changed in our Mascot game, according to a suggestion sent in by some of the industry's smartest operators. As a result of this change, simple as it is, Mascot has become a bigger money-maker than ever and the demand has actually doubled, so we are now faced with a delivery problem such as we haven't had since the days of Bally Reserve."

Discussing the Mascot machine, Jenkins pointed out that it combines three outstanding money-making features. "First," he explained, "Mascot has plenty of 'brag-about-it' high-score appeal. Second, plenty of 'win-on-last-ball' appeal in the futuristic award. Third, the element of mystery or surprise in the way the Mascot Symbols Light. They're lit by skill—but the mystery is there, too. Definitely, Mascot is the game the boys are going to town with for the balance of the summer."

thousands now on location

Ciga-Rola

THE DUAL ACTION CIGARETTE VENDOR

It's the dual action feature that has made Ciga-Rola so popular with clubs and thousands of other locations—the option of playing the machine for amusement or outright purchase.

For amusement player deposits five cents and may receive from 1 to 10 packages of his favorite brand of cigarettes.


For outright purchases, player simply deposits a nickel and a dime, presses the lever and pulls the knob to receive his favorite brand. Six popular brands available.

Suitable models available for 11c, 15c and 20c territories.

It is our opinion that Ciga-Rola can be operated in your territory. Write for complete details.

O. D. JENNINGS & COMPANY
4309 W. Lake St., Chicago, Ill.



A black and white photograph of a man in a light-colored double-breasted suit, a white shirt, a dark tie, and a light-colored fedora hat. He is standing in front of a large, circular globe that shows the continents of North and South America. He has a cigar in his mouth and his hands are clasped in front of him. In the lower-left corner, there is a sign that appears to be pinned to the globe. The sign has a white background and black text. The text on the sign reads: "HEADS UP, FELLAS, I'M HAPPY TO BE BACK WITH YOU!" followed by a signature that looks like "H. K. ...". Below the signature, in smaller text, it says "(WATCH FOR FURTHER ANNOUNCEMENT)".

**HEADS UP,
FELLAS, I'M HAPPY
TO BE BACK WITH YOU!**

H. K. ...
(WATCH FOR FURTHER ANNOUNCEMENT)

TRUE DESIGN

True design gives years of satisfied service. The Mills Empress is not just beautiful for today, but beautiful for tomorrow, next year, and the years after that. It is already recognized as the "Five Year Phonograph" by most alert operators. It is not overdone in appearance; its appeal is designed for the "long pull." Locations like it more and more as time passes because its beauty grows and is enriched by the passing of time. Look at the dollars you invest in music — think of tomorrow and the years ahead — choose Empress and be safe!

MILLS NEW EMPRESS

*See It At Your Distributor's



Now Delivering . . .

in any quantity . . . Our new Remote Selector Wall and Bar Box as used with Mills Empress.

George Ponser

519 West 47th Street, New York
11-15 E. Runyon St., Newark, N. J.
1001 E. Fayette St., Syracuse, N. Y.
788 Broadway, Albany, New York



4 TIMES
THE ACTUAL PROFIT
of any other game
made . . . That's
KEENEY'S
ANTI-AIRCRAFT
MACHINE GUN

Yet it costs less!
PROVEN PERFECT IN
PERFORMANCE!
WRITE WIRE for Details
—Easy Payment Plan!

Exclusive Distributors for New York, New Jersey and Connecticut



Keeney's "POSITIVE PERFORMANCE" Wall Box System. Adjustable for all makes and models! Eliminates replacements of phonographs! **WRITE FOR FULL DETAILS AND TIME PAYMENT PLAN!**

SIMON SALES, 437 West 42nd Street, N. Y. C.

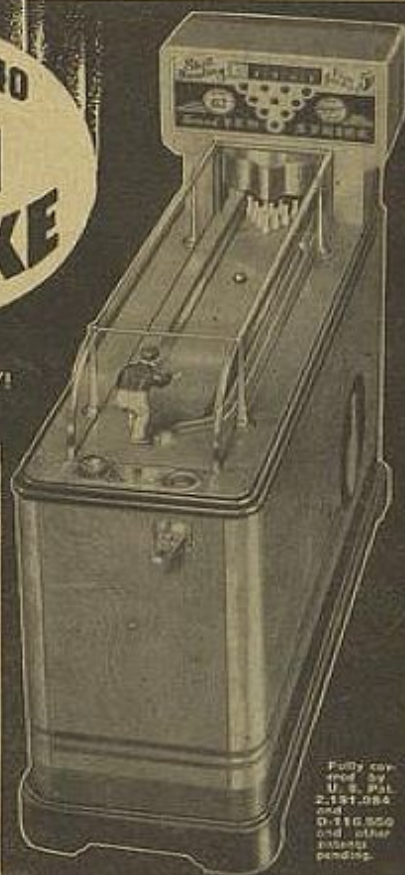
OPPOSITE
LINCOLN
TUNNEL

EVANS' 1940
TEN
STRIKE

- ★ MORE ACTION!
- ★ GREATER ACCURACY!
- ★ HIGHER SCORES!

BEATS 'EM ALL . . .
BEYOND COMPARE!

Refined! — Improved! — Speeded up with unbelievable fast action and high scoring — absolutely straight-shooting shock-proof manikin. More skill, strikes and spares galore! In every way, Evans' new 1940 **TEN STRIKE** positively out-classes every game that ever tried to rival it! Patented features proven by many months' actual location use . . . Evans' **TEN STRIKE** is a profit producer that no game can equal!



Fully covered by U. S. Pat. 2,191,084 and D-116,559 and other patents pending.

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

Bally's MASCOT

COMBINES 3 GREATEST MONEY MAKING FEATURES . . .

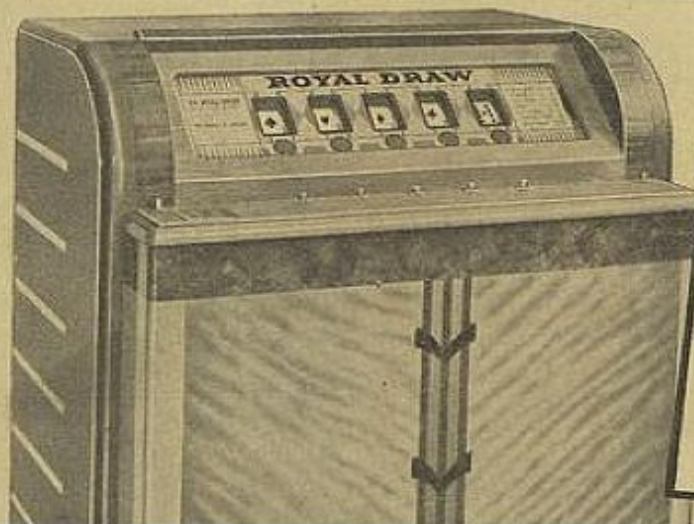
FUTURITY AWARD! Light ALL 15 numbers and receive 1 free game for each 1,000 already scored

HIGH SCORE! Each bumper scores 1,000!

MYSTERY! Hit No. 11 and light a MASCOT symbol on backboard. Then bumper 6, 7, 8, 9 or 10—depending on which symbol is lit—scores 1 free game per hit. Symbols light on mystery basis.



Plenty of "brag-about-it" high-score appeal
Plenty of "win-on-last-ball" appeal in the Futurity Awards! Plus a dash of skill-controlled mystery in the way Mascot Symbols light up! No wonder MASCOT is now smashing all novelty collections—earning profits that haven't been seen in the industry since the days of Bumper! Get your share of the big Mascot money—order Mascot today!



ROYAL DRAW

Here's the fastest money-maker in the bell or console class. Operators' reports prove you can **DOUBLE OR TRIPLE YOUR COLLECTIONS** in bell spots with **ROYAL DRAW**—because **ROYAL DRAW** appeals to regular bell players—and also gets big play from folks who never played bells before, but are fascinated by the **POKER** appeal and uncanny **HOLD & DRAW** feature. Don't be satisfied with "usual" profits—get **BIG MONEY** with **ROYAL DRAW!**

NICKEL OR QUARTER PLAY, PAYOUT OR TICKET

BALLY MANUFACTURING COMPANY 2640 BELMONT AVENUE
CHICAGO - ILLINOIS

SEE THE
1940

ROCK-OLA *Luxury Lightup* PHONOGRAPHS

AT DISTRIBUTOR SHOWROOMS IN THESE CITIES

ALBANY, New York

Squire Amusements of Albany
101-109 Broadway
(Tel. 5-4791)

ATLANTA, Georgia

Edgar I. Woodfin
11 Central Ave.
(Tel. Main 4601)

BALTIMORE, Maryland

The Hub Enterprises
606-608 West Franklin Street
(Tel. Vernon 8111)

BILOXI, Mississippi

United Novelty Company
101 West Howard Avenue
(Tel. 101-102)

BIRMINGHAM, Alabama

Birmingham Vending Company
1117 Third Avenue, North
(Tel. 3-5183)

BLITHEVILLE, Arkansas

O. M. Morgan
421 Madison Street

BOSTON, Massachusetts

Supreme Amusement Co. of New
England, Inc.
1012 Commonwealth Avenue
(Tel. Longwood 7264)

BUFFALO, New York

Rex Amusement Company
1243 Main Street
(Tel. Garfield 7780)

BUTTE, Montana

H. B. Brinck
825 East Front Street
(Tel. 6726)

CHARLESTON, West Virginia

R. M. Bender Distributing Co.
251 Bailey Ave.
(Tel. 36-817, 74-949)

CHICAGO, Illinois

National Coin Machine Exchange
1811 Diversey Parkway
(Tel. Beck 6466)

CINCINNATI, Ohio

Herbert Hill Distributing Co.
39 E. 13th Street

CLEVELAND, Ohio

Ait Nagel
2923 Prospect Avenue
(Prospect 4551-2)

DALLAS, Texas

Fisher Brown
2106 S. Harwood Street
(Tel. 4-6131)

DENVER, Colorado

Denver Distributing Company
1856 Arapahoe Street
(Tel. Cherry 4800)

DES MOINES, Iowa

A. A. Becker
609 14th Street
(Tel. 7-4051)

DETROIT, Michigan

Sauve Music Company
3002 Grand River Avenue
(Temple 2-5788)

ELGIN, Illinois

Elgin Music & Novelty
112 S. Grove Avenue
(Tel. Elgin 884)

FARGO, North Dakota

Frank D. Gruenzner
781 7th Street, North
(Tel. 8818)

FLINT, Michigan

George J. Miller
322 Delta Street
(Tel. 2-3473)

GARY, Indiana

J. P. Kramer
416 Grant Street
(Tel. Gary 23036)

HOUSTON, Texas

Stelle and Horton
1513 Louisiana Street
(Tel. Fairfax 4096)

INDIANAPOLIS, Indiana

Frank Wixel
456 Massachusetts Avenue
(Tel. Lincoln 0922)

JACKSON, Ohio

Summers Sales Company
375 East Main Street
(Tel. 22)

JOPLIN, Missouri

Barton's Automatic Supply
1019 Main Street
(Tel. Joplin 617)

KALAMAZOO, Michigan

King Pin Games Company
856 Mills Street
(Tel. 4014)

KANKAKEE, Illinois

Goussel Sales Company
444 South Schuyler Avenue
(Tel. Main 360)

KANSAS CITY, Missouri

United Amusement Company
7410 Main Street
(Tel. Valentine 5825)

KENTON, Ohio

Trenton Bridge
415 North Cherry Street
(Tel. 9560)

KNOXVILLE, Tennessee

Carl E. Palmer
945 Midway Ave.
(Tel. 2-5949)

LITTLE ROCK, Arkansas

Standard Automatic Music Co.
1200 W. 7th Street
(Tel. 405-84-7924-23409)

LOS ANGELES, California

Jean J. Minthorne
9920 W. Pico Boulevard
(Tel. Parkway 1179)

LOUISVILLE, Kentucky

Carl A. Hooper
347-549-551 S. 2nd
(Tel. Wabash 4003-Belmont 2409)

MEMPHIS, Tennessee

Earl Montgomery
1024 Union Avenue
(Tel. 2-1700)

MILWAUKEE, Wisconsin

Badger Novelty Company
2546 North 10th Street
(Tel. Kilbourn 3030)

MOLINE, Illinois

N. A. Montie
1109 Fifth Avenue
(Tel. Motine 3916)

MONTREAL, Quebec, Canada

Mortimer Sales Company
1269 Amherst Street
(Tel. Amherst 1400)

NASHVILLE, Tennessee

H. G. Payne Company
314 Broadway
(Tel. 6-4545)

NEW ORLEANS, Louisiana

Louisiana Amusement Company
822 Carondelet Street
(Raymond 1770)

NEW YORK, New York

Interstate Coin Mach. Sales Corp.
248 W. 55th Street
(Tel. Circle 7-6420-1)

OAKLAND, California

Northern Distributing Co.
198 E. 14th Street
(Tel. Twin Oaks 3634-3579)

OKLAHOMA CITY, Okla.

Mid-West Novelty Sales Co.
2 N. E. 14th St.

OMAHA, Nebraska

Calamia Distributing Company
714 S. 13th Street
(Tel. JA 2310)

ORLANDO, Florida

Warren Fitch
343 West Central Avenue

PHILADELPHIA, Pennsylvania

Keystone Vending Company
1421-25 Spring Garden Street
(Tel. Stevenson 1450-Race 2379)

PHOENIX, Arizona

Bennett's Music Company
516 West Washington Street
(Tel. 7-2450)

PITTSBURGH, Pennsylvania

B. D. Lazar Company
1635 Fifth Avenue
(Tel. Grant 7818)

PORTLAND, Oregon

Coast Amusement Company
1932 West Burnside
(Tel. Broadway 1517)

RENO, Nevada

Nevada Novelty Co.
205 East 2nd Street

ROANOKE, Virginia

D. M. Wertz
1930 Auburn Ave.

ROCKLAND, Maine

Maine Automatic Service
44 Park Street
(Tel. 655)

SAGINAW, Michigan

Edward Heinz
835 East Genesee Avenue
(Tel. 2-7532-3-1159)

ST. LOUIS, Missouri

Ideal Novelty Company
1518 Market Street
(Tel. Garfield 0072)

ST. PAUL, Minnesota

La Beau Novelty Sales Co.
1946 University Avenue
(Tel. Nestor 2026)

SALT LAKE CITY, Utah

J. H. Rutter
71 S. 4th Street East
(Tel. Waioach 2382)

SAN ANTONIO, Texas

United Amusement Company
310 South Alamo Street
(Cathedral 1431)

SAN DIEGO, California

A. J. Fox Company
235 West F Street
(Tel. Franklin 6497)

SAN FRANCISCO, California

Rex Vending Company
759 Ellis Street

SEATTLE, Washington

Northwest Sales, Inc.
1144 Ellipse Avenue
(Tel. Garfield 0460)

SIOUX FALLS, South Dakota

Gordon Stout
1135 West 10th Street
(Tel. 7839W)

SPOKANE, Washington

Standard Sales Company
171-173 South Post Street
(Tel. Main 4904)

SYRACUSE, New York

Rex Amusement Company
710 South Salina Street
(Tel. 2-3692)

TORONTO, Ontario, Canada

Baldwin International, Ltd.
620 King Street, West
(Tel. Adelaide 1795-6)

TULSA, Oklahoma

Mid-West Novelty Sales Company
404 West First Street

WASHINGTON, D. C.

The Hub Enterprises
7312 Georgia Ave.
(Tel. Randolph 9739)

WICHITA, Kansas

Marion Company
362 West Douglas,
(Tel. 3-9458)

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