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CARMEN
LOMBARDO

Featured With

Guy Lombardo

And His Royal Canadians

Direction:

Music Corporation of
America

Maurice Seykora
Chicago

G. L. P.

Number of Indie Dealers Dropping Singles on Rise

Variety of Reasons Cited Include Price, Excess Product & Regional Fluctuations

NEW YORK — What's wrong with the singles business? Lights have burned far into the night in many diskery offices as execs have tried to figure it all out. But the stark facts of the matter may be deceptively simple, to wit, more and more old line record stores are giving up singles, despite the increase in the number of outlets through racks, department stores, etc.

Calls made on behalf of Billboard Music Week's research department to stores in many cities, checking on the state of the business, revealed that a number of dealers have recently thrown in the towel on singles for a variety of reasons.

One objection stressed by dealers is the simple fact that there are too many singles today. Yet the paradox is, according to these sources, that "unless you stock the titles in depth—at least 50 or more—the single buyers won't patronize your store. They like to browse through a flock of them."

Highly Perishable
The perishable nature of the product is often mentioned as another hang-up in handling singles. It has been noted that singles today have developed a tendency toward regionality (BMW, September 25). This means that what's selling in Detroit may be virtually unknown in other major markets.

Sound Albums From Columbia

NEW YORK — Columbia Records is quietly starting a sound "line" as part of its regular pop album releases. So far four sets have been issued, with a special vari-view cutout (a plastic insert that moves when you look at it) on the cover. The albums are "African Percussion" with Olutunji; "Voices in Motion" conducted by Si Rady; "Rhythm in Motion" with Johnny Williams Ork; and "Stage Left-Stage Right" with Jack Pili and his ork.

Unlike Victor, which issued its Stereophonic Action sound line separately from its regular releases, and in a special de luxe package, Columbia is releasing its sound sets with its regular album output. The four Columbia sound sets are also released in monaural. Columbia is considering issuing future sound packages in a special series, but no decision has yet been made.

It has been brought out that the pattern of hitdom often takes on a sort of leap-frog character, in that the hit status jumps from one city to another across the land.

Yet, when a disk becomes a hit in one city it may have already passed its high point in another area. Thus, in some cases—particularly with so many new records constantly vying for the top spot—a disk may remain in hit status only for a week or 10 days in a given market.

"With this kind of situation, and having to keep your eye on dozens and dozens of records on as many labels, you have a terrible time having the right stuff in stock"

(Continued on page 21)

N. Y. Dealers Counter Discounters; New Caslons, Orlons, Velvets Hot

NEW YORK—The singles business in the New York area was only so-so last week, with many dealers still complaining about price cutting on singles by discount houses.

However, some dealers claimed that the practice was booming among the discounters. As they see it, when a buyer finds out he can't get the exact record he wants at the cut-price, he doesn't go back.

In line with this, one retailer—who sells at list price—said he is in the neighborhood with Woolworth and an Alexander chain store, but that he is successfully bucking them because he carries a complete stock and always has a record when the kids want it.

Another dealer said the best way he has found to compete with price cutting on albums is to stock up on the entire LP catalogs of the big companies. In order to do this he buys nominally, but spreads it out, and has a truck go out and pick up merchandise every day.

Hot Rock

Rock and roll groups showed up strongly among the newer singles released reported as hot last week by dealers here according to a BMW survey. Action was reported on the following: "Anniversary of Love" by the Caslons on Secco; "I'll Be True" by the Orlons on Cameo; "The Closer You Are" by the Magnificent Four on Whale; "For Sentimental Reasons" by the Clefones on Gee; "I Really Love You" by the Stereos on Cub; "Look in My Eyes" by the Chantels on Carlton; "Laugh" by the Velvets on Monument, and "Song of the

RSI Supplying 812 Air Stations With 6 Services

NEW YORK — Record Source, Inc. (RSI), now has 812 stations buying one or more services from the firm. About 95 per cent of the industry is supplying product to co-operate with RSI. The firm services stations with top new releases, both singles and LP's each week, as selected by the Record Review Panel of Billboard Music Week.

There are six services in all. These include three different sized services, one drawn from the "Hot 100," "Easy Listening" and Country and Western. These are weekly services. There are three monthly album services, covering pop, classical and jazz. RSI also provides three album catalog services, namely Easy Listening-Instrumental, Classical, and Children's. The album services, with the exception of children's—are available in monaural and stereo.

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The biggest seller by a solo artist among the new releases here was

(Continued on page 21)

BIO FLICKS

Hollyw'd Going Down Memory Lane With Many Vocal Artists

NEW YORK—Nostalgia and a flock of oddies will be spotlighted by Hollywood during the coming months, and several musical movie biographies on the shooting schedule.

The lineup includes bio-films on the lives of Edith Piaf, Maurice Chevalier, the late Mario Lanza, and Belle Baker.

Warner Bros. will produce the Piaf story, with Leslie Caron playing the "Little Sparrow." Elvis Presley is scheduled for the title role in MGM's "The Hank Williams Story." Chevalier will play himself in his life story, with two other actors portraying him as a young man and a boy. Shirley Maclaine may play Mistinguette,

E. B. Marks Returns to Musical B'way With 'Kicks & Co.' Score

NEW YORK—Edward B. Marks Music Corporation is moving strongly back into the show field. Herbert Marks, president of the firm, announced the acquisition of the score of the upcoming Broadway musical, "Kicks & Co.," by Oscar Brown Jr., starring Burgess Meredith. Marks is also publishing the score of "The Connection" and is negotiating for the score of another off-Broadway property. Marks' renewed activity in the show field is going forward under the direction of Arnold Shaw, general professional manager.

D. C. Jazz Fest Has the Whole World in Hand

WASHINGTON—A new wrinkle in jazz festivals is being planned for next spring in Washington, "The First International Jazz Festival." The planned series of concerts will explore the "entire spectrum of jazz music," will run several days and will include performances by jazz greats. The jamboree is being sponsored by the President's Music Committee under chairmanship of Mrs. J. Bennett Shaw.

In addition, a jazz ballet and dance, a children's concert and a chamber music concert are planned. Compositions by leading jazz composers commissioned by Broadcast Music, Inc., will be premiered during the festival. By way of lively garnish, there will be displays of jazz memorabilia, original manu-

(Continued on page 21)

Edward B. Marks Music Corporation, now 67 years old, has handed noted show scores during its history, for the firm's founder, Edward B., was active on the theatrical scene. One of his early acquisitions was the score to the Rodgers-Hart "Garrick Gaities," and works of Lehár, Emmerich Kalman, Robert Stolz, etc.

"Kicks & Co." is scheduled for a Chicago opening October 7 at the new Arie Crown Theater, where it will stay for six weeks; then to New York. The show, capitalized at \$400,000, is produced by Dr. Burt D'Luigoff and Robert Barron Nemiroff, writers of "Cindy, Oh Cindy," published several years ago by Marks. Nemiroff, the husband of Lorraine Hansberry, author of "Raisin in the Sun," collaborated on the book of "Kicks." Brown is also a performer who has a Columbia album—"Sin & Soul"—on the market, and has won critical kudos for his nitery appearances.

The Marks deal includes not only the songs in "Kicks" but also most of the copyrights in "Sin & Soul" and a half dozen other Brown compositions. The firm plans to publish a folio of his work.

"Kicks," as a result of its advance audition on the Garroway TV show, garnered national press coverage months prior to its going into rehearsal.

Of the 16 songs in "Kicks" Marks is immediately putting into print "Mr. Kicks," "Love Is Like a New-Born Child," "Ernest's Theme," "Hazel's Hips" and "A Worldful of Grey."

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HIT or FLOP?...

Which of the almost 200 new records released weekly will be tomorrow's best sellers—

THE TIP-OFF!...

Billboard Music Week's regular feature

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Each new release is auditioned by a panel of experienced music critics.

Each record is given a rating as to its potential of becoming a "best seller."

Those with top ratings are fully described listing label, artists and exceptional merits of composition and delivery.

PAN-AM BAND SOLIDARITY

Revitalized Luna at N. Y. Coney "Good Neighbor" Policy To Aid Orks, Singers, Tunes; Opening Of Wide Field Seen in Americas

By HAROLD HUMPHREY

NEW YORK, May 31.—A revitalized "Luna Park World's Fair of 1941" opened on Thursday with a stampede of natives of all ages ushering in the holiday period. Thousands of tickets good for 21 attractions were sold at \$1 apiece for the preem's "Shoot the Works for Britain" Day, benefit of British War Relief Society, which received minimum of 40 per cent on tickets sold. With the gate being free, it's difficult to judge what attendance might otherwise have been, but pay attractions, mostly rides, led steady business. British Relief pastebards helped, of course. The rush which prevailed over most key points of Coney Island led showmen and concessionaires to believe that "This Is the Year." With the World's Fair out of the way and more money visibly around, it could be.

Top touted attraction is "Stars on Ice," produced by Albert Johnson, who did such a magnificent job at Flushing with "American Juggler." It didn't open on Thursday, but was to get under way by Saturday, although it will take about a week for the production to be in shipshape. Building used adjoins the Mile Sky Chaser and is plenty spacious, capable of accommodating about 2,400 in three sets of bleacher seats. Arena is square and cooled by pipes beneath the floor. Pavilion is decorated with giant bunting in green and white and roof is also to be covered. Catherine Littlefield staged the ice and dance numbers and Irvin Grahn wrote the score. In the cast are Anne Haroldson, figure skater; Georg Van Birgelen, acro-stiltist; Imogen Carpenter, vocalist; Bob Kennedy, baritone; Gordon Leary and Marion Flagg, ballroom skaters; Sam Barton, skating comic; Ellen May, Mia Francis, Edith Vincent, Helen Taylor, Ann Hurt, and Fred Sears. Show girls are also plentiful. It's a combination of ice and stage

numbers and will be reviewed later. Johnson and his colleagues think they can bear Coney's five-and-dime grade this year by asking 44 cents and are even contemplating 75-cent reserves, but that's in the "if" category. Four (See C. I. LUNA OPENS on page 30)

No-Gas Sundays, Less Power Idea Scares Show Biz

WASHINGTON, May 31.—The statement by Secretary of the Interior Harold Ickes Thursday (29) that gasoline-less Sundays may be necessary shortly because of the needed conservation of resources to further the defense program is giving all branches of the amusement field the shudders.

The Ickes statement also dwelt upon the fact that electricity may also be conserved. "It's more important to make aluminum than to play night baseball." Gasoline-less Sundays, resort and roadhouse operators fear, will put the majority of them out of business, since the bulk of their revenues are gotten over the week-end. Business in metropolitan centers would also suffer with the conservation of electricity.

Theater ops fear that juke would be restricted, and lavish marquee displays would have to be dimmed. Those with their own power plants will bump into the difficulty of getting coal and oil with which to generate the power.

There is, however, one argument that may save off too great a curtailment of the amusement industry. Trade circles are ready to fight on the grounds that a complete curtailment of amusements will dangerously affect the morale of the civilian population.

Proser's Dance Carnival Really Colossal; Biggest Dance Floor, 3 Swing Orks, Pop Prices, Color

NEW YORK, May 31.—Monte Proser's Dance Carnival opened its 100-day run at Madison Square Garden last night and it shapes up as an attractive physical layout, well advertised and publicized, with excellent name band music at top prices—a venture that will probably do big week-end business and pull a lot of curiosity crowds. Beyond that, it's anybody's guess. The place is too vast, and coming on the heels of the flop of the Florida Danceteria, the closest similar experiment, we wonder. On the other hand, two summers of World's Fair here has accustomed a lot of local and out-of-town people to enjoy super super shows—and Proser's show will be the summer's biggest spec in town.

Proser's group reportedly put up \$100,000 to remodel the Garden, with the remodeling being sectional and ready for dismantling and being carried to other arenas. Even the 20 miles of two-inch wooden flooring can be cut up and moved at only 20 per cent loss. A cooling system, at a reported cost of \$50,000, has been installed.

Ten thousand people can be handled at one time, 4,000 in spectator seats, 5,000 dancers on the floor, and 1,500 diners at the several cafes and bars (no alcohol served). It is reported that Proser has to gross from \$3,000 to \$5,000 a day to clear his nut, which includes three name bands, nine press agents, and scores of service and other employees.

The preview (a benefit for British and Greek war relief) Thursday night re-

NEW YORK, May 31.—Ironic as it may seem, the current all-out warfare in Europe is handing American pop music and musicians one of the biggest pluses in their history. And indirectly, President Roosevelt's "chat" Tuesday eve (27), in which he made the countries of the Western Hemisphere one big family, laid down the lines of expansion and trends which this hype to U. S. dissemination will follow. The music, singing, and personalities of the Goodmans, Crobys, Lombardos, and Andrews will be known and heard from Chile and Argentina to Eskimoland, and it will all be a part of the inter-American campaign for solidarity now being led by the U. S.

Name artists will naturally cop off the first benefits of this musical blitz pointed toward the countries below the Rio Grande. Many of them have already staked out sizable reps in that portion of the hemisphere thru distribution of short-wave air time, movies, and records. But the future which is being outlined in this musical field of fusion by Nelson Rockefeller's Committee of Commercial and Cultural Relations Between the American Republics has long-range plans for the eventual inter-change of many artists to and from the Latin and South American countries. If the Pan-American project is to succeed.

Reason for our pop music getting such important attention now in connection with Pan-American relations is summed up this way by one official government spokesman: "One Yankee musician in far-off Uruguay playing a tune which tickles the natives there is worth a flock of trade agreements about which both sides are suspicious." Others have added their philosophical bits, pointing out that no language has to be understood

to appreciate a foreign song. A Peruvian can be "sent" by Bing Crosby even if he doesn't say the words. No one is trying to sell anything (at least not directly) when *Intermezzo* is tapped out on the piano.

The U. S. is in a hurry to put its hemisphere in order, and it's going to do it to the theme of *Music Goes 'Round and 'Round*. Rockefeller's Committee on Cultural Relations is the behind-the- (See Hands Across the Canal on page 9)

Trenton Area Booms Due to 22,000 at Ft. Dix

TRENTON, N. J., May 31.—Theatrical boom is being experienced here because of the 22,000 soldiers in suburban Fort Dix and also the national defense program creating an industrial boom in the territory. Bob Carney, comic, and Mary Joyce (Mrs. Carney), dancer, both standard burly names, on Wednesday (28) opened their Birmingham Inn at Pemberton, six miles from Fort Dix. In addition to the Carnays, floorshows booked by Jolly Joyce out of Philadelphia are featured, initial revue including Gallagher and Bush, the Supreme Gymnasts, Ralph Brown, Joan Arlen, and Three Musical Riffs.

Frank Palumbo, Philadelphia nitery op, is another readying a new nitery near the camp. Moreover, standard spots around town are all adding floor talent. Until now, Jack & Bob was the only nitery using floor talent all year round. Leghorn Farms has set Bernie Landis, of Philadelphia, to bring in floorshows. P. H. Catana's Log Cabin at Washington Crossing adds shows to play on Wednesdays, Fridays, Saturdays, and Sundays.

Midway Inn at Morrisville, Club Condado, and Harry A. Tisue's Brookside Inn, have added week-end shows. Fact that territory has benefits of an open Sunday is also instrumental in building up the talent budget. And in view of the traffic to the encampment, other clubs may add Sunday cocktail floorshows.

Victory Theater opened Memorial Day (30) with burly stock produced by Allen Gilbert.

S. A. Dance Survey

RIO DE JANEIRO, May 24.—Michael Miller, of the Arthur Murray dance studios, has been here looking over various types of Brazilian dances which he plans on introducing in the States. Of all the Brazilian dances, the Samba is the most popular in dances and night clubs. Miller returned to New York on the S. S. Uruguay last week.

Calif. Club Bill Vetoed

SACRAMENTO, Calif., May 31.—Governor Olson has vetoed a bill passed by the California Legislature which would have permitted liquor licenses to sublet parts of their establishments for food concessions. Introduced by Assemblyman Earl Diamond, of Sacramento, the bill was backed by many cafe, cabaret, and night club owners who have been trying to eliminate the legal requirement that food must be served wherever liquor is dispensed.

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revealed that the "60-foot splashing cave waterfall framed in rock-garden and foliage" was only a mild technicolor trick and that the "60 square feet of tailor-made sky" (star studded silk blue net) was transparent, revealing the ceiling equipment. Proper lighting will fix that up. However, considering that the Garden's last special event was only five days previous to the preview, the remodeling job is something terrific.

Despite these two defects, the Garden is something to see and wonder at. The

NEW YORK, May 31.—Proser's Dance Carnival at Madison Square Garden drew 12,000 people at 80 cents opening night (Decoration Day) for a gross of \$10,560. The crowd was so unexpected that the bars ran out of drinks.

The management can cover its nut with the food and drinks profit as gravy. The Garden is running newspaper ads Monday, featuring a letter by Billy Rose, praising the Garden policy and lamenting the fact that he hasn't got a piece of the enterprise.

coloring (entire decor by Clark Robinson) is in slick Copacabana style and very attractive. The eight 77-foot palm-trees are beautiful, the banks of artificial flowers add a dash of color, and the striped brightly colored awnings, tables (See PROSER'S CARNIVAL on page 16)

ARMY DATES TO PAYOFF

Citizens Committee To Work With \$500,000 Budget for Camp Shows

Mobile unit idea being mulled by army—committee says performers will be paid—Harry Delmar to head Central Booking Agency for Camp Attractions

NEW YORK, May 31.—Army entertainment has been put on a paying basis. The War Department has approved seven mobile units carrying vaude shows into army encampments and naval bases throughout the country. At a meeting Thursday (29) at Fort Dix of morale officers of the War Department, the commander of the Second Corps Area and keymen of the Citizens' Committee for the Army and Navy, Inc., plans were formulated for U. S. motor camp shows, as tried out by Billy Rose at Fort Dix last Wednesday (28). Caravan is scheduled to start rolling in each of the seven corps areas in the United States June 9, with the same type of show Rose experimented with for the War Department at the Fort Dix try-out. (Details elsewhere in this issue.) Talent at that show consisted of Bill Robinson, Milton Berle, Pini D'Orsay, Jane Froman, and Ginger Harmon, who put the show on free.

In the permanent company, however, all performers will be paid, except top-name performers and film personalities who give glamorous appeal to the shows. All entertainment will be put on by the Citizens' Committee with the approval of the War Department. Committee will operate from a budget of \$500,000, which is being turned over to them by the United Service Organizations.

Lawrence Phillips, executive director of the committee, said that no one will be paid below the existing union scales. This angle is being worked out by union representatives who are serving on this committee, including Emily Holt (AFRA), Edward Arnold (IAG), Bert Lytell (Equity), Noble Sussie (Negro Actors' Guild), and Gene Buck (ASCAP). Vinton Freedley is head of the theatrical section of the committee.

Booking of talent will start this week. (See Army Dates to Payoff on page 27)

CARMEN LOMBARDO

(This Week's Cover Subject)

CARMEN is the "crown prince" of the royal Lombardo family. Second oldest of the four brothers, he also holds the reputation of being the most serious and as a result—a very hard worker. His duties with the band include composing, arranging, singing, and leading of the sax and clarinet. In some of the band's arrangements Carmen still blows a few notes on his flute, the first instrument he played.

Born in London, Ont., the Lombardo home, Carmen was in at the building of the "Royal Canadians" band and had already become an integral part of the organization when it crossed the border into the United States in 1924. His vocalizing soon became a trademark on the band's recordings and air shows.

As a composer Carmen has had many hits chalked up under his name, among them "Little Lady Make Believe," "Confucius Say," and "Sweethearts on Parade." He has also proved himself an astute picker of hit numbers, with the result that the band has introduced many songs which have gone up the heights to hitdom and identified the Lombardo band with them.

Two Offices of The Billboard Have Same Street Address

LOS ANGELES, May 31.—The Billboard now has two offices with the same street address. The St. Louis office is located at Eighth and Olive and so is the newly opened Los Angeles office. St. Louis office is located at 300 Arcade Building and the Los Angeles office at 823 Commercial Exchange Building.

New AGVA Philly Heads Hear State Anti-Benefit Plan

PHILADELPHIA, May 31.—Dick Mayo, executive secretary of AGVA here, introduced the local's new officers and board of directors to officials of the State Department of Labor, Entertainment Managers' Association, and the press at a luncheon Tuesday (27) at Club Ball. Jimmy Walker is the new presy, winning over Al Bea.

Other officers chosen were Bob Mack, first vice-president; Frankie Schluth, second vice-president; Dick Thomas, third vice-president; Gus Howard, fourth vice-president; Sid Raymond, fifth vice-president; Leonora Jaxson, recording secretary; and Shandor Clarke, treasurer. New board members are Joe Alton, Tom Cosmo, Billy DeMayo, Billy Eton, Dick Jones, Allen Mayo, Mary Snyder, Eddie Montgomery, Tom Osborne, John Patchen, Dave Stratton, and Betty Saunders.

It was announced that the State Department of Labor and Industry is helping to stamp out the benefit racket, especially on the part of politicians high-pressure night club owners to supply floorshows free. As a result, all benefits hereafter will have to clear thru Anthony C. Sharkey, department representative in charge of licensing agents.

NEW YORK, May 31.—At the Center Theater, playing *It Happens on Ice*, badminton tournaments on skates are played by members of the cast between shows. Game is played on a regulation size court, 44 feet long, marked out on the ice stage. Later it is planned to include the tournaments in the nine regular weekly performances of the show.

Possibilities

TRADE SERVICE OFFICE
CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For FILMS

VAUGHN MONROE AND HIS ORCHESTRA—band that, in less than a year, has attained name classification thru records and air time. Made its Broadway debut last week at the Paramount, New York, proving a solid, smooth swing aggregation. Monroe's excellent appearance combines with a romantic singing voice, and further aid is given by Marilyn Duke, who drives across a song with plenty of lift and vocal ability. Band is already a younger generation favorite, having been voted their top and-coming band in *The Billboard's* 1941 College Poll. By the fall the outfit should be a natural for a film.

For LEGIT MUSICAL

GEORGES DANILLO AND JEAN DAMARAS—team now heading the floorshow at the Moulin Rouge, New York night spot. Danilo, formerly a French musical comedy feature and active in vaude and clubs here, is back after a three-year retirement, doing fine novelty ballroom dancing with Miss Damaras, who is both able and lovely. Danilo also sings French and English tunes in a peppy style. His versatility (he can also read lines) should make him, together with his partner, a natural for a legit musical. Also recommended for vaude and hotel spots.

For VAUDE

THE BILLINGTONS—youthful and personable tap team now at Leon & Eddie's, New York night spot. Stand out with diversified and excellent catalog of routines which, combined with their excellent manner of presentation, would make them an easy click in vaude or a bandshow presentation, with legit musicals also a possibility.

Mich. Beats Dry-Sunday Bill

LANSING, Mich., May 31.—A bill to prohibit the sale of beer on Sunday in Michigan was promptly killed Thursday by the House of Representatives by a 49 to 43 vote. Already passed by the Senate, where it originated, the measure had been released by the House liquor committee earlier in the day.

Present State regulations provide that no hard liquor sales may be made on Sunday, but beer and wines may be sold from noon until midnight.

Thru Sugar's Domino
Overlong Plugs
Killing Radio;
An Actor's Club

ABOUT three years ago this pillar let out a squawk about overlong commercial plugs on the air. Various reasons can be advanced for passing over the subject until now. One of these is the paucity of opportunities to listen in on air programs for a sustained period. Several weeks ago, however, the learned medics ordered us to bed for a spell and we "revealed" in the overrated pleasure of listening almost continuously to daytime and nighttime programs, network and local, and of every description from excellent to tolerable and to the far greater mass of moronic rancidness. We hope there will be few opportunities afforded to again keep our ears cocked to a loud-speaker for hours upon hours, but we have tried, at least, to make the best of the ordeal thru which we had gone.

We thought we would find the answer in various reference works published by and for the radio industry. The answer, that is, to the question of what the industry is doing to keep commercial plugs or commercial copy, as it is referred to in the trade, within the bounds of reason and good taste. The unattractive answer is that the National Association of Broadcasters provides for plug limitations in its code, adopted October 1, 1939. The NAB provisions decree a limit of two minutes on five-minute daytime programs and this runs up to a limit of nine minutes on 60-minute daytime programs.

Lack of space prohibits us from printing the entire schedule, but we are willing to concede that the NAB provisions are liberal enough for the sponsor and fair to the firm selling merchandise as well as to the unoffending (and frequently offended) listener. But here is a case startlingly similar to the Hays office code for films. Both look good on paper and read well in the hands of reformers; neither are carried out in the exhibition of films and in the airing of programs.

During our private listening experiment we did not concern ourselves with the consideration of whether the offending stations were members of the NAB. It is safe to assume that most of them were and are still members in good standing of Neville Miller's organization. To listeners, who decide who are the stars of the air lanes and who provide the cash that makes it possible for sponsors to buy time and lay something aside for a rainy day, it matters little whether a program that is dominated by nauseatingly long and moronically extravagant plugs is aired by an NAB station. Radio gets a black eye from stupid handling of plugs regardless.

The trouble with the NAB Code provisions on commercial copy, even assuming that compliance is far more than universal than we claim, is that it has enough loopholes to permit a sponsor to do practically anything he desires that violates the spirit if not the letter of the code. In *Radio Daily's* Annual exceptions to the time limitations are listed as follows: "The above limitations do not apply to participation programs, announcement programs, musical clocks, shoppers' guides and local programs fall." (See SUGAR'S DOMINO on page 23)

SPECIAL PRINTED ROLL OR MACHINE	100,000	70¢ \$20.00	ELLIOTT TICKET CO.	RESERVED SEAT—PAD—STRIP COUPON BOOKS—RESTAURANT CHECKS—SALES BOOKS AND ALL ALLIED FORMS	409 LAFAYETTE ST., N. Y. C. 32 W. WASHINGTON ST., Chicago. 615 CHESTNUT ST., Phila.

• The Billboard • The World's Foremost Amusement Weekly • Published at Cincinnati, Ohio, U. S. A. •

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Member of Audit Bureau of Circulation.

GEORGE SPELVIN Patrols the

BROADWAY BEAT

THINGS That Make You Like the Theater: When *The Doctor's Dilemma* played a special matinee for the Stage Relief Fund recently, Katharine Cornell played the box office a bit before curtain time—and, finding that there were still a number of orchestra seats unsold, she bought 50 of them with her own money and distributed them to old actors. . . . A startling number of Equity members are telling friends that this year they're casting votes in an Equity election for the first time, blasted out of their lethargy by Byron McGrath's article in *Equity Magazine*. All of the new votes that this column's spies have run into so far are being cast for the Independent Ticket. . . . Maybe it's a regular part of the show now, but it wasn't when *Panama Hattie* opened. At a recent matinee, while La Merman was singing a number in one, she carelessly backed into the drop—and then bounded about four feet into the air, letting out a yelp that interrupted the number, while Ned Marshall and the others on stage practically rolled into the footlights. . . . Reporters and columnists, regardless of how they feel on the general issue, looked pretty silly when, with varying overtones of praise and blame, they reported William Gaxton on the speaker's stand at the America First Rally at Madison Square Garden last Friday night (23). Last Friday night (23) William Gaxton was playing his leading role in *Louisiana Purchase* at the Imperial Theater—as the boys, if they'd had any sense, should have known. . . . The Broadway cats have a new way of indicating that a rival isn't as young as she used to be. "Dear Gladstone," they remark. "She's such a good actress. She'd be just perfect in *The Circle*."

AMUSING to those in the trade who were present was the participation of Leonard A. W. Joy, recording chief for Victor and Bluebird disks, in Sammy Kaye's "So You Want To Lead a Band" stunt at Frank Daley's Meadowbrook, Cedar Grove, N. J., one night last week. Stunt calls for two fellows and two girls to come out of the audience for a chorus at the helm of the Kaye band, and Joy fixed it with the band boys, without Kaye's knowledge, to hold one of the winning tickets. Sammy played straight when his waxing boss climbed on the podium, going thru the usual "where are you from and what do you do for a living, son?" routine. Fingers around the room got a howl when he claimed he was a paper salesman, declining to say, tho, what kind of paper. The waxworks biggie tried to break up the ork during his conducting stint, but the boys wouldn't follow him. After it was over Kaye gave out with Joy's identity, which resulted in Len's signing autographs for the rest of the night.

ADD Everything-Happens-to-a-Band-Opening-Night: Carl Hoff went on the air for the first time with his new dance band from Blue Gardens, Armonk, N. Y., on his debut there Friday (23), with Terry Sand, who was among the ringiders, having to sit in on the piano. Hoff's regular ivory hickler had been taken to the hospital with ptomaine poisoning an hour before. . . . Tommy Dorsey tells with much glee how, while touring around before coming into the Astor last week, he called George Mario, BMI professional manager, at 5 o'clock in the morning from some distant point and asked him how to finish a pinocchio hand—and also how he lost the hand after Mario, in his sleep, told him. . . . How-Brief-Is-Pame Dept.: The Post last week let a picture of Olive Brook, former top film name, go thru captioned "Olive Brook." . . . The same thing happens to present headlines, tho. A couple of days later *The World-Telly*, under a photo of Bill Powell and Victor Mature, spelled the names Dilliam Powell and Victor Nature. Perhaps, tho, the last wasn't a misprint; maybe *The World-Telly* wanted to dub the rush of dames for the Dixie Adams's Back-to-Nature movement. . . . Plenty of Broadwayites, taking a kid or two in tow, have been making the trip to the Bronx Zoo's new children's section. Last Sunday a young actor who's also a proud parent was overheard telling his cautiously skeptical offspring that he had to ride on a camel before he could ride on the ponies in another part of the zoo. "You can ride a pony anytime," he squawked, "but where have you ever been able to ride a camel before, huh?" . . . Admission to the kids' zoo is 15 cents for youngsters and 10 cents for adults—but no adult is allowed in unless accompanied by a child. A strapping young leading man stepped up to the ticket window Sunday and asked, "Is it okeh if I just pick up a kid on the grounds here, or do I have to have my own to get in?"

First Army Camp Caravan Scores Heavily at Fort Dix; Plays Three Shows From Trucks

FORT DIX, WRIGHTSTOWN, N. J., May 31.—First experimental caravan vaude show for army camps, which could be appropriately titled, "Billy Rose's Armycade," was tried out at this encampment of 22,000 soldiers Wednesday (28) for the benefit of the men in uniform, and for the morale departments of the Army and Navy as a test of future entertainment policy. Rose has been working with the Citizens' Committee of the Army and Navy, a civilian group organized for recreational and entertainment projects in camps, not provided for in the regular budget of the War Department. Committee, of which producer Vinto Freedley is head of the theatrical entertainment

chapter, has been at loggerheads over the type of entertainment the boys in uniform should be getting.

Rose took matters in hand for a one-time shot, to be expanded into a country-wide operation if it meets with the approval of the brass hats running the show on the outside and the Army Morale Department, which has the ultimate say on the inside. For the approximately 13,000 men in khaki who squatted on the grass in three separate contingents in three different sections of the camp, it was a staggering success. To the bus-load of newspaper men, photographers, dramatic critics, and observers that Rose conveyed to the camp from New York, it registered as a practical idea.

Citizens Committee's entertainment convoy, consisting of two 25-foot General Motors trucks converted into miniature stages 18 feet long and 10 feet deep, were set up with lighting equipment and sound apparatus in eight minutes. In line with Rose's general policy of having performers work away from the bandstand, the orchestra performed from one truck, and the performers from another, but both set at enough of an angle to make it compact. Trucks were leased for \$1 a year.

Performers and musicians would have found it impossible to work from one tallboard stage, but working on the two

(See *First Camp Caravan* on page 19)

AFRA To Protect Members In Artist Bureau Sales; Chains Pull in Horns; White Hearings

NEW YORK, May 31.—Following moves by the major chains to rid themselves of their artists bureau—a mode of streamlining calculated to better enable the chains to dodge the wrath of the Federal Communications Commission, the American Federation of Radio Artists this week took measures to safeguard the interests of its members. Emily Holt, AFRA exec, today stated that all AFRA members who were managed by the Columbia Artists' Bureau have received a registered letter stating that in the event the artists have any squawks or claims regarding their transfer to Music Corporation of America, said claims should be presented to AFRA by June 12. Mrs. Holt could not say what she would do about any claims, but she indicated that all measures would be taken under the franchising agreement to protect members.

Meanwhile, indications that the chains were on the run and were developing what some quarters called "timidity" was evident. The National Broadcasting Company, while it had not yet consummated sale of its artist bureau at press time, admitted that negotiations were going on. Asked if the bureau was being sold to the William Morris Agency, NBC execs answered "not yet." Execs stated there were a "few" bidders.

Insight into the feelings of chain execs was given by George Engels, vice-president in charge of the NBC Concert Bureau. Engels, speaking of the FCC's order, said, "It's bad. The FCC has no idea what it is doing for talent. They are destroying talent. They are completely in the dark. It's all wrong, but if it has to be, it has to be." Engels further stated there was no such thing as a monopoly in talent.

In the Mutual Broadcasting System camp, reaction was much different. One spokesman stated that the President's speech Tuesday declaring an unlimited emergency made it clear that the government could grab radio stations (and comment spokesmen denied this) and that it behooved the chains to pull in their horns. That the chains were pulling in their horns was evidenced not only by the sale of CBS Artists' Bureau and negotiations for sale of NBC's but by the fact that the NBC rebuttal of the FCC's Monopoly Report was held up until after the hearings on the White resolution, before the Interstate Commerce committee of the Senate. NBC spokesmen

said a paper had already been prepared and sub-canned. The hearings will determine whether the Senate should investigate the FCC.

Whether the networks will attempt to (See *AFRA TO PROTECT* on page 7)

**HERE'S THE
SOUND SYSTEM
FOR
Carnival Men**

Indoors or out—
super power from
batteries or AC.



LAFAYETTE DE LUXE SUPER-POWER SOUND SYSTEM

Model 779-T—a complete mobile system. Powerful 30-40 watt amplifier, dynamic hand mixer with 20 ft. cable, two powerful 12" speakers with all-weather aluminum baffles and 100 ft. cord.

COMPLETE
no extras
\$95.60

On car or truck. . . indoors or out— wherever you want clear, true sound, and lots of it—This Lafayette Sound System is made to order for you. Easy to install on a car, and as easy to remove when you want to use it on the midway. There's 20 years experience built into this sound system—It means that you get more real quality and dependability at less cost. Investigate this money-maker today!

Send for **FREE** sound system CATALOG

**Lafayette
SOUND SYSTEMS**

NEW YORK • CHICAGO
ATLANTA • BOSTON
NEWARK • JAMAICA • BROOKLYN

Each Free P.A. Catalog

Macon Sundays Okeh

MACON, Ga., May 31.—For the first time in history Macon theaters operated last Sunday. Attendance was reported good.

City council granted authorization to a recreation committee, appointed to plan defense recreational activities, to operate the six motion picture theaters from 1 p.m. to 6 p.m. Sundays. The committee entered into lease with Lucas & Jenkins chain, which controls four houses, the independent Bibb Theater, and the Douglass, Negro theater.

WESTERN UNION

WESTERN UNION STAMPS ARE GOOD FOR ALL TELEGRAPHIC SERVICES—THE SMART PRACTICAL GIFT TO STUDENTS, TRAVELERS, MEN IN TRAINING CAMPS. SOLD IN BOOKS OF \$2.50 AND \$5.00.

STOCK TICKETS
ONE ROLL . . . \$.58
FIVE ROLLS . . . 2.00
TEN ROLLS . . . 3.50
FIFTY ROLLS . . . 15.00
100 ROLLS . . . 25.00
ROLLS 2,000 EACH
Double Coupons,
Double Price.
No C. O. D. Orders.
Star Single Tick. 12¢

**No Better Time To Order
TICKETS**

And No Better Place From Which To Order Than
THE TOLEDO TICKET COMPANY, Toledo, Ohio
(Toledo the Ticket City)

SPECIAL PRINTED
Roll or Machine
10,000 \$ 4.95
30,000 9.85
50,000 12.75
100,000 20.00
1,000,000 150.50
Double Coupons,
Double Price.

Clothes Make the Man

FORT DIX, WRIGHTSTOWN, N. J., May 31.—Milton Berle, who performed with Billy Rose's Motor Caravan here last Wednesday (28), during one portion of the evening felt like a new strafee who was lost. As a matter of fact, he was lost.

When the show pulled up stakes on the first parade ground and moved to another several miles away, Berle was forgotten about in the rush and had to find his way on foot. All because he was changing his suit.

IT PAYS TO PLAY AN ORGAN

Organists Get Up to 75¢ Playing Serials, ET's; Outsiders Claim A "Clique" But Try To Get In

NEW YORK, May 31.—The small number of radio organists comprise one of the lesser known air groups, one of the toughest to get into and one in which some of the members earn up to and sometimes above \$1,500 weekly. According to station, agency, and union executives, some dozen of these organists have what amounts to a "corner" on most soap opera and transcription jobs, including spot announcements. Annual incomes are reported as high as \$75,000.

Leaders in the business include Bill Meeder, Johnny Gatt, Charles Paul, according to radio executives. Another group, also considered big money-makers, includes Elsie Thompson, Dick Liebert, Ann Leaf, Fred Feibel, and John Winters.

Top money-maker of those mentioned—and offering one of the best but lesser known success stories—is Bill Meeder. Meeder now wheezes music out of the Hammond music box on five programs handled by the Compton agency. In addition, he plays on the half-hour show, *Truth or Consequences*. His Compton work includes *Pepper Young's Family*, *The O'Neills*, *Life Can Be Beautiful*, *Against the Storm*, and *Lone Journey*.

Another Compton show, *The Goldbergs*, is played by Elsie Thompson, who also does *Asst. Jenny* and two 30-minute shows, *Court of Missing Heirs* and *The Shadow*. Miss Thompson also does wax. Dick Liebert, organist at the Radio City Music Hall, does *Orphans of Dorceo* and *Mr. Keen, Tracer of Missing Persons*. Charles Paul does *Home of the Brave* and *Mother of Mine* for Young & Rubicam, plus a wax series. Ann Leaf does *Amanda of Honeybrook Hill*, *Lucrezia Jones*, *Woman of Courage*, and *Eat Hopkins*. Benton & Bowles uses John Winters on *When a Girl Marries* and *Young Dr. Malone*. He also does *Myri and Marge*. Fred Feibel does *The Abbotts* and *Our Gal Sunday*.

Money

Salary for organists on soap operas amounts to \$15 weekly for programs with repeat broadcasts. This is figured on the basis of \$18 a broadcast, plus \$12 for the repeat, making a total of \$30. A five-a-week show with repeats would thus net \$150. However, a union rule provides that, in the event a program uses one man for music, the musician gets an additional fee of 25 per cent of the scale. This rounds out the sum to about \$36 daily, or \$180 weekly. When an organist has four, five, or six of these, she also works on transcriptions, the take amounts to big dough.

In addition to live work outlined above, a handful of the organists do most of the work on spot announcements—a very lucrative field, according to wax company execs. Basic wax scale is \$18 for a program of 15 minutes or less. Spot announcements bring the same price. According to a leading wax executive, an organist recently made a series of 10 four-minute spot announcements (three hours' work) and walked off with \$360. According to this exec, the organist was classified as a band leader for this job, thus getting twice the \$18 figure, or \$36, for each spot.

Organ work on spot announcements hit a peak a year or so ago and a half ago, when the *Lucky Strike* spots were placed on stations throughout the country. This

WDAS Love Service

PHILADELPHIA, May 31.—Mail department of WDAS reports several cards from Alaska. Station knows that it doesn't reach there, so an investigation was made. Disclosed that soldiers from Philadelphia sent to Alaska for duty found the station's recorded programs an excellent way to keep in touch with their gal friends here. The cards ask Burns Davis, platter-spinner, to play selections for girls in Philadelphia, suggested by their ever-loving boy friends in the far frozen North.

type of spot, using organ music, has been holding up.

Theater Background

Some of the top organists in radio graduated from theater work. Meeder not so many years ago played singing slides at an RKO house. Liebert is now at the Music Hall. Lew White was at the Roxy for years. Charles Paul, Johnny Gatt, and Ann Leaf had theater experience. Gatt at Loew's Metropolitan as far back as 1921 and later at Loew's 46th Street. Paul played piano at Loew's Valencia about 1930 and for a time sold insurance.

Now it's a matter of themes, bridges, and wax work, at plenty of dough. Outsiders trying to break in say it is practically impossible, because once an agency or sponsor gets an organist they like, they keep him for all work.

"Holmes" Cast Set

CHICAGO, May 31.—Russell M. Seeds Company, Inc. has signed the same cast for the 1941-42 *Sherlock Holmes* show, sponsored by Groves Laboratories (Bromo-Quinine), as was used last season. Basil Rathbone will again have the Sherlock Holmes character, and Nigel Bruce that of Dr. Watson. Show, written by Edith Meiser and produced by Tom McKnight, will go on the air late in September and continue until March, 1942. It will be heard on approximately the same network stations (about 52) as last season, and will be waxed for 10 stations.

NEW YORK, May 31.—Charlie Spivak and his orchestra, featuring the Three Debs, starting June 1 from the Glen Island Casino, New Rochelle, N. Y., will aired six times a week over the MBS and CBS networks.

Advertisers, Agencies, Stations

NEW YORK:

GENERAL CIGAR COMPANY, for White Owl Cigars, has renewed Raymond Gram Swing for an additional 52 weeks over Mutual, effective June 23.

Walter Thompson is the agency. . . . Beginning August 10, Don Ameche and Connie Boswell take over on the Kraft Music Hall's summer stint, filling in for Bing Crosby and Bob Burns. . . . American Chicle Company has renewed *Your Morning News*, with Don Goddard, for 13 weeks on WEAP, thru Badger, Browning, & Hersey. . . . Carl Huff, harmonica member of the WGR press department (no offense to Jerry Danzig) has been called to the army. His place taken by Tom Braden. . . . Double or Nothing renewed on Mutual for another 13 weeks by White Laboratories. . . . Jesse L. Kaufman productions readying a series titled *Faxi Teles*, scripted by Bob Brillmeyer and based on original by Lew Arnsheim. . . . Adam Hart Stores has renewed the *Hour of Champions* for the sixth year on WINR. Set by the Clickman agency. . . . Edwin Weisman, formerly with WMCA's continuity department, has joined the advertising firm of Leon S. Golinick Associates in Baltimore. . . . General Foods has renewed *The Aldrich Family* on the NBS-Red net for another year, starting July 3. Young & Rubicam is the agency. . . . General Foods Corporation, thru Benton & Bowles, has renewed *Moose House Coffee Time* for another year, effective July 9, on the NBC-Red net.

Charles Gussman, writer of *L.R. Abner*, in New York with Chicago. . . . Claire Glazer, of WINR, leaves this week for Virginia Beach, Va., on her vacation. Roland Hamel, of the station's publicity department, plans to spend a belated honeymoon at Cape Cod, Mass., next week.

CHICAGO:

MARJORIE MURPHY has resumed her duties in the WGN announcing de-

Tongue Twisters

PHILADELPHIA, May 31.—Add to slips that pass in the night air. Instead of one, WHAT the other night provided two corkers. Joe McCauley introduced a concert program by saying: "We listen now to the ever-popular Gounod by Faust," and the next period, Joe Grady introduced the Rev. Weaver K. Eubank with: "The services will be given by the Rev. Uver K. Weabank."

Town's classic is still the razor blade commercials that proved a nemesis for more than one WIP announcer, hawking the product as: "Blue Jay Bleeds."

KYA Announcers Win Pay Boost

SAN FRANCISCO, May 31.—KYA technicians returned to their jobs Wednesday following a one-day strike in support of announcers and producers who asserted that the management had failed to negotiate a contract to provide union recognition, wage increases, and a five-day 40-hour week.

The technicians are members of the International Brotherhood of Electrical Workers.

The contract was signed by Harold H. Meyer, station manager. Negotiators for the unions were Max West, representing AFTRA; Marvin Larsen, IBEW representative, and Russell Pray, president of the Electricians' Union.

Terms of the agreement call for weekly wage boosts to \$42.50 for the first year and \$45 for the second year, with increases retroactive to March 24; a five-day 40-hour week and two weeks vacation with pay after first year. Wage scale represents about a 20 per cent increase. The contract is for two years.

Eighteen employees of the station were involved in the dispute. The new contract affects eight announcers and producers.

The station is operated by Hearst Radio, Inc.

Stations Turn to Public for Scripts

NEW YORK, May 31.—Latest kind of audience participation show sweeping the country on the local stations is the type which attempts to tap the creative ability of the listeners for script ideas. According to a check-up at Script Library, some 75 stations now broadcast programs in which listeners are asked to submit scripts for use on the show. Examples are *The People's Theater* on WOR here and *The Play of the Month* on WFVA, Fredericksburg, Va. WFIL in Philadelphia also uses a similar program.

According to script organizations, the problem of scripts for radio is becoming tougher and tougher. These organizations say that, despite the claims of the networks that they are open to script ideas, the nets are not in a position to consider laymen's scripts seriously.

in scheduling the *Aldrich Family's* only out-of-studio broadcast before the Forum next season at the Academy of Music, with scripter Clifford Goldsmith and Ezra Stone sketched to talk. . . . Edward Roeker, local baritone of *Pick and Pat* fame, signed by the Messers, Schubert to sing the lead in summer operettas to be staged in New York and Texas. . . . Dr. Leon Levy, WCAU proxy, presented an all-wave radio to the U. S. Naval Hospital here as a tribute to Kate Smith in honor of her 10 years of broadcasting. . . . WJH Brothers renewed daily new show on WFIL, and Dunn Shoe Stores ditto for giveaway stanza on WPEN. . . . New series of broadcasts dramatizing the history of the U. S. Army being scripted for WIP airing soon. . . . Dixie Davis, former star of the Hickory Hollow gang, back to the WHAT talent fold.

HOLLYWOOD:

WALTER WADE, of Wade Advertising Agency, here for the premiere of *Lus and Abner* on Monday (26). . . . KFI new business includes Liberty Magazine for 13 quarter-hour news broadcasts, 10-10:15 p.m. Saturdays. Contract ends August 2 and was set thru Erwin Wasey, Company and Brooks Clothing Company, Los Angeles, for 26 one-minute transcriptions to be used one week until June 21. Product is men's clothing and contact was made thru H. W. Kastor & Sons Advertising Company, Chicago. . . . Mitchell-Faust Advertising Company, Chicago, has complete arrangements for 40 announcements to be used five-a-week until July 11 for Junket Pressing Mix over KICA. . . . Tracy Moore, Blue Network sales manager for Western Division of NBC, was recently named president of advertising club of Los Angeles. This puts NBC executives in top spots in Pacific Coast advertising clubs in Seattle, San Francisco, and Los Angeles. They are William B. Ryan, sales manager for NBC's KPO and KGO in San Francisco, president San Francisco Advertising Club; Hugh Pettis, KOMO-KJR sales manager in Seattle, president of Advertising and Sales Club of Seattle, and Moore.

FROM ALL AROUND:

STATION KFJZ, Pond du Lac, Wis., has been granted authority to increase its power from 100 to 250 watts, day and night. . . . Allen Bell, formerly of Station KMBC, Kansas City, Kan., has been added to the announcing staff of Station WHBL, Sheboygan, Wis. . . . Lloyd Westmoreland, program director of CKCK, Regina, has been transferred to the production department of CKCK, Hamilton, Ont. Don MacMillan, CKCK's publicity director, becomes program director. . . . Beverly White, CJRM, Regina, Anne Drayner has joined the staff of the *Globe and Mail*, Toronto, Ont. . . . Art Middleton, square dance caller of the *Tim Doolittle Gang* on WJR, Detroit, is the first member of the staff to be called to active service in the 94th Coast Artillery, Camp Davis, N. C.

Jimmy Stevenson, announcer and news commentator with WJR for nine years, has been called to active service with the Judge Advocate General's Department, reporting Monday (2). He was with WJR nine years.

PHILADELPHIA:

JAMES TISDALE, WIP engineer, studying up on television engineering at Columbia University. . . . Jim Stanley, of the RCA press department, in the army now. . . . Jerry Carroll, of WTFL, now announcing for WPID, St. Petersburg, Va. . . . Philadelphia Forum, lecture and concert group, finally recognizes radio

Radio Talent

New York By JERRY LESSER

LILI VALENTY, who wrote that magnificent short story, *Mush-Mush*, which appears in this month's *American Mercury*, was Polish, but is now a full-fledged American. She is receiving many requests from publishers for the privilege of handling her forthcoming full-length novel. . . . **EDITH ANGLAD**, radio and screen actress, recently seen in *So Ends Our Night*, is back cast for radio work. She last appeared as Mrs. Gross on *The Goldbergs* before going to the Coast. . . . **SYD SMITH**, who has been in radio 10 years, has yet to receive star billing. His wife, **ESTER OTT** (one of **PAUL WHITEMAN's** original Rhythm Girls) has designed a crocheted play shoe for which she is at present receiving star billing in *Lord & Taylor's* front window. . . . **CECIL SECRETST**, formerly with the **TED BATES** agency, is now in charge of radio for *Bundes* in Britain. . . . **OWEN JORDAN** leaves for Chicago to visit his parents and to marry **ALICE BENNETT**, recently chosen as the lovechild of the *New York Stoufferettes*. . . . **ALICE YOURMAN**, who is the new Mrs. Holt on *Life of Bess Johnson*, is also *Marrianna Miller*, the home economist, on the *Campbell* show, *Martha Webster*. . . . **JIMMY MONKS**, who is doing that grand job as the French dress designer in *Martha Webster*, leaves for the Coast this week to play an important role in *How Green Was My Valley*.

THE entire cast and production staff of **ELAINE STERNE CARRINGTON's** *Distant Lights* program over NBC last week deserve a bow. The show was produced by **TOM RILEY**, with a grand cast including **JOYCE HAYWOOD**, **EDDIE WRAGOE**, **JEAN SOTHERN**, **E-**

NICE HOWARD, **DORO MERANDE**, **MARJORIE CLAIKE**, **GEORGE STURGEON**, **JOYCE GATIS**, **BLAINE COOPER**, **G. ALBERT SMITH**, and **DOROTHY DUCKWORTH**. Music was deftly handled by **JOSEPH HONTI** and his orchestra. . . . **HELEN CLAIRE**, of radio and newsreel, was married to **MILT SMITH** in White Plains last week. . . . Wonder why we aren't hearing more of **HAROLD LEVY's** famous music on radio. It was his original music, you may remember, that won the award a couple of years ago on *Casualty of America*. . . . CBS is giving free tickets to all of **Uncle Sam's** soldiers and sailors for any broadcasts, just for the asking. Nice gesture.

LOOK for **MARY BOLAND** to be an air feature this summer. . . . **LOUISE SHERIDAN** is rapidly acquiring the bulk of the radio artists' photo work. . . . *Lafayette Zero* will replace *Knickknack* on *Playhouse* on June 7. . . . **PETER DIXON**, who wrote that grand *Raising Junior* series, is cast with an important package under his arm—a new show starring **MARJORIE RAMBEAU** and **BILLY HALLOP**. . . . **ED EAST** cranked a tractor while it was in gear at his farm the other day and it knocked him for a loop. . . . **RICHARD STARK**, who announces the *General Electric* and *DuPont* programs, studied international law at Cornell but had to abandon that career because, he says, "There just isn't any international law these days." . . . **The MARTINS** are being considered for a Broadway musical this fall. . . . **GEORGE HOGAN**, the Mutual announcer, spends his day off correcting speech defects for aspiring teachers at NYU.

Chicago

By NAT GREEN

JOHN FOSTER, heard on many local radio shows, has signed to do juvenile leads with the Michiana Shores stock company, which opens its summer theater season July 1. . . . **ARTHUR PETERSON**, of the *Guiding Light* cast, claims he has discovered a fine baritone in the person of **JOHN BOWLES**, photo record runner at NBC. Bowles is appearing in *V. V. V.* Chi radio artists' union musical directed by Peterson. . . . **BARBARA LUDDY**, *First Nighter* leading lady, is beginning her third summer of voluntary hospital duty. Barbara serves in several capacities, including speech work with children. . . . **FLORENCE POLSON**, of NBC's *Uncle Ezra* program, is rapidly convalescing at Wesley Memorial Hospital after an emergency operation. . . . **CURT MASSEY**, baritone-violinist member of the *Westerners*, *Plantation Party* stars, is already ordering boots and saddles for the newest Massey, his two-week-old son. . . . With **Eddie Guest** replacing **Gabriel Beatter** on *We, the People* program, **Eddie** is due for some tall hopping. His first *We, the People* will be aired from New York Tuesday (3). As **Guest** cannot get back to Chicago for his Wednesday *Lead of Lakes* show, he will be piped to Chi. But he will return to the *Windy*

City for his Thursday and Friday shows, then is off to Detroit to spend the weekend at home. . . . **VIRGINIA POWELL**, 16-year-old high school student, is a singing find of **Bob Strong**, musical maestro of the *College Humor* and *Uncle Walter's Dog House* programs. **Working** an important role in *Heart of Harmony* was **Ann**, who immediately auditioned her. **Now Strong** is enthusiastic over her possibilities. . . . **LOU JACOBSON** is now directing *Backstage Wife*, starring **Blair Waller** while the latter is away on vacation. New names in the show's cast this week include **MARVIN MUELLER** and **NINA KLOWDEN**. . . . **FRAN ALLISON**, songstress on the *Uncle Ezra* program, nabs an important role in *Heart of Harmony*, new MBS show. . . . **WLS** talent, including the *PRAIRIE RAMBLERS*, **TOM CORWINE**, **RED POLEY**, **EVA OVERTAKE** and the *PRAIRIE SWEETHEARTS*, will furnish entertainment on the *S. S. Seaside* on a cruise to Mackinac Island June 15 to 20. Deal was set by **George Ferguson**, of the *WLS Artists' Bureau*. . . . **JOE BRADLEY**, NBC *Club Matinee* baritone, will be absent from the show thru June while he motors to California and back. **BOB THOMAS** will pinch-hit for him.

Hollywood

By SAM ABBOTT

BOB MOON, CBS announcer who started to gain 25 pounds under physicians' orders 90 days ago, has put on 28 pounds and is having trouble calling a halt. . . . **Rafone Sisters** and **Gay**, harmony trio, have a repertoire of 500 numbers, arranged especially for them. They sing in five different languages. . . . **Rube Samuelson**, sports editor of *The Pasadena Post*, will cover sports in a new NBC-Red network series, *Sports Scripts*, heard each Friday from 8:15-8:30 p.m., PST. . . . **FRANK MILLS**, musical conductor on *Hollywood Presniers*, has entered his schooner, *Burrup*, in the annual warm-up event for Honolulu race entrants. . . . **MEREDITH WILSON**, NBC maestro of *Maxwell House Coffee Time*, has been signed to do the complete musical score for *The Little Foxes*, which **Sam Goldwyn** will produce. Film will star **Bette Davis**. **Wilson's** last film music assignment was *The*

Great Dictator and was done in collaboration with **Charles Chaplin**. . . . Contrary to rumors, the *Vallee Sealtest-Kraft* program will stay in Hollywood. **Albino**, reported *Vallee*, would leave for Maine after the June 12 broadcast, has decided to remain on the Coast for picture deals which may keep him tied up all summer. . . . **MARY ASTOR**, mistress of ceremonies on *Hollywood Showcase* on KXN, has signed contracts with **Warner Brothers** to do *Melrose Falcon*, starting about June 2, and *The Gay Sisters* with **Bette Davis**. . . . **Ransom Sherman** is scheduled to replace **Elmer Fieber** on *Mokey* for the summer, beginning July 1 for 13 weeks. Broadcast will be from Chicago, with **Billy Mills** and **Harlow Wilcox** staying on. . . . **BERNICE CHANDLER**, shopping expert and home economist, has inaugurated a new series of half-hour broadcasts over KXN titled *Tip of the Morning*. Program designed to furnish Southern California housewives with latest and best information

Chi Actors, Working Scale Jobs at Home, Shy Away From N.Y., Coast

CHICAGO, May 31.—Local managers interested in radio talent with legit and picture possibilities report that it is almost an impossible job to persuade the better performers to take a gamble on trips to New York or Hollywood. Those in demand on either daytime or night shows here prefer scale jobs in their home town to the possibility of fame and fortune in strange quarters.

Music Corporation of America in Hollywood wants radio talent on its picture list, but cannot hope to sell many run-of-the-mill actors to pic producers unless they have been linked with a couple of Broadway shows. A local reputation is not enough to convince the Goldwyns that these actors are picture assets.

Occasionally, a radio actor without any stage experience will land in films if he happens to be in Hollywood and available when the occasion for his services arises. But these infrequent breaks are not attractive enough to the home guards, who want to hold on to the jobs at hand.

No bright angle in the situation is the fact that only the leading and, therefore, busiest actors are given any hope of landing better jobs in New York or Hollywood. Layoffs are available for such venturesome trips, but they are not wanted.

And the leading air performers here (estimated around two dozen) make from \$3,000 to \$15,000 annually on union scale jobs. Because they are versatile and suitable for any number of roles, they scoot around from one network or local show to another and pile up their earnings.

One of the busiest is **Marvin Mueller**, who is probably appearing in more single shows, local and network, than any other performer and earns an estimated \$12,000 to \$15,000 a year. He has turned down offers to go to New York to try his

luck in a Broadway show, with a possible movie contract for a bonus, in order to pick up the local coin while the picking is comparatively easy.

Kill Radio Slander Bill

BOSTON, May 31.—Legislation establishing heavy penalties for radio slander was killed in the Senate Tuesday (27) with **Senator Arthur Blanchard** (R., Cambridge) denouncing the measure as protection for "sissies" and asserting that no man should enter public life "unless he can take criticism." The vote was 16 to 7.

"I don't believe slander hurts anyone," **Blanchard** contended. "On the contrary, I believe slander tends to build a man up rather than tear him down."

Students Scripting

NEW YORK, May 31.—Class in Radio Broadcasting at Long Island University, taught by **Al Simon**, publicity director of **WHN**, New York, and **Jo Ransom**, radio editor of *The Brooklyn Daily Eagle*, has written a radio script called *Casualty of Radio*. Program will be aired over **WHN** Thursday (29). Students will also produce, direct, and do the publicity on the broadcast.

AFRA TO PROTECT

(Continued from page 5)

divest themselves of other "impediments" could not be determined. **Lloyd Epler**, NBC vice-president in charge of NBC's waxworks, stated that there had been no talks relative to sale of the NBC-theatricals. He added, "I don't doubt there are some folks who would like to buy theatrums; but if there is any activity along such lines, I don't know of it."

Sale of CBS Artists' Bureau to MCA includes transfer of chief CBS execs. **Herb Rosenthal** will be an MCA vice-president. **I. S. Becker**, business manager, will remain with CBS, probably as assistant to CBS exec **Lawrence Lowman**, **Jack Bertell**, handling night club business; **Larry Puck**, theaters, and **Mack Davis**, **Gil Peters**, **Bruce Powell**, **Peter Thetner**, and **Sarah Rollins** go to MCA. **Lou Minding**, formerly with MCA, also goes back.

Comment on that transaction varied. Some stated it was a smart move by CBS; others, that MCA was letting itself in for a lot of trouble and would possibly run up against monopoly charges. Those opposing the chains said the FCC's rulings would eventually bring back cities like Cleveland as talent centers, thus breaking up the New York-Chicago-Hollywood hold on production.

WASHINGTON, May 31.—Recent changes in network policies to meet charges in the monopoly report of the Federal Communications Commission confess broadcasters' belief that there's no legal question over the report, government officials stated this week. Move by NBC to liberalize provisions for off-the-line recording at the company's studios and the more recent sale of Columbia Artists to Music Corporation of America are said to indicate this.

Hearings by the Senate Interstate Commerce Committee to study the FCC's Monopoly Report, which began today, will determine only whether the Senate should investigate the FCC. Complaints of the industry that the FCC has been arbitrary in its restriction of broadcasting led to introduction by Senator **Wallace H. White Jr.**, Maine Republican, of a resolution calling for a probe of the FCC. **Chairman Fly**, who has always made convincing talks at other Congressional hearings, is expected to win commendation for the report on chain broadcasting.

Spokesmen for the networks are scheduled to appear before the senators to press for censure of the commission and its report. Industry surveys of the senators led broadcasters to believe that not much more than a fighting chance exists to get the Senate veto of the FCC rules in chain broadcasting. Officials in other government agencies, who are following the FCC-industry struggle with great interest, have commented that network action spoke louder than network words, and that the changes already made indicate that more are on the way.

More Litigation Seen for ASCAP

WASHINGTON, May 31.—More litigation for the American Society of Composers, Authors, and Publishers is in prospect as result of the Supreme Court's vacating of lower Federal court injunctions which had stayed anti-ASCAP laws of Florida and Nebraska, lawyers here believe. Unanimous opinions handed down last Monday (26) by Justice **Black** made it clear that it was not the concern of lower federal courts to grant injunctions against State anti-monopoly laws.

With the stalemate between ASCAP and the two States broken, it is believed that steps to clear the situation will be taken. It is understood that conferences between law enforcement officers in the States and officials in ASCAP would define further moves.

Statutes in Florida and Nebraska, enacted after insistence by broadcasters and hotel men, undertook drastic regulation of music licensing within the States and set the prices to be paid for music catalogs. ASCAP, by arguing that the laws attempted to supersede federal copyright statutes, succeeded in getting lower federal courts to prevent enforcement. This contention was blasted by the Supreme Court, which held that there was nothing in the copyright law or in its history of enactment to indicate that Congress intended to deprive the States either in whole or in part, of their long-recognized power to regulate combinations in restraint of trade.

Most jubilant individual in Washington over the outcome of the Florida and Nebraska cases was **Andrew Bennett**, former special assistant to the U. S. Attorney General and later a special counsel to the National Association of Broadcasters. For over seven years, while argument raged over legality of State anti-ASCAP laws, he insisted that such statutes would be valid. His advice to many broadcaster organizations helped to produce the laws just decided, and this week he felt that other States would follow Florida and Nebraska in similar legislation. He is now an adviser to the Florida attorney general.

on food specialties. Announced by **Maurice Webster**. . . . **DONALD WOODS**, one of the stars on *Those We Love*, just completed three picture engagements and is now busy growing a mustache.

HANDS ACROSS THE CANAL

L. A. Para's Big 180Gs Band Biz

LOS ANGELES, May 31.—Name bands playing the Paramount Theater here have garnered approximately \$180,000 this year. House seats 3,400 and uses only one pic—Paramount—which in some cases has given the band strong support and in others only weak backing. House is operated by Fanchon & Marco.

To Kay Kyser goes the honor of holding the record for the first six months. Kyser and His Kollege of Musical Knowledge played the spot the week of April 10 and garnered over \$40,000 for the seven days. On the same bill was Power Disc. By bringing in \$40,000, Kyser not only set a new house record but also smashed his own record here.

A good average for the house is \$15,000 with a weak picture and \$18,000 to \$20,000 for a strong one.

Tabulations on this year's business are as follows:

Russ Morgan, week of January 23, with Victory, \$19,000; February 13 week, Bob Crosby with Virginia, \$19,000; Duke Ellington, week of April 1, with Las Vegas Nights, \$19,000; Kyser, April 10, \$40,000; Phil Harris, two weeks beginning April 17, \$81,000, with Road to Zanzibar, and Richard Himber, week of May 15, with I Wanted Wings, \$19,000. Himber moved in for two weeks, and indications are that his second week will run about the same as his first seven days.

Pats Waller is the next name band to come in.

Victor Switches Its Policy to Regular Pop Album Releases

NEW YORK, May 31.—Pop record-album biz has reached such proportions that Victor came out with the announcement this week that it will release at least one album of pop disks every week. Move is a radical departure from former Victor policy on albums, company heretofore claiming that it could not see a profitable market for the books.

New policy of one-a-week will confine itself strictly to the Victor label. First two albums to hit the boards will be Piano Recerises by Joe Reichman, out this week, to be followed by From Date, an album of colored songs by Ozzie Nelson and ork. Each album will have four records and retail for \$2.50. Albums will be covered by a translucent material known as Phlufilm, and covers will be turned out as multi-colored jobs.

Columbia has upped its pop album production from one per month to two a month this year, and Decca averages at least two albums a week. Music dealers throughout the country report big sales on them, and figure the package deals are still on the upswing.

Kansas City Booking Office Expanding Its Activities

KANSAS CITY, Mo., May 31.—McConkey Music Company, organized here last winter, is preparing to expand soon. Mack McConkey, president and manager, reveals. Agency was founded primarily to book and manage dance bands, but now is also considering musical and stage acts and, in particular, all-girl bands.

Associated with McConkey are Johnny Sautwick, in charge of night club and hotel locations, and Ronnie Dore, in charge of one-nighters. Bands already signed up by the firm include Charlie Pisk, Bob McGraw, Ernie Palmquist, Walter Wood, Ray Bradshaw, Glenn Jones, Don Hammond, and Ken Kerr.

YOUNGSTOWN, O., May 31.—Terrace Club, outdoor dance spot operated by Tony Cavalier in connection with his Mansion here, booked for the summer Thursday (29). Policy will be name bands, changed weekly. The Elms, downtown dance spot operated by Cavalier, has shuttered for the summer.

Sidelines

PHILADELPHIA, May 31.—Business boom in this area because of the national defense industrial upswing finds many local musicians cashing in on their leisure hours. Several of the boys in Irving Brislav's band at the Open Door are putting in a day's work at the Philadelphia Navy Yard. Alan Fielding's band, current at Club Ball, intact, including the maestro, has enrolled for a course in aeronautics drafting at the Chamberlain school.

And Ralph Cheery, who has played with many of the names, has shelved his trumpeting job in the Earle Theater pit because of the decided pick-up in activity in his peanut business.

Oxley Adds Waller, Hopkins, and Fenton

NEW YORK, May 31.—Harold F. Oxley, Inc., has taken over the personal supervision of the Pats Waller, Claude Hopkins, and George Fenton orks, including their exclusive booking. Each ork will retain its present managerial set-up, headed by Edward T. Kirkeby, Ben F. Kenyon Jr., and Bernard Barton, for each band respectively, with Oxley having all of the affairs of each clearing over his desk.

Addition of the above bands to Oxley's roster makes for a decided expansion in his activities. Jimmie Lunceford's ork has been the only other outfit under Oxley's personal management of late. Lunceford will, of course, continue to be handled by Oxley.

Contest To Discover New Swing Orks in Bridgeport

BRIDGEPORT, Conn., May 31.—City Manager Matt Saunders of the Loew Circuit here is sponsoring a series of contests to discover new swing bands around Bridgeport. Beginning June 19 on the stage of the Palace Theater, over a score of new bands will demonstrate their wares.

Assistant Manager Jack Sidney of the Palace will handle the contests, while Otto Eposito is handling publicity.

Basie First at Roton Point

SOUTH NORWALK, Conn., May 31.—Roton Point Ballroom, Roton Point Park, near here, opens for the season tomorrow (1) under the management of Leo Miller, who has handled the spot for many years. Policy of name bands, the first of which is Count Basie, will again be followed this year.

Oak Grove Casino, Walnut Beach Park, Milford, Conn., opened with a name-band policy Thursday (29), with Blanche Calloway in for a four-day engagement.

Supreme Court ASCAP Decision Influencing NBC, CBS Huddles

NEW YORK, May 31.—Rapid movements and a reshuffling of values were taking place all week in the ASCAP and CBS-NBC network camps following the U. S. Supreme Court decision handed down Monday (26) which upheld the Nebraska and Florida anti-ASCAP statutes.

Opinions were flying thick and fast on the probable effect decision would have on ASCAP directly, and also on the current huddles between ASCAP and CBS and NBC. Herman Finkelstein, ASCAP attorney, is in Florida attempting to secure modifications, thru the attorney general there, of the State laws. Finkelstein's argument is that the Florida statutes were old and were drawn up before the ASCAP consent decree and are therefore not applicable today because ASCAP is no longer an exclusive bargaining agent.

As for the nets, they are again going cautious in the negotiations with ASCAP. NBC is still close to a deal, according to reports, but has told ASCAP it must deliver the goods with all the kinks ironed out. NBC says the Supreme Court de-

Music Playing Important Role In Strengthening Pan-Am Ties

Continued from page 3
scenes stimulator for the campaign. Committee spokesmen explain that their chief duties are to correlate the channels of musical expression and mediums at hand rather than build new ones of their own. Suggestions to the radio stations, recording companies, and music publishers are being made to facilitate musical intercourse with our Spanish-speaking neighbors, they say, but no attempt is made to put down hard-and-fast rules.

Pan-American Music Center

Establishment recently of the Pan-American Music Center in Washington by the Rockefeller Committee is another step in this direction. It's a huge exchange, open to anyone interested in Pan-American or U. S. music. A similar set-up will be made in South America when the campaign is farther under way. Both the U. S. State Department and Rockefeller have found plenty of material and co-operation awaiting them in the carrying out of their musical diplomatic thrust. In fact, the pop music industry has already started a base for such activity.

NBC and CBS have been shooting long

"Secret Seven" New Ray Scott Idea for Chamber Jazz Group

NEW YORK, May 31.—Raymond Scott becomes the first of the name maestri to make capital of current world conditions. He intends to discard his famed "quintets" and bring to the fore a "Secret Seven." The hawkshaw harmonizers will all be called from the present big band and styled along chamber jazz lines. As with the Quintet, which skyrocketed Scott, Secret Seven will feature the maestro's original music.

For the Secret Seven's scores, Scott is also discarding his screwy titles in favor of tags to match the billing. He has already penned six composites for the group, carrying the titles of Sabotage, Insubstantial, Fifth Column, Special Agent, Geriatric Pigeon, and Serenade to a Spy. Secret Seven and the new Scott music will now on the Columbia record label, under which Scott now waxes.

As for his big band, Scott has a streamlined plan in store. Band will be built around Stanley Webb, tenor sax ace, and stylized with a new type of musical voicing, utilizing a blend of the tenor sax with trombones.

and short-wave music to Latin America for some time now and are continually building up the coverage, both sustaining and commercial. This airing is aided and abetted, too, by local stations in S. A. which stock extensive libraries of records from this country and give them a heavy play. Both U. S. nets will play a heavy role in the months to come, because any propaganda directed south will be sugar-coated with musical scores.

S. A. Disk Biz Up

Decca, Victor, and Columbia recording companies report that their biz the past few years in South America has steadily increased. All of them have extensive subsidiaries operating in Brazil, Argentina, and Chile. Majority of disks out are of course done with native artists doing native tunes, but demand for U. S. artists and tunes is on the upsurge. Decca foreign division says that 25 per cent of its South and Central American distribution is now held down by such American artists as Judy Garland, Bing Crosby, Deanna Durbin, Connie Boswell, Guy Lombardo, Jimmy Dorsey, Ink Spots, and the Andrew Sisters.

Exports of coin phones to these countries have given U. S. music an added impetus the past couple of years. The machines usually carry about a 50-50 split between native and swing live. Mexico City alone has over 3,000 automatic phonos now and operators there are importing more every month.

Latin Tunes in U. S.

From the other end of the horn there is the influence of our neighboring republic's music on our own swing. The BMI-ASCAP struggle set it off to a great extent, but it has grown to such proportions that Latin numbers are now becoming an integral part of the U. S. musical scene. Future will see more and more name artists from Mexico and South America coming into the States, just as more and more Eddy Duchins will be flying to Rio de Janeiro and points south.

Music publishers in this country will naturally be expanding with the inter-American tide. Jack Robbins, of Robbins Music, has announced the expansion of his offices in Mexico City and plans to publish more and more Latin and Spanish songs. Other publishers are always on the lookout for potential hits from the other side of the Rio Grande.

Musical experts from both of the Americas hasten to explain that this musical intercourse will not mean the extinction of the native and folk music of any of these countries, including the U. S.; but they do look for a new type of music to develop which might be called "Pan-American."

Commercially, this new development in Western Hemisphere music will gradually widen the entire music field for bands, singers, songwriters, arrangers, etc.

Henderson \$350 in Tenn.

KNOXVILLE, Tenn., May 31.—Fletcher Henderson's band had a \$350 gross at Neal's Tally Ballroom here May 19. Admission was 75 cents for colored dancers and 55 cents for white spectators.

Are You Listenin'?

PHILADELPHIA, May 31.—Listeners to WDAS here are able to build up a complete music library merely by writing in to the station. The Lester Piano Company, on its Keys to Happiness show daily, offers a book of 75 songs merely for the asking.

On Pat Stanton's Irish Hour listeners are offered a copy of Come All Ye's, book of Erin ditties, and one of the participating sponsors on the Italian Hour has available a book of Italian songs for a box top.

In addition, station's Nocturne, nightly recorded period of classical music, each week offers an album of symphonic music to the listener sending in the best letter on a favorite long-hair selection.

Orchestra Notes

By DANIEL RICHMAN

Of Maestri and Men

TOMMY DORSEY and his orchestra will take a month off starting July 27, with the maestro going to a hospital to have his tonsils removed. . . . On August 27 the crew steps into the New York Paramount. . . . **LEONARD VANNERSON** Benny Goodman's former road manager, takes over Bobby Burns' managerial duties with the Dorseyites. . . . Vannerston has been on the Coast the past year or so. . . . the wind-up of l'affaire **JOHN KIRBY**, in which the small Kirby outfit was let out of Columbia because that recording firm got peeved when it discovered that John and his boys had supplied the musical backing on a Victor record date, finds Kirby signed by the RCA workshouse. . . . **LOUIS PRIMA** is at the Summit, Baltimore, Md., until July 10. . . . **JACK COFFEY** stays at the Wardman Park Hotel, Washington, until the 15th and then goes into Jenkinson's Pavilion, Point Pleasant, N. J., five days later for an indef stay. . . . the Boardwalk Cafe, Jones Beach, N. Y., opens June 29 with the McFarland Twins on the stand for a week with **GUY LOMBARDO** slated for the July 4-August 1 stretch. . . . after a lengthy sojourn at Childs' Paramount Restaurant, New York, **HENRY JEROME** is taking his "Stepping Stones" into Ohio parks for the June month, booked by General Amusement Corporation. . . . **GENE AUSTIN** is set for the summer at the Village Barn, New York, opening the 5th. . . . **CLARENCE PROFIT TRIO** is back at Kelly Stables on another indef run. . . . the White Horse, Westbury, L. I., bowed in this week with a dance band policy featuring **BILL LESTER**, lately at the Bossert Hotel in Brooklyn and the Homestead Hotel in Kew Gardens.

Midwestern Murmurs

LOU BREESE returns to the Chez Paree, Chicago, August 22 after his Roosevelt Hotel, New Orleans, four-weeker. . . . **JOHNNY (SCAT) DAVIS** leaves Elitch's Gardens, Denver, for a June 17 opening at the Aragon Ballroom, Chi., set for three weeks. . . . while **MARVIN DALE**, West Coast outfit, opens the 7th at the Trianon in the Windy City. . . . **ART JARRITT'S** band, the one formerly headed by the late Hal Kemp, is clicking at the Blackhawk, Chi., well enough for it to remain at least two months, with options for more time. . . . **MARIA KARSON'S** Musicales has been revamped, with Karson, Val Chag, and Marcella Edwards now making up the group. . . . trio is current at the Metzger Hotel, Salem, O. . . . **JIMMY JOY** into the Bismarck Hotel, Chi., on the 10th, succeeding **LEONARD KELLER**, who opens two days

later at the St. Anthony Hotel, San Antonio, Tex. . . . **LITTLE JACK LITTLE** at the Muehlebach, Kansas City, Mo., June 13, following his Edgewater Beach, Chi., run. . . . **MARJORIE POWELL** replaced Jeannette Black as chirper with Mark Russell's crew, now at the Hotel Heidelberg, Jackson, Miss. . . . **GEORGE DUFFY** at the Cleveland (O.) Hotel on June 12. . . . **RALPH BARLOW** closes a three-weeker at Omaha's Peony Park June 20 to open the following night at Excelsior Park, Minneapolis, for a fortnight. . . . **DICK MILLS** is current at the Roof Garden, Lake Okoboji, Arnold's Park, Ia., with **NAT FOWLES** coming in June 24. . . . **BILL BENSON** will be followed at the Nat Ballroom, Amarillo, Tex., by **BYRON DUNBAR** on the 18th, with **EDDIE LEWIS** coming in for a repeat date July 16. . . . **THE CAPTIVATORS**, stroll trio, opened at the Nell House, Columbus, O., May 19 for an indef stay. . . . **DON BESTOR** at Bill Green's Casino, Pittsburgh, for a four-weeker. . . . **GLEN GARR's** option at Oh Henry Park ballroom in Chicago picked up, the ork staying another six weeks.

Atlantic Whisperings

BUD RADER set for the dancing season at Lehigh Community Park, Fogelsville, Pa. . . . **ROXY REIFF** rhythms for the Congo Room of Hotel Trolley, Allentown, Pa. . . . Draft draws two Philadelphia musicians, **JOE CURRAN**, trumpeting with **ISHAM JONES**, and **DORRY ANDERSON**, vocaling for **TONY PASTOR**. . . . **LEN PARKER** puts in at the 41 Club, Maple Shade, N. J. . . . **ESKINE BUTTERFIELD** makes his Philadelphia bow at Irvin Wolf's Rendezvous, and it's a first time in town for **BILL TERPER'S** Dead Enders at the New 20th Century. . . . **DICK STABLE** mentioned to follow **CECIL GOLLY** at Rainbow Gardens, Stratford, Pa. . . . **JOE RITCHIE** takes to rest at Downie's Old Mill Inn, Pennsauken, N. J. . . . **EDDIE'S** South Pacific Islanders at the Spa in the Lehigh Mountains near Allentown, Pa. . . . **BYRON BERRY** locates at Olivet Club, Reading, Pa. . . . **IVAN FRANK** makes his bow in these parts at Hilltop Inn, Hainesport, N. J. . . . Swing and Sway the **GEORGE ARNOLD** Way the invitation at Hillside Hotel, Allentown, Pa. . . . **MARTY LANDIS** lads at Murray's Rhythm Bar, Philadelphia. . . . **LARRY PRESS**, Philadelphia maestro, has organized the Pan-American Springers and is trying to arrange matters with the State department to take his toolsters for a tour of the Argentine. . . . **GIL FITCH**, territorial fave along Eastern shores, takes to his first location, opening May 30 for a six-week stretch at the outdoor Peacock Gardens at King of Prussia, Pa. . . . **RAY CATHRALE'S** Chevalliers first in at Clementon (N. J.) Park Ballroom, unshuttering under the aegis of **RICHARD B. ST. MAUR**. . . . **RAY HOTTINGER** harmonics for the new Neil Deegan's Club, Pennsauken, N. J. . . . **VIOLA KLAISS** brings her gals to Hamilton Hotel, Bridgeton, N. J. . . . **HOOK SMITH** and His Town Band open the season at Hampden Grille Hotel, Reading, Pa. . . . **LIL JOE GRAYO** gets the call at Silver Fleet Inn, Philadelphia. . . . **Pig'n Whistle** Inn, Browns Mills, N. J., brings in **DOC DOUGHERTY**. . . . **LEON LEONARD** and His Cavaliers for the Saturday night sessions at St. Mary's Hall, Trenton, N. J. . . . **FRANK DRISSEL** for the dance duty at Log Cabin Inn, Washington Crossing, N. J.

Savitt Good With \$586 on Pre-Season Colorado Date

DENVER, May 31.—Jan Savitt grossed \$586 May 16 at a pre-season dance at Hiawatha Gardens, Manitou Springs, Colo. Admission was \$1, tax included. Savitt's figure was considered good, since the spot does not officially open until July 4, and attendance was mostly from the townspeople rather than summer tourists.

Until season is in full swing, plans call for a name one-nighter a month, with Al Donahue next on June 20, and Saturday operation on a nickel-a-dance policy each Saturday night, with Emmett Ryder first in.

THE DEBONAIS have been booked for an indef stay at the Hotel Admiral Seaman, Mobile, Ala., Charles Fuller assigned for an indef stay at the cocktail lounge of the Battle House,

Denver Dancery Has Best Year in Eight; Tiny Hill Top Draw

DENVER, May 31.—The Rainbow, town's top dancery, closed for the season May 13, climaxing its most successful season in eight years of operation by O. K. Parr. Tiny Hill, who wound up a five-week engagement as the closing band, proved the season's biggest draw. Hal Leonard, who had the Lenten stretch, was runner-up. Other bands presented during the season included Ed Fitzpatrick, Jimmy Walsh, Seger Ellis, Hal Howard, Manny Prager, Buddy Fisher, and Ace Brigade.

Attendance at the ballroom, which was dark Mondays and Wednesdays, averaged 5,400 weekly, with usual admissions 40 cent for men, 20 cents for ladies. Soldier biz has been very favorable, according to Parr, and the drop due to enlistment and drafting of locals was more than

offset by business from Lowry Field, located here. Ballroom is scheduled to reopen after Labor Day.

Summer dancing season opened here May 16 with capacity crowds in attendance for collegiate hope at both Elitch's Gardens, where Johnny "Scat" Davis is current, and Lakeside Park, where Russ Morgan is fronting the stand. Both have 40 cents for men and 20 cents for ladies as the usual tariff.

Bobby Byrne \$889 in Ritz, Bridgeport, Season Finale

BRIDGEPORT, Conn., May 31.—Bobby Byrne, in for a one-nighter at the Ritz Ballroom here Sunday (26), did okech with a nice attendance of 1,186. With the tariff at 75 cents, gross was \$889.50.

With the Lyric Theater, which played name bands all season, closed, competition was not very keen, only name playing around this sector being Bob Crosby at the Arena in near-by New Haven. Byrne is the last name ork to play the Ritz this season.

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On the Records

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

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

Key: FT—Fox Trot; W—Waltz; VC—Vocal Chorus; V—Vocal Recording.

By DANIEL RICHMAN

JOE REICHMAN (Victor Album P-64)

Plano Ensembles—Four-record album.

VICTOR this week inaugurates a new policy in regard to albums that marks a step that this waxworks might well have taken a long time ago. In the face of Decca album production at the rate of two or more weekly, and Columbia packagings issued at least twice monthly, Victor has steadfastly clung to a policy of only isolated releases of albums with some particular timely connotations or some especially obvious exploitation angles.

With this Reichman album, however, the RCA firm enters upon the cogent idea of a package release each week. In the case of its selection of the first group of records to be issued, the outfit has chosen wisely, for not only does this album offer competition to the Eddy Duchin Columbia packagings, the Carmen Cavallaro pianistic output for Decca, and other piano groupings, but it also will do a lot to build Reichman as one of the more prominent names on the Victor label.

Not the least of this initial album's attributes is the very simple one of recorded enjoyment. The excellence of Reichman's ivory conceptions is an old story by this time to people who have seen him and his band, or heard him on the air. But Joe's highly effective interpretations at the keyboard have been limited, as far as the average disk is concerned, to the half dozen or so pressings he has made since being signed by Victor a few months ago. Foregoing his own sides, it's strictly solo spotlighting of the at times brilliant, at times softly shaded, and at all times melodic and rippling Steinway efforts of the *Ten for Two*, *Stormy Weather*, *Lover, Come Back to Me*, *My Heart Stood Still* school.

Songs themselves are a happy choice, all of them standards of jazz technicality, guitar, bass, and drums supply the rhythmic background for such technically perfect and as pleasantly listenable a piano performance of light American music as could be desired. With this performance showcased by an attractive album cover, Reichman's stock should be boosted considerably with the record-buying public.

Any one or all of these recordings make acceptable coin phone fare, particularly for locations where the patronage prefers softer music and well-known standard tunes, and is able to appreciate good musicianship. No one of these disks, of course, is of a type to make operators wonder where this album has been all their lives, and it's improbable that any one of the sides will be a universal music machine favorite. But once in the boxes, and once heard, they'll definitely satisfy.

LES BROWN (Okeh 6199)

Marche Slav—FT. Made Up My Mind—FT. VC.

LAST week it was Shep Fields who brought forth a swing arrangement of the noted Tchaikowsky Slavie march, using it to serve as the initial platter introduction for his new brasses orchestra. This week Les Brown treats the same classic to as fine a jazz arrangement as any symphonic compo has received at the hands of a dance band in months.

After several years during which Brown kept delivering nice music that wasn't appreciated to any great extent, he now has made several changes in his style that are pushing the ark to the forefront of trade consideration as one of the most promising of the crop of bands currently striving to hit the heights. Side A here is proof positive that the trade is not wrong in expecting things to happen with the Brown ark, now that it has hit upon a solid, musicianly, and yet commercial brand of danapagan.

Setting a terrific tempo on the Tchaikowsky opus, Les reveals splendid ensembles and precision of sections, fine drive and beat, and general all-round playing that, on this side at least, is comparable with anything turned out by any top name recently. Imagination is present as well, the breaks to half tempo, with blues overtones on the first one, showing inventiveness and being highly effective. Solo work here is on a par with every other component part of one of the most excitingly enjoyable sides to come out of a recording session in recent months.

Reverse doesn't let down the excellent quality, although the tune's limitations don't allow for as much of the unusual as is present on side A. Doris Day, who forsook the singing chores with this band for matrimony some weeks ago, shows again in her chorus-and-a-half that the band is not a decided asset when she left. But the loss of a gal chirper as excellent as Miss Day isn't going to hold back a crew that can produce the spine-tingling musical thrills grooved into the first side here.

Tchaikowsky and titles like "Marche Slav" are unfortunately a bit too heavy and uncommercial for widespread music machine acceptance. Even the superb interpretation Brown gives this classic will have difficulty in overcoming the natural aversion of the general public to music with symphonic backgrounds. Reverse is more in the accepted phono vein.

GENE KRUPA (Okeh 6198)

Don't Cry, Cherie—FT. VC. Stren Serenade—FT.

Krupa brings more imagination to his version of *Cherie*, the latest pop number to be inspired by the collapse of France a year ago, than he has to most of the ballads he has waxed of late. Howard Du Lany's vocal leads off with an out-of-tempo verse, followed by a good medium beat for the rest of the side. The French anthem is worked into the arrangement effectively, and in toto it's the most listenable ballad Gene has done in some time. Plattermate doesn't limit the siren to the title, being Krupa's own conception of a musical four-alarm blaze. Fast and highlighted by terrific Krupa drum bits, this is one of the most heated swingeres the hand has turned out lately. And likewise one of the most enjoyable.

"Cherie" looks good for general hitdom as a song, and Krupa's version has every chance to be among the best liked for the machines. The imaginative way it's played is responsible, and operators might do very well to look into this one. Reverse's chances are no better or worse than any swing number.

(See ON THE RECORDS on page 70)

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.

Harry James

(Reviewed at Hotel Lincoln, New York)

THE addition of a cat-gut contingent to the James ark not only increases the flexibility of the type of music played, but adds color, listener interest, variety, and danceability to this already excellent crew.

The character of the band has not changed with the string additions. Paced by James' intelligent trumpet, the first sax of Vido Musso, and the vocals of Dick Haynes, this crew can still give out jitterbug fare, but with changes of pace still pleases the more sedate clientele.

The string section, consisting of two violins, viola, and cello, can produce enough roundness and smoothness for a chamber concert. However, it is used mainly in conjunction with the six brass, four reed, and four rhythm. Strings are not taking much of the leads, but augment the harmonics. For a band whose reputation has been built upon solid sending stuff, addition of strings was originally considered a rather bold move. However, it has proved a wise step, as is demonstrated by its use in the ark.

The former occupant of the Goodman trumpet chair is continuing to add stature in authoritative musicianship and showmanship.

Emil Coleman

(Reviewed at the Baker Hotel, Dallas)

COLEMAN has a crew of experienced and well-trained musicians, most of them having played together for as long as 10 years. Band's forte is richly toned, melodic music that is restful to the ear, and with a precision rhythm that pleases dancers. Bumbas and tangos are played with one piano and accordion. Standard and pop tunes are excellently done with two pianos to emphasize dance tempo. The ark measures up three sections, trumpet, two violins, guitar, bass, drums, and two pianos. The maestro, directs with masterful musicianship from the first piano. His one need is better showmanship before the mike. Occasionally the band lacks fullness, which could seemingly be rounded out with the addition of one or two pieces of brass.

Wood.

Varsity Club

(Reviewed at the Municipal Auditorium, Oklahoma City)

ONLY and spot in this band is its anonymity. Practically every college town in the country has a Varsity Club; as a result, the name lacks distinction. The Clubbers will miss a bet if they don't come up with a front man to wave that little stick and exude personality. But that's the only thing in the complaint department. The band has the tunes, the talent, and the treatment. Lining up with five reeds, four brass,

and four rhythm, and V. C. boys pull all the musical stops. Their style is their own, credit going to five arrangers, three outside the band.

Silken saxes show off the band in its best light, although the customers don't exactly run away when the boys warm up on jumps and boogie-woogies. The band to date has attracted chiefly the university-age trade but is currently engaged in widening its family circle.

In the blue ribbon class are the drumming of Bud Parsons and the trumpet work of Dub Rice. Rosemary Fair and Jack Musick do a more than adequate job on the vocals.

Deasner.

Hal Grayson

(Reviewed at the Cosmopolitan Hotel, Denver)

GRAYSON has sweet leanings, but in the main offers a full type of sending that is so controlled as to give the impression of sweet. His three reed-three brass-four rhythm combination is full for the most part, but avoids an overdose of blatancy. Solovox gives mellow and sweet effect; use of it, however, is at times overdose. Brasses also predominate, but modulation keeps this well in hand.

Vocals are handled by Arnold Kaye, who has a nice tenor delivery for his ballad work; Jack Winston, who also does ballads; Ted Tubb, who takes care of novelties, and Grayson, who works in novelties. A trio, the Three Gons, works nicely on bounce tunes, and Grayson often works the complete outfit in ensembles. Hal takes a turn at the piano himself now and then, using a solidized style; also he handles for that type drums which he handles for that type move when fronting. Ronnie Beudayon, guitarist who succumbed to a throat ailment several weeks ago, has been succeeded by Eddie Jacoby.

Trackman.

Ray Alderson

(Reviewed at the Pla-Mor Ballroom, Lincoln, Neb.)

COMMERCIAL is the word for this youthful aggregation, which swings or sweetens with equal ease. The 11 members of the troupe are all adept at doubling or tripling, and versatile Alex Ashby has just about everything but sell popcorn during intermission.

One of the band's main assets is the front it puts on. Music stands are made of the same material as coin phone fronts, and summer tuxedos drape the personnel. White-jacketed and white-tied Alderson is a good-looking youngster (26) who is a personal-appeal boy. Tunes range from the extra set of songs to most of the current hits. There's no attempt at a strict style. Tempos are mostly okeh, but occasionally a flat bar will creep in. These, however, are few enough to be negligible.

Alderson toots a sax most of the time he's fronting, along with Harold Hiss, Jess Joe Keller, and Glenn Lyons. Clarinet section holds Art Delschman; Clarinet Hounsel, who does the arrangements and handles an occasional vocal, and Rex Goldthorpe. Alex Ashby works on the accordion, vibraphone, and trumpet, besides the singing chores, while brother Walt slaps bass and sings novelties. Charles Hisey is pianist, and Earl Pedness beats the drums.

In existence six years with usual personnel changes, outfit spends summers and falls in the Minnesota-Iowa lake and winters in Texas. This is its first venture this far west.

Oldfield.

2d SB Song Sheet Test Case Won in Philadelphia

PHILADELPHIA, May 31. — Shapiro, Bernstein, & Company, instituting a series of test cases for the music publishers against stores selling illegal song sheets, continues to make legal gains in the U. S. District Court here.

Well on the way to stamping out the sale of the sheets at drug and candy stores in the territory, the music publisher won its second case last week against Pralley's Drugstore, Judge Harry E. Kalodner granting a decree to the pub on consent.

On the Air

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

By HAROLD HUMPHREY

Ray Noble

(Santa Catalina Island, Avalon, Calif., CBS Network, Wednesday (28), 12:30-12:55 a.m.)

PASSABLE remote is dished out by the Noble aggregation. Program was nicely paced, with pop ballads, swing tunes, and classical adaptations. Plenty of vocalizing was sprinkled in by "Smookey" Lanson and the Three Little Charmers, femme trio. Singing was not outstanding, but nevertheless made for pleasant interludes.

Band's work on some of the numbers played was much better than on others during the same half hour. Boys proved they had the punch, but on a couple of the pops it didn't sound like the same outfit. Weak arranging may have been the cause. Noble does some of the announcing in a curt, brief style which is exceptionally pleasing. Would do well to take over all the splicing duties.

Bobby Byrne

(Meadowbrook, Cedar Grove, N. J., CBS Network, Tuesday (27), 11:30-12:00 p.m.)

SOLID swing permeates the ozone thru-out this spot, but a wise selection of tunes saves it from monotony. Byrne's altohorn dominates most of the arrangements, as it should, because the maestro's tooting on that instrument is top musicianship. Does a solo chorus on the spiritual *Nobody Knows the Trouble I've Seen*, which is tops for listening.

Dorothy Claire and Stuart Ward sing the vocals, each in a puny style and with good delivery. Entire ark hangs together neatly to produce real hit in every number rendered. It isn't the driving type of swingeres which produces a beat that drives the casual listener into a numbness. Byrne gives his swing the more unorthodox features of occasional riffs and riffs.



Selling The Band

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

Record Specialists

RCA-VICTOR has launched a unique sales promotion program, of assistance to record dealers throughout the country, by organizing a highly trained group of young women, on assignment, who are known as the "Record Girl Specialists." Their job is to offer to the distributor and dealer a service of organized sales stimulation supplied by the record factory.

Personnel was selected carefully from graduates of musical conservatories, chosen because of their knowledge of classical and popular music, personality, and mental equipment. Before being assigned to duty, the Record Girl Specialists received thorough training at the record factory in Camden, N. J., under the direction of Jane Thornton and company officials. They are taught about Victor and Bluebird records from the angles of the factory, the distributor, and the dealer.

They know how to organize and set up a stock of records, how to place that stock for handling with a minimum of effort, how to file records, arrange attractive displays, wait upon customers, overcome sales resistance, answer questions, and utilize the several Victor publications with a maximum of advantage to customer and dealer.

As a result of their comprehensive course of instruction, the Record Girl Specialists can analyze a record sales department, reorganize it, and put new life into it in accordance with the most advanced and tested merchandising technique. They can organize for the dealer a brand-new record department before his first disk shipment is out of its packing cases.

When a girl is assigned to a dealer, she becomes part and parcel of his department during her stay. She keeps the same store hours as others in the department, waits on customers, analyzes conditions, and reports the result of her survey to the head of the department or owner of the store as the case may be. She plans and writes copy when asked to do so, and also makes suggestions.

Bob Green, exploiter for Frederick Bros. Music Corporation, follows the agency's slogan to the letter. "Personalized Service" is the phrase, and Green "personalized" the sales message in the interests of Red Nichols. He mailed hand-written and individually addressed "personalized" letters to some 600 hotel executives throughout the country.

Monroe Record Week

MAKING MOST of promotional possibilities centered around the platters, Jim McCarthy, public relations expert for Vaughn Monroe, promoted a Vaughn Monroe Record Week in Boston before Monroe came down to New York for his Paramount run. During the week he set up personal appearances for Monroe in 12 leading record stores to autograph his disks. It is reported the maestro personally sold and autographed 2,500 of his records and attracted approximately 10,000 fans.

The tie-up was made with the Eastern Company, of Cambridge, Mass., New England distributor for Victor-Bluebird. For 10 days in advance, each store ballied the personal appearance thru newspaper advertising, spot announcements on local radio stations, and window displays, while some stores even sent sound trucks out playing Monroe's music and announcing his forthcoming appearance.

In addition to the store appearances, McCarthy arranged a mass interview with high school reporters. He also had Monroe interviewed on six radio stations during the week.

With the band playing in Boston at the Hotel Statler, a tie-up was also arranged for D. B. Stanbro, manager of the hotel, to buy the first record of the week at the Jordan-Marsh store in Boston. Special five by seven cards, distributed to the fans, had Monroe's picture on one side and listing of all his Bluebird recordings on the other side. Some 12,000 were passed out during the week. Results of the extensive promotion were manifest almost immediately in the record sales.

Atlantic City Season Starts for Tootlers; Only Few Large Bands

ATLANTIC CITY, May 31.—With summer at the starting point, resort centers in New Jersey again promise to provide a bumper crop of jobs to the band boys, both big and small. Statistics released last week by the Bureau of Census, U. S. Department of Commerce, disclosed that New Jersey is the leading record State in the country, with 484 hotels in operation. Of these, 414 are seasonal establishments, indicating resorts, while of the remaining 537 year-round hotels a large majority are at the ocean resorts where music is employed year round as well.

In Atlantic City bands find the most lucrative employment. Based on last season's records, at least 300 bands, of three men or more, and including engagements from one day to three months, find fat pay checks here each summer. Apart from the Steel Pier and Hamid's Million-Dollar Pier, which buy the biggest names in the business, most of the work qualifications depend on ability to take it rather than a rep.

Aside from the fact that it's a seven-day week, playing hours run into the wee hours, and it's not unusual for a nitery to schedule from three to eight floor shows an evening, depending on the number of spending visitors in town. Among the several hundred niteries that use only small combos or cocktail groups, only three stands shape up for large bands this season. Renault Tavern, which featured a band parade of names last summer, is giving the big boys the go-by this season.

Only Three Large Orks

Of the three choice stands, Babette's is already set with Milton Huber, and for rumba relief the Di Salvo Brothers' band. If Phil Barr re-opens his 500 Club, belief is that Sammy Watkins will come in from Cleveland for his third season. No band set as yet for Charlie Schwartz's Bath and Turf Club, last season using a band from the MCA rolls.

Big bands will be conspicuous by their

absence at the swank hotels, where a decade ago many big names were featured. Round-the-World Room of Hotel President will drop the big band policy this season, bringing in the Adrian Rollini Trio. Rollini will double between the President and the hotel management's Brigantine Beach Hotel at the other end of the resort, with Pedro Albani and His Rio Rhumba group, current, rounding out the dancing seasons.

Merry-Go-Round of the Ritz-Carlton Hotel is another dispensing with the large combo. After two seasons with Nat Brandwynne, hostelry has Carmen Cavallero coming in July 1 for the season. Booked by MCA, and brings in only six pieces. St. Charles Hotel goes atmospheric, and brings in Teva Gorodetzky and his gypsy players.

Eddy Bradd and his Oceanaires continue in the Seaside's Surf 'n' Sand Room; Roy Comfort stays at the Claridge; Oscar Peters and His Admirals at the Senator; and Bill Madden at the Traymore's Submarine Grill.

Local musicians' union warns outside card holders about coming here, in spite of the big boom expected this season, unless the tootlers are prepared to get the upped scale. Union here accepts no transfer cards, and pay scale for the little lads is boosted the same as the big boys on the ocean piers. As a result, cocktail combos are much in demand at many of the niteries, spots passing them off as sets.

Tucker Opens Wis. Ballroom

WEST ALLIS, Wis., May 31.—Modernistic Ballroom at State Fair Park opened its season Sunday (25) to nice business, featuring Orrin Tucker and Bonnie Baker, plus Steve Swedish. Latter is again house band at the spot. Ted Pio Rito is slated to play the ballroom June 1 and Red Ravens' ork June 6, with Glenn Miller scheduled for his first local appearance in the near future.

Here's NEWS! SAMMY KAYE

S.HATTERS ALL RECORDS at Frank Dailey's MEADOWBROOK

Kaye Breaks Top Record at Dailey Swing Ork Mecca

NEW YORK, May 24.—"Names are what count—not swing or sweet," says Frank Dailey, owner of New Jersey's famed Meadowbrook. "And I've got Sammy Kaye to prove it."

Reason for this remark from one of the country's biggest dance operators is the all-time record hung up the past four weeks by Kaye and his ork at what the trade has labeled a swing spot.

According to Dailey, the Kaye gross tops by several thousand dollars, the Tommy Dorsey record over a similar period of time, of last February. May is traditionally a bad month, too, Dailey says.

Starting feature to the trade is that a sweet band should be booked into Meadowbrook for the first time, and then break all previous records, beating bands like Glenn Miller, Gene Krupa, Woody Herman, Glen Gray, Charlie Barnet, and Jimmy Dorsey.

Dailey claims it does not seem particularly odd to him, however, adding that he had been trying to get Kaye in for a run for the past two years. Sammy customarily wound up in seventh place on Meadowbrook's band polls, with a considerable number of verbal requests made to bring the ork in.

Despite Dailey's logical reasoning that names and not style are the prime attraction, however, trade looks at the one amazing angle of all records at one of the country's most famous out-and-out swing spots. (—from THE BILLBOARD, May 31)



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

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—cave; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; r—road house; re—restaurant; s—showboat; t—theater.

Alberto, Don: (El Chico) NYC, nc.
Allen, Bob: (Arenas Grill) Canton, O., cc.
Alton, Henry: (Ritz) Cafe Society, NYC, cc.
Amrine, Bill: (Golden Pheasant) Youngstown, O., cc.
Angelo: (Bill Bertolotti's) NYC, nc.
Armstrong, Louis: (Palais Royale) Toronto, Ont., Can., 2, b; (Stratford) Ingersoll 2, t; (Summer Gardens) Port Dover, 4, a.
Arrington, Gus: (Loew's State) NYC, t.
Arzouf, Arthur: (Melpina) NYC, h.
Ayres, Mitchell: (Lakeland) Denver, D.

B
Banker, Joe: (Mickey's) NYC Detroit, nc.
Barker, Art: (Warwick) NYC, h.
Barlow, Ralph: (Peony) Omaha, Pa., cc.
Barnes, Charles: (Eastwood) NYC, cc.
Barnett, Arne: (Glarry's New Yorker) Chi., h.
Barron, Isaac: (Cumberland) NYC, h.
Basso, Joe: (Burrhead, Md.) (Olympic) Washington, N. J., 4-14, p.
Becker, Bubble: (Totem Lodge) Averill Park, N. Y., nc.
Becker, Howard: (Pines) Pittsburgh, h.
Beckner, Benny: (Chandler's) Madison, Wis., h.
Bell, Ding: (Orsemer) Chi., h.
Bennett, Chuck: (Hiawatha Garden) Manitowish, Wis., h.
Benson, Ray: (Stork) NYC, cc.
Bergere, Maximilian: (Versailles) NYC, cc.
Berman, Charles: (Waves) NYC, cc.
Berman, Charles: (Beale) Atlantic City, h.
Brady, Nat: (Cocacabana) NYC, re.
Brady, Irving: (Open Door) Phila., c.
Bridges, Lou: (Linden) Little Rock, Ark., 2-3, bc; (Cedar Lake) Opelousas, La., 2; (Colony) McClure, Ill., 1, bc.
Bridges, Ace: (Avalon) Niles, Mich., b; (Excelsior) Minneapolis 2, b, p.
Brockwater, Junior, Girl: Marimba Band: Christiania, Pa., 6; Oriental 2, p.
Brow, Cliff: (Marionette) Cincinnati, 2.
Bryant, Bobby: (Meadowbrook) Cedar Grove, N. J., 2, p.

C
Cabin Boys: (Cedar Bar) Warren, O., 2.
Cabot, Tony: (885 Chubb) NYC, cc.
Carr, Sam: (Hibernia) NYC, cc.
Calloway, Cab: (Sherman) Chi., h.
Caltel, Oscar: (Casa Marta) NYC, cc.
Casspell, Jan: (Danceteria) Miami, Fla., Dc.
Cassidy, Joe: (Latin Quarter) Boston, cc.
Cappello, Joe: (Jimmy Kelly's) NYC, nc.
Carlo, Don: (Cascabel) NYC, cc.
Carlyle, Lytle: (Bak) Show Boat, Detroit, c.
Carson, Don: (Forsythe) (Sylvan) Buffalo, h.
Carroll, Irvin: (Dempsy's) NYC, re.
Carroll, John: (Cass) (Hudson) Boston, re.
Carroll, Bob: (Lawton Hot Springs) Reno, Nev., h.
Cavallero, Carmen: (Marsden's Riviera) Port Jervis, N. Y., 2.
Cham, Al: (Renna) Syracuse, h.
Chavez: (Beachcomber) NYC, nc.
Chiasta, Don: (Ye Olde Grill) Chi., c.
Chick, Lou: (Honey) Chicago, Ill., Ga., h.
Chick, Buddy: (Park Central) NYC, h.
Clemente: (Rainbow Room) NYC, cc.
Cone, Ray: (La Guardia Airport) NYC, cc.
Conroy, Jack: (Wardman Park) Washington, h.
Collins, Bernie: (Newman's Lake House) Saratoga Springs, N. Y., cc.
Conroy, Frank: (Claridge) Atlantic City, h.
Conroy, Ray: (Hibernia) NYC, re.
Costello, Charles: (Ode Wayne) Detroit, nc.
Craig, Carvel: (Del Monte) Del Monte, Calif., h.
Cragg, Xavier: (Waldorf Astoria) NYC, h.
Cuzzina, Bernie: (Meadowbrook) St. Louis, cc.
Curbello, Herbert: (La Martinique) NYC, nc.

D
Dale, Marvin: (Tristan) Chi., h.
Daly, Duke: (Playland) NYC, cc.
Daly, Eddie: (Del Rio) Chi., h.
Daly, Eddie: (La Rue) NYC, h.
Davis, Milton: (Rainbow Room) Washington, D. C., cc.
DeWaddy: (Merry Gardens) Chi., h.
DeWaddy, Bob: (Arcades) NYC, b.
DeYoung, The: (Admiral Benmes) Mobile, Ala., h.
DeYoung, (Nickie) Trenton, N. J., cc.
Denny, Jack: (Village Bar) NYC, nc.
Devoni, Don: (El Morocco) NYC, cc.
Dumplings, Jess: (Park Central) NYC, h.
Dun, Joe: (Cuban Villa) Chi., re.
Donahue, Al: (Palladium) Los Angeles, re.
Donahue, Sam: (Coral Oables) E. Lansing, Mich., h.
Dunham, Tommy: (Astor) NYC, h.
Dowell, Baxie: (Gee) Washington Jackson-Ville, Fla., h.
Duchin, Eddy: (Palace) Cleveland, t.
Duffy, George: (Muehlebach) Kansas City, Mo., h.
Duffy, Johnny: (Blackstone) Chi., h.
Dunham, Sonny: (Rainbow Rendezvous) Salt Lake City, h.
Dunmore, Eddie: (Casino) San Clemente, Calif., b.

E
Eddy, Ted: (Island) NYC, cc.
Edwards, Bert: (Hillside Inn) Albany, N.Y., cc.
Ellington, Duke: (Topsy's) South Gate, Calif., re.
Ernie & His Norsemen: (Castelbalm) NYC, re.
Ernie, Val: (La Rue) NYC, cc.

F
Faldan, Teddy: (Park Recreation Parlor) St. Paul, b.
Faggio, Louis: (Morocco) Detroit, cc.
Fisher, Bart: (Netherland Plaza) Cincinnati, h.
Fisher, Harmon: (Loew's State) Pa., c.
Fitz: (Hi Hat) Chi., re.
Fisher, Freddie: (Old Vienna) Cincinnati, bc.
Fisher, Mark: (1510 Club) Chi., bc.
Fitzpatrick, Ed: (Palladium) Boston, Tex., cc.
Fitz, Ernie: (Paradise) Chi., b.
Fontaine, Sonny: (Wilton) Phila., h.
Foster, Chuck: (Biltmore Bowl) Los Angeles, h.
Franks, Ray: (Riverview Inn) Albany, N. Y., h.
Futcher, Charles & His Georgians: (Bastille House) Mobile, Ala., h.
Funk, Larry: (Lockout House) Covington, Ky., re.

G
Gaines, Charlie: (Carroll's) Phila., cc.
Garr, Glenn: (O Henry) Chi., h.
Gasparte, Dick: (Piazza) NYC, h.

Gaston: (French Monte Carlo) NYC, re.
Gibbert, Jerry: (Gawthon) Mobile, Ala., h.
Gibbert, Johnny: (Lowry) St. Paul, h.
Gordon, Don: (Old Cedar Inn) Brookhaven, N. Y., cc.
Gordon, Gray: (Leg Cabin) Armonk, N. Y., cc.
Gowry, Cecil: (Schroeder) Milwaukee, h.
Green, Byvan: (Famous Door) NYC, cc.
Grey, Tony: (El Taborin) NYC, cc.

H
Hamilton, Bob: (Majestic) Long Beach, Calif., h.
Hamilton, George: (Schroeder) Milwaukee, h.
Hanes, Myron: (Child's Spanish Gardens) NYC, re.
Harpa, Daryl: (Wildfire Bowl) Los Angeles, re.
Harris, Jack: (La Conga) NYC, cc.
Harrison, Ford: (St. Moritz) NYC, h.
Hart, Jose: (Washington Merry-GO-Round) Pittsburgh, cc.
Heath, Andy: (Fitch's Cafe) Wilmington, Del., cc.
Heidt, Horace: (Lyric) Indianapolis, t.
Herman, Sylvan: (Harley) Phila., h.
Herold, Lou: (El Taborin) NYC, cc.
Hill, Dick: (Hi-De-Ho) Phila., c.
Hill, Eddie: (Penn) Trenton, N. J., h.
Hill, Tiny: (Melody Mel) Chi., h.
Hoff, Carl: (Blue Gardens) Armonk, N. Y., re.
Holt, Ernie: (El Morocco) NYC, cc.
Howard, Ralph: (400 Club) Fort Worth, Tex., cc.

I
Horton, Dean: (Cavalier Hotel Beach Club) Virginia Beach, Va., 1-15, nc.
Irwin, Marty: (Churchill Tavern) Pittsburgh, re.
Jack, Don, & His Musical Waves: (Dade Ranch) Lansing, Mich., h.
James, Harry: (Lincoln) NYC, cc.
James, Jimmy: (Auld) Cincinnati, p.
Jarrett, Ted: (Westfield Westfield, Mass., h.
Jelinski, Eugene: (Iroquois Gardens) Louisville, Ky., re.
Jerome, Henry: (Child's Paramount) NYC, re.

J
Johnson, Johnny: (Shelton) NYC, h.
Jones, John Paul: (400 Club) Ft. Worth, Tex., cc.
Jordan, Russell: (Irene's) Phila., c.
Jensen, Tommy: (Show Boat) St. Louis, re.
Jungla's Rumba: (Club Hall) Phila., re.
Jurgens, Dick: (Riverdale) Milwaukee 1-3, t.

K
Kain, Paul: (Mayfair) Washington, D. C., cc.
Kaspar, Gordon: (Blue Mirror) Baltimore, re.
Kassal, Art: (Aragon) Chi., h.
Kay, Herbie: (Coney Island) Cincinnati, p.
Kay, Kris: (Casino House) NYC, cc.
Kaye, Sammy: (Essex House) NYC, cc.
Keller, Boyd: (Pacific Square) San Diego, Calif., cc.
Kendall, Benny: (Stork) NYC, cc.
Kent, Peter: (New Yorker) NYC, h.
King, Eddie: (Di Pinto's) Phila., c.
King, Teddy: (Maple Grove) Harrisburg, Pa., cc.
King, Wayne: (Strand) NYC 23-June 5, t.
King's Jesters: (Theater Cafe) Chi., bc.
Kinney, Ray: (Lexington) NYC, h.
Kirk, Andy: (Royale) Baltimore, t.
Klyde, Harvey: (Chateau) Chi., h.
Knight, Bob: (Pier) NYC, h.
Korkeis, The: (Oltchhead) Superior, Wis., cc.
Kolax, King: (Grand Terrace) Chi., cc.
Kole, Shelby: (Butler's Tan Room) NYC, cc.
Koller Bros.: (Piccadilly) Baltimore, re.
Korn Kobblers: (Flagship) Union City, N. J., cc.

L
Lambert, (Hollywood) NYC, cc.
Lange, Lou: (Siberian) NYC, h.
Lang, Lester: (Beachcomber) NYC, cc.
Lapone, Joe: (Old Roumanian) NYC, cc.
LeBaron, Eddie: (Rumba Casino) Chi., re.
Lee, Bobby: (College Inn) Phila., re.
Leighton, Joe: (John Marshall) Richmond, Va., h.
Leonardo: (Moulin Rouge) NYC, re.
Levant, Phil: (Jefferson Beach) Detroit, p.
Lester, (Beverly) NYC, cc.
Lishak, Hank: (Theater Cafe) Chi., bc.
Little, Little Jack: (Edgewater Beach) Chi., h.
Loring, Michael: (Luna Park) Coney Island, N. Y., h.
Lucas, Clyde: (Baltimore) NYC, h.
Luncheon, Jimmie: (Civic) San Jose, Calif., 5, a; (Auditorium) Dallas, 6; (Sweat's Sacramento 2, b; (Sweet's) Oakland 9, b; (Ophelum) Los Angeles 11-17, t.
Lynn, Sammy: (Bomb Shelter) Dallas, cc.

M
McBride, Eddie: (Bonanza's) Trenton, N. J., c.
McGee, Johnny: (Beverly Hills) Newport, Ky., cc.
McGee, Johnny: (Burr Club) Virginia Beach, Va., cc.
McLain, Jimmy: (Westminster) Boston, h.
McFarland, Jimmy: (Nick's) NYC, cc.
Macina, Pete: (Lounge Riviera) Washington, D. C., cc.
Madson, Bill: (Traymore) Atlantic City, h.
Magers, Thel: (DeWitt Clinton) Albany, N. Y., h.
Mario, Don: (Hour Glass) Newark, N. J., nc.
Marloe, Charlie: (Pigero) Los Angeles, h.
Mastros, Tom: (Keating's) Clarence, N. Y., cc.
Marshall, Mary: (Madura's) Whiting, Ind., h.
Marzi, Coo: (St. Regis) NYC, h.
Marzi, Frank: (Cocacabana) NYC, cc.
Martin, Bobby: (The Place) NYC, cc.
Martin, Dave: (St. George) Brooklyn, h.
Martin, Freddie: (Cocoanut Grove, Baltimore) Los Angeles, h.
Martin, Joe: (Wally's Gay '90s) Albany, N. Y., cc.
Martin, Leo: (Leon & Eddie's) NYC, cc.
Martin, Red: (Frank's Casa Nova) Buffalo, re.
Marions, Johnny: (Wayss Inn) West Springfield, Mass., re.
Marvin, Mel: (New Pelham Health Inn) Pelham Bay, NYC, re.
Masters, Frankie: (Tatt) NYC, h.
Matheny, Nicolas: (Russian Kretchma) NYC, cc.
Maya, Prodan: (Havana-Madrid) NYC, cc.
May, Jack: (Crooked Lake) Averill Park, N. Y., h.
Mazzanti, Johnny: (Emma Jettick) Auburn, N. Y., p.
Miller, Glenn: (Pacific Sq.) San Diego, Calif.
Miller, (Sailor Beach) Salt Lake City, Utah, 7.
Miller, Herman: (Abraham Lincoln) Reading, Pa., h.
Miller, Russ: (Jack & Bob's) Trenton, N. J., nc.
Miller, Ted: (Hardy) Greenville, Mich., h.
Molitz, Deke: (Beverly Hills) Newport, Ky., cc.
Monroe, Vaughn: (Paramount) NYC 21-June 10, t.
Monks, Andre: (Moulin Rouge) NYC, cc.

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

Kristal, Cecil: (Palk) Menominee, Mich., h.
Krupa, Gene: (Pennsylvania) NYC, h.
Kuhn, Leo: (New Kenmore Rainbow Room) Albany, N. Y., h.
Lamb, Dick: (Mer) Buffalo, h.
Kurtze, Jack: (Sagamore) Rochester, N. Y., h.
Kyoer, Roy: (Club Charles) Baltimore, cc.
Lane, Sol: (506 Club) Chi., bc.
Lande, Sol: (Ambassador) NYC, h.
Lans, Eddie: (Bostert) Brooklyn, h.
Lang, Lou: (Siberian) NYC, h.
Lang, Lester: (Beachcomber) NYC, cc.
Lapone, Joe: (Old Roumanian) NYC, cc.
LeBaron, Eddie: (Rumba Casino) Chi., re.
Lee, Bobby: (College Inn) Phila., re.
Leighton, Joe: (John Marshall) Richmond, Va., h.
Leonardo: (Moulin Rouge) NYC, re.
Levant, Phil: (Jefferson Beach) Detroit, p.
Lester, (Beverly) NYC, cc.
Lishak, Hank: (Theater Cafe) Chi., bc.
Little, Little Jack: (Edgewater Beach) Chi., h.
Loring, Michael: (Luna Park) Coney Island, N. Y., h.
Lucas, Clyde: (Baltimore) NYC, h.
Luncheon, Jimmie: (Civic) San Jose, Calif., 5, a; (Auditorium) Dallas, 6; (Sweat's Sacramento 2, b; (Sweet's) Oakland 9, b; (Ophelum) Los Angeles 11-17, t.
Lynn, Sammy: (Bomb Shelter) Dallas, cc.

N
Nance, Bill: (Stark) Alliance, O., b.
Nance, Oliver: (La Martinique) NYC, cc.
Nance, Al: (Ambassador East) Chi., h.
Nando, Jose: (Roosevelt) NYC, h.
Morris, George: (Armand) NYC, h.
Morton, Ray: (Warwick) Phila., h.

O
Oger, Bill: (Stark) Alliance, O., b.
Oliver, Oliver: (La Martinique) NYC, cc.
Olman, Val: (Ambassador East) Chi., h.
Osako, Benny: (Cosmopolitan) NYC, h.
Orlando, Don: (Ches Pares) Chi., re.
Osborne, Tony: (Primrose) Newport, Ky., cc.
Osborne, Will: (Rendezvous) Balboa, Calif., re.

P
Page, Hot Lips: (Kelly's Stable) NYC, cc.
Palmer, Joe: (Tantilla Gardens) Richmond, Va., h.
Panchito: (Versailles) NYC, cc.
Panchito: (Ben Morgan's) Port Lee, N. J., re.
Patterson, Joe: (Belmont Plaza) NYC, h.
Parker, Paul: (Hunters Inn) Albany, N. Y., re.
Parodi, Wilbur: (La Montparnasse) NYC, cc.
Parsons, Lorin: (Book-Cadillac) Detroit, h.
Parker, Tony: (Univ. of Md.) Baltimore 4; (State College) Raleigh, N. C., 5; (Wood-bear Forest) Staunton, Va., 6; (William and Mary College) Williamsburg, Va., 7.
Patterson, Pat: (Club Frotlos) Albany, N. Y., re.
Pedro, Don: (Rumba Casino) Chi., re.
Pender, Charles: (Zimmerman's) Hungaria NYC, re.
Peres, Milo: (Rumba Casino) Chi., re.
Peters, Freddie: (Orchard Grill) Albany, N. Y., h.
Peters, Oscar: (Senator) Atlantic City, h.
Pettit, Emil: (Savoy-Plaza) NYC, h.
Powell, Walter: (Continental Grove) Akron, O., re.
Pratt, Louis: (Summit) Baltimore, re.
Pratt, Bob: (Diamond Horseshoe) NYC, cc.

Q
Quartell, Frank: (Columbia) Chi., re.

R
Ramos, Ramon: (Drake) Chi., h.
Randel, Gordon: (Air-o-Dance) Albany, N. Y., cc.
Rapp, Barney: (Sign of the Drum) Cincinnati, re.
Ravenna, Carl: (Chase) St. Louis, h.
Ravel, Arthur: (Belmont Plaza) NYC, h.
Reichman, Joe: (Beaumont) Dallas, h.
Reah, Benny: (Bower) Detroit, cc.
Rey, Arvin: (Rustic Cabin) Englewood Cliffs, N. J., re.
Reyes, Carlos: (Embassy) Phila., re.
Richards, Jimmy: (Buckeye Lake) Columbus, O., h.
Riley, Mike: (See Girl Inn) Sea Girl, N.J., re.
Ritma, The: (Barle) Phila., t.
Rios, Juanita: (Astor) NYC, h.
Rizzo, Vincent: (Wilton) Phila., h.
Roberts, Chuck: (Cock Tally-Ho) Albany, N. Y., re.
Rocky River Ramblers: (Country Kitchen) Glenwood, N. Y., cc.
Rogers, Dick: (Rainbow) NYC, h.
Rose, Sheldon: (Rooseland Restaurant) Bridgeport, Conn., cc.
Rossell, Jack: (Monte Carlo) NYC, cc.
Russell, Jack: (Edgewater Beach) Chi 9, h.

S
Saron, Herb: (Stairway to the Stars) San Francisco, cc.
Sancristo, Juanito: (Havana-Madrid) NYC, cc.
Santambrogio, Al: (St. Regis) NYC, cc.
Scott, Raymond: (Luna) Coney Island, N. Y., 29-June 4, p.
Sealors, Furg: (Park Lane) Buffalo, h.
Shaw, Maurice: (Chateau Moderne) NYC, cc.
Shelton, Dick: (Van Cleve) Dayton, O., h.
Shepard, Eddie: (Park Casino) Phila., cc.
Shevlin, Pat: (Overgreen) Phila., cc.
Shibamoto, Fred: (DeWitt Clinton) Albany, N. Y., h.
Shise, Noble: (Diamond Horseshoe) NYC, cc.
Shes, Alvin: (Gerard's) Albany, N. Y., re.
Smith, Ross: (Rainbow) NYC, cc.
Snider, Billy: (Gibson) Cincinnati, h.
South, Eddie: (Cafe Society Uptown) NYC, cc.
Spidecock, Al: (Romany Room) Washington, D. C., h.
Spicer, Harold: (Park Lane) NYC, h.
Spivak, Charlie: (Glen Island) New Rochelle, N. Y., re.
Squires, FIVE: (Chatterbox) Mountaintop, N. J., cc.
Stamos, Spiros: (L'Alpine) Chi., re.
Sterling, Frank: (Aiglon Tavern) Atlantic City, h.
Stierney, George: (Coo Rouge) NYC, cc.
Stotler, Wally: (Belvedere) Baltimore, h.
Stollenberg, Ray: (KAZO) Austin, Minn.
Streeter, Ted: (Monte Carlo) NYC, cc.
Strickland, Don: (Schroeder) Milwaukee, h.
Strong, Benny: (Washington-Yours) Shreveport, La., h.
Sullivan, Mickey: (Lido) Worcester, Mass., c.
Sylvester, Bob: (Bartlett's Beach) Jackson, Mich., p.
Sylvio, Don: (Bertolotti's) NYC, cc.

T
Tan, Jimmie: (Kaufman's) Buffalo, cc.
Teagarden, Jack: (Paramount) Los Angeles, t.
Terry, Frank: (McVan's) Buffalo, cc.
Thompson, Ken: (Villa Moderne) Chi., t.
Tomlin, Pinky: (Castle Park) Cincinnati 2, re.
Trace, Al: (Hudson) NYC, h.
(See ORCHESTRA ROUTES on page 27)

Bands on Tour—Advance Dates

TOMMY REYNOLDS: Washington and Lee University, Lexington, Va., June 5-6.
TONY PASTOR: University of Maryland, College Park, June 4; University of North Carolina, Raleigh, 5; Woodberry Forest Academy, Woodberry Forest, Va., 6; William and Mary College, Williamsburg, Va., 7.
MAL HALLETT: Georgia Tech. School, Atlanta, June 4-7.
CARL SCHRIEBER: Hotel Baker, St. Charles, Ill., June 7, 14, 21, and 28; Stevens Hotel, Chicago, 30.
FOUR INK SPOTS: State College Gym, Montgomery, Ala., June 4; My Club Tourist Cabin, Cottdendale, Fla., 5; City Auditorium, Macon, Ga., 6; Jacksonville Beach Pier, Jacksonville, Fla., 7.
ELLA FITZGERALD: Tower Ballroom, Pittsburgh, Kan., June 4; Downbeat Ballroom, Tulsa, Okla., 5; English Village, Tulsa, 6; City Auditorium, Oklahoma City, 7.
ERSKINE HAWKINS: St. Moritz, Pittsburgh, June 4; Lincoln Colonnades, Washington, 5; Royal Theater, Baltimore, Md., 6 (week).
JOHNNY MESSNER: Enna Jettick Park, Auburn, N. Y., June 2 (week); Coney Island, Cincinnati, 14 (week); Manhattan Beach, Brooklyn, 28 (week); Totem Pole, Auburn, Mass., July 20 (week); Roosevelt Hotel, Jacksonville, Fla., August 1 (month).
ISHAM JONES: Coney Island, Cincinnati, August 8 (week); Palisades Park, New Jersey, 30 (11 days).
HERBY WOODS: Willow Grove (Pa.) Park, June 4; Hotel Philadelphia, Philadelphia, 6; Town Hall, Philadelphia, 7; Philadelphia (Pa.) Country Club, 11; Town Hall, Philadelphia, 13; Hamid's Million-Dollar Pier, Atlantic City, 14-15; Merion (Pa.) Country Club, 28; Hunt's Ocean Pier, Wildwood, N. J., July 2.

IN BOSTON IT'S THE BROADWAY HOTEL
WHERE YOUR FRIENDS STOP
* DAILY RATE, SINGLE... FROM \$1.50
* WEEKLY RATE, WITH BATH... FROM \$8.00
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Students Prove Swell Audience At 5c Matinee

NEW YORK, May 31.—The first of a series of special matinees to be held for high school students in New York was given Decoration Day afternoon at the Shubert Theater. The play was *The Doctor's Dilemma*, starring Katharine Cornell and Raymond Massey. Over 1,400 students from 35 high schools attended, with the admission price set at 5 cents. There were 39 students and one teacher from each school.

Since schools will close within the next few weeks, this new program will officially go into effect with the opening of the fall term. During next year it is estimated that approximately 15 of these special matinees may be given. The schools to be represented at the various plays were chosen by lot, as were the seats given to the schools.

The gross intake for the matinee was \$70.25, which will be used for the cost of printing tickets and a few other basic expenses. The actors, stagehands, musicians, etc. all donated their services. It is estimated that their salaries for a normal matinee would amount to about \$1,200.

Two thirds of this special audience had never seen a legitimate production before. They were rather reticent at the beginning, but by the time the second act was on they had warmed up. The comments of the students were enthusiastic, and many expressed surprise that a play could be so much fun.

Miss Cornell, after the play, exclaimed, "Wasn't it exciting? What an audience! The play never went better. Those boys and girls never missed a trick. It was stimulating. Their enthusiasm simply jumped across the footlights."

Massey said that the audience had a grand sense of humor and "they picked up a lot of wit as they went along. This will spill us for anything else."

The doorman at the theater called the students "our best audience since a medical association was here."

During the second-act intermission, Alfred Harding, editor of *Equity Magazine* and originator of this special matinee program for high school students, spoke briefly. He said that good plays were just as essential to students as algebra, history, and languages, and lots more fun. The students wildly applauded.

"Father" Ends Philly Run, Sets Records

PHILADELPHIA, May 31.—Life With Father company, headed by Louis Calhern and Dorothy Gish, closed a phenomenal and record-breaking run of 13 weeks at the Walnut Street Theater tonight, leaving the city for Detroit with more than \$200,000 deposited at the box office. First five weeks company played to virtual capacity, grossing \$20,000 and better each stanza. At a \$2.50 top, plus taxes, \$21,000 is absolute capacity, which was hit for three of the first five weeks.

Grosses never dipped lower than \$12,000, figure for the 10th week. Even *Only a Week* hit a nice \$17,400. The last two weeks there was an added spurt at the box office, the next-to-shut week building to \$14,000 and the last week having a heavy advance sale to hit \$14,000. Total for the run, considered nothing short of sensational in face of the state of legit here for many years, was \$210,700.

Local legit season has one more week to go, the second week of *Gay Divorce* at the Forrest. Revival isn't hitting as well, at its \$2 top, as did *The Student Prince* for its fortnight. *Divorce* light the first week ended tonight, with \$8,000.

Realism

DETROIT, May 31.—Production of the fight scene in *The Milky Way* by the Catholic Players, amateur group here, proved a bit too realistic when one of the players failed to pull his punches. Paul Lilly, as the fight manager, was knocked out cold and bucket of water called for in script failed to revive him. He recovered in time to appear in the next act—with a stitched lip.

BROADWAY RUNS		Performances to May 31 Inclusive.	
Dramatic		Opened Perf.	
Arsenic and Old Lace (Fol.)	Jan. 10	163	
Beautiful People, The (Laf. Coon)	Apr. 21	48	
Charlie (Shubert)	Feb. 13	126	
Com In Green, The (Ne. Road)	Nov. 28	215	
Doctor's Dilemma, The (Shubert)	Mar. 11	95	
Happy Days, The (Hilltop)	May 19	23	
Johanna Belinda (Lodge)	Feb. 15	251	
Life With Father (Kaufman)	Oct. 6, 30	684	
Me, Who Knew Him (Hilltop)	Nov. 16, 19	60	
My Sister Elsie (Hilltop)	Jan. 12	160	
Native Son (St. James)	Mar. 24	80	
Now, Heloise (Winter Garden)	Dec. 11, 30	614	
Pal Joey (Hilltop)	Dec. 23	181	
Patience Hattie (44th St.)	Oct. 30	246	
Watch on the Rhine (Rock)	Apr. 4	71	

"Hellza" Road Co. OK in Chi

CHICAGO, May 31.—The road version of Olsen and Johnson's *Hellzapoppin*, with Billy House and Eddie Garr in the major spots, is doing good business at the Auditorium here and is proving to be as entertaining a vaude circus as its big brother in New York. While House and Garr do not work as closely together as Olsen and Johnson, they are plenty good on their own. House has the Johnson assignment and Garr handles most of the emcee work, between comedy bits.

Lunacy prevails thruout the show's two and a half-hour run, and no matter how good the specialty acts may be they take second honors to the general crazy pattern. While an intimate atmosphere is lacking in this huge house, the good feature about it is the location of the balconies, which permits the bargain-seeking customers to see all the also action. (And half of the show is in the aisles.)

New York production is duplicated, including ideas and line numbers. The acts include Grace and Nikko, comedy dance team; Readinger Twins, breezy interpretative dance pair; Hardeen, magician; Murrah Sisters, attractive, hard-working song trio; the Oxford Boys, musical and vocal impressionists; Paul Gordon, unicyclist; and Ben Dova, drunk acrobat whose lamppost specialty is still tops. A set of good stogees scare and amuse the patrons thruout.

Honigberg.

Equity Campaign Hits Final Stretch; Independents Meet

NEW YORK, May 31.—On Tuesday (27) supporters of the Independent Ticket in the forthcoming Actors' Equity Association election, scheduled for the Astor on Friday (6), held a meeting at the Hotel Edison. Plans were made to hold another meeting this coming Tuesday (3).

In the course of the conclave, Florence Reed was criticized for campaigning in her capacity as chairman of the nominating committee, instead of as a member of Equity supporting the regular ticket. Miss Reed had circulated the entire Equity membership pamphlets containing the contents of a letter sent to her by the Kansas congressman, William P. Lambertson, dated Friday (23). The pamphlet stated that the Lambertson letter has been "reprinted" from the *Congressional Record*, although it does not appear in any of last week's issues of the *Record*.

The letter praised the nominating committee for its efforts to perform what Lambertson described as "a truly patriotic duty" in denying renomination to Alan Hewitt. Lambertson urged the defeat of Hewitt, who seeks re-election to the council on the Independent Ticket.

Meanwhile, Bert Lytell, president of

Equity, last week again demanded, for the fourth time, an immediate probe of Equity by the Dies Committee. Lytell wired his demands to Lambertson as a result of his letter to Miss Reed, which also reiterated his Red accusations against various Equity Council members.

At Tuesday's meeting of the Independents it was expected that 150 supporters would come out. However, the attendance reached 250. Next Tuesday's meeting will be held at the request of those present at the Edison, who want some of the speeches repeated for the benefit of friends.

In addition to the original list of speakers at the meeting, Margaret Webster, nominee for the council on the Regular Ticket, and Dudley Digges, veteran council member, spoke in support of Hewitt and the Independent slate.

Telegrams were received from Helen Hayes, Alfred Lunt and Lynn Fontanne, Frederic March, and many others.

Hub Crosses Off

BOSTON, May 31.—Hot weather hit legit grosses this week, with one show dropping its second week and another opening to a disappointing gross.

Meet the People opened this week for an indefinite stand, but the unexpected heat wave knocked off the expected gross. In for at least one and possibly three more stanzas at the Shubert.

Grosses for the week were as follows: *The Man Who Came to Dinner* (Colonial, 1,634 seats, \$275 top). Weather hit this one, gross dropping about \$2,000 to \$4,500 for the week. Still a good figure at the \$2.75 top. Total for two weeks, \$30,000.

Meet the People (Shubert, 1,590 seats, \$2.75 top). Opened to swell notices but bucked the weather and came off second best. Pulled \$13,000 for first week. May stay five weeks or longer if his build.

Actors' Theater Offers New Play at Provincetown

NEW YORK, May 31.—The Actors' Theater, a group of young legit hopefuls, last week presented *Sing Before Breakfast*, a three-act comedy by Peter Levins and Warren Murray, at the Provincetown Theater. The play was staged by Billy M. Greene.

The story is woven around the New York adventures of a small-town stage-struck innocent maid, the efforts of one man to keep her well sheltered, and the jealousy of the maid, who loved him. All in all it was rather a silly story, but gave rise to many laughs.

The one outstanding performance of the night was given by Ruth Chapman, who played the part of the girl with career ambitions. However, Sally Collins, as a colored maid, and Nellie Breen, as a perpetual inebriate, were also good. The other feminine roles were handled by Gwen Malson and Florence Stuart.

As for the men, the best was Billy Emerson, as the girl's father. The other men in the cast were Bruce Brighton, David Sullivan, Howard Wolf, Edward Mauger, and Roger Blankenship.

Corra R. Turner.

Pa. Cowbarns Set Names

PHILADELPHIA, May 31.—Cowbarns in the area, looking forward to big summer season because of the heavy concentration of national defense work in the territory, have become more name-conscious than ever.

At suburban New Hope, Bucks County Playhouse opens the season June 6 with Charles Butlerworth starring in *George Washington Slept Here*, following with Mildred Natwick in *Ladies in Retirement*, starting June 16. For the July 26 week Playhouse has Harpo Marx playing his first speaking role, that of Banjo, in *The Men Who Came to Dinner*, with authors George S. Kaufman and Moss Hart also appearing in the cast.

The Cape Theater at Cape May, N. J., for the third year under the management of T. C. Upham, announces the signing of Michael Whalen as leading man for the season, starting June 25. Leading lady will be Jane Middleton, known as Jane Wray in films. Barbara Read, also of the flickers, will be ingenue.

FROM OUT FRONT

A Dismal 10

—BY EUGENE BURR—

QUANTITATIVELY, it appears, the season now dragging to a dreary and sun-baked close will set new production lows all along the line. That, of course, is nothing new for theatrical seasons these days; new lows have been set almost every year since 1930. But most seasons, while shrinking in quantity, have managed to keep up or even improve in quality, and for years during the depths of the depression there were strong hopes for the foundation of a new sort of theater—a much smaller one, but one that would be much better.

This year no such qualitative advances were seen; not only was the present season the smallest ever to trickle across the commercial Broadway boards, it was also one of the worst.

Some idea of the general lack of quality could be gathered by sitting, night after night, before the individual items in the prize crop of bedraggled turkeys that we call the season, but no real insight into the depths to which the theater plunged can really be obtained except by trying to pick the season's 10 best plays. That, I submit, is a job to baffle Olympus.

Just why anyone should pick the season's 10 best plays I still don't know. As a matter of fact, the practice has been falling into disrepute lately, but this corner is essentially tradition-bound, instinctively giving loyalty to such exploded items as the rights of the Stuart succession, the ideals of our nation's Founding Fathers, and the custom of picking 10 bests. So 10 best plays, willy-nilly, will be picked. Or, in the case of the current season, the 10 least bad.

THEREFORE, after struggles nothing short of titanic, the following list is offered, more or less in the order of preference. It is studied and garlanded with qualifications, concessions, and cautions for apoplexy, but at any rate it's a list.

1—Joseph O. Kesselring's *Arsenic and Old Lace*; 2—Lillian Hellman's *Watch on the Rhine*; 3—Joseph Fields and Jerome Chodorov's *My Sister Elsie*; 4—Emlyn Williams' *The Corn Is Green*; 5—Louis D'Alton's *Tangard Street*; 6—Kenneth White's *The Lady Who Came to Stay*; 7—Francis Swann's *Out of the Frying Pan*; 8—John Van Druten's *Old Acquaintance*; 9—Elmer Harris' *Johanna Belinda*, and 10—Zoe Akin's *The Happy Days*.

If you want to object that at least eight of those 10 belong on no fitting best—
(See FROM OUT FRONT on page 16)

OUT-OF-TOWN OPENINGS

"Bride of the Moon"

(Hedgerow Theater)
MOYLAN-ROSE VALLEY, PA.
A comedy by Henry Allen Vaux, presented by the Hedgerow Theater, May 19, 20, and 24. Directed by Michael Stuart. Cast included Rose Schulman, Morgan Smedley, Dolores Tanner, Jack Deelin, George Ebeling, Adele Bradley, Joseph Loterman, Audrey Ward, John Sheperly, Michael de Beausset, and Catherine Bleser.

Obviously designed as a Broadway hopeful as it is presented here, this one might better be classified as typical cowtown trout material unless, under better circumstances, it gets the benefits of speedier production and a Billie Burke to carry the light and luna-smitten comedy.

Play centers about a fluttering little matron who is moon-struck in a big way—but big. She has surrounded herself with all the latest astrological charts, dividers, and a telescope, much to the distress of her family. Not only is she hung about the influence of the moon on all sorts of tides, but also attaches a deep significance to her favorite color, pervading the distracted household with a relentless shade of green in all its furnishings, a motif carried out even in the cocktails she serves.

As a result of her moon mania, she meddles in her husband's real estate transactions, wrecks an automobile when she misinterprets the portents as favorable, tries to marry off her daughter to the wrong man, and almost wrecks her home and her husband's business by a slight intimation in consulting her Moon Guides.

Outside of the thro characterizations of Adele Bradley as the moon-bride and George Ebeling as the husband, there are few honors left for the others in their overacting being too heavy for the light touch this play caricature demands.
M. H. Grodenker.

"V. V. V."

(Forester's Playhouse)

CHICAGO

Musical comedy by T. Thorson, Hal Sobel, and Wally Sherwin. Music and lyrics by Glenn Ransom, M. William Rose, Wally Sherwin, and Buddy Seymour. Staged by Arthur Henry Peter. Presented by the Radio Theater of Chicago. Principals: Wally Sherwin, T. Thorson, Dorothy Russell, M. William Rose, the Four Vagabonds, Evelyn Lynne, Kenneth Morris, John Arthur Stockton, June Loun, Betty Lou Scandling, John Boyles, Elmira Roessler, and Ben Roff.

A crop of Chicago radio performers working on daytime and evening shows have organized a legit group for show-case purposes. Those with visual talent are given the opportunity to display it. Technically, the affair is too amateurish to permit most of these hopefuls to do their best.

Show lacks original material, although the tunes are listenable, even tho of no considerable consequence. Idea revolves around a firm of crew gadget inventors whose latest brainstrom, a vim, vigor, and vitality-giving gimmick (V. V. V.), takes them on an extensive exploitation tour.

Best in the group is Wally Sherwin, a winning, clean comic who gives better material, will earn a chance in a more professional show. Dorothy Russell and Evelyn Lynne are fair and pretty singers. The Four Vagabonds, colored quartet, harmonize in Milla Brothers fashion in every other scene. June Loun furnishes an amusing bit as a piano accompanist who wants to act. The vocal work by the men is ordinary. The dances are awful.
Sam Hontigberg.

Park's Am Play Contest

PHILADELPHIA, May 31.—For the second season, Willow Grove Amusement Park, suburban outdoor amusement center, will couple the drama with traditional midway attractions of an amusement park. Starting June 5, each Thursday will be Little Theater Night in the park's Music Pavilion. Ten local little theater groups will vie during the

Competition

WASHINGTON, May 31.—Intermission crowds at National Theater have been late getting back to seats. It was found that high school and college sororities have been hazing their initiates under the theater's marquee. Management was notified, and a find competition was nonplused. To find competing amusement under its very nose, but is optimistic that initiation season will be short-lived.

summer for cash prizes, \$100 going to the troupe voted best, \$50 for the runner-up, and \$25 to the third. Clyde G. Vogtman will remain in charge of the presentation and contest details.

PROSER'S CARNIVAL

(Continued from page 3)

and chairs in the cafes are also attractive.

The bandstand is at the Ninth Avenue end, but we think it would have been smarter to spot it in the center of the dance floor, because the music loses its color at the Eighth Avenue end of the Garden, even tho the sound system is okeh on volume.

Bands for the first 12 days are Benny Goodman, Larry Clinton, and Charlie Barnett, three swing outfits that should please the jitterbug crowd to a T. The bands will be changed every two weeks and the union's six-day week rule is being met by having each band working 12 consecutive days on a two-week salary. Outside of band vocalists, there is no other entertainment, except that Arthur Murray Dancers give free dance lessons 7 to 8 nightly.

Bands play half-hour sets and follow each other without a pause. The opening three swing bands won't please the older folk, but apparently Proser feels only the kids will come anyway. The prices are aimed as mass patronage, of course—66 cents general admission except Saturday and holiday matinees 44 cents, and week-end and holiday nights 88 cents.

No hostesses are being used, so that the dance hall angle is being avoided. Servicemen in uniform are being hired, with "no admission for the girl friend." Drink and food items do not exceed 25 cents.

The advertising campaign, handled by Midwest Blackstone agency, is reported to have cost \$12,000 and included billboards, posters, large display ads in the dailies, and remote broadcasts over Mutual network. Jack Diamond heads the press department.

Milton Pickman, veteran band booker and manager, is general manager of the venture.

Special events and promotion stunts will be used right thru the summer to stimulate attendance and to build up the Dance Carnival into an attraction worth taking on the road.

Ina Ray Hutton, Larry Clinton and Leo Reisman bands played for the benefit preview Thursday night.

Hearst Army Units Off; 3 Gs in Red

CHICAGO, May 31.—Hearst's Herald-American here dropped out as sponsor of army vaude units after losing an estimated \$3,000 on the first two shows which are now finishing up their tour of the Sixth Corps Area. Agents here claim that lack of exploitation in the camps and lack of experience with conditions in this new field are responsible for the failure. Attendance figures were also off due to the 30 cents admission price, considered too much for soldiers getting only \$21 a month.

Publicity of the shows has been dropped in The American Wednesday (28). The trade figured that the Hearst chain was ready to lose much more coin and attempt this venture on a national basis before dropping the idea.

Philly Biz Way Off

PHILADELPHIA, May 31.—Theatrical business nose-dived this past week here, with the motion picture houses taking the biggest licking, all reporting all-time lows at the box office. Exodus from the city to the seashore for the Memorial Day week-end, hurried by a heat wave, coupled with a three-day bank of oratory that monopolized the air waves and town auditoriums, proved too much for the night clubs, theaters, ballrooms, and amusement parks.

FROM OUT FRONT

(Continued from page 15)

to list ever conceived by the mind of man or even dramatic critic, I'll agree with you wholeheartedly. I merely ask what other better plays you'd care to name.

THE relative merits of *Arsenic and Old Lace* and *Watch on the Rhine* were discussed, sketchily at any rate, when the Critter's Circle gave its award, probably by mistake, to *Watch on the Rhine*, a really good play. *Arsenic and Old Lace*, it is true, sets out to be nothing more than a farce, but it is an extraordinarily fine example of a very difficult medium. It achieves gloriously every effect it sets out to obtain, and it is without question, I think, the most artistically successful of all the season's offerings. Its aim may not have been toward the clouds, but it scored a bull's-eye. *Watch on the Rhine*, on the other hand, tho a splendid, sincere, and sometimes dramatic effort to say an important thing, failed pretty badly as a play because of the insistent boredom of two slow and disconnected acts, and also because of the obvious and corny outlines of its ultimate melodrama. Its intentions, rather than its achievements, place it high. As a matter of fact, it takes second position merely because none of the plays with lower aim achieved those aims any better.

My *Sister Ellen* is a constantly hilarious farce, built cannily out of magazine stories, a piece of engaging claptrap that is thoroughly amusing. *The Corn Is Green*, tho a very bad play really, is intelligent in approach and treatment and finally literate in its writing. *Tangard Street* was a confused religious-psychological disquisition in which the author's viewpoint vacillated wildly, but some of its discussions were brilliant, its language was in the best Irish tradition, and its comments on the character of the Gael were incisive and hilarious. *The Lady Who Came To Gayer* suffered from a plethora of uncomfortably corporeal ghosts and from the danger that its entire personnel would be in the throes of rigors mortis before the third act, but it was an exciting shocker and, in many spots, powerfully dramatic.

Out of the *Frying Pan*, the built uncomfortably close to a formula favored by Variety shows, was a howl from beginning to end, and its trite and obvious plotting was largely neutralized by the warmth and flavor of its characterizations. *Old Acquaintance*, tho a bad play and one whose unimportance was colossal, was at least literate and occasionally amusing, even apart from the ability of its performers. *Johnny Belinda* is an old-fashioned melodrama—not too successful even judged by its own standards—but it is built on an intriguing idea, offers a terrific chance to an actress able to take it, and provides a more satisfying evouing than many more pretentious plays. *The Happy Days*, tho almost disastrously weakened by an entirely unnecessary coincidence, treats varying types of female puppy love with sympathy, insight, and delicate understanding.

In an case, don't blame me; blame the season.

OBJECTORS may point out that there are a number of other plays that either scored at the box office or received critical acclaim or did both that might have been substituted in the above list. The only reply is that not one of them, in this corner's opinion, seemed even as good as the very weak sisters that are included. *Claudia*, regarded as a tasty tidbit by many, seemed to this misanthropic corner a series of tasteless laughs over a girl with a mother fixation, an utter disregard for the very nice husband she lived with, and a penchant toward kissing strangers in order to teach herself how to get a thrill out of marriage, followed by as corny a hunk of East Lynne tragedy as has ever been seen on the modern stage. *Native Son* was also liked by a number of people, but seemed to me merely a noisy, confused, utterly unmotivated case history that tried to drag in Social Consciousness by the hair, utterly unworthy of what I've heard concerning the book from news by which it was taken. *The Beautiful People*, newest of the Saroyan masterworks, has been sufficiently discussed here, I believe; I'd as soon think of including a sixth-grade composition exercise. *Flight to the West*, a vicious, militantly dull, and dramatically inept piece of pro-war propaganda, has also been discussed here on a frequent occasion. *Mr. and Mrs. North* was a twelfth-rate routine murder mystery that inexplicably managed to achieve a fairly long run, probably because of the magazine stories on which it was theoretically based.

Two musicals have also been mentioned frequently in discussions of the more nearly dramatic field, *Lady in the Dark* and *Pal Joey*. The much-touted psychiatric angles of the former seemed to this reporter particularly obvious and painstakingly dull, and the whole book appeared nothing more than a Jerry-built framework for a marvelous production. As for *Pal Joey*, it is a cheap, tasteless, dimly unfunny compendium of smut that shows not the slightest working knowledge of the people it insolently purports to describe.

Also, there were a number of plays by first-line dramatists that failed to make the grade practically by acclamation. These included Philip Barry's confused and ineffective fantasy, *Liberty Jones*; Maxwell Anderson's pretentiously written and extremely dull tale of the child Jesus, *Journey to Jerusalem*; Paul Vincent Carroll's fumbling and amateurish *The Old Foolishness*; and S. N. Behrman's unpointed, muddled *The Talley Method*.

If the playwrights keep up at this rate, the Theater Guild's series of revivals will be the only thing worth attending on Broadway next season.

Theater Iceer for Mexico

CHICAGO, May 31.—Bill Parent, ice show producer associated with the Fred-erick Hirs, Music Corporation here, says that he has secured a contract from the Mexican Government to produce an ice show which will open at the National Theater of Mexico City June 29. According to Parent, the show will have a line-up of more than 40 skaters (include a line of 24) and will be staged on a portable rink. Budget will run around \$7,500 in American money weekly. Length of run will depend on business, and, if successful, show may continue to tour in Central and South American cities.

Interest in ice shows in Mexico City has been stimulated by the current ice unit at the Hotel Waldorf, which was sold by Parent to George Aldrich, manager of the spot. The coming National Theater unit will be staged twice daily and three times Saturdays and Sundays, according to Parent.

Fort Worth Iceers Set

FORT WORTH, Tex., May 31.—With the granting of a hockey franchise to the American Hockey Association, which city is assured of ice shows and ice-skating facilities in Will Rogers Memorial Coliseum this fall. A State charter has been granted to Texas Ice Events, Inc., corporation formed by the pro-

\$40 to \$75 Minimum For Luna Park Iceer

NEW YORK, May 31.—Albert Johnson's ice show at Luna Park, Coney Island, has been signed to an American Guild of Variety Artists contract. Minimum provided for are \$75 weekly for skating principals; \$55 for chorus for skating who will get \$5 less, however, the first four weeks, and \$40 for non-skating show girls.

AGVA was represented by Leslie Litomy and Vito Melit. Negotiations were started with Bill Miller, proxy of the corporation running the park, but Johnson concluded the pact.

Additional provisos include 30 shows per week, no docking because of shows rained out, paid rehearsals after the show is set, and one day off every two weeks.

motors, with capital stock of \$27,000. The lease agreement calls for an expenditure of \$65,000 on installation of the rink by the group. The city may spend \$11,000 and use certain machinery of the ice equipment to air-condition the Municipal Auditorium, which adjoins the Coliseum. Rental was set at \$1,000 per month for the next six months of the year the rink would be operated. The sponsors also have agreed to stage an ice show during the winter.

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CARNegie HALL, NEW YORK

N. Y.'S 40 SUMMER WEEKS

But How About Pop?

NEW YORK, May 31.—Dave Vine, vet vaude act, has turned manager for his son, Billy. He got the boy what he describes as a "really wonderful" contract to open at the Hurricane June 3.

The only thing he's wondering about now is where he can find somebody to book him.

Para, Strand N. Y. Dates Hypo Salary For Acts Elsewhere

CHICAGO, May 31.—Next to landing engagements in Broadway shows or good picture contracts, acts can jump their salaries in this area by making good either at the Paramount or Strand in New York, bookers and agents here agree. Time and again, bookers find, an average act's weekly figure will rise at least \$100 following a date in either one of these houses. The act doesn't always get the raise but he seldom fails to ask for it.

The Lane Brothers, while they played for months at the Diamond Horseshoe in New York, were available for theaters here at \$450. Then they went into the Paramount and their salary jumped \$150. They were booked for \$600 into the Chicago Theater last week with Dick Jurgen's band and were submitted to other houses in this area for a similar figure.

Detroit Salaries Up; Credit AGVA

DETROIT, May 31.—Average salary paid better class acts has taken a jump in the past month, according to local agents. Situation appears to have been affected by American Guild of Variety Artists in setting minimum scales slightly above former minimums.

The effect of the raise is even affecting better class singles and teams. There is an increase of 10 to 15 per cent, according to Jack David, agent with the Bryden Booking Office.

SPRINGFIELD, Mass., May 31.—The Swiss Room at the Edelweiss Chalet in West Springfield has opened, with James Knox orchestra and Betty Barta, vocalist.

Chicago Night Clubs Face Slow Summer; Blame War, Heat, Laws

CHICAGO, May 31.—The heat, war worries, pre-occupation with defense orders, and Mayor Edward Kelly's renewed drive to uphold censor, gambling, and liquor laws are painting a gloomy future for local niteries. The leading rooms have been reporting bad business for three to four weeks. For the last fortnight, since the padlocking of the Colony and Club Alabam, city officials have been very active checking up on laws pertaining to niteries.

The Theater-Cafe, 3,200 seat niterie, was closed Thursday (29) by the management. City officials charged that the club sold liquor to minors and threatened to take away the liquor license. A hearing was set for June 11. Management figured that it will fold up voluntarily and later on, perhaps, attempt to reopen when permission from City Hall will have been secured. It was indicated that acts will be paid for services rendered. Contracts given Lou Holtz, scheduled to open yesterday (30) and Ella Logan, who was set for the June 13 show, were canceled. Several smaller neighboring niteries lost their liquor licenses because they allegedly sold liquor after legal hours and served drinks to minors. Among them are Anne Millstone's, whose appeal before the Chicago Liquor Commission last week was taken under advisement.

Prospects for the summer are not bright. The Hi Hat, operated by Lou Finkenstein, is pulling its shows in July, sticking to rumba band for the summer.

Big-City Bookers Hold On to 20 Full Weekers, 13 On-Off Weeks, And Bunch of 1, 2, 3-Day Stands

NEW YORK, May 31.—Despite the seasonal wave of summer dropping of vaude, local bookers are still able to offer 20 full weeks, 13 occasional full weeks, nine partial weeks, as well as many one-night and week-end stands. According to local bookers, the shortage of talent is forcing more closings than the heat. Most houses, they argue, are equipped with air conditioning, but talent scarcity and the high price of real draws are causing the seasonal slump.

One factor that should alleviate the talent problem for the summer is the seasonal let-up of many of the leading acts. Some radio names laying off for the summer will be offered to vaude surrounded by a unit. So far two such units are being formed. Eddie (Rochester) Anderson and Phil Harris, of the Jack Benny program, are having units built around them by the Music Corporation of America. Last season Bob Hope went on an extended tour and hung up record-breaking grosses. In many cases summer grosses exceeded even those of good winter weeks.

Sherman Biggest Booker

Eddie Sherman, independent, currently has the largest book in the country and is able to offer a total of six full weeks, four spot weeks, in addition to five partial weeks and several week-ends. The full weeks are Steel Pier, Atlantic City; Hippodrome, Baltimore, which will close for three weeks June 25 for alterations and then resume vaude; Royal, Baltimore; Howard, Washington, and the Garman, Philadelphia (sometimes playing two shows weekly), and the Tower, Camden, N. J., when attractions are available. Full spot weeks include the Palace theaters in Akron and Youngstown, O., which combine to offer a full week; Rialto, Louisville, and the State, Harrisburg (currently playing a split week); Rialto, Flint; the State, Easton, Pa. Sherman's summer route includes State, Baltimore, split week, and Willow Grove Park, Willow Grove, Pa., and the Fitman, Fitman, N. J. (partial weeks). Among Sherman's houses, which drop vaude in the summer are Fay's, Philadelphia; Majestic, Paterson, N. J., and

Altho Del Courtney band has been drawing fair business at the Stevens, the hotel's Continental Room will close for the summer as usual. Courtney may return to the hotel in the fall.

The Blackhawk sliced its floorshow this week, only the Robinson Twins coming in following the closing of the Richards-Adrienne Dancers and Chris Cross. Art Jarrett's band is staying.

The Bismarck Hotel is switching bands June 10 when Jimmy Joy succeeds Leonard Keller. The current show will continue (an unusual move). Line-up of five line girls and one act (Maurice and Marya) will not be increased.

Brown Derby is continuing with cheaper shows and will not up its budget before fall. Ambitious plans are being made for next year.

The Rumba Casino, a new \$300,000 niterie, will spend heavy money for advertising to draw the visiting trade.

Thompson's 16 Club, neighboring spot, pulled its small-budget show last week and remodeled room to conform with its new cocktail lounge policy. Town Club, located near a race track, is using augmented shows. Billy Rankin, manager, is conducting a good publicity campaign.

The strip has been on for a couple of weeks. "Nudes" are now parading in full dress and leave the floor in the same costume, during their entrance. Hardest hit is the 606 Club, which employs an average of eight strippers in each show. A couple of more non-strip acts have been added.

the Adams, Newark.

Sherman's book, already the largest of any independent booker, was recently made larger with the addition of the accounts of Lawrence Golde, of the Variety Exchange, a William Morris subsidiary.

Kalchheim's 3 Big Spots

Summer activity of Harry Kalchheim, of Paramount, will be confined to the Paramount, New York; Chicago, Chicago, and the State-Lake, Chicago, full weeks. In addition, the Buffalo, Buffalo; Orpheum, Omaha, and the Orpheum, Minneapolis, will use spot shows. The Olympia, Miami, using vaude Thursday to Sunday, is expected to run thru the end of June and will continue if big warrants. The Paramount, Middletown, Conn., occasionally gets a three-day show, while the Regal, Chicago, gets spot Negro bookings.

The Warners, with Harry Mayer, booker, currently have four full weeks, which will be pared down to three when the Regal, Pittsburgh, goes on a spot policy. Mayer is the talent buyer for the Strand, New York; Earle, Philadelphia, and the Earle, Washington, all full weeks, which will be in full blast thru-out the summer. The Warner week-enders, the Capitol, Lancaster, and the Strand, York, Pa., will be on a pic policy during the summer.

Loew will confine vaude activity to the State, New York, and the Capitol, Washington, Sidney Piermont books. The Broad, Columbia, O., will probably get a few shows during the summer. Loew houses on a one-night and week-end policy are booked by the WHN Artist Bureau.

Jesse Kaye, of Fanchon & Marco, is the talent buyer for the Roxy here and will spot shows when available into the Fox, St. Louis.

Music Hall, Apollo Direct

Two houses in New York booking directly are the Music Hall, with Leon Leonidoff and Russell (Mark) doing the buying, and the Apollo (sepia talent), with Frank Schiffman booking.

All RKO vaudefilms are expected to close vaude after June 6. However, indications are that the Palace, Cleveland, will go on a spot policy. In addition, Bill Howard, RKO booker, will probably buy spot shows when available in his other vaude houses. Currently open with vaude are the Palace, Cleveland, and Keith's, Boston.

Arthur Fisher's summer activities will include the full week of Hamid's Pier, Atlantic City; split weeks at the Metropolitan, Providence; Plymouth, Worcester; Court Square, Springfield, and the Capitol, Lynn, Mass. In addition, shows continue at the Freeport, Freeport, L. I., and the Alhambra, Torrington, Conn.

Al and Belle Dow are currently booking part weeks at two resort spots, the Paramount theaters in Asbury Park and in Long Branch, N. J. Asbury Park will run Wednesday to Saturday and Long Branch will run Monday to Wednesday.

Comerford Using Names

The Comerford Circuit is attempting to run the summer gauntlet by an increasing use of names. Abe and Joe Feinberg are inking talent for the Hippodrome, Pottsville; Irving, Wilkes-Barre; Peeley, Hazleton; Family, Scranton, all in Pennsylvania, and the Capitol, Binghamton, N. Y. All run three or four days weekly.

The WHN Artist Bureau, a Loew subsidiary, has Leo Cohen and Jack Jordan booking the Poli, Bridgeport, Conn., Saturdays and Mondays; Bijou, New Haven, Saturday, and the Jamaica, Jamaica, L. I., Thursday to Sunday. Shows from the latter double at the Hempstead, Hempstead, L. I. for one performance Saturday. The Jamaica is a Skouras house and the seasonal closing date is indefinite.

Irving and Martin Barrett are booking four RKO houses. Proctor, Newark, has shows Mondays and Tuesdays; Keith's, White Plains, Tuesdays; Capitol, Union

Selective Service Mail

In the Carnival Department of this issue appear the names of those having Selective Service mail in the various offices of *The Billboard*. This list is published in addition to the names which are set in capital letters in the regular Letter List.

Schmidts Plan 250-Seat Newport Club Booked by Ingalls

NEW YORK, May 31.—Pete and Glenn Schmidt, former owners of the Beverly Hills Country Club, Newport, Ky., are renovating the Glenn Hotel there to include a night clubroom of 250 capacity. Alterations will cost around \$50,000, and the first show is expected to go in during July.

The new room will be on a name band and name act policy. Show budget is estimated at \$1,500 weekly.

Miles Ingalls, who booked the Beverly Hills during the Schmidt regime, will do the booking of the new spot. Frank Sennes, Cleveland booker, is booking the shows at the Beverly Hills.

Ingalls has also been assigned exclusive booking of the Yacht Club, Pittsburgh. His initial show consists of a six-girl George Libby line, Hal LeRoy, Bob King, and The Whalens.

Iowa Niteries Must Hire Cop; New Law

DES MOINES, Ia., May 31.—Flesh acts, after making a comeback in this territory after several barren years, now face another test because of the new beer law.

Under the beer law, to sell beer and save dancing the operator must hire a uniformed officer. Most of the night clubs have dancing and sell hard liquor, which would have to be discontinued with uniform officers on the scene.

In addition the extra costs would force some of the operators to cut their budgets.

At present three of the night clubs in Des Moines are using weekly change of floorshows. Many others are using single acts.

For several years the city was without any flesh shows. This year the Orpheum Theater booked six units and house manager E. B. Franke is planning on booking more this summer.

City, has Wednesday shows and a Friday and Saturday bill, and the Fordham, New York, Fridays. In addition, they book the Ridgewood, Brooklyn.

Dave Stern's houses remaining open thru-out the summer are the Orpheum, Jersey City; Brook, Bound Brook; Fabian, Hoboken, all in New Jersey, and the Greenpoint, New York.

Godfrey Has Week-Ends

George Godfrey's summer book includes the State, Woodbridge, N. J.; Colony, Sayreville, N. J.; Court, Newark, and the Dorney Park, Allentown, Pa. All are Saturday and Sunday spots.

In addition, the one-night spot vaude market is increased by the one-night theater bookings made by the band departments of the band offices to fill up mostly the Monday to Wednesday dead spots. Numerous houses all over the country are gobbling up these dates, usually booked at a 50 per cent split.

Units also get a sizable chunk of playing time scattered thru-out the country. Besides the regular vaude spots the units book their own dates in houses usually on a straight pic policy.

In addition, both chain and indie houses often throw in several vaude acts on top of an amateur bill. Professional employment is not upped much by this method, but bookers hope that this will pave the way for regular vaude employment.

Night Club Reviews

Rumba Casino, \$200,000 Nitery, Opens in Chi With Lavish Show

Talent policy: Production floorshows at 10 and 1:30 a.m.; show and dance band, alternate band and rumba outfit for afternoon and early evening cocktail seasons (3 to 7). Management: Albert Greenfield and Milton Schwartz, operators; Sammy Rose, producer; Renee Howard, publicity; costumes by Lester; W. L. and Hal Perera, architects. Prices: No admission, cover, or minimum; drinks from 75 cents at tables, 50 cents at the bar.

CHICAGO, May 31.—The Rumba Casino, which had its official premiere Wednesday (26), introduces the aggressive team of Greenfield and Schwartz into the money nitery field. They have revived interest in Loop cocktail lounges with their showmanly operation of the Brass Rail, Capitol Lounge, and Yankee Doodle (50 per cent interest in the latter) and stimulated the employment of small musical combos.

The new spot, located on the site of the former Three Deuces and Off Beat Club, set them back a good \$200,000 (advertised figure is \$300,000). The entire inside of the building has been ripped out and replaced with an ultra-modernistic, very Copacabanaish Latin American club. The atmosphere may not be authentic, but it will certainly conform with the imagination of the patrons who have never been to Rio (and they are in the majority).

Architecturally, the place is small (seats only 300) and intimate. It is a two-story design, with the small, elevated floor in full view of the terraced floor downstairs and the hanging balcony. The walls are colorfully painted and are decorated with metal palms and plantings of sheet-metal foliage and spun copper moss, with copper fish and mermaids to boot. An attractively curved bar fills the back of the room.

The bandstand arrangement is not the best. Both the level floor stand and the balcony shell, directly overhead, are too small to accommodate full-sized bands. Until more space is secured, only the downstairs platform will be used.

Whether or not the lavish entertainment policy will be retained indefinitely will, naturally, depend on business. It will take a good four weeks before the operators will have an idea of the type of patronage that will be attracted by this set-up and the talent most suitable for the environment.

Opening talent line-up has three bands—Eddie LeBaron, Don Pedro, and Milo Perez—and a show including Tito Guizar, Edna Sedgwick, the Pan-American Dancers, mixed octet, augmented with four additional girls; Andy Mayo's "Ferdinand the Bull," and Lydia Vendrell, Mexican dancer.

Current plan calls for afternoon music by the small Perez rumba combination, from 3 to 7 p.m., and continuous music from 8 p.m. to 3 a.m. by two full-size bands. Shows will be late (10 and 1:30 a.m.) to discourage food business, although food will be served. The afternoon music idea is a radical one. Chicago never before turned out for daytime merriment in night clubs.

Sammy Rose rates credit for three colorful production numbers which color the show with neat and lively Latin American atmosphere. He has a swell line to interpret these ideas. The Pan-American Dancers, four boys and four girls, are good, youthful dancers who work with flash and deft precision. Four additional females are added to permit each boy to dance with two girls. Current numbers including a Latin fiesta (opening), bullfight, and conga (close-

ing). Routines are exceptionally well costumed.

Tito Guizar, featured, is another fitting attraction. Has a golden, fluid tenor voice that rates attention. A pleasant personality, too, and a delivery that is very soothing to the ears. Did a crop of oldies and a couple of pop tunes.

Edna Sedgwick went well with her interpretative tap specialties, dancing equally well to Latin and American tempos. Attractive and as shapely as they come.

Andy Mayo's prop bull act is not strong for niteries, probably because the femme foil does not do a good straight. Blonde on hand is attractive, but weak on line delivery, which is very important in this case. "Bull" on his own grabs a few laughs annoying customers at tables.

Lydia Vendrell, Mexican dancer, is comparatively weak. Young and fiery looking but not strong on talent. Exhibited a bullfight routine which preceded the line.

Morris King, of LeBaron's band, is on early with a Russian violin specialty. LeBaron, an alert, capable leader, doubles as emcee, delivering the introductions in sprightly fashion. His band (four brass, three sax, three rhythm, and violin) plays the show and takes care of the Latin rhythms. LeBaron should have no trouble pleasing the rumba-minded locals, for he has all the needed equipment. His Latin singer is Manuelo Fernandez.

Don Pedro, a local favorite who has had a smaller outfit in a neighborhood hotel and has been a feature on local programs for years, is fronting a full, orthodox group. Pedro sings ballads in Spanish and English and plays the lead in good standard style. Instrumentation, in addition to Pedro, includes four brass, three rhythm, and one accordion. The sax section was formerly with Amos Weeks. The boys play versatile tunes and play them well.

Sam Honigberg.

Cocoanut Grove, Boston

Talent policy: Dance and show band; relief band; floorshows at 7:30 and 11:30. Management: Angie Lipsey, host; Mickey Alpert, booker; Wally Wanger, producer. Prices: Drinks from 40 cents; dinners from \$1.50; minimum \$1.50.

Mickey Alpert, genial emcee and band leader at this swank bistro, has come up with a real winner in this week's floorshow. Swiftly paced and entertaining, show has four top-notch acts, headed by singer Peggy Fears.

Miss Fears gets top billing for her brief stint. Delivers two songs, both on the story idea, *The Last Time I Saw Paris*. Has a pleasing voice, which registers well, and selling ability. Made a hit. Beautifully gowned and at ease.

Wally Wanger's line of 10 opens the show with a typical Wanger production which merits applause. Comes back three times, with special attention given a more or less timely routine to *You're a Lucky Fellow, Mr. Smith*. Line about the best in town on appearance, costuming, and ability.

Show is opened by Ada and Company, two girls and a guy who start with a conga number before bringing on their well-trained dogs. A series of tumbling stunts, using the dogs, leads up to the canine routine in which some really remarkable tricks are used. Gaucho, who does a handstand on a high perch, is featured canine. Act runs a shade too long, but interest is sustained throughout with comedy angles.

Linda Moody, attractive organist/terper, has a fast routine that clicks. Utilizes tricky innovations that keep her audience happy. Shapely and with a whole of a personality.

Billy Payne, long a fave here, is back after a lengthy illness, giving out once more with pops and requests both during the show and with the band. A fine tenor voice with a wide range. Does a great job.

Shayne and Armstrong, a clever dance team, open with Shayne dancing with one of the line girls, switching back to his partner and going into a pulse-quickening routine. This team has personality and appeal and makes a deep impression with a "story in dance."

Mickey Alpert's band holds down the floorshow and dancing assignments.

Mike Kaplan.

Essex House, Casino-on-the-Park, New York

Talent policy: Dance band. Management: Oscar Wintrab, managing director; Mary Ramsey Galen, publicity director. Prices: Dinner from \$1.75.

That Sammy Kaye is one of the big band draws in the business was proven again when he opened this room's summer season Thursday (29) following his record-breaking run at Meadowbrook, Cedar Grove, N. J., and played to the largest crowd in the Casino-on-the-Park has held in one evening.

Kaye is in for a month, and Essex House records will undoubtedly be broken, this band's attraction and entertainment having been displayed again opening night here when "regular" customers far outnumbered the usual trade ringdodgers. In some cases publishers with reservations couldn't get their tables due to the tremendous dinner crowd which lingered into the supper session.

With the exception of Virginia Hays, intermission singer-pianist, band provides all the entertainment. In addition to his customary sweet rhythms, Kaye occasionally lets loose on a bit of jazz and also goes in heavily for Latin outpourings. Ork's work is better than it has ever been before, and Kaye's genial, personable fronting contains high showmanship. Impressive vocal battery, consisting of Tommy Ryan, Arthur Wright, Marty McKenna, and Maudy Cross, working singly and in trios and quartets, is also no minor part of the ork's entertainment value. The "So You Want to Lead a Band" audience participation stunt is another strong attribute to the outfit and largely responsible for its present popularity.

Miss Hays has a fair voice, but would do well to tone it down during her session. Trying too hard to attract attention gets single-handed sounds louder at times than the whole ork.

Food and drinks are excellent, but the service is considerably less so. Tray safaris from kitchen or bar to tables consume far more time than they should.

Daniel Richman.

Trelon, Pittsburgh

Talent policy: Dance and show band, with soloists and organist. Management: Hyman Weinstein, owner; Joseph David, manager; press agent, Sid Dieker. Prices: No cover, no minimum, drinks from 40 cents, food a la carte.

Pittsburgh's newest cafe. Reportedly \$65,000 has been spent by long-time restaurateur Hyman Weinstein to buy the building and \$20,000 extra for remodeling.

The spot's pretty, its suburban East Liberty location good, the entertainment satisfying. But if the table service doesn't improve curious first-timers will not return.

Bill Tanshin and His Four Aces, with Marianne, are the show. Not a floor bill, but spotlight filling anyway because the outfit performs on an elevated ork stand about 10 feet above the 55-foot crescent bar. Slapping out swing and semi-classics, the quintet alternates dance tunes with novelties and solos. Max Tanshin, violinist, doubles on voice. Marianne sings, too, pops and otherwise. George Weber plays the Hammond organ between ork numbers.

Seating capacity about 350, 200 on main floor and 150 on mezzanine. Decree might be made more showmanly with changes in lighting, and dress-up with wails that look bare. With half a dozen movies within a couple of blocks, Trelon should do brightly if management watches waiters and keeps music moving.

Mort Frank.

Spato's Flanders Grill, Philadelphia

Talent policy: Intimate musical entertainment from 5-7 and 10-2. Management: Herb Spato, proprietor; Johnny Ferro, headwaiter; Mill Shapiro, press agent. Prices: Dinners from \$1.25, drinks from 35 cents, no minimum, no cover.

Situated in the heart of the town's "silk-stocking" district, off-the-street room has become a convenient meeting and greeting place, especially during the afternoon cocktail sessions. Grill comprises a dining room and cocktail lounge, with the entertainment centered at the watering post. Circular bar dominates the lounge, with bandstand pitched over the liquid shelves.

When caught, Bob and the Twins, intimate oomby expertly fashioned for the cocktailizers, held forth. Group includes Bob Ryan, playing the marmba, vibes, and a musical invention of his own design, the solo-rimba; and the twins, Doris and Paphne Stauffer, at the twin Steinways. Repertoire is virtually limitless and eschews swingeroos in favor of the melodic treatment. Intersperse their instrumental virtuosity with individual and collective song selling. A youthful and nice-looking threesome with plenty personality.

H. M. Orodienker.

Chez Ami, Buffalo

Talent policy: Show and dance band; relief harpist; floorshows at 8:30 p.m. and midnight; 2:30 a.m. Saturdays only. Management: Philip Amigone, owner; Jack Grood, manager. Prices: Drinks from 50 cents; dinner from \$1; minimum weekdays \$1, and Saturdays \$1.50; no cover.

With industry hereabouts buzzing, this stronghold of Buffalo night life is experiencing a pick-up, too. The very attractive nitery has been redecorated. The elaborate new stage setting and the fancy revolving bar continue to please the eye.

Grood and Amigone have managed to attract regular Sunday night family dinner crowd, proving their food is as good as their liquors.

Latest show includes new line, the Six Fleurettes, Joe and Betty Lee, young ballroom team; Harry Voltaine, drink-mixing magician, and Leola Lee, singer, only holdover. This layout, however, wasn't caught.

The performance reviewed went off well despite a few lulls. Staging of Chez Ami shows makes almost any act look pretty good. The Vanettes, line six nice-looking damsels, offer well executed routines, which in spots lack variation. Opening was a gliding skaters' waltz in brief frothy-white costumes, superior to the Waltz Ballad, which was spoiled by unflattering wardrobe. A vivacious rumba finale in South American style was very eye-catching, and only marred by the fact that two rumba numbers preceded it in show.

The Gaylords, well-groomed and (See Night Club Reviews on opp. page)

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Many thanks to Lou Walters

Short Follow-Up Club Reviews

BAL TABARIN, NEW YORK—Installing an air-conditioning system, this French atmospheric basement spot is getting by nicely. Current show is surprisingly good, considering it has only a six-girl line, a mixed dance team, a guitar-singer, and an emcee-comedian. Emcee is Rod Rogers, a short, likable fellow who sings sly lyrics, spills a few gags, and peppers it all with tight bits. His "great lover" bit, as various national shows would do it, is appealing. Has been here 30 weeks.

Nico Covares sings tenor Mexican and Spanish tunes while strumming a soft guitar. Plesant Interlude, Evelyn Barclay, a sleek brunette, makes a fair impression singing pop and revue tunes in coloratura style. Lacks in phrasing and voice control. She acquits herself, however, when she joins Dick Barclay for several lively tap and solo routines. A good novelty tap team. The girl line, roughish and not too brightly costumed, is OK. Does three numbers, their first being weak but the other two good. The closing finale, with the Barclays topping it off, is nice.

Doris Gilbert, guest, did a couple of tunes in pleasing voice. Louis Harold, six, and four men make up the dance and show band. Do all right. A Latin trio plays relief. **Dents.**

CHEZ PAREE, DENVER—Held over for her third week, Lee Bartell has practically carried the Soorhook herself and the human gal has proved a big draw here. Altho it was first feared Bert Hardscastle's five-piece combo could not offer sufficient backing for her arrangements, this fear was dispelled the first night when singer and band worked to a solid sell. After her first week management dropped everything but emcee, and Bartell has clicked continuously. She opened with *I Know That You*

Know, followed by an Irving Berlin Cavalcade and for encores did South American Way and Joseph, Joseph. She keeps her range well in control and knows how to keep her gestures and expression in line with the type of number she is doing. **Trackman.**

GUS-ANDY'S SOMERSET, NEW YORK—Margie Coate, who just finished a long run at Dwyer's Sawdust Trail, and Frank Cronin, who was at the Gay Nineties Club for a long time, make a just-right combo for this theatrical hangout.

Miss Coate, a hefty woman with a lusty voice, rings out pop, standard, and specialty tunes in clear, sure voice. Cronin accompanies and also solos at the piano, singing and playing old and new tunes and requests. Both are veterans and know how to please. **Dents.**

RADIO FRANKS, NEW YORK—Frank Bessinger's small intimate East Side club is doing all right six days a week and proof of it is his five-girl band and six girl entertainers.

Band is Five Feminine Notes (two fiddles, guitar, bass, and accordion) which dishes out okeh dance music and backs the singer-dancer part of the show. Three dancers are pretty Gloria Manners, who precedes attractive tap and solo dancing with pleasing contralto singing of pop and standard tunes; Rolande, a small brunette, who does finger, rymal, Oriental style dancing that holds attention; and Gypsy Romale, a vivacious brunette whose comedy singing and wiggly dancing are just right for this spot.

Singers are Jackie Deauville, special stuff, and Page Morton, ballads. Bessinger leaves his boss duties occasionally to warble pleasantly at the mike. **Dents.**

and Danny Barker, bass violinist and guitarist, make up the Cab Jivers, who do some sensational jamming.

In the floorshow Avis Andrews warbles such sentimental numbers as *Yours Is My Heart Alone* and *Night and Day* beautifully. Cook and Brown, nimble-footed dancers, tap out some highly original routines at machine-gun speed and win laughs with some excellent comedy bits.

Held over from the last show is Coleman Clark, table tennis wizard, and his partner, Billy Willard, who do a colorful exhibition match. Carl Marx, in his fifth year at the Panther Room, continues to garner laughs. **Nat Green.**

Casa Manana, Culver City, California

Talent policy: Dance band and show. **Management:** Joe Zucca and Harold Lewis; **publicity:** Kay Blair; **headwaiter:** Carl. **Prices:** 35 and 40 cents weekdays; **dinner from \$1.10; drinks from 25 weeks.**

Carrying out its policy of offering entertainment that appeals to both young and old, Casa Manana, just a few minutes' drive from downtown Los Angeles, is capitalizing on Jan Savitt and his Topatters' five-week booking.

Savitt, featuring his shuffle rhythm (six brass, five reed, and four rhythm), started with *In the Hell of the Mountain King*, featuring Jack Pleise, pianist, and Joe Aglora, sax. Allen DeWitt, who handles romantic ballads, vocalized *Amalops, Do I Worry?* Al Leopold, first trombonist, offered *Roses of Picardy*. The Toppers, including the Ward Sisters and Bud Lawrence, went to town on *Yes, My Darling Daughter*, followed by Joe Palmer singing *I Can't Give You Anything But Love, Baby*. He also solos on trumpet.

The two Callahan Sisters offered fast tapping and brought their act to a smash close with handkerchiefs and back flips.

Savitt showed how *Darktown Strutters' Ball* was played years ago. Number featured Howard Cook on bass fiddle. Next number, *Prelude in C Sharp Minor*, featured Russ Isaacs on the drums. The brass section with Aglora, and Gus Bivona, clarinet, on feature parts. Show runs about 40 minutes. Program was entertaining, smooth, and fast. Since Savitt draws a large listening public during his play for dancing, the show in reality is going on all the time he is on the stand.

George Dworak emcees.

Sam Abbott.

New Clubs Are Still Opening

DENVER, May 31—Newest niter, the 175-seat Casa Manana, just outside the city, has one of the largest dance floors in the Rocky Mountain Region. Dome-nick Blas, who has been operating the Midget Club the past eight years, is operating the Casa.

Kennie (Sticks) MacVey, seven-piece colored combo, is current. Floorshows are planned for week-ends.

MOUNT VERNON, O., May 31—Johnny Herget, operator of the Ringside Club at Mansfield, has acquired the suburban Sunset night club. Operating nightly. The J. R. Malloy circus unit is current.

LA CROSSE, Wis., May 31—Grandview Lodge, managed by Harry Stoter, opened April 25. Three floorshows nightly. Currently featuring Small and Lane, dance team; Irma Buel, tap and rhythm, and Ray Marble, emcee.

COLUMBUS, O., May 31—High Street Hotel Company, operator of the Chitenden Hotel, has leased the Catacombs night club to the Tombs Corporation for five years.

The Tombs, on the site of the Catacombs, is under management of the Tombs Corporation, which lists Leon Kramer as president; Albert Tuller, vice-president; B. L. Klekner, treasurer.

WILMINGTON, Del., May 31—Joe's Casino reopened May 2. Eddie Kinley, emcee. Music by Eddie Sheppard.

YOUNGSTOWN, O., May 31—Bendevous Villa, dark for several weeks, unshuttered April 26, with Paul Alvino and Billy (Peanuts) Barron back at the helm. Will change floorshows every Monday—three shows nightly. Opening show included Ramon and Diane, Great Aldrich, Flo Arden, Jean and Juanita, Rita Hand, and Barron.

Crusading League Hits Minn. Clubs

MINNEAPOLIS, May 31—Confronted with the annual drop-off in trade during the summer, local niteries face another crusade by Rev. Henry Soltan, of the Hennepin County Law Enforcement League.

The minister swooped down on several places Wednesday (21) and caused the arrest of 12 persons, altho he had no warrants.

FIRST CAMP CARAVAN

(Continued from page 5)

posed problems of missing cues and lack of co-ordination between the musician and the artist. Surprisingly enough, however, the first time at bat wasn't at all bad in a production sense. It's reasonable to assume that a compact group working together for any length of time wouldn't find the production too tough to cope with.

4 Hours' Rehearsal

First show went on at 7:30 p.m., after less than four hours of rehearsal. To roughly 4,000 boys, Rose explained to the soldiers that if he had to pay the show off he would need "a satchel full of \$100 bills." And rightly so. Line-up consisted of Milton Berle, Bill Robinson, Jane Froman Pifi D'Oraey, Ginger Harmon, The Jansleys, four-man Hitley act, Camp Trio, but left when it was discovered that the boys couldn't even do a two-high without cracking their skulls on the side of the truck, which becomes the stage roof when the vehicle is converted.

Each performer in succession stopped the show cold, from the time Berle took over and introduced his mother (who was there) until the last artist, Bill Robinson, gave out with his final taps. Berle was in tip-top form, did three almost different routines for the separate shows, and kept the drafted bowing. He had plenty to work with, what with his kidding the army, the soldiers heckling him, and Berle returning each blow with powerful delivery.

Next on was Ginger Harmon, a pretty dish. She socked away with *Yes My Darling Daughter* and *Ole Man Moses*, also gave with plenty of hip delivery and downstairs epidermis display. Even

if she did miff a few lines with Berle, the boys still loved her.

Pifi D'Oraey gave the lads plenty to think about, too, with some very blue gesticulations, a good delivery of satirical French songs, and her finish of grabbing one of the soldiers on stage and kissing him more than lightly. (Her first victim told her to "cut the clowning and meet me after the show.")

Jane Froman went over with excellent renditions of *Amalops, Begin the Beguine*, and *Georgia*, and also sang the Star-Spangled Banner at the end of each show. She didn't give with the sex-appel like D'Oraey and Harmon, but worked in a more delicate way. The boys liked her just as much, tho.

Bojangles Robinson scored on all fronts, first giving "the number for today" and then going into his soft-shoe movements and appealing style of story telling. Despite the makeshift stage, merely supported by lead pipes on vices, Robinson offered a polished performance.

Drafted Ork

Musical accompaniment was done by the Fort Dix reception Center ork, composed mainly of draftees from name bands, who are plenty good. Rose, however, imported Vincent Travers (the only paid member of the troupe) to handle the conducting. Band is headed by Herbie Fields, clarinet player formerly with Raymond Scott's band, who took off the show with *There'll Be Some Changes Made*. They're a swell band. Rest of the ork personnel, and their former affiliations, includes Don Mattison (Jimmy Dorsey), Louis Counihan (Ruby Newman), Jimmy Morrielli (Teddy Powell), Sid Maey (Al Donahue), George Johnston (Will Osborne), Marty Beckum (Freddy Rich), Jack Underman (Jacques Carroll), John Avonino (Helen Fields), Don Rigney (Al Kavelin). Gary Martin was his own leader at the Savoy Plaza Hotel and Sam Levinson and John Fannell were free lancers.

After the first show, several difficulties appeared. When the caravan moved on to another spot, some of the lighting equipment on the stage sideboards broke, and the stage had to be lit with field floodlights. During the third show, the lights went out altogether, and the show went back to the old medicine show days and used gas tank torches in front of the two platforms. It's obvious that if this program goes thru the caravan will also have to carry a generator to take care of these contingencies.

Everybody concerned was wildly enthusiastic about the entertainment possibilities of the U. S. Motor Caravan, the name it has now. Morale officers from Washington and other camps made the trip down to determine the feasibility of these shows for their particular groups of soldiers.

Fort Dix has two theaters on the reservation, both 2,000-seaters. In most camps, tho, they don't have any such thing, yet. Other entertainment in Dix has taken place in the theaters, but not much patronage has come from the boys, largely because of the snob appeal of *Hellzapoppin'* (at one buck a copy) and the B and C pictures that are being shown.

Performers in the Caravan were literally paid off in buttons—all they could swipe from the officers' uniforms.

Soi Zaf.

NIGHT CLUB REVIEWS

(Continued from opposite page)

trained ballroom duo, sold every number with ease. A mellow interpretation of *Night and Day* is impressive, followed by some modern stepping replete with lifts and spins. In *Sotigtime* is smart and sleek, and their rumba is executed with grace and high spirits.

Two pleasant, talented boys, Mercer Brothers give lively interest to a Jumpy Jitterbug and are likable with soft-shoe taps in unison. Their burlesque of the rumba drew a load of chuckles. Lotta Lee boasts a fair voice, but should wipe that fixed stage smile off. She is a rather nice appearing blonde who specializes in old-time medleys, such as *Until the Real Thing Comes Along*, etc. An original specialty, *Mama Goes Right Along*, failed to impart the intended spice and lingered on the brink of boredom.

Tommy Flynn's band, which has been here since fall of 1940 with only a few weeks out for other dates, keeps the music on a consistently danceable level. Flynn's emceeing is adequate. Books include sweet, sophisticated, and bouncy tunes. New item obligatory is Paul Andrews, a lad with some promise, replacing Fran Hines, who graduated into radio work. Tony Gonnetti, relief harpist, is back after long illness but has lost nothing of his appeal.

Eve M. Warner.

Sherman Hotel, Panther Room, Chicago

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

Cab Calloway, "King of Jumping Jive," lives up to his billing in his first local night club appearance, and his weird hi-fi-no antics coupled with his aggressive solid dance music have found immediate favor. Calloway's band is one of the most listenable of the swing outfits. Despite a heavy brass section (band has six brass, five sax, and four rhythm), pop tunes are rendered in a set, yet swingy, manner that doesn't mask the ear drums, and there are some really fine interpretations of the classics. The maestro demonstrates showmanship in his stick-waving and in such vocal numbers as *Minnie the Moocher* and *St. Louis, Infernally Blues*. Cozy Cole, drummer, and Chu Berry, tenor sax, are star performers, and with Milton Hilton

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AGENCY

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

A
Abbott, Merril, Dancers (Palace) Cleveland, t.
Adrian, Emily (Evergreen) Philadelphia, Pa.
Adrienne (The Drake) Chi. h.

B
Bacon, Faith (Stairway to the Stars) Los Angeles.
Baker, Bob, & Quartet (Osborn) Cincinnati, h.

C
Cahill, Johnny (Jack's Grill) Phila. h.
Calgary Bros. (Beverly Hills Newport, Ky. c.)
Callahan Sisters (Class Mamans) Hollywood, Cal. h.

D
DeMarco, Nan (Gables Inn) Atlantic City, h.
DeMarco, Isabel (El Aiglon) Chi. h.

E
Elliott, Dorothy (Theater Cafe) Chi. h.
Elliott, Dorothy (Theater Cafe) Chi. h.

F
Farr, Peggy (Cocoanut Grove) Boston, h.
Finnell, Carrie (606 Club) Chi. h.

G
Gale Sextet (Terrace Gardens) Albany, N. Y. h.
Gardner, Jim & June (Warner) Warren, O. h.

(For Orchestra Routes, Turn to Music Department)
TRADE SERVICE FEATURE of 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
-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.
NYC-New York City; Phila-Philadelphia; Chi-Chicago.

Howard, Ann (Swan) Phila. h.
Howard, Bunny (Park Central) NYC, h.
Howard, James (Roosevelt) Jacksonville, Fla. h.

J
Jack & Jill (Netherland Plaza) Cincinnati, h.
Jackson, Joe (Music Hall) NYC, h.

K
Kahler, Jerry (Mark Hopkins) San Francisco, h.
Kahlon, Lonya (Russian Var) NYC, h.

L
Lambert, Prof. (State-Lake) Chi. t.
Lane Bros. (Riverside) Milwaukee, t.

Letette Sisters (Hi Hat Club) Chi. h.
Lester & Irmling (Cave Supper Club) Vancouver, B. C. Can., 26-June 7.

M
McCabe, Sarah Ann (Ben Marden's) Fort Lee, N. J.
McCoys, Frances (Royale) Detroit, h.

N
Nelson, Fred (Lyric) Indianapolis, t.
Nelson, Fred (Lyric) Indianapolis, t.

O
Oehlmann, The (Riverside) Milwaukee, t.
O'Connell, (Webber's Hot Spot) Phila. h.

P
Page & Nonna (Tivoli) Melbourne, Australia, June 29-July 18, t.
Pahl, Melvin (Cervantes) NYC, h.

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Accot on Youth (Selwyn) Chi.
Arson and Old Lace (Grand O. R.) Chi.

NEW RKO HEADS SYMPATHETIC

Les Litomy to L. A. Teamsters Picketing As AGVA Organizer Ends; Vague Pact With Theater Heads

NEW YORK, May 31.—Leslie Litomy, organizer for the American Guild of Variety Artists, has been assigned to the Los Angeles AGVA local, leaving Tuesday.

Replaces Vince Travers as temporary head of the LA local. Travers had been brought in by Kenneth Thomson, executive secretary of Screen Actors' Guild, who had been petitioned by the local board to administer the local.

Litomy helped straighten out AGVA in Philadelphia, Montreal, and Pittsburgh. Two weeks ago he aided the cast of the *Stars Over Hollywood* unit in Buffalo to get salaries and fare back to the starting point of the unit when the unit's folding was imminent.

Litomy was originally offered the post on a permanent basis, but requested he be given a 60-day absence from the New York local. He argued that it wasn't fair to the LA local to have a national organizer crammed down their throat.

Munitions Co. Aids Summer Nitery Biz

DENVER, May 31.—Frank Notary will keep his Aeroplane Club Cafe open through the summer. Spot has always closed for summer months. But with past winter season its most successful and \$20,000,000 ammunition plant being erected near the club, Notary feels summer will prove profitable.

Vic Schilling band completed a 32-week stretch at the club May 16, Tommy Stuart following him.

Buffalo Trend to Full-Week Shows

BUFFALO, May 31.—Altho most of the niteries here switched from part-time shows to full-week bookings months ago, there are still a few spots sticking to Friday to Sunday routines. Latest convert to full-time schedule is the Cafe Aloha.

Cafe Aloha's new manager, Frankie Perrine, a former employee at Chez Ami here, is pulling for better talent and owner William Siegel is finding results gratifying. Spot now uses a line of four specialty dancers and feature attraction plus emcee. Band is colored unit of Raymond Smith. Current show includes Orville Niska, Rita Carroll, Beverly Barrett, Loretta Forest, Dorothy Roberts, and emcee.

Bill Richards books.

Georgia Clubs Are Helped by Defense

MACON, Ga., May 31.—Local night spots are reporting unprecedented business. Construction of many huge defense projects is believed responsible for most of the increase. Most places report tumaway crowds.

Bands and acts are used at Hotel Dempsey Tavern, Fay's Southern Grill, and Hunt's Villa. Bands are used several nights each week at Forest Inn and Croon's Little Tavern, and occasionally at Durrett's Cinderella and Bush's Lawn Grill.

With the coming of summer bands will also be used on certain days each week at dance halls in Lakeside Park and Recreation Park.

Mixed drinks being unlawful in Georgia, bars are few in this territory. Emphasis is more on food, with dancing and entertainment secondary.

Most popular turns are dance teams and novelty acts.

Osborne New Ork Debut

LOS ANGELES, May 31.—Will Osborne's new 16-piece band will make its debut now at the Paramount Theater June 20. The outfit has been prepping with a series of one-nighters.

The William Morris Agency booked the date.

NEW YORK, May 31.—The Theatrical Teamsters' Union, battling with the American Federation of Musicians to effect an agreement whereby local union truck drivers would haul trunks, instruments, costumes and scenery, withdrew its picket lines from the Broadway presentation houses and legit theaters.

Picket lines were taken away Thursday (29) after the haulers came to an agreement with circuit heads, who promised they would not employ bands who refused to use members of Local 817 for transfer jobs in town. Agreement, however, stated that orks which violated the pact, "would not be booked into their theaters in the future."

Officials of the AFM and Local 802 were close lipped about the whole affair. They have expressed themselves in the past, however, as saying it was only fair that union teamsters be employed for this work, but that band leaders shouldn't be compelled to replace out-of-town drivers with New York men when they play engagements in New York.

Club Appeals Hobby Horse Fall Verdict

MINNEAPOLIS, May 31.—The \$1,000 verdict in favor of Eugene Danielson as a result of a "hobbyhorse" accident at Heine's Cafe, here, is being appealed to the Minnesota Supreme Court.

Danielson, a customer in the cafe, charged he was "thrown" by a wooden hobbyhorse, suffered a broken wrist and blamed the management for not explaining the "horse" was a treacherous animal. The jury agreed with him to the extent of \$1,000 damages.

Bartels in Auto Accident

NORRISTOWN, Pa., May 31.—Paul Bartels, member of the New York cast of *Hellsbopanna*, and his wife, Edna, were seriously injured Tuesday (29) when their automobile ran into a freight train at a grade crossing near here. The couple were driving from New York to Pomeroy, Pa., to visit Mrs. Bartels' parents. Couple was taken to Montgomery Hospital here, both suffering from head concussions. Physicians said Bartels may lose his left eye.

Holtz Breaks Pitts Yacht Club Records

PITTSBURGH, May 31.—Lou Holtz garnered Yacht Club's best week since opening two years ago, \$6,000, to beat Slape Maxie Rosenbloom's \$4,800 for a fortnight, previous top for spot. Belle Baker grossed \$7,000 in two weeks. Cost of the current show, mainly Holtz's check, is \$1,650, according to Jackie Heller, who took over club a few months back and decided, with manager-brother Sol Heller, to make or break by booking big names.

Hal LeRoy began two-week stay last night. After him Heller expects to bring in Frances Faye. Also dickered with Gypsy Rose Lee and with an ice show.

Michael Todd visited Holtz here this week to discuss plans for co-starring him in a forthcoming revue.

Camden Clubs' New Managements, Shows

CAMDEN, N. J., May 31.—Neil P. Deighan, former operator of the Old Mill Inn, last week opened his new club, Neil Deighan's, at the suburban Airport Circle.

New spot seats 400 and 150 at the cocktail lounge. Initial show has Leonard Cook, emcee, with Marrone and Gallo, Mary Eller, Four Havenstres, and Pryde and Dell, with Ray Hottinger's music.

Old Mill Inn has been taken over by Jack Downey, with Ernest Mitchell installed as manager. Don Marshall emcees the floorshows, with Joe Ritchie for music.

Urca, Rio, Preparing For SA's 1st Ice Show

RIO DE JANEIRO, May 19.—The Casino Urca has started installation of machinery and equipment for manufacturing ice for its new show, which is set to open May 23. An extensive remodeling job is being done. Stage has been ripped up and the rising platform that brought the dance band from below the stage and then down to the footlights has been discontinued, the band now working from in front of the proscenium off to the side. The band that plays the show, also on a rising elevator from the orchestra pit, now works from an elevation to the opposite side from the dance band. The pit band will be returned to its proper place after alterations have been completed.

The entire show, which had been working on the stage, now works on the dance floor. Current show closes here May 21, with the line of American girls returning to New York on the S. S. Argentina. Best of this show is booked for the South, and will sail on the S. S. Brazil.

Much interest has been created in the show on ice, for it is something entirely new to Brazil, and the future policy of the Casino Urca will be governed by the way this show gets over. If it clicks, the ice-show policy will continue indefinitely. The ice show, headed by Maribel Vinson and a line of 12 girls, arrives from New York Wednesday (21).

More N. Y. Clubs Move to Country

NEW YORK, May 31.—Chief night club closing of the week was La Martinique which put the shutters up for the summer Tuesday (27) and transferred its activities out to Long Branch, N. J., for the summer. Meanwhile, Dario, owner of La Martinique, is bidding to take over George White's Gay White Way in the fall. Other night club operators are also bidding for the spot. Felix Perry is opening his Monte Carlo Beach Club, in town, June 25. John Kirby's band will provide the music. Persian Room of the Plaza shuts for the summer June 28.

New colored spot, the Plantation, opened in Long Branch, N. J., over the Memorial Day week-end. Has colored revue and music by Socarras and ork and includes a cocktail lounge and bar.

Canada Bookings Still Holding Up

DETROIT, May 31.—Casino Theater, Toronto, has been added to the Gus Sun Agency here, according to Jack Dickstein, office manager. The addition of this burlesque house indicates the continuance of a considerable volume of across-the-border bookings, resumed, after the several months in which such bookings dropped to a low. The Casino, managed by Gurston Allen, will use two to four acts a week.

Dickstein is also negotiating with Jack Johnson, former world heavyweight champion, to form a new one-hour unit to play theaters and night clubs.

Outdoor Season for Detroit Acts Opens

DETROIT, May 31.—Outdoor season for acts opened this week, with two spots added to the Amusement Booking Service, according to Peter J. Iodice, manager. Russell's Point, O., is using a line of 10 girls with six-act bill, changed weekly. Cost of the show runs around \$700 for talent weekly.

Wenonah Beach, Bay City, Mich., opens this week-end with a line of six girls and a weekly bill of four acts.

New Spot for Wildwood

WILDWOOD, N. J., May 31.—Colonial Bar, resort spot, being taken over by Charles Marion, who will operate it as Homo's Cafe. Club being refurbished and will open late in June with talent.

Chas. Koerner on Lookout for New Stageshow Ideas

NEW YORK, June 2.—Charles W. Koerner, new president of RKO Theaters, says "my sympathies are with stageshows" and whenever possible "we will try to use them." For years an RKO theater executive, Koerner is well known in vaude circles for his successful experiments with new stageshow ideas. His appointment to the RKO presidency means a man who understands vaude is now in the key RKO theater spot. Koerner says "I've got some theories about stageshows" and one of them is that "a vaudeville house that can't get matinee cannot make a profit." He adds, restoring vaude to straight film houses can only be made if each house must be considered separately—location, matinee business, competition.

Koerner hasn't any hope for stereotyped vaude bills. He believes stageshows must have a special angle, such a "combination show" which involves personal appearances of film names on the same bill with their new film. He points out the Golden Gate, San Francisco, grossed a great \$31,000 with a special stageshow headed by Carmen Miranda and that shortly thereafter Miss Miranda, playing Grauman's Chinese in Hollywood on a more ordinary bill drew an ordinary gross.

He says the Golden Gate had a very successful season with combination show ideas. Koerner got up some fancy stageshows when he was stationed in Boston where he has used big attractions everywhere he's worked for RKO. His feels vaude is okay in Cleveland and Cincinnati, but not good for Chicago now. "The Palace, Chicago, is now overwhelmingly in favor of sticking to straight films."

Asked how important the unions are in the restoration of stageshows, he says "unimportant." "Where the local situation is favorable to stageshows, the unions are not a problem," but admitted also that there are situations where unions being more liberal would help vaude.

Koerner appointed Edward L. Alperson, former sales exec with Warner and Skouras, as his general manager of film buying Thursday (28). Max Feilerman continues chief film buyer and booker. Koerner says he does not plan personnel changes.

RKO at present has three houses using vaude but they will switch to spot booking after June 6.

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WIGS BEARDS MAKE-UP

FREE CATALOG

F. W. NACK 200 N. State St. CHICAGO, ILL.

Loew's State, New York

(Reviewed Thursday Evening, May 29)

The 65-minutes of flesh this week is a pretty sad and dull offering for a Broadway vaude house. There are a few stand-out spots but nothing that would pull the show out of the dumps.

Leadoff is emcee Jackie Miles, nitery emcee, who is making his vaude debut on this bill. Miles has some pretty fair material, but for the most part is a summer resort clown type. His conga bit started out funny, but extended so long that it finally died. His bit on song titles has already been played to death. He was good-humored in spots but they were too rare.

Trixie May has a show-stopping juggling routine, which she powerfully displayed with lightning speed but slowed up at the finish. Outside of that, however, she goes thru the book with balls spinning around her head, some excellent catch and balance ball work, and a flashy bit of tambourine juggling.

Rosario and Antonio did authentic and fiery Spanish dances which were class entertainment and yet had flashy appeal. Both perform fancy footwork and finger cracking before they use castanets. They do highly spirited dancing and go over to heavy applause, which would have been even better if Rosario hadn't sung during her dancing. She has a deep, poor singing voice, which, if transformed into a talk routine would have been much more effective.

Music for this end of the bill was carried out by Ruby Zwiering's boys, back in the pit after a week's vacation. Gus Arnheim's band, on the stage, finished the show.

Working with Arnheim are vocalists Kay Vernon, who sings with no feeling, and Andy Russell (drummer), who sings with feeling but no voice. The Vernon gal sings *I Understand*, shaking her head and her body, which is not the technique for a ballad. Russell tried *Amoroso* in English and Spanish; and two choruses of *Walking By the River*. He's a good drummer, tho, and proved it with a crashing bit of work on *Ochi Choro*.

Arnheim also has a dancer named Barbara Blaine who goes thru a pretty Italian routine based on Victor Herbert's *Dance Orientale*. As for the band (five reed, four brass, and three rhythm) it does a very melodic job.

Plo, That Hamilton Woman, with Virtin Leigh and Lawrence Olivier.

Opening night house almost full.

Sol Zatz.

Chicago, Chicago

(Reviewed Friday Afternoon, May 30)

A gay, festive 40-minute bill, augmenting the two-hour picture, *I Wanted*

Vaudeville Reviews

Wings, which is slated to remain two weeks. Business opening day was the biggest house has seen in weeks, due to the Memorial Day crowds and the ideal theater weather.

Show features the Dorothy Hill line (16) in three evenly spaced production routines and four acts. The girls, good, attractive dancers, open in admiral hats and jackets and brief skirts with a lively military number to a swing tempo, ushering in the 16 Commanders, male singing group. The boys are left on their own and the songs in their set are well chosen and effectively sold. Fronting the group is Lots Wallner, cute and vivacious soprano. Good flash act for theater.

Jack Holst and Milady, horizontal bar act, do some fine tricks but the turn is too sketchy. As seen in the opening show, the offering was not well mounted to furnish enough anti-climatic business for the highlighted tricks. What they do, however, is done in very good taste. They work in evening clothes and in gracious style. Man's swing around one bar landing on another parallel bar on one foot is the rock closing feat.

Gayest scene is the Polish Village Festival featuring the Rosalinas, good-looking and capable dance team, in a set of native dances. The costumed line and singers, including a couple of strolling musicians, partake in the festivities set against a colorful background, and contribute immeasurably to the gay and moving atmosphere. The Rosalinas scored with their unusual, yet commercial numbers.

Lime Trio, next to closing, produced the usually high number of laughs with their goliwog novelty. The contortionistic antics of the man in the crate are as amusing as they are amusing. And the presentation is next to perfection.

The Latin finale features the singers in Gaucho costumes and the line in a flashily staged conga.

Scheduled for the June 13 week are Glenn Miller and band, Lorraine and Rogan, and Paul Regan and One Night in Lisbon on screen. Sam Hontyberg.

Palace, Akron, O.

(Reviewed Monday Evening, May 28)

Guy Lombardo and His Royal Canadians are more familiar by name than appearance in Akron, and the show here suggests that he should play here more often, for Lombardo has an engaging and impressive show. It is among the smoothest presentations of stage-hand entertainment this city has experienced in months.

With a quiet but captivating manner, Lombardo directs his musicians in a

program almost entirely composed of sweet pop music. His entire show moves with that deceptive air of effortlessness that marks the work of a craftsman. Tunes are old and new, selected for novelty and for melody.

Kenny Gardner sings in an easy manner and is assisted by the Lombardo Trio. Gil Lamb brings a group of his puckish observations of public conduct, highlighted by his jitterbug at a dance band bit; it's a knockout. Also offers his harmonica novelties and does a running introduction of the Lombardo band that must be placed with the best jobs of emceeing we have encountered.

Olsen and Shirley, a sleeky dancing pair of youngsters, are the program's other act.

Screen fare, *Double Date* (Universal).

Res McConnell.

Paramount, Los Angeles

(Reviewed Thursday Evening, May 23)

Richard Humber, thru radio and ballroom dates, has built up a good following in this section. While house was not full at show caught, the spot is getting good business.

Humber's orchestra (five brass, four reeds, three rhythm, and three fiddles) started off with *Nobody Knows the Trouble I've Seen*. Featured the brass and a trombone duet, with brass and reeds joining for a sock finish.

Humber fooled with pieces of red and black paper between numbers, gaging he was going to do a trick but interrupted each time he started.

Deck Judge sang *High on a Windy Hill*, followed by Dolores Gray, Rudy Vallee protégé, doing a swell job on *I, Yi, Yi, Yi, Yi*. Zella Poulie followed with impersonations of *Susan Pitta*, Mae West, Garbo, and Hepburn. Humber held a phone at the mike as if he were having a conversation with these persons. Miss Poulie worked off stage.

The Three Chocolaters offered the Hickey-Rickey-Stickey dance. These

colored boys are all over the stage and in the audience at about the same time. Got a big hand.

Humber's outfit gave a "Parade of Bands," with the maestro putting on masks to lead the band being imitated, including Vallee, Goodman, Zanis, Shaw, Miller, and Lombardo. Band gave its impression of *Darktown Strutters' Ball* as it would have been played about 1910. The trumpets did a fine job on the swing version of *Louisiana Purchase*.

On the screen, *I Wanted Wings*.

Sam Abbott.

State-Lake, Chicago

(Reviewed Friday Afternoon, May 30)

A standard vaude bill of six acts, every one of which is excellent entertainment. The picture, *Free and Easy*, is fair, but will not mean much at the box office. Memorial Day crowds packed the house.

Willie Shore emcees. Dolly Arden, graceful dancer, opens and her cleverly executed routines give the show an excellent start and win her a hand. Don Hooten follows with a lively rope-twirling session. He's young, handsome, and full of life, as well as an expert rope manipulator. Scores nicely.

The Eight White Guards are a first-rate singing combo and their military and college songs got a great reception. Shore, in burlesque make-up and costume, clowning with the Guards, spoiling the effectiveness of their work. LaLaps, aerialist, is one of the best artists in her line. Her work on the web and Roman rings is graceful and done with plenty of showmanship, and her one-armed planks are superbly done. Received a big hand. Prof. Lambert is sure-fire with his xylophone comedy as well as excellent straight work, and the stripper used in the act adds a piquant touch.

Shore on for comedy, imitations, and dancing. His work as a dancer is marvelous and he would do well to stick strictly to stepping, as his night club comedy does not register well. His dancing put him over big. Show closes with another singing session by the Eight White Guards.

Nat Green.

Reviews of Units

Casa Habana Revue

(Reviewed Wednesday, May 7, at the National, Greensboro, N. C.)

Casa Habana Revue is colorful and lavish, characterized by handsome costuming, talented performers, and authentic South American color in song and personality.

A chorus of stunning dancers furnishes the background for the acts, most of which are of first-class caliber.

Outstanding are Rita Marquitta, whose impersonation of Carmen Miranda leave little to be desired.

One of the most amusing acts is put on by the Arnaut Brothers.

Peggy Carroll adds a beautiful performance, with Carl Randall doing snappy stepping. Kirk and Lawrence have highly amusing novelty number on dummy horses. Larry Best, emcee, is a good impersonator of famous radio and screen characters. John W. Harden.

"Grandfather's Follies"

(Reviewed Friday Afternoon, May 23, at State-Lake Theater, Chicago)

This loosely strung revue satirizing the Gay '90s has considerable comedy appeal that should make it good box-office on the road. Devoid of names, it's good, clean fun informally served, frankly corny, but packing plenty of laughs.

Van Kirk, in exaggerated Gay '90s get-up, is a clever comedian and emcee. Opening before a drop covered with comedy ads, he introduces the "villains," who unlock a prop safe from which emerge girls of the Family Album—the Corset Girl, the Cherry Sisters, Tallyho Girl, and others of bygone days, to accompany tunes of the period. A tap and comedy dance routine by Flora Duane and Earl Leslie is cleverly presented; Van Kirk offers some comedy songs, and there is a humorous beach scene with the Harmony Sextet in comical bathing suits, followed by the Daisy Belles, who strip to tights in a lively dance. The Four Kernels sing a funny number, *Gonna Have a Tintype Token*.

The Equillo Brothers, in Mexican cow-hand get-up, strip to shorts, and do a

very fine hand-balancing act while vocalizing, with comedy interpolated. Bob Dupont has a comedy juggling routine good for plenty of laughs.

There are several old-time comedy bits, including the wronged husband black-out, which go over fairly well, and Van Kirk injects his comedy into many of the bits with excellent effect. Marguerite Harwell appears in several vocal numbers. Old-time song favorites are featured in the finale by entire company, with a patriotic song finish featuring a huge illuminated flag.

Picture, *Go West*, with the Mrs. Brothers, fits into the general comedy scheme.

Nat Green.

Staten Island as Break-In for Para

NEW YORK, May 31.—Troyout show for the local Paramount, usually played at Newburgh, N. Y., will be shifted to the Paramount, Staten Island, for June 19 because house at Newburgh is undergoing repairs. Show there will consist of Milton Berle, Joan Merrill, the Jangleys, Variety Eight, and Vincent Lopez. The Staten Island house will be used for Paramount break-ins when additional smoothing is required after Newburgh tryouts.

Greshler Books Lido Club

NEW YORK, May 31.—Lido Country Club, Long Beach, L. I., reopened for the season today with name talent weekends. Initial two-day bill consists of Benny Fields, Joan Merrill, George Tappa, and Gil Lamb. Fausto Corbelli was on the podium.

Abner Greshler is again booking.

Harry Rogers Folds Unit

CHICAGO, May 31.—Harry Rogers closed his unit, *You're in the Army Now*, following its recent State-Lake week here, until fall. Figures that he can operate it more profitably when more consecutive time will be available. Show was out for only a week and a week-end



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Club Talent

New York:
BILLY DE WOLFE, who opened May 21 at the Rainbow Room here, will return to the RR in October on the same show with **Matty Malneck's** band, another return date. MCA is planning a build-up for De Wolfe. . . . **SONYA CORDITOU**, singer from Athens, made her American debut on the Lanny Ross program Monday (26) over CBS and also appeared at Carnegie Hall Friday (30) with her sponsors, Les Simms and Dumas Bailey, on the *La Noche de Las Americas* concert. . . . **HAPPY LEWIS** is in town after four Montreal weeks and opened Decoration Day at Colonial Inn, Sagat, N. J., for four weeks, booked thru Barry Kilby, of General Amusement Corporation. . . . **HAZEL SCOTT** will leave the Cafe Society uptown for three weeks to play the Ritz Carlton, Boston, July 7. **CARMEN AMAYA** leaves soon for Hollywood to work in *Panama Hattie* and will get \$50,000 for doing a specialty. Then plays the Chez Paree, Chicago, and Montreal and other club dates at \$3,200 a week. When she played the local beachcomber she drew a \$1,900 guarantee and percentage, averaging around \$2,000 a week. . . . **DENNY O'CONNOR**, former member of La Comparsa Dancers, has formed another dance troupe, the Dance Players. La Comparsa opened at the Beach Club, Virginia Beach. The new troupe opens at Leon and Eddie's June 6.

Chicago:
GALE SIXTET returns to Colosimo's June 12. Ralph Cook closes there Thursday (5). . . . **BEVERLY CLARK**, Billy White, and Madelyn Gardner are on the current bill at Fick's, Milwaukee, set by Ray Lyta, of Dave O'Malley's office here. . . . **BISMARCK HOTEL** is closing its Ranch Room (formerly Bier Street) Friday (6) and will remodel it into a tavern for the presentation of American operettas. . . . **LLOYD AND WILLIS** return to the 606 Club June 9. Marion Kingsley opens there at that date. . . . **RICHARDS-ADRIENNE DANCERS** have added Betty McClure to the act and will start working as a foursome in a couple of weeks.

Boston:
ROBERTA JONAY headlining at Blin-drum's Village, Boston. . . . **ROGITA BOYCE** held over at the Crawford House. . . . **HARRY SPEAR**, who set a record for long-term stands for emcees in Boston, remains at the Latin Quarter until closing next week; then goes to the Latin Quarter on Cape Cod for the summer. . . . **FERNANDO ALVAREZ** emceeing at the Ritz Roof. . . . **NINNE NANNI** featured at the Lighthouse in Cohasset, Mass.

Philadelphia:
SIGRID DAGNIE new at Jack Lynch's Waller's Roof. . . . **ZEDRA DE LA CONDE** doubling between Club Ball and the Paramount studios in Astoria, E. J., for a screen short. . . . **JOHNNY AND GEORGE** back at Kallner's Little Rathskeller. . . . **STUMP AND STUMPY**, following their vaude tour, open at the Swan Club. . . . **BENNIE RUBENSTEIN** chalking up the fourth year for his Steve Brodie's nitery. . . . **DACITA** added at Club Ball. . . . **PEPITA AND LUCIA** complete the all-Spanish show at Embassy Club. . . . **TWO LAVERENZ** newcomers at Palumbo's Cafe.

Cincinnati:
CHARLOTTE ANN HILLBERG, formerly with Truly McGee's line at Beverly Hills Country Club, Newport, Ky., joined the George Bernard Dancers last week at Youngstown, O., to replace Anita Marx, well, recovering from an appendectomy. . . . **HARRY RICHMAN** tops the Beverly bill opening June 6, with Ben Bernie slated to furnish the fireworks for the show opening July 4. . . . **BETTY KAPP** is back at Paul Henry's Old Vienna to handle the press duties. . . . **MAE AND MEL FERNBERG**, who recently closed their Kelly's nitery on Cincy's Barbary Coast and pulled out of the Rose Bowl, Newport, Ky., are planning to reopen the former spot soon.

Atlantic City:
DOLLY BECKLESS new at Babette's. **JACKY WILLIAMS** and **DOLLY BRUCE** new at Gables Inn. . . . **BEAUTY AND THE BEAST** at Paddock International. . . . **PEGGY HEAVENS** featured at Club Bonad.

Los Angeles:
EDDIE GORDON, trick bicycle rider, sailed for Australia May 24. . . . **JOEL AND GERALDINE** returned to Hollywood recently after 11 months in Australia. . . . **KING'S MEN** signed by Decca for 30 sides. **Tweedy** will be with **Bluing Crosby** and **Connie Boswell**; the remaining 10 sides. . . . **DOROTHY DANDRIDGE** signed for part in *Jump for Joy*. . . . **MITCHELL LENSEN** to open his new revue next week at Hotel Ambassador's Coconut Grove. . . . **JACKIE GREIN** goes into Billy Snyder's Band Box June 20.

Here and There:
ANDRE AND NIXON opened at the Beachcomber, Boston, May 15. . . . **DON JULIAN AND MARJORI** are set for the Latin Quarter, Boston, June 1. . . . **NICK LUCAS** is signed for a return date at the Midnight Sun, Dayton, O., in July. . . . **STIRLING AND RUBIA** are current at the El Patio, Baltimore, Md. . . . **JACK FIELDS** was a holdover at the Terrace Gardens, Cohoes, N. Y., and has returned to New York.

ROGITA BOYCE opened May 19 at the Crawford House, Boston. . . . **LARRY WEEKS** moved to the Ray-Oh, Buffalo, on the bill with Pedro and Rafael, after two weeks at the Silver Ball, Utica, N. Y. . . . **LLOYD AND WILLIS**, after four weeks at Chicago's Hi Hat Club, opened at Club Royale, Detroit. . . . **GEORGIE WALKER** is in his second year as emcee at Harry Altman's Glen Park Barn, Williamsville, N. Y.

CHRISTEN STREET, after nine weeks at Hotel Robidoux, St. Joseph, Mo., opens June 5 at Hotel Secor, Toledo, O. . . . **STONE AND VICTOR** are current at Joe Mayer's Rathskeller, Fall River, Mass. . . . **VICKI NEVADA**, accordionist-singer, out since last September for MCA, is on a four-weeker at the Fairmont Hotel, San Francisco, after an engagement at the Dolphin Hotel, Dallas. . . . **DON GORDON**, baritone and guitarist featured with Phil Levant for nearly two years, has left the band and is opening at the Ojibway Hotel, Sault Ste. Marie, Mich., as a single. . . . **TONI LANE** opened a run at the Club Charles, Baltimore, Md., May 27. . . . **PEGGY CHAMBERLAIN** last week celebrated her fifth year as a singer at Jack and Bob's, Trenton, N. J.

CLARENCE LEVERENZ, organist, begins his second year at the Hotel Broad-Lincoln's Cabana, Columbus. . . . **DIALE HALL**, after nine weeks at Bon Villa, Idaho Falls, Idaho, has moved into the Green Triangle, Pocatello, Idaho, for eight weeks with options. . . . **PIERRE AND RENNEE CHARISSE** are set until June 1 at the Dempey-Vanderbilt Hotel, Miami Beach, Fla. They moved there from Havana. . . . **JACKIE WHELAN**, emcee, has closed at the Melody Club, Union City, N. J., and re-opened for a second summer's engagement at the Nomad, Atlantic City, where he stayed 24 weeks in 1940.

THE DEBONAIRS, at Earl Carroll's, Hollywood, since Christmas Day, held over for the new show which opened June 4. . . . **THE GOLDEN PAIR** have opened at the Gatineau Country Club, Ottawa, Can.

Talent Agencies

CONSOLIDATED Radio Artists, Chicago, will furnish the talent for the annual banquet of the Radio Musicians' Association June 11 at the Stevens Hotel in Chl. Lew Diamond's orchestra, Dorothy Byton Gloria Lacheron and Adams, the Singing Marines, Mackie and Paul, Clare and Hudson, Frank Payne, and Audrey Corley Inshaw. **BILL RICHARDS**, Buffalo, is still bemoaning the loss of \$25 of collected commissions the other night when a couple of hold-up men cleaned him out. Richards has sided Hotel Edwards, Jamaica, N. Y., and Cogan's Grill, Erie, Pa., as well as full weeks at Cafe Aloha here. He has made booking tie-up with Sid Rheingold and Bernard Bernard in New York and with Curtiss Attractions, Detroit. . . . **JOLLY JOYCE**, Philadelphia, adds the O-Bar O-Park near Portland, Me., to his books, setting the NBC Kidoodlers for Memorial Day starting. Also Alan Gale June 9 at Wil's End, Miami night club, and in Atlantic City. Three Musical Riffs at La June's Inn for 16 weeks starting June 6, and Three Loose Nuts at Show Place Cocktail Lounge for 12 weeks starting June 20.

Joe Moss in AC; 500 Club Hopeful; Brigantine Names

ATLANTIC CITY, May 31.—Joe Moss, New York nitery operator, will manage Charlie Schwartz's Bath and Turt Club this summer, one of the top spots in town.

Phil Barr's 500 Club may reopen if Barr settles his differences with the mayor. Opening show will be either the Richman-Lewis-Tucker combination or New York's Copacabana revue intact.

Brigantine Hotel reopened Thursday (29) under management of Dreier Hotel Corporation. David S. Leitner, hotel manager, says the hotel's Treasure Island Room will light up with a policy calling for "top-flight acts and leading orchestras."

Tom Endicott opened his Boardwalk Dude Ranch Wednesday (28) and will feature outdoor and rodeo acts. Has already booked featured acts from the late Tom Mix's show.

Paradise Club, top septa spot in town, reopens June 27, marking its 29th year of operation. Revue now being whipped together will headline Bobby Evans if he can get a release from Hollywood picture commitments.

Detroit Pop Price Cafes in Pick-Up

DETROIT, May 21.—Signs of pick-up in the night club field have appeared, business having increased 15 to 20 per cent. Business is up in lower-priced beer gardens, but it has been much slower in the better class spots.

Typical is the Club Royale, quality night club, where business was off for months because patrons were too busy with increased business. However, executives are just beginning to get the increased volume so routine that it can be handled in more or less normal working hours. They will be patronizing clubs again soon.

Most factory workers are not experiencing any decided income increases yet.

SUGAR'S DOMINO

(Continued from page 4)
 ing within these general classifications." One need not be a professor of logic or an authority on radio advertising to see in any one of the exceptions a hole big enough for all the cheap, short-sighted sponsors to walk thru leading a horse and buggy and still comply with the Code.

Radio comedians with their musty gags, participation maesters with their kindergarten quizzes and others who have reached the public thru radio with freak stunts haven't a very high opinion of American mentality. We are inclined to agree with their private conclusions

on most counts but we warn sponsors and stations in the friendliest fashion that there is a bottom to mass intelligence and patience and that it is possible to hit that bottom with a bang that is not always felt by the air salesmen but which eventually reacts strongly against his product.

The FCC exercises no direct censorship against commercial plugs beyond stating that they be in good taste and jibe with the licensing policy; that a station operate in the public interest, convenience and necessity. It would be a dark day for radio if ever the FCC started to use its whip on stations that permit commercial plugs to depart from good taste. Overlong plugs are in poor taste. Extravagant claims made in plugs are in poor taste and opposed to the public interest.

Radio generally and the NAB in particular should clean up house before Uncle Sam and various pressure groups take it upon themselves to do the cleaning from the outside. Regardless of what surveys show, we insist that one of the reasons persons are not listening to radio as much as they have (war news broadcasts excepted) is that they are fed up with commercials. Radio's future depends on what it is going to do about this regrettable situation.

UNLESS Phil Barr, operator of the 500 Club in Atlantic City, and Mayor Thomas D. Taggart Jr. get together and smoke the peace pipe the Jersey resort will be without its top spot and the cafe business will lose one of the links in the chain that makes it possible for standard acts and big names to squeeze a season's work out of the field.

Barr's club was closed down by Mayor Taggart's coppers earlier this year. The Mayor persists in keeping the place closed and, considering his impeccable reputation, it is more possible than not that the Mayor is within his rights according to statute so and so on page xyz. But we hope to be the instrument to call to the crumming Mayor's attention that a certain amount of liberality should be exercised in regulating cafes in a resort town.

The 500 Club is one of many thruout the country, and show business will still be on the map if the boards on the doors and windows of the 500 Club continue to gather dust and sea salt. But there are other factors involved here that are important to us and we hope Mayor Taggart will give it the benefit of his appreciation. Barr is highly regarded by performers because he has consistently paid off in fair and stormy weather; because he treats them as ladies and gentlemen and because he has consistently maintained high standards in his selection of shows. The cafe business being what it is, men of Barr's stamp are exceedingly rare and exert a profound influence on the talent market. Mayor Taggart would be giving Barr his due if he would put his stamp of approval on the club's petition to open and he would be performing a tremendous service to the show business.

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Vaudefilm Grosses

Para and MH Pick Up; Roxy Disappoints; Strand Complete Flop With 18G Week

NEW YORK.—The Broadway box offices made something of a slight comeback last week and should be increasingly better next week because of the long Memorial Day week-end. Most notable to suffer was the Strand, which fell \$15,800 below house average for a first weeker. Comeback, this week, however, was only noticeable in several of the houses, Paramount and Music Hall, with the rest continuing to suffer.

The Paramount (3,984 seats, \$37,000 house average) wound up its first week of *I Wanted Wings* on the screen and Vaughn Monroe's *ork* on stage with \$45,000, and goes into its second week expecting \$37,000. Entire bill is scheduled for a four-week run.

The Strand (2,795 seats, \$53,500 house average) laid a terrific egg with a poor \$18,000 gross for the first week of Wayne King's *ork* on stage and *Affectionately Yours* on screen. Offering was so bad that for second week house changed pictures Friday (30). Now running *The Shining Hour*.

The Roxy (5,835 seats, \$36,000 house average) goes into its second week of *Blood and Sand*, heading for \$35,000 because of the holiday, after a poor showing of \$39,000 the first week, despite the tremendous exploitation job on the picture. Stage bill is comprised of Nellie Arnaut and Brothers, Tiebor's Sekle, and Ben Yost's singers.

The Music Hall (6,200 seats, \$84,000 house average), rolling into its second week of *Penny Serenade* and stage bill

Including Joe Jackson, Wynn Murray, and Lane and Murray, is expected to do \$20,000 week ending June 4. First week yielded \$85,000.

Loew's State (3,327 seats, \$32,500 house average), with new show headed by Gus Arnheim's *ork* and *That Hamilton Woman*, is good for \$13,000. Last week's bill, with Ben Cutler's *ork*, did \$15,000. Road to Zensibar was the pic.

Weather Break Aid To Buffalo Houses

BUFFALO.—A good break for vaudefilmers came in the form of cool weather with threats of rain, which sidetracked many people from outdoor plans over the holiday week-end. Strong Memorial Day week bills are on tap and b-o. results should be profitable. Last week the shows fared well despite competition from a benefit show and Cole Bros.' Circus. The 20th Century (seating capacity, 3,200; house average, \$6,500 for six) only has clicked solidly so far for the week of May 30, and Memorial Day attendance and b-o. results pleased. Titled *Laff America*, stage production, is headed by Milt Britton's Musical Maniac and includes Tommy Rafferty, Tito, Al Gordon's Racketeers, Ginger Manners, Joe Britton, Dave Horn, and Helen Pammer. Added attraction is the Milt Herth Spring Trio, which received some heavy plugging via automatic phonograph recordings in the lobby. Management looks forward to at least \$12,000 for the week. Film fare is *They Met in Argentina*.

For week ended May 29 the Century drew an above-average \$8,000 with a double-feature, *Devil Dogs of the Air* and *Singapore Women*.

The Buffalo (seating capacity, 3,500; house average for straight film bookings, \$11,500) is tiding itself over with better-than-average pix while looking around for suitable stage attractions. For week opening May 30 the house is doing well so far with *Billy the Kid*. Second feature is *There's Magic in Music* and the whole affair should garner around \$13,000. With a sock comedy on the screen the Buffalo came thru with the \$11,400 for week ended May 29. *Love Crazy* was coupled with *For Beauty's Sake*.

D. C. Biz Perks After Dull Week

WASHINGTON.—Memorial Day crowds filled local theaters as cold overcast skies and occasional showers discouraged outdoor activity. Warner's Earle for week ended June 5 is showing *Million-Dollar Baby*, expecting to do a good \$18,000. Stage headlines the Golden Gate Quartet plus Goodrich and Nelson; Lynn, Boyce, and Vanya, and the Roxettes.

Loew's Capitol has the *Great American Broadway* for week ending June 4. Frank Lubasco, Roy Smeck, the Del Rio, Chandara-Kaley Dancers, Jack Joyce, and the Rhythm Rockettes feature a big stage. About \$17,000 is expected.

Last week the opening of big league night baseball and the emergency speech by President Roosevelt clipped theater business very hard. Warner's Earle watched *Meet John Doe* in its second week drop to \$11,500, while Loew's Capitol had *Pot of Gold* turn in a tarnished \$15,500.

Hipp, Balto, Down; Herman 12G Okeh

BALTIMORE, Md.—Beset by a prolonged extreme hot spell, the Hippodrome (2,200 seats) has experienced a drop during the past several weeks from its average gross of \$13,500, despite strong combo shows.

For week of May 15 gross was mere \$11,000, with Milt Britton's band on stage and *She Knew All the Answers* on screen.

Week of May 22 showed some improvement, with gross of \$12,400 for Woody Herman's band, Evelyn Farney, and Joe and Jane McKenna, along with film, *They Dared Not Love*.

Post St. Back to Vaude; "Miami" Oke

SPokane, Wash.—Post Street went on a seven-day vaudefilm policy and reported an attendance increase on opening day (Monday, May 26) of 50 per cent over average figure for straight pictures.

The house, which revived vaude in 1937, has been offering traveling vaude and two first-run films Fridays to Sundays for a year and nine months, with third-run pictures the other four days. It now is back to the policy it pursued successfully for 27 weeks in 1937.

Manager William L. Evans recently has been losing money on straight pictures and making it up on the vaudefilm week-ends. He also is trying out a cut in admissions to 15 cents matinees and 25 cents nights plus tax of 1 cent and 5 cents. Pix on opening bill were *Roar of the Press* and *Frontier Scout*.

Evans did average business May 23-25 with unit, *Night in Miami*, plus film, *Missing 10 Days* and *The Leather Pushers*.

\$2,400 Sunday Gross Is Fine for Reading

READING, Pa., May 31.—Record was chalked up for Sunday vaude at Himmelschick's Grove, outdoor amusement park near by at Womelsdorf. The show Sunday (25) attracted an overflow crowd of 8,000 for the matinee and two evening performances.

At a 30-cent gate for all three shows, with children under 12 admitted free, vaude chalked up a fat \$2,400 for the day.

Show, booked by the Jelly Joyce office out of Philadelphia, was headlined by the Southernaires, supported by Reg Kehoe's Revue and All-Girl Martimba Band. Uncle Jack Nelson, Mary Lou and Minex Gang, and Victor, Macy, and Nova.

Lyman Bill Good; But Biz Off Anyway

PITTSBURGH.—Best, President Roosevelt's radio address, Johnny J. Jones Exposition, the Stokowski Youth Symphony, and the Roller Derby took their toll of the Stanley gate. Result, \$14,000 for a well-received bill headed by Abe Lyman's orchestra and featuring the Royal Guards, the Three Sailors, Larry King and Arlita, and Rose Blane. On the screen, *Pot of Gold*. Average Stanley week is \$18,000.

Current is co-starring of Vic McLaglen and Simon, augmented by the Weston Brothers, Lorraine and Rogan, Stuart Morgan Dancers, and Max Adkins' house band. Following, Guy Lombardo's band, then Bob Crosby's.

Weather, Race Hurt Breeze in Indp'ls

INDIANAPOLIS.—Mounting enthusiasm for the Memorial Day 500-mile race, as well as unseasonably hot weather held down business for Lou Breeze and his orchestra in the Lyric (1,892 seats) for week ended May 29. The week's gross was \$8,500, the house average.

With Breeze were Cass Daley, the Stevens Brothers, and some local talent. On screen was *Missing 10 Days*.

Sp'd Bill Draws

SPRINGFIELD, Mass.—Good crowds at all shows was the report for the vaudefilm bill that closed at the Court Square Theater Saturday (24) after a three-day run.

On the stage were Dot and Dave Workman, Sammy White, Kay and Carol, Marc Ballero, Milford Trio, and the California Peaches.

On the screen, *Knockout*.

Himber Fine 2 Weeks

LOS ANGELES.—Richard Himber, at the Paramount Theater, grossed \$14,000 for the week ended May 15 and \$19,000 for the second week ended May 22. On the same bill *I Wanted Wings*.

House seats 3,400. Fair expectation for a name band with a picture the type of *Wings* is about \$18,000. Price seats, 30 to 75 cents.

Chi Biz Picks Up; Three-Day Holiday Packs Loop Houses

CHICAGO.—The three-day holiday week-end snapped the local box offices out of their month-old state of lethargy. The Memorial Day parade attracted thousands of people into the Loop and most of them took in a show before calling it a day.

Chicago (4,000 seats, \$32,000 house average) brought in the heralded Paramount picture, *I Wanted Wings*, Friday (26) and started to pack 'em in from noon on. Presentation bill on stage features the Rosillians, Polish team, Linea Trio, 16 Commanders, Jack Holst and Milady, and 16 girls. Picture is main draw this time and may pull in a hefty \$30,000 first week. Slated to hold over. The publicity given the Rosillians in the populous Polish neighborhood here should also help at the b. o. Last week, ended May 29, combination of stagelife featuring the locally popular Dick Jurgens orchestra and *Penny Serenade* on screen did an okeh \$34,000.

State-Lake (3,700 seats, \$15,000 house average) also had a big holiday opening Friday (30) with a six-act stage bill featuring Willie Shore (return engagement within three weeks), Professor Lamberti, and Dolly Arden plus *Free and Easy* on screen. Flesh portion looks strong and extra holiday biz should give the house a plenty good \$17,000. Week of May 23 *Grandfather's Politics* unit and second Loop run of Marx Brothers in *Go West* wound up with so-so \$14,000.

Vaudeville Notes

ERSKINE HAWKINS is set for the Paramount, New York, July 16 with an all-alpha show including the Ink Spots.

The ROSSILLIANOS made their vaude debut at the Chicago, Chicago, Friday (30). . . . WESSON BROTHERS, who just closed at the Earl's Washington, will repeat at that house July 7. . . . Other repeat is scheduled for them at the Roxy, New York, June 13. . . . PAUL KIRKLAND has been signed to open on the Tivoli Circuit, Australia, November 24. . . . STAN KAVANAGH'S Australian date has been shifted to February of next year.

BILLY GILBERT has been signed for the State-Lake, Chicago, June 27. Date for Victor McLaglen, June 20. . . . DINAH SHORE has been re-signed for her third appearance at the Paramount, New York, for the fall. . . . JACK GILFORD and Jack Williams play the Paramount during the summer. . . . TED LEWIS is set for the State, New York, July 17. . . . NAN RAE and MAUDE DAVIS had their date for the Capitol, Washington, changed to June 26. . . . GIL and BERNIE MAISON open at the State, Baltimore, Md., June 12. . . . SIMONE SIMON will do a return at the State, New York, June 19. . . . HERMAN HITE to the Carman, Philadelphia, June 8.

ARLEIAN ROLLINI lined in for the Sox, New York, June 12. . . . JOHN BOLES will tender at the Capitol, Washington, July 31. . . . JOAN BRANDON, on her way to San Francisco to call for Australia, played the Palace, Rockford, Ill., May 30. . . . BIRDIE DEAN, soprano, returned from Europe on the Siboney Monday (26). . . . HARMONICA BEES to the Capitol, Washington, June 6.

ANDREWS SISTERS, now working the Palladium club, Los Angeles, will return to the Universal studios to do *Oh Charlie and Ride 'Em Cowboy*. Their newest, starring Abbott and Costello, is *In the Navy*, which was released Decoration Day.

GIL LAMB closed his vaude tour at the Earl's, Philadelphia, Thursday (23) and jumped to Hollywood for a picture. . . . DON MARLOWE opens June 3 at the Vogue Theater, Detroit, for ten weeks as emcee. . . . EDMUND CALLAHAN, stagehand at the RKO Stauber, Cincinnati, had his leg amputated at Good Samaritan Hospital there last week to halt a spread of gangrene caused by a diabetic condition. . . . CHARLES RING, president of Cincinnati Lodge No. 32, T.M.A. and Harry Service, lodge treasurer, have been selected as delegates to the T.M.A. convention in Chicago July 14-16.

ELSA MAXWELL goes into the Lyric, Indianapolis, June 20 with Ted Fox Ritsa's band.

Outside Competish Puts Skids Under Philly Theater Biz

PHILADELPHIA.—Business still on a downward trend at the Earle Theater (seating capacity, 4,000; house average for straight picture booking, \$14,000), with the week ended Thursday (29) taking a terrific nose-dive in face of too many competitive factors. Apart from the circus and heat wave, last three days of the week brought a battle of oratory in the President's radio address, a patriotic rally, and Charles A. Lindbergh in town on Thursday. With the screen's Victor McLaglen splitting the stage bill with *Ralph Edwards' Truth and Consequences* radio game, stanzas went way under expectations with a light \$15,000. Al Grener assisted McLaglen, with Herb Moss and Jack Farnell on the assist for Edwards. Allen and Kent and Lester Cole's Six Hollywood Debutantes rounded out the bill, with *Adam Had Four Sons* for screen support.

New bill opened Friday (30) in face of the town's general exodus to seashore points for the holiday week-end, will be considered good enough if it hits \$17,000, still plenty under the house likings. Stage makes for a house-produced *Le-Congo Nights Revue*, with Ciro Blima's orchestra, with Alizira Camargo, Eloisa Costello, Bea Wain, Bono Vincent, and the Three Treas. *Singapore Women* for the screen filler.

Fair 7G for Rock's Unit, Shore 4 Days

BOSTON.—Dinah Shore and Will Rock with the Thurston magic show failed to prove a bonanza to the RKO-Boston (9,212 seats) in a four-day stand last week. Bucking hot weather, the highly publicized singer and the magic unit took in an average \$7,000 for the four-day stand.

Pix were *I'll Sell My Life* and *Red Head*.

Night admish was upped to 65 cents for the stand.

ACTS, SKITS, GAGS, MINSTRELS

Gene Arnold's COMPLETE MINSTREL SHOW, 110. 65 RED HOT PARODIES, \$1. 120 GAGS and JOKES, \$1. 400 SONGS, \$1. 100 PICTURE REELS and BLACKOUTS, \$3. 100 PUPPET MONOLOGUES, \$3. 100 REELS and STUNTS, \$5. E. L. GAMBLE, Playright, East Liverpool, O.

Magic Burlesque Notes

By BILL SACHS

(Communications to New York Office)

24 Weeks for Acts On Hirst, Midwest Tours Next Season

NEW YORK, May 31.—Burly acts on the circuits will be guaranteed 24 consecutive weeks starting with next season. The Hirst and Midwest circuits are booking in combination, and acts will be routed thru both strings.

Paul Rosenberg, representing the Hirst Circuit, will book in conjunction with MUI SCHUSTER, of Chicago, representing Midwest.

Rosenberg explained that the combination booking will result in the acts making only one trip around per season, whereas in previous years it was necessary to repeat acts. He said that better shows will result with the inclusion of new faces on both circuits.

The booking combine, he said, in no way is a prelude to an eventual merger of the two circuits.

Troc, Philly, to Stock

PHILADELPHIA, May 31.—Izzy Hirst's Troc, break-in house for his wheel, went into its usual summer stock policy May 29, rejoining the wheel August 25. Stock group will include Jimmy Lyons, Charlie Harris, Johnny Kane, and Elaine Dale, supporting three strip principals and two comics changing each week. Jack Montgomery chorus will do line duty. A standard vaude act also changing weekly.

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GAVETY THEATER, 53 S. Main St., Akron, Ohio.

NEW YORK:

CHARLES (KEWPIE) KEMPER, Jess Mack, and George Haggerty, last with a Hirst unit, have joined George White's Gay White Way unit, which opens May 29 at the State, Hartford, Conn. Week of June 5 unit comes to Loew's State here. . . . **MIMI LYNN** and Julie Bryan opened at the Eltinge May 30. . . . **FRED WALKER**, comic, goes to the Kenmore, Livingston Manor, N. Y., and Joe Young to the Lebourne, Woodbourne, N. Y., for the summer. . . . **GLAMOUR GAYE** convalescing from an arthritis attack after her Canton, O., booking at her home in Akron, O. . . . **BALTIMORE** strip-teasers celebrated the visit of Paul Du Bow, gadget expert, with a big party last week. Among them were Ronnie Lester and LaVadis, of the Globe, and Margie Carroll, Sylvia and Dorothy Lee, and Pearl Shelton, of the Clover. Niteries sent Diane Burton, of the Oasis; Nina Orlov, Princess White Wing, and Helen (Sharon) Powell, of the Miami; Ailie Parker and Wandu, of the Star; Betty Coste and Kitty Dawn, of the Gaiety, and Jean Russell, Evette, Dina Dixon, and Marjo, of the Piccadilly. . . . **PHIL BRENNER**, backstage chief at the Republic, recovering from a hernia operation at the Beth Israel Hospital.

BABETTE opened May 23 as featured fan dancer and stripper at the Roky, Cleveland. . . . **EDDIE INNEE** and Ernie Harmon closed at the Fox, Indianapolis, and left for Santa Monica, Calif., for a vacation. . . . **JUNE TAYLOR** new at the Republic May 25, and Gypsy Rose, at the Eltinge May 28. . . . **CHARLES FRITZCHER**, comic, to vacation at Canano Island, Calif., this summer after his engagement at the Capital, San Francisco. . . . **MAX RUDNICK** and Billie Shaw (Mrs. Rudnick) have purchased a home in Miami. . . . **VILMA JOZSY**, back from a Midwest Circuit tour, opened at the Gaiety May 30. Goes into legit in July. . . . **CHAMBERLAIN BROWN**. . . . **MAX MICHAELS** shuttered his Globe, Boston, for the summer on May 24. . . . **GLADYS FOX**, Thelma Lee Deutsch, Jai Letta, and Joan Carroll new at the Star, Brooklyn, May 23.

LOIS DE FEE was featured in a Follies show in the Claridge Hotel ballroom June 1. Room was donated by Lloyd and Herbert Muller, Allen Gilbert and James Wilson were on the reception committee. . . . **JIMMIE CAVANAUGH**, singer, replaced Bobbie Burns at the Republic May 25. . . . **GYPSY NINA**, dancer, despite a sprained kneecap sustained midweek (May 27) of her first week's engagement at the Eltinge, continued on, but as a stripper. . . . **MURRAY LEONARD**, Boo Lavon, Gretchen, and Irving Engel were guests of Dave Rosen at the Streamlined Follies, Coney Island, May 26. . . . **BETTY ROWLAND** and sisters Diane and Roselle drew a two-page spread in *The Boston Pictorial Review* May 18. . . . **DIXIE SULLIVAN** during her summer lay-off will have a grafting job done to cover up a scar.

MARGIE HART reopened at the Gaiety June 6, along with Stella Mills and Irma Vogolee. . . . **DORIS WESTON**, ex-burly stripper, is now working a Boston cafe. . . . **IRVING HENSON**, Pinsky Lee, and Harry Ryan will be among the burly performers in blackface in the regular summer's minstrel show at the Steel Pier, Atlantic City. . . . **GARCIA GOMEZ'S** previous appearance at the Eltinge was during September, 1938, as a dancer under the name of Princess White Wing, which moniker is also claimed by a dancing-stripper at the Miami Niterie, Baltimore. Because of this, it will be Garcia Gomez from now on. . . . **IRVING KARO**, singer, still in the Veterans' Hospital, Dayton, O., is in receipt of proceeds of a collection taken up by performers at the National and Avenue theaters and some niteries in Detroit. . . . **MABEL BART ERICKSON**, former burlesquer, was a visitor here last week-end from Springfield, Mass., and met other ex-burlesquers, including Billie Bernard, Bebe Tohn, Ruth Rosemond, Frank Grogan, Margie Collins, and Eddie Chester. . . . **UNO.**

MIDWEST:

LYA LYNN will open a two-week engagement at the Palace, Buffalo, Friday (6). . . . **GAYETY**, Cincinnati, and the Fox, Indianapolis, shuttered Sunday (1) and will reopen late in the summer. . . .

BIENNY MOORE closed last week at the Palace, Buffalo, and is reconquering at home in Peoria, Ill. . . . **MANNY KING**, Al Golden Jr., and Jean Carter closed at the Roky, Cleveland, last week, and Mae Brown, Paul West, and Meg Lexington opened there Decoration Day. . . . **GRAND**, Youngstown, O., which has been playing week-ends, shuttered May 25. . . . **LOUISE STEWART** is playing a two-week engagement at the Avenue, Detroit. . . . **HARRY CONLEY**, vacationing in Chicago, opens at the Casino, Toronto, Friday (6). . . . **BILL COLLINS**, operator of the Capitol, Toledo, was a Chicago visitor last week. . . . **THAT SOUVENIR PROGRAM** which Charles Fox, operator of the Empress, Milwaukee, is getting out for N. S. Barger's drive-in theater is an elaborate and attractive piece of promotion. . . . **REPORTS FROM MEXICO** are that Barger's burly unit, now in its seventh week south of the border, continues to do excellent business. . . . **NATASHA**, back from Mexico, signed a 24-week contract to play the Midwest and Hirst circuits. Opened Friday (30) at the Palace, Buffalo.

PHILADELPHIA:

BILLY HAGEN held a fifth week at the Troc, sharing the comedy with Sir Cecil Alexander, making his first appearance here, with Boatlett Kelly in a return. . . . **LOIS DE FEE** took over the lead at Carroll's burly-niterie Monday (2). . . . **HARRY ROSE**, tramp comic at Carroll's, had to do a lot of talking the other day to avoid being hauled off by a couple of cops who saw him standing in front of the niterie in his floor-show costume between performances. . . . **HAROLD FARR** adding burly comics to his Smart Spot in Haddonfield, N. J., bringing in first Tony Mitchell. . . . **RITA BURKE** new flash at Twin Cedar Inn, Clementon, N. J.

FROM ALL AROUND:

BERNIE LIT has shifted to the Silver Dollar Club, Baltimore, after a run at the Gaiety, there.

Review Casino, Boston

(Reviewed Wednesday Evening, May 21)

In this old-time burlesque house, where stock burly was revived last year after an absence of almost a decade, will be found the answer to the decline of stock burlesque. Only stock house in town. Casino's shows have little to offer.

Show opens with a tip-toe-tapping line going thru an allegedly fast tap. Quick curtain, tho not quick enough, brings on the first of the comics. The line comes back eight times during the show. All of them looked as if they were in search of a bed. Nearest thing to a rehearsed routine was one in which they were kneeling on chairs. Two line girls actually tried to follow their routines instead of chattering with the other girls. Top comedy honors go to Frank X. Silk, who, appearing in three sketches, made the most of his material. Other comedy roles were handled by Bert Marks, with singer Jerry Walsh occasionally joining in. Lou Carron was straight man.

In the strip department, three peelers, all of whom favored walking strip, were on view. Doray, who worked on the theory that "if you've got something to show, show it," opened with a fast strip and dance. Others were Helen Green, a vivacious brunette who made a big hit, and Petite Carroll, another opponent of the "secrets" theory.

Jerry Wash had one on-stage song. Without a Song, which he delivered capably. Production was weak.

Mike Kaplan.

Costello Tries Sex Shows

NORFOLK, Va., May 31.—With the regular burly season closed and Hirst Circuit shows out until the new season in August, Moe Costello, manager of the Gaiety here, is trying film and stage attractions.

Last week he tried double-features; this week a combination bill, with sex show on stage for men only. Summer admissions, 25 and 35 cents.

Business slim under new policy.

COUNT RAMIRO DE OALVEZ, Mexican magician, illusionist, and mentalist, with three assistants, recently completed a three-day run at the National Theater, Baja California, Mexico. He uses a flashy Chinese setting. . . . **LES NOBLE**, after finishing up on a station at the theater of the New Bedford Hotel, New Bedford, Mass. . . . **ELWIN SHAW** is in his 30th week in the Circus Room of Hotel Bradford, Boston. . . . **WEE WILLIE DEE** has closed a 12-week run at the Crawford House, Boston, and is now at the Old Howard in that city. . . . **LUCILLE AND EDDIE ROBERTS** are showing their magic and mental tricks in Steubens's Vienna Room in the Hub City. . . . **PROFESSOR MAJI**, who began his pro magic career 41 years ago on the West Coast, was a visitor at the magic desk last Saturday (31). He opened Monday (2) at Silver Slipper, Louisville, Ky., for Peter Lodge, Detroit, for whom he has been working niteries the last 12 weeks, with six more to go. Late in July Maji will go to his summer cottage at Silver Bay on Lake George in the Adirondacks, working an occasional date in the New York State area until fall. . . . **JOHN SNYDER JR.**, president of the International Brotherhood of Magicians, who has been at his summer home in Fox Lake, Wis., since early in May, returns to his Cincinnati headquarters this week to make up final preparations for the IEM Convention to be held there June 17-20. Snyder's recently completed magic theater and workshop in Norwood, Cincinnati suburb, will be one of the show places for visiting magicians during the IEM convolve. . . . **LESTER LAKE** (Marvel) is in his fourth week as magical enchanter at the House of Rinck, Cincinnati niterie. . . . **NEW YORK STATE MAGIANS** will stage their 10th annual convention at Hotel Snyder, Little Falls, N. Y., October 9-11. Emerit C. Bucklin, of Little Falls, is chairman of the convention committee. There will be the usual magic shows and displays.

SERGEANT LEE ALLEN ESTES, of the Kentucky State Highway Patrol, was a visitor to the magic desk last Monday (26). Estes, who first combined magic with his police duties as a member of the Fayette County Police Department, set himself up in Lexington four years ago, now devotes all of his time to the Kentucky State police in combining his magic with a safety lecture for presentation in Kentucky schools. He plays on an average of four schools a week. Estes makes the hops in a flashy Chevrolet station wagon painted white and carrying the seal of Kentucky on its fenders. The State pays all expenses for his shows, and in paying it has the honor on the barrelhead for whatever magic paraphernalia Estes may build or buy. . . . **THE WAND WEVERS**, Detroit magic club, with all members vice-presidents, hold meetings the last Sunday of each month at 7 p.m. at the Polish Century Club in the Motor City. All interested in magic are invited to attend these sessions. . . . **PROF. A. F. SEWARD**, horoscope writer and K. Y. seer, is in a visit to *The Billboard* during his recent week's engagement at Hotel Gibson, Cincinnati, declared that he will make another world's tour just as soon as present world hostilities are concluded. He was originally slated to sail in September, 1939, just three days before the war broke out. He has made two world jaunts, one in 1912 and another in 1921. . . . **HOWARD ROBINSON**, billiard ball expert, is playing club and cafe dates in the Philadelphia area. He recently topped the bill at the Old Mill, York, Pa., where he was set by the Mohr & Vincent Agency. Robinson resumed his magical duties in April after putting in a four-month season on the auditing staff of Haskins & Sells in Atlanta. . . . **HENNEY AND COMPANY** returned to Canton, O., May 14 for a performance that attracted nearly 3,000 persons. . . . **DIL BRECKE** is playing Club Mar-Jo, Detroit suburban spot, mingling magic with the emcee chores. . . . **MR. AND MRS. FELIX BLEY** were recent arrivals in Cincinnati, after closing their winter home in Mobile, Ala. Bley is now handling the bookings for a thrill show comprised of Hollywood stunt men.

Minn. Vaude Folds

MINNEAPOLIS, May 31.—Floyd Olson Theater, until recently the Gaiety, has closed its attempt at third-run films and week-end vaude.

Williams Showing Films at Blanding; "All-American" Hit

STARKE, Fla., May 31.—Carl L. Williams, well known in Southern rep and film show circles, has been showing free movies to the soldiers at Camp Blanding the last four weeks, with two more weeks to go. The showings are under the sponsorship of a well-known cigarette company.

After winding up the engagement at Camp Blanding, Mr. and Mrs. Williams will vacation for two weeks in this State before returning to their Georgia headquarters to take their regular show out of the barn.

The All-American Revue unit, with a seven-girl line and an all-girl band, played one of the tent theaters at Camp Blanding last week and scored a solid hit, altho business was meager due to the fact that the show came in with a minimum of advance advertising. The other camp tent shows run pictures and they don't want anything to hurt them, so flesh shows are not given too much build-up.

Kesned by Al Morrison, the All-American unit included, Betty Reeves, Bobby Carr and Company, Billy Curt, and the Skating Carters, among others.

Bryant Showboat Finds Going Good

HUNTINGTON, W. Va., May 31.—Douglas Morris, secretary to Capt. Billy Bryant, states that Bryant's Showboat, which has been out since March 20, is enjoying one of the best spring seasons it has ever had.

The boat played four big weeks in Charleston, W. Va., where Life magazine took pictures of the company doing Uncle Tom's Cabin. Boat has another week here, then goes down the Ohio toward Cincinnati, where it opens June 15 for its 13th consecutive summer run there.

Company is doing Midwife in Cincinnati, Convict 999, Uncle Tom's Cabin, and At the End of the Road. In the troupe are Billy Bryant, Sam Bryant, Violet Bryant, Josephine Bryant, Betty Bryant, Gordon Ray, Benny Walkotte, and Douglas Morris.

"Mandy" Still in Nashville

NASHVILLE, Tenn., May 31.—H. A. Thomas's Mandy Green From New Orleans, which began its under-canvas swing in Nashville May 12, continues to play here to satisfactory returns. Ida Cox, blues singer, is featured. The local press has given the 35-people cored organization much favorable mention.

WANTED

To Join on Wire
REAL TOBY, GENERAL BUSINESS MAN
that can play full line of parts. Other
Useful People wire. The Draft cause of this
ad.

JACK KELLY STOCK CO.
PORT HURON, MICH.

WINDOW CARDS

14x22 Cards, \$4.00 per 100;
17x26 Cards, \$5.00 per 100;
22x28 Cards, \$6.00 per 100.
250 Bumper Sticks, \$3.75.

BOWER SHOW PRINTING FOWLER, INC.

LET'S GO! U.S.A.
KEEP 'EM FLYING!

WHILE I AM HERE PLEASE
BE A U. S. ARMY
FLYING CADET

Selective Service Mail

In the Carnival Department of this issue appear the names of those having Selective Service mail in the various offices of The Billboard. This list is published in addition to the names which are set in capital letters in the regular Letter List.

Rep Ripples

HOMER MISCHUM stopped off at the rep desk last Monday (26) en route to Freeport, Ill., to join the Charles Manville organization, set for the summer on a long string of merchants' sponsored dates in Wisconsin and Illinois. Mrs. Mischum is making the trek with him. The pair spent last season on the West Coast and in recent months have been making Midwestern ripples. . . . PHILIP DALE COLE, well known in rep circles, is keeping busy in the York, Pa., area. . . . JAMES N. GALE, rep show manager and character man, is doing mechanical man and "living death" for Marty Smith on the Convention Shows playing Western New York State. He plans on taking out his own rep again in the fall. . . . WALTER KIPP is working Northern Alabama with a combo flesh and magic bill, called What's Next?, by E. F. Hannan. . . . R. A. GILBERT and Company, hypnotic turn, are doing a swing over the Malco Theaters Circuit in Missouri and Arkansas, have joined the By Gosh Tent Show in Virginia to work as a concert feature. . . . HI C. SMITH, formerly of the well-known rep team of Griff and Hi, and his new bride of a few weeks, Patsy Burns, will spend the summer at Euclid Beach Park, Cleveland, working niteries in the area in the interim. . . . C. H. WEBSTER, erstwhile repertorian, writes from New York under date of May 27: "This is one of those days that bring on that longing for the good, old rag oper days. It brings to mind the many pleasant associations it was my privilege to enjoy during the '20s. For the past 10 years I have been here in New York in commercial lines. It would give me great pleasure to know

of the welfare and whereabouts of friends of those days, especially Ray Bush, Virginia Moore, Arthur Gale, Pearl Norman, M. A. Hunt, J. C. Williams, Clyde White, Roy Cowan, Vee Davidson, and John G. Hines." . . . SID LOVETT left the Billroy's Comedians advance billing brigade at Cambridge, O., suddenly last week. . . . OTIS L. OLIVER, still on the West Coast booking and producing sponsor events, plans to come east soon with a new far spectacle, *Womanless Fashion Revue*. . . . E. P. PENTON has a small truck, vaude and pit, showing under auspices around Caldwell, Idaho.

Ollie Hamilton in Georgia

SUGAR VALLEY, Ga., May 31.—Ollie Hamilton, manager of the tent show bearing his name, was here early this week to contract a lot for the week of June 9. He is presenting talking pictures and vaude until he opens his enlarged show August 1. This will be the second tenter to show here this season, Al H. Miller having showed here the week of May 24 to good returns. The Hamilton show comes here from Sargent, Ga.

Ellis 'Rip' Ends School Tour

PLINT, Mich., May 31.—John Ellis's Rip Van Winkle Company, in schools in the Middle West and East since last September, closed its season here recently. Ellis describes the season as highly satisfactory. The troupe reopens in Flint September 18, moving eastward from here. Next season, Ellis says, he will offer another one-hour program in conjunction with Rip. Mr. and Mrs. Ellis have gone to their home in Grand Rapids, Mich.

Magnolia Casino Opening

MAGNOLIA, Mass., May 31.—Swank Magnolia Casino will open for the season June 14, possibly using talent for the first time. Ruby Newman band has been set for the season. Frank Fishburne, manager, reports extensive alterations have transformed the bar into a separate room with a South American motif. Will use a rumba band.

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

Havana's First Contest Attracts Much Attention

HAVANA, May 31.—Marti Theater is housing the first endurance show ever staged in this country. Contest is promoted by Frederick Abarrategui, Spanish showman who has staged similar shows in Europe and Central and South America. He recently arrived here from the Republic of Santo Domingo, where he successfully conducted an endurance contest.

Sixty-five couples are dancing on Marti stage, with two orchestras furnishing the music. Two major radio chains are sending out news on the event, which is being watched with interest all over the island as something new in entertainment.

Fifteen-minute rest periods are declared each hour. Cash prizes will be distributed as the marathon proceeds, the grand prize being \$1,000.

MARY BLAKE, a faithful walkie fan out of Chicago, typewrites in to inquire about Vance Bendal, Frankie Little, Tommie Krause, Whitey Heim, Chad Alvino, Ronnie Carroll, Billie Willies, Jinny Farrell, Ruth Dell, Phil Murphy, Lou Jarvis, Nick Bumsdon, Marty Shanks, and J. Jack Kelley. How about shooting in a bit of dope on yourselves, folks?

SEVEN COUPLES and two solo lads still remain in the Ray C. Alvis Washington show, which started April 14. Teams still going are Phil Arnold and Jo-Jo Spenach, Don and Lillie Donntson, Red Monroe and Play White, Johnny Hughes and Joan Geiger, Iley Bachrach and But-ton Slaven, Joe Nalty and Cloris Wears, and Bill Harris and Jenny Bush. Solos are Jack Kearns and Charlie Barron. Two 15-minute sprints are held nightly, with half of the contestants going in the first one and the remainder in the second. Runners are Art Wolfe, Chuck Payne, and

Phil Murphy. Judges are Ernie Bernard and Jim Coffey. A frequent visitor on the show is Audrey Saunders, who calls the Capitol City her home.

RAY (POP) DUNLAP is in Washington mapping plans for a new show slated to open soon in a virgin spot.

HAL BROWN relates that the forthcoming Wichita, Kan., show looks like the one, what with some 30,000 engaged in the airplane industry there. The show will be held at the 5,000-seat Alaskan Ice Palace downtown, and the set-up will be the same as the Kansas City, Mo., show, says Brown. The building is air-cooled, with comfortable quarters for the contestants, he concludes.

HAL J. ROSS'S Derbyshow, which was to have gotten under way at the Sportatorium, Dallas, June 5, has been postponed, Ross says, due to the fact that many contestants desirous of making the show were unable to make it to Dallas until June 11. A publicity campaign to herald the show also needs more time, Ross reports, who is looking for the Dallas contest to be a red-letter one. Ross says he is not connected with any other derby-show producer on the Dallas show. The contest is being produced by Ed McLamora, owner of the Sportatorium.

AUDREY SAUNDERS writes from Washington that the Ray C. Alvis show which began there April 14 with 30 couples is still doing big biz.

EDDIE GILMARTIN, popular emcee of a few years back, infos the sad information that Stu Allen, emcee who worked numerous shows with him in the East and Middle West, passed on a few weeks ago following a heart attack. Gilmartin, who retired from the endurance field several years ago, is now on the managerial staff of George W. Borg, head of Borg-Warner, which controls the mam-

moth Lake Lawn summer resort at Delavan Lake, Wis. The same firm also operates a Florida hotel, where Eddie spends the winters.

INQUIRIES WERE RECEIVED the past week on Clyde (Stooge) Morse, Kirk Erick, Bob Gunn, Joe Wolfe, Vernon Balfour, Pop Angel, Luman J., and Florence Beede, Nellie Saylor, Pat Webster, Chickie Costello, Jimmie Horan, Duff Davidson, Peggy Cox, Mickey Ray, Jack Alexander, Carl W. Raabe, Johnny Morgan, Gene Montgomery, Ducky Nacaraso, Les Emerson, Helene Selem, Eric Meale, Art Wolf, Carol Courtney, and Al Behringer. Shoot the column line, folks, giving the dope on yourself.

RAY C. ALVIS, whose Washington contest is in its final stages, promoted the recent heavyweight championship boxing match between Joe Louis and Buddy Baer at the Washington Ball Park. Mike Jacobs was co-promoter with Alvis in the venture. For a week before the fight the Riverside Stadium, where the walkathon is being held, was turned over to Joe Louis each afternoon from 1 to 4 o'clock for training purposes, with the walkie contestants moving to another building a block away during that period. On Sunday, May 18, some 6,000 people paid 50 cents each to see Louis perform.

HOW ABOUT the recent Sid Cohen walkie in Chicago—who were the winners? Last week brought several inquiries on the contest, with the readers particularly interested in learning who copped the honors. Will one of our good Chicago friends let us have the results of the contest?

ANN SCHLEY, recovered from a recent serious illness, writes from Chicago that she is making plans to enter another contest soon. She asks about Lou Jarvis and Harry Hamby.

TO B. BEAM, of Lake Charles, La.: Have no information on Davett Stallard and His Sepia Modernaires, formerly of walkies. Write Stallard in care of The Billboard, 25 Opera Place, Cincinnati.

WICHITA, KANSAS

OPENING
SATURDAY, JUNE 7
IN COOL

ALASKAN ICE PALACE

Can Use 5 Good Teams With
Guarantee Salary. Wire at once.

HAL BROWN
MICKEY BRENNAN
LASSEN HOTEL

30,000 Working in Airplane Factories
Alone. Floor Money Will Be Big.

DALLAS, TEX., DERBY SHOW

at the
SPORTATORIUM
Has Been Postponed Until
WEDNESDAY, JUNE 11

due to the many requests from contestants and organizations who wish to make this show but who couldn't make an earlier date.
LARY CALL FOR CONTESTANTS.
Already have sixteen guaranteed sponsors. This should be the biggest contest. Big prize—treasure chest including equipment—also major prizes amounting to \$12,000. Also can win top Floor Jockey and M. C. who can sell contest. Buy the show.

HAL J. ROSS
White Plaza Hotel DALLAS, TEX.

All American Walkathon

Will Open Soon in Virgin Spot Under Personal Supervision and Management of
Ray "Pop" Dunlap, Mgr.
\$1,500 PRIZE MONEY \$1,500
(And You Get It—Also Good Treatment!)
All who have walked for me, and any others, write me immediately. Care of WALKATHON, Riverside Stadium, 26th and D Streets, N. W., Washington, D. C. Archie Gayer, Monte Hall, Larry Paige, Hal Brown, Jimmie Bittner, Dick Robinson, write.

Non-Theatrical Films

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

Roadshowmen To Benefit by Showing Commercial Films

NEW YORK, May 31.—A plan to increase profits for roadshowmen has been worked out by the Eastin 16mm. Pictures company, Davenport, Ia. Idea centers around the distribution of sales promotion films to roadshowmen for showings in towns having an average audience attendance of 500 or more.

The Eastin firm and several other progressive 16mm. film libraries have been formulating distribution plans for some time. Film libraries need not fear that use of commercial films will cut down their rentals. The plan as proposed by Eastin has been carefully worked out so that it will fit into a roadshowman's schedule without a hitch.

At the most, it is stated, only one or two commercial films a month will be released to roadshowmen who will receive payment for showing them. It is particularly emphasized that none of the films will conflict in any way with the interests of the roadshowman's local sponsors—in fact, the films will probably do much to help their sales.

This year, industries and business concerns are producing more sales promotion films than ever before. These companies and their advertising agencies can't be bothered with sending out prints one at a time for hit or miss showings to a few hundred people. They are not equipped to handle film and are not in contact with motion picture exhibitors. They are looking for some practical way of distributing their films—and that is where the roadshowmen and the film libraries can enter the picture.

The Eastin plan calls for contacting of large advertisers and advertising agencies to acquire men with the distribution right. A list of 5,000 towns, with an estimated audience of 2,000,000 people, is being compiled. For a fair price agencies or advertisers can have their films shown in the towns. Advertisers are asked to check the schedule of towns where showings are desired, ship the required prints, and the rest of the job is handled by the film library and co-operating roadshowmen.

The roadshowman's part in this plan will be to show the commercial films to the audiences at their regular shows, along with the short subjects they use on the usual feature program. Payment will vary according to the length of the film, the number of showings, etc.

Last summer Eastin covered Illinois with a commercial film. Exhibitors received \$25 for six showings, and several operators used it on more than one circuit, it is claimed. Eastin reports that one energetic chap made \$96 on this particular film.

The film library is now engaged in working out a comprehensive survey of available outlets to give complete national coverage for interested advertisers and agencies. Roadshowmen have received a questionnaire asking them to list the towns they cover and how many persons see their shows during the summer.

Since many, if not all of the advertisers make independent checks of audience coverage, Eastin cautioned roadshowmen to be as accurate as possible in estimating audiences. Conservative estimates, it is felt, are better than over-estimates. If an advertiser is promised an audience of 800 and the roadshowman actually has 600 at a showing, everyone is happy. But if the advertiser's independent check-up reveals lower

figures in Boon, Sylvia Sydney in *Street Scene*, and *The Hot Whispers*. Astor is also releasing a new series of action outdoor stories with *Starlight*, the wonder horse, and featuring Jack Perrin. Titles are: *Wildcat Sanders*, *Hair Tripper Tracey*, *Desert Justice*, and *Gun Grif*.

Astor short subject products will also be distributed by Institutional.

audience figures, he may feel he has been misled and ill-feeling may result. Showings of commercial films thru roadshowmen is not a new idea. However, this is the first concentrated effort to organize roadshowmen for complete national coverage in distribution of 16mm. commercial films. It is possible that the idea, properly executed and carried out, not only by Eastin but other film libraries as well, can open up a whole new field of profits in the 16mm. field.

Drive-In Opens in Hazleton

HAZLETON, Pa., May 31.—Drive-in movies were introduced in this region last Tuesday (30) at Evergreen Park in near-by St. John's. Management announced shows will be held twice a week, on Tuesday and Thursday nights. Opening picture was *Bobby Breen in Hawaii Calls*.

New and Recent Releases

(Running Times Are Approximate)

PAN-AMERICANA, released by Garrison Films. This is the second in a series of five-one-reel sound subjects. It deals with the Spanish language, people and customs. Trade relations and means of communication within the Western Hemisphere are portrayed. Particular stress is on the elementary pronunciation rules of the Spanish language.

DOLLS FANTASY, released by Garrison Films. A fanciful bit depicting a brief tale about a poor young girl gazing thru a shop window at a lot of beautifully dressed dolls. As she sings and gazes on the dolls with a longing look in her eyes some of them come to life and dance for her. One reel.

HULA HONEYMOON, released by Garrison Films. An entertaining picturization of Hawaii, traditional tale of romance and beauty. The music is authentically Hawaiian, and the Hawaiian honeymoon ceremonial dance is featured. One reel.

PAGLIACCI, released by Garrison Films. Features the music of Leoncavallo. The libretto, written by Prof. John Erskine especially for this production, is in English and is sung by leading operatic performers. Makes an ideal short for music appreciation groups and general entertainment use. One reel.

ARMY DATES TO PAYOFF

(Continued from page 4)
Harry Delmar will supervise the productions and also be in nominal charge of a central booking agency until the proposition gets under way in full swing. Army bands will work with the units. Military men in charge of Fort Dix have had some experiences with benefit shows, free performances, and legions that have come into the camps to entertain the boys during the past half year.

The most successful idea tried out, from both the attitudes of the officers and soldiers, was the Rose mobile unit. Caravans can open and close in 10 minutes and move on, the show working on the sides of trucks. Audience sits on the grass and everybody can see.

Questioning among the men in uniform revealed a not too serious attitude towards entertainment, the boys claiming that very little information is given to them about those things. In the case of the Rose show, the soldiers were almost bewildered to find out what was happen-



WILLIAM E. SAUNDERS, business manager of *Stater Movie Service*, Danville, Ill., now stationed with *Company G, 132d Infantry, Camp Forrest, Tenn.*

ing. The townspeople surrounding the camp, however, were all prepared to come over and have a good time, because they knew all about it, and knew that it was free.

The kind of entertainment the boys want most is girl shows. As one soldier put it, "Give us a lot of girls and it'll be a four-star show." Army officers, however, feel that this wouldn't do as a regular policy, but would be all right every now and then.

Plan of the committee bringing this entertainment to the camps is to set up a central booking agency and route shows into camps until July 1. After that date the entire army goes out on defense maneuvers for two months, and entertainment will be almost impossible. Until then, Phillips said, shows will be able to work in the outdoors. When the men are out in the field plans will be made to build permanent theaters and formulate an entertainment policy.

Harry Delmar, who has been working with Vinton Freedley, chairman of the theatrical entertainment chapter of the Citizens' Committee, will have charge of the booking agency in lining up talent and staging the various shows. Once the proposition gets under way he will also go out on the road to view the operations.

Money for this venture is coming out of the \$10,765,000 that the United Service Organizations is raising to supplement the work of the Morale Department in providing recreational facilities for the boys outside of camp. Citizens' Committee, which was organized before the USO, will not be a component part, but a separate adjunct drawing its financial support from the USO.

USO is devoting itself to activity outside of the army camps. Government is going to build 390 "service clubs" outside of encampments which will be turned over to the USO to maintain. Money being raised is for this purpose. District Attorney Thomas E. Dewey is chairman of this committee, which is composed of the YMCA, YWCA, National Catholic Community Service, Salvation Army, Jewish Welfare Board, and the National Travelers' Aid Association. Cost of building the service clubs will run the government approximately \$15,000,000.

Service clubs will be used for dances, parties, amateur theatricals, and will also house pool tables, reading rooms, writing rooms, and refreshment counters. There will also be hostesses on duty, who will be paid by the USO. Clubs will also have auditoriums that can be converted for theatrical purposes. First one will be built in Wrightstown, N. J., for the use of Fort Dix.

Campaign officially starts June 3. There will be eight field directors thru-out the country running the campaign, and in many cities campaign will be turned over to professional fund raisers who will split a percentage with the USO for their services. *March of Time* is also preparing a feature plugging the USO, in line with a motion picture campaign to raise the money.

While USO is operating with a large organization, most of the key jobs have been taken over by executives on loan from the various organizations which comprise the USO. Salaries are still being paid to them by the parent organizations.

SALESBURY, N. C., May 31.—Traveling shows for army camps, with name performers working on "truck stages," may soon be inaugurated with the co-operation of government officials. Al Johnson, said while passing thru here, Johnson said that such men as himself,

Eddie Cantor, and Jack Benny would give their services free for shows which can be given outdoors for as many as 10,000 men at a time. He explained that huge trucks would carry all the equipment needed, including a 30-foot stage. Previous attempts to entertain in the camps have been failures, he said, because of lack of facilities for staging shows and seating large audiences.

ORCHESTRA ROUTES

(Continued from page 14)
Trestler, Pappy; (115 Club) Grand Forks, N.D., 16.
Tucker, Tommy; (Pallades) Pallades, N. J., 30-June 5 p.

V
Varro, Tommy; (Club Ball) Brookly, 16.
Venuti, Jimmy; (Hopkins Hothotter) Phila., 16.
Venuti, Joe; (Hoovers) New Orleans; 16.
Vera, Joe; (Hoovers) Phila., 16.
Vierra, Al; (Yankee) Chi., 7.

W
Wald, Jerry; (Mansion) Youngtown, O., 16.
Walters, Lee; (Cassanova) Detroit, 16.
Weber, Jack; (Club Cherie) Chi., 16.
Wesman, Ted; (Meadowbrook) St. Louis 23-June 5 p.
Weik, Lawrence; (Peabody) Memphis, 16.
Weiler, Curt; (Embassy) Phila., 16.
Wendell, Ozzie; (Gormy) Lake Charles, La., 25.
Whiteman, Paul; (Ches Paree) Chi., 16.
Wilson, Teddy; (Cafe Society) NYC, 16.
Windsor, Sir; (Reinold Guy; (Toppers) Merchandise, N. Y.
Winton, Barry; (Halslow Room) NYC, 16.
Woods, Herby; (Hamid's) Phila. Atlantic City 7-8.

Y
Young, Eddie; (Parliss Springs) Cleveland 1-5, p; (Springburst) Lexington, Ky., 6-14, 00.

Z
Zollo, Leo; (Benjamin Franklin) Phila., 16.

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Institutional Cinema in Deal With Astor Pictures

NEW YORK, May 31.—Herman Ross, president of Institutional Cinema Corporation, and Jacques Kopelman, general sales manager of Astor Pictures Corporation, concluded negotiations whereby Institutional is to handle the Astor 16mm. product.

William S. Hart in a sound version of *Tomb Raider* is the first of the Astor special pictures. Some of the other attractions scheduled include *John Craw-*

The Final Curtain

ALLEN—Rose, 53, wife of William J. Allen and sister of Daisy Reeves, of the Clyde's Shows, and Vera Mogahan, in Philadelphia, May 23. She was also the mother of Grace and Robert Hall, dietitians of the Montgomery Preparatory School.

ARSERS—John, 76, former band leader and father of C. G. Arsers, band leader of Chatfield, Minn., in Osage, Ia., May 25 following an operation. Arsers led a band for 34 years but retired two years ago because of poor health. Survived by his widow and seven children, two of whom are band directors.

AUMANN—Frank, brother of Tom Aumann, circus and rodeo showman, in Chicago May 20 after a year's illness. Burial in St. Boniface Cemetery, Quincy, Ill.

BAKER—George L., 72, former mayor of Portland, Ore., in that city recently. He provided the stock company for the old Spokane Theater, Spokane, Wash., in 1910-'11.

BABBER—G. Y., 66, veteran circus fan, in New York May 6 after a short illness. He was a member of the Circus Saints and Sinners and Greenwich Village Stage Society. Body was cremated.

BARKER—Paul H., 53, musician and advance man, at St. Mary's Hospital, Rochester, Minn., May 22 of a cerebral aneurysm rupture. He was advance man for the Henderson Stock Company in 1933 and formerly was a member of bands and orchestras. He toured with Stecca's Uncle Tom's Cabin Company for a season. Survived by his widow, Elpha; his mother, two sisters, and a brother. Interment at Ottumwa Cemetery, Ottumwa, Ia.

BENNETT—Owen, 40, who for a number of years has had his own unit shows on the T. D. Kemp Time in the South and in the Gus Sun houses in the Middle West, at Kings Daughters Hospital, Staunton, Va., May 27 following a heart attack after 18 days' illness with pneumonia. Bennett broke into show business with the Ches Davis' Chicago Follies and toured with that unit for many years as a straight and quartet man. His wife and daughter, Rita, both performers, were with him when he died. Other survivors are his parents, Mr. and Mrs. W. H. Bennett, and two sisters, Mrs. Harry Chase and Grace Bennett. Services at National Funeral Home, Memphis, May 31, with interment in that city.

BERTH—Edwin L., 51, former owner and operator of the Pastime Theater, Kiel, Wis., May 11. Survived by four children, his parents, two sisters, and a brother.

BRADSHAW—Jeanette Despres, 58, former actress, May 25 in a New York hospital. She appeared on the stage with Richard Carle, Harry Bulger, Raymond Hitchcock, and Fritz Scheff. Among the plays in which she had appeared were *The Mayor of Tokyo*, *The Man From Nowhere*, *The Merry-Go-Round*, *The Red Widow*, *Yankee Doodle*, and *Billie Modeste*. She was the widow of Kenneth Bradshaw, playwright. Buried in the Actors' Fund plot in Kenosha Cemetery, Kenosha, N. Y.

BRAUN—Chiefed, president of Ottumwa Theaters, Ottumwa, Ia., and former musician, May 16 in Rochester, Minn., after an illness of several months. At one time he was a member of John Philip Sousa's band. He leaves his wife.

BUTLER—Sam S., 65, former assistant chief traffic officer of the Frisco Railroad, May 20 at his home in Murfreesboro, Tenn., where he had been residing since his retirement in 1940. Butler, famed as an after-dinner speaker, was known by virtually every traffic man and general agent of circuses and carnivals. He became general traffic manager of the Frisco in 1923, and in 1934 was appointed assistant chief traffic officer.

CLIFFORD—Pete (Arpho Teastore), 26, night club owner and former emcee, murdered April 23 in Miami Beach. He had appeared as emcee in the Paddock Club in Miami Beach. More recently he operated his own spot, known as Pete Clifford's. He leaves a mother and a sister.

COLLISON—Wilson, 47, playwright, at his home in Beverly Hills, Calif., May 25 after a six-week illness. Collison wrote *Up In Mabel's Room*, *Getting Gertrude's Garter*, *A Bachelor's Night*, *Desert Sands*, *Red Dust*, *Diary of Death*, *Blonde Baby*, *Farewell Women*, *Say Chindrella*, *Congo Landings*, and *Sate a Lady*. Survived by his widow, Mrs. Annette Collison.

CRAYVEN—James, model circus builder, in Glendale, Calif., May 14. Burial in that city May 19.

DEMASSE—John, 43, well-known carnival concessionaire, in Hotel Dietz Hospital, Windsor, Ont., May 16 after undergoing an operation for a tumor. Funeral from St. Alphonses Church, with interment in St. Alphonses Cemetery.

DOLLIVER—Mrs. Julia R., 73, grandmother of Jackie Coogan, May 15 at her home in San Francisco.

DUFFIN—Frank, 37, musician, Battle Creek, Mich., in a fire at Pine Lake, near Hastings, Mich., May 24. His wife also perished.

ENLWS—Mrs. Effie, 73, grandmother of Martha O'Driscoll, Paramount actress, May 11 in Hollywood after a long illness. Burial in Tulsa, Okla. Survived by a daughter, Mrs. Freda O'Driscoll.

FELTON—Harry W., Jr., 31, midget auto racer, May 19 in Northeastern Hospital, Philadelphia, as a result of injuries sustained in a collision at Yellow Jackets Stadium, Philadelphia. His wife, Mrs. Elizabeth Felton, and his mother survive.

FIRTH—Alfred, 56, former comedian, recently in Melbourne, Australia. At one time he was associated with the Williamson-Tait musicals in Australia. More recently he was in radio.

GROCKITT—F. Walter, 56, hotel man and former manager of the Million-Dollar Pier, Atlantic City, May 24 in an Atlantic City hospital. He leaves his wife, two sons, and a daughter.

HAAG—Henry, former owner of the old Riato Theater, Wyandotte, Mich., May 27 at his home on Hickory Island, Mich. Survived by his widow. Interment at Chicago.

HEATTER—Mrs. Anna Fleckman, 72, mother of Gabriel Heatter, MBS news commentator, May 28 at her home in Brooklyn after a three-month illness. She leaves two other sons, two daughters, three brothers, and two sisters. Burial in Union Field Cemetery, Brooklyn.

HEFFNER—Horace, 47, brother of Jim Heffner, comedian and partner of Billy Wehle in the operation of Billroy's Comedians tent show, and Ben Heffner, bandleader with Kay Bros.' Circus, at Bethesda Hospital, Cincinnati, May 19 after a brief illness. Deceased was assistant superintendent of the Prudential Insurance Company, Cincinnati. Funeral services May 23, with interment in West Haven Memorial Park, Cincinnati. Surviving are his widow, Beanie Mains Heffner; two sons, Robert and Horace Jr.; and two brothers.

HELLIG—Cal, 79, showman and theater owner, May 25 at home in Portland, Ore. At one time he operated several theaters in the Northwest. He sold most of them, retaining only the Hellig Theater in Tacoma, Wash., and the J. J. Parker Theaters in Portland, which he operated at the time of his death.

HOLM—Charles H., 70, father of Cecil J. Holm, co-author of the stage success *Three Men on a Horse*, May 16 in Presbyterian Hospital, Philadelphia, after a brief illness. He also leaves another son, a daughter, three brothers, and three sisters.

HOUGH—Thomas C., 80, father of Harold Hough, general manager of stations WJAP and KOKO, Fort Worth, Tex., at his home in Oklahoma City May 20 of pneumonia. Services and burial in Oklahoma City May 22. Other survivors are his widow and another son of Oklahoma City.

HUCK—Joseph F., father of Betty Jo Huck, music librarian at Station WCPO, Cincinnati, at his home in Norwood, O., May 25 after a brief illness. Also survived by his widow, Mrs. Rosemond Huck. Services in Cincinnati, with burial at Melbourne, Ky.

JAMES—William M. (Bill), 63, Ohio theater owner and executive, May 24 in Grant Hospital, Columbus, O. He was the builder of the Broad Theater, formerly the James, in Columbus, and a former president of the Motion Picture Theater Owners of Ohio and the National Amusement Managers' Association. He was a Mason and Shriner. His widow, Mrs. Laura C. James; a daughter, Mrs. Helen James Marshall, and a sister survive. Services in the Masonic Temple, Columbus, May 26. Burial in Green Lawn Cemetery there.

KNAPP—Mrs. Lila R., May 14 after several weeks' illness. Survived by her husband, city salesman for 20th-Fox Pictures in Detroit, and three children.

KNEIDLER—Howard S., 80, former singer, May 23 at his home in Lansdowne, Pa. He was a tenor, and in his youth a featured baritone. He was a member of the original Apollo Quintet. Two

daughters and a son survive. Services May 26 in Drexel Hill, Pa.

KNOLL—Jennie Hamilton, mother of Jack Hamilton (The Great Knoll), highest performer, in Winchester, Ind., May 12 of heart disease. She was a professional nurse and had many friends among showfolks. Services and burial in Winchester May 16. Survived by her son, three sisters, and two brothers.

McNAMARA—Charles F., songwriter, recently in General Hospital, Los Angeles. Among the songs he wrote were *Just a Dream of Your Dear*, *The Roses of Erie*, and *Where the Sweet Wild Roses Grow*. He leaves a sister.

MARQUIS—Clare, 39, burlesque performer, suddenly May 27 at home in New York. She leaves her husband.

MAURER—Florence A., 47, wife of Fred Maurer, president of Billposters and Billers Local 122 and a circus biller the past 25 years, May 22 at his home in Canton, after a brief illness. She was formerly cashier at the Lyceum Theater, Canton. Also survived by two sons, one being Fred L. Maurer Jr., business agent of the Billposters and Billers Local at Canton and former circus advance man; a daughter, and her mother. Services at the Paquet Funeral Home, Canton, with burial in Maple Grove Cemetery, Dover, O.

MILLER—Emil, 47, electrician for Ringling Bros. and Barnum & Bailey Circus, of a heart attack on the circus train in Harrisburg, Pa., May 25. Miller was a native of Sarasota, Fla.

MILLER—Walter E., 71, retired Edison recording executive, May 26 at home in South Orange, N. J., of a heart attack. He discovered some of the leading recording favorites in the early days of the industry, and was credited with discovering the singing team of Billy Jones and Ernie Hare. He leaves his wife and a son.

MILNER—Mrs. Margaret, 45, wife of Victor Milner Sr., Paramount cameraman, in Hollywood May 10. Funeral in Forest Lawn May 13. Survived by her husband; a son, Victor Jr.; two brothers and a sister.

MORTON—Philip, 74, pioneer Cincinnati auto advertising executive, May 30 in Cincinnati after a lingering illness. Survived by his widow, Emma Hoffer Morton, and a brother, Henry Morton, also in the advertising business in Baltimore, Md. Services at the residence June 3, with burial in Spring Grove Cemetery, Cincinnati.

REAGAN—J. E., 56, father of Neil Reagan, radio announcer, and Ronald Reagan, film actor, of a heart attack in Hollywood May 18. Burial May 23 in Calvary Cemetery, Hollywood.

SHELLY—Charles J., for 23 years manager of Croop's Glenn (Pa.) Park, at his home in Wilkes-Barre, Pa., May 24 of a heart attack. Survived by two daughters and five brothers. Services May 27 and interment in Oaklawn Cemetery, Wilkes-Barre.

STRAKOSCH—Alexander, former movie actor and son of the former Viennese actress, Leopoldine Konstantin, in an air raid in London. Strakosch was extradited to England from Hollywood last year when he was involved in a \$1,000,000 swindle trial. However, he was acquitted in October and was not interned at the time of his death.

THENON—Georges, French revue writer known as Rip, in a nursing home in Paris recently after an operation for cancer of the stomach. He wrote revues for three decades and sometimes had three plays at the same time.

WEST—Jack, 45, former vaude and night club performer, May 23 at the Lenox Hill Hospital, New York, after a long illness.

WEST—Mrs. Mary Lou, May 26 in Detroit after a week's illness. She was formerly a circus equestrienne, having been with Al G. Barnes in 1925. Survived by her husband, James West, who is with Burriss Studios, theatrical advertising organization, and staff photographer for the Detroit Variety Club. Body was shipped to Cleburne, Tex., for interment.

WILCOUS—Horace B., 53, vice-president of Dorlystown (Pa.) Fair Association since 1923, May 22 at his home in Philadelphia of a heart attack. Surviving are his widow, Estelle; a daughter, and two sisters.

YAKE—Melvil J., father-in-law of George Cliney, secretary of the Detroit Federation of Musicians for a number of years, May 20 at the latter's home in Detroit. Interment in Deckerville, Mich.

ZIGLER—Edward, 76, accountant with the former Wiseman & Muench, wholesale fireworks firm, May 20 in a Milwaukee hospital. He retired six years ago. Survived by two daughters.

Marriages

BERGER-HART—Carl H. Berger, magician, and Evelyn Hart, nonpro, at Jackson, O., May 31.

BOWMAN-HICKS—John A. Bowman, nonpro, and Beatie V. Hicks, former actress and now director of the Beatie V. Hicks Dramatic Arts School in Philadelphia, in Ekston, Md., May 19.

CAMERON-KUMMER—Dr. Wayne F. Cameron, Evanston, Ill., and Eloise Kummer, radio actress, of Chicago, May 17 at Sheboygan, Wis.

DEVEREAUX-FOX—John Drew Devereaux, actor with the *Life With Father* company, at the Walnut St. Theater, Philadelphia, and Susan Fox, stage and screen actress, in New York May 25.

HURLEY-LANGLEY—Joseph Hurley, concessionaire with Frank's Greater Shows, and Alice Langley in Phoenix City, Ala., May 26.

INNES-FERN—Charles J. Innes, nonpro, and Vera Fern, night club dancer, in Boston May 29.

KITCHING-RAY—Theodore I. Kitching, ride operator on Crafts' 20 Big Shows, and Sunny Ray, of Miller's Girl Show, in Reno, Nev., recently.

MCCREARY-RUSSELL—Johnny McCreary, candy butcher on Russell Bros.' Circus, and June Russell, of the same show, recently.

REYNOLDS-MARSHALL—Jerry Reynolds and Madame Lavern Marshall May 21.

SHARKEY-SALING—Jack Sharkey, operator of Sharkey's Tavern, Drexel Hill, Pa., and Laura Saling, nonpro, in Drexel Hill May 26.

SMITH-BURNS—H. C. Smith, formerly of the rep. vaude, and nitery team of Grief and H.I., and Patricia Lea Burns, night club entertainer, in Cleveland May 22.

TOZIER-NOWAK—Harold L. Tozier, announcer at Station WSAU, Wausau, Wis., and Jewell Ann Nowak May 24 in Stevens Point, Wis.

YARMOV-LEVY—Jack Yarmov, press agent in New York and Atlantic City, and Janice Levy, vice-president of Jack Yarmov & Company, New York public relations firm, in Atlantic City May 25.

YOUNG-HOWE—Raymond B. (Brigham) Young, and Helen Howe, both employed at Palisades Amusement Park, May 15 in Philadelphia.

Coming Marriages

Dave Ross, musical composer, and Judy Garland, film star, probably at the end of the year.

Phil Lauffer, publicity director of Loew's Criterion Theater, New York, and Eta Shore, production manager of Mercer & Morris, Inc., and Mayfair Music Corporation, in New York soon.

Mason Mandell, nonpro, and Shirley Krause, daughter of Mrs. Rosalie Krause, of Station WHN, New York, at the Park Central Hotel June 8.

Morris Stein, nonpro, and Rens Smiler, associated with her brother, Herbert Smiler, in the operation of the Embassy Club, Philadelphia, in that city soon.

John Rau, projectionist at the Colonial Theater, Allentown, Pa., and Celeste Perilla, in Allentown soon.

Eddie Gallagher, announcer and specialty man at Station WCCO, Minneapolis, and Mary Remole, non-pro, this summer.

Births

A daughter to Mr. and Mrs. John Hudock May 24 in Hazleton, Pa. Father is a member of Salko's orchestra in Hazleton.

A daughter, Patricia Maurer, to Mr. and Mrs. Don Dowd May 24 at Swedish Covenant Hospital, Chicago. Father is announcer on NBC's *Midstream*, and mother is the former Betty Anne Brown, NBC actress.

A daughter to Mr. and Mrs. Reginald Voorhis at Swedish Covenant Hospital, Chicago, May 27. Father is a well-known theatrical agent, and mother is the former June Parish, actress.

A son to Mr. and Mrs. Reuben Ford May 21 in Philadelphia. Father is manager of the Temple Theater in that city.

A son, Michael Theodore, to Mr. and Mrs. Max Moskowitz May 15 at St. Luke's Hospital, Philadelphia. Father is a violinist and orchestra leader in that city.

With the Ladies

By VIRGINIA KLINE

SALEM, Ore., May 31.—We stayed in Alton, Ill., with the Dee Lang Shows for several days. The Fly-o-Plane came in while we were there and Abner tried his hand at setting up a ride again. He says it was quite an experience, but when night came he was unable to tell which part of his body was the sorest. Mr. and Mrs. Bill Snapp, Snapp Greater Shows, visited in Alton, and since it was Bill's birthday we helped him celebrate. Mr. and Mrs. Ernest Campbell, of the Campbell Tent & Awning Company, also were in the party. Marie Jones is on the Dee Lang Shows with her Glasshouse and is doing well. Viola Fairly has her palmistry booth on the show. We went on a shopping tour of See WITH THE LADIES on page 42)

Pryor's All-State Bows Successfully At Chesapeake, O.

CHESAPEAKE, O., May 31.—Pryor's All-State Shows successfully bowed in their season here on May 3 under local baseball club auspices. Inaugural, the management reported, was the best in a number of years despite cold weather. All with it did near-capacity business at opening. Shows obtained good cooperation from sponsors and an extensive advertising campaign was aired over the local radio station.

Organization presented an attractive appearance and Manager Pryor has spared neither time nor money in framing the midway line-up this year. All rides have been overhauled and repainted and Cap's Dog and Monkey Circus is sporting a new front. All other shows have been rebuilt and much new canvas is being used. All rides are official. (See PRYOR'S OHIO BOW on page 42)

Ellman Milwaukee Bow Is Click; Org Enlarged Over '40

MILWAUKEE, May 31.—This city gave Ellman Shows, under management of Charlie Ellman, one of their most successful bow dates in a number of years. Located at 40th and National here, shows obtained good play from big crowds which turned out nightly. Enlarged over last year, organization presents an attractive appearance. All equipment has been overhauled and repainted. Francis Ellman is secretary and treasurer.

Concessionaires include M. T. Gordon, scales, guess-your-age, and four other stands; M. T. Gordon, Little Lary, and (See ELLMAN ENLARGES on page 42)

Early Takes in Top Brackets

Alamo's Initial 11 Weeks Beat '40 Biz

SANTA FE, N. M., May 31.—Business for the first 11 weeks of the Alamo Exposition Shows' current tour is showing a decided increase over former seasons, despite occasional rains and bad weather. Jerry Mullins reported this week upon shows' arrival here. Management is attributing the hike in business to the increased earning power of patrons, made possible by the numerous defense projects now under way in almost all parts of the country.

Cool nights prevailed at shows' local stand, but midway grosses increased daily. Shows are the first to play here in two years. Extensive rebuilding program, which began immediately after shows closed last fall, is paying profitable dividends. Extensive billing, plenty of advance newspaper and radio advertising, under direction of Doc Snow, assisted by Tilton Roberts, with Mullins handling the publicity, is playing a vital part in shows' successes thus far.

J. T. Hutobens' Side Show joined here and several new rides have been added. Flying Millers are presenting the free act. Brownie Miller joined the legal staff recently. Louis Ringel, general representative, did much entertaining here, one of his guests being Governor Miles.

First Four Stands Click for Strates

JOHNSTOWN, Pa., May 31.—James E. Strates Shows rambled into this city May 19 for a week's stand after successful engagements in Washington; Wilmington, Del., and Chester and Harrisburg, Pa. All stands gave the organization satisfactory grosses, but some difficulty in finding lots large enough for the shows was encountered. Shows are well laid out here. Manager (See STRATES CLICKS on page 43)

J. A. Schneck Purchases Neal's Yellowstone Shows

ALBUQUERQUE, N. M., May 31.—James A. Schneck, vet general agent of T. J. Tidwell Shows, took title to W. S. Neal's Yellowstone Shows, which played the big San Felipe Celebration here. Deal, which saw Schneck purchase the entire organization, including rides and trucks, was made on Thursday.

Neal is retiring from the outdoor show field to devote his time to his ranch and other interests. Schneck resigned his post with Tidwell this week.



THESE outstanding acrobats were caught by the camera at a recent get-together in Glendale, Calif. Left to right: Mille Florence Darling, Ben Bem, Mario LeFors, and Cheryl Hopkins. The women, with Rozal Le-Rose, who was hurt in a fall at Steel Pier, Atlantic City, are said to be among the first to perform in a high act. Mrs. Darling and Mrs. Hopkins have retired. Bem, who was injured in a fall at Playland, Rye, N. Y., in 1939, is custodian of the Pacific Coast Showmen's Association.

Conklin's Early Biz in Big Hike

LONDON, Ont., May 31.—Claims that outdoor show business in Canada is better than ever before are being substantiated by the gross business done by Conklin Shows for the first five weeks of their current tour. Results have far exceeded previous tabulations. At shows' 10-day stand in Hamilton, Ont., which got under way on April 30, turnstiles clicked with such rapidity that the Lions' Club, sponsors, received nearly \$6,000 as its share of the receipts.

Guelph and Brantford, Ont., the latter being shows' winter quarters, were also profitable for both the concession and attraction departments. This city, always a good fall date, but something of a gamble earlier in the year, exceeded all expectations. Spending on the part of army men is not as great as was expected, but, stepped-up industrial activities and the red-hot good received by soldier paydays plus the complete lack of unemployment are factors basically responsible for the upswing, in the opinion of J. W. (Patty) and Frank Conklin.

Heavy newspaper and radio advertising publicity campaigns have played a large part in drawing crowds. Outdoor advertising, billboards, windows, cars, and buses, have been used extensively. Charles DeKrook, showman, joined here with two funhouses for the duration of shows' tour of the Western Canada Class A fair circuit.

BG Betters 1940 Mark at Decatur

CHAMPAIGN, Ill., May 31.—Beckmann & Gerety Shows arrived here for a week's stand on May 17 after winding up a click engagement in Decatur, Ill. Although shows did not exhibit on Monday of the week in Decatur, business showed a decided increase over last year's engagement there. Date was considerably aided by Kiddies' Day, a tie-up with The Decatur Herald.

First part of the local stand revealed that organization is far ahead of the same period last year. Weather has been hot during days and pleasant at night. Mr. and Mrs. E. S. Snapp spent some time on the lot renewing acquaintances, and Mrs. Gerety joined at Decatur, from her home in San Antonio, Tex.

No. 2 Unit for Patrick

DAYTON, Wash., May 31.—Returning here from a successful buying trip to Seattle, Wash., W. R. Patrick, owner Patrick's Greater Shows, early this week reported that he had laid final plans for the launching of his No. 2 Unit to be known as the Silver King Shows in Weirton, Ore., on Thursday. While in Seattle Patrick purchased two rides and leased two more. In addition to the four rides, new unit also will carry three shows and 12 concessions. Patrick said he plans two spots a week for the rest of the season, switching equipment between the two shows.

Hennies Raising League Fund

CHICAGO, May 31.—Harry W. Hennies, second vice-president of the Showmen's League of America, has inaugurated a plan whereby he expects to raise considerable money for the League this season. He has set aside one night a week on Hennies Bros.' Shows for a bingo game for the people on the show. Game is held from 8 to 7 p.m., only the show people participating, and a percentage of the pot on each game is set aside for the League. By the end of the season Hennies expects that several hundred dollars will have accumulated for the League.

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

By STARR DE BELLE

Ile of Pret, Center of St. Lawrence River, Between U. S. and Canada. Week ended May 31, 1941.

Dear Editor:

Not that it is anything unusual, but again we played a date without benefit of contract. Being a great lover of folklore, General Agent Lora Trucklow was attracted to the Ile of Pret because of the old folkways of the natives. So deeply was he impressed with these simple island people that he decided to bring the entire show to hear their traditional songs. The matter of grosses in a case of this kind would be secondary. This island, the small, is in the middle of the St. Lawrence River between the U. S. and Canada. To reach it all of the show equipment had to be ferried over on barges from the American side. You may rest assured that the arrival of our equipment was quite a surprise to the natives.

Upon the bosses' arrival, a patriarch of the island approached them and asked their reasons for invading the peace and quiet of their community. Pete Bally-

hoo informed him that we were refugees and were seeking a haven of rest. The patriarch, not knowing whether we were refugees from Europe or from work, quietly invited us to stay and, with both hands filled with passes, gave us his blessing. While here none of us knew what country we were in, whether New York State or Ontario. We didn't even know who owned the lot or whether the patriarch's passes were marked. "Tax Paid" or "Not Good After Wednesday." What we did know didn't matter and what we didn't know couldn't help us.

The big question that had the staff stumped was how to get patrons from the Canadian and American sides of the river to the lot. Four idle ferryboats, two on the Canadian side and two on our side, were linked together, making a solid walkway from bank to bank. Gate admissions were collected on each end before patrons came to the lot. The boat rent was to be paid by collecting another dime fee to leave the lot. Ever ready to look out for the welfare of our

(See BALLYHOO BROS. on page 42)

Outdoor Trade Show

The trade show of the National Association of Amusement Parks, Pools, and Beaches and the Showmen's League of America this year will be known as the Outdoor Amusement Exposition. See Park Section for further details.



MRS. GRANT SMITH, "Sister Sue" of the late Johnny J. Jones, who is making her annual visit, a vacation, to friends and relatives on the Johnny J. Jones Exposition. She joined in Uniontown, Pa., and will remain with the show until her nephew, Johnny J. Jones, returns from studies at Stetson University, when he and his mother, Mrs. Hody Jones, will accompany her to her home in Crooked Creek, Pa.

Regardless of what reports you may have heard or read, The Amusement Corporation of America was awarded the 1941 contract for the

ILLINOIS STATE FAIR at SPRINGFIELD

for its

ROYAL AMERICAN UNIT

The Amusement Corporation of America

WANTED

For following Street Celebrations and balance of season: Wauca, Hutchinson, Maple Lake, Minn.; then the big one, Centennial and 4th of July Celebration, Beaver Dam, Wis., July 3rd to 6th. Penny Arcade, Concessions that work for ten cents. Bingo sold. Everything else open. Those who worked with me at Park Falls and Oniro, Wis., answer this ad. Johnny Webb, Dakota, Capt. Ted Townsend, Mickey Stars, wire. Have the Riders. Can use one more Flat Rider. Can place Shows that have something inside. 25%. Agents for ten cent Grind Shows. All answer!

E. J. McARDRELL MIDWAY OF FUN SHOWS

LITCHFIELD, MINN. Special Agent Man with sound car preferred.

CETLIN & WILSON SHOWS, INC.

Week June 9, New Castle, Pa., Downtown Location

WANT Silodrome, Monkey Circus, Snake Show or any worth-while Grind Shows, with or without own equipment. We will finance capable showmen.

Want Caterpillar Foreman and Second Man for new streamlined Caterpillar. Also can place good Workingmen in all departments.

Will sell exclusive on Scoles, Guess Your Age and Novelties at all our fairs, starting first week in August and ending in November. Ferry or Keller, please answer this adv.

Address this week, ELLWOOD CITY, PA.

ENDY BROS.' SHOWS, INC.

WANTS Piano Player to join on wire. Talkers for Fat Show and Motordrome. Ride Help and Semi-Truck Drivers. Foreman for Rides. Help for Custard. American Palmistry. Concession Agents. Revue Girls. Mickey Rankin, wire Peasy Hoffman. All answer: Waterford, N. Y., this week.

YELLOWSTONE SHOWS

J. A. SCHNECK, Manager

WANT

ATHLETIC SHOW AND SIDE SHOW (have complete outfits for same). MANAGER FOR GIRL SHOW, INDEPENDENT SHOWMEN WITH OWN OUTFITS, LEAD GALLERY, CIGARETTE GALLERY, AND MERCHANDISE CONCESSIONS THAT WILL WORK FOR STOCK. Can House Help and Griddle Men for 4th of July at Flintston, Ariz. Also Grand Stand Builders. HAVE FLAGSTAFF 4TH OF JULY CELEBRATION AND 12 CELEBRATIONS AND FAIRS TO FOLLOW. Address: Domingo, N. Mex., week June 2nd; Bazaré, N. Mex., week June 5th.

WANT

The Biggest Ever in Boston

"I AM AN AMERICAN" WEEK CELEBRATION

AUSPICES YANKEE DIVISION CLUB, BOSTON.

LOCATION: MILE ROAD, SOUTH BOSTON. 7 DAYS, 7 NIGHTS, JUNE 23-29.

Wanted—Rides that don't conflict. Shows—No Girl Shows. Concessions—No gift. LED DOWNEY, Mr., Y. D. Club, 200 Huntington Ave., Boston, Mass. Tel: Ken 2118.

W. C. KAUS SHOWS, INC.

Want legitimate Concessions of all kinds. Frozen Custard, Bowling Alley, Arcade, Candy Floss, and American Palmistry. Jack (Eagle Book) La Rue, come on and take Grocery Wheel. Any new Ellison or Walk Toss Show with own outfit, come on. Good percentages. Show Show with own outfit will book for 25¢. 10 to 15. Gift for Peeling or Girl House—sales guaranteed \$20.00 a week. Carry wants Show Workers for Athletic Show. Monkey Talker and Trainer wanted. Stats, wire. Ride Help of all kinds wanted—Ferry Wheel Foreman, Second Man, Caterpillar Help, Chairlady Foreman, etc. Oodhouse wants Griddle Man. All communications write W. C. KAUS, Manager, at Newport, Conn.

MANCHESTER VETERANS' ASSN., JUNE 9 TO 14

FRANCIS KELLY AMUSEMENT WANTS

Oodhouse Man, Gus Westphal and Mildred, wire Bob Leslie; contact immediately. Want Electrician, either Ride Man or with Concessions; Bingo Manager. Must be capable. All legitimate Concessions open. Will book or buy Sound Car. NEW DOM HOTEL, HARTFORD, CONN.

PLEASURELAND SHOWS

WANT WANT WANT For the best route in the North, including Mt. Pleasant, Frankfort, National Blueberry Festival, Manitowish; Royce, in the heart of the mining country, and Centennial and Homecoming at Gladstone, on the streets, July 2, 3, 4. All Michigan. Concessions, High Striker, Siring Game, Candy Floss, Scoles and any Grind Shows working for 10 cents. Positively no gift. Shows: Can place small 10-in-1, Fun House or any Show not conflicting. Ferry Wheel Foreman that can get up on time and stay sober; \$25 per week and bonus. Working Men for all Rides. Top wages and no meal tickets. Want Banner Man that can get banners without heat. Will buy 32 or 36-foot Merry-Go-Round. Can use High Free Act. Midland, Mich., this week. GLEN HOOKETT or RAY E. MYERS

Crossett Is Good Opener for Nail

CROSSETT, Ark., May 31.—Altho hampered by one night of rain, C. W. Nail Shows opened their season here recently, under Rotary Club auspices, to lucrative turns, with rides and concessions also getting their share. Mr. Harris, with a neatly framed pit show, joined, as did Earl Sindell with a cigarette gallery.

Mr. and Mrs. Ray Koppelman have a new combination living trailer and photo gallery which makes for an attractive concession. It has a water fountain, Harold Jennings, ride foreman, and wife, Jewell, purchased new living trailer in Little Rock, Ark. Mr. and Mrs. Jack Bristol, Eldorado, Ark., visited as did Mr. and Mrs. Frank Long and Ed Smith. Mr. and Mrs. Nail returned this week from a short trip to their home.

C. I. LUNA OPENS

(Continued from page 3)

shows a day are carded, with five each on Saturday and Sunday, making an important total of 30 performances. Should it pay off at the tabs asked, Johnson will be able to give Coney veterans the old horse laugh. These diehards had it shelled before school lets out.

Gal Shows Emphasized

There's a heavy emphasis on girl shows in the midway buildings. Commissioner Paul Moss nixed licenses all along but finally came thru for some of them at the eleventh hour. Several operators were obliged to alter titles, signs, and pieces of business. Moss doesn't go for trick titles which don't tip off what's what in a direct manner. Some permits to occupy premises also stymied showmen, so that most of the show attractions were dark. Phil Gelb, at Flushing for two seasons, got started with his camp hot spot. Lew Klins had to change his "Joy To Undress in Front of Your Husband" to "East Side, West Side." Hepburn Corporation has "Aqua-gala," drafted from the expo's 20,000 Legs Under the Sea, which Surrealist Dal created. Labor situations kept other shows and stands from getting finished in time.

Balloon Ballroom got off okay with Raymond Scott ork and series of names to follow. Michael Loring is the stand-or-ork. Tab is a nifty 55 cents and spot should be a paradise for the jitterbugs, who stormed it. Socialites Al Bloomingdale and Percy Melville are cutting up this territory.

Finishing touches were being put to Leo Singer's Midget Town, on site of old Willow Grove-Streets of Paris, located in the park's center. There's a big stage and plenty of pews. Julius Kuehnell is represented with attractions. Key point is a circular bar which was originally supposed to be a Memory Lane but concession ownership changed some weeks ago.

Monte Proser and Benny Rubin are down for night spots, but these weren't ready. Jimmie Victor opened the circus at the far end, neighboring points of which are dimly lighted and there's roughness all around. Victor has the season's booking contract for George Hamid's office. Also opened were Tanit Hancock, who gives the eye to reptiles; a Motordrome; Nat Renard's "strip-or," a ball throw with targets that produce an undress; De-Bunk-Her, from the fair, operated by Nick Greenfield at the sub-entrance, and various stands. Being readied is Dr. Martin Coney's famous incubators in a completely equipped eight-roomer, hospital and all. Dr. Coney is the daddy of incubator shows. He has exhibited at most of the world's fairs and expositions in the last 40 years, was at Flushing both years, and is well known in Coney. His show was at Luna for about 20 years up to a dozen seasons ago.

Ride String Brilliant

Practically the entire ride string was on tap and made a brilliant showing. Particularly effective in lighting and layout are a Water Scooter and Whip with dazzling fluorescence. Some devices have been retitled for timely punch with five-sounding names.

Park lighting is done topical in red-white-and-blue bubbling. Tower of Jewels, highest structure, has a huge Coca-Cola sign on the four sides. This prize brought in a reputed \$25,000. Another tie-up, worth about \$10,000, is with Philip Morris cigs, which has the front sign and some on the inside. Spotted down the main midway on the left are 30 pyramidal light structures rising about 18 feet. These are covered with lacquered tin and were designed by Mrs.

Milton Shaen, who also did other setups. Her husband operates Luna as lessee, holding over from last year, and new associates in the venture are Bill Miller and Edward J. and Harry Lee Danziger. Miller is a producer and the Danzigers are attorneys. There's a combination of 17 park-owned attractions for 35 cents.

Harry Sobel and Ted Hartman are the press agents.

KAY WEISS WANTS

Girls for Peeling Show. Youth and looks essential. Also People for Expose. Former girls who worked for me, contact. Theodore Musheroff, come on. All answer!

Prell's World Fair Shows

Trenton, New Jersey, this week

WANTED DROME RIDER TALKER

Girl or Man Straight Rider. Sure pay even week. Will be here 12 weeks, then on road. Boosters, are your stamps. Ted Ward, wire me.

RALPH PENLEY

Motordrome, Cedar Point, Sandusky, Ohio

WANTED FOR CELEBRATIONS

STARTING JUNE 16TH AT AUBURN, ILL. (On the Street) SHOWS AND CONCESSIONS (No Exclusives). WANT GOOD RIDE MEN.

CHAS. OLIVER

1417 Grattan St. ST. LOUIS, MO.

CAN PLACE AT ONCE

EXPERIENCED MERRY-GO-ROUND FOREMAN AND SECOND MAN Will pay good salary. Answer at once by telegram collect.

JAMES BELL CO.

36 GREEN ST. NEWARK, N. J.

W. J. MURPHY

WANTS WANTS Circus Acts, Side Show People for the Midwest. Will book or lease M. G. R., Ferris Wheel, Loop, Will place Leo Independent Shows. All Concessions open. Can use Comic Artist, Show Carpenter, two good Presidents: Blue-Red, Blue-Red, Blue-Red. MURPHY BROTHERS SHOWS, 323 Third Ave., Pittsburgh, Pa.

WANTED

GOOD MAN FOR PRACTICALLY NEW TILT-A-WHITE. Prefer one that can also handle other Rides. We pay in cash only. State salary and experience.

P. G. RUST

21 S. 20th Street BELLEVILLE, ILL.

WANTED

First or Second Man on 24 Ferris Wheel. Second Man on South and South Chaco. Only suitable help need apply. Short notice and care pay. Apply MRS. LENA FAUST, care of Jera Shaen, 1524 Chestnut St., Philadelphia, Pa.

PEARSON SHOWS

WANT

Tilt-A-Whirl Foreman. Show with own outfit. Fish Pond, Fish-Tilt-Up-Win, Assorted Gift Card. Address: Renton, Ill., this week; Bradley, Ill., next.

CONCESSIONS TO RENT

Bingo, Palmistry, Photo Gallery, Merchandise Woods, Photo Gallery and Ferris Wheel.

Moxahala Park

Zanesville, Ohio

LIFE SHOW WANTS

Experienced Talker and Ticket Seller. Must join at once. Wire MANAGER LIFE SHOW, Blue Ribbon Shows, La Fayette, Ind.

The Cincinnati offices of *The Billboard* have on file thousands of biographies of members of the amusement profession and allied fields. Not a week passes that this biographical file is not drawn upon for data of people who have passed on. If you are not represented in this file please send to *The Billboard* Biographical Editor, 25-27 Opera Place, Cincinnati, O., the following data about yourself:

Name; age; place and date of birth; home address; number of years in amusement business, or if in allied

field so state; date of entering it and first connection and capacity; other connections and capacities and length of each connection to date (mention years if possible); married or single; if married, give wife's name and state if she is active in amusement business; if married previously, give names, dates, etc.; names and ages of children if any; names and addresses of parents; names of fraternal and business organizations you belong to; date of furnishing data and your signature.

Biographies

Eastern Stands Good For Dick's Paramount

NEW LONDON, Conn., May 31.—After a successful stand in Pawtucket, R. I., Dick's Paramount Shows came in here for a week's engagement, which wound up in the black. Midway is attractive and shows are carrying 15 rides, 25 concessions, and two free acts, including Captain Jack and Mr. and Mrs. Kurtz. Both have been proving popular. Mr. and Mrs. Dick Gilsdorf are owner-managers of the organization, with Bucky Leahy in advance. Circus Side Show includes Billy Redmond, manager, who also has the Miss America Show; Bill Drennan and George McDonough, tickets; Buck Leahy, clown and contortionist; John Hanna, Australian sheep-headed man; Eileen Hanna; Zulu, Australian pinhead; Edward Rose, magician and inside lecturer; Sophie Zera, sword box; and French Piety; Ella Wolfe,

sword ladder; Dick Wolfe, tattoo artist; Martha Joy, girl with horse's head; Speedy Palmer has the Motorcircus, with Teddy Walters doing trick and straight riding; Fred Jones; Ned Crans, mink; Pally Joy, tickets, and Helen Crans, trick rider. Girl Show No. 2, Ed Glendon, manager; Babe Mason, Mickey Piazza, Bamboo Wells, Jim Doss, and Bolly LaMarr; Old-Time Movie, Milton Milcowitz and Francis Couch; Artists and Models, Stanley Seurek, manager; Helen Corio, tickets; models, Marion Allen and Ann Richards; Brown Bomber, Mrs. McCracken has the Ferry Ride and her husband the Monkey Circus. Rides did well, despite cool weather. Side Show led shows. On the lot all week were Doc and Ina Kelley, retired showfolks; William Purtil, Madeline Ragan, and Ermine, Louise, and Lucille Starks. Saturday's matinee was fair.

Truck and Trailer Legislation

LANSING, Mich., May 31.—The number of hours a driver may operate a motor truck continuously on Michigan highways may be further limited at any time under provisions of an act approved by Gov. Murray D. Van Wagoner. The bill provides that the commission may lower the number of hours whenever it considers it necessary to safety on highways.

American Legion Wants

Independent Rides, Shows and Concessions or Carnival for the 4th of July Celebration. WDX will broadcast their regular program from the grounds and will give their big show, WDX on Parade, at night from our big Amphitheater, which comfortably holds 5000 people.

WANT COOKHOUSE HELP

Outside Man, Walters and Man to take charge of Cook House. Frank Horton, also to. CURTIS EDWARDS, Southern United Shows, Rapid City, S. Dak., June 5th to 12th; Spearfish, June 13th to 18th; Deadwood, S. Dak., 18th to 21st. P.S. One Girl for Girl Show. Wire Dorothy Shanda at above posts.

IDEAL EXPOSITION SHOWS, Inc.

Playing the best dates in the East. Also 12 weeks of Fairs and Celebrations, including LYNCHBURG, VA., Fair; SOUTH BOSTON, VA., Fair; MARLINTON, W. VA., Fair; SALISBURY, N. C., Fair, etc.

WANT first-class Ferris Wheel Foreman for two No. 5 Wheels. Moves on two semi-trailers, no gilly. Can also use Ride Help on all Rides and Help in every department. Will book or buy Octopus, Whip and Roll-o-Plane Rides.

WILL BOOK Posing Show. Have beautiful outfit for same. Also want experienced Talker for beautiful Monkey Show. Want Side Show Talker, Ticket Seller, Men to make opening and good Freak to feature. Write TOM HASSON.

CONCESSIONERS, ATTENTION: Can place all Concessions, including Wheels, Grind Stores, Ball Games, Short Range Shooting Gallery, Color Fan Games, Guess Your Weight, Hoop-La, Jewelry Stands, Novelty Stand, etc. Can also place Penny Pitches. We do not have any at present. Buck Denby, Legal Adjuster and Business Manager.

Write or Wire WM. HARTZMAN, Manager, week June 2, Gloversville, N. Y.; week June 9, Amsterdam, N. Y.

J. J. PAGE SHOWS

West Foreman for RIDEE-O. Also legitimate Concessions of all kind except Cook House and Corn Game. Useful Show People in all lines. Clarence Sargeo wants Concession Agents. Good opening for Frozen Custard. Address:

J. J. PAGE SHOWS, MIDDLESBORO, KY., THIS WEEK



Join the

"Who's Who"

of

OUTDOOR ATTRACTIONS

in the

SUMMER SPECIAL

Here is the best, most direct method of familiarizing committees, managers, secretaries, booking offices, and other talent buyers with your act or show. Everybody you need to sell now looks forward to the Annual Outdoor Attractions Section in the Summer Special. This year the 4th Annual Edition will provide buyers with a wide array of interesting, helpful and informative material.

Don't let this opportunity to gain respect and good will slip by.

SEND A POSTCARD TODAY FOR COMPLETE DETAILS

The Billboard Publishing Company

Professional Department

25-27 Opera Place

Cincinnati, Ohio

HELLER'S ACME SHOWS WANT

For the following Conventions and balance of seasons Girls for Dancing and Peeing Shows, Athletic, Cook Show, Good proposition for Side-Show Manager and People. Have complete outfit for same. Mousetraps, Ferris Wheel Foreman and Ride Help in all departments. Want Diggers, Holy Roller Concession and Fresson Custard. Fairview, N. J., this week, June 2nd to 7th; New York and New Jersey Firemen's Convention, positively center of Garfield, New Jersey, June 5th to 14th (first carnival in city in eight years); Hudson, N. Y., American Legion, June 16th to 21st; Big 4th of July Celebration, Monticello, N. Y.; Mahan's Valley Firemen's Convention, west of July 14th to 19th, Schuylerville, N. Y. Can place Corn Game, Photo, Long Range Shooting Gallery, Grind Store of all kinds. Will book or buy Roll-o-Plane, Octopus or Tilt-a-Whirl. Joe Liberty Beller, write. All Address: HARRY HELLER, FAIRVIEW, N. J.

FUNLAND SHOWS WANT

For season until November, Shows with or without outfits. Rides: Will contract or lease Little Beauty, Tilt, Octopus, Roll-o-Plane and help same join. Want Custard, Arcade, Fish Pond and Diggers. Eleven Fairs. Little Phil Delano wants Roll-down Agents. Verna Marshall wants Readers for Camp. Men preferred. Kelly wants Minstrel People. Mrs. Beth wants Ball Game and Penny Pitch Agents. All replies:

THIS WEEK, MECHANICSVILLE PIKE, RICHMOND, VA., NEXT WEEK.

Want--PIONEER SHOWS--Want

Can place Ferris Wheel, Chair Plane, Kiddie Ride or any Ride not conflicting. Will furnish tips for Shows. Concessions of all kinds. 16 weeks Conventions and bona fide Celebrations. Help in all departments.

MICKEY PERCELL, this week, Black River, N. Y.; next week, Wellsboro, Penn.

WANT WORLD OF FUN SHOWS

Kiddie Auto Ride, Roll-o-Plane, any Flat Ride. Have Tilt-a-Whirl. Will book any legitimate Concessions. Good proposition for Shows. Will book organized Minstrel. Show playing best money spots in Maryland, Pennsylvania and West Virginia. Has 10 Southern Fairs booked. Want Cook House, privilege in ticket. Want Tilt and Plane Foreman. Help in all departments. Fanny Blane or May de Arnold for Amuse, Tattoo Artist, Bill and Alma Bowler, W. C. Brown, can place you. Address all mail and wires to J. E. STEBLAR, Frederick, Maryland, this week.

KAUS EXPOSITION SHOWS, INC.

Can place Auto Speedway and any new or novel Rides; also Pony Rides. Shows: Biggest Show, Fat Show and Mechanical Show. Legitimate Concessions of all kinds. Novelties, Guest Aps. Don't want Working Acts for Side Show. Ride Men wanted in all departments.

FOR SALE: One Kiddie Auto Ride. For details write J. J. KAUS, Meigs.

All address this week, West Haverstraw, N. Y.; next week, Matamoras, Pa.

WANTED FOR LA SALLE, ILL., LEGION CONVENTION

JUNE 10 TO 15

Cook House, Grab Joint, Pop Corc, Guess Aps, Peanuts, Fish, String Game, Candy Apples, Custard, Soco, Arcade, American Painters. Positively no split—all must work for stock and 10c. Celebration Dates: 13-14-15

WM. HOFFNER, 412 E. Dixon St., Polo, Ill., until June 6th; after 6th, La Salle, Ill. Next stand, Chillicothe, Ill., August 6th.

B AND V SHOWS WANT

For Seacucus, N. J., June 9-14. Have Carousel, Wheel, Chair Plane, Octopus and Kiddie Autos. Want Shows with outfits, Custard and Grind Stores. Write or wire WESTERN UNION, GARFIELD, N. J.

SICKELS UNITED SHOWS WANT

Cook House, privilege \$35 in meal tickets; Kiddie Rides and Tilt-a-Whirl. Al Alfreds wants Side Show People. Want Concessions of all kinds except Diggers, Bingo, Peppercorn and Peppercorns. Can place Girl Show with own outfit. Will furnish complete outfit to reliable Athletic People. We play V. F. W. State Convention at Henderson, Ky., week June 16, and Denton Springs, Ky., July 4th Celebration. Tom Johnson wants to hear from Hambone Jones and Joe Beary. Address: Sturgis, Ky., this week; Morganfield, Ky., next week.

FIREMEN'S PROSPERITY FROLIC

VERPLANCK, NEW YORK, JUNE 9 TO SUNDAY, JUNE 15, INCLUSIVE

Beacon Gala Week To Follow and Twelve Other Celebrations.

Want Concessions and Shows of all kinds, High Free Act and one Flat Ride. We have 6 Rides booked. All mail to FIREMEN'S FROLIC, Verplanck, N. Y.; wires to Western Union, Peekskill, N. Y.

BOWEN'S JOYLAND SHOWS

Want few more Concessions for the following: Placerville Horse Show and Rodeo, June 10th-15th; Auburn Fair and Gold Rush Days, June 17th-22nd; Ukiah, June 24th-29th; all Californias.

EUREKA, CALIF., 4TH OF JULY

5 days on the streets downtown. Biggest 4th of July Celebration in Northern California. Mills working three shifts per day. Address:

1320 E. ROOSEVELT ST., STOCKTON, CALIF., OR AS PER ROUTE.



THIS SHOT, showing Ferris Wheels' debris alongside two of the World of Mirth Shows' layout of 10 new Diesel generators, gives an impression of the havoc wrought by a hurricane-like windstorm, accompanied by rain and lightning which hit the show at South River, N. J., on May 23. Five of the generators were delivered there and five during a previous engagement, but all began to operate for the first time in South River, a fact which helped the shows when locally fed power became momentarily unavailable. Shows' battery of three Ferris wheels bore the brunt of the attack, and completely leveled by the twister was the front gate. Lee Sullivan, of the Eli Bridge Company, made a hurried trip to the scene and arranged with General Manager Max Linderman to ship the wheels to Jackson, Ill., for repairs, which will take about three weeks.

Weather Hampers E. J. Casey Biz

NORWOOD, Man., May 31.—Rainy weather, which prevailed at opening, continued to hamper E. J. Casey Shows' activities here this week. Inclement weather has held down business and attendance for the organization since its opening in Transcona, Man., on May 14. At St. Vital, Man., shows were greeted by cold and wet weather. Management continues optimistic over the season, however, despite the fact that it has been finding it difficult to obtain experienced troupers, because many of them have enlisted in the army.

Organization is carrying 4 rides, 2 shows, and 12 concessions. Among those with it this season are Percy Labelle, assistant manager; Ernie Willis, electrician; Albert Moran, watchman; Ferris Wheel, Art Curtis, foreman; Ted Kartenson, Paul Caron. Merry-Go-Round, Henry Hicks, foreman; Emile Hohendorf, H. Degagne. Aeroplane Ride, John Shinn, foreman; E. Charles, Kiddie Ride, G. Duggan; tickets, Mrs. Joe Lawless.

Mrs. Cuddles Shinn, J. Devanney. Shows include World Wonder of 1941, Joan Valjean; manager: A. Landrey, muscle man; Joyce Hicks; Joe Mundy, accordion; S. Weller, tickets. Reptile and Snake Show, Bozo Baran, manager; J. Leness. Concessionaires are Jack Baillie, Joe Lawless; Walter Kachkowskie, fishpond; Karen Cuthbert, air guns; George Gurr, bumper; Lewy Muller, high striker; Bill MacPherson, ball game; Mrs. Whitechurch and Sailor Larson, dart games; Carl Cannell, hoop-la; Mr. and Mrs. Frank Buro, palmistry booth; Stan Lucas, cookhouse; Frank Wilson, Mrs. Lucas; J. Vine, jingle board.

"Beesi" Is Gone

BRANTFORD, Ont., May 31.—Zamboni, a pinheaded pygmy, is dead. A heart ailment took him the other day at Brantford, where he was a ballroom attraction with Jack Halligan's Side Show on the Conklin Show.

A former inmate of a southern insti-

tution for the feeble-minded, "Beesi," as he was called, gibbered at and giggled with thousands of people in his 30-year tramping career. He could speak only a few words, and when he danced in glee on the bally platform he often lost his balance, because of an apparent brain affection. His eyes, however, seemed lively—almost intelligent. He is survived by an equally soft-skulled brother known as Ila Ellakoola.

North Missouri Fair to RW

DES MOINES, Ia., May 31.—L. C. Reynolds, co-owner Reynolds & Wells Shows, has signed contracts for the organization to provide the midway at the 1941 North Missouri State Fair, Bethany. Fair committee members came here to ink the contract. Heretofore the fair has played only railroad shows. Shows wind up an eight-day stand here tonight, under American Legion Post auspices. Business so far has been highly satisfactory.

JOHN R. WARD SHOWS WANT

Place Stock Concessions of all kinds. Account disbursement can place Special Agent. Must be sober, reliable, trustworthy. Must read paper. Also Calliope Player, Sign Painter and Artist. Peain, Ill., this week.

Barlow's Big City Shows

White City Park, Springfield, Illinois, this week, with 14 Celebrations contracted. Want Ride Foreman and Help on Eli Merry Go Round, Calliope Player. Have outfit open for Shows. Will sell out on Peppercorn, Photos, Diggers. Can place legitimate Concessions.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

WEST BROTHERS' SHOWS WANT

Capable Man to take over Corn Game. Also Counter Man. Place all kind Stock Concessions. Like to hear from Girl Revue. Have large blue tent. First-class Ride Help, come on. Sioux City, Iowa, this week; Sioux Falls, week June 9th; Mitchell, week June 16th; Aberdeen, week June 23rd.

THE BIGGEST DEFENSE SHOW IN THE EAST

Million Dollar Payroll Weekly—Big Scouting Population—Show Hungry. Ten place Shows and Rides that don't conflict. Circus Sideshow, Ten in One, Wire. Can still place Concessions and Demonstrators. Cook House, Ice Cream and Custard open. Can place Warner Show. One hundred government, civic and commercial exhibits already contracted. Estimated attendance 100,000—entire community co-operating.

Tidewater Defense Exhibition and National Home Show, Federal Housing Administration. Address: E. S. SMITH, President, Commandants Housing Committee, Inc., Room 236, Gates Theatre Bldg., Portsmouth, Virginia.

Rogers Greater Shows WANT

Ride Help. Want Minstrel Show Performers and Musicians. Want Side Show Acts. Athletic Show open. Wire Wabash, Indiana.

WANTED TO BUY SHOOTING GALLERIES

Of All Kinds. Showmen's Exchange, Inc. 707 G St., N. W., Washington, D. C.

WADE & MILLER SHOWS

Want for 1941 dates, starting Fourth of July. Shows, Michigan, July 4-6-7; also parade Street Celebrations to follow, including Lake Orion, Brown, Manton, Chis, Clifton, Meacham County Fair, All Michigan, Legislature Conventions of all kinds. Can place two small shows, must be next frame-up. Address all mail to

Wade & Miller 118 Davernot Street Detroit, Mich.

WANT J. F. SPARKS SHOWS

For Lynch, Ky., and Balance of Season Manager and Wrestlers for Athletic Show. Manager and Girls for Girl Show. Performers and Musicians for Minstrel Show, also Talker for Minstrel Show. Concessions of all kinds that are legitimate. Bill Loh and Frank Bell, owner of some clubs. We are exclusive on Long Island. Lead Agency. We are first show in Lynch. This year shows all working and big pay days. All replies to MANAGER, Potosburg, Ky., this week; then Lynch.

FOR SALE

At a sacrifice—one electrically operated USA-Fon, complete, good as new, original cost \$500.00. Just the thing for parade purposes. Submit your offer to ADVANCE BAKING COMPANY 2729 Oak Street Kansas City, Missouri

Earl D. Backer Wants

For No. 2 Light, Colored Performers and complete orchestra. Earl D. Backer, Band Stage Manager that can produce. Concessions. Following names: Wes, Earl, "Ails" Blossom, Bookbinder, Wm. Charlton, "Bass House" Williams, "Spook King" Goodwin, "Jazzband" Richardson. Wire, no time to write. Room 404, Colored Musician Bldg., 1630 4th St., Birmingham, Ala.

WANTED OCTOPUS FOREMAN

Must be A-1 and Semi-Drifter. Top salary. Long season. Address: WILLIAM PINK 6230 S. Dorchester CHICAGO, ILL. (Phone: Dorchester 8289)

WANTED HYALITE MIDWAY

High School, Gussie Vayr Weight, Ploos, Popcorn, Truck and Van. Dust or soap class Concessions. Also Wheel Man. Bennetts, Okla., June 9-14; Okmulgee, 10-21.

DIXIE BELLE SHOWS

Have openings for Show Electrician and Truck Driver with 10-12 wheel experience. Salary set. Must be sober about all things. O'Steen wants Show Men Agents for Fish Pond, Carriage Gallery, Cotton Pin Ball, String Game, etc. Write or come on. Dick Smith with Octopus, contact me. Address: LOUIS T. HILEY, Mgr., Shoals, Indiana, this week.

DYER'S GREATER SHOWS

Kate, wife of John; have entire private life. Place for 2000 Shows, Man and Wife for Concessions, professional proposition. Tickets, Drive, Yarned, Auto Ride, Concession Agents, come on. We have five top Scales and Monkey Show. Want Man or Woman for Pin (no Feels) and Front. Booked this week. All Wisconsin.

J. E. KAUS WANTS

Operators for Merry-Go-Round, Ferris Wheel, Whip, Dipper, and Swooper. Also legitimate Concession Agent. Located at Carolina Beach for season. John E. Kaus, 1021 N. Carolina Beach, North Carolina.

Edwards in Black At Wooster Start

WOOSTER, O., May 31.—Presenting a diversified lineup, J. R. Edwards Shows inaugurated their 25th annual tour at Wayne County Fairgrounds here on May 17. Unseasonable cold weather knifed attendance at opening, but warmer weather resulted in good midway crowds nightly, with the amusement zone being jammed Wednesday night. All rides have been renovated and much new paint was in evidence. Four new ticket boxes are on the midway along with illuminated panels for two of the rides. A calliope is being used for a belly at the entrance. There was no gate charge here, but Manager Edwards said a 5-cent fee may be tried out later.

Mr. and Mrs. Edwards entertained many visitors, including 22 members of the Charles Siegrist Showmen's Club. Three more shows are expected to join soon. Rides include J. R. Edwards, owner-manager; Mrs. J. R. Edwards, secretary-treasurer; William Bane, ride superintendent; Sam McClaren, lot superintendent; Eddie Lewis, billposter; W. A. (Doc) Kerr, legal adjuster, and Meyer Levine, public relations.

Shows: Edythe Sterling's Hopi Indian Exhibition, Eggleston's Jungle Circus, Lee Evans and Princess Marie, Midget Show, Edwards' Ten-in-One, and Pit Show. Rides: Tilt-a-Whirl, William Bane, foreman; Kiddie Ride, Bert Williams, operator; Merry-Go-Round, Howard Boggs, foreman; Chairplane, Jimmy Peze, foreman; Bullet Ride, Henry Exzel, operator; Ferris Wheel, Paul Campbell.

Concessions: Cookhouse, Eddie and Libby Weekly; Penny Arcade, Arthur Brown, Jr., J. B. Gunnery, photo gallery, Fred Golding; Sam McClaren, grab stand; ball game, Pauline Lemmon; Walter White, Paul Campbell, ball games; Eddie Weekly, Joe Sparks, corn games; Clarence Smith, candy apples and waffles; Jane Robbins and Herbert Enselking, ball games; Pete Stevens, palmistry stand; Charles Holahan, fish-pond, and pitch-till-you-win; Frank Switzer, hoop-la and cane rack, and William Schluert.

ROUTES

(Continued from page 20)
Petty, Ruth (Riverdale) Milwaukee, L.
Pierce, George, Stop, Look and Listen, with Oscar Miller, Loretta Grey, Masters & Young, Shaw & Rogers, Muzz & Raymond (Roanoke) Roanoke, Va., 23-31.
Pitchman, The (Hoosier) New Orleans, L.
Price, Sam (Cafe Society) NYC, no.
Turdell, Paul (Yacht Club) Phila., no.

Q
Quading, Lew (Riverdale) Milwaukee, L.

R

Radio Aces (Club Ball) Phila., no.
Rand, Sally (Latin Quarter) Boston, no.
Ratall Brothers (Hobby) NYC, L.
Read Sisters, Three (Earle) Washington, L.
Regan, Paul (Chase Hotel) St. Louis, L.
Reinhard, Bob (Rainbow Grill) NYC, no.
Reinhardt, Francis (Edward) Trail NYC, no.
Renno & Root (Hall) Miami, Fla., no.
Renno (Gaucho) NYC, no.
Rivins, Reoches (Caphal) Washington, L.
Rizakova, Rita (Russian Bar) NYC, no.
Ries & Mack (Kitty Davis Artliner) Miami, Fla., no.
Richey, Jean (Club Monaco, Eodid ave.) Cleveland, no.
Rio, Rosa (Gaucho) NYC, no.
Rio, Rosita (Old Colony) Chi., no.
Roberts (Little Dixie) Boston, no.
Roberts, Stuart (Royal Landing) Lansing, Mich., pa. (Bass Lake) Knox, Ind., 9-14, p.
Robinson, Al (Sherman) Chi., no.
Robinson, Twine (Blackhawk) Chi., no.
Rogers & Morris (853 Club) Chi., no.
Rohlfers, The (Isagamore) Rochester, N. Y., L.
Rooper, Pat (Hoibus) Lawrence, Mass., no.
Rosa & Seville (Royal) Detroit, no.
Rosario & Antonio (Loew's State) NYC, L.
Rose Marie (Silver Slipper) Louisville, Ky., no.
Ross Sisters (Nick's) NYC, no.
Rosenfeld (Nones) Atlantic City, no.
Ross, Stuart (Le Rubin Bies) NYC, no.
Rosslandino, The (Chicago) Chi., L.
Roth, Lillian (Hi Hat) Chi., no.
Roth, Lillian (Hi Hat) Boston, L.
Russett, Shum; Jellet, III, Ill.
Ryan, Bob & Twins (2000 Club) Alliance, O.
Rydans, Three (Hi Hat Club) Chi., no.

S

St. Clair & Durant (Ireland) NYC, no.
St. John, Alice (Babette) Atlantic City, no.
Satch & Satchel (Sawdust Trail) NYC, no.
Savo, Jimmy (Ben Marden's) Port Lee, N. J., no.
Sayer, Sally (Jack & Bob's) Trenton, N. J., no.
Scott & Sedja (Royal) NYC, L.
Scott, Hazel (Cafe Society) Atlantic City, no.
Sexton, Arthur (Blackhawk) NYC, L.
Sedwick, Edna (Rhumba Casino) Chi., no.
Sexton, Al (Sawdust Trail) NYC, no.
Shanley, Robert (Music Hall) NYC, L.
Shay, Ralph (Torch Club) Union City, N. J., no.
Sherman, Bob & Tessie (Wilson's) Phila., L.
Sherman, Ira (Paramount) NYC, L.
Shy, Margaret (Blackhawk) NYC, L.
Silverman, Dave (Club 51) Idaho Falls, Idaho, no.
Simon, Simone (Stanley) Pittsburgh, L.

Slim & Siam (Swanes Inn) Hollywood, Calif., no.
Smith, Cyril (Spivy's) NYC, no.
Smoochie, Ted (Blackhawk) Chi., no.
Spear, Harry (Latin Quarter) Boston, no.
Spencer, Kenneth (Cafe Society) NYC, no.
Squire, Five (Blackhawk) Chi., no.
Standish, Hedera (Peppercorn) Atlantic City, no.
Starr, Judy (Coca Parce) Chi., no.
Stella, George (Mickey's Bar) Detroit, no.
Steward, Lillian (Gables Inn) Atlantic City, no.
Stewart, Jacqueline (Sutton) NYC, L.
Stone, Al (Kallner's Little Hothacker) Phila., no.
Stirling & Rubia (Ye Old Tavern) West Brookfield, Mass., no.
Streit, Christie (Secor) Toledo, O., L.
Stylists, The (Rogers Corner) NYC, no.
Sullivan, Joe (Sutton) NYC, L.
Summer, Helen (Ivanhoe) Chi., no.
Susanne & Christine (Maxim's) Bronx, N. Y., no.
Swain, Marion & Larry (Wonder Bar) Atlantic City, no.
Swann, Russell (Warwick) NYC, no.
Sweeney, Bob (Village Barn) NYC, no.

T
Tapi, Cesar (Havana-Madrid) NYC, no.
Tappa, Judy (Yacht Club) Phila., no.
Tatum, Art (Cafe Society) NYC, no.
Taulman, Fred (Peppercorn) NYC, no.
Thomas, Danny (100 Club) Chi., no.
Thomas, Lee (Cimarron Ranch) Peekskill, N. Y., L.
Tiebout, Capt. Seals (Royal) NYC, L.
Torrance & Victoria (Rocky Springs) Chester, W. Va., 1-13, p.
Toy & Wing (Sawdust) NYC, no.
Tracy, Bob (Sutton) NYC, no.
Trixie (Loew's State) NYC, L.
Turner, Maxine (Club Royale) Detroit, no.

U

Urban, Fran (Embassy) Phila., no.

V

Vallerino (Havana-Madrid) NYC, no.
Varies & Vida (French Monte Carlo) NYC, no.
Varrone, The (Club Lido) South Bend, Ind., no.
Vessell, Owen (D'Aiglon) Chi., no.
Velez, Carlos (French Monte Carlo) NYC, no.
Vermona Claire (151st Avenue) NYC, L.
Vilmaeva, Estrella (Bowery) Detroit, no.
Vincent, Rome (Bowery) Detroit, no.
Von Dell, Carl (808 Club) Chi., no.

W

Wahl, Bea (Earle) Phila., L.
Waldera, Darlene (Harry's New Yorker) Chi., no.
Waldron, Jack (Park Central) NYC, L.
Wallace, Eugene (Steuben's Vienna Room) Boston 26-June 2.
Walker, Oscar (15th Avenue) NYC, L.
Watson Sisters, Wacky (Roosevelt) Jackson-ville, Fla., L.
Watson Sisters (Palumbo's) Phila., no.
Wayne, Jinger (Forrest) NYC, L.
Weaver, Doodles (Elmore) NYC, no.
Webb, Rex (Oshodi) Cincinnati, L.
Weeks, Larry (Ray-Old-Club) Niagara Falls, N. Y., no.
Weich, Roberta (Greenwich Village Inn) NYC, no.
Werner, Lola (Chateau Moderne) NYC, no.
Wesson Bros. (Stanley) Pittsburgh, L.
White, Danny (Ireland) NYC, no.
White, Gene (Light) (State-Lake) Chi., L.
White, Jack (18 Club) NYC, no.
Whitsons, Ford (Palmer House) Chi., L.
Williams, Nora (Ben Marden's) Port Lee, N. J., no.
Williams, Patricia (RUE Bertelet's) NYC, no.
Williams, Pearl (Forrest) NYC, L.
Wintfield, Madcaps (Ramona Club) Hobbs, N. M., no.
Wilson, Derby (Little Dixie) Boston, no.
Wilson & Mead (Jimmie Danley's) NYC, no.
Winkler, Paul (Parson) NYC, L.
Winkle, Al (Sawdust Trail) NYC, no.
Winter & Diane (Park Central) NYC, L.
Winter Sisters, Three (Bal Tabarin) San Francisco, no.
Wither, Jerry (808 Club) Chi., no.
Wolandi; Hartford, Conn., 26-June 8.
Woods, Tommy, & Betty (Strand) NYC, L.
Woods, Bronco (Pax) American; Springfield, Ore., 3-8, 8, 10-15, 15-19.
Atlas; Vincent, Ala.
Woods & Bray (Brown) Louisville, L.
Wynters & Angeline (Sébastians Club) Dona-vento; Sacramento, Calif., no.

Y

Yost's, Ben, Shipping Vikings (Roxy) NYC, L.
Yvette (Cocacabana) NYC, no.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly smaller units are listed.)

Alamo; Las Vegas, N. M.
Albama; Piedmont, 35.
Allen, Fred; Homer, N. Y.
American United; Raymond, Wash.; Kelso 9-14.
Anderson-Grader; Great Bend, Kan.
Anique Am. Co.; Pomeria, S. C.
Arkansas; Murphy; American; Springfield, Ore., 3-8, 8, 10-15, 15-19.
Atlas; Vincent, Ala.
Bach, O. J.; New York Mills, N. Y.
Baker, Frank; Farmington, N. J.
Barkost Bros.; Three Rivers, Mich.; Bronson 9-14.
Barnes, Al; Couped Bluffs, Ia.
Baskins; Staples, Minn.
Baskmann & Oerety; Jettit, Ill.
Beas' Old Reliable; West Point, Ky.
Berkley; Alamo; Stockton, Calif., 3-8; Placer-ville 10-15.
Brenner's Consolidated; Granite Falls, Minn.
Bright Lights Expo; Republic, Pa.
Buck, O. G.; Pawtucket, R. I.; Webster, Mass., 5-14.
Buckeye State; Xenon, Ill.; Fairfield 9-14.
Bullock Am. Co.; Boone, N. C.
Burdick; Alamo; Texas; San Marcos, Tex., 10-15.
Yokum 12-17.
Covers Bros. (Carl); La Plata, Mo.
Covers Bros. (Timmie); Creston, Ia. C. I., Buffalo, Mo.
Casey, E. J.; Brooklands, Can., 2-4; Morden 6-7; Oldstone 11; Gainsborough 13-14.
Celebration Shows; Oshodi, Kan.
Central States; Philadelphia, Kan.
Celtic & Wilson; Ellwood City, Pa.; New Castle 9-14.

GIRLS • GIRLS • GIRLS

Rhumba, Spanish, Oriental, Strip Tease Dancers; Talkers and Ticket Sellers for newly built elaborate Dope Show. Long season, salary sure. Jeanne Mitchell, wire.

Reid and Kitty McDonald ZACCHINI BROS.' SHOWS

This week, Lansford, Pa.; next week, Phillipsburg, N. J.

TILLEY SHOWS WANT

Pony Ride, Mechanical Show, Merchandise Concessions, Ride Help on All Rides. Top salary. Address: Silvia, Ill. this week; Peru, Ill., next week.

GREAT LAKES EXPOSITION SHOWS, INC.

Want Capable Show Secretary; must be able to stand investigation for honesty and familiar with all type work, and to whom man will pay top salary. Also place for Girl Show and Dope Show, capable operators for new plant fronts, and can assure you of long season of fairs commencing in July. Place Concessions of all kinds for largest Fourth of July Celebration in Illinois. A proven spot, Olney. Write for reservations, space limited. Everybody Address AL WAGNER, Mgr., Hanksboro, Ill., this week.

GIRL SHOW TALKER AT LIBERTY

A-1 Girl Show Talker and Manager for Oriental Show. Will handle same from front to back. If so much will play Drama on Billy, Tom-Tom for inside show. Work in Oriental costume, and can assure you of long season of fairs commencing in July. Place Concessions of all kinds for largest Fourth of July Celebration in Illinois. A proven spot, Olney. Write for reservations, space limited. Everybody Address AL WAGNER, Mgr., Hanksboro, Ill., this week.

FOR SALE TOM MIX'S DEATH CAR

Good Convertible Sedan. Excellent mechanical condition; would cost about \$100 repair body. Would make flashy personal car or outstanding attraction. Newspaper Advertisers obtainable. For further information address DOUG SAMUELSON, 1980 S. Vermont Ave., Los Angeles, Calif.

SUNSET AMUSEMENT CO.

Want all kinds of Concessions for NORTH KANSAS CITY AND DES MOINES
Brookfield, Mo., this week; North Kansas City next.

FUZZELL'S UNITED SHOWS WANT

CAPABLE MANAGER TO HANDLE ATHLETIC SHOW. RIDE MEN CAPABLE OF HANDLING SEMIS. Address: Boone, Iowa, this week.

WANT • WANT • WANT

Medicians on all instruments, trophies preferred. Address: Andy Martin, Best Cook House, Working Men in all departments. Truck Drivers, Mechanics, Ocala June 9th. Phone route. SPARTAN SHOWS, CIRCUS, 410 E. Lacey St., N. E., Pittsburgh, Pa.

WANTED EARL PURTLE

World of Mirth Shows Fall River, Mass.

WANT FERRIS WHEEL

July 10th to 12th
Hennepin, Sheepsburg, Md. Guarantee and percentage. Specimens by Mayor and City. JOHN Y. McGINLIN, 121 E. Baltimore St., Baltimore, Md. High Free Ads after other Celebrations.

H. P. LARGE SHOWS
Will book or job; have entire private life. Place for 2000 Shows, Man and Wife for Concessions, professional proposition. Tickets, Drive, Yarned, Auto Ride, Concession Agents, come on. We have five top Scales and Monkey Show. Want Man or Woman for Pin (no Feels) and Front. Booked this week. All Wisconsin.

PALACE UNITED SHOWS WANT

Athletic Show, small Side Show, Concessions. No grill. Good Help for Rides. Will book small Concessions, show, Auto Ride, Ferris Wheel, Roller Coaster, June 2-7; Harwood, Ill. week June 9-14; Atlantic Ill., week June 16-21. April F. W. WADSWORTH, Mgr.

WANTED

Sober, reliable foreman for Ferris Wheel and Chair-or-Plane. All season's work in park. No ups or downs. Good pay. Apply

T. J. O'DORMAN

Knox, Indiana

WANTED

Party with dancers to take complete charge of beautiful framed Girl Show. Also have complete side show, will turn over to right party. Want Consensuses of all kinds. Need 1000 slips in all departments, Bill Man and Tilt Man especially.

Smith's Greater Shows

Gardnersville, Va., this week; Culpeper, Va., next week.

REAL MIND READER

WANTED

Kings, reply. Novelty or Freaks out of draft age wanted. Reply

W. L. BACKENSTOE

Forest Park DAYTON, OHIO

BRIGHT LIGHTS EXPOSITION SHOWS

West sides not conflicting with Ferris Wheel, Chair Plane and Kiddie Auto. Shows of all kinds. Consensuses of all kinds. No racket. Eddie Voeit, formerly of Lee Heary sides, got in touch with Cecil Purdie. Paying all money spots. Write or wire Resolute, Ferns, this week.

CLARK'S GREATER SHOWS

Can place clean, reliable Cookhouse and legitimate Consensuses. Route: Grass Valley, Calif., week June 21 Reno, Nev., June 12-22.

CAN PLACE CONCESSIONS

All open sides: Rockets, Spinning, Tilt-a-Whirl, Special proposition to Scooter. Will furnish wages for all shows: Midway, Hutton, Blinks or Monitor, Fat Show, Mechanical World, Monkey Speedway. Will finance new and worth-while attractions and furnish complete Girl Show outfit to reliable person. Also Musicians for Colored Minstrel. Want Office Secretary, Union Billposter with truck or car. Freaks for Art Concessors' Side Shows. All replies to

FRANK WEST, WEST'S WORLD'S WONDER SHOWS

DUBOQUE, IOWA, WEEK JUNE 2

EIGHT RIDES NINE SHOWS

PENN PREMIER SHOWS

CAN PLACE BINGO FOR BALANCE OF SEASON. Also Pan Game, Roll Downs, Milt Camp, Wheels, Penny Pitch, Diggers and Arcade. Tompkins Brothers, wire. Want Man with girls and wardrobe to handle new Girl Show. All new equipment. Fastest to sound. Those wiring before, contact me again. Only people who appreciate good treatment answer. Men for all departments wanted. Semi-Drivers preferred. WANT FREAKS FOR TEN-IN-ONE. Rocco Mauts is no longer connected with this show. Address all mail to LLOYD SERFAGE, Dunmore, Pa., this week. Our Fair starts in August and ends Armistice Day in North Carolina.

KEYSTONE MODERN SHOWS WANT

FOR LONG ROUTE OF CELEBRATIONS, CONVENTIONS AND FAIRS

Cookhouse to join on wire. Legitimate Concessions, including Custard, Hoopla, String Game, Long Range Shooting Gallery and other ten-cent Merchandise Concessions. Can place one or two Novelty Grand Shows. Can use sober, reliable Ride Help for Ferris Wheel, Ratiplane, Octopus, Merry-Go-Round, Chair Plane, Loop-or-Plane and Kiddie Rides. Want Girls for Girl Shows. Salary set from office. Mrs. E. O. Richardson wants Mental Art, Tattoo Artist, and Cook for Side Show.

Address LOGAN, W. VA., this week; CHARLESTON, W. VA., week of June 9.

HARRY LEWISTON WANTS

Useful Side Show People in all lines. Freaks, Novelty Acts, Grinders, Working Men. We work 62 weeks a year, best of accommodations and treatment. Those who have been with me before, get in touch with me. Want Working Men who understand Roto Fun House. Tickets if we know you. Write or wire PAUL I. SPRAGUE, Manager, or HARRY LEWISTON, Owner, General Delivery, Detroit, Mich.

WANT CARNIVAL, RIDES, CONCESSIONS

Indiana's Largest Celebration—Day and Night—Indianapolis, Ind. Beautiful Columbia Park. Fireworks—Band Concerts—Dancing, Etc.

JULY 4-5-6—10c GATE, CHILDREN FREE

Careful with Food Acts, Rides, Light Bait. Will consider \$150.00 flat. All Concessions \$1.50 flat, minimum 10 ft. except Loop Drifts. For Games and Shows, which are sold. Will sell X Novelties, \$20.00. Water Light and set in at net cost. Special Rates: All Concessions paid in advance—cash or money order. Write, wire or phone. FRANK DELATOR, Chairman-Managers, Indianapolis 12th Dist., Ass. Depts and Single Corps, American Legion, 1611 East 73rd St., Indianapolis, Ind. Tel. 3 Brod. 6395.

Lake State: Wayne, Mich. Lanes, Dee: Waterloo, Ia.; Ft. Dodge 9-14. Large, H. P.: Lexington, Ill.; Heyworth 9-14. Lawrence Greater: Glassport, Pa. Lewis, Art: Boston, Mass.; Lynn 9-14. M. & G. Am.: Ball Ground, Ga. M. & M.: Lebanon, N. H. McMahon: Blair, Neb. Mac's Cavalry: Bunker, Mo. Magic Empire: Knoxville, Va. Marks: Lynchburg, Va.; Bluefield, W. Va. 9-14. Mid-State: Greenfield, Ind. Mid-Way of Mirth: Plano, Ill. Mid-West: Oration, N. D. 2-4; Adams 6-8. Mighty Monarchs: Adams, Ind. Annie World: Jacksonville, Tex. Misser Midway: Princeton N. J.; Kenhorst, Reading, Pa. 9-14. New City: Newell, Ind.; Peru 9-14. Nell, C. W.: Hope, Ark.; Maize 9-14. Nolan Am. Co.: Chillicothe, O. Olympic Expo.: Monteville, Minn. Clark: Yuma, Okla. Page, J. J.: Middleboro, Ky. Palace United: Rosedale, Ill.; Shawneetown 9-14. Palmist State: Orem Hill, Md. Pan-American: Cooson, Ind.; La Porte 9-14. Parade: Arma, Kan. Paradise (Washington Park): E. St. Louis, Ill. Patrick's Union: Adams, Ind. Paterson: Bantol, Ill. Penn Premier: Danmore, Pa. Penn State: Sunbury, Pa.; Berwick 9-14. Pine Army: Newburg, Mo. Pioneer: Black River, N. Y.; Wellsboro, Pa. 9-14. Pleasuriland: Midland, Mich. Prell's World's Fair: Trenton, N. J. Pryor's Air-Strut: Buckhannon, W. Va.; Fairmont 9-14. Queen City: Bedford, Pa.; Burkesville 9-14. Readings: Tompkinsville, Ky.; Burkesville 9-14. Reid, King: Turners Falls, Mass.; Brattleboro, Vt. 9-14. Reynolds & Wells: Newton, Ia. Rogers Greater: Wabash, Ind. Rogers & Powell: Odessa, Mo. Royal American: Cicero, Ill. Rubin & Cherry Expo.: Milwaukee, Wis. Scott Expo.: Bedford, Va. Scott, George T.: St. Francis, Kan. Sheenley Midway: Finley, O. Shogart: Dox, Va. O. S. Schick's United: Burgis, Ky.; Morganfield 9-14. Silver State: Hibop, Calif. Sims Greater: Cedarville, Ind. Can. Starbuck's Great Northern: Park Falls, Wis.; Wakefield, Mich. 9-14. Smith Bros.: Spira, Okla. Smith's Greater: Goodville, Va. Smith, J. J.: Lynch, Ky.; Richmond, Va.; Greentree 9-14. Snapp Greater: Independence, Mo.; Fairmount Park 9-14. So's Liberty: Rock Falls, Ill. Southern: Odessa, Mo. Southern United (Fair): Rapid City, S. D. 9-12; (Fair) Spearfish 12-14. Sparks, J. P.: Prestonburg, Ky.; Lynch 9-14. Square Deal Am.: Smithport, Pa. Strates, James E.: Binghamton, N. Y.; Water-town 9-14. Stuffed Superior: Pullerton, Calif. 2-3; Beaumont 10-15. Sunburst Expo.: Banded, N. Y. Sunset Am. Co.: Brookfield, Mass.; North Kan-sas City 9-14. Texas Expo.: Hannibal, Mo. Texas Kidd: Dayton, Tex. Tidwell, T. J.: Clovis, N. M. Tillery: St. Paul, Minn. 9-14. Tivoli Expo.: Nasho, Mo.; Independence 9-14. Wade, W. G.: Elkhart, Ind. Wallace Bros. of Canada: Hamilton, Ont.; St. Bonifac, Mo. 9-14. Wallace Bros.: Dixon, Ill. (mailing point, Harvey, Ill.); E. Ory, Ind. 9-14. Ward, John R.: Pekin, Ill. West Bros.: Sioux City, Ia. West Coast Circus Shows (Fair): Vallejo, Calif. 2-3; (Rodeo) Livermore 9-14. West, W. E.: Mazonier, Abion, Neb. West's World's Wonder: Dubuque, Ia. Williams: Bery, Worcester, Mass. Wilson's: Delavan, Ill. Wolf Greater: St. Paul, Minn. World of Fun: Fredrick, Md.; Lima Springs 4-8; Adams 11-12; Peru 9-14. World of Mirth: Fall River, Mass. World of Pleasure: Grand Rapids, Mich. World of Today: Kansas City, Kan. Wynne Greater: Clinton, Ia. 2-3; Breda 4-8; Hobstein 6-7; Wolfe 9-10; Ventura 11; Sheffield 12; Kanawha 12-14. Yahr Am. Co.: St. Paul, Minn.; Gladstone 9-11; Chicago 11-15. Yellowstone: Deming, N. M.; Bayard 9-14. Zaccanti Bros.: Lansford, Pa.; Phillipsburg, N. J. 9-14. Zeiger, C. F.: United: Cheyenne, Wyo.

7. Miscellaneous: Harlan Mod. Show: Niles, O. 2-7. Kid's Attractions: West Waterford, O. 2-7. Malloy, J. R.: Circus unit: New Philadelphia, O. 4-7. Mysterious Howard: Beaumont, Tex. 2-14. 8. Additional Routes (Received Too Late for Classification) Blaire & Barnett: (Hollywood Club) Kalamazoo, Mich. 2-8. Bodden Bros.: Salem, Ky. 2-7. Chontes Comedians: McLeansboro, Ill. 2-7. D'Arcy Girls: (Celebration) Waterbury, Conn. 9-14. Daniel, Magician: Zearing, Ia. 2-5. DeClue, Magician: Clyde, O. 2-7. Dixiana Show: Lowell, W. Va. 2-7. McNally's Tent Show: Starbuck, Va. 2-7. Miller, A. H.: Show: Kingston, Oa. 2-7. Overman, Wally (Correction): (Army Camp) Alexandria, Ia. 2-16. Roman, Flying: El Reno, Okla. 2-7. Schaffner Flyers: West Burlington, Ia. 2-7. Stirling & Rubial: (Coronado Hotel) Worcester, Mass. 2-7. 9. Mrs. S. W. Gumpertz Dead ATLANTIC CITY, June 2. — Mrs. Samuel W. Gumpertz, wife of the widely known showman, now general manager of Hamm's Million-Dollar Pier, Atlantic City, died here on Saturday of a heart attack. She was formerly Edith I. Green, of Prince Edward Island, Canada, and prior to their marriage on October 3, 1932, she had been his secretary about 20 years.

MISCELLANEOUS

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(Received Too Late for Classification) Blaire & Barnett: (Hollywood Club) Kalamazoo, Mich. 2-8. Bodden Bros.: Salem, Ky. 2-7. Chontes Comedians: McLeansboro, Ill. 2-7. D'Arcy Girls: (Celebration) Waterbury, Conn. 9-14. Daniel, Magician: Zearing, Ia. 2-5. DeClue, Magician: Clyde, O. 2-7. Dixiana Show: Lowell, W. Va. 2-7. McNally's Tent Show: Starbuck, Va. 2-7. Miller, A. H.: Show: Kingston, Oa. 2-7. Overman, Wally (Correction): (Army Camp) Alexandria, Ia. 2-16. Roman, Flying: El Reno, Okla. 2-7. Schaffner Flyers: West Burlington, Ia. 2-7. Stirling & Rubial: (Coronado Hotel) Worcester, Mass. 2-7.

Mrs. S. W. Gumpertz Dead

ATLANTIC CITY, June 2. — Mrs. Samuel W. Gumpertz, wife of the widely known showman, now general manager of Hamm's Million-Dollar Pier, Atlantic City, died here on Saturday of a heart attack. She was formerly Edith I. Green, of Prince Edward Island, Canada, and prior to their marriage on October 3, 1932, she had been his secretary about 20 years.

MOTOR CITY SHOWS WANT

Show and sides not conflicting. Legitimate Consensuses of all kinds. Can place Electrician and Lot Man. Must know transformer. No Gents, Ind., this week; Peru, Ind., next week.

MILLS BROS.' CIRCUS WANTS

A-1 Mechanic, capable man with tools; also Boss Electrician, Boss Elephant Man, Musicians all instruments to enlarge band, Family Act, feature, Clowns and Musical Performers, Tiedt Sides, Candy Butcher and Workmen, Best of accommodations; longest and best Salary, state laws. Must 500 to win. Little stand for sale, \$25 per week. Address: MILLS BROS.' CIRCUS, Bloomberg, Pa. Monday; Nanticoke, Saturday; Port Jervis, N. Y. Friday-Monday.

Musicians Wanted

Trombones, Cornets, Baritone, Other Musicians keep in correspondence. Union scale now \$21 a week. Must have paid-up card or pay up your card after month. Cook House and sleeping quarters. Write or wire EDDIE WOECHEER, Russell Bros.' Circus, per route in The Billboard.

CIRCUS ACTS

Of all kinds doing two or more for Polite show, June 11-12-13, State fairs.

O. H. TYREE

Columbia Hotel Columbia, So. Ca.

DAILEY BROS.' CIRCUS

Wants Man for Lunch Stand and Consensuses. Hire complete outfit. Dutch Labor, sweater, Clowns, Musicians and Performers. Thursday, Fullerton; Friday, St. Paul; Saturday, Loop City. All Nebraska.

BATONS

Large Bell Shaped Silver Heads \$7.50 and \$11.50 per 100 Samples 50¢ Stamps CHICAGO BATON CO. 567 HARRISON ST. CHICAGO, ILL.

WIRE WALKERS

WANTED

Herbert Weber

COLE BROS.' CIRCUS AS PER ROUTE

WANT FOR KAY BROS.' CIRCUS

Man to take care of Elephant, Must drive truck. Performers, Clowns, Ladies for Ladies and Troupé Dancer for Side Show. Any Act suitable for Ring Circus: Buck Leaky, writer, Arlington Heights Thursday, St. Charles Friday, Barrington Saturday, all Illinois.

THE J. LACY SMITH ATTRACTIONS

Want Chairplate Foreman, small Cook House, Hot Joint, Cigarette Gallery, any legitimate Consensuses. Carry only one of a kind. Agents for Hoopla, Fish Striker, Ball Game, Free work, Gloucester, Va. Richmond, Va.; next week, Gloucester, Va.

BOB COLEMAN WANTS

Caller for Bings. Agents for Slum Grid Shows. Address: Care of PAGE SHOWS, Middleton, Ky.

Club Activities

Showmen's League of America

Sherman Hotel
Chicago



National Showmen's Assn

Palace Theater Building
New York

CHICAGO, May 31.—Regular meetings were disbanded for the summer, but special meetings of the board of governors will likely be called soon to handle applications and other business. Vice-presidents Carl J. Rodinay and Harry S. Hennies have been regular callers at the rooms.

Sam Ward and Walter A. White visited. Sunny Bernet is back from a business trip. L. S. (Larry) Hogan has been absent from his regular haunts. Ned Torti advises of the death of Freddie West, who suffered serious injuries in a recent auto accident. Harlan Brady and Dave Shepro are with the Royal American Shows, as are Charles H. Shepherd, Edgar G. Hart, Sticks Westmoreland, and Chester Arthur. Louis Berger was in town for a short time and visited. Brother Lew Keller was called to Philadelphia by the death of his sister. Mr. Adams, manager Maryland Hotel, St. Louis, was a Chicago visitor for a few days. Larry Biggers and Mike Rosen, Boken Concessions, visited. How about your dues? Have you sent them in? Now is a good time to do it. Earl Taylor came in for a visit after a six-month absence.

NEW YORK, May 31.—Brother Sam Peterson is home after an eye operation and reports that he is doing well. Brother William Lish is back in town after leaving Ringling circus. Members are congratulating Brother Raymond B. (Hiram) Young and Helen Howe, both of Palisades Amusement Park, who were married. Brother Fred Phillips dropped into the rooms before leaving for Bennington, Vt., where he will join Brother George Traver. Brother Eddie Elkins reports that he is busy booking bazaars and carnivals into Westchester County. Brother Charles Rubenstein advises that he has the amusement machines in the lobby of Madison Square Garden during the summer Dance Carnival which opened yesterday.

Will members please drop the office a card advising what shows they are with in order that they may be contacted when necessary? Secretary Sam Rothstein dropped over to World of Mirth Shows at Plainfield, N. J., and ran into Brother Phil Isser, who reported fair business with his I. & T. Shows in the Bronx. Brother Sam Shapiro visited the rooms and received the Ladies' Auxiliary's thanks for his co-operation in making their Parents' Day service the success it was. Brother Lew Lange, Art Lewis Shows, writes that he is making progress toward securing his gold membership card and is lining up the whole show for prompt payment of dues on July 15. This should be a reminder to delinquent members.

Birthday congratulations to William Thomas Lewis, June 4; August Berni, George Ross, 5; Eugene J. Dean, 8; Charles H. Yeager, Peter Richards, Siro A. Aurilio, 7; Dr. Jacob Cohen, Frank (Whitey) Ferry, Charles Morris Jr., H. P. O'Malley, 8; Robert M. Drew, Charles J. Pheban, Tom Higgins, Anthony Viala, William Gluck, Maurice R. Levy, Harry Brennan, 10.

Ladies' Auxiliary

Greater part of May 28 meeting was devoted to a social function in honor of parents. This was in charge of the entertainment committee, headed by Vice Chairman Ethel Gross in the absence of Chairman Irene Greene. Refreshments were served at conclusion of entertainment. President Midge Cohen left to visit her sister, Evelyn Blakely, of Royal American Shows. The secretary has been pleased to visit with Lucille Hirsch, chaplain of the auxiliary of the S.L.A., who was in New York for several days. This is a reminder about annual picnic at Palisades Amusement Park on June 22. In the event of rain, party will be held at the rooms. Visiting members and their families and friends are invited.

Pacific Coast Showmen's Assn

623 1/2 South Grand Ave., at Wilshire
Los Angeles

LOS ANGELES, May 31.—Monday night's regular meeting convened late, with John R. Ward presiding. Board of governors reported a heavy session. Interesting communications were read from the Showmen's League of America and Brothers Earl Payton, Harry Chipman, Russ Faulkner, Anthony Chontos, Ross Ogilvie, Dan Stover, and President Joe Glacy. Committee which arranged floral decorations for Showmen's Rest on Memorial Day included Brothers Jimmy Dunn, Barney Flannigan, James Gallagher, Ben Beno, and Sam B. Abbott. Chairman John Miller reported that show managers are co-operating on arrangements for PGSA Day on their shows. Plans will be advanced in order not to conflict with fair dates. Sick and relief committee reported that the shut-in contingent is getting along as well as can be expected.

Past President Harry Hargrave is work-

ing hard on the 1941 Banquet and Ball. Frank Bennett attended his first meeting in several months. Christmas dinner fund was helped considerably by the Lion Head parade, under direction of John Miller. This fund is growing rapidly. Bill Hobday and Al Weber won the weekly award. Brother C. Y. Churford visits the club frequently.

Second section of the meeting was taken up with discussion of membership prospects and club's lack of information about the brothers who have joined the army. Secretary would like to hear from all members in the service, since the club's by-laws provide that their membership is automatically continued during their time in the army. List of members whose dues are in arrears has been posted on the bulletin board.

Ladies' Auxiliary

May 26 meeting was called to order by Second Vice-President Rose Board. Chaplain Minnie Fisher and Secretary Vivian Horton were the only other officers present. Fourteen members attended. Letters from Edna Chase, Ethel McDonald, and Cora Miller were read, and all were pleased to learn that Mabel Brown is in good health and is not suffering from a broken arm as was recently reported. Bank night award went to Jessie Campbell, while Edith Bullock won the door prize, which was donated by Maybelle Hennett.

Edith Bullock is making plans to leave for a month's trip to Alaska. Blossom Robinson is with the Steffens Superior Shows in the candy apple store. Peggy Forstall's granddaughter is visiting her here. Plans for a July party will get under way soon. After adjournment, luncheon was served, and all enjoyed the homemade cake, donated by Jessie Campbell.

Heart of America Showmen's Club

Reid Hotel
Kansas City

Ladies' Auxiliary

Club entertained recently with an afternoon of bridge for women members of the Texas Exposition Shows, which were showing in the Fairfax District of Kansas City, Kan. Thirty-six guests were present, including 14 from the shows, and eight from the club. Ice cream and cake was served by the entertainment committee, with lapel pin favors being donated by Ruth Ann Levin. The party award, a white purse, donated by President Martone, went to Sally Stevens. Winners at cards were Murrell Woods, Billie Houston, May Wilson, Helen James, Alice Norton, Helen Smith, Martha Walters, Nellie Weber, Myrtle Duncan, and Evelyn McCrary. Evelyn Archer thanked the club in behalf of the guests.

Mrs. Pearl Vaught returned from Cleveland, O., where she was called by

the death of her father. Rosa Lee Elliott returned from a combined business and pleasure trip with Mr. Elliott. They visited the World of Today Shows at Blackwater, Okla.; Reynolds & Wells Shows, Junction City, Kan.; Beckmann & Gerety Shows, Wichita, Kan., and Rubin & Cherry Exposition, at Joplin, Mo. Jess Nathan is visiting with Mr. and Mrs. Carter Buton in Independence, Mo.

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LOUD SPEAKER SYSTEMS FOR \$39.75

For the phenomenally low price of only \$39.75 you can now purchase the above illustrated loud speaker system complete with tubes and shield, latest type crystal microphones, floor stand, and other one of the illustrated dynamic speakers in beautiful baffles. Extra speakers at \$10 each. Each amplifier will handle six speakers and carries a full guarantee against defects in material or workmanship. We are selling direct from the factory to you, thereby affording you a great saving. These amplifiers sold retail at a much higher price. 10 day free trial period. All merchandise F. O. B. C. O. D. Chicago.

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O. HENRY TENT & AWNING CO.

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Have An Ideal Show Spot

In an industrial center. Would you like to book Christmas and Carnival for the latter part of June and during the months of July, August and September.

Raymond Daellenbach
R. D. 22 Ellwood City, Pa.

Michigan Showmen's Assn.

156 Temple Street
Detroit

DETROIT, May 31.—Because so many members are working at the various shows and parks playing near by, the May 26 meeting did not get under way until 1 a.m. Tuesday. Despite the late hour, attendance held up well and with but one exception all officers and members of the board of directors were present. President Harry Ross returned from Boston and presided. He opened the meeting with a well-received speech. While in the East Ross visited Brother Joe Vernick, who is confined in the U. S. Veterans' Hospital at Rutland, Mass. He reports Joe's condition is improved. Bernhard Robbins, Sick and Relief Committee chairman, reported that Brother Louis Wish is at home recovering from a recent operation. Brother William (Don) Croy, who is still in Maybury Sanitarium, Northville, Mich., would like to read letters from friends. Elected to membership were Charles Bohdan, Jack Dengler, Al Durant, John Gallagher, James McNiff, Robert Sugar, and Louis A. Zuckerman. Chairman Harry Stahl announced that a Membership Drive will get under way soon.

On the night of July 24 club's fourth annual Moonlight Boat Ride will be held. Committee in charge includes Louis Wish, chairman; Harry Stahl, Harry Wish, Arthur J. Frayne, Hymie (See MSA on page 49)

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MANAGERS, SHOWMEN, CONCESSIONERS,
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13 inches long, 3 inches high,
13 colors. Filled with a full charge of
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Gallon.
100 Pkgs. \$4.00
Free Catalog of all our
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20% Disp. on All Orders.
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PENNY PITCH GAMES
Size 48x48", Price \$20.00.
Size 48x48", with 1 Jack Pot, \$40.00.

PARK SPECIAL WHEELS
30" in Diameter, Beautifully Painted. We carry in stock 12-15-20-24 and 30 number wheels. Price \$12.00.

BINGO GAMES
75-Player Complete \$8.00
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SEND FOR CATALOGUE.
Full of New Games, Blackouts, Dolls, Lanes, Aluminum Ware, Cans, etc.

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Single Sheets, \$1.14, Typewritten. Per M. . . \$2.00
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Sample of the 4 Readings, 4-p., for 25c.
No. 1, 24-Page, Green and Blue Covers, Each . . . 35
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Hanging Charts, Oiled Boards, Plain or Plain, etc.

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120 Pages, 2 Sets Numbers, Clearing and Policy, 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper, Sample \$0.15
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Attention General Owners and Park Managers



Plan on adding one of these rides to your present equipment. Accommodates 15 large children. Newly designed Airplane and beautifully hand-crafted construction with no advance in price. Ride receives from propeller power, no gears or belts to bother with. Weight about 2,000 lbs. Inscriptions and price on request.

SMITH & SMITH, Springfield, Erie Co., N. Y.

POPPING CORN
HY-HIGH Hybrid
MID-MID 3-1
Dwarf Hybrid—A
Genuine Hybrid produced in our famous pop machine returns. We also stock top quality South American, Top-Down White and Standard Dwarf Hybrid. Complete line of Popping Noodles, Coconut Dressing, Popping Oil, Carrots, Corn, Stage Bags, also sold in the Shell and Fresh Shelled Peasants. Write for latest price list.

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WANTED FOR BRITISH WAR RELIEF DONORS
Grand Shows, Frozen Custard, Apples, Candy Shows, Photo Gallery, Lead Gallery, Photo Arcade, Fish Pond, String Game, Dart Game, Novelty, Horse Game, Also Movable Spectacles and Mechanical Show, Jewelry Workmen, Kitchen Gadgets.

JUNE 9 TO 16
48th and Spruce Sts., Phila., Pa.
Write Parkway—Free Ads. No advertising charge. Bring immediate response. No admission charge. Write **KAY AMUSEMENT CO., 151 S. 4th St., Philadelphia, Pa.**
151; location work to follow in defense project spots later.

C. L. SHOWS
Want to book Lead Gallery, American Patentary, Beams, Flies, High Striker, Concessions that work for stock. No gift. Shows wanted—Guit, Mechanical and Monkey with own outfit. This Show carries five off-circuit titles. Buffalo, Mo., June 2-7.

CARNIVAL BOOTHS, RIDES
Will accept complete unit, consisting of Ferris Wheel, Chair-O-Plane, Kiddie Ride; 12 Booths (new circuit). 1941, incl. Ring Slide, Big Show, Refreshment Stand, Wheels, Electric Equipment, Decorations. Will set up, take down and haul. Carnivals, Wholesalers and Owners of every description. **SHAW-WEST, 1224 Chestnut St., Philadelphia, Pa. Phila. 600-1124.**

Midway Confab

(Communications to 25-27 Opera Place, Cincinnati, O.)

SOME bad ones now good ones.

JOINING Arthur's Mighty American Shows in Roseburg, Ore., with his clown act was Sanford Payne.

J. LACEY SMITH, with new Chair-plane, five concessions, and sound truck, joined Farland Shows in Petersburg, Va.

YEAH, his is good when weather's not bad.

SPECIAL AGENT on John R. Ward Shows in Clarence Robbins, Calvin W. Wright reports from Woodriver, Ill.

HAVING signed as operator of a baby ride on Arthur's Mighty American Shows, Bim Goralime joined in Roseburg, Ore.

A HIGH-TYPE carnival exec passed—George L. Dobyns.

FRANK HARRISON'S cookhouse closed with Dee Lang's Famous Shows in Galesburg, Ill., and was replaced by Jay Barton's.

In their third year with Great Lakes Exposition Shows are Mr. and Mrs.



PRIVATE, first class, is the rank of Fred F. Sparks, former bingo operator for Vess (Blackie) McLeomore. A son of Mrs. Jack Edwards, agent on Greater United Shows, Fred was transferred from Battery A, 51st F. A. Battalion, Fort Sill, Okla., to Camp Leonard Wood, Rolla, Mo., on May 26. He enlisted at Childress, Tex., last June for a three-year hitch. Fred's mother is planning to spend the summer with her mother in Sulphur, Okla.

Charley Harbaugh with their sound system and pitch-till-you-win.

AN optimist is one who accepts his pay in the dark.

WHILE Arthur's Mighty American Shows were in Roseburg, Ore., George Conking and Walker Goralime entertained a party of showfolk at a cafe.

BILL PITEER, with his girl show troupe, joined Great Lakes Exposition Shows in DeKalb, Ill., where he took over the Polles Show.

PARACHUTE leaps may now lose much as thrillers—unless hundreds are dropped at one time.—Milo McCool.

VET SHOW and ride man, Frank H. Wood is still working in Little Rock, Ark., but advises that he'll soon hit the road.

ANNETTE FRASER again will play the Northwest with her three grab stands, her third successive season in that sector. She'll open at Browning, Mont., July 4. Marjory Fraser reports.

BEST way to keep the route hidden is not to let even the general agent know where you're going.

NORFOLK, VA., representative of the George A. Hamid Office, M. B. Howard entertained Mr. and Mrs. John H. Marks at his Ocean View home during Marks Shows' engagement.

MRS. EVA WEBB left Great Lakes Exposition Shows in DeKalb, Ill., for her home in Huntsville, Ala., where she was called on business. She plans to rejoin in about two weeks.

AS between showfolks and some other people, good and bad weather may be merely matters of opinion.

JIM MORAN, who has prize candy concession on Goodman Wonder Shows, advises that the date in Burlington, Ia., looked like the good old days when package candy was being introduced.

LAST season The Billboard sales agent on Crowley's United Shows, R. L. Boyd is now operating J. L. (Tex) Chambers' penny pitch stand on World of Today Shows. Boyd reports that Chambers recently purchased a new trailer.

ONE of the worth-while things that grows while you're selling it is a reputation for good shows and cleanliness.

R. C. PECK, of Peck's Galleries and well known in outdoor show circles in the East, is confined to his home in Oswego, N. Y., with a serious foot infection. He writes that he'd like to read letters from friends.

FORMER trouper Don and Maude Montgomery were hosts to members of John H. Marks Shows at the Hotel Gillett, Norfolk, Va., during the stand there. The Montgomerys operate the hotel under direction of Philip Hayes.



HAROLD (BILL) RAINS, Wellington, Kan., is first trouper from Rubin & Cherry Exposition to be called for a year's service in the army under the selective service draft. Before being inducted at Fort Leavenworth, Kan., on May 8, Bill was assistant operator of Diesel Light plants on the show. His wife, Frances, is remaining with the show as a ticket seller.

WHEN you hear the ring of iron upon iron it generally means an approaching storm and that workmen are getting ready for it.

WHILE EN ROUTE to Lansing, Mich., from Los Angeles Mr. and Mrs. Bay Gray stopped over in Middletown, O., for a brief visit with Mrs. Gray's brother and family. After several weeks in Lansing, the Grays plan to return to Los Angeles.

FRANKLYNNE FREEMAN, The Billboard sales agent on Joyland Shows, has turned over his duties to his brother, while he goes to Los Angeles to undergo an operation. He'll be at 5630 David Avenue and would like to read letters from friends.

BEST part of trouping life probably is today, so make it worth while financially and brag later about those "good old days."

ELECTRICIAN on carnivals and circuses drummer, Jack Gayle is at home, 606 South Broad Street, Mobile, Ala., recovering from serious cuts on his right arm and hand sustained while working on his trailer there. He'd like to read letters from friends.

LINE-UP of Don Newby's Side Show on Kaus Exposition Shows includes

Deflation

IT HAD BEEN RAINING all week, Midway cookhouse had run out of food on Wednesday and was closed. The much-awaited Saturday came, and still it rained. At 11 p.m. on this dreary, rainy night one of the ride boys approached the office and in a gloomy manner, cracked, "Looks like we won't eat tomorrow, boss." "Such insubordination!" yelled the big shot. "Here it is only 11 p.m. and still an hour to go before closing time and you come around here and take all of the spirit out of me!"

Newby, who is handling the front: Ray Newby tickets; Bill Payton, inside lecturer; Captain Kid, iron-tongue man; Kenneth Newby, sharpshooter; Marion, headless girl illusion, and Jess Neale, annex.

THE plot that the office furnished our show is so rugged that it keeps on raining loads for 30 minutes after it has stopped outside.—Cousin Peig.

ALTHO over selective service draft eye, E. H. (Bobby) Cohn, formerly with Johnny J. Jones Exposition, volunteered for service in the army and is stationed at Camp Haan, Calif., where he holds the rank of private and is an assistant to the Morale and E. & R. Officer. Cohn is providing entertainment for men stationed at the camp.

STATE EDITION of The Peoria (Ill.) Star, Kewanee Section, on May 18, in referring to a carnival coming to Kewanee, incidentally mentioned the name of Mike T. Clark and S. W. Brundage Shows, stating that Clark was now deceased. Confab is pleased to state that Mike T. is still with us and is one of the Howlers going to make up the population of Santa Clara, Ind.

NOBLE birth is one thing and a nice off show-train berth is another. There are hundreds of showmen who wouldn't trade the latter for nobility.

FORMERLY with World's Exposition Shows, Thornton Terry writes from Oak, Ont.: "Have been visiting some of the shows playing Canada and recently spent some time on Sims Greater Shows, Beattie King is handling the Side Show, Girl Show and cookhouse. Bobby Kirk, in the Side-Show annex, has a swell flash. I was unable to take my Sunbush out this year because of the selective service draft."

ABOUT 100 showfolk and executives of General Motors Trucking Corporation gathered at the Embassy Club, Albany, N. Y., on May 15 where a banquet was tendered O. C. Buck, owner of the show bearing his name, in celebration of his association with the firm. Johnny Bass and Tom Brothers led a contingent from Pruehoff Trailers, and Chaney Ralbert and Bob Lobbenz headed representatives from General Motors. Lon Rasmussen emceed the long show.

BE CAREFUL about trimming too much on scardown nights. Many Saturday crowds are representative of their communities and they judge a show by its appearance.

WHEN Johnnie Walker signed in Pittsburg, Kan., he became the fourth member of the advance staff on Trust Exposition Shows. It includes Jim Patterson, advertising agent and country billing; Roy Brown, sound equipment and country newspapers; Johnnie Walker, special agent and merchants' tickets tie-ups; Doc Wilson, radio broadcaster, handling schools and special events, and Frank J. Lee, general agent, publicity director, and special nights director.

OPENING their new Chinatown Bopose in Philadelphia with Prett's World's

Get YOUR Copy May-June

BIG ELI NEWS

Crisscrossed with interesting items, pictures, articles about the Big Billings, The 1941 Model ELI Power Unit featured in this issue. Prices and rules of the 24th Annual Fair, of July Convention described in this issue. Release news, manage or operate any type of show, and today for your copy of the Big Billings Magazine.

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"MICHIGAN'S LARGEST AND FINEST MIDWAY"

Mellen's Lunch C. F. Mellen C. J. McCarthy	Crispy Corn and Candy Mr.-Mrs. Van Zile Mr.-Mrs. Pence	3-Concessions-3 Mr.-Mrs. J. R. Carroll and Dickie Sue <i>Third Season With a Fine Show</i>	Hoop-La J. J. Richards <i>Already Booked for Next Year</i>	4-Concessions-4 Mr.-Mrs. F. J. Wozniak <i>Strictly for This Show</i>	Palmistry Mr.-Mrs. R. F. Keating <i>Predicting Big Things for This Show</i>
Color Game Al Kelly Don Bishop <i>Doing All Right</i>	Rotary Merchandisers Mr.-Mrs. Warren Murphy <i>First Season and Satisfied</i>	2-Concessions-2 Danny Corr <i>With It and For It</i>	6-Concessions-6 D. W. Leslie <i>Having a Fine Season With Real Showfolks</i>	2-Concessions-2 Sam Solof <i>Good Enough To Be With and For</i>	5-Concessions-5 Forrest Poole <i>Second Season With This Outstanding Show</i>
Photos Mrs. Thelma Elliott <i>Having a Big Season</i>	5-Concessions-5 Mr.-Mrs. Wm. Postelwaite <i>Five Years With the Aristocrat of Michigan and Satisfied</i>	Frozen Custard and Jewelry Mr.-Mrs. LeRoy Crandell <i>Best Wishes to Our Son, Richard, in the Service</i>		3-Concessions-3 Happy Adams <i>Swell Show, Swell Folks, Swell Season.</i>	Pitch-Til-U-Win Mrs. A. Trout <i>Taxie (Agent)</i>
WILD LIFE UNBORN REPTILE FARM	Pennants George Ankrim <i>Your Name on Hats, Pennants, Emblems. Buy More Bonds</i>	De Luxe Bingo Mrs. John Quinn, Owner Jack Walsh Ernest Abbott Oliver Ferryman James Beaudrie		Silo Drama R. V. Ritz <i>Best Wishes To All My Friends</i>	Fun House Chas. VanArsdale <i>Glad To Be With Michigan's Best</i>
Playland Arcade K. C. Ries <i>Second Season With the Best</i>	Parisian Follies French Casino F. W. Miller <i>Always Pleasing</i>	Krazy Kab Kompany S. A. Baker <i>With It and Contented</i>	Circus Sideshow Chas. H. Hodges <i>My Best Season</i>	Pony Ride Mr.-Mrs. R. A. Kelly and Family	THE RIDE BOYS <i>With It and for It. Rain or Shine.</i>
Silver Streak Harry Whalon Tom Brooks	Merry-Go-Round Addo Riker <i>Twin Ferris Wheels</i> Troy Scuggs	Tilt-A-Whirl Ted Arthur Spitfire Arl Krause	Rolloplane Lloyd French Octopus Earl Gerhart	Kiddie Autos Ernest Barger Miniature Train Dale Kelly	Compliments of Chas. A. Lenz <i>Showmen's Insurance Man</i>

We invite correspondence from outstanding attractions for our 1945 tour

fourth consecutive year as manager of the Gay New Yorkers. Ned Leo and wife, Dan, Walker and Lamer on the Coast. Scandals, left to join another show. Skid Skidmore's grind shows are clicking with their new banners and modernistic fronts. Lon Morton's wrestling bear, Teddy, is popular. Jack Neff is assisting Lon. Slim South, recently connected with the Sullivan concessions, resigned to manage his own interests here. Slim has all of his concessions booked with the shows. Mr. and Mrs. Sullivan and Slim and June a dinner in a local hotel in appreciation of their services the last six years.

MRS. JEWEL ROBINSON.

Prell's World Fair

Philadelphia. Week ended May 17. Location, 28th Street and Snyder Avenue. Auspices, American Legion Post. Business, good. Weather, fine.

After a fast move from Baltimore, Md., where shows had three weeks of exceptional business, organization broke in a new lot here. Although somewhat cramped for space, Manager S. E. Prell, assisted by Lot Superintendent Frank Sheppard, did a good job of laying out the shows. Lot is in the heart of residential district. Monday night opened to 3,000 paid admissions and all received their share of patronage, with the Monkey Speedway leading shows, and the Rolloplane, under direction of George Hahn, topping lists. Jack King, of Posing Show note, reports good results since assuming the management of the Garden of Eden Show, as does Jack Montague, who recently took charge of Streets of Shanghai. The Monkey Show received its new canvas here. B. H. Patrick, of The Billboard Philadelphia office, was among visitors. Ben Mottie's Midway Cafe continues popular and members of the Good Fellows Club have adopted Ben's Cookhouse as their official headquarters. E. Fairbanks Byron has been added and will handle special promotions in advance. George T. Chesnut is doing well as advertising agent. Bull Martin has his Athletic Show clicking. Major Jack Elliott's Watercade is well received, as are Cash and Gertie Miller's Palace of Miracles, Ten-in-One Slide Show, and the Congo Parade. Girl Revue. General Agent Charles M. Powell reports shows' 241 bookings are completed.

THOMAS W. RICE.

American United

East Bremerton, Wash. Week ended May 17. Auspices, American Legion Post. Business, fair. Weather, rain three days.

Shows moved here from South Tacoma and opened on Monday night to one of their largest crowds of the season so far. Tuesday night was good and despite chilly weather grosses climbed to a high mark. Wednesday and Thursday were off because of rain and extreme cold. Shows were rained out Friday. Attendance at Saturday's matinee was good as was that night's. Shows stayed over for Sunday, but business was poor and shows tore down early preparatory to their move to Shelton. While tearing down the Frisk Greater, John Max Snowbar was seriously injured when he was caught in one of the ropes on the bull wheel. He sustained a head injury and cuts about the face and will be on the sick list for some time.

South Tacoma, Wash. Week ended May 18. Auspices, American Legion Post. Business, fair. Weather, rain and cold.

Shows again proved their popularity in the larger crowd here. First four days of week were cold and rainy, but Friday and Saturday were ideal and shows chalked another winner. Saturday, Children's Matinee, was well attended and a big crowd was on the midway that night. All concessions did well. Rolloplane and Octopus are still leading the rides, while Johnnie Bauer's Girl Show continues to

top shows. Local committee co-operated. Jessie (Mother) Allin was honored guest at a party given her Saturday on the midway. She was given numerous gifts. A member of the Girl Show was seriously burned when her skirt caught fire. Her condition is reported as serious.

MRS. CHARLES B. MASON.

Frisk Greater

Mankato, Minn. Week ended May 17. Auspices, VFW. Business, good. Weather, fair.

Shows arrived in good time, which gave them a fair start Monday night. Everybody did fair business. Tilt-a-Whirl rides and the Midgets Show still tops shows. Mr. and Mrs. C. D. Davis joined with pitch-till-you-win; Mr. and Mrs. Cecil Horton came on with the Ferris Wheel. Mr. and Mrs. Herb Lurahs joined with hoop-la and photo gallery. Francis LaMay closed to go to her home in New York to take a job as stenographer.

Mason City, Ia. Week ended May 10. Auspices, Jr. Chamber of Commerce. Location, fairgrounds. Business, fair. Weather, high winds and cool nights.

Rides did good business here, with the Octopus leading. Shows and concessions did well.

JAMES P. CABLEY.

Pleasureland

Hazel Park, Mich. Week ended May 17. Location, corner Eight-Mile Road and Oakland Avenue. Business, good. Weather, fair.

This was shows' second location in Hazel Park, where they again played to big crowds when weather permitted. Rides, shows, and concessions did good business, with Leaping Lena ride again taking top honors. Ferris Wheel was second. Howard's Penny Arcade and Bill Winsome's cookhouse joined here, as did Winter's Snake Show and Dial's Girl, Mechanical, and two pit shows. Ray E. Myers, part owner and general agent, has a good route lined up. Mr. Hockett is staying back on the shows and has everything in good shape. Mrs. Mickey Hockett is secretary and treasurer. Mrs. Myers is expected to join soon. Ralph Barr ordered a new truck for his concessions, and show management purchased a new tractor and trailer and has installed a sound system with a central control and speakers on each ride. Diebert's bingo did well.

JACK RATERINE.

John R. Ward

Woodriner, Ill. Week ended May 24. Location, Second Street and Highway No. 67. Auspices, Moose Lodge. Business, good when weather permitted. Weather, variable.

Long move here was made in good time although many difficulties were encountered on route. All attractions opened Monday night. First three days gave good weather, but Thursday night's business was marred by high winds and rain. Friday and Saturday were cool, which hurt business tremendously. Committee co-operated and satisfactory business on the week was registered. Many visits were exchanged with the Sutton Shows in East Alton, Ill. Among visitors here were Charles T. Goes, Standard Chevrolet Company; John Francis, Francis Shows, and Francis Dean, Fulton Bag & Cotton Mills. Daily street parade, staged with the calliope, sound truck, and elephants, is creating much favorable comment and getting good results in patronage.

Milan, Tenn. Week ended May 17. Location, Moore Street. Auspices, Police Department. Business, good. Weather, ideal. Free gate.

Short haul out of Humboldt, Tenn., put shows in Milan, Tennessee's new boom town in record time and all attractions were up and ready for opening Monday noon. A new lot, only three blocks from the main business district, was broken in here and business was good. With a government shell-loading plant near by and the city overcrowded with workers, shows caught two big pay days which was about evenly distributed around the midway, the Minstrel Show topping shows, and the Tilt-a-Whirl leading rides. Thursday's business was marred by showers late at night, but ideal weather prevailed through the week. Pete Mattison, operator of the Illusion Show, is now managing the Hawaiian Night's Show. Manager and Mrs. Ward were frequent commuters to Memphis, where they purchased new canvas for the Athletic, Snake, and Monkey shows as well as stock for the office-operated concessions. Clarence Vigus, operator of the Frozen

Delight, has added neon and fluorescent lighting, which makes for a splendid appearance. Among visitors were Jim Rogers, Rogers & Powell Shows, and Mr. Hatch, Hatch Show Front Company.

CALVIN W. WRIGHT.

Gold Medal

Elkhart, Ind. Week ended May 24. Location, Lexington Avenue and Highway 20. Auspices, Moose Lodge. Business, good. Weather, excellent.

This stand proved a winner. The first meeting of the Sunshine Club was held here and 13 members were initiated into the Moose. Stanley Stettman's Thrill Show again topped the shows, Octopus and Kiddie Autos led rides. Barney Lamb's Underworld Show and Paul Belmont's Sex Show had big weeks. Concessions obtained good business, especially Bruce Duffy's candy floss, peanuts, and popcorn stands, and Bruce Seitz's Pineapple Whip. Mrs. Clyde Biles left for Milwaukee. Committee co-operated. Sunshine Club meeting in the Moose Hall Wednesday night was a success and drew 146 members. A vaudeville show and dancing was offered. The writer acted as president pro tem, and Whitey Richards was secretary-treasurer pro tem. Regular election will be held soon. Charles Lenz visited, as did John Bloom. Mr. and Mrs. Charles Sullivan purchased a car and house trailer. Paul Farris is doing well with his string of concessions. Frenchy Frenzel is handling the Motordrome front. Mr. and Mrs. Ackley celebrated their 28th wedding anniversary here. Don Pierson is spending his vacation on the shows with his mother, Mabel, manager of the Midway Cafe.

Legonsport, Ind. Week ended May 17. Location, old Southside Ball Park. Auspices, VFW Post. Business, fair. Weather, cold.

Weather hurt business here. Crime and Eten shows fronts were blown down Thursday night, but no one was injured. Little damage was done and fronts were repaired by Friday night. Stanley Stettman's Thrill Show topped that department. Taylor's Goat Rodeo and Monkey Circus and Sex and Underworld shows did well. Tilt-a-Whirl and Ferris Wheels ran neck and neck for top ride honors. Pierson's Midway Cafe is popular, as is Jimmy Jamison's free act.

HARRY E. WILSON.

Funland

Petersburg, Va. Week ended May 24. Location, Wyndham lot. Auspices, Central Labor Union and VFW Post. Business, none. Weather, fair and warm. Pay gate.

Location here, army maneuvers outside the county, and no pay days killed this spot although good co-operation was received from the local radio station, papers, and chairmen of both commi-

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Routes of bands, acts, vaude units, ice shows, repertoire-tent shows, dramatic and musical shows, circuses, and carnivals are carried in The Billboard free of charge. Get into the habit of sending us your route promptly. Send it to Route Editor, The Billboard, 25-27 Opera Place, Cincinnati, O. Routes reaching Cincinnati not later than Friday will appear in following week's issue.
Bands and acts playing indefinite engagements should let us know as soon as they leave a spot so that the listings can be kept up to date.

Selective Service Mail for These Men at The Billboard's Offices

CINCINNATI, May 31.—The following men have Selective Service mail at The Billboard's various offices. In some instances the mail consists of questionnaires and in others order number cards. The order numbers are given in parentheses where known. All of these men are requested to send forwarding addresses immediately:

CINCINNATI OFFICE, 25-27 OPERA PLACE

- Able, Ernest W.
Agrus, Wm. Robt.
Allen, Clarence
Amsherry, Paul N.
Anthony, John C.
Baillie, John Brown
Baker, Geo. L.
Barby, Stanley Jos.
Barrett, Lloyd
Beagle, Donald Owen
Beam, Henry Baker
Beaver, Clarence C.
Beggs, J. Francis
Bignony, Roger Emerson
Blader, Herman
Black, Bernard H.
Black, Henry L.
Blake, Deibert Sam
Blankenship, Walter
Boeker, Edw. Hal
Borvoid, Arthur Edw.
Bowden, Jos. Thomas
Brazell, Wm. David
Brennand, Travis Jos.
Bright, James Harvey J.
Brooks, John Andrew J.
Brown, Albert
Brown, Elmer O.
Brune, John Louis
Bryant, Alice Edw.
Bulswardt, Joseph Steve
Burch, Charleston C.
Burns, Saul
Butsell, John
Buttler, Edw. Willis
Buxton, Frank Roland
Byrd, Tony Albert
Cain, Wm. Richard
Caldwell, Joseph Chas.
Cargan, John
Carter, Andrew M.
Casillas, Casimero
Cassidena, Wm. Thomas
Chabouch, Virgil J.
Colander, John F.
Cole, Oregon H. (4206)
Coffey, Earl
Cull, John Jos.
Daniel, Norman L.
Daniels, Raymond
Darius, John C.
David, Fred Edw.
Davis, Robt. Lewis
DeBardelonde, Frederick J.
DeVore, Chester A.
Dialyve, Jos. Wm.
Dowdell, Clarence E.
Drake, Jos. Edward
Ducharme, Henry W.
Duncan, Louis Ossian
Dunson, Harvey Junior
Earis, Geo. Wesley
Elsworth, Frank J.
Egan, Francis George
Faircloth, Jackson G.
Farmer, Lewis Edw.
Fash, Jesse Lincolna
Faulstich, J. Herman
Pitpatrick, Fred Harold
Foster, Jack Mitchell
Fox, Hemie
Frank, Harley
Frigault, Albert L.
Gallimore, Clarence E.
Gardner, Andrew
Gardner, Homer E.
Garland, Robt. Clifford
Garner, Robert A.
Givoli, Simon
Goodwin, Wm. Fletcher
Grady, Frank Charles
Graham, Jack E.
Graham, P. W.
Grant, Harry Lee
Craves, Wm. Francis
Gray, Clifford
Grubin, Aldon H.
Grubin, Lewis
Grupp, James M.
Gruber, Edw. L.
Gustrik, Curtis A.
Hastrop, Elliott
Hayes, O. G. Mack
Hale, Chas. Walter
Hall, Weldon Cummings
Hambricht, Albert Clarence
Hammond, Carl J.
Hamrick, W. T.
Harris, Paul Wesley
Harris, Wm. Benton
Hart, Roy Curo
Hector, Frank
Henderson, Herman
Henderson, Frank
Henderson, Wm. Bruce
Hingst, Eugene W.
Honeyday, Frank Wm.
Henry, Chappie
Henzl, Robt. Lee
Heas, Chas. Howard
Hicks, Peter
Hines, Chas. Woodrow
Hirsch, Herman
Hochmuth, Enno R.
Hodges, Cecil Clay
Hoggin, Marvin A.
Hollingsworth, Howard H.
Honeycutt, Bertrac H.
Horton, Wentworth M.
Hoyt, William Omer
Ingersoll, Ned Wesley
Irvin, Veri Merle
Jackson, Joseph
Jacobs, Wesley LeRoy
Jensen, Ralph Palmer
John, Frank S.
Johnson, Jereel P.
Johnson, Morris
Johnson, Paul
Johnston, Edw. Noble
Jonas, Arthur Otto
Jones, Frederick William
Jones, John Wm.
Jones, Roger Lee
Kaler, Carroll
Kane, Joseph
Kantner, Stanley J.
Kees, Wm. Ransley J.
Kelly, John Lisbon
Kerry, Allan H.
Kerns, Richard David
Keg, James Jos.
Kittler, Leander Henry
Knight, Dallas C.
Labbell, Jos. Adraln
Lajore, Wm. Watison
Lambo, Frank A.
Lane, Harold Robinson
Lans, Clarence Roosevelt
Lansley, Benjamin Vernon
Lawson, Leonard Jesse
Leach, John Matthew
Leahy, Roosevelt
Lee, Edward
Lee, Joe Ellison
Lewin, Isaac Newton
Lingle, Harold Hugh
Longwith, Jas. Leslie
Lord, Jack Deibert
Lordway, John Miller
McDonald, Jas. Harrison
McKerrey, John
McLaughlin, Melvin Henry
McRoberts, Robt. C.
Maby, Eugene
Mackey, Chas. Lester
Mallery, Richard (164)
Maugle, Michael A.
Mayer, Almond Eugene
Mehmstetter, Jos. B.
Markovich, Louis J.
Markovic, Carl Burt
Marion, Reginald Douglas
Marshall, Sam
Mastick, Philip Francis
Mason, Ray Warren
Mason, Ralfo K.
Mathews, Robert P.
Mathews, James
Mepore, Mattio Joe.
Micall, James John
Miles, Chas. Miller
Miller, Harvey A.
Miller, John L.
Miller, Richard R.
Miller, Stanley
Mitchell, Alfred E.
Mitchell, Bob Dick
Montele, James T.
Moore, Thomas
Morley, Donald V.
Morris, James Millin
Morrison, Robert F.
Mrotchak, George Jerome
Munn, Bernard Rosby
Naugle, Michael Andy
Neisen, Ralph Jos.
Nixon, Ezra Frank
Norton, Ralph James
O'Brien, Michael
O'Casey, Patrick
O'Dann, Walter
Olson, James A.
Omaha, Mike
O'Neill, Jos. Patrick
Orneilas, Jos. Gomes
Ow, George (49)
Owens, Eugene Clyde
Painter, Robt. Stanley
Palmer, James
Parra, John Theo.
Patterson, James N.
Payne, Raymond Lee
Payne, Wm. Greer
Parron, Charles Thomas
Peterson, James
Pikul, Frank A.
Pomponetti, Anthony
Pompetti, A. B.
Porter, Earl C.
Ragalis, Jos. Katsmer
Ramsay, Wm. Ott.
Raymond, Nicholas P.
Recher, Percy Calvin
Rice, Claude Henry
Ristic, Louis
Rittow, Jas. Paul
Roche, Gerald H.
Rogers, Clem (13)
Roger, Raymond Arthur
Roger, Oley
Rosenblum, Charles Elmo
Saunders, Geo. Washington
Schalasky Jr., Joe
Schoonover, Harold Earl
Scott, Glenn Harold
Shannon, Bert
Shelton, Marvin
Shepherd, Sandy
Shields, James Lawrence
Shoe, Carl Murphy
Shugasta, Wyner Carl
Silman, Robt. Harrison
Simmons, Chas. Jos.
Skaggs, Guy Wm.
Slate, James J.
Slate, Eddie Robert
Smith, Frank Carl
Smith, Henry
Smith, Willie C.
Smith Jr., Geo. Edward
Smith, Thomas M.
Stacey, Michael J. (208)
Stanley, Steve
Stark, Mike
Stearns, Lloyd T.
Stewart, Jack Alex.
Stewart, Patrick David
Stewart, Vincent David
Stone, Jackson W.
Straton, Wm. H.
Streeter, Jas. W.
Sutton, Kenneth
Sylvan, James P.
Talmadge, Randolph S.
Taylor, Henry C.
Taylor, Howard Ray
Taylor, Jas. Howard
Taylor, Wm. Albert
Terry, Henry Carroll
Thomas, Napoleon Paul
Thompson, Roy Edwin
Thompson, Willis
Trinunar, Wm. Howard
Usher, Wm. Thomas
Vogtsaad, Kenneth
Walker, Jack
Wagstead, Nathan
Ward, Clyde Cornelius
Ward, Marlon Aloysius
Ward, Wm. P.
Wasburn Jr., Nelson
Washington, Joseph
Watts, Herman Hartwell
Webb, Wm. Howard Tait
West, Altona Boris
Western, William Franklin
Wheeler, Carl Frederick
White, Geo. Edward
Whitney, James John
Whyte, Clifford M.
Wilke, Thomas Jos.
Willard, Verne Clyde
Williams, Lewis Henry
Wilson, Alfred Jones
Wilson, Frank Leo
Wilson, Harry Jno.
Wilson, Merrill C.
Willard, Robert Lee
Zarinaska, Albert

tees. Assistant Manager Charles H. Sutton has recovered from illness. A supper was given Jerry Reynolds and Vern Marshall, who were married Thursday, by the showfolks and committee. Ken Davis, free act, continues popular. General Agent Herbert Wiggins is doing a good job. Second Agent Daniels joined here. Mose Jackson will work in the office. New lot superintendent is Jerry Reynolds. Rudy Keyser's Show is doing well. Mrs. Albert Beth and L. E. Heth framed two new stock stores. Mr. and Mrs. Cox's new cigarette hoop-in is popular, as is Dan Riley's Animal Show. Ken Davis plays the accordion on the Hollywood Revue.

Hopewell, Va. Week ended May 17. Business, none. Weather, ideal. Pay gate. Poor co-operation here. Ken Davis, free act, joined here.

TED C. TAYLOR.

Golden Belt

Marcelline, Mo. Week ended May 17. Location, streets. Auspices, American Legion Post Street Celebration. Business, good. Weather, fair.

Business opened slow here, but before week was over it proved okay. Sponsors co-operated. Joe Spaulding, agent for one of Tom Wolla's diggers, left with a set to join another show. Rachel Wells, Tom's wife, came in from Omaha, Neb., to assume charge of one of the digger sets for the rest of the season. Mrs. Lee Sullivan entertained many friends from Brookfield, Mo. Lee Sullivan returned from a successful Southern booking trip. New Funhouse was added here. Flossie Gemler's cookhouse was popular. Manager Zimdars replaced one of the old trucks with a new one. Princess Tiny attraction led the grind shows.

W. H. KELLY.

Art Lewis

Stratford, Conn. Week ended May 24. Location, Acorn Park. Auspices, Minute Men. Business, fair. Weather, rain Thursday and Friday nights, rest of week fair but cool.

Second week here produced fair patronage, but rain held attendance down on Thursday and Friday nights. Vanities show, with Charles Johnson doing the talking, led shows. Spitfire ride arrived and grossed top money, with the Rocket and Scooter running second. Joe Smith, Bridgeport, a close friend of Art Lewis, was on the lot nightly. Tie-up with a local store for a Children's Matinee, in which a bicycle was given away and 50,000 tickets were distributed, produced only fair results because of rain and high winds on Saturday. Howard Bryant is doing a swell job as talker on Cotton

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Foster, Herbert Cottrell
Hall, O. V. Mack
Hoyt, Leo
King, Lee Roy
Lester, Harry E.
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Miller, Maurice Everett
Morgan, Robert Lee
Noble, George Weas
Oliver, Clarence J.
Payne, Raymond Lee
Waters, William Leo
Sewell, Charles Merle
Shores, Edgar Ray
Terrell, Leroy
Tyree, Thomas Eugene
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Redmond, Harry
Redmond Jr., Wm. Henry
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Simon, William Albert
Frye, R.
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Willis, Gordon Liscom

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- Boinesau, Charles Bernard
Fersberg, Albert
Cerrudo, John James
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Davis, Edward John
Demery, Peter M.
Devaney, John Clinton
Doherty, Joseph A.
Dominion, Don
Lennett, Edward
Heber, John F.
Jackson, George Franklin
Kopen, Jay
Koprowski, Edward
Mussante, Earl Aloysius
Postak, William
Redmond Jr., Wm. Henry
Rokosa, Walter
Simon, William Albert
Frye, R.
Wells, Benjamin
Willis, Gordon Liscom
Talley, Clifford Burnell
Willis, Gordon Liscom

CHICAGO OFFICE, 155 NORTH CLARK STREET

- Ted Black
Dunston, Don
Johnson, Dan
Lessard, Russell P. B.

Club Revue. Morris Stokes, contracting agent, and his bilpoting crew did a good billing job here. Mrs. Morris Stokes is handling the advance publicity. Short Legs Gordon, concession agent, purchased a new car here, as did H. Barkow. Zula Claude is operating a concession for Eddie Delmont. Percy Moroney, secretary-treasurer, celebrated his birthday. Alden Potter Moroney is doing a capable job with the mail and The Billboards sales. Tillie Salaman handles the front gate ticket sales in good style. Kathryn Teuscher, with her two-headed baby and HI-Hat shows is getting her share of midway receipts. Louis Sage, who lives here, was a frequent visitor. Mr. and Mrs. Buddy Quackenbush's Snake Show is clicking. Lew DeFour and Frank (Doc) Shean visited, as did Johnny Klum and sons, Manny and Dave. Other visitors included Jimmy Quinn and Bill Kerr. Superior Court Judge James Murphy and family were entertained by Owner Lewis at a cookhouse luncheon.

ROY B. JONES.

L. J. Heth

Frankfort, Ky. Week ended May 24. Location, Meagher Showgrounds. Business, excellent. Weather, clear and hot.

Altho the city had been played by a similar organization, the town gave the shows an excellent week's work. Shows were day and dated again by Billroy's Comedians at this time they were set up on the same grounds and plenty of visiting was done by both organizations. Mr. and Mrs. Shorty Carl joined here. Frankfort was the last stand in Kentucky. Jimmy Davidson took delivery on a new car here. Harry Morria, manager Morris Troupe, visited with Bob Fisher's Six Fearless Flyers for a couple of days, and Cliff and Virginia Carpenter, of Motordrome note, visited Cliff Sr., who is Ocotopus foreman. Mr. and Mrs. Harry Kysor motored to Louisville, Ky. to meet their daughter, Carol, who was graduated from high school in Birmingham, Ala., recently. She has joined her parents for the season. Jerry Kohn, Fulton Bag & Cotton Mills, visited for a day.

H. B. SHIVE

O. C. Buck

Newburgh, N. Y. Week ended May 24th. Location, New Armory Field. Auspices, American Legion Post. Business, good. Weather, good.

With continued good weather, shows opened here to 1,700 more people than last year. Business held up thruout the week and crowds packed the midway nightly. Local radio stations gave shows a 30-second announcement every hour on the hour. Two 15-minute periods were given to performers, including Mike Porky Stone, Carlton Carlton, the Singing Cowboy, Bill Howland, and Doc Wilson. Clementine Coffey's Varieties led shows. Gangler's Circus did an exceptional business. Prince Denis and wife, of Circus Side Show, proved popular. Joe Falco, transportation manager, is bringing the trucks in way ahead of schedule. Winnie Sisto is suffering with an injured foot. Doc Wilson is doing a good job with the Hippodrome. Tom Heffernan and crew are doing good work. Lloyd Coffey is planning to remodel his cookhouse. Bill Owens, advertising agent, had town well billed.

LON RAMSDALE

Patrick's Greater

Pendleton, Ore. Week ended May 24. Location, 20th Street show lot. Auspices, American Legion Post. Business, good. Weather, excellent. Ten-cent gate.

Shows opened Tuesday night to good weather and a crowd of 3,000. Ross Keeler, who joined last week with his pony track, purchased Fritz Henkle's popcorn stand and added a candy food stand. Carl Sherman took delivery of a new photo gallery here and opened a good business. Mrs. Sherman and Phyllis Walker are working the front, with Doc Ashwell handling the darkroom. Ruby Ashwell has joined Tommy Bailey's Gilt Show. R. D. Utke reports his Pease Show, with the new platform set-up, is daily topping last season's take. Earl Richardson's cookhouse is doing well. Minkle Richardson is not working as cashier this season, but has a penny pitch on the midway instead. Opik Clark's enlarged bingo, with a large on all pacety, is doing well. Paint jobs on show fronts, trucks, and rides paid touched up here. Mr. and Mrs. Paul Beers were the week-end guests of Mr. and Mrs. Patrick. DANNY CONGON.

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Monkey Show. Have complete new outfit, consisting of 80x100 top, ten banners, lumino lights and all equipment. Penny Arcade, Athletic Show, Fat Show, any Pit or Platform Show. Will furnish outfits to reliable parties. Have Rolo Fun House, complete with sound system, for sale. Will sell exclusive on Frozen Custard at Altamont Fair. Now booking Concessions and Attractions for Fair season.

THOS. J. COLEMAN, Hartford, Conn., June 2-7

Annual BLUEGILL FESTIVAL HASTINGS, MICHIGAN, JUNE 27-28

Located on the Main Street and conducted by the Junior Chamber of Commerce. Can place legitimate Concessions of all kinds, including Corn Games. Also want about three Shows, including Girl Show. Mammoth Celebration to be held in the City Park of Corunna, Michigan, on July 2-3-4-5, to follow Hastings, Port Huron, Michigan, Blue Water Festival to follow Corunna. Address:

C. MURRAY

CARE OF W. C. WADE

289 ELMHURST, DETROIT, MICHIGAN

Endy Bros.

Linden, N. J. Week ended May 24. Location, Linden Dog Track. Business, fair. Weather, rain; high winds Friday and Saturday.

Bad weather, with high winds and rain the last two days, resulted in only fair business here. However, taking into consideration the heavy loss suffered by other shows playing this vicinity thru blow-downs, and the fact that no damage was experienced by this organization, the week was highly successful. Many visits were exchanged with members of the World of Mirth and Kaus Exposition Shows playing near by. Visitors included, E. E. Sugarman, Paul Ackerman, and Leonard Traube of The Billboard New York office. They were accompanied by Mr. and Mrs. Frank (Doc) Shean. Other visitors included Mrs. Arma N. Tucker, and Mrs. Lottie Sands and son, Walter. Dick Nuffer's Tropics makes a good appearance with all new canvas and stage and remains one of the top money shows along with Cleo Hoffman's Show and Elsie Wolf's French Casino. Sam Murphy, ride superintendent, was taken to a local hospital with a serious throat ailment Saturday night. He is resting well and on the road to recovery, however.

JOHN W. WILSON.

Texas Kidd

Anahuac, Tex. Week ended May 17. Business, good. Weather, good.

Stand here proved the biggest on the spring tour so far. Local rodeo drew big crowds nightly. One rider, a local boy, was severely injured when Red Light, bucking horse, threw him against an arena post. Mr. Runyon joined with fishpond and clothespin concessions. There are five music units and sound truck with it. Princess Edna has recovered from a slight cold. Several of the showfolk took in the rodeo at Beaumont, Tex., May 18, including Mr. and Mrs. Texas Kidd. Eddie A. Shea has had his high striker painted and it is doing well. Texas Kidd Jr. is back with the show, as are Mrs. Texas Kidd and daughter, Ruby. Ted Custer and Texas Kidd visited with Harvey Willard, of shows bearing his name, at Pelly, Tex.

H. B. ROWE.

Bailey Bros.

Cordell, Okla. Week ended May 17. Location, Selzer Barn Lot. Business, fair. Weather, good.

Move from Hinton, Okla., was made in good time and despite a muddy lot shows, rides, and concessions opened to good business Monday night. Aided by tractors shows got on the lot in good shape. New Acroplane Ride and Barrel of Fun are proving popular. General Agent and Concession Manager Dutch Dehner has concession row in the black despite the fact that shows have encountered much rain. Owner-Manager H. T. Freed took delivery on a new truck, and Lea Robinson and Corn Game Smith added new cars. Recent additions include Ralph Reed, secretary; Doc Moon, Monkey and Dog Show, and Rec Mechanical Show, operated by Roy Ellison.

DUTCH DESNER.

Arthur's Mighty American

Roseburg, Ore. Six days ended May 25. Location, depot lot. Auspices, L. L. L. Business, excellent. Weather, hot. Pay gate, 10 cents.

The United States Army, on its trek from Camp Lewis, Wash., to maneuvers on the William Hearst estate in Central California, camped over night here and greatly aided good business done during the stand. About 8,000 soldiers were stationed nightly in the city and entertained by the Roseburg Chamber of Commerce. Marquee attendance was shows' largest since their inception in Bakersfield, Calif., in February. Saturday night drew 4,500. Rides, shows, and concessions did business. Broadcasts were made daily over Station KRNR, and The Roseburg News was liberal with space. Circus, free act, was highly popular. Management played host to police, news, and radio officials during the week. Exceedingly warm weather prevailed thruout and matinee performances were gratifying. On Friday an after-the-show midnight picnic was arranged by the women members on the Umpqua River, with the personnel in attendance. The first award for the benefit of the Pacific Coast Showmen's Association and Ladies' Auxiliary was handled by Dolores Arthur. This will be a weekly feature. General Agent H. W. Campbell and Dale Petross returned from their booking tour of

Eastern Oregon. Women's Bowling Club held daily meetings, with Dolores Arthur and Patricia O'Brien winning the meet. George and Jessie Vanderhoof and Adolph Yoakum, of Coquille, Ore., visited. Al Fine made a hurried trip to Medford, Ore., on business. On the sick list were Bess Newman, Vance Horton, and the writer. All have recovered, however. Mrs. W. Schmidt and son, owners of the North Coast Shows, exhibiting in Cottage Grove, Ore., spent a day as the guests of Mr. and Mrs. Martin Arthur. Mr. and Mrs. Jack Dyke added a new top to their Penny Arcade. George Dixon and Della Lobe's Bobo Show reported good business, while the Double Circus Side Show, operated by George Conkling and Walter Garsline, led the midway. Mrs. Retha Butler spent a busy week as mistress of the marquee. Schotty Melton, of Corey's Circus, exhibiting in Marshfield, Ore., visited. Everett Butler and Manfred Stewart made a hurried trip to Marshfield on business.

WALTON DE PELLATON.

Jimmie Chanos

Sidney, O. Week ended May 24. Auspices, Greek War Relief. Business, fair. Weather, rains.

Business opened good here. In fact, it was the best of the season, but rain spoiled the nights. Mark Watkins joined with candy floss, candy apples, fishpond, and two ball games. John Moore's cook-house also joined. The Athletic and Girl shows are still doing their share of the business. Barney Spencer, formerly with Great Lakes Exposition Shows, joined to handle the Chairplane. Mrs. Wyatt came on with two Kiddie rides, photo gallery, and ball game. Mr. and Mrs. Cunningham joined with their concessions. Mrs. Red Mungler is handling Dave Sewell's hoop-la. Jack H. Nation has been getting out a program for the show and doing well with it. He also has the Side Show. Dave Sewell and his seven agents are doing well. Many friends and relatives have been visiting Mr. and Mrs. Nation. Shows are carrying 5 rides, 30 concessions, and 3 shows.

MRS. CHRISTINA NATION.

Lawrence Greater

Vandergrift, Pa. Week ended May 24. Location, Jackson Street showgrounds. Auspices, VFW. Business, good. Weather, sooms.

This week proved the best spot of the season so far. General Agent Bert Rosenberger picked a good location in the heart of the city. Rain Thursday marred a perfect week of weather. Top money honors went to Jim Hodges' Side Show, with Bill Woodall's Casino Beautiful holding its own. Whip took top money for rides. A recent arrival was Dr. Pierrer, who took over the Expose Show. Visitors included were Ted Miller and Joe Payne, Bantly's All-American Show. The writer visited Bantly's and J. J. Jones Exposition during the week. Sam Lawrence was host to over 100 orphans here. Sponsoring committee co-operated and local paper was liberal with space. Owner Lawrence made a flying trip to the Carolinas and was back on the lot in two days.

JOE MANNHEIMER.

DICK'S PARAMOUNT SHOWS WANT

Capable Talker for Monkey Circus. Kiddie Auto Ride. Will Book on liberal percentage or buy if in good condition; no junk. Experienced Ride Help capable of driving semis. Funhouse, Photo Gallery.

DICK GILSDORF

West Warwick, Rhode Island.

FISH CAR FOR SALE

7-1/2. Halfway Pullman Coach, used by State to transport live fish. Equipped with steamboat with 80 convertible tanks, toilet and lavatory; complete kitchen with range, icebox, sink, cupboard, etc.; dining room, two extra bunks. Steam heating system, DeLco 32 V. Light plant, line batteries, water and air storage tanks, GAINE & PARKS COMM., State House, Lincoln, Neb.

C. W. NAIL SHOWS

Want to join on nice—NEAT Bign. Working World Show. Ride Help on all sides. Strong Arms, Jumps, Cane Rack, Snow, Hoolier Rock, Hare, lots of Arkansas Celebrations. Win C. W. NAIL, Hope, Ark., June 1-7; Malsen 9-12.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., May 31.—Our first bulletin for year was mailed to the membership on May 28. Enclosed with it were one or more personnel membership listing sheets. Among other things, the bulletin points out that 1941 membership certificates have been previously forwarded to members in good standing and that 1941 personnel membership cards are available for distribution. It also points out that the association is still in a position to accommodate a few more members in the matter of visitations, and that we would appreciate it greatly if those members who are interested would notify us of their preferences as to when and where such visitations had. So far as possible we will try to honor these preferences.

We note from a recent issue of The Congressional Record that, particularly in Southern States, opposition is developing to any increase in the federal

gasoline tax. We have a lengthy article on the subject, setting forth arguments advanced by Alabama Highway Users' Conference for not increasing the federal gasoline rates as part of the defense program. Members interested can obtain this data upon request.

We note that Oetlin & Wilson Shows, one of our members, is again using weekly pictorial route cards, which have found favor in the past.

A few members have called on the association for information as to localities where there is government defense spending. As was pointed out some time ago, this information is available to members, and we encourage their inquiries.

We recently pointed out that it was called to our attention by one of the directors of the association, Harry Dunkel, that many non-member shows were under the impression that membership in the association was by invitation only. Accordingly, to dispel this misapprehension, we have undertaken to write a few non-member shows each week with the idea of making available to them pertinent information on the set-up and functions of the association, so that they may file applications for



A VOLUNTEER under the selective service act, Jimmie Conrell, carnival trouper, is now stationed with the 2d Battalion, 17th Infantry, Fort Bragg, Fayetteville, N. C. Jimmie formerly was assistant manager of the fishpond on World of Fun Shows for Joseph Steblar.

membership if they desire. During the past week such information was forwarded to Fred Allen Shows, Convention Shows, and M. & M. Shows.

PRYOR'S OHIO BOW

(Continued from page 29)

owned, except that operated by Halligan Johnson, which he calls the Whirl and which he and his son, Stacey, built in Miami last winter. Among visitors here was Mr. Morrison, secretary Braxton County Fair, Sutton, W. Va.

Personnel at opening included Jacob Pryor, manager; Mrs. Helen Pryor, secretary-treasurer; Colonel Broome, special agent; Pat Graham, billposter; William E. Ellis, lot superintendent; Van Cameron, electrician; F. Porter, sound car; H. E. Brooks, front gate. Miss Athleta is the free act.

Shows

Cap's Dog and Monkey Circus, with Mr. Cap inside; Mrs. Cap, tickets; Jack Cap, front. War Show, Punny Porter, owner; Punch and Judy, William Murdoch; R. K. Murdoch, front; Red Davis's Girl Show; China Town, Ralph Wahl, owner; Wimpy and Snookie Pennyland, E. W. Schapel, mechanic. Concessions: Cookhouse, Earl Burkette, owner; Mrs. Burkette, cashier; Pearl Morris, waitress. Mrs. Pryor, milk bottles and ball games, Margarite Burkette and Crip Ellis, agents. R. S. Mooney and daughter, Helen, photo gallery; Mrs. Pryor's bingo stand, Norman Anderson, manager; E. H. Broome, assistant; Mrs. Orville Miller, popcorn and candy apples; Bobbie Ferguson, assistant; Punny Porter's penny pitch, Oscar Allen, agent; Punny Porter's cane rack, Van Cameron, penny pitch; Betty Franklinton and Charles Gillen, agents. Mr. and Mrs. Brown E. Miller, long-range gallery; J. C. Ward, duck cork gallery; Mrs. Louis Morgan, palmistry booth; Norman Anderson and E. H. Broome, high striker, Louis Morgan, agent.

Orville Miller, fishpond; O. Mulligan, agent. Mrs. Van Cameron, palmistry booth; Heavy Anderson, string game; Walter and Teddy Cole, duckpond, pitch-till-you-win, rat game, and hoopla. Moses and Mosses, frozen custard. Rides: Ferris Wheel, Ralph Byery, foreman; Dad, second man; Mrs. Clair Miller, tickets. Chairplane, Vernon Jones, foreman; Carl Shively, second man and tickets. Whirl, Halligan Johnson, owner; Stacey Johnson, foreman; Mrs. Johnson, tickets. Kiddie Auto, Clair Miller, foreman; Robert Graham, tickets and second man.

BALLYHOO BROS.

(Continued from page 29)

customers, the office thought it best not to throw out any stock on the concessions and by so doing save the players many dollars in duties on merchandise, should they take it to Canada.

Things were going along nicely until Thursday night, when the owner of the island discovered our presence there. With him came his counselors. One was a barrister from Canada and the other a mouthpiece from U. S. It was then that we learned there was no difference in legal procedure, only a difference in titles. Knowing the law regarding squatters' rights, the boss insisted on be-

ing given a 72-hour evacuation notice with a Sunday night limit. Following that, beef came another pertaining to our house trailers invading a patch of sweet corn. Again we stood upon our rights and cited an old almost-forgotten law whereby travelers were entitled to the first seven rows.

Friday morning found the patriarch at the office, heatedly demanding payment for chickens confiscated on the island road. Again a murky old law was cited to the effect that when in the yard a chicken was a fowl but on the highway it was a pheasant. At dusk we still had 48 hours to go before the deadline. Saturday afternoon, because of lack of children, a matinee was called off. Saturday night, however, both governments arrived for license and ticket taxes. Again we didn't know whether State or provincial, or whether U. S. or Canadian, so the bosses, with 36 hours yet to go, decided to evacuate, which very much resembled Custer's Last Stand. Lem Trucklow claims it wasn't the midway, but that the natives resented our crowding of their folkways. MAJOR PRIVILEGE.

WITH THE LADIES

(Continued from page 29)

St. Louis one day and Viola took me to the Maryland Hotel to call on Bob Hancock, who is here recovering from a broken leg. Altho his leg is still in a cast, Bob hopes to return to the road this year. Grace Goss came over from East St. Louis several times, but she's suffering from a cold, so she must take her visiting a little easy this spring. Norma Lang had her trailer full most of the week with visitors, but found time to entertain the visiting showfolk.

Goodman Wonder Shows were on one of the St. Louis lots and we arrived in time to go with Max Goodman to inspect the new private car the Goodmans will call home this summer. It was formerly the private car of the Harrisons and has lost none of its beauty or usefulness in the changes the Goodmans have made in it. There are three good-sized bedrooms in the car, with full-sized beds and furnishings. The kitchen is large enough for a breakfast nook and the modern kitchen appliances. There's a man's room and a large dining room and living room. Mrs. Goodman has made the car not only a comfortable homelike place to live, but there is a general feeling of luxury and magnificence about the thick carpets, easy chairs, and restful decorations. Mr. and Mrs. Jim Taylor are on the shows with their new popcorn stand and they took me to the cookhouse and to the cars to see a tiny new colt. They also took me around the show while I waited for Abner.

We drove to Centralia, Ill., the night of May 9 to see Hattie and Al Wagner and the Great Lakes Exposition Shows. Shows are newly painted and look fine. Hattie took me on a tour of the shows and to see Margaret Haney, who has the Penny Arcade. Hattie has a special-built trailer that is the office and home of the Wagners. Hattie has a new car and will leave soon for Russell's Point, O., where the Wagners have an interest at Sandy Beach Park. Mrs. Louis Margolis has charge of the front gate. The Mound City Shows, owned by Charles Oliver, was on another St. Louis lot and we visited with Oliver on a Monday. Shows were just setting up, but looking for a good week if weather permitted. En route home we stopped off at Moberly, Mo., for a few hours and we were both reminded that Moberly was the place Abner joined the Patterson Shows with a Merry-Go-Round about 28 years ago.

At Richmond, Mo., we found the Sunset Amusement Company open for a good Saturday night. After a short visit with Mr. and Mrs. Garman, owners, we moved to Kansas City, Mo., where the Al Baysinger Shows were open and doing well. Lefty and Ellis White have the cookhouse on the show and it was the meeting place for visiting showfolk. We saw Ruth Ann and Chester Levin, Bud and Art Braner, and many others. The Francis rides were on the fairgrounds at Boise, Idaho, and we stopped for a while, but missed Francis and the Berry Masons as they were visiting. We also Greater Shows at Nampa, Idaho. We stopped there and I had the pleasure of meeting Mrs. Patrick, who takes an active part in the show. We were gone two weeks from Salem and traveled 5,000 miles and visited 15 shows. We will take time out to take part in the local horse show and then get ready for a trip later this summer.

American Legion Spring Festival

BEECH GROVE, INDIANA, MAIN STREETS—JUNE 9-14 INCLUSIVE

Can use legitimate Concessions of all kinds, including Eating, Drinking and Ice Cream privileges. Will also book some good clean entertaining Shows. Independent celebration, not a carnival. Address inquiries

The F. E. Gooding Amusement Co.

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ART LEWIS SHOWS, INC.

15 . . . OUTSTANDING FAIRS . . . 15

STARTING JULY 28

Will place strictly legitimate Concessions—Phonograph, Scavenger, High Striker, Guess Your Age, etc. Especially interested in booking Glass House, Illusion Show, Fat Show and Midget Show, or any other not conflicting. Will buy any Kiddie Ride with exception of Autos. Write all details. FOR SALE—One Khaki 4x20 Tent, in good condition, may be seen on the show. Slide Help and Working Men, address H. INGRAM, Supt. Can place other Foremen for Chairplane, Working Men for Concessions and Shows. Also Ferris Wheel Foreman, Wm. Daniels, wins. All others: ART LEWIS, Gen. Mgr., Brockton, Mass., June 2-27 Lynn, Mass., June 9-14.



LISTS FOR SALE

- 1,600 1941 Fair Dates, includes name of Secretary
- 862 Cities allocated \$100,000 or more Defense Contracts
- 302 U. S. Army Camps
- 95 U. S. Naval Bases
- 300 Conventions
- 114 Coming Events (next five weeks)
- 51 July 4th Celebrations
- 25 Dog Shows
- 24 Frontier Contests
- 450 Orchestras
- 400 Acts, Units, and Attractions
- 200 Carnivals
- 16 Circuses

The above lists if ordered from a list broker would cost more than \$50. List brokers use The Billboard lists as a basis in compiling similar lists. All of the above lists and more were published in the May 31 List Number. Mail 15c in stamps or coin for a copy.

THE BILLBOARD

25 Opera Place, Cincinnati, Ohio

Enclosed is 15c in coin or stamps for which please mail me one copy of the BIG May 31 "Defense" List Number.

Name.....
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Bazinet Registers In Minn.; Staff, Roster Announced

WINONA, Minn., May 31.—Aided by good weather, Bazinet Shows wound up a week's stand at East End Ball Park here last Saturday, under PNA auspices, to excellent business. Shows came in after working for four weeks of successful business in the Twin Cities. Remodeled midway is larger than last year's and is presenting a number of new and attractive features. Several new trucks to transport equipment were purchased recently and the midway and truck have been equipped with a new amplifying system and is attracting considerable attention.

Cliff Patton has enlarged his Ten-in-One Show and added a new top and the Life Show is sporting an attractive front. Show is under direction of Jerry McAllister. Glee-que Revue, under management of Eddie Ferreri, boasts a new front and inside scenery, and makes an attractive addition. All rides have been repainted and each has a new front featuring attractive color schemes. Top rides here were the Octopus and Tilt-a-Whirl, with Cliff Patton's Ten-in-One leading shows. Bingo and cockhouse also got their share. A 15-minute program, heard daily over Station KWNO, and made up of showfolk, helped shows' draw. Line-up has William Bazinet, president; Dwight J. Bazinet, secretary-general manager; Lowell Bazinet, treasurer-general representative; S. E. Henry Jr., assistant secretary; Jim Baldwin, electrician; Aldeide Popin, transportation superintendent; Jack Galluppo, press representative.

Rides

Merry-Go-Round, Bernice Crisman, foreman; Clarence Krause, second man; William Wilson, tickets; Ferris Wheel, Bernie Bekkemper, foreman; Bernard Curtright, second man; Tilt-a-Whirl, Morris J. Sommer, foreman; Fred Nestor, second man; Pay McDonald, Octopus, Elmer Johnson, foreman; Ole Pesterberg, Kiddle Rides, Harry Olson, foreman. Loop-o-Plane, David Collins, foreman. Sky Ride, Frank Orsham, foreman. Ticket sellers: Ferris Wheel, Mrs. Mary Baldwin; Kiddle Rides, Mrs. Baldwin; Tilt-a-Whirl, Mrs. Lavine Crisman; Merry-Go-Round, William Bazinet; Octopus, D. J. LaFond; Loop-o-Plane, Henry Fischer.

Concessions

Ball Game No. 1, Jean Loudon, agent; Ball Game No. 2, Babe Olson, agent; cockhouse, Mrs. A. T. Revard, cashier; Soda, Jenkins, matre de hotel; Bob Loudon, tables; Clyde Sprung and Slim Owens, counter man; Seals, Bill Cropper; hoop-la, Mrs. Bill Murray; clothes, A. Johnson; penny pitch, Paul Warren; popcorn, Tex Rollins; photo gallery, Ed Rollins; pan game, Fred Sorenson; percentage, Mrs. June Bazinet; bingo, Buck Milner, manager-caller; Mrs. Marie Sorenson, checker; Marvin Steel and Ray Ferrera, agents; bottles, Bill McDonald; dart game, Slim Peterson; watch-la, Leo Mager, Henry Fischer, carpenter; D. J. LaFond, painter; Darrell LaFond, watchman.

Cliff Patton's World's Fair, James Young, man with the asbestos skin; Lady Marie, tattooed lady; Miss Electro, electric chair; Long Drink, giant; Uncle Ezra, man from Arkansas; Musical Crawlers, Swiss bell ringers; George Barnes, magician and lecturer; Marie Patton, human target; Eddie Evans, knife thrower and show artist; London Punch and Jody; Paula, singer; Mrs. James Young, rock; David Lewis and Ed McDermott, tickets; Cliff Patton, talker.

STRATES CLICKS

(Continued from page 29)

Strates added another Ferris Wheel, which will be placed alongside the other two, with Emanuel Zocchini, human target, attempting to clear all three in his new free act presentation. Details of the New York State Fair, Syracuse, and York (Pa.) Fair visited and complimented management on shows' growth.

With the addition of the new Ferris Wheel and Mrs. Morten's Spitfire, shows will have two major rides and three Kiddle Rides. Anotomorph, was added to the Lion Motorhome, and Ferrer's Spectra is now working a group of three, featuring Betty, lioness, in the racing car on the straight wall. Mike Olsen, trainmaster and transportation superintendent, is getting the train in and out on time. Mario Zocchini and Vic Sum-

Los Angeles

LOS ANGELES, May 31.—With shows now hitting the road after playing this sector, there are few carnival folk in the city. Steffens Superior Shows played the second annual Dairyland Jubilesta in Norwalk last week and a few of the members visited the clubrooms of the Pacific Coast Showmen's Association. J. Ed Brown left Gilman's Hot Springs and is living at the Elks' Club here. Maxie Miller reports good business at Mission Beach, San Diego. Town is bustling with defense activities and plenty of money is in circulation. Monte D. Morgan has concessions on the West Coast Circus Shows this season. Mr. and Mrs. Elmer Howard, former owners of kiddie rides at Palms Park, N. J., are still working on the Metro-Goldwyn-Mayer lot, Culver City. Their daughter, Miriam, is a stand-in for Mary Beth Hughes at the studio. Jack Hinds, also a former outdoor showman, is at MGM. Edward C. Martin is living in Venice, Calif. I. B. McCoy, talker at Zorima Gardens, New York World's Fair, is with the John Ward attractions at Ocean Park pier. E. M. Foley, one of the founders of the Foley & Burk Shows, is retired and living in San Francisco.

Ben Dobbert is manager of Craft's Golden State Shows. Philip Darling Jr. is with the 102 Radio Maintenance Division, Camp Ord, Calif. Bert Fisher has his Monkey Show on tour. Al Fisher is with the Huggins Model Shows. Raymond Bell is operating kiddie rides in the Los Angeles area for Tom Hughes. Frank Babcock, Frank Babcock Shows, visited the city recently. Gerald Mackey is in the army. Max and Marion Marx are framing a dog and pond here. Mark Kirkendall is taking life easy at his home on San Fernando Boulevard. Ed Walsh is having his Bristol Hotel, local rendezvous for outdoor showmen, repainted.

Ernest Fitzgerald, formerly of Foley & Burk Shows, is located in Oakland, Calif. Richard Ryber is taking things easy at Long Beach, Calif. Charles Nelson has recovered from the foot injury sustained when he dropped a concrete slab on it. William and Frank Measins are in San Francisco. Recent visitors to the PCSA clubrooms included Frank C. Maguire, W. E. Albright, Pink Louis, Jimmie Burket, Marion Skinner, Mildred Winslow, Joe Weber, Sam Anderson, Tom Smith, and June and Essie D'Osta.

ELLMAN ENLARGES

(Continued from page 29)

J. J. Poehn, agents. Fred Walters, two nice ball games; Pee Wee Harlow and Otto Voghles, agents. Mr. and Mrs. Harry Kirby, cockhouse. Roale's Blue Bird Cafe, Frank Schlozantek, Bill and Mary Ludington and Mr. and Mrs. Kirby. Mr. and Mrs. Mickey Stork, Penny Arcade. Percy George, Leon Wolcott, and Arthur Seibert, assistants. Harold J. Dittmer, corn game; E. J. Curtis, Johnnie Ault, and Ted Augustin, agents.

Shows

Snakes, owned by Fred Phelps; Cal Lambertson, Miniature City; Mr. and Mrs. Burns, girl in the goldfish bowl; Mr. and Mrs. Dave Prescott, Monkey Show; Mr. and Mrs. Clara Radkie, Athletic Show.

Rides: Kiddle ride, June Peoples, owner; Mr. Schulz, operator. Boloplane, Henry Elman, owner; Paul Turner, foreman; Ruth Elman, cashier. Tilt-a-Whirl, Harris Mark, foreman; Fritz Draeger, second man. Ferris Wheel, Tety Gots, foreman; Joe Grimillion, second man; Merry-Go-Round, Marvin Branson, foreman; Jack Madison and Gordon Humphries, helpers. Pony, Chuck Panachek, owner; Mrs. Paul Turner, tickets; Mr. and Mrs. James Kalden, little Hiawatha. Al Miller, Chairplane. Mr. and Mrs. Elsworth Porr are with it. He is handling the wire for the shows. Lyle Allen has a new Funhouse.

mers are getting 100 per cent efficiency in the electrical department. Arthur Walsh is rebuilding and redecorating his two rides and modernizing his Penny Arcade front.

Al Tomah's Side Show is giving Charles Taylor's Harlem Revue a run for top money. Joe Sciottino is doing a good job as manager of the Vanities. Bill Brown's Rocket is topping rides. The Midget Show, featuring Royce's Family of Midgets, an office attraction, is getting its share of business. Alvin Blackmon's Boomerang has a new top. Charles Bernard is in charge of the six light towers. Sol Solsburg is free act announcer.

Steffens Superior Chalks Up Winner At Norwalk Stand

NORWALK, Calif., May 31.—Steffens Superior Shows closed a successful seven-day run here last Saturday in connection with the second annual Dairyland Jubilesta which attracted about 15,000. Event, staged under the direction of Ralph Losey, was sponsored by the Chamber of Commerce and featured bicycle races, parade, and rodeo. Click midway attractions were the six rides, with Loop-o-Plane and Merry-Go-Round getting the biggest play. Pneumatic machine guns also did big business. Show line-up includes Carl H. Steffens, owner-manager; Viola Steffens, cashier; bookkeeper; Bert Bedwell, Clyde Caranhan and Bill Howry, Merry-Go-Round; Eddie Odle, Ferris Wheel; N. D. Eller and Charles Wason, Mix-Up; Raymond Thornton, Joe Garner, Loop-o-Plane; Hex Bingham, Edward Geach, Auto Ride; John H. Howard, Virgil Posey, and Albert Budgett, electrician, Whip.

Mrs. Eva P. Rockwell has 14 concessions and her agents include Mrs. Constance Grieves, penny pitch; Mrs. L. Payne, assisted by Eddie Make, photo gallery; Harry Corsack, bottle game; Lester Charles Payne, assisted by Andy Karkovski, machine guns; Joe Gelb, slingshot; Harry Stone, cat rack; Jack Gasway, cork gallery; Mrs. Gasway, string store; Mr. and Mrs. Degarzo, balloon store; Mr. and Mrs. McKesson, assisted by Donald Claus, cockhouse; Douglas Houtaling, novelties; Jack Douglas, jewelry; Charles Hout and Blossom Tipton, popcorn and candy apple; Mr. and Mrs. Gorman, penny arcade; Ruth Kelly, arcade; Buddy Kelly, Hi Striker, and Mrs. Ralph Losey, general agent. Visitors included Lou Johnson, secretary Pacific Coast Showmen's Association, and Sam Abbott, The Bill-

Pacific Northwest Boom Aids Huggins' Model Biz

ALBANY, Ore., May 31.—Huggins' Model Shows, now in the seventh week of their 1941 trek, have been working to make an satisfactory business in the boom section of the rich Pacific Northwest. Secretary Tom J. Myers reported upon show's arrival here Monday for a week's stand. This year is show's first on the road since the death of W. C. (Spike) Huggins. His widow is managing the organization, aided by Dee Newland and a capable staff of assistants.

Tom Nesbitt has a well-patronized cockhouse and C. Lindsey's Girl Show is clicking. Wayne Endicott, Arthur Smith, E. J. Mortensen, and Eddie Knickerbocker are keeping the 43 trucks rolling and getting the shows on and off the lot in good style. John Ruhl's Flea Circus is popular, as are the Circus Side Show, Lee Maddox's Athletic Show, and Congo Village.

Recent visitors include Charley Albright, Foley & Burk Shows; Everett W. (George) Roe, Corey Shows, and Hort Campbell, Arthur's Mighty American Shows. Fearless Greggs are presenting the free act.

Roster includes: Rides—Heyday, Alex Getz, foreman; Radna W. Rettig, Tom Anderson, and William Pritchett, Merry-Go-Round, Eddie Flynt, foreman; Frank Callahan and Louis Langdon, assistants; Ferris Wheel, Albert Brown, foreman; Joseph Manning, assistant; Lindy Loop, Jena Christensen, foreman; Floyd Brady, assistant. Loop-o-Plane, Ray O'Dell, foreman; M. L. Call, assistant. Recruit Camp, G. R. Corey, foreman; Ralph McKenzie, assistant; Gee Whiz, Fred Cook, foreman; Walter Eastman, assistant.

Glamour Girls, Red Lindsey, manager and talker; Edna Palmer, singer and dancer; Mickey Ryan, South Sea Island, Babe Curry, Oriental, Sheila Ryan, Skippy Curtis, Mary Layton, Maxine Panworthy, Hugh Scott, J. Leonard; John Clark, canvas, electrician, and sound technician.

Staff: Vincent Harris, electrician; Mrs. J. Christensen, May Rettig, and Abe Curry, cashiers; Paul Becker, Ray Tullis, Arthur Smith, and Dick Polk, gate attendants; Fred Hansen, carpenter; Hy W. Tobin, painter; E. J. Mortensen, chief mechanic; Eddie Knickerbocker, assistant; Everett Watchman, bookkeeper; R. T. McMillan, sound car; Wayne Endicott, general superintendent; Dee Newland, manager; Tom J. Myers, agent; Mrs. Frank Huggins, owner; Al Fisher, general agent; The Fearless Greggs, including Mr. and Mrs. Fred O. Gregy, Howard R. Huggins and Edmund Howard, are the free act. Shows carries 20 concessions and are transported on 40 trucks and trailers.

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DIRECT POSITIVE SUPPLIES

Prepare for advancing prices by ordering NOW the material you'll need for months to come! We have all sizes of D-P paper in stock . . . for immediate delivery . . . and at prices whose lowness can't be equalled.

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Dept. B51 Rochester, N. Y.

USED TENT BARGAIN

You better grab this removal sale bargain right now. Wire your order today & play safe.

No. 9-300—20x60 Hip and Gable End Tent, made in three pieces to lace together, push pole style, covered every three widths, material in top 10-30 set. Tan Waterproofed, treated red and blue trim on the inside. Stowed in 12' high, made of 8' x 7' Waterproofed High Tensile. Trimmed on the inside in red. Tent is in servicable condition. Price for use

95.00

BAKER-LOCKWOOD

603 Hardesty, Kansas City, Mo.

Evangeline Shows Want

Palms, String Game, Watch La, Hoop La, Case Rack, Post Office, Fish Pond, Country Store, Knife Rack, Lead Gallery, Clayette Gallery, Bowling Alley, Corn Game, Dart, Bumper, Hot Striker, Milk Bottles, Hot Hack, Ice Cream, Snow Cone, Candy Floss, Candy Apple, Frenchie, Custard, small Grid Shows with or without cones, Penny Arcade, Vase Agents for Switzer, Hot Snow, Jewelry Shows, that will give Percentage open. Post Barn, La., week June 2-7; Sunset, La., week June 9-14.

C. R. LEGGETT, MGR.

WANTED

FIRST CLASS MEDIUM COCKHOUSE, join immediately or by June 23. Must be clean, easy to show people. Concessions that work for stock. Independent Shows with own outfit. Good opening for good Side Show, Monkey Show, Imitation. No Girl, Sex or Dogs wanted. Riders: Kiddle Autos, Four Truck, Miniature Train.

Crescent Amusement Co.

Edenton, N. C., this wk.; Williamston, N. C., next F. S.; John Kelly, answered your wire; write again.

WANTED

INDEPENDENT SHOWS

60th ANNUAL CARO FAIR

AUG. 15-22

Write CARL F. MANTEY, Sec., Caro, Mich. Attends-co \$5.00

RIDE HELP WANTED

Foreman for Ginners, Chairplane, Octopus, Loop, 10x100 week. One Year's Advance, 10x100, Paid 10x100 week. No brass—come on.

SECCAIUM PARK RIDES

BUYRUS, OHIO

WANTED

Foreman wanted for Whip and Chairplane, also Grab Joke and Trick Walk. Can use Agents for Grand Shows. Address:

ISLAND MANOR SHOW

128 Franklin St. Elmont, L. I., N. Y.

WANTED

Agent for Country Store to join at Madison, Wis. Write

R. W. ROCCO

Caro Goodman Wonder Shows Madison, Wis.

BYERS BROS.' SHOWS

Want large Cockhouse to join at once. Prolong in tickets. This unit has sixteen bona fide Fairs and Celebrations under contract. Route on request to legitimate Concessions and non-conflicting Independent Showmen. CARL W. BYERS, Co-Owner-Manager, La. Plaza, Missouri, week June 2nd.

JAYDEE THE GREAT

World's Highest and Only Act of
Its Type—Aping the Apes
Atop High Tropozes
**SEE INSIDE FRONT
COVER FOR MORE
DETAILS**

Big Annual

LABOR DAY CELEBRATION

Aus. Vincennes, Indiana

CENTRAL LABOR UNION

Wants Big Clean Carnival Week of
September 1, or Just for Labor Day.
Can use three or four FREE ACTS.

Address: B. FRANK YOCUM, Secy.
Labor Day Celebration Comm.
414 N. 2nd St. Vincennes, Ind.

WANTED

Acts, Concessions, Shows

JULY 4TH—DAY AND NIGHT
Canfield Fairgrounds, Youngstown, Ohio
**MOTORCYCLE RACES and SHAM
BATTLE**

Sponsored by American Legion
Address: A. R. ALTMAN, Legion Headquarters,
Ohio Hotel, Youngstown, Ohio

WANTED RIDES

for American Legion

4th of July Celebration

Rides last year grossed more than \$1,000.
We entertain 20,000 people with military
parade, school band concert, fireworks. All
concessions operated by Murbach-Seifert
Fest. Write
WM. DONNELLY, R.F.D. 2, Swanton, Ohio

WANTED

A Grand Carnival or Shows, Rides, Concessions for 3d Annual Soldiers' & Sailors' Reunion

Villa Grove, Ill., July 1st to 6th, Inclusive.
Sponsored by Veterans of Foreign Wars,
J. E. GIER, Sec., Box 84, Villa Grove, Ill.

WANTED

FREE ACTS, RIDES, CONCESSIONS

Central Pennsylvania's largest Labor Celebration.
One Day—Sunday, July 27th, 400,000 show.
Contact: Treasurer, Getzin, Milton, Penna.
**CAN USE FOUR GOOD PHONE MEN
WIRE IMMEDIATELY**

WANTED FOR FIREMEN'S CARNIVAL

June 30th to July 5th, Inclusive.
Free Acts, Grand Shows, Concessions, etc. Write
CHARLES A. ELLIS, Montgomery, Penna.

FOURTH OF JULY CELEBRATION

At Floodwood, Minnesota
Expect 2000 people for each of these days,
4th to 6th.
We want Rides, Merry-Go-Rounds and other Amuse-
ments. Write to
FLOODWOOD CIVIC CLUB
Robert P. Harris, Chairman, Floodwood, Minn.

WANTED FOR

4th of July Celebration

Sponsored by American Legion Post #148,
SHOWS AND CONCESSIONS.
Two days, the 4th and 5th.
Write BOX 221, SAVANNA, ILL.

WANTED LARGE CARNIVAL

Later Part of June
Fuentes Eador, Drill Team, Brazil, Ind.
Contact VESTAL HADLEY, 218 N. Colfax St.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25 Opera Place, Cincinnati, O.)

Chi Janitors Will Present Huge Show on Soldier Field

CHICAGO, May 31.—Chicago Fiat Janitors' Union is to stage a huge Americanism show on Soldier Field. Sam J. Levy, Barnes-Carruthers Fair Booking Association, has the contract for the show.

Feature attractions will be Father Flanagan, of Boys' Town, who will deliver an address, and Gladys Swarthout, famous singer. In addition more than two score of acts will be presented and the show will conclude with a fireworks display furnished by Thearle-Duffield.

CW Booked for N. Y. Date

HORNELL, N. Y., May 31.—Cetin & Wilson Shows has been booked as mid-way attraction for the five-day Merchants and Farmers' Exposition here under auspices of the American Legion Drum Corps and Board of Trade, said General Chairman George L. Litchard. It will be the first event of its kind held here in 12 years. There will be farmers', merchants', and 4-H Club exhibits; parades, contests, and fireworks. Senator James M. Mead has been invited to speak. State Deputy Granger Jamison has accepted the general superintendency of the event.

Shorts

R. H. WADE rides and several Larry Falcon concessions will be at the three-day East Palestine (O.) Street Fair under American Legion Post auspices.

THIRD annual Sandusky (O.) Grape Festival, sponsored by the Junior Chamber of Commerce, will have an enlarged midway and contests.

MILWAUKEE purchasing board has let a contract for 18 July 4 exhibits to Illinois Fireworks Display Company for \$4,832.22. There will be 16 aerial and two ground shows.

THOMPSON Brothers' rides have been booked for six-day Martinsburg (Pa.) Old Home Week Celebration under sponsorship of Memorial Park Association, reported Chairman J. N. Hartman.

PROGRAM of rides, shows, concessions, and free acts is planned for seven-day I Am an American Celebration in Boston under auspices of the State-Wide Yankee Division Club, reported Edward Conner, free act committee chairman. Proceeds will be used for de-

RUSSELL BROS.

(Continued from page 47)
acquaintances were Terrel Jacobs, Ella Hodgins, Louise Young, Fred Young, the Suckling Ford Smiths, Earl and Nellie McClain, Babe and Carl Soltz, Anna Knight, the Rhinehart family, Aerial Lakes, Mr. and Mrs. Ray Marsh Brydon, Nick and Dorothy Carter, and several of the Hagenbeck-Wallace quarters. Following the night performance several enjoyed delicious steak dinners at Nick Carter's Steak House near Peru. Those partaking were Dick Brandon, Lou Walton, Elizabeth Clarke, Mr. and Mrs. Buck Owens, and Bill and Edna Antes.

Steve and Vera Fanning joined the show at Rockford, Ill., and the latter is doing single trap and web numbers in the big top.

Babe, Les, and Dad Hutchinson, formerly with the Russell organization, visited at Keokuk, Ill. They are now associated with the Deo Lang Shows.

Among those seen on the lot in Beloit, Wis., were Jonate and Walter Gollmar, Mr. and Mrs. Glenn G. Magee and daughter, Shirley; Mr. and Mrs. Phil D. Pearall and two sons, R. M. and Elizabeth Antes, and Mr. and Mrs. R. J. Antes and family, all guests of Bill and Edna Antes.

Mr. and Mrs. Bob Clark, Joliet, Ill., ardent circus fans, visited the show for several days when it was exhibiting in that locality. Mrs. Clark appeared in the speed daily on the head of an elephant.

sense work. Among exhibits will be an anti-aircraft searchlight display. Lee Downey is general manager and Edward O'Brien is chairman of the concession committee.

OVER 4,000 attended the Oakloah (Wis.) Home Show on May 22-25 in Winnebago County garage. Entertainment included Harry Voss's orchestra, Yonson Brothers, Four Notes, King's Dancers, and Earl Kemp's music.

PROGRAM of Barnes-Carruthers acts and an elaborate Thearle-Duffield fireworks display have been contracted for Algona (Ia.) Independence Celebration, reported E. L. Vincent, secretary of the sponsoring Kosuth County Fair Association.

SPACE for almost 50 concessions has been sold for the five-day annual Merchants and Manufacturers' Exposition in Municipal Auditorium, Zanesville, O., under sponsorship of Amrou Grotto, said Grover C. Taylor, general chairman. It will open with a parade and a midway will be featured.

JOHN T. McCASLIN reported he has been engaged to furnish rides, shows, concessions, and free acts for eight-day Sharpsburg (Md.) Old Home Week and Firemen's Carnival under auspices of city council and firemen. Civil and fraternal organizations and business men will take part.

CORRAL

(Continued from page 47)
there when Mix met with his fatal accident. Headlining the performers will be Joe Bowers, Mix's manager for the last 12 years and who toured Europe with him; Jack Knapp and his partner, Betty, and Bud Carrell and Ross.

RODEOS AND ROUND-UPS will reach new peaks in Texas during June and July, with final plans quickly being announced at leading communities of the stock-raising area of the Lone Star State. Shows soon to be held are the Llano Rodeo and Home-Coming, sponsored by a citizens' group, with the Chamber of Commerce sponsoring a horse show, according to Manager Clinton Hardin; the fourth annual Glads-water Spring Round-Up and Rodeo, which will limit shows to night performance only; and the Saba County Rodeo, with J. Hudson Kelly, general chairman.

LOS ANGELES steps into the rodeo field this month with its first annual Los Angeles Coliseum Rodeo and Tariff Circus in Memorial Coliseum. Sheriff Eugene Biscailus will be grand marshal of a grand entry parade featuring Western riders and California horses. Lloyd K. Mitchell is general manager and Otto K. Olsson, Frank Muller, Brudette Henney, and Stanton Bruner are associated with him. Prize money and championship points, plus BAA sanction, are turning some of the best Western talent, Mitchell reported.

6,000 at Hayward Rodeo

AN ESTIMATED 6,000 turned out for the Hayward (Calif.) Rodeo at the Rowell Ranch there on May 18. Rodeo President Harry Rowell provided the stock, while Fred Wideman was arena director. Other officials included Perry Ivory and John Bowman, judges; Leo Wells and Dr. F. L. Herrick, timers; Jack Oakie, announcer. Homer and Elmer Holcomb clowned. Trick riders included Montie and Louise Montana, Bill Austin, Alan Patee, Homer Holcomb, and Bernice Taylor, while trick roping was presented by Montie Montana and Homer Holcomb. Starlight was judged the best bucking horse. Results: Bronk Riding—Ceil Henley, Burel Mulkey, Ward Watkins, Doc Aber. Brahma Bull Riding—John Schneider, Ed Osborn, Carl Dossey, Eddie Rogers. Steer Wrestling—Gene Rambo, Glen Shaw, John Bowman, Carl Dossey. Bareback Bronk Riding—Carl Dossey, Bob Walden. Gene Rambo, John Schneider. Calf Roping—Harold Jackson, Leonard Santos, Leonard Block, John Bowman. Amateur Bronk Riding—Frank Mathis, Gregory Lougher, Gus Bartley.

WANTED

FOR
THIRD ANNUAL OHIO GRAPE FESTIVAL
SANDUSKY, OHIO, SEPT. 24-27, 1941

SHOWS AND CONCESSIONS
Attendance between 50,000 and 75,000.
Sponsored by the Junior Chamber of
Commerce.

Book early by writing—
HINRY GRAEFE
Chairman of Rides and Concessions
118 Cable Street Sandusky, Ohio

J. R. EDWARDS SHOWS WANT

Snake Show, Fat Girl, 250. Concessions: Crut-
tard, Newcastle, Balloon Darts, Bowling Alley,
Have following Celebrations: Shelby, Ohio, Fe-
bruary, week June 9th, Jubilee Week; West-
ern Ohio Firemen's Convention, Creston,
O., week June 10th, (on street) Mansfield, O.,
week June 23rd; Elk's Fourth of July Cele-
bration, Coshocton, O. Address all mail and wire to
J. R. EDWARDS SHOWS, Mansfield, O.

WANTED

CONCESSIONS, SHOWS AND RIDES 4th July & Homecoming

2 Days—July 4th and 5th
Whitcomb, Mich.
Address: CHAS. BELLVILLE

Shows, Rides, Concessions

Wanted for
HAMPTON COUNTY'S THIRD ANNUAL
WATERMELON FESTIVAL
Hampton, S. C., July 22nd-23rd,
P. O. BOX 222, HAMPTON, S. C.

WANT RIDES And Beverly for RODEO AND CELEBRATION JULY 4-5-6

Write SECY. C. G., Grand Round, Iowa
There's Where the Money Groves on Trees

WANT CARNIVAL FOR ANNUAL OLD SETTLERS' REUNION

ALTON, MO.
July 28th to Aug. 2nd, Inclusive.
Large crowds every year.
Free Acts also wanted.

Write N. L. THOMPSON, Sec., Alton, Mo.

34th ANNIVERSARY CELEBRATION FRIENDSHIP FIRE COMPANY

Roaring Spring, Penna., June 9-14—Day and Night.
Want Concessions and Shows for this big event.
Parades and special promotions. Other big cele-
brations follow. Write or wire
M. A. BEAM, 110 Show Ave., Lewistown, Pa.

WANTED

AMERICAN LEGION HOMECOMING
JULY 3-4-5
Legitimate Concessions, Rides, etc.
Good dressing power.
COMMANDER, American Legion, Piedmont, Mo.

WANT CARNIVAL TRI-COUNTY LIVESTOCK AND HORSE SHOW

AUGUST 13-14-15
Sponsored by Commercial Club. Three days and
three nights. No. 1 available.
RUFUS P. LIMP, King City, Missouri

WANTED RIDERS, SHOWS AND CONCESSIONS for FAIRVIEW'S JULY 4th CELEBRATION

FAIR PLAY FOR OUR RIDES
A good spot for over 50 years. Plenty of shade
and water on grounds. See or write
CHAS. E. HOYT, Sec., Wheaton, Ill.

WANTED

For July 3-4-5, Monon, Ind.
Rides, Concessions and Shows. Eighth year
of celebration and 12,000 to 20,000 patron.
Sponsored by American Legion.
A. W. HOWARD, Chairman

Gainesville Show Resumes; Gets Big Publicity Breaks

GAINESVILLE, Tex., May 31.—Gainesville Community Circus resumes its schedule June 6 when it gives afternoon and night performances at Irving, just outside Dallas, under auspices of the American Legion. The next engagement will be a one-day showing in Clarksville, Tex., June 18, under Chamber of Commerce sponsorship.

The show has received some excellent publicity in recent weeks. *This Week*, magazine section of some 25 newspapers, with a circulation of 3,543,000, had a page feature on the Gainesville circus, with illustrations, May 25; and *The Rotarian*, official magazine of Rotary clubs, which goes to 150,000 Rotarians, had a four-page layout of Gainesville circus pictures in its June issue.

William Langley, Dallas photographer, was here this week shooting pictures for a layout in *Friends*, Chevrolet Motor Company publication, and Kenneth Force Jr., of *The Dallas News* staff, is working on a magazine assignment of a feature story on the show.

The show received a medal this week from Columbia Broadcasting System in recognition of the entertainment value of the organization, as dramatized on the recent *Friend Indeed* program over the CBS network.



FELIX ADLER as Old King Cole in the Old King Cole and Mother Goose show on the Ringling Bros. and Barnum & Bailey Circus. Photo was taken in Philadelphia by Robert D. Good, of Allentown, Pa.

Buffalo Only Fair For Cole Bros.

BUFFALO, May 31.—The three-day stand of the Cole Bros. circus here, the first big top entertainment of the season, didn't go over as well as was anticipated. Show got a bad start, May 25, when it played two special benefit shows sponsored by the Buffalo Police Department. Proceeds of these two shows went to defray the cost of State and international police conventions here in July and August. Because an ordinance in Buffalo forbids Sunday circus stands, show was advertised and billed as Cole Bros.' Show and Grand Zoo.

Sunday crowds were poor in the afternoon, as was Monday's matinee, but Monday night had a three-quarter house. Tuesday was ahead of Monday, but nowhere near the anticipated sellout proportions. Weather wasn't bad, being warm with some sudden showers. From here show moved on to Elmira, N. Y., for a Wednesday engagement. Previously it had hit Niagara Falls (May 24), where it was very pleasing with a capacity of 9,500 in evening and over two-thirds house in the afternoon. Jamestown, N. Y. (May 22), and Bradford, Pa. (May 21), also gave good attendance.

DETROIT, May 31.—Cole Bros. Circus is scheduled to play here twice in one week after several years' absence from the city. Paper went up Monday for its first date, June 3-9, at a lot at Livernois Avenue and Oakman Boulevard.

From here the show goes up-State for Port Huron and other small towns, returning June 14 for another two-day stand here.

Best Season Yet For Bud Anderson

PHARIE DU CHIEN, Wis., May 31.—The Bud E. Anderson Circus has enjoyed the best business in its history this spring, according to Owner Bud Anderson. The show is scheduled to play its first date in Wisconsin here June 1.

W. F. (Bill) Wilcox has charge of the advance brigade, using two trucks and four men—Marry Bailey, Bill Page, Pappy Ross, and himself. Besides the regular billing they are tacking up jumbo cards and using a special pictorial easel-backed window card in two styles.

Wallace Under Auspices In Haddonfield, N. J.

HADDONFIELD, N. J., May 31.—The Camden County YMCA and the Haddonfield High School will sponsor a two-day stand here this coming week-end (6-7) of the Wallace Bros. Circus. Two shows will be given daily, proceeds to be used for projects for youth. The circus will feature Capt. Terrell Jacobs' wild animal act and Capt. H. C. Pickard's performing acts.

Main Show Off To Good Start

NEW YORK, May 31.—The Walter L. Main Circus (Shipp-Lowande Amusement Corporation) opened its season Wednesday afternoon to a good house at South Ozone Park, a well-populated spot in the Long Island section here.

The show is small, one ring and a platform, but talent is really good. Outstanding acts are Will H. Hill's elephants, dogs, and ponies; the Two Karlois, hand-to-hand and aerial; Leo and May Jackson, bike act; the Dios' dogs; Happy and his bucking mule; and a novel animal act billed simply as Jumbo, with an elephant, camel, pony, and two dogs working together. Clowns worked hard and often, and a small band provided better-than-average accompaniment for the acts.

As there had been no rehearsal the opening show was a bit confused, but only a few minor delays occurred. Show can easily be whipped into a smooth-running two-hour spectacle, worth more than the modest admissions charged—45 cents for adults and 25 cents for the kiddies. In spite of a thunderstorm, which broke just before the matinee, practically all of the general admission seats were filled and a few reserved seats occupied.

Burns O'Sullivan, general agent, and Parrel, the show's p.a., are very optimistic. Show remains at South Ozone Park for four days and then makes a short jump to Hempstead, Long Island.

Revive Hanneford Tent; Act on U. S.-RAF Funds

WHEELING, W. Va., May 31.—Inspired by Jack Colvig, Poodles Hanneford Tent of the Circus Saints and Sinners' Club was revived here with a nucleus of 14 members, and dues have already been forwarded to the national organization in Richmond, Va. So the "big top" is up in this old Ohio River town.

First action of the group was endorsement of the British American Ambulance Corps in support of a Wheeling committee which is raising funds to purchase an ambulance for the Royal Air Force. First official meeting set the details for an "invasion" of the Ringling show at its local stand on June 5.

Prominent Wheelingites backing Colvig with the "new streamlined canvas" are Frank V. Baldwin Jr., New York, and following from Wheeling: Ward Elliott, Eddie Goodwin, Jack (Pop) Grimes, John B. Grimes Jr., Carl Haines, Ralph Nicholson, Louis A. Plank, E. H. Schnitzer, J. H. Sprows, Tommy Whitley, Roy Wilson, and Norman A. Oreg.

The show will leave New Jersey for its annual Empire State tour and then will follow its accustomed New England route.

Promoting Circus Publicity

By P. M. SILLOWAY

THE article in *The Billboard* concerning radio and newspaper publicity for the circus, by Col. Harry Thomas, now with the press and radio department of Cole Bros. circus, was very much worthwhile in its suggestions to the Circus Fans. While the CPA fraternity, both as individuals and as an organization, is doing much in the line of boosting the circus in the ways advocated by Col. Thomas, it is certain that much more might be done wherever conditions are favorable for radio and newspaper activities.

Inasmuch as the article referred to dwell chiefly upon the use of the radio, I am impelled to offer some suggestions based upon methods I have tried in a city in Montana, where no radio is maintained but where there is a daily newspaper of wide circulation in the trading area. A daily newspaper seems to offer more opportunity than the radio for the distribution of news regarding the circus in most of the localities visited by the weekly circuses, for the printed news appears to give more definite impressions and reaches the people more generally in homes where there is no radio. The print familiarizes the reader with the titles of the organizations and the names of leading acts, whereas it is often rather difficult to catch these details over the radio. All circusgoers are more

or less interested in reading circus news and circus articles, and editors of the daily newspapers are generally ready to print news articles about the circus when offered by accredited circus fans.

Tents Should Have Committees

Where there is a CPA Tent in a city with a flourishing daily newspaper, the Tent should have a standing committee on publicity, with an efficient secretary or historian who can furnish suitable copy for the paper, not about the doings of the CPA members, but about the circus of repute and the circus as an institution worthy of public interest and support. Most of the CPA Tents have such a committee properly functioning in the matter of publicity. Where there is only one Circus Fan in the city or State it becomes his chore alone to promote the circus publicity in his home area.

Circus news, to be accurate and timely, should begin well after the show season is on, when it is known what circuses are in the field and the main features of their programs have been announced. It seems not well to wait until a particular circus is dated for the home town, for the first news should be regarding circuses, not concerning a particular circus. The public should be informed about the classification of the various touring

Prankster Misroutes Lewis Bros.' Show

BATTLE CREEK, Mich., May 31.—One of those accidents that happen in the best-regulated circuses ran afoul of Lewis Bros.' Circus when the show pulled in here to play a stand Tuesday.

Usual markers to direct the drivers to the circus lot had been put up, but some local playboy decided to re-ramp the route, causing the caravan of 58 cars to wind up in a city park instead of the contracted lot.

Wilmington Date Big for Ringling

WILMINGTON, Del., May 31.—The Big Show played to two capacity audiences here Tuesday. The matinee started an hour and a half late. Roland Butler, general press representative, said the reason was threefold—delayed departure after Monday's one-night stand at Harrisburg, Pa., the fact that trained employees have been lured by higher pay into defense industries, and the further fact that the automatic stage driving machine broke down while the show was being set up here.

Altho Harrisburg was the Big One's first one-night stand, the show had the benefit of Sunday to set up and prepare, and Wilmington was the first 1941 stand to require setting up and tearing down within 24 hours. A capacity crowd turned out at Harrisburg.

Fred Bradna, the ever-efficient equestrian director, kept the show moving at a good pace. Everything was shown, altho some of the features were cut in time.

Not even the 92-degree heat, under which at least 10 persons fainted, miniature dust storms, and the patience-trying delay of 90 minutes were able to discourage about 12,000 matinee patrons from their course to the big top. Tuesday night a crowd equally as large turned out in spite of a shower. Those in the midway at about 8:40, when the clouds poured down their torrents for about 10 minutes, broke for shelter under tent eaves, wagons, and restaurant and stand awnings, but thronged back again when the shower was over.

Acrobat Injured

The only accident of the two performances was a fall suffered by a young woman member of an acrobatic troupe at the afternoon show. She made a faulty landing after being flipped from a springboard. Treatment by a physician at the circus infirmary revealed a wrenched shoulder and bruise.

Richard D. Kroener, superintendent of Gargantua, had a noontime radio interview on Station WILM, being quizzed by Harvey C. Smith, program director of the station. Prince Paul, Homer Goddard, and four other clown alley stars gave a special afternoon performance at the Alfred I. DuPont Institute for crippled children. Danny McBride, Charles Bell, Bob Wallace, and Craig McAllister were other members of the troupe who journeyed to the institution with press head Roland Butler.

School children were on hand in force, particularly in the afternoon, as public, private, and parochial schools closed early for the occasion. Groups of underprivileged children were entertained by various public-spirited and generous citizens.

Star Does Well in Kansas

MARION, Kan., May 31.—Star Bros. Novelty Circus reports good business in Kansas thus far. Show is produced under a 60 by 90 tent by 16 people, including Captain Briggs' dog and pony troupe and Texas Pete in the concert. A five-piece band furnishes the music. Two light plants are carried and show moves on 2 trucks, 5 autos, and 4 trailers. Blackie Wood, owner and advance man, has just purchased a new car.

organizations, as railroad or motorized shows, and their various claims to public patronage. Much publicity has been devoted to the leading railroad show, without due regard to others and especially with out generous publicity for worthy motorized shows which bring the circus to the localities not visited by the railroad shows.

An important reason why the circus news should be edited by the local CPAs (See PROMOTING PUBLICITY page 59)

Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati, O.)

JIM CURRY, dancing clown, worked thru May at the Nelson #1 store in Pittsburgh.

CHARLES HUGO, former circus owner, is now in the building business in Los Angeles.

BOB EUGENE TROUPE opened its outdoor season May 24 for two weeks at Enns Jettick Park, Auburn, N. Y.

ERNIE STEWART, aerial contortionist, is not with the white tops this season, but is in Pittsburgh playing night clubs and banquets.

DOLLY CASTLE bought a cub lioness from the Clyde Beatty Zoo and is training it to wrestle. Dolly is in Hialeah, Fla.

BERT AND JUANITA COLE are visiting Jack and Nettie Carroll Senter in Miami and have met a number of old showmen.

ART LARUE and Jack McAfee returned to Los Angeles recently after two weeks of producing clown numbers on the Polack show.

THE BUSHE MARIONNETTES, beautifully costumed, are a sock act in Russell Bros.' Side Show. Man uses many voices and displays excellent showmanship in routines.

CAPT. TERRELL JACOBS is set to summer at Hamid's Million-Dollar Pier, Atlantic City, headlining the pier's circus program with his lion-tiger-leopard act of 40 animals.

CHRISTY'S LIBERTY HORSES, directed by M. Hal, were an added feature of the annual Boots and Spurs Riding Club's Horse Show on the Boardwalk in Atlantic City May 24.

RINGLING-BARNUM had a job on its hands in Philadelphia last week finding enough labor to set up the tents. It finally rounded up enough youngsters with offers of free passes.

GEORGE LERCH, youthful Cleveland wire artist, trouping for the first time, is one of the outstanding hits with Mills Bros' Circus. His walking the wire on stilts is winning him consistent applause.

PRIVATE ALLAN E. OAKHAM, who is at Fort Bragg, N. C., missed seeing the Big Show in Baltimore, as he was out on a two-week maneuver and could not get a furlough, but he expects to catch it in Chicago late in July.

LEO FRANCIS, clown, met Joe Brown, cornet player with Cole Bros., when that show played Indianapolis. It was the first time they had met since 1916, when they trouped together with the Kretow show.

R. JAY MYERS JR., Johnny Drabble, Don Taylor, and Clyde Mann, members of the Charles Stiegist Showmen's Club, visited with Joe Hayworth, H. H. McLean, and Bill Kellogg, of the Cole Bros' Circus legal staff at Canton, Akron, and Youngstown, O.

FOR the first time in years Elyria, O., will have a major circus June 8, when the Cole Bros. will play there, breaking a jump from the East to the Middle West. Russell Bros. appeared in Elyria May 31, giving the town two circuses within a week.

LESTER RODGERS, midway peanut concessionaire with Cole Bros., dispatched a crew to Canton, O., for the two weeks' meeting of night harness racing, inaugurating the Ohio Short Ship circuit. Rodgers and a crew continue with the circus.

HARRY KILLEM, well-known clown, is currently at Kenwood Park, Pittsburgh, where he will entertain school picnic crowds for the next two weeks. At the same park are Lorenzo and Vicki, high perch act, and Bobby Whaling and partner, comedy cyclists.

ARMY ENCAMPMENTS are not on the route list of the Big Show. Its officials announced at Harrisburg, Pa. While many bids from army boom towns have been received, the show finds that soldiers are not circus fans, so it will follow usual routes this season.

DEXTER FELLOWS TENT of the Circus Saints and Sinners Club has nominated the following officers for election at its annual meeting in Hotel Astor, New York, June 4: Harold G. Hoffman, president; Fred P. Pitzer, vice-president; Elmer Q. Oliphant, secretary; John J. Mulcahy, treasurer.

MR. AND MRS. HARRY LEONARD and Mr. and Mrs. James Chavanna, of the World of Today Shows, visited the Dalley Bros' Circus recently and were shown every courtesy by B. O. and Eva DeWitt and other members of the circus. They report Mr. Ray is still gas-up man, a position he has held the last six years. The Leonards were on the Dalley show three years ago.

WILLIAM (SPARKPLUG) GOODMAN joined Russell Bros' Circus Side Show May 23 at Huntington, Ind. He says the minstrel and band cast includes Ernest Cox, leader, sax, and clarinet; Nathan Battle, alto sax; Charles Bell, trumpet; Milton Wallace, drummer; Blanch Harper, leads and singer; Zack Epperson and Goodman himself, comica. W. E. DeBarrie is side-show manager.

GEORGE KIENZLE JR., of Lancaster, Pa., is residing in Washington, where he saw the Big Show. He thinks the using of the old steam calliope by the show is the best stunt it has produced within the last 15 years, as it adds circus atmosphere and is good advertising. Kienzle also saw the Johnny J. Jones and James E. Strates shows in Washington. Clyde Beatty's circus on the Jones show is reported very good.

A. A. GRIFFITHS caught Lewis Bros' Circus May 23 at Bay City, Mich., which date was a red one. The matinee had a full house and the night crowd was straggled. The next two days were played at Saginaw, Mich., on a new lot just outside the city limits. The Saturday matinee was fair and that night's house was capacity, but on Sunday both performances were only fair, says Griffiths. He also says he met Mr. and Mrs. Paul Lewis.

THE PENNSYLVANIA STATE COLLEGE held its third annual circus this year before a capacity crowd of 8,000. All performers were students of the college except the visiting act of Bob Hoffman's weight lifters. Among the notables attending were Dr. Jock Sutherland, of the Brooklyn Dodgers (football); Louis Schroeder, director of rec-

ation in Pittsburgh, and Dr. Ralph Dorn Hetzel, president of the Pennsylvania State College. Eugene Wettstone is gymnastic coach at the college.

BILLY PAPE is incensed about George Jean Nathan's article, *Circus Time*, which appeared in the May 31 issue of *Liberty*. He writes: "We who love the circus should resent his article, and upon the assumption that his pretty speech will give rise to a thunderous denunciation thruout circuses, the Circus Fans' Association and a majority of 'kids' from 15 to 50 should send in a flock of letters protesting this mud-slinging episode. Or better still, if many articles debunking Nathan's viewpoints were to crowd the desk of *Liberty's* editors, perhaps one of the many would be selected and published. I feel Nathan's article is wide open for severe criticism, and if the circus is to remain an American institution such misleading propaganda should be reckoned with and nipped in the bud."

MRS. WALTER S. GOLLMAR and son, Walter, of Evansville, Wis., are at home after a few months' visit in California. While in the Bear State they visited the former's sister, Mrs. William Campbell, and her husband at their home in Hollywood, also called on Bert Chipman, manager of the Hollywood Masonic Temple; Mr. and Mrs. Harry Werts, of Long Beach, and Mr. and Mrs. Jake Posey, of Baldwin Park. En route home, a few hours were spent with Mr. and Mrs. Claude Webb at quarters of the Russell show in Bella, Mo. They caught the show at Beloit, Wis., and Rockford, Ill. Mrs. Gollmar noted the discussion in this column recently relative to the Canadian tour of Gollmar Bros' Circus. She says both Mr. Adams and Sverre O. Braathen were correct.

ROY BARRETT visited the Russell show at Elmhurst, Ill., and met Mr. and Mrs. C. W. Webb, the Charles Eddie Woeckner, Joe Gould, Alex Brock, Sid Bonhomme, June Russell, and others. Frank Kretow, of the Kay Bros' advance, was also on hand there and Roy met him. May the 24th Barrett saw Kay Bros' Circus at Harvey, Ill., which gave only fair biz. Performance was short, just a little over an hour, and show was also short on workmen, says Barrett. Roy will play Des Moines, Ia., June 9, and also at Soldier Field, Chicago, for the Barnes-Carruthers office.

Roy also took in Riverview Park, Chicago, twice recently. He met Mrs. Joan Spalding, feature act, with Thompson's motorcycle show there. She also halys for the show. While in Chi., Barrett took in two ball games with Whitey Harris and Milt Woodward, and also the Royal American Shows in Cicero, Ill.

9 Years With Barnum & Bailey And Buffalo Bill Shows Abroad

FORTY years ago the Barnum & Bailey Greatest Show on Earth was exhibiting at Vienna, Austria, in the Rotunde, a circular-shaped building left standing from an exposition held some years previously. The circus opened in November, 1900, and closed in April, 1901, to a highly successful winter season.

James A. Bailey arrived in Vienna some time previous to the close of the show's tour of Germany to personally supervise the reconditioning of the Rotunde and the installation of a heating plant to make the building suitable, as the winter months are really chilly in Vienna.

The Rotunde was ideal for a winter show—a very large building situated near the so-called Prater, a suburb of Vienna and owned by the government, but it was beyond the terminus of the electric street-car lines. It had never been successful for any kind of a show prior to that. Officials remarked to George O. Starr when the contract for the building was signed that they really hated to take the money, as every venture that the building had been used for met with a large financial loss.

But they did not realize what Americans could do. Mr. Starr immediately set things in motion to have the car lines extended to the Rotunde, a thing no one had ever been able to accomplish. With no car lines everyone except those in the know considered the venture hopeless and all the more so with a German Circus in operation on one of the public squares in the city which most of the European

cities reserve for circuses and street fairs. The European circuses in the larger cities do not exhibit in tents but have buildings made up in wooden sections that can be erected in circular shape where required.

W. H. Gardner was the general agent, Edward Mitchell the contracting agent, the only Tody Hamilton at the head of the press department; Edward Arlington the railway contracting agent, who made all the contracts for the movement of the Barnum & Bailey and Buffalo Bill Wild West shows for their entire European tours. Mr. Arlington deserves a good deal of praise, too, for arranging the many railway excursions to Vienna during the winter. All of the towns (See With Circuses Abroad on page 64)

USED TENT BARGAINS

Here's your chance to get two swell buys in 20x30 Oiling Square End Hip Roof Tents before we move to our new location. We've cut the prices to the bone.

No. 7-200—One-piece top, 8 1/2 ft. high, pressure treated, roped fourth boom. Guy cut for 7' wall. Condition fair and collid. Top and walls only \$95.00

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CANTON BARREL & BAG, INC.
Canton, Ohio

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ON PRIMA GREATER SHOWS
Playing all fairs starting June 23rd. Family doing several, also others doing two or more; Mazour and Toller, Performing Clowns, ELMER BROWN, Hetal Albert, Albert Lask, Miranets.

WANT
Animal and Bird Units for our Traveling Zoo for summer and winter units. Must have good education for lecturing. Can use good Bookers. Want good Indian group to lecture on Indian life. Please write. Also President of the Main Show.
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P. O. Box #1300 Charlotte, North Carolina

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Experienced and ready to work in Flying Traction Act. Have plenty of work and good wages. Write or hire **FLYING SULLIVANS**
814 E. Chestnut St., Bloomington, Ill.
P.S.—Would like to hear from Bill-in Leader; tell all in first.

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By Col. C. G. Sturtevant
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With the Circus Fans

By THE RINGMASTER
CFA

President: WILLIAM H. JUDD, 25 Murray St., New Britain, Conn.
Secretary: W. M. BUCKINGHAM, P. O. Box 4, Galeville Ferry, Conn.
Editor: WALTER HORNADAY, Editor "The Whole Show," care Hornaday Printing Company, Rochelle, Ill.

Melvin Hildreth writes that the Ringling engagement in Washington was a tremendous success. He attended every performance, and Dr. Mann was not far behind. The Fans gathered in a body Friday evening. Fred and Ella Bradna were entertained at the new zoo restaurant by Dr. Mann and district Fans at a special Alaskan dinner prepared by an Alaskan chef. John and Henry North were also guests at the zoo. Dr. Mann arranged for the show to receive from Liberia the pigmy hippo, which arrived during the Washington engagement and was promptly named Betty.

Dr. H. H. Conley, of Park Ridge, Ill., caught the Russell show at Waukegan May 18, and with Mrs. Conley and Mr. and Mrs. Joe Smouse saw the night show at Elmhurst Monday.

Betty Baugh, who was compelled to cancel his CFA membership when he assumed a position as a circus official, has now retired from the road, and renewed his membership.

George H. Barlow III spent two days in Baltimore during the Big Show's stand there, and two days in Washington, where he again saw the show.

In a recent letter from John P. Grace, of Kinkon, Ind., he said, "I am still of (See WITH CIRCUS FANS on page 54)

Jean Mills Show Begins Tent Tour

LONDON, May 3.—A new circus syndicate headed by vaude agent Sidney Burns and titled Regis Productions has leased the name and equipment of the Jean Mills Circus, Tour, embracing West England, is due to start May 12. Contracts have been offered to Rosaire family, Tommy Kayes with fast lion act; Tambo and Tambo, American tambourine spinning clowns; Prince Zahoor, pech act; Cliff Berzac, comedy mule; Della's Dogs, and Bert Earle, clown. Steve Cannon has been appointed general manager.

Frank Foster, until the present vaude equestrian director for Bertram Mills, has joined Madam Paul's one-pole tent show as ringmaster. He adds to the program the juggling act he used to work in vaude many years back.

Program of Rosaire's Circus is voltige, Miss Zanetta (Ida Rosaire); comedy ride, downs; Trevor and Vivian, roller ball. (See JEAN MILLS SHOW on page 62)

Malloy Circus Unit Begins Outdoor Dates

CANTON, O., May 31.—J. R. Malloy's circus unit started its outdoor engagements, playing two days for the North Canton Eagles. Line-up includes Tinker Toy and His Pals, dogs and pony novelty; the Malloys, Roman rings; Nancy Darnell, high trapeze; Art Hill, comedy cyclist; Timbu, the human ape on the slack wire, and clowns.

Malloy said his show had been contracted by Jack Nedrow for his Elks' Band Frolic at New Philadelphia, O., with at least three weeks of firemen-sponsored celebrations in Western Pennsylvania to follow. Show will be a midway feature at these events, and Nancy Darnell, aerialist, will present the free attraction nightly. Zelma Degler, aerialist, is a new member of the troupe.

Selective Service Mail

In the Carnival Department of this issue appear the names of those having Selective Service mail in the various offices of The Billboard. This list is published in addition to the names which are set in capital letters in the regular Letter List.

Kelley-Miller Show Expanding Its Tour

HAVEN, Kan., May 31.—The Al G. Kelley-Miller Bros.' Circus, after a successful tour thru Arkansas, Missouri, and Kansas, plans to expand its territory and take in the Dakotas.

Show is larger this year, with all new canvas and a strong program that lasts one hour and 20 minutes. The big top is a 60 with three 30s and has a seating capacity of 1,500.

Program: Display No. 1—Posting ponies. Dori and Oberl Miller. 2—Single traps, Josephine Sheeler, Gloria Sheeler, and Dale Miller. 3—Clowns, headed by Jay Sheeler. 4—Liberty pony drill, Dori and Oberl Miller. 5—Comedy bicycle act, "O'Gee" Sheeler. 6—Tight wire, Don Steel. 7—Double traps, Sheeler sisters. 8—Riding dogs, Dori and Oberl Miller. 9—Comedy juggling, Jay Sheeler. 10—Elephant acts, featured. (See Kelley-Miller Show on Page 54)

Militarists Visit RB For Entertainment Ideas

TRENTON, N. J., May 31.—The army is even resorting to the circus for ideas. That became known last week when it was announced that a group of officers from near-by Fort Dix would visit Camden, N. J., on Wednesday (28) when the Ringling show played a one-day stand there. The officers were not interested in the antics of the clowns, trained animals or aerial artists, but they were concerned with getting a page from the circus's book on mass entertainment.

Col. C. M. Dowell, commanding officer of Fort Dix, headed the party that included the heads of command staff sections from practically every unit at the military reservation. According to Lieut. Col. C. A. Noble, supply officer, the American circus is the most mobile enterprise in the country. He said that the army was interested in the methods used by the circus in the rapid loading of great quantities of supplies, equipment, and personnel.

Lieutenant Colonel Noble said the German army employed American circus methods of entertainment for its march across Europe after the plans were studied thoroughly by German army officers. When the 44th Division at Fort Dix entrains for tactical maneuvers out of 18,000 men and huge supplies will be involved. Lieutenant Colonel Noble said it was for that reason that the army officers decided to visit the circus. Every section of the railroad yards where the circus loads and unloads was visited, he said, for new ideas that might be put to practical military use.

Arthur Hopper Married; Keeps Secret for Months

CINCINNATI, May 31.—Arthur Hopper, outdoor advertising manager of the Ringling Bros. and Barnum & Bailey Circus, stole a march on his friends and kept his secret from many of them for several months. The secret was his marriage to a charming Miami girl. It took place last year, but the exact date has not been revealed.

No Henry Show on Road First Time in 50 Years

CINCINNATI, May 31.—This is the first year in nearly a half century that no J. E. Henry or Henry Bros.' show is on the road. The carnival field has absorbed the Henry family. Glenn and Todd are with Arthur's Mighty American Shows; Robert (Happy), Siebrand Bros.; Clifford, Poley & Burk; Bertha (Mrs. A. Connors), Convention Shows. J. E. Henry, the originator of the family show, has opened with a carnival in Los Angeles.

For many years the Henry wagon show was a household name in the South, wintering in Stonewall, Okla. It was one of the pioneer truck shows. During the

Circus Model Builders and Owners' Association

By RUSS T. WARNER
Director of Publicity, 1418 Mulberry Street, Reading, Pa.)

READING, Pa., May 31.—The officers and members of the CMBOA wish to express their deepest sympathy in the passing of Model Builder James F. Craven, of Glendale, Calif. Craven was one of the outstanding circus fans of the West Coast and will be greatly missed by the many friends he made thru his circus activities.

Two very successful get-togethers were held by members of Region No. 2. The meeting on the Ringling lot at Philadelphia was attended by eight Model Builders. The meeting at Harrisburg, Pa., RB lot brought together 17 members who, with their families and friends, made up a gathering of over 30 real circus fans. The day at Harrisburg was begun at the runs in the early morning, after which the party went to the lot to witness the setting up of the big show. In the afternoon the entire group was escorted on a tour thru every (See MODEL BUILDERS on page 54)

Dressing Room Gossip

COLE BROS.—At Jamestown, N. Y., a storm blew up just before the spec and it looked pretty bad for awhile, and the way those clowns grabbed those guy ropes and started guying the top out, with all that white wardrobe on, showed a very good sense of loyalty.

Betty Escalante is listening to all those Spanish tunes. Could her thoughts be with that certain party in that army camp out on the Coast? We all like Alabams in make-up; it makes him look so youthful, and he likes it so much that he keeps it on between shows.

Since all our girls are now dancing in the spec, top honors must go to "Brying It" Knowlton and "Rumba" Sutton, with Rose Bruce and Jean Allen close seconds. Our ballet members better keep their eyes on their music, otherwise they will be out of a job. That girl (See Dressing Room Gossip on page 54)

Circus Historical Society

WICHITA, Kan., May 31.—Bill Green, CHS, of Washington, Kan., would like to know the dates that World Bros. (railroad), Moon Bros., and Russell Bros.' shows exhibited in Washington, Kan.

William Koford, of Jamestown, N. Y., is trouping with the Bright Lights Exposition Shows.

Don Smith, CHS president, and Chuck Leroy and wife, of Detroit, drove to Toledo to visit the Cole show May 14. They visited with Zack Terrell.

Walter Pletschman, CHS secretary, has been on a two-week trip to New York State, during which he contacted several members of the CHS.

The Lorchs are playing night clubs in Cincinnati, Columbus, and Lima, O. Mr. and Mrs. William Lerch Sr., of Belleville, O., visited Kay Bros.' Circus recently.

W. W. Tyson and Jack Lyons, CHS members, visited George Kelly, retired Canadian railway engineer, who told them some facts about Sells Bros. Ringling Bros., Walter L. Main, and other old shows he had during their Canadian tours. He also mentioned Shelby, Pullman, and Hamilton, Pan-American, and Cook and Whitty shows. Tyson would appreciate any information regarding the Cook and Whitty show.

Walter W. Tyson, Guelph, Ont., has received an illustrated program of the spec, America, at the Chicago World's Fair in 1893. The spec was produced by Imre Kiralfy, who was responsible for many of the Barnum & Bailey specs. Tyson also has a program of the spec, The Fall of Babylon, produced by Kiralfy for the Barnum show in 1883.

E. N. Ozendans, CHS, will be on hand when Wallace Bros. plays Manchester, N. H., July 1. C. Kenneth Audbert, of San Diego, Calif., visited with Mrs. Belle Benchly, of the San Diego Zoo, recently. W. W. Green Jr., CHS of Washington, Kan., visited Dalley Bros. there May 28.

First World War the show went west and established quarters in Los Angeles. Since then it played annually on the West Coast.

The Corral

(Communications to 25-27 Opera Place, Cincinnati, O.)

CURLEY DAUGHERTY, Otton, Tex., again will provide the stock for this year's Lamesa (Tex.) Rodeo.

RODEO at Lauer's Park, Reading, Pa., on June 5 was sponsored by the British War Relief Society of Berks County.

ED HALEY is general manager of the seventh annual "Fireman's Rodeo" to be held in Ada, Okla., this summer.

GENE AUTRY has been contracted to ride in the annual Register and Tribune carrier boys' parade in Des Moines, Ia. He will be accompanied by a 1000 newspaper carriers from Iowa.

JOHN JORDAN, Fort Worth, Tex., rodeo announcer and performer, will announce this summer's Midland (Tex.) Rodeo. Clarence Scharbauer is rodeo president.

BIG SLIM McAULIFFE, Wheeling, W. Va., presented his trick riding horses and clown mules at the Police Rodeo in conjunction with the George V. Adams Rodeo Company in Wheeling. Hazel Hawley, one of Slim's trick-riding students, was injured.

THE RANGERS RODEO was scheduled to open in Huntington, W. Va., May 29 for four days and then go to Parkersburg, W. Va., for a six-day run. Show is carrying 50 head of stock and 25 cowboys and cowgirls. Circus acts and a thrill show are to be presented in connection with the show.

E. W. BOYD produced a successful rodeo at Liberty, Tex., May 24-25, when over 8,500 attended. Among contracted performers were Alice Sixty, Wiley McRae and trick mule, Helen Keen Wilson, trick rider, and Harry Gambill and trick steer. Clinton Booth and Melvin Harper were announcer and arena director respectively.

IN RESPONSE to a protest from the Cedar Rapids (Ia.) Humane Society against cruel treatment of animals to be used in a rodeo that was scheduled to be held there May 29-June 1 at Hawk-eye Downs, Charley Moore, manager of the park, gave assurance there would be no undue rough stuff. Event was to be sponsored by Cedar Rapids Chamber of Commerce.

MUSKOGEE (Okla.) Indian Capital Championship Rodeo, under Muskogee Round-Up Club auspices, has named John A. Guthrie managing director of the three-day event, which will be held under Cowboy Turf Association rules. Every civic, fraternal, and labor organization in Muskogee has nominated a girl to enter the frontier celebration. Girls will be hostesses at the celebration and one will be selected queen of the Muskogee Round-Up Club.

TOM ENDICOTT'S Dude Ranch on the Boardwalk, Atlantic City, has signed all of the company that toured with the late Tom Mix to summer at the resort spot. When Mix was playing Hamid's Million-Dollar Pier there last summer, he arranged with Endicott to join his show in St. Louis, and both were headed (See CORRAL on page 44)

Russell Holds Service For Mother of O'Hara

LIMA, O., May 31.—Following the afternoon performance of Russell Bros.' Circus in Savanna, Ill., memorial services were held in the big top for the mother of Bob O'Hara (superintendent of reserved seats), who died unexpectedly in Seattle, Wash. The services were conducted by George Meyer, equestrian director, with a Savanna pastor giving the scripture readings and the sermon. Music was furnished by Eddie Woekener's band with Meyers as soloist.

Several visited the old Hagenbeck-Wallace winter quarters when the show played Peru, Ind., and Buck and Altamora Greens and Bill and Edna Antea were entertained by Capt. Terrell Jacobs at his new zoo six miles from the city. Jacobs has been carrying on an extensive improvement project during the past several weeks and now has a very attractive zoological garden.

Altho the Peru date was a light day for the ticket wagon, it was a banner day for reunions from the front to the back door. Among those seen renewing acquaintances were (See RUSSELL BROS. on page 44)



Project To Move Michigan State Fair From Detroit to Lansing Is Held Up as Solons Huddle for Study

LANSING, Mich., May 31.—Plan to move Michigan State Fair from Detroit to Lansing has been dropped for the current session of the Legislature. A special committee appointed to study the expediency of changing the site will make recommendations, probably favoring the measure at the 1943 session.

Decision to abandon the idea for this year was reached by the committee after a conference with Gov. Murray D. Van Wagoner. It was revealed by Representative Audley Rawson, Republican floor leader of the House and chairman of the committee. One reason cited for postponement was that there was not sufficient time to have the bill printed for consideration during this session.

The bill, introduced after considerable attention had been drawn to the State Fair by critics, provided for sale of the Detroit grounds to the highest bidder. The land comprises 164 acres between 7 1/2 and 8-mile roads and east of Woodward Avenue. It was considered as the opening shot to bring the fair to

East Lansing. The committee is in line with the proposal to make the State Fair more of an agricultural event. Rawson said, in case it is transferred to Michigan State College campus here. Those favoring the move argued on the principle of "returning the fair to the farmers" and cited alleged deficits from the fair, which, they claimed, was a political football.

Danziger Leaves ESE Post

SPRINGFIELD, Mass., May 31.—The resignation, effective as of May 19, of Milton Danziger as assistant general manager of Eastern States Exposition here, a post he had held since 1923, was accepted on that date, said General Manager Charles A. Nash. Resignation followed a three months' leave of absence, applied for and granted on February 19. Danziger, who last year resigned the chairmanship of the government relations committee of the International Association of Fairs and Expositions which he had held many years, is now secretary and general manager of Saratoga Harness Racing Association, which will hold meets at a new plant at Saratoga Springs, N. Y.

Ark. Stock Assn. Organized

DE QUEEN, Ark., May 31.—Sevier County Livestock Show Association organization here on May 8 will take over management of the annual dairy and livestock show. Previously it had been sponsored by the Commercial Club, with Ralph B. Kite as general manager. Permanent organization was created to conform with a new State law which provides grant of \$50,000 annually to be divided among approved county fairs and livestock shows for prize money. Kite was elected president of the association and will direct the show for the fourth time. O. Kolb was named secretary, and Ralph S. Thomas, treasurer. De Queen School Board, owner of the fairgrounds here, has a \$4,000 WPA improvement program under way, including construction of a new grandstand, rodeo arena, livestock and poultry exhibit buildings, and leveling of grounds and parking areas.

ESE Cool on Coliseum Talk

SPRINGFIELD, Mass., May 31.—Proposed changes in Eastern States Exposition's Coliseum here to make the building usable the year around for conventions, dances, and major events, as made by Chamber of Commerce officials last week, apparently left the expo management a little cold. Spokesmen for the ESE indicated they were willing to be shown but were somewhat skeptical as to what the chamber had to offer that hadn't been considered before.

Det. Books 17-Show Rodeo; MCA's 2 in S. D.; 23 for WB

DETROIT, May 31.—Contract for 17 performances at Michigan State Fair here inked by Bernard J. Youngblood, fair manager, with George Adams Rodeo Company, which had the show here two years ago. Contract, on a split percentage basis, calls for two-a-day during part of fair's 12-day span, and presented following harness races. It's to be billed as a straight rodeo with contestant purses and about 300 head of stock.

Youngblood said that 10 free acts will also be used, Barnes-Carruthers contracting for these.

CHICAGO, May 31.—Bogan Hancock, of Music Corp. of America, announced booking of Stars Over America revue for Corn Palace, Mitchell, and Aberdeen Fair, S. D. Also the Griff Williams ark for Wisconsin State Fair, Milwaukee.

SAN FRANCISCO, May 31.—Eddie Burke, of Weston & Burke Agency, reported recently signed contracts with 23 fairs. Included among them are Canby, Columbus County, Myrtle Point, Eugene and Oregon State Fair, Salem, Filer and Boise, Idaho; Elko, Nev., and Marysville, Sonora, Calif., Fresno, and Santa Maria, Calif.

Kidd Cyclists at Ill.

SPRINGFIELD, Ill., May 31.—J. E. (Buck) Kidd, originator of motorcycle racing at Illinois State Fair in '37, has again been awarded the contract for a final Sunday race. About 100 riders took part last year, when records were broken during a nine-day card. Billing is National Championship 25-mile event under banner of American Motorcycle Association.

Julie Miller's Revues

ST. PAUL, May 31.—North of the Border, new revue produced by Julie Miller, Northwest Amusements, will open at Rugby, N. D., followed by Cando, Jamestown, Langdon, and Hamilton, with one other booking taking unit thru a July 24 closer. Meantime, Miss Miller is readying Royal Steppers, scheduled for bow at North Dakota State Fair, Minot. Several bookers participated in acts for latter, with Miss Miller in charge of production.

Ill. Free Gate Bill Killed

SPRINGFIELD, Ill., May 31.—A bill providing for a free gate at Illinois State Fair here was killed in the House of the General Assembly after the agricultural committee had recommended such action. A strong fight for the measure was made by its sponsor, Representative T. J. Sullivan, Springfield. A week before the House acted the State Fair management had announced that thousands of passes would be cut off this year and that an "everybody-pays" policy would be generally adopted.

GRANDSTAND ATTRACTIONS

By LEONARD TRAUBE

FOR AND ABOUT BOOKERS • BUYERS
PERFORMERS • PRODUCERS • PROMOTERS

With the Racing Fraternity

Following a clik Sunday opening at his Langhorne (Pa.) Speedway, Lucky Teter's successive Sunday schedules leveled down somewhat, which was to be expected. It is now learned without direct confirmation that the thrill-show tycoon intends to abandon regular Saturday offerings, the paper is up for miles around. Teter has spent a bag of money on new equipment and reconditioning and surrounded himself with plenty of talent and personnel.

National Speedways, Chicago race org headed by Al Sweeney and Oylford White, has the annual event at Sioux Empire Speedway, Sioux Falls, S. D., a Sunday date. Program, a six-event card, represents the first one on the Sweeney-White schedule with sanction of Central States Racing Association, the governing States racing and dirt-track racing in Indiana, Ohio, and Pennsylvania, among other Eastern commonwealths. Norman Witte, CSRA secretary, and other reps

were readying to witness the tee-off in the ornamental area which marks the debut of Emory Collins, Le Mars, Ia., world's dirt track recordholder, under the National Speedways-CSRA banner.

Signed to race exclusively for Chicago's Racing Corporation of America during the fair circuiting, according to an announcement by John A. Sloan, president, are Gus Schrader, national champion; Hal Cole, Pacific Coast titleholder; Jimmie Wilburn, of Portland, Ore., runner-up for the title last year and holder of several speed marks; Ben Shaw, Miami; Herschel Buchanan, Shreveport; Bayliss Leverett, Los Angeles; Lyle Christie, Milwaukee, and Spider Webb, Los Angeles.

Walter C. Stebbins is contracted to promote the Saturday midjet racing at Mineola (L. I.) Fair. He also still dates one at the fairgrounds a month previous for the Nassau County Police.

An open competition for big-car chauffeurs was billed for May 24 by the Automobile Racing Club of Canada, which sponsored the "Fifth International Canadian Championship" at Leamington, Ont., which is only about 35 miles from Detroit.

Ackermann's Achievement

Al Ackermann, manager of the Six Tops, celebrated his 45th year as a professional acrobat on May 24. It was on that date in 1896 that he made his debut before a paid audience with the Sie Hassan Ben Ali troupe. The locale was the Cincinnati Zoological Gardens, where he appeared for 10 solid weeks that summer and then went to his first fair, Canadian National Exhibition, Toronto. Today Ackermann is still plenty speedy and able to hold his own with the youngsters. Booked for fairs by the Gus Sun office.

Death Dodger's Doings

Jimmie Lynch's first Eastern appearance of the season occurred on May 22 at Akron, O., with the Irish Horan unit of the Lynch Death Dodgers. This was a two-day event at the new Rubber Bowl, sponsor being the B. F. Goodrich 20-Year Service Club, headed by Albert Huffer, one of the company announcers with the Goodrich-Lynch Thrill Arena at the New York World's Fair. Stadium, operated by the city, has a seating capacity of about 37,000. It was officially opened last fall for football.

Irish Horan reports satisfactory early season grosses at North Carolina spots, including Wilmington, Rocky Mount, Greensboro, and Wilson.

Trail then led to Ohio for Sunday dates—one in Steubenville and two in succession at Carthage Fairgrounds, Cin. (See GRANDSTAND on opposite page)

Heidt, Weems, Tucker For Ill. State Show

SPRINGFIELD, Ill., May 31.—Horace Heidt, Ted Weems, and Orrin Tucker crks have been signed by Illinois State Fair in connection with the revue, Stars Over America, William V. Ward, fair manager, announced. Dates for each manager, announced. Dates for each Heidt is set to broadcast his Pot-of-Gold program from grounds on closing Saturday. Crks will play for dancing, a portable floor accommodating 5,000 to be used.

Set for night show as emcee is Rufe Davis, who appeared in several Bing Crosby films and is with Republican Pictures. Other principals signed are A. Robbins, Cappy and Barra, Harmony Boys, Paul Remos and Toy Boys, Cortello's Hollywood Dogs, and Northwest Mounted Quartet with soloist Grace Bradley.

Recapitulation of booking credits published in the May 17 issue shows Music Corporation of America as contractor of revue (also add name bands), Barnes-Carruthers of afternoon grandstand acts, Gus Sun of thrill show on opening Saturday, and WLS of Barne Dance on opening day.

Editor Named Detroit P. A.

DETROIT, May 31.—Thomas J. Masterson, managing editor of The Iron Mountain News for 14 years, has been appointed publicity director for Michigan State Fair by Manager Bernard J. Youngblood.



FRONT OF RADIO RODEO, as shown in this model, is one of two shows to be presented by Harley Sadler at the 1941 State Fair of Texas, Dallas. It is the intention of fair officials to pattern the entire independent midway on the same line and, if their plans can be carried out, they declare the Dallas fun zone should be the classiest looking in the country.

Four New on Mich. Board

LANSING, Mich., May 31.—Appointment of the board of managers of State fairs named by Gov. Murray D. Van Wagoner was confirmed by the State Senate upon recommendation of the Senate business committee. They replace five whose terms ended in April. One member of the 16-man board, Glen T. Ellis, Pontiac, was re-appointed. New members are Sidney Smith, Lake Orion; Fred Leutsinger, Highland Park; Gustav De Roover, Detroit; Michael Galsland, Owosso. They replace Harry J. Klingert, Pontiac; Samuel P. Hagenbach, Three Rivers; Eidon McLaughlin, Ewart; George Starkweather, Flint. Lon Card, who recently became State agricultural commissioner, is board chairman.

Trenton To Honor Grangers

TRENTON, N. J., May 31.—Harry E. LaBrecq, secretary of New Jersey State Fair here, was host to 90 Grangers at a dinner on May 23 in the Hotel Higginbotham here. Plans were discussed for participation in the 1941 fair and it was decided to mark the Grangers' Diamond Jubilee this year with a special exhibit, diamond theme to be used in decorating building and booths.

Around the Grounds

SPRINGFIELD, Mass.—Plans to make the Coliseum of Eastern States Exposition here available for such events as conventions, dances, and concerts were revealed by President Raymond S. Redfield, Springfield Chamber of Commerce, which has been studying costs of installing heating and wood floors. It is the home of the ESE horse show and is rented in winter for an ice arena. It has no heating, but seats 4,000, considerably more than the Municipal Auditorium. It has been an open secret that chamber officials were provoked at the city fathers for setting high rental on the Auditorium after the chamber convention bureau had booked a large convention.

SPENCER, W. Va.—Discussions have been conducted by city council regarding possible establishment of Spencer's first three-day fair and it was decided to obtain the assistance of civic organizations, reported Carl Outright, Garden products, canned and baked goods, and livestock exhibits would be housed in the Community Building. Adjacent area is sufficient to accommodate a midway.

WADENA, Minn.—Minnesota Pine Belt Circuit may be increased to five or six fairs, said Secretary Whitney Murray, Wadena. Besides Wadena County Fair, members are Aitkin County Fair, Aitkin, and Itasca County Fair, Grand Rapids. Arrowhead Shows will again have the rides on the circuit, and other attractions and concessions are booked independently.

TIMONIUM, Md.—Maryland State Fair here will have an independent midway and merchandise concessions this year, reported John T. McCaslin, midway manager. Officials expect the 1940 annual to be the most successful in 62 years. Thousands of skilled mechanics are work-

ing in near-by Baltimore on defense work and heavy attendance is expected from four near-by military centers. There will be 10 days of racing and 12 days of free attractions. Many ground improvements have been made and \$75,000 is to be spent on further reconditioning.

SHREVEPORT, La.—Changes in records and bylaws of Louisiana State Fair Association will be necessary before application for \$122,000 from WPA will be accepted, Congressman Overton Brooks has wired to fair officials from Washington. Steps taken to meet the request. Money would be used to repair driveways, erect two buildings, and improve the merchants and manufacturers' building. City of Shreveport is sponsoring the project, as grounds are city owned and leased to the fair group.

SPRINGFIELD, Mass.—A new law signed by Gov. Leverett Saltonstall makes it mandatory that any move to conduct a pari-mutuel horse race meeting on Great Barrington Fairgrounds would have to be first approved by the Great Barrington selectmen. The grounds were sold recently to Edward J. Carroll, owner of Riverside Park, Agwam. The new law would apply only if races were not connected with the agricultural fair, a possibility hinted at by usually reliable sources. Measure is of general application but would apply to the Great Barrington situation if Carroll took steps to secure 30 days of racing dates, as reported possible.

HAMLET, N. C.—Prospects for 1941 are bright in the seven-year history of Richmond County Agricultural Fair Association here, reported Secretary-Manager J. B. Johnston. Profits made by the fair have been invested in plant facilities. In the fall it is planned to incorporate into a dividend association and build a modern plant, with a speedy track for all kinds of meets. Three adjoining counties are to be included in reorganization. Zeechini Bros. Shows have been booked for 1941. Premiums will total \$1,600.

TRENTON, N. J.—Governor Edison last week signed a bill authorizing pari-mutuel betting on harness races at New Jersey fairs this year. Measure is an amendment to the 1940 law to extend betting to harness and sulky racing. County fair tracks are already available and actual wagering on them is expected to start next month. Law permits the State Racing Commission to license a maximum of seven tracks, each entitled to 24 days a year.

Fair Elections

LEESVILLE, La.—Vernon Parish Fair Association elected J. A. Heard, president; A. E. Parker, vice-president; M. N. Oakes, manager; G. W. Bass, secretary-treasurer.

GILLET, Wis.—Oconto County Youth Fair elected Harvey Telford, president; W. W. Smith, vice-president; Rev. K. F. Koch, secretary; John Olson, treasurer.

GAINESVILLE, Tex.—W. T. Bonner was re-elected president of Cooke County Fair Association. Others named were Dr. P. P. Starr, vice-president; Claude Jones, secretary; William Lewis, treasurer.

ARCADIA, La.—W. C. Harrison was elected president of Bienville Parish Fair Association; B. R. Phelps, vice-president; Sam Trammel, secretary-treasurer; F. D. Vernon, manager. Association will seek construction of a new and permanent plant for the 1942 fair.

MELBOURNE, Ark.—North Central Arkansas Fair Association was organized here, first annual to be held in October. Counties in the district include Stone, Jackson, and Randolph, and others will be invited. Ben A. Lincoln is president and W. W. Haynes, secretary-manager.

CHARLESTON, W. Va.—Kanawha State Park Association, operator of West Virginia Free Fair at Dunbar, the 1940 annual having been canceled because of infantile paralysis, has re-elected S. C. Savage, president; Dr. V. F. Churchman Sr., W. T. Brotherton, vice-presidents; E. M. Johnson, secretary; John Layne, treasurer; T. H. McGovern, manager.

GRANDSTANDS

(Continued from opposite page)
cinnati, latter sponsored by Guth Bros. Post of American Legion.

Members of the unit include Irish Moran, manager and announcer; George Mason, assistant manager and driver; James Kelly, Bill Horton, James Sakobie, and Bonnie Walker, drivers; Tad Tosky and Percy Rodemaker, clowns; Tom Seaman and Arky George McNab, mechanics; Joe Alford, Tommy Hodgkin, and Tex Faulk, ramps; Jimmie Baker, general agent; Frank Hartman, billposter; Johnnie Grant, radio and sound, and Houston A. Lawing.

Lewing, incidentally, is the new press agent. He was sports editor of The Greensboro Record and later editor of Dixie Sports Review, a Raleigh weekly.

Generalities

After being rained out on the previous night the Hollywood Death Dodgers finally got started at Philadelphia Gardens outdoor arena. Show featured Suicide Bobby Ward on the stunt and "Hollywood Thrill Show of 1941" with Ella Carver as novelty act. . . . Florida State Fair is figuring on a theater-styled entrance to its grandstand. . . . S. J. Levy and Fred Kressmann, of Barnes-Carruthers office, Chicago, were on a business trip in New York recently. . . . Gus Sun office's bow to the colors this year is a revue with patriotic theme, Let Freedom Sings. Not a bad pun, either. Gus Sun Jr. reports it is selling extensively thru West and South. Programs on Minnesota Pine Belt Circuit are being booked by Lew Rosenthal Attractions, De Waldo Attractions, and Woolfolk-Beam Agency, said Circuit Secretary Whitney Murray, Wadena. Loop includes Aitkin, Grand Rapids, and Wadena. Daily changes are carded.

Ed and Jenny Rooney, featured for years on the Ringling show and around various circuits with their double trapeze turn, which has always been noted for its costuming and grace, are out with a new act this season, a hanging perch combination. Leave it to Ed Rooney, master aerial tutor, to figure out something novel. Act gets started in Olympic Park, Irvington, N. J., week of June 14 and is then set for the season at Hamid's Million-Dollar Pier, Atlantic City, following which a few fairs will be picked up on the George Hamid lists. Negotiations are going ahead for fair dates. Trap act will be retained, of course.

MSA

(Continued from page 35)

Sobel, Oscar Margolia, George H. Brown, Richard Elwell, Frank Hamilton, Fred Williams, William A. Bulleymont, and Marty Rose. Preliminary work is moving along rapidly and ticket reservations are being accepted now. Present at the meeting were the club's oldest and youngest members, the former being Honorary Brother Harry B. (Pop) Wheeler, who admits being over 72. The latter is 21-year-old Brother Harry Hamilton. Wheeler, incidentally, returned from a big celebration in Cleveland commemorating his golden wedding anniversary. Visiting showmen are always welcome at the clubrooms.

R. I. STATE FAIR

A. N. PECKHAM, MANAGER, KINGSTON, RHODE ISLAND

WANTS

ON AUGUST 26 THRU SEPTEMBER 1 — 7 Days—7 Nights

ORGANIZED CARNIVAL

Due to failure of Carnival previously contracted for, all legitimate Concessions, Rides, and Shows are open. RHODE ISLAND IS BOOMING WITH DEFENSE PROJECTS AND INDUSTRIES. STATE FAIRGROUNDS ONLY 8 MILES FROM LARGEST NAVAL AIR BASE ON ATLANTIC SEABOARD. Fair dates include Army-Navy Day, with free admission to men in uniform.

NIGHT HORSE RACING with Pari-Mutuel Betting Will Insure Large Night Crowd With Money To Spend and in the Mood To Spend It.

Wire or write immediately. What have you?

MINNESOTA PINE BELT FAIR CIRCUIT

WANTS

Clean Midway Attractions and Concessions.
Fairs at Wadena, Aug. 11-14; Grand Rapids, Aug. 14-17, and Aitkin, Aug. 18-20.
Address: WHITNEY-MURRAY, Circuit Secretary, Wadena, Minnesota.

Selden THE STRATOSPHERE MAN
World's Highest Aerial Act!
Nothing else like this thrilling, sensational attraction—WRITE OR WIRE TODAY FOR COMPLETE INFORMATION AND OPEN TIME. Permanent Address—
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JAYDEE THE GREAT

World's Highest and Only Act of Its Type—Aging the Apes
Atop High Trapezes
SEE INSIDE FRONT COVER FOR MORE DETAILS

KNOX STREET FAIR

AUGUST 27-28-29-30
THIS WILL BE OUR BANNER YEAR.
EVERYBODY WORKING.
EVERETT C. WHITE, KNOX, INDIANA

WANTED

Rides, Rides, Concessions
FAULKNER-COUNTY FREE FAIR ASSN.
Conway, Arkansas, October 8, 9, 10, 11.
H. A. BRADLEY, Chairman

WANTED

Rides and Concessions for
ELMORE TOWNSHIP'S 14TH ANNUAL FAIR
Elmore, Indiana, August 21-22-23-24
JAMES QUILLIAM, Concession Sec.

WANTED FOR 4-H FAIR

Rochester, Indiana, August 12 to 15, inclusive.
Legitimate Concessions, Rides, Shows, Kids Range, Games Your Age, or others. Gambling prohibited.
Address: MERLE M. CRAIG, 225 W. 9th St.



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Here is the best, most direct method of familiarizing committees, managers, secretaries, booking offices, and other talent buyers with your act or show. Everybody you need to sell now looks forward to the Annual Outdoor Attractions Section in the Summer Special. This year the 4th Annual Edition will provide buyers with a wide array of interesting, helpful, and informative material.

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TRADE SHOW'S NEW MONIKER

NAAPPB-SLA Launch Exhibs

Outdoor Amusements Exposition groundwork started for branches of industry

CHICAGO, May 31.—Floor plans and space reservation blanks were mailed last week to a complete list of firms that exhibited at the 1940 outdoor trade shows sponsored independently by the National Association of Amusement Parks, Pools and Beaches and the Showmen's League and America, as the first step in staging the "under one roof" Outdoor Amusements Exposition at the Hotel Sherman next December. The 1941 trade show, still under the direction of the NAAPPB, for the first time will have the endorsement of the League. Both organizations have laid plans to promote sale of space on the exhibit floor.

President A. W. Ketchum, of the NAAPPB, and Frank E. Conklin, president of the League, have spoken enthusiastically of the new arrangement. Following solicitation of regular exhibitors at previous shows, machinery of both association and League will go into action for acquisition of new exhibitors.

A. R. Hodge, secretary of the NAAPPB, reported this week that several reservations have already been received, some without solicitation, and that the trend seems to be toward larger and more (See NAAPPB-SLA SHOW on page 53)



ART E. MALLORY, who has started his 14th year as manager of Craig Beach Park, Diamond, O., with completion of the most pretentious expansion and improvement program in its history. Management has had the works in re-surfacing the midway, re-surfacing, landscaping, new construction, and reinforcement of rides. Ballroom will be featured. Decoration Day reopening was marked by free acts and fireworks.

Eastwood Passes '29 Mark; Warm Weather Is Big Help

DETROIT, May 31.—Two warm week-end days, followed by three in which temperatures reached 90 degrees, stimulated trade in Detroit parks for the pre-decoration Day week and brought attendance and gross figures up substantially.

Most encouraging of available reports was one from Henry Wagner, manager of Eastwood Park, where business so far this season has actually gone ahead of the corresponding period of 1929, when every indication this 1941 will prove to be the biggest year on record. Weather has been a substantial factor. Since opening of the swimming pool last Saturday attendance has doubled that of the first week of 1940.

Official opening of the park was set for May 29, with the big outdoor Eastwood Gardens opening for the first time this season with Bon Chester's orchestra.

Briefs From All Around the Field

HARRISBURG, Pa.—Gov. Arthur H. James has nominated Roy E. Richwine, proprietor of Williams Grove Park and Speedway, Mechanicsburg, Pa., as a member of the board of trustees of Shippensburg State Teachers' College.

SPRINGFIELD, Mass.—Secretary of state has granted a charter of incorporation to Roller Coaster Operating Company, Inc., of Agawam. Incorporators named are Edward J. Carroll, Agawam, owner of Riverside Park, and Kathryn L. and Mary E. Carroll, Boston.

DAYTON, Ky.—Tacoma Park near here was sold recently to Charles E. Graham, city attorney of Dayton, by Mrs. Beulah Gesser, widow of the late Anthony A. Gesser, who owned the resort for many years. It was learned on May 28. Park embraces 13 acres. Mrs. Gesser said the dog track east of the park, also left to her under the will of her late husband, was not included in the transaction, but that negotiations were under way with a prospective buyer.

MEMPHIS, Tenn.—With over 10,000 out for the season's opening of Fairgrounds Amusement Park on May 17,

Wildwood Getaway To Bring Expansion

WILDWOOD, N. J., May 31.—May week-ends breaking all pre-season records and outings booked for Hunt's Ocean Pier running 10 to 1 over last year are go-ahead signals for William G. Hunt, president of Hunt's Amusement Enterprises. More than 50 additional workmen have been added to the regular crew to rush thru major improvements by June 28, when the pier goes on daily schedule. Stores and other concessions adjoining the pier and Hunt's Casino have been rented for weeks. Hunt said the resort as a whole is about 99 per cent rented on Boardwalk locations, with many late comers being disappointed.

Aside from new rides, Ocean Pier will maintain the same policy, offering 20 attractions for a single admission, including photographs in Ocean Theater, short subjects in Cartoon Theater, live comics and clowns in Laff Theater, and dancing to music of name bands in Starlit Ballroom. Pier will sponsor daily broadcasts over WFIL, Philadelphia, from the pier.

For the first time feature acts will be booked for the ring at end of the pier. Pier will continue its policy of Family Days on Mondays and Thursdays, when adult admissions remain the same but those for children reduced from 25 to 15 cents. Mardi Gras Night, which drew capacity last summer, will be used weekly, with Children's Carnival and Party Night an added feature on Tuesdays in the ballroom. Pier is again managed by Guy Hunt, son of William C. Hunt, and Bill Gerst, who also is publicity director for Hunt enterprises.

N. E. Penny Resorts Open With Many New Attractions

WILKES-BARRE, Pa., May 31.—By today all amusement parks in Northeastern Pennsylvania will have opened, some having stolen a march by bowing one, two, or three weeks before Decoration Day because of unusually good weather.

San Souf Park here; Fernbrook, Trucksville, and Lakewood, Mahanoy City, opened on May 25. Rocky Glen, Moosic, has been operating several weeks. Among spots opening yesterday were Lake Ariel, featuring Rockless Johnson, balloonist, and Lakeside, Barneville, with Penn State Shows on (See N. E. PENNSY SPOTS on page 53)

Advance reservations were heavy, Manager Wagner said. He has just installed a 77-foot steel flagpole, topped by a 20-foot American flag. Pole is illuminated by four strings of electric lights in red, white, and blue. Installation of another ride is planned, probably in the spot occupied by Kiddiland.

Revere Beach Biz Drive On

Amusement men working to counteract loss of narrow gauge—special bills set

REVERE BEACH, Mass., May 31.—An intensive drive to counteract the loss suffered last year with the closing of the narrow gauge railroad which operated between Lynn, Revere Beach, and Boston has been undertaken by the Amusement Merchants' Association of Revere Beach. Association has been incorporated as a non-profit organization with Andrew A. Casassa, former mayor of Revere as president, Tom Harding is vice-president; Victor Shayeb, secretary, and N. George Sabbagh, treasurer.

Association has plans to better beach business and the board of directors, which includes the officers and Revere Mayor Raymond E. Carey, John Hurley, and Howard Trask, has presented measures to the Legislature providing for the taking of land to construct new roadways from Ocean Avenue to North Shore Drive, main artery between Boston and the North Shore. The beachmen hope to have legislation rushed thru so that construction of well-paved roads leading (See REVERE BIZ DRIVE on page 53)

Ops Around Buffalo See Good Prospects

BUFFALO, May 31.—Optimism over outlook for the 1941 park season in this area was voiced by most operators who, aided by good weather in recent weeks, staged successful week-end previews. Some operators made substantial outlays for renovations and additions in preparation for yesterday's bow.

Crystal Beach (Ont.) Park set a fireworks program as special attraction for its 51st opening. Manager George Hall had much renovation work done to concessions and attractions and added numerous landscaping effects. Canadians, Crystal Beach boat which plies between Buffalo and the park, was put in shape several weeks prior to the opening. Harold Austin will again manage Crystal Ballroom. His orchestra and Morgan Thomas' will supply music.

Glen Park, Williamsville, N. Y., has already put in several weeks of successful operation. Big business has been done by its main attractions, a night club, and Casino Ballroom. The latter did so well last fall that it remained open thru (See IN BUFFALO AREA on page 53)

Earlier Wis. Opens Good

MILWAUKEE, May 31.—Fair weather contributed to successful openings at State Fair Park, West Allis; Muskego Beach, and Waukesha Beach on May 25, openings being several days ahead of usual Decoration Day openings. Rides have been added to the midway in State Fair Park and some of the other rides have been renovated with new fronts, reported C. S. Rose, park manager. At Muskego Beach, Manager William J. Boeschardt opened with free outdoor motor races. At Waukesha Beach, Manager Ted Toll presented a free concert by Helme and His Grenadiers, and is offering old-time dancing Sundays and Fridays.

Three Chartered in Albany

ALBANY, N. Y., May 31.—Three new amusement enterprises have been granted charters of incorporation by the secretary of state here. They are Best-o-Drome, Inc., Buffalo; stockholders and directors, Otto F. Anderson, Joseph T. Tripp, and William J. Grupp, all of Buffalo; Rockland Lake Casino, Inc., New York; promoters and stockholders, Lee Siegel, Ethel Lechner, and Ruth Pincus, New York City; Vanderbilt Stadium Corporation, Richmond, N. Y.; directors, Farnell M. Kane, and Lenora M. Thompson, Staten Island, N. Y.

Akron Summit's Bow Goes Up 50%

AKRON, O., May 31.—Reveling in newness and patriotic appeal, Summit Beach Park here opened on May 24 under ideal weather conditions and with patronage about 50 per cent over last year's opening week-end, according to Frank Rafal, managing director of Summit Beach, Inc., operator.

New features include a Dodgem, installed in a section of the picnic shelter building; nine gliding ponies, and a Kiddie Swing, supplied by Playground Equipment Company, which is drawing heavily, according to Manager Rafal. Several concessions have been added and much new paint in red, white, and blue motif is in evidence. Scores of flags are on concession buildings. Much neon has been added to the modernized entrance.

Park has adopted a pretentious free-act policy. Capt. Roland Tibor's Seals and Johnny Gibson's Hollywood Ballet, set by George A. Hamid, were booked for the first nine days. Thereafter a new act will be seen weekly.

Dance pavilion is again clicking. (See SUMMIT UP 50 PER CENT, page 53)

Cincy Coney Opener Okeh

CINCINNATI, May 31.—Attendance at Coney Island here on opening day, May 24, showed a healthy increase over the 1940 mark and spending was correspondingly better, officials reported. Rides and concessions received satisfactory play, especially the remodeled Cascades, now known as Lost River, which continued the fast pace it started during the two week-end previews, when it showed a 400 per cent increase over 1940 preview receipts. Pool business was light because of cool weather. In Moonlite Gardens George Hall and his orchestra, in for a week's engagement, drew good crowds.

Name Bands in Mich. City

MICHIGAN CITY, Ind., May 31.—Washington Park, operated by Lakeview Amusement Company, has adopted a name-band policy for its Oasis Ballroom this season. Among bands already announced, reported Johnnie Reeves Jr., park's publicity director, are Lawrence Welk, Charlie Agnew, and the Midshipmen. Park will have 6 rides and about 20 concessions.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Via 3-Cent Route

H. (Buddy) Slegal writes from Tulsa, Okla., suggesting an interesting project: "I read in your column of Juan Carlos Meloni and his dive of 190 feet. I wish to extend my congratulations and best wishes, and I not only offer best wishes but feel that he deserves all of the credit that can be given him. I also feel that any other diver who has passed the 100-foot mark will feel the same.

"I am now in my second year as manager of Crystal City pool in Tulsa, Okla. We opened to a large crowd on May 17 and are looking forward to a fine season. The Tulsa Tribune and Crystal City tank have sponsored the Southwest AAU meet the past four seasons. This summer we are planning a meet for pro swimmers and divers, featuring a 50-foot high-diving tourney; that is, fancy high diving with each diver doing six to eight dives and being judged on points.

"I certainly would appreciate your help in asking pro or semi-pro high divers who are interested to contact me or write you in care of your column. We are planning to get up cash prizes and we will hold the meet late in July or August. I feel that this kind of competition could be held all over the country on a basis similar to semi-pro baseball tourneys, held in Wichita, Kan., and the winners all go to some selected spot for a national meet. I am willing to start it by promoting the first one here and by doing all I can to create interest for the boys and girls of the lifeguard and instructor or other pro or semi-pro classes."

Action Urged

Well, there you are, boys and girls of the diving profess. Here's the chance for which you've been waiting. Many of you have complained in repeated letters to this department that an annual high-diving meet, such as the one originated by this column some years ago, should

be held. But interest on part of promoters and pool operators has been lax.

Here's the first spark of life. And it's up to each of you to hop on the band wagon. Show Buddy Slegal that high divers want the opportunity to participate in open competitions. Don't just stand around and praise some one like Juan Carlos Meloni for his feat (or disbelieve him, as many did in squawky epistles to this pillar). Do something about it.

Your correspondent showed Buddy's letter to Jack and Irving Rosenthal, operators of Palisades (N. J.) Amusement Park, site of the initial high-diving meet. And the Rosenthals are interested in staging a contest similar to the type Buddy suggested. One in Tulsa can be for Western divers and one at Palisades for the Eastern group. Now it's up to the high divers—pros, semi pros and amateurs—to make the next move. Are you interested in such open competition? If so, send a letter or post card to this column at once and arrangements will be made by the column to start at least two contests this summer.

Trend of the Times

Many Eastern outdoor tanks opened their season on May 24. Three days prior to that date New York City and its environs sweltered in a record heat spell. Mercury leaped to 92 on the day before the pools' openings, an all-time high. And as luck would have it, a series of thunderstorms dragged the thermometer down, with the result that a chilly 50 and 45 degrees greeted pool managers on their opening day.

Riverside Cascades tank, Manhattan, N. Y. C., reported an attendance of 328 swimmers on May 24. It's opener, even though it was a very chilly day. Its sister tank, Jerome Cascades plunge, Bronx, New York, had 245 patrons. And other outdoor plunges had crowds of from 200 to 300 for swimming. All of which was excellent, considering the weather.

Some pool men attribute the remarkable returns to the fact that the inaugural came right on the heels of a torrid spell and that many who were long to go swimming all that week had planned on a day of swimming and just didn't let a change in temperature spoil their plans. Others claim it is a very good sign for the season to come; that if people will come out for outdoor swimming in 43 degrees, it shows there's plenty of money around. And, brother, that is good news!

Revere Beach, Mass.

General business at Revere Beach to date has shown a 50 per cent increase over the corresponding period of 1940 despite several days of cold weather immediately following the May 18 opening, according to members of the Amusement Men's Association. Since the cold spell, hydrocycling temperatures in the 90s on three or four days sent the business average upward, with crowds thronging the beach. Most of the rides and concessions have been repainted or have new fronts.

Line-up includes Virginia Reel, Tom Harding, owner; Ernest Hurst, manager; Avar Douette, front; Camille DeMato, John Malone, George Beck, Mrs. Nora Harding, and Herbert Harding Jr. Ferris Wheel, Tom Harding, owner; Herbert Harding Jr., manager; Fred B. McGee, front; Tony Sobero and Howan Fitzgerald. Hardin-owned Arcade, Mr. and Mrs. Milton Clark, operators. Blueboard, Victor Shayeb, owner; Harry Kelly, front; William Zolla, tickets; Cliff Messenger, mechanic and assistant manager; Robert Saunders, maintenance. Scooters, Tom Harding, owner; William C. Harding, manager; Louis Putman, front; Harry Pulchino, tickets; Ernest Peterson, mechanic; Lester Beck, second man; Mrs. Mary Currier, fares; Ernest Butler, Treasure Island, Victor Shayeb, owner; Arthur Vno, front; Arthur Rizzo, tickets; Ralph Butler, operator and mechanic; Cyclone, Eugene J. Sharp, tickets; Frank Lawrence, manager; George Sabbagh, treasurer and general manager; Ellis White, mechanic and maintenance; Mrs. Chamberlain, fares; Dave Lawrence, maintenance; Sandy Sabbagh, assistant manager; Barney Ferraro and Eddie Duffy, brakemen; Benny Benzle and Arthur Sullivan, punch; Sammy Sabbagh; Joey Shayeb, superintendent of maintenance; Charley Chamberlain, special policeman.

Jean Hallett and Anna Grillon are relief cashiers for Virginia Reel and Scooters. Bill Kilroy and Dutch Goldberg are handling the Lucky Kick ball game. Johnny Lupi manages the Cyclone shoot-

ing gallery, with Fred Sabbagh as assistant, and George Arnold operates the cigarette dart game. Mrs. Mollie Crystal is again handling a concession, assisted by Lee Bilstein. Vic Shayeb reported the Bluebird has been overhauled, with new features. Front has been remodeled. Treasure Island has been renovated, and the Dodgem, operated by Shayeb, has also been fixed up.

Playland, Rye, N. Y.

By J. WILSON CLIFFE

Steamers Americana, Westchester, and Wauketa are bringing their daily quota of outings. First week's receipts have been decidedly satisfactory. Beach and pool are now open and doing well. Free acts, Mile. Bernice, swaying pole, and Walkmans, juggling and perch, were followed by Ciemea Belling Trio, dogs, and Paroffs, high ladders. Duke Daly ork, clicking at Casino, is broadcasting daily over WOHF. Park is getting a wonderful weather break and expecting a record season.

Bob Brown is back at Skee-Ball alleys after construction work at sunny camps all winter in South. Tru-Life Photos is back on Boardwalk and in park. Music lovers and live hounds are regaled daily with appropriate tunes over the extensive p.-a. system. Playland Authority has just finished a magnificent job on the athletic field, which includes a soft-ball diamond, a regulation baseball field, and a five-lap track. These give outings groups opportunity to feature them in their sports schedule. First mate to Capt. John Walters on Playland Lake is Danny Carroll. Isay (Whitney) Futer makes the rounds day and night with his "What-do-you-read?" cry. Also handles *The Billboard*, Playland's favorite magazine. John Captell is again managing penny game for Gus Rosasco.

The writer had the good fortune during past winter to meet a real trouper, Sam Galley, of Kingston, N. Y. Sam has the "ex" on pin games in the Hudson Valley. Joe Ciccone, official flag raiser, is loud in his demand that Colors be sounded from Music Tower while he performs that honored duty. The Voice of Playland and Margaret are Cliff-dwelling at "Casa Fien" for the summer. Standard Handwriting Company is back. Jack and Mike (Bridge) Wallace report good business. Mike will soon resume duty as limb of law at Oakland Beach.

Bi-weekly fireworks specs drawing huge crowds and eliciting usual amount of ohs and ahs. Medames Kmetch, Underhill, and Ferguson are the restroom matrons. Margaret McDonald is in charge of first-aid stations. Pleasure Bound doing fine under Bill McDonald management. Walter Sears is managing Dodgem, Ed Brunner the Dragon, and John Nuanno the Whip. Ted Bell is assistant electrician. Hasta luego.

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Coney Island, N. Y.

By UNO

Saturday, May 24, found resort in almost full swing. Feature was a parade of 5,000 Girl Scouts, the 10th annual of Brooklyn Boro. The only scout from another boro was Jean LaGuardia, daughter of the mayor. Her mother and brother, Eric, marched at the head of the column. All wound up at Steeplechase Park.

New here is the Atlantis, a four-decker restaurant, bar, grill, dance hall and entertainment structure erected at a reported cost of 50 Gs on the Boardwalk near Stillwell by Murray Wanger; his dad, Max Wanger, owner of the Surf Hotel, and Hymie Schuchman, operator of a local bar and grill. In the Neptune room, main floor, are the ork and entertainers. Above is the Sun Deck Terrace with a dance floor for the public and seats in the open facing the ocean. Underneath is the sub-boardwalk cafe for bathers, and in the annex is the sidewalk promenade. The site is where the Central Bath stood. Current attraction is Buddy Kaye and his five-piece ork, with Ruth Blair, vocalist. A strolling trio of musicians and singers will be added for intermission between ork selections. Broadcasting over WOR will start Decoration Day and continue every day thereafter from the Terrace dock in half-hourly programs. May 24 featured a twin bathing beauty contest. May 30 featured a special opening for the Terrace. The spot has a "streamlined" (boiled) frankfurter. Earl Foreman and Arthur Price handle the publicity. The Atlantis accommodates 1,000. Subdued neon lights, wall murals, modernized furnishings, and a red color scheme prevail throughout. This is an establishment bound to help in a large way to make what the resort needed all along—something new—something to attract.

Klinkenstein Thumbail

Max E. Klinkenstein operates a 250 by 50-foot roller-skating rink on West 5th and Surf—and has since May 13, 1939, on a lease from the city of New York. Was an associate of Judge Henry S. Schimmel and is from the East Side, Manhattan, on Sheriff Street. Recently installed a double heating and cooling system. Reserves Mondays for church affairs. Joe Garry is manager and Garry (Sparky) Bodenstedt assistant. Charles Lomando is floorman. He and Eugenia Pezomala are to be featured at the rink latter part of June in a wedding ceremony on skates. Irene Leherer, who passed the civil service, is hat-check girl.

Machson Movies

Seymour Machson again operating a 500 capacity old-time movie enclosure on Surf. Also the Brooklyn Dodger ball game and Guess-Your-Age near by, and Harvey's indoor bath across the avenue. Edith, his wife, sells tickets for the movie, and Dave Powell, who was at the Old Opry House, Flushing Far, is

machine operator. Jack Honig is in charge of the ball game and Roelyn Reith with Sam Levene pilot the age booth. Lou Levy, an Island native since he was 6 and Machson's p. a., is also a wrestling instructor on the side. Is a former long-distance swim star. In 1918 pulled a load of soldiers in an auto with his teeth in Washington. In 1916 swam from New York to Coney. In 1928 dragged by his chest 12 people in a boat from Coney to Rockaway Point.

Shorts

Jack Leeper is new talker at Rosen's Steamlined Follies. An old-time song and dance man in all branches show biz. Once managed Lee Sloan's Follies Theater in Chicago. Also characterized Chuck Connors for George Jessel's Old New York at Flushing Fair. . . . Florence Leeper, of the Follies, is really Nubia, Oriental dancer. . . . Margie White, Follies funster, once operated her own revue on the road. . . . Mary Blaine, another Follies comedienne and straight stripper, makes all her own wardrobe. . . . Bill Herman has just opened a new bar and grill on Stillwell near Bowery. . . . Lloyd Muller, boss of the Claridge Hotel, New York, and Lou Marks were entertained May 25 by Sam Wagner.

Steeplechase

Rocco Onorato, of the clerical staff and brother of general manager James, is expecting a visit from the orks in a few weeks. . . . George C. Tyson III, also in the orks, is a recent high-school grad. Just passed his 16th birthday. . . . Donald Burke, another office worker, is a lover of gefilte fish and a hater of the fem sex. . . . Harold Nisford is the new photographer. . . . Gus Gale, former cameraman here, is now publicity chief for the Annenberg mags in New York. . . . Park is running an amateur photographic contest from now until September 8, when awards in cash up to \$100 will be distributed. . . . Billy Friedberg, p. a., says all Sunday attraction records so far this season have been broken and predicts a big season's biz. . . . Parachute Jump was to be in readiness for holiday week-end. Takes up so much ground space that the customary circus is off the list of attractions.

Palisades, N. J.

By CLEM WHITE

Atmosphere reminds of Churchill Downs on Derby Day. All concessionaires are champing at the bit like the thoroughbreds they are. As supply merchants, Gate was due to be lifted on Decoration Day. School kids in all neighboring communities have selected dates for their afternoon holidays here. It seems assured that daytime sessions already have been prepared to the satisfaction of all concerned.

Add self-effacing gentlemen: Al McKee, who has nothing to do except take care of all the rides in the park and their personnel. He certainly crossed us up when giving his listing of those who make the ride go round and round, as he modestly refrained from mentioning himself, the generally regarded as the top man in maintenance and operation. Francis, the broom man, is the same type. When submitting names of maids and porters he eliminated mention of himself, the 30 years of service could be chevroned to his credit.

Pool opening was set for May 29 with many revisions that should prove popular. Phil Smith has his hardy trio of Buntzy, Mack, and Hughie ready as assistants, and to give the glamour that all lifeguards should provide. George Deffenbach swinging along fine with the combo tickets.

Atlantic City

By M. H. ORODENKER

Expressing belief that "charging of tolls to enter the resort" will cause the city much adverse publicity and harm to its continued welfare, the real estate board issued a statement opposing revised plans of Atlantic City Planning and Improvement Association and advocating its own program. Board proposed resort interests could be greatly increased in the creation of public beach playgrounds, beautifying entrances to the resort, opening of street ends to give bathers proper

access to the beach, elimination of parking of roller chairs along the Boardwalk and erection of benches along the "Walk, improving parking facilities, creation of picnic facilities on city-owned properties, and enforcement of all laws that will stop changing of bathing attire in automobiles.

Legislature in Trenton last week passed a bill appropriating \$50,000 to encourage the American Legion to hold its annual convention here in 1942.

"Clean-Up and Paint-Up Week," observed here last week, was widely honored at Hamid's Million-Dollar Pier, artisans readying the amusement structure for the season.

Frank Wirth three-ring circus in Convention Hall on May 17, sponsored by the Variety Clubs of America in convention, drew 40,000 adults and 12,000 kids at 50 cents and \$1, for two performances.

Convention Hall will again house an ice show this summer, plans being completed for housing a new Ice-Capades of 1942 revue, sponsored by Arena Managers' Association.

Steel Pier has already set one of its Labor Day attractions, having signed Jimmy Dorsey's orchestra. Besides playing at the pier during Decoration Day week-end, the band is signed for August 2 and 3.

Mark Wilson, theater press agent from Philadelphia, probably will again be in charge of advertising and publicity for Hamid's Million-Dollar Pier, with William H. McMahon on the assist.

South Jersey

Failure of city council to receive bids within the amount appropriated for reconstruction of Ventnor Municipal Pier Auditorium has resulted in a situation which, it is reported, makes it doubtful whether the pier will be replaced. A two-alarm fire last week in Atlantic City swept the interior of a Boardwalk rolling chair establishment and a restaurant and threatened nearby amusement piers. Firemen prevented the fire from spreading after it had damaged the eating place of John Poulla and destroyed 18 chairs in the Eyerler Roller Chair Company's headquarters.

Robert M. Clutch is handling publicity for Ocean Gate.

About 50 Wildwood Boardwalk concessionaires and game operators must close under mercantile licenses are procured. In recent seasons operators were permitted to pay in installments for licenses, usually making the first payment on Decoration Day.

Long Island

By ALFRED FRIEDMAN

Number of foreclosures on amusement properties this year at Rockaway and Long Beach exceeds that at any point in recent years, but a large number of persons are bidding to acquire most of these parcels.

Cleocazo, big roadside spot at Forest Hills, started by the New York World's Fair, is being dismantled. Many prominent radio people sank coin in the enterprise, which failed to click.

Arthur (Rockaway Wave) T. Johnson predicts that soldier trade around shore resorts this summer will be one of the healthiest segments of patronage. Officials announced that about 400 men will be assigned to keeping beach and Boardwalk clean at Rockaway this summer, a record crew.

Philly Spots Debut May 30 After Good Pre-Season Biz

PHILADELPHIA, May 31.—Parks in this area opened on May 30 after several preliminary week-ends of good business because of excellent weather. Woodside Park's pool has been doing good business due to warm weather since opening on May 24. Sunday concerts in Sylvan Hall, Sunday afternoon kiddie hours, and Friday night fireworks are featured.

Willow Grove Park has installed some new rides and revamped others. Three Sunday vaude shows in the music pavilion, emceed by Frank Schluth, have been drawing capacity. Danding in the new ballroom to the music of local orks is a weekly feature, and roller rink is operating afternoons and nights.

Forest Park, Chalfont, under management of Richard F. Lusse, opened yesterday. Extensive improvements have been made. George E. Roberts will again furnish acts for Saturday and Sunday shows in the music pavilion.

Park Free Acts

THE MARCHANDES, log rollers, are appearing twice daily at Idora ark pool, Youngstown, O.

OPENING on Decoration Day, Torrence and Victoria, high act, will be in Rock Springs Park, Chester, W. Va., thru June 15, reported R. L. Hand, park manager.

SENSATIONAL MARIONS, who opened in Edgewater Park, Detroit, May 24, were held for a second week, said Park Manager Ben F. McNab. Removal of an old promenade out of the roller rink allows better accommodations and viewpoints for spectators at fireworks shows.

CRAIG BEACH PARK, Diamond, O., started with the Flying Valentines, who drew heavily there a year ago.

FIRST act of the season booked in Riverside Park, Agawam, Mass., was the Four Bombshells, reported Harry Storn, park publicity chief.

FORMATION of a booking circuit of amusement parks was reported by Jack Dickstein, manager of the Detroit Gus Sun office, including Edgewater Park, Detroit; Lake Lansing Park, East Lansing, Mich., and Flint (Mich.) Park. High acts will be used almost exclusively, each stand running a week with possible holdovers.

IN Meyers Lake Park, Canton, O., opening had Eric the Great, high swapping pole. Park Manager Carl Sinclair said acts would be changed weekly. Pre-act policy started last season built night patronage and big week-ends, Sinclair said.

AFTER three weeks in West View Park, Pittsburgh, Watkins' Animals will go to Clementon (N. J.) Lake Park for two weeks, reported I. J. Watkins. Troup, which travels in three trucks and trailers, has air-conditioned trucks for dogs and chimpanzees and a pony truck with screens and shutters.

PHILADELPHIA, May 31.—South Jersey resort interests are up in arms over announcement by Pennsylvania Railroad officials here that organizations planning week-end excursions must hold them during June or after September if they want excursion rates. In barring week-end rates during July and August, a railroad official said such excursions will be handled during those months if held other than on Saturdays or Sundays.

July-August Excursion Ban Brings Resorters' Protests

Reason given is that during July and August, cars used for such excursions will be needed for week-end movements of troops on furlough or in training. Announcement brought a protest from officials of Wildwood, N. J., where most of the excursions have gone. Protests also were being drafted in Atlantic City, Cape May, and other shore resorts.

W. Courtright Smith, Wildwood Chamber of Commerce, said excursions brought more than \$100,000 to business and amusement interests there. Ed Gerst, co-manager of Wildwood Ocean Pier, also entered protest, saying word of pier-promoted excursions was on Sundays and that many have already been booked. Railroad officials said the July-August ban would not affect excursion rates offered individuals to shore points during summer.

SPRINGFIELD, Mass., May 31.—In Riverside Park, Agawam, Harry Storn, publicity chief, said that 15 new miniature Dodgem cars put into use last Saturday night have drawn well. A Laughing Sol had been installed in Laund-ry Park. An intensive advertising campaign that includes ads in 25 dailies is drawing good results. Storn said, June 12 will see an Old Glory Ball in the ballroom with Bob Chester and his band. Feature will be naming of Miss Old Glory, winner to get a \$400 wardrobe and trip to New York City for two.

Agawam Ad Drive Pulling

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Ops in Chattanooga Plotting Warner Acts

CHATTANOOGA, Tenn., May 31.—While all rides and some concessions have been operating in Warner Park here for a number of days, customary downtown middle parade and publicity heralding official opening of the city-owned spot was skipped this year. Ride owners and concessionaires have not so far chafed up expected receipts and are planning to boost business by bringing in free acts.

Park is managed by P. (Rudy) Olgiant, with Glenn Gamble as assistant, and office in charge of Mrs. Clara Yarborough. Besides extensive picnic area and playgrounds there are a small zoo, pool, roller rink, pony track, and eight rides. Rink is operated the year round by Jack Britton, with W. P. Wommach as assistant. Pool and zoo are managed by Olgiant. Operators who have been at the park many years are C. M. (Hess) McDonough, Frank Hlas, and L. E. Miller. McDonough owns the Whirl, with Mrs. McDonough in charge, and Kiddie Airplane, attended by Oate Martin. Warren Whirl has changed hands. McDonough's recently installed pony track, Miller, besides operating main refreshment stand and dining room, owns the Merry-Go-Round and Miniature Auto Speedway. Hlas, who operates a Kiddie Auto Ride and Kiddie Ferris Wheel, is in charge of Miller's Merry-Go-Round. Concessions include two shooting galleries and a cigarette gallery, owned by Jimmy Merritt, with Mrs. Esther Merritt, A. J. Goins, and Jack Meeks in charge. Ot Manning's Electric Train Gift Show is operating, with W. F. Mincey in charge.

Tulsa Crystal City Debut After Early Pool Opening

TULSA, Okla., May 31.—Crystal City Park here was formally opened for the summer season on Decoration Day by Mayor C. H. Veste, of Tulsa, John C. Mullins, owner and manager, announced. All rides and concessions have been reconditioned and a miniature steam train has been added to attractions.

C. E. Meeker, outdoor amusement vet and many years general manager of Miller Amusement, started his third season as superintendent of rides and concessions. An early water spill led to opening of the pool two weeks ahead of park opening. Swim events and other activities are directed by Harold (Buddy) Sigel, holder of springboard and high fancy diving championships, who served in similar capacity at pools in Wichita, Kan.; Miami Beach, and Atlantic City. This is his second year here.

Great include Merry-Go-Round, Ferris Wheel, Dodgem, Loop-a-Flane, Whip, Kiddie Auto Ride, Midget Autos, steam train, and Shetland ponies. Program will be rounded out with operation of the outdoor dance pavilion and roller rink. Art Davis and His Rhythm Riders have been signed for the summer dance season.

IN BUFFALO AREA

(Continued from page 50)

the winter, using name acts and drawing heavily for Owner Harry Altman.

Celoron (N. Y.) Park has added some new devices and decorations. Marine Room, night club-ballroom, will again feature name bands over week-ends and sets during the week.

Great Island's Edgewater Beach Park is the only spot in the area not to open this year. For several years inheritance claims have interfered with its operation.

N. E. PENNSY SPOTS

(Continued from page 50)

the midway and the McFarland Twins and orchestra as dance attraction. Laborers featuring 16 attractions, 40 concessions, roller rink, and dancing three nights weekly. Rocky Glen features fireworks on Sunday nights.

Bennett Park, Blakeslee, formerly Harrison Park, was taken over by Monte Bennett and completely overhauled for yesterday's opening. Merry-Go-Round, Penny Arcade, Ferris Wheel, Leaping Lena, and concessions were added. Features overhauled were the skating rink, tennis hall, baseball diamond, and swimming and fishing facilities. Manager Bennett plans to show movies once a week and stage weekly farmer dances. Park covers 50 acres. Concessionaires include Earl and Margaret (Pennuts) Day, novelties, popcorn, and pictures; William Davenport, rides, and Max Both. Penny Arcade, Wilbur J. B. Woods, former circus man, is associated with Bennett.

With the Zoos

SAN FRANCISCO.—A lion cub, 10 days old, was presented to Fred Chaston, superintendent of Fishhacker Zoo here. It was born during the Shrine-Polack Bros.' Circus here and given to the zoo by Capt. Noble Hamster, of the show.

DENVER.—Jimmy and Joy, new bear cubs in City Park Zoo here, are being trained for exhibition this summer by E. W. Clark, formerly of Colorado Springs Zoo, who was commissioned by Denver park officials. Clark uses his own bear, a shaggy Siberian, to demonstrate tricks.

OKLAHOMA CITY, Okla.—City Zoo in Lincoln Park here has acquired Josephine, a 17-year-old chimpanzee, formerly in vaudeville. Chimp came from Cheyenne Mountain Park Zoo, Colorado Springs, Colo., and was accompanied part of the way by a 2-year-old panther from Garden City, Kan. Keeper Leo Blondin traded a white fallow deer for the panther.

DETROIT.—Detroit Zoo opened for the season on May 28 after being closed all winter. Pre-opening of Belle Isle Zoo, formally taken over for the first time by John T. Millen, director, was marked by escape of a dozen monkeys as he made a tour of inspection. They were all recaptured. May 29 drew the largest single-day crowd in the 10-year history of the zoo, said Director Millen, who estimated attendance at 100,000.

CINCINNATI.—Tempo of box-office activity at the zoo here is increasing daily, with many out-of-town schools furnishing the trade. Beginning May 15 local schools started their annual visits. They will continue until late June. Over 150 snakes, lizards, chameleons, and swifits will soon be added to the reptile house collection. Orders were given two dealers, Otto M. Locke and Ross Allen. Additions will replace losses sustained over winter months. Among items ordered are cotton-mouth water moccasins and timber rattlers and coral, ribbon, copperhead, chicken, coachwhip, banded water, and yellow rat snakes.

PHILADELPHIA.—On May 18 Philadelphia Zoo drew 14,299, an attendance exceeded only on special annual May Days and on free admission days. Zoo was opened 67 years ago, but never till this year have Philadelphians in such numbers stormed the gates. In 1937 a one-day crowd paid in slightly more money than that taken in on May 18 at the 25-cent top admission, but the price of admission was then higher. Josephine, riding elephant, set a record by carrying more than 1,200 passengers during the day. Curator Roger Conant suggested as reasons for the enormous crowds that conditions are much better, with national defense projects, and the popularity of the new pachyderm house.

CLEVELAND.—Cleveland Zoo was reopened on May 25 by Cleveland Museum of Natural History. Improvement program began on October 1, when the museum assumed management. More animals have been added than were acquired in a previous decade. Buildings are painted and repaired and attendants are in snappy uniforms. A bus line thru Brookside Park and an 800-car parking lot are new. Eskimo Village, opened by Dave Irwin, Missouri-born Arctic explorer, will remain thruout the summer. He has 10 huskies that will be used to haul children, and nine trained Canadian black bear cubs. A family of Eskimos, father, mother and two children, will appear thruout the summer. Eskimo and bear exhibits being free.

3 Attractions for Del. Spot

WILMINGTON, Del., May 31.—River-view Beach Park here has been renovated and three new attractions, Bubble Bounce, Flying Skooter, and Laughing Castle, have been installed for the July 7 opening. Park has a 75-by-150-foot pool, picnic facilities, two Roller Coasters, Merry-Go-Round, Scooter Cars, Miniature Railway, restaurant, ball grounds, and boating. Preview days were held on May 24, 25, 30, and 31, with the final one scheduled for tomorrow. Special Feature on Friday was fireworks.

NAAPPB-SLA SHOW

(Continued from page 50)

elaborate displays similar to the 1940 presentations of Philadelphia Toboggan Company; Eyerly Aircraft Company, working in conjunction with Richard F. Lusse; Exhibit Supply Company, and

R. E. Chambers Company. Hodge pointed out that an additional exhibition room has been installed immediately below the regular exhibition hall of the Sherman which will make possible the convenient display of motor trucks, Diesel power units, and similar heavy equipment.

In accordance with an agreement entered into by the NAAPPB and the League, the 1941 show will, as usual, be sponsored and managed by the NAAPPB, with the SLA co-operating and sharing the proceeds. Title of the exhibition will be Outdoor Amusement Exposition and subtitle explains that the show is "For Park, Pier, Pool, Beach, State Fair, and Carnival Industries."

Hodge will manage the show and will represent the NAAPPB. President Conklin several weeks ago appointed a committee of League members to represent that organization officially. Committee includes M. J. Doolan, chairman; Charles T. Goss, S. T. Jesup, John O'Shea, Morris Hart, Ned Torti, Lew Keller, and Al Sweeney.

The show will open Sunday afternoon, November 30, following the memorial services of the League, and will be open daily at stated intervals up to and including Friday, December 5.

SUMMIT UP 50%

(Continued from page 50)

It operates on Monday, Thursday, and Saturday nights, with name acts on Saturdays. Monday night is Scotch night. Lew Platt Agency is handling band bookings, but has given up management of the pavilion.

Park's opening was billed like a circus. Exploitation is under the direction of Jerome T. Harriman, former Ringling-Barnum advance man. He used everything in the way of paper, from window cards to 24 sheets, and much newspaper advertising. Two radio stations also were used in beating the drums. Harriman also heads the public relations department and reported the picnic outlook was never better.

Shipment of Ruhe monkeys, baboons, and other small animals was received. It marks the first step in establishment of a zoo in connection with the park. Manager Rafal said. Park's new sound system is in charge of Joseph Gallagher. Harry Fallon has the bingo privilege and has a flashy stand. Bathing pool is also open.

PARK BRIEFS

(Continued from page 50)

Brooklyn, Enterprises include Big Circus Amusement Corporation; Dangerous, Inc.; the Deepdiggers, Inc.; Petite Trains, Inc.; Midwest Attractions, Inc., and Swingabout Company, Inc.

AKRON, O.—C. L. Fallon, Akron, who has reopened his bingo and several other games in Chippewa Lake Park, Medina, O., also has installed a de luxe bingo in a building in Summit Beach Park here.

PHILADELPHIA.—Florence R. Kelly, wife of Tom Kelly, former executive secretary of local AGVA chapter, in association with Paul Mohr, local entertainer, has taken over the C-Bar C-Ranch, amusement park at Elverson, Pa., which opened for the summer on May 18.

CINCINNATI.—Thomas McCann, football coach at St. Xavier High School here, was named manager of Coney Island's Moonlite Gardens on May 19 by President and General Manager Edward L. Schott.

PHILADELPHIA.—Woodside Park reopened Crystal Pool on May 17 for its 16th season. It is again under management of Pat Delany.

WESTPORT, Conn.—Mrs. Bradley Kellogg, secretary of Westport Beach Commission, announced this staff: Frank Dayton, general superintendent; Harry Platt, assistant; William Donnelly, John Oates, gatemen; Robert Busing, Mrs. A. A. Colandrea, maintenance; Milton Allen, John Dodging, parking; William D. Dickson, John Arendt, office; Percy Mull, Eugene Wohlforth, Fred Taylor, groundkeepers; Henry Zackarias, night watchman.

EAST LANSING, Mich.—Pool operators conferred in Jensen Gymnasium at Michigan State College at the ninth annual Michigan Conference on Bathing Beaches, under sponsorship of Michigan Department of Health. More than 100 were present to discuss operation, particularly sanitation. J. E. Miller, State department of health, conducted a round table for operators and R. B. Daubert

had charge of one for coaches, as he is on Michigan State College staff. Prof. Edward Devereux talked on Stability of Chlorine in Swimming Pools, and R. J. Faust, Michigan Department of Health, on Proper Operation of Filter Plants.

READING, Pa.—Alburts Park here reopened on May 25 with Ozark Jumpbore as featured attraction.

BUCKEYE LAKE, O.—Buckeye Lake Park opened on May 24, a week in advance of the opening of previous years, said Manager A. M. Brown. Crystal Dancers is being operated along night hours. Jimmy Richards and his club line. The orchestra were in the band shell for the inaugural. Convention Hall Roller Rink is in full swing. Name bands will be offered at intervals. Louie Armstrong was booked to open on May 3. Free-act policy will be continued.

PHILADELPHIA.—Boulevard Pools, with a recreation building and several pools in the Roosevelt Boulevard section, was sold last week by H. J. Horan Jr., receiver for Fidelity Mortgage Guarantee Company, to Anthony Imbort for \$75,150.

REVERE BIZ DRIVE

(Continued from page 50)

from the important traffic artery to the beach can begin at once. It is hoped to acquire additional land for parking purposes.

Loss of the narrow gauge railway hurt business last year, and the association is sponsoring a move to have the Boston Elevated Railway extend its sphere of operation from Boston, utilizing the old roadway of the narrow gauge, with fast express cars running between Boston and Lynn, with stops at the beach. Mayor Carey, in testifying in favor of the measure at the State House, told legislators that loss last year as a result of suspension of service of the narrow gauge railroad was about \$1,000,000. The direct line from Boston would bring revenue back to the beach. It is contended.

Opening night was featured by fireworks and they were used again Thursday night, Decoration Day eve. Association plans to use displays every few weeks and it is expected that free acts will be booked from time to time. Army and Navy days are being arranged, with Army and Navy departments co-operating.

In a move to beautify the beach, the association has requested restoration of the arches once suspended over the boulevard. They were fastened to electric light posts on one side of the street and buildings on the other.

Amusement men are highly confident that this season will be better. Due apparently to increased money available, more persons are coming to the beach by automobile. Parking spaces are crowded, indicating that only a small percentage of visitors uses the street car line. It is felt better service will encourage more persons to use transportation facilities and eliminate bad traffic conditions. National defense program in this section is believed to be the most important factor in the 50 per cent business increase already recorded.

Its Merit Has Been Proven
HIGH ACT OF HIGH ACTS
Milo Linwood Presents
THREE MILOS
125 FEET—NO NETS
Featuring Their Original Creation
THE BREAKAWAY

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**BREATH-TAKING
SPINE-TINGLING
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Personal Management
CHARLIE ZEMATER
54 W. Randolph St. Chicago, Ill.

**COMPLETE DODGEM RIDE
FOR SALE**
10 Cars, Bumpers, Wire Ceiling, Cars newly painted, in good condition. REASCOB.
RABKIN, Kearsburg, N. J.

Rinks and Skaters

By CLAUDE B. ELLIS (Cincinnati Office)

N. J. Spot Is 8th For "Wheels" Chain

BAYONNE, N. J., May 31.—Negotiations were completed recently between R. Freedman, Rollerdom, Inc., operator of Skateland Arena, Trenton, N. J., and W. Schmitz, of America On Wheels here, operator of six Eastern rinks, for the transfer of the Trenton rink to the America on Wheels chain, reported Don Marshall, publicity director.

When the Trenton spot reopens in early fall skaters will see a practically new rink. It will be renamed Capitol Arena and will be remodeled inside and outside along modernistic lines. Among changes in the 100 by 200-foot building will be a new ceiling and fluorescent lighting system.

Capitol Arena makes the eighth rink in the America On Wheels chain. Twin City Arena, Elizabeth, N. J., is now being constructed by the company. Others in the chain are Mount Vernon (N. Y.) Arena and five New Jersey spots, Boulevard Arena, Bayonne; Casino Arena, Asbury Park; Perth Amboy Arena, Passaic Rink, and Roseland Rink, Long Branch.

ROLLER RINK in Riverview Beach Park, Pennsville, N. J., has been redecorated and is operating on a nightly schedule, with Saturday and Sunday matinees. Lou Weiss, who was organizer during the past winter for Playland Park, Eye, N. Y., has been engaged to play the recently installed electric organ.

ROLLERCADE RINK, Villa Park, Ill., in its second year of operation by Kuenzel & Frye, Inc., closed a successful season on May 30. Summer seasons will be continued in a 56 by 150-foot canvas-topped portable. Glenn Davis, organizer, formerly with Armory Roller Rink, Chicago, will play the summer stand.

RINK in Warner Park, Chattanooga, Tenn., with skating floor 110 by 47 feet, is operated the year round by Jack Britton, with W. F. Wommach as assistant.

DIXON'S Roller Rink, Okawbee, Wis., opened on May 30, offering skating nightly except on Monday, and Saturday and Sunday matinees.

ROLL-ARENA, Gloucester, N. J., will remain open this summer, rink having been air-conditioned.

NEW recreation center in Beres, O., to be housed in a one-story 100 by 250-foot brick building, will include a roller rink. Opening is slated for late summer, according to C. Deckman, president.

ROLLER rink in Bridg's Riverside Park, Bloomsburg, Pa., opened on May 24 and has scheduled nightly sessions.

JAMES STEPAN closed his Roseland Roller Rink in Hanstons, Pa., recently with a party. He opened in Bennett Park, Hialeah, Fla., May 25.

EXTENSIVE improvements recently completed have made a first-class spot of Oasis Roller Rink in Phoenix, Ariz., and increasing interest in skating is reported. Major improvement has been installation of new 8000 hardwood floor. Rink is the only one in the city and is owned and operated by Mrs. L. M. Van Patten. Sessions are held each afternoon and night. Phonograph music is played over a new public-address system. Floor is 102 by 50 feet. Features of a decorating program now in progress are wall-panel paintings of Arizona desert scenes. Tuesdays and Saturdays are club days. Fancy skating

is taught by Pat O'Neil, former vaude performer. Floor manager and instructor is Albert Wilkins, who is also organizing a hockey team. Rink uses Chicago skates. It is located in a converted automobile salesroom.

O. SHEPPHERD has closed a successful engagement of several months with his portable roller rink in Natchez, Missa. Equipment will be stored in Vicksburg, Miss. He was assisted by his brother, L. O. Shepherd.

WITH CIRCUS FANS

(Continued from page 47)

the opinion that the public does like the circus. On three different occasions last winter I was called to put on an exhibit of some of my circus bills, etc., once for the Methodist church and twice for large public schools. I was called on another time to talk to a division of a local high school.

CFA First Sergeant Emer C. Lindquist attended the annual Boy Scout Circus in Jacksonville, Fla., on May 9. It was held at the stadium, and there were 10,000 on hand. The boys did a swell job and the performance clicked heavily with the patrons. Jacksonville papers gave much space to the circus, including some very interesting photos. Co-Co, veteran trouper, coached the boys.

Gordon M. Potter, CFA of St. Joseph, Mich., spent a couple of days with Charles H. Bennett at his home in Berwyn, Ill., and had a big time talking circus and looking over his model circus wagons. He also visited with Charles Fowler and saw his railroad models and his colored movies of Ringling-Barnum circus. He spent a little time with John Havriand, looking over his circus collection.

Mr. and Mrs. W. H. Hohenadel and son, Walter, accompanied by Earl Chapin May, visited the Russell Bros.' Circus at Rockford, Ill., May 17. On the lot they met Mr. and Mrs. Robert Clark of Joliet, and the party spent the afternoon visiting in the back yard. Between shows the Hohenadels and Clarks, accompanied by Mrs. Ernest Clarke and her daughter, Ernestine, had dinner downtown. Returning to the lot, they were joined by Dr. and Mrs. Tom Torney, Mr. and Mrs. Sverre O. Braathen, and Mr. and Mrs. W. L. Jackman, of Madison, Wis. After the night show, the fans gathered downtown for a lunch before going home. The fans were extended every courtesy by the management, and the show reported that business in Northern Illinois had been very satisfactory. On the lot they met Dave Jarrett, Edgar Wilson, and Joe Taggart, of Rockford.

DRESSING ROOM GOSSIP

(Continued from page 47)

that swings the flag with such grace in center ring is May Palmer from Rochester, Ind. Clarence Canary's horse stepped into a hole on the track and stood on his head. Canary got out of it okay. But when he got back in the DR, was his face red.

New members of the Stingers Club are Fernin Oliva, Scottie Ferguson, Curly Demman, Cecil Tatum, Capt. John Smith, Dick Talley, and Maurice and Jimmy Marmalejo Riefenach. Vern Wood and Mrs. Wood spent the day with us at Niagara Falls. Vern clowned all thru the show and Mrs. Wood clowned in the show and visited with many friends. Visitors the last week: Mr. Hall from the Shrine in Rochester, N. Y., and Bill Schmidt from the Al Sirat Grotto, Cleveland.

Marie Wolf (Princess Marie) joined recently. She is featuring spectacular Indian dances in the concert. Bunches of roses to Golda Grady, the greatest

swinging ladder performer yet, and I saw Irene Ledgett at her best.

The title that Mayne Ward has had been taken over by Ada Spaulding. Joe Masker seems to be the Billy Moser of our show, as he can build or make anything from a birth box to a flying act rigging. Art Lind is confined to the Spritak Sanatorium, Spritak, Colo., and I know he would like to hear from all his Joey friends, so why not drop him a card? Thumbs up, Art, we are all thinking about you and helping you. Since Joney Boss Props got here, "Simon Legree" McParlan is very unhappy. He can't pick on the boys any more, as the trucks are in and the ladders are up. Laughing George Davis better keep on laughing if he wants to keep his job, and that's for sure as we say in Indiana.

PREDDIE FREEMAN.

KELLEY-MILLER SHOW

(Continued from page 47)

ing Hattie, presented by Doris and Ella Miller. 11—Concert announcement, featuring Mary Keys, Shorty Shearer, and Josephine Sheeler, mounted, and Chief Keys and Stup, clown mule. 12—Single trapeze, Billie Lake, finishing with neck loops. 13—Clowns. 14—Trained dogs, Obert Miller. 15—Stacc wire, Senor Sheeler. 16—Wob, Billie Lake, Josephine Sheeler. 17—Iron Jaw, Mary Keys. 18—Riding Monkeys, Doris and Obert Miller. 19—Ring act, Billie Lake, Ella and Dale Miller. 20—Rolling globes, Sheeler family. 21—Concert announcement, featuring Chief Keys' sharpshooting act. 22—Aerial ballet, six swinging ladders, Ella Miller, Billie Lake, Mary Keys, Josephine Sheeler, Gloria Sheeler, and Dale Miller. 23—Table rock, Doris Miller.

The side show, Sam Golden, manager, has 14 banners painted by Grady, of Hugo, Okla. Top is a 40 with one 30. Line-up includes Doris Stevens, contortion; Habba-Habba Harry, Hindu fakir; Madam Buddha, mentalist; Helen Winters, pythons and boa constrictors; Chief Keys, impalement act, assisted by Princess Agla.

Show carries a large elk, camel, elephant, bear, lion, cage of monkeys, 12 head of ponies, three horses, and a troupe of dogs. Bob Stevens has the concessions and lunch stand, and Chief Keys, the concert. Jack Stady is boss canvasman; Johnnie Grady, 24-hour man; Shorty Shearer, electrician; and Harry James, chef. Woodruff Hoffman has the No. 1 ticket box and inside openings, and Buck Wilson the No. 2 ticket box. Norman Shearer is ticket taker and in charge of canvas, and Guy (Lancaster) Smith has prize candy and novelties.

Visitors to the show at Haven were Fred and Bette Leonard, of Wichita; Mr. and Mrs. Charlie Cerf; Mr. and Mrs. A. G. Barnard, formerly of Honest Bill Newton's Circus; W. L. Hutchinson, the Musical Fredricks, and Coe Harding, of Sylvia, Kan.

MODEL BUILDERS

(Continued from page 47)

department thru the courtesy of Leonard Aylesworth, lot superintendent. Following the tour, the party, together with Henry Ringling, North and Aylesworth, retired to the home of Russ Wagner, where a large display of model circus wagons and equipment had been arranged in Wagner's spacious recreation room. After looking over this display, the party was treated to a tasty buffet lunch prepared by the ladies in Wagner's "kitchenhouse." This was followed by a business meeting at which the date was set for the second annual picnic and model display to be held at Hershey Park, Pa., July 20. Under the supervision of the general manager, Charles Doelker, and the secretary-treasurer, Clarence Pfeffer, the 10 ladies present were given the floor and, with the aid of the Model Builders present, organized the Ladies' Auxiliary of the CMBOA. Mrs. Mildred Warner was elected temporary president, and Mrs. Claire Wagner, temporary secretary.

Charlie Doelker, Russ Warner, and Mrs. Warner caught Wallace Bros.' Circus at Chambersburg, Pa., May 24. A new marquee has been added to the big top and a new managers' top is expected any day, new side walls are being placed on the big top and the old tractors are being replaced by new ones. The show has already played to many straw houses.

Otto Schetman, of South Bend, Ind., was a recent visitor of Gordon Potter, of St. Joseph, Mich. Otto is adding more animals to his show and working on carriages for his new cages and tableaux wagons.

Detroit Billposters Get New Contracts

DETROIT, May 31.—The new contracts were reported this week by Michael Noch, business agent of Local 94 of the Billposters' Union. First is with Walker & Company, large outdoor advertising concern, providing for a 10-cent an hour raise and an addition of one week's vacation with pay. Second contract is a group contract entered into with all distributing firms in the city, providing for a five-cent-an-hour raise for all distributors.

Committee to handle arrangements for the international convention of the union consists of Noch, Jack Bell, James Stewart, and Matt J. Kobe. Convention is to be held here September 8-11 at Hotel Fort Shelby.

O'Malley To Take Out Gordon Bros.' Circus

ELSBURY, Mo., May 31.—John G. (Doc) O'Malley will take out Gordon Bros.' Circus as soon as he can get the personnel lined up. The show will use a 60-foot top with a 30-foot middle and will seat about 700. O'Malley has all the equipment in shape, which he says will move on three semi-trailers.

The First Best Skates



QUALITY

RICHARDSON BALL BEARING SKATE CO.

Established 1884.

2812-3318 Ravenswood Ave., Chicago, Ill.

The Best Skate Today



LITTLE GIANT ROLLER SKATE SERVICE

Removes gum, cleans all open bearings, grinds wheels, polishes the plates. Also has drill chuck for mounting shoe axles. Write for information and prices.

NATIONAL ENGINEERING CO.

Manufact, Ohio

LOOK... THE BEST WIDE FIBRE WHEEL FOR LESS MONEY

Try Them and Prove It... Our Prices Are the Lowest in the U. S. ... Who Pays More?... You save and Profit More With Our Wheels. Write for Our WHOLESALE PRICE LIST on Wheels, Parts and Bearings.

AK-SAR-BEN SKATE EQUIPMENT CO. INC.

267 E. 42nd St., Omaha, Neb.

\$1,750.00 Buys \$3,000.00

worth of equipment and 2 years' established rink business in heart of Houston, 405,000 population, 250 park pool. Chicago Skates, 2 Little Falls, Caw's Register, Electric Pin Box, P. A. System, Maple floor, 4x1333' spectacle screen, 33x35, 2-year lease, \$300.00 monthly. You can assume Hometown Organ rental, \$27.17; balance \$900.00; 2 Duck Pin Bowling Alley partition. Sold our theatre and bowling center last week. Moving to Orange means no selling so cheap. D. F. LUCKIE, 1405 E. Main, Houston, Texas.

TRAMILL SELF-LOCKING SECTIONAL FLOORS

are the result of thirty-five years' experience in laying over a million feet of maple flooring. They are used under canvas and in some of the finest buildings in the U. S. Send 10c for information.

TRAMILL PORTABLE SKATING RINK CO.

8000 East 10th St., Kansas City, Mo.

RINK MEN WHO USE "CHICAGO" SKATES



Are Successful

There is a Reason!

The Answer Is—

Satisfied Customers

CHICAGO ROLLER SKATE CO.

4427 W. Lake St. CHICAGO, ILL.

No. 778 Spl. Extra Wide Fibre Wheels

MAIL ON HAND AT CINCINNATI OFFICE

20-27 Open Place

To insure against delay in having letters advertised under "Cincinnati Office," they must be mailed to reach Cincinnati by Thursday morning.

Parcel Post

- Anderson, Mario, 5c
Kane, Kenneth, 5c
Carr, Richard, 5c
Shelley, Josephine, 10c
...
Waderick, Joe, 4c

Women

- Abert, Mrs. Paul
Adams, Mrs. Frank
Adams, Mrs. Frank
Adams, Mrs. Frank
...
Threlk, Mrs. Ruth

- Martin, Mrs. Gale
Martin, Mrs. Le
Matthews, Betty
Max, Mrs. John
...
Thompson, John G.

- White, Edna
White, Mrs. Lill
White, Mrs. Helen
...
Threlk, Mrs. Ruth

- Allen, Ethel
Allen, Mrs. W. G.
Allen, Mrs. W. G.
...
Threlk, Mrs. Ruth

- Allen, Ethel
Allen, Mrs. W. G.
Allen, Mrs. W. G.
...
Threlk, Mrs. Ruth

- Allen, Ethel
Allen, Mrs. W. G.
Allen, Mrs. W. G.
...
Threlk, Mrs. Ruth

- Allen, Ethel
Allen, Mrs. W. G.
Allen, Mrs. W. G.
...
Threlk, Mrs. Ruth



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.

Men

- Abert, Noel Lee
ABLE, EINEST
Adams, Geo. W.
Adams, John
...
Threlk, Mrs. Ruth

- Abert, Noel Lee
ABLE, EINEST
Adams, Geo. W.
Adams, John
...
Threlk, Mrs. Ruth

- DeLong, Anna Geo.
DeLong, Sally
DeLong, Bob
DeLong, Jack
...
HARRISON, J. B.
HARRIS, RALPH
HARRIS, BOB
...
HARRISON, J. B.

Notice, Selective Service Men!

The names of men in this list who have Selective Service mail at The Billboard offices in Cincinnati, New York, Chicago, and St. Louis are set in capital letters.

- Abert, Noel Lee
ABLE, EINEST
Adams, Geo. W.
Adams, John
...
Threlk, Mrs. Ruth

CLASSIFIED RATE
10c a Word

Minimum \$2 Cash With Copy
Forms Close in Cincinnati
(25 Opera Place)
Thursday for Following
Week's Issue

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 per address is covered by this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

AGENTS & DISTRIBUTORS

AGENTS — 300% PROFIT SELLING GOLD Leaf Letters stores, offices. Free samples. METALLIC LETTER CO., 439 N. Clark, Chicago.

BIG MONEY APPLYING INITIALS ON AUTOMOBILES. Easiest thing today. Free samples. If you sell printing and advertising specialties we have an excellent sideline featuring Decalcomania Name Plates in small quantities. "RALCO," 727 Atlantic Ave., Boston, Mass.

EARN WHILE TOURING — SELL IMPROVED Original, Champagne, Religious (Blue Stock Spgs. cost 3c; retail 25c). KOEHLERS, 335 Gertz St., St. Louis, Mo.

EXCLUSIVE DISTRIBUTORS — SELL PRINCESS Carol White Since Cleaner. Attractive display cartons, valuable silverware coupons. Greatest moneyed policy in 50 years. Display done prepaid, 60c. VELTEX COMPANY, Birmingham, Ala.

EXPERIENCED RURAL ROUTE SUBSCRIPTION Men—Attractive Three Magazine Combination; liberal proposition; no Southern territory. PUBLISHER, Box 7065, Kansas City, Mo.

THE SUMMER SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED JUNE 28. CLASSIFIED ADVERTISING FORMS CLOSE IN CINCINNATI WEDNESDAY, JUNE 18. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT EARLY.

KEY CHECK STAMPING OUTFITS — BIG profits stamping Checks, Name Plates, Social Security Plates. THE ART MFG. CO., 303 DeGraff St., Brooklyn, N. Y.

MAINTENANCE WORKERS — ATTRACTIVE HERR Package meets all requirements at your own price. Write today. WUNDER-TONE COMPANY, 357 E. 169th St., New York City.

SELL BIG MONEY MAKER TO MEN AND Women — Easy handwork makes fast-selling, profitable article. Sample free. SUNMADE COMPANY, Dept. 20, Brockton, Mass.

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. MAYWOOD B. PUBLISHERS, 1107 Broadway, New York.

SALESMEN WANTED

SELL SENSATIONAL NEW BOOK MATCH LINE. Low prices, big cash commissions daily. Also Salesbooks, Gummed Tape, Business Cards, Stationery, etc. Free outfit. Write today. REGAL MATCH, 2134 VanBuren, Dept. 50, Chicago.

SELL BUSINESS CARDS, STATIONERY, BOOK Marks, Gummed Tape, Restaurant Necessities, Salesbooks, Advertising Specialties, Pencils, Picture Cards, Taps, Pricing Sets. Experience unnecessary; 40% commission. Free deals. Sales portfolio free. DAVID LIONEL PRESS, 312 S. Hamilton, Dept. 56, Chicago.

BUSINESS OPPORTUNITIES

FOR SALE — ONE TAVERN NEAR \$112,000.00. Gilbertville. Dam property and complete Store, Club Room. Territory open. BOX C-136, Billboard, Cincinnati, O.

FOR SALE AT ONCE — OLD COASTAL-PLAIN Farmlands, 25 1/2 acres, city limits. Write or write R. M. FOUNTAIN, Tarboro, N. C.

NOVELTY AND GIFT SHOP — WONDERFUL location for American Legion Convention. First 5000 takes it. Illness. 693 E. Wisconsin Ave., Milwaukee, Wis.

WIN WEALTH THE QUICK WAY — THRU mail order. Amazing opportunities. Dynamic literature free. CENTURY MAIL ENTERPRISES, 152 W. 42d, New York.

INSTRUCTIONS BOOKS & CARTOONS

YOU'LL MAKE A BIG HIT ENTERTAINING With our Trick Drawings and Rag Pictures. Catalog 10c. BALDA ART SERVICE, Okosh, Wis.

MISCELLANEOUS

DONKEY BALL OUTFIT FOR SALE — 11 WELL trained Burros and special Bus. Cheap. RALPH GODFREY, Crescent, Okla. Jc14

PRINTING

FLASHY WINDOW CARDS — 14x22" WHITE, 2-color, large type, 100, \$3.45; Bumper Strips, 28x5 1/2", 100, \$2.95; 250, \$6.00. Quick service. SOLLIDAYS, Knox, Ind.

MOVIE CIRCUIT HERALDS — ALL 16MM. RELEASABLE. Dated or undated. Lowest prices and best service in country. NONPAREIL, Pittsburgh 1101, Pa. Jc21x

2-COLOR WINDOW CARDS, SIZE 13x17 1/2 inches, \$3.00 hundred. Cash with copy. BLUE GRASS PRESS, 209 S. Upper St., Lexington, Ky.

100 8 1/2x11 BOND LETTERHEADS, 100 ENVELOPES, both postpaid, \$1.00; 250 of each, \$2.00. SANOR PRINT, Box 393-B, Manteno, Ill.

100 8 1/2x11 BOND LETTERHEADS, 100 6 1/2 Envelopes, both printed, \$1.00 postpaid; Hammermill, \$1.25. BENNEVILLE PRINTING, 907 W. Roosevelt, Philadelphia, Pa.

125 8 1/2x11 BOND LETTERHEADS, TWO colors, 125 Envelopes, \$1.50 postpaid. Herald, 6712, 5,000, \$6.50; Window Cards, 14x22, colors, \$3.00. HUBBARD PRINTING CO., Roctor, Ark.

5,000 6x9 ASSORTED HANDBILLS, \$5.00; 1,000, \$1.75. Cash with order. No. C.O.D. Prompt delivery. LIBERTY PRESS, Box 493, Indianapolis, Ind.

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-1 BARGAINS — TEN PINKS, \$30.00; PUNCH, \$8.00; Airport, \$6.50; Novelty Chips, \$7.00; Chubbles, \$6.00; APT Target, \$12.50; Chicken Sams, \$39.50; SEIDEN DISTRIBUTING, Broadway, Albany, N. Y. Jc14

ALL KINDS FREE PLAY PIN TABLES—Lowest prices. Attention, operators near here, we will deliver. COLBERT COIN MACHINE CO., Nebraska City, Neb.

BALL GUM, 5¢; FACTORY FRESH, 12c BOX; Tab, Stick, Midget Chicks, every Vending Gum. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. np-jc14x

CLOSING OUT! — 200 LIKE NEW AND USED 1c Skill Games; also Peanut and Ball Gum Vendors. Write quickly! ROBBINS COMPANY, 1141B DeKalb Ave., Brooklyn, N. Y. Jc7

COMPLETE ARCADE — 70 MACHINES, ATHLETIC and Amusement, Bench and Stands. Fine condition, ready to operate, \$1,500.00. 445 E. 87th Place, Chicago.

COUNTER GAMES — CLOSE OUTS. LIST free. 5c View-a-Scopes, three films, \$22.50; 5c Liberty Bell Token, \$19.50. COLEMAN NOVELTY, Rockford, Ill.

GROETCHEN LIBERTY, \$17.50; GROETCHEN Imp, \$6.50; Duval American Eagle, \$17.50; Duval Penny Pack, \$7.50; APT Blue Cabinet Target Skill, \$17.50; APT Challenger, \$16.50; Penny Smoke, Cig. Reels, \$7.50; Cent-a-Smoke, Cig. Reels, \$7.50; Groetchen Ralph, \$12.50; Jennings Penny Play, \$7.50; Western Top, \$12.50. 1/2 deposit. MONARCH COIN MACHINE CO., 1545 N. Fairfield Ave., Chicago, Ill. Jc14

EIGHT OF THE CLEANEST 5c PLAY (O. D. Jennings) Cigaretals in the country. Sacrifice at \$69.50. 1/2 cash, balance C. O. D. DEATON MUSIC & CIGARETTE SERVICE, 14 Alabama St., Carrollton, Ga.

FACTORY REBUILT RED HEAD TRAKTIMES with latest improvements, including extra clear glass over decorated glass to prevent breakage of latter. The greatest money making console, \$65.00. One-third deposit, balance C. O. D. W. E. KEENEY MFG. CO., 2611 Indiana Ave., Chicago.

FOR SALE — SLIGHTLY USED PENNY PHONOS, standard models, \$25.00 each. One-half cash, balance C. D. VENDES SERVICE CO., 1817 W. 3d St., Dayton, O. Jc14

FOR SALE — ZOMBIE LEADER, \$40.00; ON Deck, Shuffle, Dude Ranch, \$27.50; Rotation, Biocids, Follies, Mr. Chips, Chief, Super Sox, \$13.50; Spotters, Variety, Fiekem, \$10.00. THE MUSIC MACHINE CO., Brunswick, Ga.

FOR SALE — MILLS FREE PLAY MINT VENDERS, clean, A-1 condition. Same as new; used one month, \$100.00. 25% deposit with order, balance C. O. D. PENN MINT SERVICE, 424 Foreland St., N. S., Pittsburgh, Pa. Jc21x

JENNINGS CIGAR-ROLAS — 10 MODEL XVV, purchased from factory last December. Look and run like brand new. Sell single, \$90.00 or 3 for \$250.00. Nearby operators, come see them. Send deposit. Ship same day. Rates: Dun & Bradstreet. DUGGAN MUSIC CO., Mt. Dora, Fla. Jc14

SELLING OUT — COLUMBUS PEANUT, \$2.00; Chrome, \$4.00; Hot Nut, \$2.00; Ball Gum, \$1.00; Stick Gum, \$3.00; Snacks, \$6.00; North-western Merchandise, \$3.00; Imps, \$5.00; Roll-A-Pack, \$8.00; Home Run, \$12.00; Sell for \$10.00. N. A. VAN WHY, P. O. Box 233, Union, N. J. Jc14

SEND FOR BADGER'S 32-PAGE COIN MACHINE Catalog. Over 1,000 reconditioned Machine Bargains, Accessories, Parts, and Supplies. BADGER NOVELTY, 2546 N. 30th, Milwaukee, Wis. Jc14

THE SUMMER SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED JUNE 28. CLASSIFIED ADVERTISING FORMS CLOSE IN CINCINNATI WEDNESDAY, JUNE 18. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT EARLY.

SPECIAL — 12 CIGARETTE VENDERS, \$3.50; 10 5c Hot Peanut, \$4.50; 25 5c Razor Blade, \$3.50; 25 1c Postcard, \$3.50; 100 Stewart McGuire Wall Brackets, 60c. CAMEO VENDING, 402 W. 42d, New York.

VEST POCKETS — BLUE AND GOLD, USED one week, metered, \$33.50 each; \$2.00 deposit, balance C. O. D., with inspection privilege. C. C. MASON, Syracuse, Ind.

20 GROETCHEN 1c LIBERTY'S SPORT AND Fruit Reels with Gum Attachment, A-1 condition, keyed all alike, \$16.00 each; or \$300.00 for the 20. 20 Groetchen's Pikes Peak, used, even exchange. Name your own price. Address 323 Adams, Steubenville, O.

17 MILLS LO BOY SCALES, \$350.00. SELLING route on account of sickness. J. R. HUCKINS, 732 Broadway St., Davenport, Ia.

27 VEST POCKETS, \$22.50 EACH; MELON Bells, Jennings Chiefs and Consoles, 5c and 10c, \$45.00 each; Mills 25c Dice Game, \$50.00; Faces Races King, \$95.00; Callington Dominoes, \$25.00; Cigarola, 5c and 10c, \$75.00. All equipment in excellent condition ready for locations. One-third cash, balance C. O. D. EAGLE VENDING CO., 205 Tampa St., Tampa, Fla. Jc14x

FOR SALE SECOND-HAND GOODS

AAA ALUMINUM POPCORN KETTLES, \$6.50. Gasoline Cossagon Model Fearless Popcorns, Long Eakins, Cretfofs; Burners, Tanks, Tubing, Copper Caramelforn Kettles, lowest price. NORTHSIDE MFG. CO., Indianapolis, Iowa. Jc7x

ABOUT ALL DIFFERENT MAKES POPPERS. Twelve Quart Geared Popping Kettles, \$8.50 each. GARAMEL CORN EQUIPMENT, 122 S. Halsted, Chicago, Ill.

FOR SALE — ROLLER SKATES AND CARNIVAL Music. All in A-1 shape. Ready to roll. Priced for quick sale. GEO. R. GILL, Warsaw, Ind.

FOR SALE — SIX "WORLD'S FAIR" ITWO Passenger Light-Swing Push Chairs. Reasonable. WALTER NILSSON, Closter, N. J.

POP CORN WAGON — CRETORS, STEAM ENGINE, Peanut Roaster, gasoline equipment, \$125.00. KRISPY KISSER MACHINE CO., 122 S. Halsted, Chicago, Ill.

TWELVE GENUINE MEXICAN AND AUSTRALIAN Opals, \$1.00; twelve assorted Cameos, \$1.50; three genuine Diamond Cut Zircons, \$1.75. B. LOWE, Box 525, Chicago, Ill. Jc7x

5 USED RUNNING POCKET AND WRIST Watches, American and Swiss, our assortment, \$7.50. B. LOWE, Box 525, Chicago, Ill. Jc14

FOR SALE—SECOND-HAND SHOW PROPERTY

BALLROOM, STAGE AND FREE ACT LIGHTING Crystal Showers, Spotlight, etc. NEWTON, 253 W. 14th St., New York, N. Y.

ELI NO. 5 FERRIS WHEEL, PARKER 2 ABREAST Merry-Go-Round, Smith & Smith Chair-Plane. HARRY KNOX, Andalusia, Ill.

FOR SALE — SIX RIDES. NO JUNK, NOW IN operation; good, clean transportation, all neatly finished. New Ideal Merry-Go-Round, No. 5 Eli Wheel, Chair-Plane, Kid Auto, Airplane, 16 Passenger Patriotic Ride, very good Concessions, two Show Tops, plenty Wiring and Switches. Eight fairs booked, nice runs, still dates commenced. Two good Engineers, Loud Speaker. Must see to appreciate. Located in Southern territory. Cause for selling, age and health. Want to retire from business. Address BOX C-137, The Billboard, Cincinnati, O. Jc14

NEW MECHANICAL FARM SHOW COMPLETE, 4x7 ft., \$50.00 on up. Photos, information, 6c. Mechanical shows are money makers. PAUL H. AUSTIN, 205 W. 18th, Kearney, Neb.

TRAVELING MUSEUM — COMPLETE TRAVELING unit consisting of good Truck and Trailer, equipped with own Light Plant and Loud Speaking System. Contains Mounted Animals and Fish. Only one of its kind in United States. One real museum. Must sell. First cost about \$3,500; will take \$1,800. About 100,000 people saw it last summer. MISS MAE BRACH, Belvidere, Ill. Jc14

WILL SELL COAT RIDE IN EXCELLENT condition, or Trade Log-o-Plane or Penny Arcade. Unique attraction on any midway. GEO. GREASER, Madford, Wis. Then by route, Skerbeck Shows.

12 1/2 KW-110 VOLT LIGHT PLANT COMPLETE. Ready to go. Six cylinder motor; \$250.00 takes it. RALPH GODFREY, Crescent, Okla. X

300 FEET 10 FOOT SIDEWALK; 400 FEET 7 foot, hand roped, almost new. Tents, 20x30, 20x40, 32x32, 50x80, and others. KERR MFG. CO., 1054 Grand Ave., Chicago. Jc14x

MOTION PICTURE FILMS & EQUIPMENT

NOTICE

News and display advertisements of interest to roadshowmen will be found in The Billboard's new film department. Look for "Non-Theatrical Films" in the index on page 3.

A LARGE SHIPMENT of '38 and '39 Releases in 35MM. Roadshow Attractions received. Musical, Westerns, Horror, Gangster, Serials, and Slapstick Comedies. Outright sale only. BUSSA FILM EXCHANGE, Friendship, O. Jc7x

ATTENTION, ROADSHOWMEN — GET OUR new list of Westerns, Slapstick Comedies, Action Dramas; 35MM. only. STANDARD FILM SERVICE, Charleston, W. Va. Jc7x

ATTENTION, OPERATORS — MERCHANTS' Free Movies. Biggest thing outdoor amusement world today. Talkie Programs. Equipments rented. No. 603 Steuben Bldg., Chicago.

Due to the increased size and circulation of the SUMMER SPECIAL ISSUE we must close the form containing the Classified Advertising Section 24 hours earlier than usual.

CLASSIFIED ADVERTISING COPY

intended for the

Summer Special

issue of



must be in our hands no later than

WEDNESDAY, June 18

4:30 P.M.

"Mail your copy now—Today"

25 OPERA PLACE CINCINNATI, OHIO

ATTENTION, ROADSHOWMEN — SAVE money on your 16MM. Film Rentals. Send for our latest Roadshowmen's Catalog and Handy Booking Guide today. INSTITUTIONAL CINEMA SERVICE, INC., 1560-A Broadway, New York.

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BARGAINS IN PROJECTORS, OPERA CHAIRS, Spot Lights, Stereoscopes, Screens, Rewinds. Complete theater equipment and supplies. Catalogue 5 free. MOVIE SUPPLY CO., 1318 Wabash, Chicago. je28x

BARGAIN — HOLMES 35MM. MAZDA equipped Portable Projector, Amplifier, Speaker, Cables, Big Magn and Carrying Cases. H. M. PEDRICK, Oatwood, Ky. je28x

FOR SALE — DUAL PORTABLE 35MM. SOUND Projectors, 2007 capacity. Year factory guarantee. Religious Film. RUSSELL SCHLECHT, 4512 N. Winchester, Chicago, Ill. je28x

TWIN POWERS SEMI-PORTABLE, MELLA- phone Sound, Amplifier, Speaker complete, twin thirty-three Transformers, Lamps, etc. \$395.00. Want 16MM. Films. NEWTON, Pulaski, N. Y. je28x

35MM. SOUND FILM RENTALS, OUTRIGHT Sales, Trades. Late releases at lowest rental rates. Send for lists. CODDINGTON, Traverse City, Mich. je27

35MM. SOUND FEATURES — WESTERNS, Serials and Short Subjects. All good condition for outright sale. Free catalogue. CROWN PICTURES CO., P. O. Box 5893, Cleveland, O. je28x

35MM. SOUND FILM ATTRACTIONS — Rental, sale. Posters on hundreds of features. Free listing. OSBORN & MONTGOMERY, Lebanon, O. je28x

35MM. SOUND PRINTS REASONABLE — Trade for 16MM. Sound film or 16 and 35MM. Sound Machines. 16 and 35MM. Programs rented reasonable. MERTZ, Virginia, Ill. je14

PHOTO SUPPLIES DEVELOPING-PRINTING

ASK FOR LITERATURE ON THE NEW MARFOL Precision Enlarger-Reducer. Takes copy from 1 1/2x2 to 3x4. Enlarges up to 10x12 portrait size or reduces to 3/8 inch! Nothing like it on the market. Send for free catalog. MARKS & FULLER, INC., Dept. B31, Rochester, N. Y. je28x

DIME PHOTO OUTFITS CHEAP — ALL SIZES. Better drop in and see them. All the latest improvements. Bargains. P. D. Q. CAMERA CO., 111 E. 35th St., Chicago, Ill. je14x
FOR SALE — 4 FOR 10 PHOTO GALLERY. Enlarger, Supplies; F2 Lens, \$60.00; worth double. AL LANE, General Delivery, St. Joseph, Mo. je28x

FREE — BOOKLET "HOW TO TAKE BETTER Pictures." Easy to get. Just clip this ad and send us trial roll with 25c in coin. Your booklet, developed negatives and eight deckle-edge, dated Ray-tone prints, together with a coupon entitling you to enlargements, will come postpaid by return mail. Money back guarantee. RAY'S PHOTO SERVICE, Dept. 39-C, La Crosse, Wis. je28x

ROLLS DEVELOPED — TWO PRINTS EACH and two free Enlargement Coupons, 25c. Reprints, 2c each; 10 or more, 1c. SUMMER'S STUDIO, Unionville, Mo. je28x

4 FOR 10 SUPPLIES FOR LESS — NEW COM- bination Machine making 1 1/2x2 and 3x5 busts and full length. We carry all sizes Eastman Direct Print Paper, 1 1/2x2, 2x2, 2 1/2x3 1/2. Class Frames, Folders, Backgrounds. Free catalog. HANLEY'S PHOTO COMPANY, 205 E. 12th St., Kansas City, Mo. je14x

100 PHOTO STAMPS, 75c; 100 PHOTO POST- cards, \$3.00, from any photo. Samples free. Enlargements, Photo Calendars, Cuts, Mats. WILLIAM HILLINE, 3027 N. Kestner Ave., Chicago, Ill. je28x

ACTS, SONGS & PARODIES

YOUR SONG RECORDED, \$1.00—PIANO Arrangement with 100 copies, \$10.00. Send leaflet sheet. URAB, 245 W. 34th St., New York. je28x

COSTUMES, UNIFORMS, WARDROBES

A-1 EVENING GOWNS, WRAPS, \$2.00; SHOES, \$5c up. Fur, Costumes, Mixed Bundles, \$1.00. Street Wear. CONLEY, 310 W. 47th, New York. je28x

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING, MENTAL- ism, Spirit Effects, Magic, Horoscopes, Fore-telling, Buddha, Future Photos, Crystals, Lucky Pieces, Palmistry, Crapology Charts and Books. Wholesale. Largest stock. 164-page illustrated catalogue 30c. NELSON ENTERPRISES, 336 S. High, Columbus, O. je21x

Show Family Album



OLD BETSY was the nickname of this automobile, a double-chain drive 1908 model Moline which was used for years on the S. W. Brundage Shows to pull wagons from lot to train. The picture was snapped in the spring of 1913 in front of the C. W. Parker factory at Leavenworth, Kan. At the wheel is Owner-Manager S. W. Brundage and next to him is Lulu Hamilton, now married and retired from show business. Left to right in the rear seat are G. C. Reedy, who spent 40 years in outdoor show business and is now business manager of Local No. 10, International Alliance of Theatrical Stage Employees, Wichita, Kan., and Rollie Harrington, magician.

The Billboard invites its readers to submit photos taken from 25 to 30 years ago. It is especially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be accepted. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

A LATEST 216-PAGE ILLUSTRATED PROFESSIONAL Magic Catalogue of Tricks, Books, Supplies, Ventriloquist Figures, etc. 25c. KANTER'S, 8-1311 Walnut, Philadelphia, Pa. je27

ILLUSIONS — STAGE AND SMALL MAGIC, new and used. Send for real bargain lists. MAC'S MAGIC SHOP, 506-B Main, Ft. Worth, Tex. je28x

ANIMALS, BIRDS, REPTILES

ALLIGATORS, SNAKE DENS, CHAMELEONS, our specialties. Wildcats, Raccoons, Fox, Flying Squirrels, and Racing Turtles. ROSS ALLEN, Ocala, Fla. je27

ANIMALS, BIRDS AND SNAKES FOR SHOW folks. Also Trained Wild Animal Acts for sale or lease. SNAKE KING, Brownsville, Tex. je28x

ANIMALS, BIRDS, REPTILES — WRITE FOR large free all new 1941 Spring Catalog, now ready. MEEMS BROS. & WARD, Oceanside, N. Y. je28x

FREAK YEARNING HEIFER — HAS FIVE LEGS, extra leg protruding from spine on right side with double hoof. PASTER, R. F. D. No. 1, Norwich, Conn. je28x

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ILLNESS NECESSITATES SACRIFICE MY FIVE Rhesus Monkeys. All between two and three years old. Each Monkey chained and collared in new five individual compartment distal cage. First sixty dollars cash takes all. DOC HUGHETT, Port William, O. je28x

PLENTY SNAKES, DRAGONS, TIGERS, HORNS, lizards, Boas, Armadillos, Terapins, Monkeys, Toads, Alligators, Monkeys, Pacas, Coati-mundis, Agoutis, Sloths, Kinkajous, Guinea Pigs, Prairie Dogs, Porcupines, Badgers, Rats, Mice, Peacocks, Curassows, White Doves, Parakeets. Wire OTTO MARTIN LOCKE, New Braunfels, Tex. je27

PONY RIDE COMPLETE — RING, TICKET BOX, Saddle, Young Spotted Mares. Priced right for quick sale. DEWEY LOSEY, Rice Lake, Wis. je28x

RHESUS AND JAVA MONKEYS, SEA EAGLE, Black Cockatoo, Birds of all kinds. Large Pythons, July delivery. Write for list. BIRD EXCHANGE, Box 7, Bell, Calif. je21x

RINGTAIL MONKEYS, \$25.00; SPIDER MON- keys, \$27.50; Rhesus Monkeys, \$17.50; Pet Costly-Monkeys, \$17.50; dense Mixed Snakes, \$10.00. IMPORT PRODUCTS CO., Moncks Corner, S. C. je28x

10 GIANT MALE RHESUS MONKEYS, \$17.00 each; large Male Guinea Baboon, \$75.00; Male Lemna, \$250.00; Baby Chimpanzees, other stock. Send for list. WARREN BUCK, 420 Garden Ave., Camden, N. J. je14

HELP WANTED

BLACKFACE OR TOBY — UP IN ACTS, OUT- door, Others, write. No wires. State age. DOC VANE, Hickstown, Pa. (Nazareth, R. F. D.) je28x

DANCERS WANTED AT ONCE — GOOD salary, season's work. Write or wire OSCAR CORBIN, 929 N. Main, Kokomo, Ind. je28x

DANCING GIRLS FOR REVUE, VAUDEVILLE acts; also Girls for posing show and Announcer. Write REVUE, 114 Liberty St., Uniontown, Pa. je28x

FIRST CLASS CLEAN BILLPOSTER FOR AA agents. Inquire MAURICE CALLAHAN & SONS, Pittsfield, Mass. je28x

GIRL VIOLINIST — UNION. READ, FAYE, double for established girl orchestra. Never idle. State all. Locations only. KITTY HELMLING, Club Rio, Allentown, Pa. je28x

GIRLS ON PIANO AND TRUMPET — STEADY location, union. Helen Ambrust, Ruth Dahn, J. Conole, write immediately. 719 Jefferson St., Martins Ferry, O. je28x

GIRL MUSICIANS FOR SMALL COMBO — Mostly local locations. Union. Steady work. Sing or any doubles. State all. BOX C-141, Billboard, Cincinnati. je28x

HANDS PARK, FAIRMONT, MINN. WANTS 4 or 5 Girl Orchestra for season. Modern cottage, bathing and fishing furnished. je28x

HELP FOR BINGO STAND — EXPERIENCE UN- necessary. Also Agents for ball games, salary and percentage. Answer LEO BRENNER, Hudson, N. Y. je28x

HIGH DIVER — MALE OF FEMALE; ALSO Clown. JACK FLANNIGAN, General Delivery, Medford, Mass. je28x

LOUIS AUGUSTINO WANTS CAPABLE TALK- ers and Act for 10-in-1 and animal show; Girls for girl show. Salary sure. LOUIS AUGUSTINO, Salamanca, N. Y. je28x

MECHANIC WANTED — MUST BE EXPERI- enced on Pin Ball and Arcade Machines. Weekly salary \$40.00. SILVERS PENNY ARCADE, 1510 Surf Ave., Coney Island, Brooklyn, N. Y. je28x

SOBER, RELIABLE MAN TO OPERATE SCALES or Long Range Gallery. Must drive. Open write SAMUEL B. CARSON, General Delivery, Winfield, La. je28x

WAITRESSES — TWENTY-ONE YEARS experience only. Sing, dance or Western act. Address DUKE RANCH, on Boardwalk, Atlantic City, N. J. je14

WANT SOBER CIRCUS CORNET AND TRUM- bone. Wire Despey, N. Y. This week. All-gany follows. Pay sure. WALTER LANKFORD, Convention Shows. je28x

WANTED — MEDICINE PERFORMERS ALL lines. Good pay for good people. Long season, no advances. Pay own wages. DOC BAKER, Sterling, Ill. je28x

WANTED — TEAMS, SINGLE NOVELTY PER- former. Other versatile Performers and Musicians, write. This is a week stand combination. State all and lowest salary. GREGORY'S TENT THEATRE, Columbia, N. C. je28x

WANTED IMMEDIATELY — FIDDLE, GUITAR, Accordion, and Bass. Players for radio company band. Send full references and photos. JOE WILLIAMS, care Station WSLB, Ogdensburg, N. Y. je28x

WANTED — RHYTHM GUITAR, SMALL BAND with tent. Must sing and drive truck. Salary sure. Three and four month stands. Write W. Malone, Box 107, Newlawn, La. je28x

WANTED TO BUY

BUY OR PLACE ON LOW PERCENTAGE — Merry-Go-Round, Ferris Wheel, other Rides, Shows, Games. GUY'S COUNTRY PARK, Route 6, Duluth, Minn. je28x

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WILL PAY \$45.00 CASH FOR EXHIBIT ROTARY Merchandisers and \$60.00 for Exhibit Novelty Candy Vender Diggers. BRONSON CO., 545 Lake Shore Drive, Chicago, Ill. je27

At Liberty Advertisements

Be a Word (First Line Large Light Capital)
Be a Word (First Line Small Light Capital)
Be a Word (Entire Ad Small Light Capital)
Figure Total of Words at One Rate Only

MINIMUM 25c CASH WITH COPY

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

AT LIBERTY AGENTS AND MANAGERS

AGENT — WELL EXPERIENCED OUTDOOR and theatre contracting. Sober, reliable appearance. Good car. BOX C-13, Billboard, Cincinnati. je28x

AGENT — 26 YEARS' EXPERIENCE RAILROAD and motorized circuses, carnivals, shows and units. Strictly sober. Have car. Close contractor. Route, book, press. No pretense to kind of attraction. At present secretary of circus but want to make change. State bet offer first communication. Join immediately RAMSEY, 115 3d Ave., Butler, Pa. je28x

Manager for fairs, exhibitions, sponsored events, outdoor celebrations of all types. Directing publicity, bookings, exhibits, sales, cooperation, good promotion; can handle all. Want permanent position. Everything confirmed. Best references. Write Edwards, 3514 Sandbar, Erie, Pa. je21

AT LIBERTY BANDS AND ORCHESTRAS

LEONARD WHITESIDE and His Society Orchestra; 11 Men, Girl Singer. Open for resorts, ballroom, park, Union. Wire or phone, 1925 Seventh Ave., New York City. Monument 2-2642. je28x

SIX PIECE BAND —

Young, personable and entertaining. Wonderful. Vocalist, sound equipment. Consider summer engagement vicinity Lake George, N. Y., Catskill, Maine seashore. Write FRISBY, 135 Pearl St., Holyoke, Mass. je28x

FOUR PIECE COMMERCIAL HOTEL UNIT — Organized out of name band. Feature Trumpet, Accordion, Clarinet, Bass; double Guitar, Sax, Flute, singing; also strolling. Address MUSICIAN, 205 N. 7th St., St. Louis, Mo. je28x

FOUR MAN DANCE AND COCKTAIL UNIT — Feature swivel music, requests, and more good imitations. Double on ten instruments. Fully equipped. Organized four years. Available on two weeks' notice. Write immediately for full particulars. Will consider all offers. Address BOX C-143, care The Billboard, Cincinnati. je28x

OUTSTANDING YOUNG ORCHESTRA - IN-strumentation 4-4-3, wants summer location West or Southwest. Available June 15. Non-union. Play good solid danceable tempos. All complete. Write BOX C-142, Billboard, Cincinnati, O.

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SEVEN PIECE ORCHESTRA FOR ONE NITE engagement in Indiana. Write BOX C-132, Billboard, Cincinnati, O.

TRIO - FEATURING ORGAN, PIANO, SAX. Drums, Vibes, Trumpet, Vocals. Available June 4. THREE CLEFS, 555 Milwaukee Ave., Grand Rapids, Mich.

VERSATILE SWING TRIO - DOUBLES VOCAL solos, trios. Union. Records for audition, picture. Want job in Northwest; open June 5. MUSICIANS, Fair Hotel, Havre, Mont.

Available June 11 - Six Piece Band. Organized two years. Solid, reliable. Play commercial style. Write to Mr. Dorr Mead, 620 State St., Trenton, N.J.

Concert Band - Concert music, marches, dance music, specialties. Available for parks, fairs, education. Twenty pieces, suggest or produce your library. Experienced musicians who can be trusted. Kenneth Wolf, Canton, Mo.

Girls Swing Orchestra - Four pieces or more. Perfect rhythm, hotwells, vocals. Personality, dependable, beautiful wardrobe, experienced. Write Mrs. G. H. Conner, Conductor, General Delivery, Minneapolis, Minn.

Modern Four-Piece Band Available for Location - Successes, Trumpet, Drums and Piano, Union. Excellent library, supplying system. All facilities covered. Orchestra Leader, Box 344, Du Quoin, Ill.

AT LIBERTY CIRCUS AND CARNIVAL

AERIAL BAR ACT - A-1 Free Act for carnival. Address LA BLONDE TROUPE, Pekin, Ill.

AT LIBERTY FOR LARGE CARNIVAL - ANIMALS of the South China Sea Islands; Snake Show carrying largest Dragon and Crocodile in captivity. Who can furnish top and banners? If you can place your name in your advertisement in The Billboard, Do not write. JOHN D. PRUITT.

At Liberty - Free Act, High Trapeze, Thirty-five feet. Price lighting. Guaranteed. Have four girls also available for 10-12 acts. No tax. 1010 East 1810 Beach Ct., Denver, Colo. 814

Co. Burkhart - Experienced Side Show Manager. Major years units, all road and motorized circuits. Shows also available for 10-12 acts. Write to Mr. Magellan, lighting rig; Flamingo and Punch. Use elaborate equipment for theatres, parks, night clubs. Write or call. 1517 Broadway, Brooklyn, N. Y. Phone: ERGON 7-5625. 817

AT LIBERTY COLORED PEOPLE

BASS VIOLINIST AND ARRANGER. Co anywhere. Union. E. A. MIDDELTON, 236 W. 139th St., New York.

At Liberty - Colored Drummer, Fourteen years experience. Road. Want steady year round work. Write to Mr. Salary sent, guaranteed. Mr. Theodore, 741 Indiana Ave., Toledo, O.

AT LIBERTY MISCELLANEOUS

YOUNG MAN, 26, WANTS POSITION AS Secretary, Press Agent, or Advance Man with any kind of traveling show. Fast typist, accounting, publicity experience. Formerly connected with large Midwestern carnival. Address J. MAXWELL COLLINS, General Delivery, Los Angeles, Calif.

For Men or any show that pays off. A-1 Sound Professional. RCA perfect sound equipment and work stand of good features and shorts. Married. With twenty years experience as showman. Complete sound apparatus. Wife, Ticket Seller and show girl. Have our own trailer house and transportation. At liberty for immediate engagement. Write to Mr. Allow time for next post. Write full particulars to G. W. Radford, 201 Park, Des Moines, Ia.

Widely Woman - American, thirty. Newspaper for radio experience. Good music video. Knows all business. Broadway, three years. Write complete. Post Office Box 578, Plattsburg, N. Y.

Unusually Experienced Bingo Caller, Wood Agent. Can fill full range of either. Co anywhere. See Letters to the Editor, 605 Cookman Ave., Liberty Park, N. Y.

AT LIBERTY MUSICIANS

DRUMMER - YOUNG, reliable, seven years' experience. Steady Union. DRUMMER, 1133 Sherman St., Denver, Colo.

SAUCAPHONIST - TEN YEARS MARINE Band Union. Desires concert band work. Good soloist or co-act or anywhere. HENRY E. McLAUGHLIN, 460 Lloyd Place, Cincinnati, O. Phone CHERRY 3054. 817

A-1 FIRST SAXOPHONE - DOUBLE CLARINET. BOX C-140, Billboard, Cincinnati, O. 814

ALTO SAX, CLARINET, VIOLIN - FIRST OR third. Strong Violin. Available June 10. Union. I have something to offer. Have you? BOX C-108, Billboard, Cincinnati. 814

BAND LEADER - INDUSTRIAL, MUNICIPAL or school bands. Trumpet. Will accept other employment. WILLIAM BROOKS, 831 Union St., Hudson, N. Y.

BANDMASTER - EXPERIENCED, COMPETENT, like to hear from schools, municipal, industrial bands. LEONARD DOTY, Iron Mountain, Mich. 814

BARITONE, ALTO SAX - ACE 38. NOW working in South America for high price. MUSICIAN, Box No. 294, Mendota, Ill. 817

CLARINETIST - EXPERIENCED ALL LINES. Troupe or locate. MUSICIAN, Box 149, Morrisville, N. C.

DRUMMER, VIBS - SEVEN YEARS' EXPERIENCE. Union. Available June 8. Write DRUMMER, 105 S. Church St., Murfreesboro, Tenn. 817

ELECTRIC HAWAIIAN GUITARIST, DOUBLING on Spanish Guitar. Can sing popular, Hawaiian, and Hula songs. Wishes offer with large or small orchestra. Will join union if necessary. Draft classification. FRANK SOLTES, 953 W. 119th St., Chicago, Ill.

GIRL DRUMMER - UNION, LOCATION ONLY. Available after June 15. RITA SENARD, 101 Cherry St., Puxuxawtaw, Pa. 817

GIRL VIOLINIST ANXIOUS TO MAKE CHANGE to another cocktail combination. Free after June 1. Prefer hotel combo. Sweet, swing, fake; union. BOX C-139, The Billboard, Cincinnati, O.

GOOD DRUMMER THAT READS, PLAY FLOOR music and dancing. BOX C-140, Billboard, Cincinnati, O. 814

GUITAR - ELECTRIC STANDARD. GOOD, sweet Vocals. Double Electric Steel. Young, plenty experience. FLOYD CLARK, 1701 N. W. Drive, Des Moines, Ia. 817

GUITARIST - EXPERIENCED ALL LINES. Prefer cocktail combination. Guarantee satisfaction. At Liberty immediately. BOX C-1, Billboard, O.

THE SUMMER SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED JUNE 28. CLASSIFIED ADVERTISING FORMS CLOSE IN CINCINNATI WEDNESDAY, JUNE 18. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

TRUMPET AND TROMBONE - NON UNION. Both well experienced. Good record. Work together. Trombone takeoff. Both first men. State salary. WALLACE VAN SICKLE, Hope, Ark.

TRUMPET - BAND, ORCHESTRA EXPERIENCE. Sober. F. BELL, 806 Howard Ave., Altoona, Pa. 814

TUBA PLAYER DOUBLING STRING BASS - Concert band, symphony, and dance experience. Both well experienced. Good record. Union. Desire connection with vaudeville, Kysar, or Lombardo band. Age 25, married, union. Now recording Bass. Absolutely guarantee my work. Write or write JOE RICKER, 815 N. Dodge, Iowa City, Ia. 817

VIOLIN DOUBLING STRING BASS - EXPERIENCED. BOX C-81, Billboard, Cincinnati, O.

TRUMPET DOUBLING VIOLIN - TONE, READ, modern choruses. Union, sober, reliable. ROBINSON, 2176 N. W. 26 St., Miami, Fla. 8121

At Liberty Show - Trumpet and Piano. Library, equipment and experience for any time location. Best features. Join or engage in your own opportunity. Sober, congenial, no draft liability. Box C-134, Billboard, Cincinnati.

Drummer, Klobonist - Prefer steady location. Married. Just returned. Excellent solo, etc. Henry Warner, 403 E. 9th St., Muncie, Ind.

Harmonized Organist - Non-union. Fifty swing, large library. Cocktail bars, restaurants, no tobacco. Ten years, with big-time vaudeville union. Buffalo, N. Y. 814

Swing Guitarist - Modern electric takeoff. Fifteen years with top bands, trios. Young, union and draft deferred. Write Freddie Stevens, 2145 E. Wilson, Denver, Ill. 814

String Bass - Good solo tone, bebopish. Re-optimally fine instrument. Well experienced. Want hard worker, union. Prefer band with good economy. Location - Please give full particulars (nick) Lebar, Tell City, Ind.

String Bass, Tuba (BBB) - Young, five years' experience. Swing or commercial, solo, music. Excellent record. Musician, 118 Bradford St., Plattsville, Mo.

Trumpet - Lot of 20, fine tone, solo, experience. Lot or no union. Joe Burke, 104 N. East St., Fayetteville, Ark. 814

AT LIBERTY PARKS AND FAIRS

AERIAL COWDENS - Three Snappy Acts. Billboard, Cincinnati. 8121

AMERICAN BALLOON EXHIBITION COMPANY, greatest Aerial Attraction. Address Humboldt, Tenn. 814

BALLOON ASCENSIONS - Parachute jumping. Modern equipment for fairs, parks, celebrations, any place, any time. Owners reliable. CLAUDE L. SHAFER, 1041 Dennison St., Indianapolis, Ind. 817

BALLOON ASCENSIONS - furnished with one to six chute drops. Girl or Gent Parachutist. Modern equipment. HENDERSON BALLOON CO., Haskins, O. 8128

BALLOON ASCENSIONS for all occasions. JACKSONVILLE BALLOON CO., Jacksonville, Ill.

FOR FREE ACTS - BOB FISHER'S FEARLESS FLYERS, Billboard, Cincinnati. 812

ATTENTION, FAIRS, CELEBRATIONS AND AGENTS - Now Hillbilly available for bookings in Midwest. Top musical comedy act, vocal, Guitar, Piano, MC. J. POWERS, 304 Plum St., Tipton, Ia.

COMEDY HORSE ACT - TWO MEN AND GIRL. Established standard act, riotously funny. Also clever juggling Act for outdoors, plus simple, doubles and trio in revue-type work. Write BOX C-138, Billboard, Cincinnati. 814

DOG AND PONY CIRCUS - PONIES, DOGS, Goats, Monkeys, Mule, three people. Fast half hour clean show. Open for summer. CAPTAIN ANDERSON'S CIRCUS, 27 Upton Court, Allston, Mass. 817

FOUR HIGH-CALIBRE ACTS - WORLD'S BEST Wire Act, real Comedy, Trapes Juggling Act, Novelty Trapeze Act, Hand-Balancing Act, Acrobat Act. BINK'S CIRCUS ATTRACTIONS, Route 1, Cudahy, Wis. 8121

FRED'S KIDDIE CIRCUS - TRAVELING Pet Zoo. Different, reasonable. Syracuse, Ind. 814

THE SUMMER SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED JUNE 28. CLASSIFIED ADVERTISING FORMS CLOSE IN CINCINNATI WEDNESDAY, JUNE 18. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

HIGH POLE AND TRAPEZE - FEW WEEKS open. Write immediately to DEPOLO, 1810 Park Ave., Miami Beach, Fla.

HIGH POLE THRILLER - WORLD'S HIGHEST Aerial Contortion Act. Two different acts. Reasonable price and literature on request. BOX C-75, Billboard, Cincinnati, O. 814

JAMES CROSWELL - UNCLE SAM ON HIGH Shifts, Clown Cop, Clown Characters. Committees, write BILLBOARD, Ashland Bldg., Chicago, Ill.

LADY AND GENTLEMAN - THREE ACTS, aerial and platform. Price reasonable. ADRIAN LA ZELLAS, Billboard, Cincinnati, O. 817

THE CARMENES - TWO COMPLETE AND distinct acts, Gymnastic Balancing Novelty, Comedy Acrobatic Act. Price and literature on request. P. O. BOX 99, East Lansing, Mich. 8121

THE GREAT CALVERT - STAR HIGH-WIRE Act of the 1940 New York World's Fair. GREAT CALVERT, 164 Averil Ave., Rochester, N. Y. 816

THE PORCELLAS - PRESENTING ONLY MOST daringly difficult "Thrill" Routines. Single and Double Trapeze, Acrobatic Novelty. 100 Street, E. Denver, Mass.

Aerial Contortion - Lady, Gent, Three men, Free Act. Double Trapeze, Comedy, Bending Ladder, Swinging Ladder, Flash acrobatics. Literature, price on request. Address Billboard, Cincinnati, O.

Charles La Croix - Novelty Trapeze Act. Available for celebrations, etc. (Platforms Act.) Attractive equipment, wardrobe. Price reasonable. For particular address Charles La Croix, 1394 E. Anthony, Fort Wayne, Ind.

Dashington's Animal Circus - Dogs, Cats, Monkeys; two distinct acts. Guarantee best of satisfaction. Co anywhere. Address 429 16 Ave., Moline, Ill.

Five Acts for Fairs and Celebrations - Four separate Acts. Slack Wire Act, Comedy Juggling and Ballet, Double Trapeze, Hand Balancing and outstanding Dog Act. Chester Haber, Wabasha, Minn. 814

Guthrie, Fred and Marie - Four different Free Act. White Cocktails, Military Marches, Outstanding Trapes, Iron Jaw Butterfly and Double Trapeze. Write to Mr. Guthrie, Beautiful wardrobe. Reasonable. Care The Billboard, Cincinnati, O.

He and Millie - 2 Acts. Comedy Acrobatic, Ride and Big Wheel and Horses. Rolling streets or road. Price reasonable. 1918 South St., Ft. Wayne, Ind. 8128

Jama's Attractions - Free outstanding features. Ambulance on High Stills Parades, Wharf, top-notch Ventriquist Art, perfect technique. Address Bob Shaw, Regent Theatre Bldg., Springfield, Ill.

Lloyd's Animal Stars - Two distinct acts. Five Dogs, one large Baboon, one Rhinos Monkey presented by man and woman. Best of wardrobe. Mary Ann A. Red Hawkins, 3360 Broadway, Denver, Cincinnati, O.

Noelty Dog Act, Clowns, Guitardist, Singer, Piano Solo, Theatre, schools, parks, picnic, etc. Co anywhere. Write to Mrs. Hilda or Mrs. Germain's Variety Co., 341 Chimes, Pittsburgh, Pa.

Panhandle's Society Circus - Dog, Pony, and Monkeys, featuring the Act Beautiful, the Famous White Cocktails, Military Marches. Presented by the only original Prof. Panhandle. Address Circus Headquarters, Geo. E. Roberts, Manager, 2624 N. 9th St., Philadelphia, Pa. Reentry 5336.

AT LIBERTY PIANO PLAYERS

PIANIST - FOR HOTELS, THEATRE, RESORT, etc. Concert and dance. Experienced. Reader, Union. Draft exempt. Single or girl. Address Arch St., Little Rock, Ark.

Girl Singing Pianist at Liberty June 9. Misses value. College graduate, bathing beauty contest winner, name band experience. Beautiful wardrobe. Do not drink, do not smoke. In good health and during orchestra hits. Salary \$40.00 per week. First class hotel, write, Singing Pianist, Hotel Mac-Trent, Trenton, N. J.

AT LIBERTY SINGERS

Girl Singing Pianist at Liberty June 9. Misses value. College graduate, bathing beauty contest winner, name band experience. Beautiful wardrobe. Do not drink, do not smoke. In good health and during orchestra hits. Salary \$40.00 per week. First class hotel, write, Singing Pianist, Hotel

AT LIBERTY VAUDEVILLE ARTISTS

ACCORDION PLAYER - EXPERIENCED Comedian and Stooze, special acrobatics and handbalancing. Would like to join band dance troupe. Would like to hear from Lynn Scales. Write or wire PHIL PIANTONO, 1628 Archer Place, Chicago. 814

PROMOTING PUBLICITY (Continued from page 45)

is that some editors and advertising managers of daily newspapers do not care to use the type of material furnished by the regular press agents. Too much exaggeration. Too much misrepresentation. Too much grandeur. Last season a well-known motorized circus regularly advertised different equestrian acts when it had no equestrian act whatever at any time in its history. Such misrepresentation is apparent after the show has come and gone, and has an unfavorable reaction upon the reputation of that particular show and upon circuses in general. The prevailing press-agent matter is likely to signify 3 elephants into 3 mighty herds, 2 elephants into 20, 10 horses into 100, and 50 people into a regiment. In fact, the usual publicity articles about the motorized shows would serve very fittingly for the "greatest show on earth," in verbiage and exaggeration. Hence I suggest that the circus news column of the home daily be edited by CFAs, as more likely to be real circus news acceptable and suitable for the newspaper.

File of The Billboard Necessary

Someone may inquire, where can we get suitable information about the various circuses? From The Billboard, of course. This journal regularly publishes authentic items concerning the frame-ups of the touring circuses big and small, and usually gives the program of each circus when it opens its annual season. The leading acts and performers of all the circuses are given mention from time to time, and the routes of the shows appear regularly in The Billboard. Every Tent of the CFA should have a file of The Billboard for ready reference for its members and for the Tent historian. Every isolated member of the CFA should have The Billboard regularly at hand during the circus season, for thus only can the Circus Fan rank as an authority in his domain regarding circus news.

There is a woeful lack of authentic information concerning the various active circuses and the circus as an institution worthy of the support of the public at large. The ordinary newspaper reader would be puzzled to give offhand the titles of two different touring circuses, or tell whether they are railroad or motorized shows. Many of us who might think that all the circuses are Ringling-owned, and that every motorized circus is a detached subsidiary of the Big Show or some other show. At least 9 out of 10 know very little but propaganda about the circus or circus men, and a very small modicum of facts about current activities in circudom. As a humble Circus Fan I heartily endorse the suggestions of Col. Harry Thomas. Let us all get in line and boost the movement for promoting circus publicity, which should also tend toward building up the active membership of the CFA.

LETTER LIST (Continued from page 56)

- PAYNE, RAYMOND LEE Smith's Photo
Pinner, Harry Smith, Address
Piper, Peter Newark, N. J.
Poling, Charles H. Sumner, Beale
Poole, Bill Bensfield, Walter
Powers, H. L.
QUEEN, FERRELL FERRELL
WILLIAM LEO Three, Charles
Randle, Bill Franklyn, Bud
Ray, Walter Tracy, Ed
Reed, C. W. THOMAS
Reynolds, Bill THOMAS
Roberts, J. W. FERRELL
ROBERTSON, HARRYTON Vernon, C. A.
Roma, Fred WILLIAMS, JOE
Rosen, Carl WILLIAMS, BILL
Rosen, Edna Ethelwood, Walter
Salkow, John Winkler, Anna
Satter, Dave Winkler, James
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Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by EMIL ZUBRYN — Communications to 1564 Broadway, New York

Streamlined Coney Island All Set for Record Crowds

Concessionaires anticipate banner season—attractive displays featured—patriotic items prominent

CONY ISLAND, N. Y., May 31.—Back in 1936 Park Commissioner Robert Moses and License Commissioner Paul Moss ominously predicted the doom of Coney Island as a resort. In spite of the annual forecasts of the resort's inevitable end Coney Island has continued to lure metropolitan crowds. The prophets of doom quite evidently pulled a boner.

Even Park Commissioner Moses has had a change of heart, for he has been responsible for the \$1,000,000 improvements which the crowds will see this year. The beach has been enlarged and cleaned. A new 50-foot boardwalk has been constructed and a great deal of equipment from the World's Fair has been utilized to make a new and greater Coney Island.

With the World's Fair out of the picture and foreign steamship travel shut off, Coney Island again leads as the outstanding resort in the metropolitan area. A new sight on the skyline is the structure of the World's Fair Parachute Jump. All Coney operators say it is going to be a wonderful landmark and a great attraction.

Concessionaires, souvenir and novelty workers, and pitchmen at Coney have been busy as bees getting set for the season. The Boardwalk and Surf Avenue present a spick and span appearance.

Operators are featuring appealing merchandise awards. Guess your weight, guess your age, ball game, riddowns, pitch till you win, and other concessionaires are adding merchandise displays to catch the attention of the crowds. Supply houses have shipped enormous amounts of merchandise and it is reported that more than the usual amount of merchandise will be passed out this season.

Concessionaires have given considerable thought to merchandise displays and the trend is to work out arrangements different from those used last year. Flash has been added to stands with good merchandise. The public wants useful prizes and they will get them this season.

Some of the merchandise displayed includes cigarette lighters and cases, pen and pencil sets, perfumes, candy, tea sets, sets of dishes, hamper sets, book ends, toys, dolls, leather wallets, and electrical appliances. Most game operators feature plaster items for low scores and better merchandise for high scores. It is evident that all operators are fully aware of the pulling power of merchandise.

Souvenir and novelty workers have added many new items. Leather goods

and ash trays with Coney Island imprints, novelty hats, cones with dolls attached, key chains, and stuffed toys are the old stand-bys. Along Surf Avenue operators feel that these items will go particularly well this season. It is reported that view cards may enjoy a boom, for Coney Island expects many soldier visitors this year and the boys like to send cards back home.

The patriotic trend is at once evident in Coney Island. This has been a year for patriotic items and operators are featuring such merchandise heavily. There are the God Bless America and I'm Glad I'm an American buttons; red, white, and blue lapel pins; car signs and stickers, flags and flag holders, and flag bow pins; in fact, the complete list of merchandise as reported in previous issues of *The Billboard*.

Concessionaires expect big demand for walking sticks. An entirely new variety of gaily colored balloons are prominently displayed, with the trend here also to patriotic and military themes. Visitors to the resorts will also find all the latest styles in sun glasses, sailor hats, and yacht caps.

Briefly summing up the Coney merchandise picture this season, it can be safely said that the new designs, the attractive displays, and the alert activity of all operators will result in increased sales and a truly banner season. When the season is over Coney Island will give yet another indication that it is far from being doomed as Mr. and Mrs. New Yorker's favorite beach resort.

BINGO BUSINESS

By JOHN CARY

BINGO GAMES have popped back into the news in Akron, O., with two city councilmen on record as favoring the game. A city-wide survey revealed that Akronites are in favor of the game. Bingo has been officially banned, although it is still played in many beer parlors for small merchandise prizes. Now, however, Councilman Ben Graves has demanded that the game be licensed, with the city taking a cut. He believes that a sizable revenue will be added to the city's treasury as a result of licensing operations.

At the same time Council President Edward Flowers, who is an aspirant for the Democratic nomination for mayor in the August primaries, is putting a bingo plank in his platform.

The local survey brought out the information that 78 per cent of those interviewed wanted bingo permitted, 74 per cent thought it ought to be operated under a city licensing system, and 60 per cent saw no danger of professional gamblers muscling in on the bingo operations.

With all this favorable activity it won't be long before proper legislation is passed and the Akronites can enjoy the game.

BINGO is an old game, with its history dating back hundreds of years. A new improvement that makes the game more interesting and entertaining, while eliminating the mess and litter of bingo cards and loose markers, is the Auto-Bingo board. Boards measure 10 7/8 by 6 1/2 by 1/2 inches and are strong and

Economy and Low Cost Are Fluorescent Selling Angles

NEW YORK, May 31.—Altho fluorescent lighting is being widely used today, the market has just barely been scratched, especially in outlying districts, according to Louis M. Rosenthal, of Masterlite Lamp Company. Practically every home owner and business man, where electric current is provided, is a prospect.

Agents and house-to-house workers can overcome sales resistance by stressing the ease with which certain fluorescent items may be installed. The usual arguments in favor of fluorescent lighting all stress the current saving angle. But an important fact that should be played up during hot summer months is that fluorescent lighting is actually chemical light and practically heatless.

Many direct sellers have avoided fluorescent items because they think the fixtures offered are too expensive and installation costs high. But, according to Rosenthal, this is not the case. He pointed out that the items most adaptable for sale by agents are those that can be either screwed into a socket or plugged in.

Specialty workers have reported that one of the objections to fluorescent lighting constantly brought up by prospective purchasers of modest means is the installation expense involved. Naturally the wealthy business man with an elaborate office, store, or factory can afford to buy an elaborate fixture and to pay the heavy installation charges connected therewith. But reasonably priced equipment is also available. For example, a plug or screw-in fixture may be purchased for \$8 or \$10. The purchaser will, in a reasonable length of time, recover this expense from savings in current. An argument along this line should remove the objection of expense.

This is a particularly powerful selling angle for agents and specialty workers.

durable. Large numbers appear on the board when it is raised in an upright position and tapped lightly. The board does not have to lie flat on table or counter to be scored on. The numbers, as called, are pushed upwards and out of sight by the slightest touch of the finger. A red dot appears with a smaller duplicate number in the center to facilitate checking when the player bingos. Board is particularly useful outdoors, for the game cannot be spoiled by high winds or shaky and rickety counters that frequently shake the markers from their placed locations.

BINGO BUSINESS is as good as the weather is warm in Natchez, Miss.

Some new games have opened and graduation parties and benefits for churches have been featuring bingo with merchandise prizes. Interest was never higher in the game than now.

Across the Mississippi River in Louisiana bingo is coming to the forefronts in St. Joseph, Waterproof, Newellton, Vidalia, Ferriday, Tallulah, and other cities, where benefits and commercial games are played daily.

St. Matthew's School Parent-Teacher Association gave a bingo party in Monroe, La., recently for the purpose of raising funds for the junior-senior banquet and dance. The banquet was held on the roof of the Hotel Virginia and it was necessary to give several benefits. However, the bingo party proved biggest money-maker. Merchandise prizes were awarded and, as a result, a capacity crowd was on hand. Folks in that area say bingo is back to stay. The law doesn't mind bingo in Mississippi or Louisiana and new games are springing up tight and left.

Fluorescent lamps and fixtures may be sold at a fair profit, and the items sell easily because in the long run the user saves money. Fixtures, fully equipped with tubes and ready to be screwed into a socket, may be purchased for as little as \$3.45.

DEAL

A Column for OPERATORS & DISTRIBUTORS OF SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

Florida operators, here is another bill just introduced in your House of Representatives: HB No. 1654. . . . "A bill to be entitled an act levying and imposing an excise tax on salesboards; defining the meaning of salesboards; and enforcement of this act and for the promulgation of rules and regulations to facilitate such enforcement, prescribing penalties for the violation for any of the provisions of this act; appropriating an amount not to exceed 5 per cent for the expense of enforcing this act and appropriating the balance to the general revenue fund of the State of Florida."

"SECTION 1.—There is hereby levied and imposed an excise tax of 20 per cent upon the total amount to be received by the seller from the sale of chances upon a salesboard; such tax shall be represented by stamps in such denomination as will best carry out provisions of this act."

The bill provides a penalty for violation: A fine of not less than \$250 for the first offense.

New blood is the lifeblood of business, and it is for that reason that we try to do what we can to attract new blood to the salesboard business. Let us receive show our effort is bearing fruit, which is encouraging indeed.

There is probably no business which is easier to enter than the salesboard business. It requires no apprenticeship, very little cash, and as soon as a man really learns the ropes it offers good profits on a fast turnover. And better still, the business is extremely flexible.

A man may have a job yet find time to place a few deals. It may be conducted on a small scale as a one-man enterprise, with the operator taking care of everything—buying merchandise, setting up the deal, placing cards, collecting money on completions, and distributing awards. It may be conducted as big business, with a crew of placement men and collectors and a merchandise turnover running into thousands of dollars. No matter on what scale a man enters the field the salesboard business will invariably produce a fair return in proportion to the amount of effort the individual puts into it.

A new batch of Salesboard A B C's has just come off the press and a copy will be mailed to anyone interested, free for the asking. Newcomers especially will find this article helpful in getting started.

HAPPY LANDING.



Popular Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you. Enclose addressed and stamped envelope for prompt reply.

All-American Set

One of the greatest premium items in a long while, according to Tucker-Lowenthal Company, is the All-American Set. Five items make up the set: A Waltham or Elgin rebuilt wrist watch, knife, key chain, tie clip, and collar pin. The reconditioned watch has a reliable guarantee. Set comes in a velvet-lined gift box.

Trophy Radio

Boardmen and carnival bingo operators report a five-tube superheterodyne radio in a baseball trophy is a natural. A replica of a baseball, eight inches in diameter, the radio has high power output with PM dynamic speaker. It is offered by D. A. Pachter Company.

Perfume Bottles

A line of American perfume bottles is an outstanding seller, according to Leo Kaul Importing Agency. Bottles are

It's NEW!

BABY GRAND PIANO RADIO

ENTIRELY DIFFERENT

Authentic grand piano reproductions. Hand finished, inlaid wood cabinets. 8-C-D-O radio with 6 full working tubes. Reorders coming in fast. Share those profits.

ORDER SAMPLE TODAY—\$16.95
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A Division of Premium Sales Co.
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BINGO SUPPLIES

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Write for information and illustration of the Sensational **YANKEE BINGO BLOWER**
The most beautiful electric Bingo Blower ever presented.
Headquarters for all Bingo Supplies

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Fine Diamonds at OUT-OF-PAWN Low Prices

Liquidation of unredemmed loan pledges and big cash buying power enable us to offer **GENUINE DIAMONDS** at remarkably low prices—far less than original cost.

- 1/2 Carat Ladies Brilliant Blue White Solitaire Diamond Ring, Modern Diamond-Trimmed Setting \$45.50
- 1/2 Carat Ladies Brilliant Blue White Solitaire Diamond Ring, Modern Diamond-Trimmed Setting 60.50
- 1 Carat Ladies or Men's Diamond Ring 95.00

Hundreds more beautiful diamonds in exquisite settings. **SHIPPED FOR FREE INSPECTION AND APPRAISAL.** Send for our **FREE LIST** of Additional Offerings of brilliant gems at unheard-of low prices.

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SEVEN AND TEN COLORS

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P. D. Q. CAMERA CO., 109 E. 35th St., Dept. BB6, Chicago, Ill.

Joe Hoy, Ark., writes: "CROSSED \$39.20 SATURDAY" Zeller, Mass., says: "O'D \$20 SUNDAY WITH P. D. Q." Seymour, Pa., writes: "I operate Saturday and Sunday and run about 400 PHOTOS IN 2 DAYS."

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B38N25—8 1/2" high. Per Gross	\$3.60
B38N2—8" high. Per Gross	6.00
B38N25—12" high. Per Gross	12.00

FEATHER DRESSED CELLULOID DOLLS	
B34N5—4 1/2" Doll. Per Gross	\$4.50
B34N5—6 1/2" Doll. Per Gross	7.50
B34N7—10 1/2" Doll. Per Gross	16.50
B34N60—7" Drum Major Doll. Per Gross	7.50

FLYING BIRDS	
Large Size, Tricolor With Tinsel and Beads Number.	
B38N71—PER GROSS	\$3.00

CANES	
B18N100—Pennant Cane (for Dolls, Pen-nants, etc.)	
PER 1000	\$6.35
PER 10068
B18N137—Curved Handle Bamboo Kiddle Cane PER GROSS	4.00
B18N70—Bamboo Cane, Crook Handle. PER GROSS	4.25
B18N122—Men's Bamboo Walking Stick. PER GROSS	5.50
B18N132—36-inch Chestfield Cane, Brown PER GROSS	8.00
B18N133—36-inch Chestfield Cane, Assorted Colored Down. PER GROSS	9.00

CHINA HEAD SWAGGER CANES	
B18N130—Kiddle Swagger Cane, Curtoon Character Head. PER GROSS	\$5.40
B18N131—Adult Swagger Cane, Assorted China Heads. PER GROSS	7.20

MINIATURE STRAW HATS	
4-in. Neck. Colored Feather. B45N8— Per Gross Hats	\$3.50

COOLIE HATS	
B45N15—12 Inches Wide. Per Gross	\$9.00
B45N14—10 Inches Wide. Per Gross	12.00

6-inch Hdg. Dupliate of real straw hat in everything but size.

B45N13— Per Gross .. \$4.50

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Famous make watches rebuilt by fine watchmakers. Every one GUARANTEED. Lowest wholesale prices. Write for FREE illustrated catalog.

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Wholesale Jeweler

Wrist & Pocket Watches FOR LADIES AND GENTS Reconditioned, Guaranteed Like New, 1941 Style now available. Write for Free Catalogue.

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Valuable Territory Open Pat. Pend. Live Wire Representatives Wanted

IA-JAX ENTERPRISES Marion Hotel Bldg. Atlanta, Ga. Write for Details

FASCINATION CANDY

SPECIAL SUMMER ASSORTMENT

Check These Low Prices—Then Order Your Supply

Cellophane wrapped, beautiful assorted colored boxes.

3 oz. Box, 7x4 1/2x1 Inches, Packed 100 to Carton, Box.....	5 1/2c
1/2 lb. Box, 10x4 1/4x1 Inches, Packed 75 to Carton, Box.....	9c
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Cellophane wrapped, beautiful dolo, flange boxes with assorted pictures on covers.	
1 lb. Box, 9 3/4x7 3/4x1 1/2 Inches, Packed 24 to Carton, Box.....	17c
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(SEND \$1.00 FOR SAMPLE ASSORTMENT OF 5 BOXES)

KISSES, Packed 250 Boxes to Carton.....\$11.00 Per M.
25% dep. on all orders, bal. C. O. D.
Fancy line of Chocolates and Summer Assortment especially for Parks and Concession Trade—send for prices.

FASCINATION CANDY COMPANY 1187 NORTH WOOD ST. CHICAGO, ILL.
Serving the Amusement Trade for 22 Years

BOOST YOUR SALES! JUST OUT!

LATEST REAL MONEY-MAKER

COLORFUL Varnished Cabinet

Year 'Round Appeal

No. D228. The subject—Norrison Burglar Store. Has wide appeal, biggest of summer, Fall or Winter. Has 40 tabs on front of cabinet. At 10c a sale brings in \$8.00. Prospects: Restaurants, bars, clubs, hotels, cigar stores, etc. Shipped express or freight, shipping charges collect.

Costs You \$3.95
Sells to Dealers for \$6.00 Lots of 10, \$3.75 Each
Write for catalog showing 4000 other fast sellers.

SPORS CO. 641 Billet Le Center, Minn.

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LOOK THEM OVER CAREFULLY

3 Qt. KETTLE with Cover, Dz.	\$4.75
17 Qt. RD. DISH PAN (Largest), Dz.	3.90
6 1/2 Qt. MIXING BOWL (Orange) Dz.	\$2.25
4 Qt. SAUCE PAN with Cover, Dz.	3.50
4 Cup PERCOLATOR, Chrome Cover, Dz.	4.90
4 Qt. TEA KETTLE	4.75
3 P. SAUCE PAN SET	5.00

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Over 500 Pages—Get Yours Today.
PLEASE STATE YOUR BUSINESS. ALSO FURNISH PERMANENT ADDRESS.

LEVIN BROTHERS 25% Deposit Required
TERRE HAUTE, INDIANA

NOW IN OUR NEW HEADQUARTERS

3333 LINDELL BLVD.

"At the Triangle"—Main Cross Roads of St. Louis

WHERE OLIVE, LINDELL AND LOCUST STREETS CROSS

GREATLY ENLARGED SPACE—IMPROVED MODERN FACILITIES. Quicker and More Efficient Handling of Your Rush Demands. FEATURING THE NEWEST IN NOVELTIES—PREMIUMS—CONCESSION GOODS. We Appreciate and Solicit a Continuance of Your Valued Patronage.

ACME PREMIUM SUPPLY CORP. 3333 LINDELL BLVD. ST. LOUIS, MO.

1-day Service

ACME PREMIUM SUPPLY CORP.

3333 LINDELL BLVD. ST. LOUIS, MO.

<p>★ PATRIOTIC FLAG HOLDER SETS Suction Cup with 3 Flag, Dozen Sets, \$1.20</p> <p>★ METAL FLAG LABEL BUTTONS, 100 for 95c.</p> <p>★ Patriotic Brooches, Embroidered Label Buttons—Send \$1.00 for Big Sample Assortment. (Include Dns. & Postage) Write for FREE CATALOG.</p>	<p>SUMMER SPECIALS! Moth Oake Wash Shoe Polish Fl. Sweaters Rinse/Powders Whisk Creamer, Etc.</p>	<p>KNIFE & PEN DEALS Nudies, Patriotic, Midget, Hunting, Jackmaster, 12 to Deal with 1c to 39c Card, Per Deal</p> <p>BIG PROFITS! DRUG ITEMS, GOGGLES, NOTIONS, LOTIONS, GARDEN GOODS, SIDELINE MOSE, CLOCKS and LAMPS.</p>
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CHAMPION SPECIALTY CO. 814-L Central St., Kansas City, Mo.

handblown and decorated with dainty flowers in high relief. The colors of the flowers form a sharp contrast with the background of the bottles. Six sizes and shapes are available, from 1 1/2 to 3 1/2 inches high. Items are boxed individually.

Patriotic Novelties

A line of patriotic joke novelties is selling well at camps, fairs, resorts, and parks, reports H. Fishlow & Company. Three items, in the Draft, If You Gotta Go, and Everything is Under Control, are said to be big laugh hits. Firm also feature patriotic live baby turtles, decorated with American flag in bright waterproof colors. Name of city or attraction may be added without extra charge.

Name Brooches

The Your-Name-on-a-Sea-Shell brooch is rolling up sales everywhere, according to reports from demonstrators, concessionaires, and novelty workers. Item consists of sunset tropical sea shell in attractive designs and colors, coral-colored raised letters, and jeweler's brooch pin assembled with Duco cement. Over a million have been sold, reported J. A. Whyte & Son.

Novelty Jewelry

Epstein Novelty Company is featuring a line of enameled metal novelties, including compacts, cigarette cases, and various types of jewelry embellished with a gold-finished, stone-studded replica of the U. S. seal. The seal may be swastika on to any kind of metal and cemented on leather. A special circular describing a complete military and patriotic line is offered.

NOTES from SUPPLY HOUSES

Goldfarb Novelty Company has organized a subsidiary company known as Century Sales Organization. The latter will open salesrooms at Alexandria, La., soon and will carry an extensive line of military accessories and army novelty souvenirs. Sales staff will include Pat Loscalzo, Max Tucker, and Tom Kerr. Alexandria will be headquarters of troops during scheduled summer maneuvers.

JEWEL MILLS SHOW

(Continued from page 47)

ancing; comic entree, clowns; Billy and Betsy, ponies, presented by Derrick Rosaire; Miss Vivien, equestrienne; the Flying Rosaires, Roman rings; three Liberty pointers; Minnie, performing bear; Los Valentos, wire act (Dennis and Amelia Rosaire); clowns; Rosaire family, riding act.

Gena Lipkowska takes the place of her husband, Czeslaw Mroczkowski (called into the Polish army in England), as equestrian director at Goddards Zoo-Circus, Paignton, Devon. Both were with Bertram Mills Circus, Czeleslaw as horse trainer and Gena presenting Liberty group.



HERE WE ARE AGAIN

New—Different—Flashy—New

Finished in bright colors, trimmed with sparkling tinsel. A truly de luxe product. Packed 12 to ctn. Wt. 30 lb. Height 15 in. \$2.16 per dozen. SUPER SAM, No. 44.

Order now, be first with the latest.

WIS. DELUXE CORP. 1902 No. 34 St. Milwaukee, Wis.

WHY PAY MORE?

Buy From Bengor and Save!

ARMY RINGS

Iridium Nickel or Gold Finish. Will not tarnish. Assorted sizes to each dozen. For All Branches of Service. Selling Very Fast. DOZEN	\$1.50
RED, WHITE & BLUE LABEL G. M. V. O. S. — Individually Garded. Gross	\$1.25
CROSSES with CHAIN — Large Assortment, Books, Hearts, Gold Crosses, Rhinestone Crosses, Army Insignia, etc. SPECIAL. Dozen	\$1.90
RAZOR BLADES—Double Edge. 5 to Pkg. Fine Quality. 1000	2.40
RAZOR BLADES—Single Edge. 5 to Pkg. Good Quality. 1000	3.50
BAKELITE RAZORS — Double Edge. Dozen, 60¢ Gross	6.50

BENGOR PRODUCTS CO.

576 BROADWAY, NEW YORK, N. Y.

LADIES' WATCH

Very Flashy

WHITE GOLD COLOR chromium plated case with metal link bracelet to match. 10 1/2" lipse size. Guaranteed jeweled movement. Gift boxed. Looks like a \$10.00 watch. B3898—Each

YELLOW GOLD COLOR case with chromium plated back. Metal bracelet is yellow gold color. Otherwise same as above. B3899—Each

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Renowned Guaranteed MEN'S WRIST AND POCKET WATCHES

Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG.

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BUY DIRECT

We manufacture Novelty made of Sea Shells, Ash Trays, Brooches, Pin Cushions, Birds, etc. \$9.00 per gross. Good 2 1/2" inches. 10 copies provided. \$1.00.

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LET'S GO! U.S.A. KEEP 'EM FLYING!

UNIQUE SAW BEEHIVE PILOTS BE A LARRY FLYING CADET

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GUARANTEED LIKE NEW SEND FOR 1941 CATALOG

BERMAN GREEN CO. 801 Sansom St., Philadelphia, Pa.

AMERICA'S LATEST CRAZE
YOUR NAME
 In Raised Coral Colored Letters
 on a Genuine Tropical
SEA-SHELL BROOCH

Flash—Color—Plus Name Appeal. California Redwood was big. Shell Name Brooches are Tremendous. Beautiful Sun Shell, raising a gust of color, and Coral Letters. Knocks them cold! Truly Pitchmen's most gorgeous creation. The fastest selling novelty in years. Costs 2¢ in complete with raised brooch card. Easy to assemble with Duro cement—takes half a minute. Getting a very fast 25¢ at Palm, Conventions, Celebrations, Homecoming, Beaches, Amusement Parks, Carnivals, and by independent demonstrators at Grand, Kruger, Krohn and McCreey stores. Hundreds! Demonstrators! Pitchmen's Novelty Workers! Act Now while it's NEW. PRICE LIST: Gross Thousands
 Sun Shell Brooches... \$1.75 \$10.00
 Jeweler's Brooch Pins... 1.50 10.00
 Printed Brooch Cards... .60 4.00
 Coral Colored Letters, 50c a pound. Samples, 10c each. 10¢ Dues, sample with order. Balance C. O. D. Use Air Mail Special Delivery or Western Union for fast One-Day Service.

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 6307 N. E. 2d Ave., Miami, Fla.
 Importers of Cuban and Bahama, West Indian, Hawaiian, Curacao, Laredo and Shell Jewelry. Price list on request.

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"I'M IN THE ARMY NOW"

The answer to the pitchman's dream. This timely book has sales possibilities greater than Confucius. Cover page a fancy flash masterpiece. First edition just off press. Sample dozen \$2.40 F. O. B. Cash with order. Write for quantity prices.

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I DARE YOU!

It had a deal as great as ours. Your Advertiser. Packages. Four Color. Join Great Success—Great Repeater—Great Demonstration—Great Foot Products—Sell Thousands. FILED: Special and Wholesale Double Copy of Liquid and Powder. \$12.00. **PLENTY MORE!** Ashford's Foot Outlets and Foot File. Special and Wholesale. Double Territory. Sample 25¢. Fifty per cent credit with orders. **SLOANE PRODUCTS, INC.** Dept. 6, 16 West 41st Street, New York City, New York.

Popshin — Coupon Workers — Fair Workers
WATERBURY

New Flash Pearl Push-Filler Pins—Lever Pins. The Waterbury advertising pearl push-filler pins are new items appeal! Lead and tin gold-plated tips. Translucent and decorated backs will bring you most business. Send for price list.

SULOVA PEN CO.
 330 S. Wells St., Room 706, Chicago, Ill.

FREE CATALOG
JAY-ARR SPECIALTY CO.
 18 Beaver St., Brooklyn, N. Y.

WHY PAY MORE?
 D. K. BLADES—\$1.25 per 1000; ADHESIVE STRIPS—\$1.44 gross; STICKERS—\$1.25 gross; VANILLA EXTR. 8 oz.—60¢ gross; 1/2 LBS. 8 SHIELD. G. O. O. K. E. L. L. L. GUY GLASS—50¢ doz. D. S. A. **WE DO NOT SUBSTITUTE**

MEDICINE MEN

Write today for new wholesale catalog of Tonics, Oil, Tablets, Fillers, Herbs, etc. Low prices—prompt service. (Products Liability Insurance Carried).

GENERAL PRODUCTS LABORATORIES
 Manufacturing Pharmacists
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JUMBO LEVER \$18.00 Gross
PUNGER FILLERS, \$16.00 GROSS

JOHN F. SULLIVAN
 406 Broadway (Fast Service Bully) N. Y. City

PAPERMEN

Well-known national firm publication can use space shorters in Texas. Business Unit. Write **ED. HUFF, 5416 Phillips, Dallas, Texas.**

ROLLED GOLD PLATED WIRE
 (Gold Filled)

Stoll & Co.
 227 Eddy St., PROVIDENCE, R. I.

PITCHMEN
 A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.
 by **BILL BAKER**
 (Cincinnati Office)

WHERE were you Decoration Day? Did you make any celebrations? How was business?

STANLEY NALDRETT... has finished his second week in the H. L. Green store, Madison, Wis. He opens in Grand Rapids, Mich., June 9.

RAY HERBERS... is with Bill DeBarris' kid show on Russell Bros.' Circuit. He says Fats Ray Walton, of leaf fame, is also there hustling banners. Herbers still manages to drop a few packs of rad in the a.m. He says Dave Lamont, of the old rep days, was in Lima, O., cutting up big jackpots, when the show played there May 26. Herbers asks Buffalo Cody and Doc H. Williams to pipe in.

THERE WILL AGAIN be numerous July 4 Celebrations this year. What are you specialty workers doing about it? You can get the lure if you're ready for it.

WILLIAM C. TURTLE... is again touring thru Oregon with his animal-medicine free platform show on lots.

PITCHFOLK WORKING... Denham Springs, La., include T. E. (Doc) Glover, jewelry and Social Security plates, and W. C. Burns and wife, mug layout. Clow Whittle is repainting trailers. All of the above played Albany, La., for the strawberry harvest to fair business.

A PROGRESSIVE PITCHMAN who presents new features draws heavy patronage and augments his prestige.

AL BAILEY... opened his foot layout in the H. L. Green store, Madison, Wis., recently, tells Stanley Naldrett, who was working the same store.

DANNY BURKE... vet pitchman, has returned to Coney Island, Cincinnati, for the summer. He has the sole concession there and is working to satisfactory results.

JERRY THE JAMMER SEZ: "Opportunity and environment is the secret of a man's greatness."

DAVID ROSENZWEIG... well known in pitch circles as Dave Rose, is in Hines Hospital, Maywood, Ill. He says he'd like to read letters from friends, especially Morris Davidson, T. P. McCluskey, George L. Stephenson, Jake Branholtz, and Doc LaMar.

TOBY'S FUNMAKERS... Corpus played another red one in Corpus Christi, Tex., their fifth of the season so far. They've been showing along the beach at Corpus Christi and will play circle stock, including the naval air base in the Texas city.

TRIPOD OPININGS: "Give out with consistent effort and luck will eventually come your way."

JOE AND EVA MULLINS... drummer and blues singer, recently joined Doc Frank Street's med show at Crockett, Mo., going there from the Gaiety Theater, Oklahoma City, where they spent the winter.

JACK ARNOLD... straight man with med shows, was sighted in Oklahoma City recently, en route to Kansas City, Mo., from Dallas.

Selective Service Mail

In the Carnival Department of this issue appear the names of those having Selective Service mail in the various offices of The Billboard. This list is published in addition to the names which are set in capital letters in the regular Letter List.

TOMMY AND IMOGENE ODELL... well known in pitch circles and currently at the Palace Theater, Houston, Tex., spent two days recently visiting friends in Oklahoma City.

IT DOESN'T make much difference what town you play or what your location is if you can't offer something with which to get money.

MED SHOW COMIO... Sid Winters writes that he's having a good season at Fort Worth, Tex., where he is playing night spots.

JEWEL GRIGGSBY... has joined the chorus of the Gaiety Theater, Oklahoma City. She's the daughter of Bob Bieber, who is playing Cordell, Okla., with his Mar-O-Vel products.

CHARACTER COMPRISES many actions, but it can be lost by a single one.

Pitchdom Five Years Ago

The Highton show closed a three-day engagement in Sugar Valley, Ga., May 16. Show had been doing big business in that section. Visitors on the show were Eddie Mitchell and wife, who spent a week with it. . . . Curly Gates had been in Winnemucca, Nev., visiting his sister's Diamond P Ranch. He made a stock show at Ekko, Nev., and saw Bert Besdlo, Lou Browning, Collar Box Kelly, Slim Gruman, and the Roberts brothers. . . . Frank Halthor's No 1 Blue Mountain Show was playing North Carolina and Virginia under Bob Regan's management to good business. Show moved in five passenger cars, three trailers, and a 22-foot semi-trailer. The four-piece orchestra was under direction of Professor Olson. Twenty persons were carried. . . . B. E. (Frenchy) Talbot was in Chicago. . . . Doc Tom McNeely had opened his Satauc Med Show on a lot in Greeley, Colo., to good business. Honey (Sceeter) Seay and wife and daughter were with him. Bob (Jazz) Chambers had just joined. . . . Art Wilson and wife were working sheet in Waterloo, Ia., which had just been made by Harry Woodruff, pen king. . . . Doc Davis was not trouping because he was operating two shooting galleries, one in Phoenix on med with Jim Perdon. . . . Bill Goforth, L. Chapman, and Whitey Allen were in Lincoln, Neb., and had just left their friend Jimmy Watson in a tubercular sanitarium, Sawyer's Bluff, St. Louis City, Ia. . . . Smokey and Marie Norton were in Greenwood, Miss., while making a few stands en route to Arkansas. Prof. Frank Clark was managing the show they were with. . . . Ray Herbers had been making turns along the Allegheny River to good takes, he piped from Oil

OAK-HYTEX SQUEEZE-ME DOLLS

THEY SQUEAL when squeezed and they bring in big money when demonstrated. New Oak catalog shows many other fast sellers. Send for free copy.

Oak Rubber Co.
 1000 Broadway, New York, N. Y.

Sold by the Leading Jobbers

NEW JEWELRY for ENGRAVERS,
 Complete Military Line, Sterling Silver, W. H. P. Charms, Lockets, Rings, Crosses, Engraving Plates, etc. Send for Free Catalog or \$2.00 for samples.

MAJESTIC NOV. CO., 807 5th Ave., New York, N. Y.

ELGIN & WALTHAM REBUILD WATCHES \$1.75

7 Jewel, 18 Size, in G. H. Engraved Cases, at Hand for Price List. Money Back If Not Satisfied.

CRESCENT CITY WATCH MATERIAL CO., 118 N. Broadway, St. Louis, Mo.

ZIRCONS

Prize Blank disc from the depths of the earth. A natural mineral stone. Write for Free Catalog or \$2.00 for samples.

IMPERIAL ZIRCON SYNDICATE
 20 West Jackson Blvd., Chicago, Ill.

NEW Suction-Cup AUTO FLAG-HOLDER

For Automobiles, Homes, Windows, Fairs, Celebrations, etc. Complete with 3 American Flags. Sensational seller. Sets for 25¢ to 80¢ each. Sample 15¢.

Adjustable. Used in Horizontal or Vertical Position.

GORDON MFG. CO.
 110 E. 23d St., Dept. FH9, New York City

Doz. \$1.25
 Gro. \$14.00
 25% deposit.

NOTICE TO CONSUMERS

If you want to make money this season get my line of Military Jewelry trimmed with the United States seal. Complete line of Best Buckles, Key Chains, Bracelets, Pendants, Tie Holders and Lapel Pins for Auto Pilot. Neatly boxed. Send \$1 for sample. If not satisfied return goods—money will be refunded. These are all fast sellers.

HOWARD A. DEANE
 207 New York Ave., Providence, R. I.

SELL ACE BLADES

Millions Sold

ACE Blade prices reduced. Gladly display cards. Each blade bound in oil to help splitting shapings. Buy at factory prices—positively middle man's profits. Blades free for sampling your trade. We're dropping flash rates for free blade, factory prices.

ACE BLADE CO.
 Dept. 518, Buffalo, N. Y.

New! MILITARY JEWELRY CATALOG!
 A Complete Line—New Best Sellers

'Up-to-the-Minute Styles' In Military Jewelry!

Promote the newest—the best selling styles—in Military Jewelry. Feature a complete line: Rings, Lockets, Bracelets, Compacts, Costume Jewelry, Men's Jewelry, Billboards, Service Jewelry, etc.

Write for new Catalog No. M-42 today!—state your business.

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FEATURING
 Rings
 Compacts
 Lockets
 Bracelets
 Costume Jewelry
 Service Jewelry
 Billboards

Military Jewelry
 Army
 Navy
 Air Force
 Coast Guard
 Marines
 Catalog No. M-42

City, Pa. . . . Doc Mathers was in Chicago doing film work. . . . Doc Frank G. Kreis was lecturing and doing office work with the N. C. O'Han Variety Show in Keene, N. H. . . . That's all.

DOES YOUR REPERTOIRE boast of courtesy, cleanliness, and quality? They are indispensable elements to a pitchman.

Events for Two Weeks

ALA.—Birmingham. Natl. Air Carnival, 7-9.
CALIF.—Cambria. Legion Rodeo, 1.
Tulosa. Pontiana Day, 8-7.
King City. Stampede, 7-8.
Valdosta. Redman's Purrow, 9-8.
ILL.—Chicago. Confectionery Industries Expo., 2-8.
DELA.—Newark. Dog Show, 8.
IND.—Princeton. K. of C. Decoration Fair, 2-7.
Terre Haute. Dog Show, 8.
IA.—Shenandoah. Flewer Show, 7-8.
MINN.—Albert Lea. Celebration, 5-7.
N. J.—Trenton. Dog Show, 8.
N. Y.—Cochen. Dog Show, 8.
Newey. Fire Dept. Celebration, 5-7.
Port Chester. Dog Show, 1.
Rye. Dog Show, 8.
White Plains. Dog Show, 1.
N. D.—Nolia. Celebration, 3-8.

TIMELY BUYS

MOTHER OF PEARL PENDANT
BECKLAGE with Army Insignia
on Beads, Hearts, Gold Cross,
Rhinestone Gowns, etc. Individually
boxed. (Retail \$1.50) \$1.85
RED, WHITE AND BLUE LAPEL
PINS, with Army Insignia, ad-
justed as a free Give-A-Way. (Bulk,
\$2.50 per thousand—Carded, \$7.50),
100 Cards80
PATRIOTIC RHINESTONE LAPEL
PINS, Gross 1.48
MILITARY EMBLEM FOUNTAIN
PENS, Carded, Gross 1.80
FLEX TYPE CAMERAS, Each 1.20
GAMBO TYPE CAMERAS,
2 Styles, Each50, 70
NOVELTY WALL PLAQUES, Dozen 1.35
COMPACTS, Good Value, Dozen 3.60
POWDER BOX, With Tray, Dozen
Complete 3.60
ARMY & NAVY NEEDLE BOOKS, Gr. 2, 48
B.O.P., Extra Special Value, Gross Dozen, 1.48
BLADE PACKS, Contains 25 Blades 2.00
Pocket 100 Blade Packs (2500 Blades)
POCKET COMBS, Fast Set Silder, 1.70
Gross
25 YEARS OF VALUE GIVING
Deposit of Full Payment With All Orders.

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901 BROADWAY, N. Y., N. Y.
WORLD'S LOWEST PRICED WHOLESALE

10c-50c Retailers, Mech. Toys \$ 5.00 Gr.
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Face Powder, Chain Store 10c Retailer 2.38 Gr.
Ladies' Handkerchiefs \$7.00 Gr.
Men's Socks, First Quality 51 Doz.
Brooch Pins Jewelry, worth \$7.20 Gr. 1.48 Gr.
Sun Glasses, 25c Retailer 4.75 Gr.
Men's Ties, 4-in-Hand, 80c Retailer 3.60 Gr.

SLIM JEWELRY \$1.00 Ass'd

ARMY, NAVY & AVIATION RINGS—\$1.50
14k, Finish, 100 Doz.
CROWNS, with Stones, 10c Retailer, Dozen \$1.00,
\$1.25, \$1.50, \$1.75, RINGS, 10c numbers, Dozen
75c, \$1.00, \$1.25, \$1.50, LOCKETS, popular
numbers, Dozen \$2.00, \$2.50, \$3.00, \$3.50, \$4.00,
Balance C. O. D. Include postage with order.
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NEW SOLDIER NEWSPAPER
Sponsoring Legislation, Increasing pay \$15.00 a month and \$100.00 bonus for each year
of service or discharge. Everyone should support these two bills, now introduced before
Congress. Defense workers or, selected, men in the service and their families are all prospects.
Good for 100 weeks. Petitions, two payment receipts, 10c; sells \$1. Write or wire

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Cash in on a Nationwide Demand
Largest assortment of fast sellers. Many of them exclusive items.
Our prices offer large profits.
Send for Free Illustrated Catalog containing Bracelets, Rings, Pins,
Combs, Necklaces, Bill Folds, etc., all with Military or
Patriotic Insignia.

NATIONAL CREDIT COMPANY

11 West 30th Street New York City

O.—New Philadelphia. Elks' Band Festival,
4-7.
Zanesville, Merchants & Mfrs.' Expo., 3-7.
ORE.—Union. Livestock Show, 5-7.
PA.—Beaverdale. Old Home Week, 2-7.
Burrham. Playground Jubilee, 2-7.
Garrett. Old Home Week, 2-7.
TENN.—Knoxville. Wildflower Festival, 3-6.
TEX.—Corpus Christi. Rodeo, 6-8.
Galveston. Gladys' Fete, 7-8.
Jacksonville. Tomato Festival, 8-10.
Lampasa. Race Meet & Livestock Show,
6-8.
McCanna. Rodeo, 5-7.
McCauley. Water Carnival, 6-7.
W. VA.—Buckhannon. Strawberry Festival,
5-7.

June 9-14
CALIF.—Seasmoor. Cherry Festival, 13-15.
Livermore. Rodeo, 14-15.
Los Angeles. Garden & Flower Show, 6-13.
North San Diego. Old Town Fests, 13-15.
CONN.—Westport. Dog Show, 13.
IND.—Bainbridge. Boosters Club Celebration,
11-14.
Warland. Horse Show, 12-14.
MD.—Baltimore. 10-14.
MASS.—Norwood. Elks' Carnival, 11-14.
MISS.—Greenwood. Livestock Fair, 10-12.
MO.—Jerico Springs. Celebration, 12-14.
MONT.—Stanis. Rodeo, 14-15.
N. J.—Garfield. Old Home Week, 8-14.
Hammonony—Diamond Jubilee, 12-14.
N. Y.—Allegany. Fire Dept. Celebration, 9-14.
Andover. Firemen's Celebration, 9-14.
Katonah. Dog Show, 14.
N. D.—Anita. Spring Festival, 12-13.
O. Columbus. O. Soldiers' Show, 11-13.
Deshler. Band Boosters Club Celebration,
8-14.
Holland. Strawberry Festival, 14-15.
Malvern. Firemen's Frolic, 12-14.
Shady. Firemen's Jubilee, 8-14.
Van Wert. Peony Festival, 11.
Waverly. Merchants Festival, 9-14.
OKLA.—Fort Towson. Rodeo, 13-15.
Glenora. Rodeo, 13-15.
ORE.—Portland. Rose Festival, 11-14.
PA.—City. Celebration, 9-14.
Tulsa. Old Home Week, 9-14.
Johnstown. Firemen's Jubilee, 11-13.
Roaring Spring. Friendship Fire Co. Celebration,
9-14.
South Greensburg. Firemen's Celebration,
9-14.
Sunbury. Hook & Ladder Night Fair, 9-14.
Wyndmoor. Firemen's Fair, 6-14.
S. D.—Canby. Dairy Day, 2-14.
De Smet. Old Settlers' Day, 10.
Lake Andes. Fair Day, 13.
Rapid City. Trail Blazer Days Celebration,
8-11.
TEX.—Yoakum. Tomato Tom-Tom, 11-13.
W. VA.—Charleston. Dog Show, 14.
Fairmont. Dog Show, 13.
OKLA.—Muskogee. Celebration & Rodeo, 6-8.

WITH CIRCUSES ABROAD

(Continued from page 45)
surrounding Vienna for quite some dis-
tance were advertised, bringing vast
crowds to the show in addition to the
1,800,000 population of Vienna proper,
not including the large population of the
near-by suburbs. Mr. Arlington's work as
railway contractor was appreciated by
Mr. Bailey, as he received the highest
salary ever paid anyone for doing similar
work. Altogether this winter engagement
was an enjoyable and profitable one.
The advertising forces lived at the Grand
Hotel National.

Vienna was a beautiful and gay city in
those days. Emperor Franz Joseph was
ruler of Austria, with a mixed popula-
tion and a country having many lan-
guages, but on the whole the country
was prosperous and apparently con-
tented.

We had posted over 12,000 square
metres of circus posters. With the four
larger billposting firms and with the
excellent work by our force of American
billers, the city was well advertised with
our various forms of American-made
posters.

With the streetcar lines extended to
the very door of our circus building, the
downtown opposition circus folded up

after a short trial of competition, and
the Barnum & Bailey Circus went on to
a great financial success.

The so-called Prater near the Rotunde
during the summer season was sort of a
Coney Island with all sorts of shows,
booths, restaurants, and what not. It was
really a pretentious affair but had never
kept open during the winter. The Bar-
num & Bailey Circus proved to be such
a huge success, however, that most of
the Prater reopened to serve the crowds
unable to procure seats for the circus.

With the arrival of spring days our
stay at Vienna, the city on the Danube,
came to an end.

And speaking of the Danube, you
heard the songs and saw the waltzes
based on the blue Danube River. Well,
each time that I saw the Danube it
was just a yellow, muddy-colored stream
like our Maumee River when the ice
moves out in the spring. We did not
show the Balkan countries, but when in
Hungary showed at Pancsova, a town on
the opposite side of the Danube River
from Belgrade, then the capital of Serbia
but now Yugoslavia.

With Charles E. Wells our press agent
and Harry Moore boss billposter from
Canton, O., we took a crew of billers on
a steamer which landed us at Belgrade.
Previous to this we had a talk with the
chief of police of Pancsova regarding
police regulations and permits and he in-
formed us that we did need passports to
get into Belgrade from Hungary and that
we would need a permit to get back
into Hungary after visiting Belgrade,
Serbia. He provided us with this permit.
He talked excellent English, having for
some years lived in Chicago. He also
told us to be careful while at Belgrade
not to make any reference to King Alex-
ander and wife, who had been killed by
army officers and their bodies thrown
in the street from a window of a hotel
a short time previous.

Well, we landed in Belgrade and found
a difference of two weeks in time on the
calendar, so we had new dates printed,
billed the city, and after our press agent
completed his newspaper contracts we
took the steamer back to Hungary. I had
given Moore, before we left him at Bel-
grade, the police permit to return to
Hungary and did not realize until our
boat was about to land us back in Hun-
gary that Wells, our interpreter, and I
were minus our permits. Fortunately I
had my Barnum & Bailey stock certifi-
cates in an official-looking envelope with
a picture of Barnum & Bailey in one
corner of it, so after warning our in-
terpreter to keep mum and not let the
authorities know that he could talk or
we could understand the language of the
police officer at the boat landing, I
flashed my stock certificates. The
police officer looked them over very care-
fully (but, of course, could not read
them) and after he saw the picture of
Barnum & Bailey he waved us ashore as
usual. As we passed he made a re-
mark to his police partner. After we
had arrived some distance from the boat
I asked our interpreter what the police-
man said, and the answer was that we
were all right because we had passports
with Roosevelt's (Theodore) picture on
them.

From Vienna we opened the summer
season at Budapest, Hungary, on April
7, 1901, for a two weeks' stay in
Hungary and Poland. The Austrian
Poland and for two days played Prague,
which, after the first World War, was
the capital of Czechoslovakia and a
beautiful city. The Czechs, a fine race
of people, were under the rule of Em-
peror Franz Joseph. We then went to
Holland and Belgium, closing our road
season at Mons, Belgium, with a two-
day stand November 16-17, 1901. We next
went to Paris for another winter season
of circus at the Galerie des Machines,
also a former exposition building in the
central part of the city. This engagement
was at that time almost prohibitive law
was advertised. We leased posting space
from six firms. It took me 10 days to select
the space. It was difficult at first to
make those in charge understand when
showing me a space 100 feet long (an
excellent location) that I really wanted
all of it and as many as they had.
After the close at Paris we opened at
Lyons, France, for a week.

The use of outdoor advertising in
France was very limited by the local ad-
vertisers and their posters were small in
size owing to the almost prohibitive law
that all posters must have a government
stamp on them—about 5 cents for an
American poster 29x42 inches. Our 50-
sheet poster of the John O'Brien trained
horse cost nearly \$3 in government
stamps. Even a small card advertising
rooms for rent had to be stamped the

same as a letter. The customs duty on
all American printing entering France
was almost prohibitive, and after we
had used all the posters we took from
America it was cheaper to have new
posters reproduced by French printing
establishments than to ship from Amer-
ica. On the whole the French tour was
very enjoyable.

All the advertising for the entire Eu-
ropean tour of five years for Barnum &
Bailey and four years for Buffalo Bill was
done with one advertising car, with no
brigade either ahead or behind. We never
lost a day in France, Germany, Austria,
Holland, Italy, and in all countries out-
side of England and Scotland. We billed
seven days a week. There are no Sunday
shows in England or Scotland. The Bar-
num & Bailey show did not visit Italy.
To show how well the shows were adver-
tised by the one car (there may be doubt
as to the thoroughness of it), I shall quote a
letter from the general agent, Clarence
L. Dean. Of course, it was strenuous
work, but when one's efforts are appre-
ciated and paid for in real salaries, as
in the liberal manner of James A. Bailey,
it means a lot to an employee. There will
never be another like this great circus
manager. The letter from Mr. Dean
follows:

London, Eng., October 4, 1901.
"My Dear Gunning: I have received
yours of October 1. It is with pleasure
that I write to acknowledge the splendid
work you have done for the firm. I
can only add what I have already told
you, that the thoroughness with which
you have done all your work has given a
great deal of satisfaction to me, also to
Mr. Starr and Mr. Bailey, who are
perfectly aware of it, and I want to con-
gratulate you and in connection say
formally and officially what I have told
you many times, that the good work is
greatly appreciated not only by myself
but by Mr. Hutchinson and Mr. Starr.
Mr. Hutchinson had written to me that
he had believed beforehand it was ab-
solutely impossible for one advertising
car to do the work as effectively and
thoroughly as you are doing it. He had
told me several times that never in all his
experience had he seen any show so well
billed. It must be some satisfaction to
you to know we all feel this way and that
the feeling of appreciation is not con-
fined to words. It has taken material
form, indicated in my letter of yester-
day, viz., a first-class return trip to
America given you at the expense of the
firm.
Yours truly,
"CLARENCE L. DEAN,
"General Agent."

The Barnum & Bailey Circus at the
close of its five-year stay abroad sailed
for New York. It was replaced by the
Buffalo Bill Wild West, with Fred Bailey
Hutchinson as manager, to make a five-
year tour of Europe. But it really only
toured four years, as Mr. Bailey died in
New York while the Buffalo Bill show
was in Italy. The tour of Buffalo Bill
came to an end at Ohent, Belgium, in
the fall of 1906 and the Wild West re-
turned to the States. Colonel Cody and
his Wild West had made a couple of
previous visits to Europe under manage-
ment of Nat Salisbury and Major John
M. Burke, so the Buffalo Bill show was
well known. Its most notable success
was at Earl's Court in London at the
time of Queen Victoria's Diamond Jubilee
Celebration.

Sparton Bros. Opens June 9

PITTSBURGH, May 31.—Orlo Wach,
manager of Sparton Bros' Circus, pre-
viously scheduled to open May 3, will
open the show here June 9, with re-
newed trucks and equipment and a re-
sound truck. Jay (Whitey) Walters is
handling the advance and publicity.

HUSTLERS--PITCHMEN

CITY WIDE OPEN. COME ON
SHRINERS' NATIONAL CONVENTION
June 7 to 12
See
GEORGE J. MICHAELS
UNIVERSAL SALES CO.
415 East Washington St., Indianapolis, Ind.

NAME WORKERS

Maranoff had his day. Got the latest, fastest
print set. We have the largest. See
Cedar Grove in N. E. See 25c for sample
page. \$2.00 for 20 copies, assorted. Value
information and quantity prices with order.
1841 W. Paneway Kansas City, Mo.

Hartmann's

Broadcast

CINCINNATI

THE death of George L. Dobyns at his home in Port Richmond, S. L. N. Y., May 15 removed from the carnival world one of the strongest advocates of clean and wholesome entertainment.

For over 50 of his 70 years of life George had been connected with collective amusements, and to him much credit was given for increasing the popularity of them. He was not only a top-rank carnival owner and manager but an orator of no mean ability as well. For quite a number of years he was associated with his brother-in-law, Joseph G. Ferrar, on the Joseph G. Ferrar Shows. He was also a co-partner with Ferrar in the Empire State Shows, and was the owner and operator of the George L. Dobyns Shows. Another carnival with which he was connected was the Bernardi Greater Shows.

George was known on practically every carnival lot in the Eastern sector, where most of his years were spent, and he also had quite a number of friends and acquaintances in other sections. Until about 15 years ago he was quite active in carnival convention activities, and, being a fine orator, his appearance at these affairs always held great interest for his fellow showmen.

George also wrote occasional articles for *The Billboard*. One of these, on the subject of cleanliness, appeared under the title of *The Carnival Rednecks* in the issue of March 20, 1920. This was slightly more than three years previous to the formation of the Showmen's Legislative Committee, in which he figured quite prominently and became a member of the executive board. In contrasting the carnival status of his early days in the business with the situation in 1920, when he wrote the article in question, George said, in part:

"The time was when a carnival possessed cardinal educational values, when these amusement enterprises were eagerly sought after, when the cities of these populous United States sent their most representative citizens, in bodies of five, six, and even 10, as a committee to induce the carnival owner to bring his organization to their city; to occupy the very best of the business district, to usurp and disrupt street car tracks and travel. Committees fairly outfigured one another for the privilege of securing one of these carnival organizations and were loath to return home without having affixed the carnival owner's signature to a contract. They came prepared to accept no excuse. Some of the 'old-timers,' reflecting upon these periods of delightful association, exclaim: 'Ah, those were the days!' So they were, but why not now? Have the days changed? Have the cities changed or moved away? Have the civic, fraternal, and other organizations of those days ceased to function? You don't think the carnival organizations, the manner of conduct, the attractions offered, and the selfsame high standard management have changed, do you? If you don't you have another guess coming. Possibly you, as an individual, reading this article feel that your pathway of life is strewn with flowers, but possibly your vision has become so clouded with your own importance and egotism that you fail to realize the exact ratio of non-importance of your existence to society.

"Can you realize that if those were the days' things have not changed? You have changed. Your business procedure has changed. You have wanted to the winds the cardinal virtues of other days and have listened to the whisperings of money-mad vampires.

"You realize better than anyone else just where the weak links lie in your organization, and you, better than anyone else, can remedy, in a measure, the damage already done. It is far better that you do it than have others do it for you. But whether you do it or not, it is going to be done, and should it be done in the one way now in mind your organization will have become a physically weak link and cease entirely and completely to function.

"Back in 'the old days' a carnival week was looked upon as a period of festival, hence the slogan became 'gala week.'

"Children, adults, organizations—every one—bathed with delight the coming of

the Carnival. In some instances schools were closed on a certain day to permit the children to participate in a special form of entertainment, following a school children's parade. It is a matter of record that with one of these carnival organizations a certain member of the executive staff would call upon the classes of each room in each school in each city and explain the educational values of the carnival.

"The principals of these schools invariably extended a warm right hand of greeting to this gentlemanly 'orator,' and his coming was always looked forward to days in advance by the children.

"Tickets—at a reduced rate—were presented to the children for the 'feature' show, and it can safely be said that, barring sickness and accidents, every child in each city in which the carnival played would visit the show grounds and, accompanied by its parents or guardian, visit one or more of the shows. . . .

"When you have a carnival consisting of educational, moral, and wholly decent, highly respectable attractions, void of the 'peek 'em' stores and 'knock 'em dead' joints, then, and not until then, will you be entitled or justified in your belief that you are a carnival owner and worthy of the confidence and respect of either the public or the men who aspire to loftier ideals in the making of reputations in this business, to stand unchallenged for all time to come."

Leonard Traube's

Out in the Open

NEW YORK

"Promoters"

A PROMOTER (without the quotes) of our acquaintance once made a crack about suitcase "promoters" (with quotes) which belongs with the minor classes. The strong-on-scen, short-cut-skil type, he said, can never even raise the down payment on a clay pipe.

It reminds us of a recent experience of a showman with several of the breed. Four of these gents joined him to work on program, advance sale, and other activities in connection with a campaign. Promoter A arrived with his wife and two small children, who, by his own admission, were clipped and hungry. This situation naturally called for an advance. "One can't see kids go hungry," says the informant.

You would think that Promoter A would work his head off for his boss and benefactor. As a matter of fact, he did, except that when he went out on the firing line to sell program space he lies to space-buyers more so flagrant and so obvious that some collections had to be refunded.

Enter Promoter B. Before he has been on the scene two hours he was thrown into the clink for mugging a slight detail; he operated a car bearing a 1940 license. However, this was squared and he went to work. After checking into a hotel, notwithstanding his financial status, which did not happen to include coffee money, he went out on a drunk. On the following morning he apologized and was given another chance. He then got as stiff as a board on the company's money and completed his short but brilliant career at this stand by heeling the hotel.

This brings the story up to Promoter C. The individual came in via the thumb route, got his commissions daily for several days, and on the last day went Mason-and-Dixon with \$30 of company scratch.

Promoter D, last of a great quartet, was going to do wonders. He did. After putting the company on the nut for printing, and making about \$20 for himself, he figured that he was on an easy street, so he up and quits in favor of parlaying himself into a fat b. r. by playing the nags. It is not known what happened to this specimen, but the chances are the gee-gees are still out there running.

Says the man who was stung: "I am

Nat Green's

The Crossroads

CHICAGO

IT SEEMS that we are not the only one who believes a radio hillbilly show can get money on a midway. In the morning mail comes a letter from E. Paul Jones, of the State Fair of Texas. "I read your column last night," writes Paul, "and it seems as if 'great minds run in the same channel.' My old friend Harley Sadler is going to have two shows on our midway. One will be Radio Rodeo, and the other is the Plunket Family. Now the Radio Rodeo is exactly what you suggested in your column, and I believe Harley will get some money with it." Continuing, Paul says: "Hogan Hancock and I were just discussing such a thing and we talked about a young man who has a hillbilly band on KVOO, Tulsa—Bob Wills. Bob some time ago wrote a biography, published it and offered it for sale to his fans over the station. They tell me he sold more than 200,000 copies. Later he took a tip from the dear governor of Texas and started selling flour on the air. He has an hour on the radio each noonday and they tell me this guy is packing in shekels on his flour. Now, why wouldn't a guy like that draw big on the midway? Harley thought so and has framed a show that will play at the fair for 16 days."

It will be interesting to see what sort of a play Radio Rodeo gets! Paul sends along a drawing of the front of Sadler's show. It's ultra modern—Century of Progress style, and the entire Dallas mid-

way is to be fashioned along the same lines.

BERT and Juanita Cole write that they are having a wonderful visit in Miami with Jack and Nettie Senter, who used to be well-known wire-walkers. "They have a wonderful home, and we love it down here," writes Bert. . . . From Abilene, Texas, Burt Wilson postcards: "Just caught Wegons Roll at Night. I have seen some phony carnival and circus pictures, but this is the corniest of them all. I won't be able to go to the movies again for a month. . . . Paul Branson, contracting agent of Cole Bros. Circus, a Chicago visitor. Bill Lester ditto—just passing thru. . . . Louis J. Berger, general agent of Goodman Wonder Shows, in town arranging for the northward trek of the show, which is hitting for early Dakota fairs. . . . John Chapman, in his *Looking at Hollywood* syndicated column, tells that old one about Terry Turner attaching the center poles of a circus. . . . From Omer J. Kenyon comes an elaborate folder of Edgewater Park, Detroit—a typical Kenyon promotional piece and a good one. . . . The carnival boys down at Evansville, Ind., evidently had been having bad dreams when some cops were sent down to the Ringling advertising car to tell John Brassil, at 6 a.m., that covering of the carnival paper must stop—when the Ringling crew hadn't even started working.

"WENT out to see the Clyde Beatty Circus at the Jones Exposition," writes a correspondent. "They are doing business and I would think that Clyde has a circus that can lick the tar out of all the smaller shows. Very, very good; in fact, it could take the road as is with just a couple of additional acts."

LOCAL circus fans will have an opportunity to see Kay Bros. Circus this week, as it is playing a number of stands close to Chicago, among them being Des Plaines, Park Ridge, and St. Charles. Harold Barnes, wire-walker, is with the troupe. . . . Cliff Thompson, the giant, appears to have permanently retired from the circus, and he's doing all right selling beer in Wisconsin. . . . All the guys in Michigan City, Ind., are growing beards in preparation for the 50th anniversary of the Chicago-to-Michigan City yacht race, which will be celebrated this month with a three-day jamboree. The p.a. of the event has been frantically searching for a bearded lady to act as judge in one of the preliminaries this week.

Goebel's Lion Farm Visited by 50,000

THOUSAND OAKS, Calif., May 31—Approximately 50,000 persons have visited Goebel's Lion Farm here this year, it was revealed today. The farm is open to visitors every day in the week except Mondays and a show is given every Sunday afternoon. Admission is 25 cents, and novelties and peanuts are on sale in the farm's cafe.

At present many of the animals are being used in picture work, and Louis Goebel, owner, and Louis Roth, trainer, are frequently away from the spot on location. Roth was called to location Tuesday morning with a load of lions for the filming of another in the Tarzan series by Metro-Goldwyn-Mayer. He just completed *World Premiere* with John Barrymore for Paramount.

Olga Celeste has her animals there and frequently does shows to fill in. She is soon to start work on *Jungle Boy*, based on Kipling's *Jungle Book* for United Artists. She is assisted by Slim Stabinsky. Her other assistant, Luigi Maestro, is now in the army.

Shipments of black leopards and timber wolves were recently received here. They will be used in picture work. There are also three sets of baby lions here, and Louis, the 1,000-pound lion, is still a featured attraction.

Kruger, and Secretary D. Davis will call the roll of departed brothers. Local 1 is a pioneer in the labor movement in having its own internet plot.

Chi Billers Memorial

CHICAGO, May 31.—Local 1, Billposters and Billers' Union, will hold its 30th annual memorial service June 8 in Forest Home Cemetery, Forest Park. It is announced by Otto F. Kruger, president of the local, James F. Bowers Jr., past commander of the Advertising Men's Post of the American Legion, will deliver the memorial address. The address of welcome will be made by President

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • •



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Ashland Building, Clark and Randolph Streets, Chicago

Civilian -- New civil defense program will get hearty support of coin machine industry and its organizations

The appointment of Mayor La Guardia of New York City to head the new Office of Civilian Defense (OCD) is truly a great step forward for the nation. It marks the beginning of a much-needed program of preparedness and it marks also the placing of a great leader at the head of this important program.

Mayor La Guardia has the patriotism, the training, and the genius to direct the nation in this program. As many have suggested, the only danger is that he may be overworked. The very fact that he is the right man in the right place, and also that he has more than he can do, is a summons to every American to volunteer his co-operation and support.

The coin machine industry is offering its full co-operation in every way possible. Homer E. Capehart, chairman of the Committee on Defense Support, representing the Coin Machine Industries, is officially offering the co-operation of the industry to Mayor La Guardia. The committee representing our industry will not only carry on its work of boosting national morale, but it may eventually be given some definite assignment by the OCD. The industry was fortunate in having set up its own committee for defense support and is also fortunate in having Homer Capehart as chairman. In other words, the industry already has the nucleus of an organization ready to go to work.

The majority of operators are above the age for military duty and for that reason the new program for civilian defense will give them an opportunity to serve. At a recent meeting of operators it was observed that only about eight in a group of 50 were within the age limits for military service. But many operators were in the previous World War and they will appreciate some definite plan by which they can help support the nation.

The new Office of Civilian Defense which La Guardia heads had four points of service assigned to it by President Roosevelt. At least two of these will be open to members of the coin machine industry. They are: (1) "Facilitating constructive civilian participation in the defense program," and (2) "Sustaining national morale."

These two lines of duty will appeal to the coin machine industry. The music division of the industry is already making a worthy contribution to morale in supplying popular and patriotic music to the masses. The amusement games division is contributing much-needed revenues to local governments. The vending division is extending its special services to workers in industrial plants. But the industry can and will do more in support of national unity and morale.

The industry has been forward in crystallizing sentiment in support of the government. Its trade associations and its trade papers have been very active in promoting strong support of national defense.

It is generally recognized that one of the big jobs facing Mayor La Guardia and his civilian defense program will be that of building up a stronger and more aggressive national unity. National defense will mean nothing until the country overcomes the present confusion about what national defense means. It is generally agreed that Mayor La

Guardia represents that true aggressiveness of the American people and that he will lead where all loyal Americans dare to follow.

In order to unite the American people for defense it is urgent that a few simple facts about the present war be considered fully and also what these facts mean for the United States.

1. The fact that the American people are divided today on what is national defense means that the dictators have already won the first battle with the United States. The dictators have made it plain from the beginning that they counted on spreading the propaganda of defeatism, pacifism, and isolationism so widely in the nation that it could never really prepare for its own safety. The very fact that the people are divided, after the war has gone for so long, indicates the dictators have won the first round.

2. National unity can never be had until millions of Americans face the simple fact of what national defense means. The present war has shown clearly that there is no such thing as national defense except when a nation is prepared well enough to take the offensive against its enemies. England had a navy to take the offensive at the beginning of the war or there would be no England today. All other nations that depend on defensive warfare have fallen before modern war machines. Defense simply will not stand up before such machines; as always, the only good defense is to take the offensive.

Accordingly, the American people must unite on building a navy, a mechanized army, and enough planes to quickly assume the offensive against any enemy. The United States can only defend itself by being equipped to strike any enemy, anywhere in the world, at its own home base rather than sitting at home waiting to "defend" America.

Anyone who can read a map of the United States knows that it is impossible to build defenses for the thousands of miles of coast line, border line, etc., and also to protect the industrial plants and large cities of the United States, much less to defend the Western Hemisphere. There is no use kidding ourselves about defending these things. There is only one way to defend them and that is to be prepared to take the offensive anywhere in the world.

The United States has had a very bad psychology about the whole subject of defense, kidding itself all the while that watchful waiting is the best form of defense against modern machinery. Altho we have profited immensely by the machine age, we have not yet waked up to what a serious threat it can be.

These are simple facts, but evident to anyone who cares to read the facts from day to day. At the present stage of the war the United States is being heavily bombarded from day to day by defeatist and peace propaganda. All of this weakens our national unity and morale.

What a pity that the agencies, committees, and individuals now bombarding the American people with this propaganda don't turn some of it loose on the militaristic nations!

EASTERN FLASHES

NEW YORK, May 31.—Local columners are working away at top speed these days. Most distributors are reporting new sales records and a number of new products are to be introduced soon to stimulate activity during the summer.

George Pomeroy is cliking tremendously with Mills Panoram and began to close territories the first day *The Billboard* appeared with his full-page announcement. George has opened a Panoram display at the Hotel New Yorker, where, with Jack Mitnick and several men from the Mills plant, George is showing the machine to operators for a week.

Distributors from all over the country are visiting Scientific Machine Corporation to meet Max Levine and inspect the factory that is building Bating practice. Men like Sam Thran, of Mayflower, St. Paul; Morris Hankin, of Atlanta, and others have been greatly impressed with the plant.

Mike and Joe Munnies have been swamped with mail and photos as a result of their \$1,200 contest announcement. Many new ideas for arcade machines have been submitted and the two brothers are burning the midnight oil at home each evening studying the entries.

Al S. Cohen, of Asco, is one of the proudest men in the East these days. He's occupied with enlarging and remodeling his building and reports that business is good.

Bill Rabkin, Earl Winters, Al Blenslee, Murray Leichen, and the large staff over at Mutoscope are busier than ever. Penny machines are being almost cleaned out of machines.

OF MEN AND MACHINES

Dave Firestone, of Centa-Mint Sales Corporation, letters from St. Louis that he is selling so many of the firm's 1c venders (Mason Mint) that he feels the factory will have to hustle to meet the demand. . . . Jack Kay, of Ace, is reported to be doing one of the biggest jobs in Jersey on pin games. . . . Irv Morris, of Pomeroy's Jersey office, is in the midst of some fine sales on amusement equipment, and is closing one county after another on Mills Panoram. . . . "Bip" Glasgold, DuGreiner sales manager, back at his desk after last week's flying tour, advises that Herman Saxon in Charlotte, N. C., is doing a wonderful job of merchandising elegant sets, the Gasparon. . . . Morris Hankin, of Hankin Music Company, Atlanta, had Glasgold as his guest, and "Bip" reports that Morris showed him what real Southern hospitality is like. . . . Mack Postel, U-Need-a-Pak Midwest representative, flew into the home office to report the Model 500 booming throughout his territory. . . . Latest candid camera fiend is Sam Altman, U-Need-a-Pak manager. Leo Wilenski, the firm's vice-president, presented him with an elaborate camera outfit.

Jack Kronberg, of Crown Distributors, Newark, continues to keep busy meeting the requests of friends that write him. . . . Murry Sandow, of Simon Sales, is doing a fine job running the business. Dave Simon, recuperating from his recent illness, is around supervising and making decisions on important matters. Irv Mitchell, an amateur photographer of a sort, finds little time to indulge in his hobby. After putting in a day taking care of his local customers and mail orders, Mitch claims he doesn't feel up to any enlarging or developing when he gets home.

Dave Stern, of Royal Distribute, Elizabeth, is doing a whale of a job with wireless phones, according to reports. Dave is said to be working day and night to get delivery for the music operators in Jersey. . . . Bert Lane's new Seaboard Sales offices on Cohn Row are making a big hit with the coin trade. Bert rushed to Chi this week to arrange

for speedier delivery of machines. He promises the boys he will have a surprise for them soon.

FAST FLASHES . . . Barney (Shaggy) Sugerman, of Music Systems of New Jersey, Inc., district manager for the Buckley Music System, is doing a job that is being recognized by the Buckley Chi factory as among the best of all the firm's distributers. . . . Nat Cohn and Harry Rosen, of Modern, are busy supervising sales of new Seeburgs. Irv Sommer has returned to Miami to supervise completion of the new Modern building there. Irv expects to be back in the big city in a few weeks, and then will stay around all summer.

Doc Eaton, Eastern regional director for Buckley Music System, Inc., has built a rep as one of the best salesmen in the music division of the trade. Doc reports that district managers and distributors have gone over the top in sales, his territory alone ordering thousands of additional boxes the past month. . . . Al S. Douglas wires that his trip here was postponed a week but that he'll be in town soon with partner Dave Helfenbein to talk to the gentlemen on Daval's new ideas for the trade.

Earl C. Backe, of National Novelty Company, Merrick, L. I., is busy getting additional machines to satisfy the demand of his customers. . . . Eddie Corrigan, of Palisades Novelty Company, Grantwood, N. J., is now distributor in his territory for Buckley. . . . Myrtle Budin is going to town in a big way with reconditioned machines. Budin's Inc., has become headquarters for many of the boys. . . . Stoner's Wow is getting a heavy play from operators.

Tony Gasparro returns from visiting in Chi. . . . Jack Fitzgibbon rushes back to Chi this week to talk it over with Ray and George Maloney regarding deliveries of more Bally games. Fitz has been doing a great job these past months. . . . Harry Wichansky is reported busier than ever with music. Atlas Vending is going into its biggest year with music machines.

HERE AND THERE

Willie (Little Napoleon) Blatt, of Stupone, served on a jury this week and didn't find much time for his business. "But," Willie phoned, "you can tell the trade for me that we're doing a great job with Buckley." . . . Irv Orenstein, of Hercules, claims all he wants is to have new games shipped to him. One of the boys took his statement literally the other day, and Irv kind of halted a bit.

Sam Sachs, of Acme Sales Company, reports they are busy, with many operators bringing in their phones for remodeling along the new feathered lines which Acme is featuring. . . . Harry Block, of Block Marble Company, Philadelphia, was a visitor to town and all the boys were pleased to see him again. He did some swell business on the firm's new Change-Maker, Coin Counter, parts, and supplies.

Charley Aronson and Bill Alberg of Brooklyn Amusement Machine Company, were disappointed when Dick Hood, of H. C. Evans, didn't show up last week. But they expect Dick to arrive this week with the new products the boys have been discussing. . . . Al Simon, Murry Simon, and Jack Semel, of Savoy Vending Company, reports that the firm is jammed, with operators actually waiting in line for machines. . . . Miss A. M. Strong, of G. V. Corporation, back from a brief sales trip, reports the 1c Adams Gum Venders are moving just as fast as they are released from the DuGreiner production lines.

Al Sherry, Al Koondel, and Phil Goutd, of Ambassador Vending, have been burning the midnight oil to keep up with the demand of their out-of-town customers. . . . Joe Fishman, Keeney distributor, is striking on the gas. The St. Paul office is a meeting place of Joe's operator pals.

PHILLY FLASHES . . . All the music ops in this territory are smiling, what with music business

better than ever and collections still going up.

Al Rodstein, of Arco, is the distributor for A.B.T.'s new Rifle Sport Ranges. His territory embraces Eastern and Central Pennsylvania, Southern New Jersey, the eastern shore of Maryland and parts of Delaware. . . . Hy Rosenburg was down from New York to visit Wild Bill Rodstein at his shooting gallery. . . . Max Brown will rent a pig in Cape May to operate a shooting gallery with Bill Rodstein.

I. H. Rothstein, of Banner, started on his Decoration Day holiday at bit early, but his efficient staff was on the job getting out orders promptly. . . . Harry Block, of the Block-Marble Company, will be able to supply his customers for a long time to come. He is stocking up on all materials and says that "Block will have it in stock," even if the factories stop making some parts and supplies. . . . Ed (Tippie) Klein, of Atlas Distributing, is so busy that he is looking for a crew of night men to take over when his regular crew quits. . . . Jack LaRue, Rock-Ola factory man, is spending a few days at Keystones Vending.

Sam Stern, of Keystone, will make a good-will tour thru his territory soon. . . . Jack Shepard, of Bell Amusement, is opening up a luncheonette. Morris Finkle is steadily increasing his music route.

Moore Personnel Changes

SPOKANE, Wash., May 31.— Dale Grimes is new manager of the local branch of Jack R. Moore Company, Seeburg and Bally distributor. Grimes was transferred here from Portland.

Art Rud, who left the field several years ago for the ice-skating business, has joined the Moore company as an outside salesman.



FREE PLAY BIG GAME

Built with Animal Head Strips, or Standard Fruit Reel Strips. Also built with Mystery Cash Payout and Token Award Jack Pot.

Built for 1c-5c-10c-25c Play

Made Only By
WATLING MFG. CO.
4640-4660 W. Fulton St.
CHICAGO, ILL.

Est. 1889—Tel. 1-04-Lombus 2770
Cable address "WATLINGITE," Chicago

*** SPRING CLEANUP SALE ***

AUTOMATIC		COUNTER GAMES	
Mills 1-2-3	\$25.50	Cent a Pack	\$ 6.00
Zephyr	17.50	Penny Pack	7.50
Enter	24.50	Mercury	17.50
Branches	14.50	Sparks	17.50
Producers	14.50	Gingers	14.50
FREE PLAY GAMES		Am. Eagle	17.50
Vacation	\$32.50	Pilgrim	7.50
Cheer	9.50	Imps	6.50
Triumph	9.50	Red 21	6.50
Double Feature	22.50	Poker Face	7.50
Brite Glow	32.50	Tarzan	3.50
Gold Star	52.50	Portland	4.50
Paradise	57.50	Indian Dice	7.50
All America	45.50	Imperial	7.50
Score Champ	22.50	Safe Hit	12.50
Sore-Bury	34.50	Square Shooter	7.50
Vent Club	22.50	Heads and Tails	7.50
Fleet	37.50	Jack Wild	8.50
Line Light	32.50	Red Boy	3.50
Three Score	34.50	Goal Line	4.50
Sports	34.50	Toll a Cent	7.50
Dude Raffle	34.50	Red Die	4.50
Lite-Card	27.50	Seven Grand	12.50
Fielding	17.50	Dicomatic	3.50
Hobby	37.50	Hold and Draw	6.50
Head-Over	18.50	Rhythmic	4.50
Mystic	72.50	Real Sport	2.50
Beauty	22.50	Punch & Ball	4.50
Amadea	39.50	Saloner Winner	14.50
Convention	37.50	Mysterious Eye	4.50
Big Book	39.50	PHONOGRAPHS	
Flicker	39.50	Wurlitzer #12	\$22.50
Speed Demon	27.50	Wurlitzer #13	29.50
Champion	27.50	Wurlitzer #16A, with	29.50
100 1-2-3	84.50	Heads Up Bel.	54.50
'39 1-2-3	39.50	Rockola 12 Rec.	149.50
Crusoe	8.50	Mills Theme	149.50
Blackout	17.50	Rockola Dubosa	134.50
Score Card	27.50	Wurlitzer #1	87.50
Ray	22.50	Rockola Counter	87.50
Spottem	8.50	MISCELLANEOUS	
		Air Radar	\$109.50
		Replik Fire	89.50
		Chicken Sam	29.50
		Blackout Rifle	29.50
		Sky Fighter	109.50
		Bull Bull	47.50
		Cigarette	64.50

SLOTS—Over 200 new and used Mills, Watling, Jennings, Pace, Columbia.

1/2 Deposit, Balance C. O. D.
OHIO SPECIALTY COMPANY
539 SOUTH SECOND STREET, LOUISVILLE, KENTUCKY

110 Volts AC Anywhere!

WITH KATOLIGHT PLANTS AND ROTARY CONVERTERS

Furnish standard 110 AC 60 Cycles for operating coin-operated music machines, motion picture, AD radios, electric organs, pin-ball games, etc. Complete 250 Watt, 110 AC Light Plant—List . . . \$ 97.50
Complete 620 Watt, 110 AC Light Plant—List . . . 152.00
350 Watts Kolo Rotary Converter—List . . . 81.50

KATOLIGHTO, Mankato, Minnesota, U. S. A.

"PEERLESS" Coin Wrappers

Made of "Tuff-Yast" Kraft! The best that money can buy! 1000 per box—10 boxes per carton.

1 Box 60¢
10 Boxes 5.00 per box
50 Boxes 24.00 per box

Write for prices in larger quantities.

PIN GAME BULBS

46 44 50 51 55

46—Per 100 . . . \$3.75
44—Per 100 . . . \$3.75
50—Per 100 . . . \$4.15
51—Per 100 . . . \$4.15
55—Per 100 . . . \$2.20

27 V. A. All 100's.

Free: Send for our latest Catalog No. 81-17 of Parts & Supplies for All Coin Machines.

BLOCK MARBLE CO., 1527 Fairmount Ave., Philadelphia, Pa.

AUTOMATIC PHOTOGRAPHY

The remarkable coin-operated PHOTOMATIC machine, a worldwide public favorite, automatically takes, frames and delivers a fine personal picture in only 40 seconds! Requires no attendants; very little weekly servicing. PROVEN a steady money-maker. Investigate without obligation.

INTERNATIONAL Mutoscope REEL CO., INC.
44-01 11th St., Long Island City, N. Y.

MUSIC MERCHANDISING

Maryland Governor Signs Bill Cutting Phono Tax One-Third

Third State to reduce phono fees this year as trend grows

BALTIMORE, Md., May 31.—Maryland operators and distributors of automatic phonographs hailed Governor Herbert R. O'Connor's signing on May 28 the bill enacted during the 1941 session of the Legislature reducing the annual license fee on phonographs by one-third. Measure becomes effective June 1. As there are an estimated 5,000 phonos in the State, this means quite a saving to operators.

This marks the third State to reduce or eliminate phono fees this year. It has been said so often in coin machine circles that it is almost axiomatic that "once a tax is on the books it's never reduced no matter how unfair it might be." But the growing recognition among lawmakers of the contribution to the entertainment of the nation, and a tendency to "get the facts" before passing bills aimed to tax them, is seen as the reason many State Legislatures are reexamining or greatly reducing taxes on phonographs.

Origin in Arkansas

This movement had its origin in Arkansas, where in March of 1940 the State reduced by two-thirds its tax on phonos. In March of this year the State of Washington, after a thorough, impartial investigation of the earning power of various types of coin-operated equipment, reached the conclusion that while pin games have a potential earning power sufficient to warrant a fair tax, earnings from phonos are such that a tax—no matter how small—would hurt the business to the extent that operators would be forced to pull machines from smaller locations where small business men depend on them to help pay the overhead. As a result, Washington eliminated the phono tax.

More States Follow

Example set by Washington was followed in April when Governor Talmadge of Georgia handed down an executive order that in effect countermanded the decision of the State Court of Appeals holding that any location having a music box and facilities for dancing automatically became subject to the State dance hall tax. Governor ordered the tax officials to collect only one-fourth the location tax until the next meeting of the General Assembly, which may then ratify or revoke the governor's action. Talmadge explained that his action was taken because the Court of Appeals de-

Donates Phono To Sanatorium

MINNEAPOLIS, May 31.—Considerable good will for the coin machine industry was garnered here by Henry H. Greenstein and Jonas Bessler, of Hy-G Amusement Company, last week.

Cedric Adams, columnist for *The Minneapolis Star-Journal*, wrote a piece asking for a phonograph for inmates of a State sanatorium at Ah-Gwah-Ching, Minn. He explained the poor unfortunate in the sanatorium needed some sort of instrument to bring music to the place.

The paper carrying the request was off the press but a few hours when Adams received a call from Greenstein offering an automatic phonograph, all set for free play, as Hy-G's contribution to the cause.

Adams readily accepted the gift and made considerable mention of the fact the next day in his column.

cision had worked a hardship on numerous small businesses.

Another example of this trend is the proposal of an ordinance in Winchester, Ky., aimed to reduce annual phono fee by more than a third, and by the refusal of the South Carolina Legislature to entertain a bill to increase phono taxes this past session.

Wurlitzer Promotion Ups Phono Receipts

NORTH TONAWANDA, N. Y., May 31 (Manufacturer's release).—"The past year has brought millions of Americans better understanding of the entertainment value of automatic phonograph music," declare officials of the Wurlitzer Wurlitzer Company. "This has been accomplished thru the display in scores of theater lobbies of Wurlitzer phonographs, tying in with appearances of well-known orchestras.

"Band leaders, theater managers, and phonograph operators have found the program a success. Wherever arranged, lobby installations have boosted band interest. Play of phonos in the vicinity rises—especially when records by the artist making the personal appearance are placed on the machine.

"In addition, operators of Wurlitzer phonographs have taken advantage of free name band stickers supplied thru Wurlitzer's home offices. When stickers are attached to the phonograph windows, patrons' attention is focused on the particular band numbers they are eager to hear.

"Nearly all of the big name bands are co-operating in the Wurlitzer tie-in plan," they continued. This mutual aid has done as much for the country's phono operators as it has for the artists. It throws the spotlight on the logical connection between bands and automatic phonographs—the most popular outlet for their music.

"Wurlitzer music merchants operating in the vicinity of theaters have reported worth-while location leads garnered by Wurlitzer distributors who arrange for the lobby displays.

"Wurlitzer music merchants are notified in advance of band engagements in their locality, giving them a chance to request a supply of stickers for display on their phonographs. Wurlitzer furnishes these stickers.

"Increased play, stimulated by local publicity and enthusiasm, is claimed by operators to continue for weeks after the band has played its engagement—as a result of this plan to boost phono operators' receipts and the bands."

Correction

In the advertisement of Decca Records in the May 24 issue, the word "New" was spelled "Nev" thru a typographical error in connection with the Louis Armstrong record, New—Do You Call That a Buddy, Decca record number 3755.

Active Remodels New Showrooms

PHILADELPHIA, May 31.—Joe Ash, of Active Amusement Corporation, is strutting these days. His new showrooms have been remodeled and the boys made a fine job of it.

Joe's new coat of arms attracted the most attention. Made by his chief mechanic, Tom Petter, it consists of a shield with a ball, bumper, and plunger affixed to it. It is original, and some of the boys are thinking of getting up a similar idea for their personal stationery.

Joe is now en route to Chicago and promises to have a big surprise for operators when he returns. In the meantime Moe (Aspirin) Bayer is in charge.

Buckley Illuminated Boxes Popular

CHICAGO, May 31 (Manufacturer's release).—"It's certainly up-to-date music in smart setting," declares Charlie Katz, Buckley district manager. Operators everywhere like the improvement that Buckley illuminated boxes make in the interior decorations of high-class locations.

"Music operators," Katz says, "are enthusiastic over the new type of music

Caphart Active In U. S. O. Drive

(Reprinted from *The Indianapolis Star* of May 26)

INDIANAPOLIS, May 26.—Homer E. Caphart, Indianapolis industrialist, who has been active in civic affairs in Indiana, yesterday accepted the chairmanship of the committee arranging for the appearance here June 3 of Charles F. Taft, who will launch a campaign in behalf of the Indianapolis unit of the United Service Organizations.

Taft, who is assistant co-ordinator for health, welfare, and related defense activities, will come here under auspices of the United Service Organizations. Announcement of Caphart's acceptance of chairmanship of the arrangements committee was made by Russell W. McDermott, chairman of the local campaign organization.

Approximately 2,600 soldiers from Fort Benjamin Harrison will stage a demonstration on the Indiana World War Memorial plaza in connection with opening of the campaign. This demonstration will run from 5 to 9 p. m. June 3.

and how the colored chrome and red or blue adds to appearance. Cocktail lounges, high-class bars, restaurants, drug stores, and many other well-patronized retail stores are the places for the installation of these music systems.

"After talking with music operators, they invariably thank me for having told them about Buckley illuminated boxes. If all music operators would try just one installation, that is all that would be needed to sell them on the fact that they could not only afford, but that they should install this new type of music in all of their locations."

Supreme Court Decision Adds To ASCAP - Radio Complexities

NEW YORK, May 31.—ASCAP-radio picture took on added complexities following the Supreme Court's nixing of injunctions which had put a clamp on anti-ASCAP laws in the States of Florida and Nebraska. Just how the Supreme Court's decision would affect negotiations between ASCAP and the chains (NBC and CBS) was not immediately clear. ASCAP itself claimed that the decision would throw no serious monkey wrench into the talks, but, on the other hand, CBS executives stated they were carefully studying the Supreme Court's decision in order to ascertain its effect upon a possible CBS-ASCAP deal.

ASCAP, too, dispatched Herman Fin-

kelstein, of the office of Schwartz & Frohlich, ASCAP attorneys, to Florida to talk with the attorney general and possibly secure modifications of the Florida ruling. It was pointed out that the Florida and Nebraska anti-ASCAP rulings had been drawn up prior to the federal government's Consent Decree and that the Consent Decree had really had cleared the air of conditions which had brought on the anti-ASCAP legislation.

NBC, which last week was reported to some quarters to be very close to a deal with ASCAP, stated this week that a contract might be considered "close but not immediate."

BMI meanwhile released a statement calculated to knock the props out from reports that BMI would be hard hit by the Supreme Court's decision. BMI stated the decision was a "headache, but not a body blow." Organization claimed that when it was set up it had taken care to avoid just such legislation biting at pooling and price fixing. Org pointed out that it operates on a "per use" basis and the only inconvenience would come from additional clerical work, filing of catalogs, and payment of taxes specified in the laws.

On Tin Pan Alley leading publishers still showed evidence that they would maintain a united front despite the Society's legal difficulties and despite the fact that no contract has been worked out with the major chains. Warner's music interests (comprising the Home, Remick, and Witmark catalogs, which queried whether they might set up their own radio-licensing organization, stated they were not contemplating such a move and were committed to remain with ASCAP for 10 more years.

Spokesman for the MGM music interests gave essentially the same answer to the same query. He pointed out that although the ASCAP Consent Decree permitted licensing by ASCAP members (with ASCAP as the collecting agency) the firm had no intention of doing so. He added they had stayed in the fold as long and had recently received a "good transfusion" by virtue of the MBS pact that they would carry on to the finish.



MAYFLOWER DISTRIBUTING COMPANY becomes the new Wurlitzer distributor in Pittsburgh, as Sam Taran, Mayflower president, signs the contract, with Wurlitzer District Manager Sam Cass sitting beside him. Pittsburgh headquarters have been established at 5748 Buim Boulevard. Standing, left to right: Mike Hammergren, Wurlitzer general sales manager; Jackie Fields, former world welterweight champion, who will be general manager of the Mayflower Distributing Company; Morris Roessler, member of the firm, and Spence Reese and Ernie Paterling, assistant general sales managers for Wurlitzer. (Manufacturer's release.)

BUYS OF THE WEEK!
WURLITZER 416
 Phonographs Remodeled With Side Louvers and Light-up Grille
\$49.50
WURLITZER 616
 Remodeled in Marble-Glo \$69.50
 Without Marble-Glo \$55.50
 Every machine carries the MIRABEN guarantee of perfect appearance and mechanical perfection!
 Deposit With Order, Balance C. O. D.
MIRABEN CO. 2041 Carroll Ave. Chicago, Ill.

OUTDOOR "STORM-PROOF" EXTENSION SPEAKER
 Operator's Price
 Complete "MARINE HORN"
\$16.95
 WITH HIGH POWER P.M. SPEAKER
 Here's a red hot EXTENSION SPEAKER idea for outdoor summer locations . . . in beer gardens, amusement parks, beaches, resorts, and music groves. The Atlas WK-5HL Extension is READY TO INSTALL. wired complete using a speaker capable of covering areas up to 1,000 outdoors. It's all metal, 100% storm-proof and dust-proof, ready to hook up to any coin phonograph.
 * SEND NO MONEY: We Ship C. O. D. (All-Steel Mounting Bracket, \$3.50 Extra)
ATLAS SOUND CORPORATION
 1444 39th Street, BROOKLYN, N. Y.
 DISTRIBUTORS: Write for Details!

MASTER CRAFT PADDED COVERS
 FOR AUTOMATIC COIN PHONOGRAPHS
 Save your money by avoiding damages to your cabinets. Sturdily made and waterproof.
 No. 4 Adjustable Pad (for cabinets up to 55"x30"x27") \$10.50
 No. 12 Adjustable Pad (for cabinets up to 67"x40"x28") \$12.50
 No. 26 Slip-Over Pad (for cabinets up to 55"x36"x27") \$8.50
 No. 35 Slip-Over Pad (for cabinets up to 67"x40"x28") \$10.00
 No. 30 Adjustable Carrying Harness (for all size cabinets) \$6.50
BEARSE MANUFACTURING CO.
 Inc. 1921.
 2815-2825 Cortland St., Chicago, Ill.

15 IN. WALNUT SPEAKER CABINETS
 Here is an opportunity to get a beautiful Walnut Cabinet to house your phono speakers for remote control. Strong all plywood construction, will not warp or crack, last life time. Acoustically correct, no rattles. Comes with mounting hardware.
 Operator's Price **\$9.85**
 Sold on Ten Day Money Back Trial
 Order a Sample at Once C. O. D.
VAUGHAN CO., 3524 N. Clark, CHICAGO

FOR QUICK SALE
 Because of Other Business Commitments
Seeburg Wired Music
 Two Units—1940 Colonial Models
\$2,500 PER UNIT COMPLETE
 Equipment Like New
 BOX D-73
 Care of The Billboard Cincinnati, Ohio

WE ARE IN THE MARKET
 for Seeburg K-20s and Royals in original cabinets. Chester and Galssets must be in good condition.
MODERN SCALE & AMUSEMENT CO., INC.
 738 Blue Hill Ave., Dorchester, Mass.

Lanny Ross Gives Biz Grand Plug In Radio Program

NEW YORK, May 31.—Lanny Ross, radio singer and Victor recording artist, set a pace on his regular sponsored air shot Thursday eve (29) which all recording artists with radio programs might do well to copy in general lines. Entire Ross program was dedicated to the automatic phonograph, opening with the singer explaining how much improvement the present coin phonograph offered over the old Edison machines with the metal horns.
 Before each song sung by Ross the announcer went thru the business of dropping a nickel into a coin phonograph, then Ross started singing, making it sound as if it were one of his recordings. Program was, of course, a tremendous plug for the automatic machines, but also gave Ross a sweet opportunity to plug his Victor recordings. That listeners to this particular program will be more conscious of Ross when playing their corner tavern phonograph is a foregone conclusion.
 Ross's experiment will no doubt be the tip-off to band leaders and singers to tie up their air programs with their recordings in a like manner. Possibilities are infinite when it comes to ideas for building such a program, and the results on the coin phonographs will without doubt prove fruitful. Idea could even be worked out by bands where they would time such programs to coincide with their newest record releases, thus giving them an extra boost in the machines.

Soundies Reviews

YOU WALK BY, released by Minoco. Film features Del Casino and orchestra with dancing of Betty Jane Smith. Music is smooth and should attract as many listeners as dancers. Photography is good and sound above average.
SWINGING AT THE SEANCE, released by Minoco. Features music of Johnny Long's band. In this film clever photography plays a big part. Reed and brass sections give out on the time. Drums also featured. Distorted photography carries out the "seance" well in parts. Pictorially good.
ST. LOUIS BLUES, released by Minoco. At the opening of this classic by W. C. Handy, Alvino Rey gives way to his five brass. Close-up show versatility of Rey and his electric guitar. The Four King Sisters are featured vocalists. Pictorially good. Sound, excellent.
PENTHOUSE SERENADE, released by Cameo. Should appeal to listeners who want good melody. Produced by Sam Coslow, with Matty Kemp as assistant producer, film features arrangement by David Rose. Johnny Downs, screen star, is cast as bellhop, and Gale Storm, as the hotel maid. Has plenty of singing and dancing. In fox-trot tempo, it lends itself well to dancing. Pictorially good; sound, good.
DON'T CRY, released by Minoco. For those who like plenty of violin in their music, this is the number. Vocals are by Sonny Skyler. There are close-ups of Vincent Lopez. Not enough Lopez

but above par on both pictorial and sound qualities. Good for balancing a program in taverns.

SWING FOR YOUR SUPPER, released by Cameo. This number has two features—Dorothy Dandridge and Cee Pee Johnson. For those who like colored entertainment, this film is right up their alley. Dorothy Dandridge is heard on vocals, and the gal really sells a song. Johnson is on drums. Scene is a Harlem rent party. Plenty of hot swing music, packing a lot of entertainment into three minutes. Pictorially good; sound, excellent.

SCHERAZADE, released by Minoco. Led by Dave Schooler, an orchestra of 21 girl musicians renders a special arrangement of this international favorite. Pictorially good; sound, fair.

SEVEN BEERS WITH THE WRONG MAN, released by Cameo. Sam Coslow and Matty Kemp have produced an outstanding soundie film here. Cindy Walker, who already has a big public, sings this number from behind jail bars. She puts the necessary tears into her voice to make this number click. Other scene includes bar room, where she met the brute. Pictorially good; sound, good. A good number for any location.
 Sam Abbott.

Houston

HOUSTON, Tex., May 31.—Operators Jack Armstrong, J. B. Belin, and Walter Rabe entertained more than 60 Houston music men at a social meeting May 21 in the taproom of Southern Select beer warehouse. Galveston-Houston Breweries, Inc., brewer, furnished free beer, barbecue with side dishes, and whole boiled shrimp.

Mrs. Joe Williams, wife of owner of Commercial Music Company, in Dallas, was a guest of Mrs. Harold E. Long here recently.

Henry F. Shider, of Rudolph Wurlitzer Company, visited here recently. John Tower, of Wurlitzer, was also here.

Raymond Williams, Commercial Music Company sales manager, reported a slight shortage of Wurlitzer phonographs still existed but wall-box equipment was being delivered on schedule.

Joe Quartarro, music operator from Beaumont, was in Houston recently to buy new equipment. He reported business good in Beaumont.

Jimmie Bryant, service mechanic, is now employed in the Houston Branch of Commercial Music Company.

Local operators are looking forward to a visit from Homer Capehart, H. M. Crowe, manager of R. & A. Company, distributing Packard products, has hinted that Capehart would visit here early in the summer.

Jimmie Johnson, owner of Western Products, Inc., flew to Houston recently for a visit with Harold Horton, of the firm of Stelle & Horton. He departed for New Orleans and points south.

PHONOGRAPH HEADQUARTERS
WURLITZER 61
COUNTER MODEL WITH STAND
 GUARANTEED PERFECT **\$79.50**
 With D.C. Motor, \$84.50
WURLITZER
 16-Record MARBL-GLO With Illuminated Dome As Illustrated



- Complete **\$69.50**
 Ready to Operate
- 400 Wur. MARBL-GLO \$39.50
 - 616 Wurlitzer Regular 49.50
 - 616 Wur. Ill. Grill . . . 54.50
 - 500 Wur. Keyboard . . . 134.50
 - 500 Wur. Keyboard, Slug Proof 149.50
 - 600 Wur. Rotary, Slug Proof 134.50
 - 600 Wur. Keyboard, Slug Proof 139.50
- MISCELLANEOUS**
- Air Raiders \$109.50
 - Navy Bomber 119.50
 - Sky Fighters 175.00
 - Anti Aircraft (brown). 69.00
 - Buckley De Luxe Diggers 89.50
 - Love Testers (used) . 125.00

ARCADE HEADQUARTERS
 Complete PHOTOMATIC Machines and Supplies

YANKEE
 2 GAMES IN ONE
 You change from Cigarette to Fruit Feed right in location in 1 minute.
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FRANK McNICHOLS, OF GRAHAM DISTRIBUTING COMPANY, Cincinnati, and Sammy Kaye pose beside a Wurlitzer phonograph displayed in the Shubert Theater lobby, Cincinnati. (Manufacturer's release.)



FRANKIE MASTERS

AND HIS ORCHESTRA

featuring—

- ★ PHYLLIS MYLES
- ★ THE SWING MASTERS
- ★ LOU HURST



Frankie Masters-OKEH
New Money-Making Hits

Hul-Sul Song
I Went Out of My Way
Until Tomorrow
Aurora
Daddy
Will You Still Be Mine
Goodbye Now
We're in the Army Now
IN PREPARATION:
Was I the Foolish One
Zumbi (Ethiopian Double Talk)



Currently 50th week
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Direction—
MUSIC CORPORATION of AMERICA

On the Records

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

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

Key: FT—Fox Trot; W—Waltz; VC—Vocal Chorus; V—Vocal Recording.

(CONTINUED FROM PAGE 12)

WOODY HERMAN (Decca 3761)
South—FT. Fox Trot—FT; VC.

Herman lets his Woodchoppers, eight-piece band-within-a-band, hold forth on both sides here, and the result is some forthright jazzpation that carries with it plenty of sock. Particularly on *Fast It Does Real Barrelhousing* run riot, and Woody's sepiu-styled vocalizing is not only humorously entertaining but slightly eyebrow-lifting in its Rabelaisian overtones. Tempo here is at express train speed, with a short interlude break to half-time. It, like side A, is great small band jazz from start to finish, and as lacking in general commercial appeal as all jazz outpourings such as this, no matter how well done.

Music machines can find little of interest here because of the nature of the out-and-out jazz contained on this disk. It's exciting stuff for swing lovers, but the average nickel-dropper will be lost in the mazes of its fast, heated jazz.

EDDY DUCHIN (Columbia 36150)
The Daughter of Jeanie (With The Light Brown Hair)—FT; VC. Nice Dreamin', Baby—FT; VC.

A particularly humorous idea has gone a little astray on the A side of this Duchin disk. Lew Sherwood, Duchin trumpeter, dreamed up the basically amusing idea of the much-maligned Jeanie having a daughter who is nothing like her—whose "hair is nothing like her famous maw, she bleached it till it looks like straw." That line of lyric typifies the vein the ditty follows, but unfortunately it isn't developed all the way thru as well as it might have been. Sherwood's vocal is also a deterrent, for his vocal personality lends nothing to the words he himself wrote. The average disk fan, who may not regard the whole thing quite so critically, will get a kick out of the idea; being captious about it, it's too good an idea not to have been resolved better than it is. It's a short side, with Sherwood occupying most of the grooves. Flip-over finds Duchin in one of his most pleasurable keyboard performances, with the band and Bill Heathcock and the Earbenders lending good assistance musically and vocally.

"Jeanie," because of its novelty and its humorous idea, offers good coin phono advantages. The spoken introduction on the side, in which Duchin himself solemnly swears never to play "Jeanie With the Light Brown Hair" again, is attention-getting, and the following lyrics have a couple of bright spots. This is a good bet for most locations. So is the reverse, but only if the song itself achieves any particular fame throughout the country.

OZZIE NELSON (Bluebird B-11155)
Where—FT; VC. Beat It Out—FT; VC.

Two particularly anemic numbers get Nelson down a bit on these sides, the tunes offering him little opportunity to display his band to best advantage. Ditties are from the Columbia film *Sweetheart of the Campus*, in which this band appears, but despite the pictorial genealogy they don't add up to much more than one note placed after the next with little regard for expert tune writing. The cooey swinger on side B is especially tough for Ozzie to do much with. Harriet Hilliard tries nobly to make something of the A side ballad, and Nelson does the reverse wordage.

It's hard to see either side meaning very much to music machine operators. Only after the picture from which these songs come has played in the neighborhood of the particular location will there be any demand for them, and then it's likely to be pretty slight.

VAUGHN MONROE (Bluebird B-11160)

Aurora—FT; VC. The Monkey on a String—FT; VC.

Aurora, which is pointing for a hit, gets some of its best treatment to date from the fast-climbing Monroe crew; Au-

ro's style too well. Marilyn Duke does a nice vocal.

Side A shapes up as practically perfect material for the coin phono. The song is almost certain to be one of the top tunes of the early summer, and Monroe's version is entirely satisfactory for machines. In fact, it is styled exactly along phono lines, and no operator will make a mistake putting this one in, and in a hurry. Reverse might do well, because of the Monroe popularity, and the anticipation of cute lyrics inspired by the title, but there's no question that side A is the one to be face up under the needles at the moment.

SONNY DUNHAM (Bluebird B-11148)
Throwin' Pebbles in the Millstream—FT; VC. Bar Babble—FT.

Dunham's second disk on this label has a good deal more to offer than his initial release of a couple of weeks ago. Particularly on the B side does it present different, entertaining listening, and while this Pat McCarthy instrumental perhaps shapes up as more of a novelty than an out-and-out jazz combo, it has more humor and more novel touches than a conventional swingeroo, which adds up to better turntable enjoyment. Number takes its cue from the title, being an amusingly

(See ON THE RECORDS on page 72)

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Latest Releases—

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Nobody's Sweetheart
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Moonlight and Roses
- 3760—Love Sends a Little Gift
of Roses
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3675—THE BAND PLAYED ON
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3674—INTERMEZZO
"Coming Up" says THE BILLBOARD

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CBS—COAST TO COAST
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America's Trumpet & Trombone Stylist
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giving you on
BLUEBIRD RECORD B11148
a natural for tavern locations

Bar Babble and Throwing Pebbles in the Mill Stream



TUNES RECORDED THE "NICKEL-PLATED" WAY

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- "YOU ARE MY SUNSHINE"
- 3726—"CLARINET POLKA"
- "CANADIAN CAPERS"

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7011, 2062A, - 12 TO 99, 181 EA, - 100 UP, 100 EA.
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Better start now.
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Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

By HAROLD HUMPHREY

News Notes

Andrews Sisters' newest film, *In the King*, was released Decoration Day and now the girls are returning to the Universal studios in Hollywood to start work on two more, *Oh, Charlie and Ride 'Em, Cowboy*, . . . Martha Tilton, ex-Benny Goodman vocalist, has signed a contract with Decca and June 15 will record *Gypsy Nose, Nellie Blue, and The Wedding Cake Walk*, all from the Fred Astaire movie *You'll Never Get Rich*, in which Martha also has a singing and dancing role. . . . Frank Sinatra, the Tommy Dorsey vocalist, has written his first tune, *This Love of Mine*, published by Embassy Music. Ditty is already set to be recorded by T. Dorsey, Harry James, and Les Brown. . . . Teddy Powell and his band have had their contract renewed by Victor. . . . Operators will be interested to know that Victor's International subsidiary, Standard Phonograph, is coming out with a new 50-cent label titled *Standard*. Tunes will be for Polish, Bohemian, and International locations, and about six new ones will be put out every month.

The John Kirby band lost its Columbia contract last week because of a "snak" recording session at Victor studios, where the band played accompaniment for Una Mae Carlisle. But Kirby doesn't mind—Victor gave him a contract to take its place two days later. . . . Doring Music publishers have a new novelty tune titled *Mick the Greek, and Alvino Rey, Dick Stable, Raymond Scott, and Bobby Byrne* will make recordings of it. . . . Decca last week appointed Albert E. Simpson as sales manager of the New York branch of its distributors. . . . Larry Clinton is adding three fiddles and a basson for his next recording date. . . . Art Jarrett is scheduled to perform before the recording mikes of Victor this week in Chicago. . . . Have you seen the terrific plug, incidentally, that Victor gets with its records in the movie *Penny Serenade*?

Landslide for Favorites

Readers of this pillar will note that there are only three "Territorial Favorites" listings this week and one of those is in Canada. Usually there are more than can be found space for. What it means is that operators throughout the country at present are unanimous on what tunes are drawing the most nickels. It's a situation which happens very, very rarely, because although the few records listed in "Going Strong" of the Record Buying Guide are always in the majority of machines, operators in various sections of the country usually have a few records which are good only in their phonographs.

Maybe the public's musical tastes are becoming more alike. If so, it would be a nice break for the operator in picking out his machine fare. But the chances are this is not the case. It happens to be

the picture at the moment and, as the operators know, it can change overnight.

Release Previews

Joe Reichman's next Victor release will be *Mrs. Austin in Boston*. . . . Larry Clinton is set to record an original for Victor titled *Town Tattler* after the newspaper column of the same name in Chicago. . . . Tommy Dorsey's next one for Victor will be *Neat and Free for All*. . . . Les Brown's next session for Okeh will include *Lament to Love; Funiculi, Funicula; Do You Care? What Do You Hear From Your Heart?* and *I'll Sing for You*. . . . Matty Malneck will record *Sorrento, I Take to You, Green Eyes, and Meditation*. For Columbia. . . . Woody Herman's latest Decca work was on *Lazy Rhapsody and You'll Never Know*. . . . On Bluebird Vaughn Monroe just diked *Don't Be Blue, Little Pal, Don't Be Blue; Daddy, Tattle Tale, Lazy Aces, Cherry Blossoms on Capital Hill, and Love Me as I Am*. . . . Tune Town Shuffle, *Tired of Waiting for You; Down, Down, Down, and You Betcha My Life* by Count Basie for Okeh.

Territorial Favorites

FOLLOWING is a list of reports from operators in various sections of the country who have mentioned artists and records as local favorites, in addition to the national leaders listed in the Record Buying Guide:

CLEVELAND:

I Only Want a Buddy, Not a Sweetheart, Bing Crosby

A revival of an old number but nonetheless popular now in this Lake Erie city. Crosby is the lad who can get the most out of this type of song, and coin phonograph customers know it. It's the sort of sentimental ballad which fits right into a tavern atmosphere. A good one to ring in on the machines when the operator is stumped for a filler.

WILMINGTON, DEL.:

Afraid to Say Hello, Charlie Barnet.

Operators here are having a measure of success with this new one of Charlin Barnet's. Some of them say the composer of the tune, Larry Taylor, might have something to do with its going over, since he is a home-town boy. Aside from that, however, the operators report that the record is catchy and well done.

TORONTO:

With a Twist of the Wrist, Al Donahue.

Tune is a hit from the Broadway show *Crazy With the Heat*. Nearly every label has recordings of it, but somehow the ditty hasn't caught on nationally. Donahue's recording is going over big

across the border here. There's always the chance that it will be "discovered" tho, because it is a good number.

Radio's Leading Songs

HERE is a comparative list of 10 songs broadcast most often during the week ended May 31 and the week before, ended May 24. The songs are those heard over the Mutual network and the New York Station WOR based on information supplied by Accurate Reporting Service.

This Week	Last Week
1— <i>I Understand</i>	2
2— <i>Dolores</i>	1
3— <i>I Found a Million-Dollar Baby</i>	—
4— <i>Begin the Beguine</i>	—
5— <i>Aurora</i>	5
6— <i>Memory of a Rose</i>	6
7— <i>You Stepped Out of a Dream</i>	9
8— <i>Corn Silk</i>	—
9— <i>Oh, Look at Me Now</i>	3
10— <i>Love Me a Little</i>	—

Deaths

KRASAS—Peter, coin machine operator, in Washington, Pa., of a heart attack.

PIPITONE—Giacchino, 71, brother of Joseph Giacchino, president of Coin Vending Machine Operators' Association, New Orleans, in that city recently.

STROUD—William, 54, executive of O. D. Jennings & Company, Chicago coin machine manufacturers, and a member of industry for over 35 years. Burial in Streator, Ill.



COMING EVENTS

June 1 to 4—Twenty-fifth annual convention Associated Retail Confectioners, Morrison Hotel, Chicago.

June 9—American Federation of Musicians' Convention, Seattle, Wash.

June 14 and 15—Annual outing of Interstate Cigarette Merchandisers' Association, Berkshire Country Club, Wingdale, N. Y. Particulars from Cigarette Merchandisers' Association, Chanin Building, New York.

July 10—Ohio Cigarette Vendors' Association annual meeting at Cedar Point, O.

August—exact date not announced. Third annual picnic of Cleveland chapter, Ohio State Automatic Phonograph Owners' Association. Place not yet announced.

Nov. 10 to 14—1941 Meeting of American Bottlers of Carbonated Beverages, Philadelphia.



28 COMPLETELY STOCKED BRANCHES TO SERVE YOU. ORDER THESE DECCA HITS FROM YOUR NEAREST BRANCH TODAY!

THE MERRY MACS The Hut-Sut Song
Mary Lou . . . 3810

BING CROSBY My Buddy
I Only Want a Buddy
— Not a Sweetheart 3736

JIMMY DORSEY Orchestra Maria Elena
Green Eyes . . . 3698

GUY LOMBARDO Orchestra Intermexxo
Stardust 3674

THE JESTERS The Hut-Sut Song
'Round Her Neck She Wears a Yeller Ribbon 3778

INK SPOTS Do I Worry?
Java Jive 3432

DICK ROBERTSON Orchestra Goodbye, Dear, I'll Be Back in a Year
Be Honest With Me 3791

LAWRENCE WELK Orchestra Friendly Tavern Polka
You Are My Sunshine . . . 3725

JOHNNY MESSNER Orchestra Toy Piano Minuet
Alexander the Swoose 3777

ANDREWS SISTERS Aurora
Music Makers . . 3732

JIMMY DORSEY Orchestra Blue Champagne
All Alone and Lonely . . . 3775

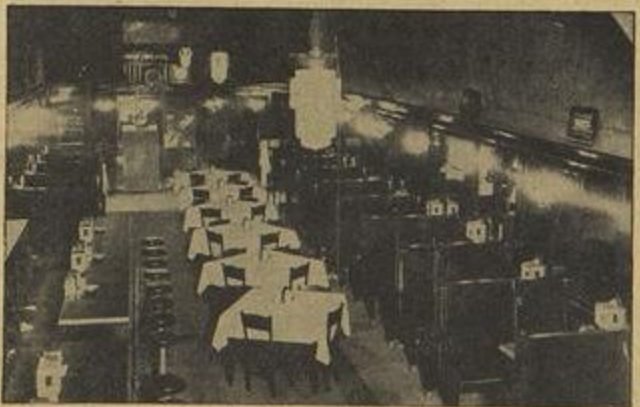
DICK ROBERTSON Orchestra C'Bye Now
Just a Little Bit South of North Carolina 3792

RED FOLEY I'll Be Back in a Year
Where the Mountains Meet the Moon 5937

(The answer)
PATSY MONTANA I'll Be Waiting for You, Darlin'
Shy Anne From Old Cheyenne . . 5947

A COIN MACHINE SPECIAL!
CARMEN I, Yi, Yi, Yi, Yi
MIRANDA Alo Alo . . . 23209
List Price 75c

and remember—
IT SOUNDS BETTER ON
DECCA



KEENEY WALL BOXES are an attraction at this cafe, according to Keeney officials. Patrons are said to have demanded wall-box service throughout the establishment. (Manufacturer's release.)

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PERMO POINT
NEEDLES SERVE
YOU BEST

The Heart-Beat of Your Phonograph

SPECIAL RECORDINGS
FOR
OPERATORS

STANDARD



RECORDS

Selected Tunes From Selected Thousands!

10 Inch List Price 50c

T-2000 CUBALERO—Polka

RENE MUSETTE
ORCHESTRA

HAPPINESS—Polka



H. RENE

T-2001 FINGER—Polka

BERNIE WYTE'S
ORCHESTRA

COCOANUT—Polka

The "Finger Polka" has so much rhythm it will be very hard to stop your feet from keeping time when you listen to it. The "Cocoanut Polka" is in a peppy tempo to make you want to dance with a sweet melody to give you ease.

T-2002 MISIRLOU—Bolero

ALFREDO MENDEZ'S
ORCHESTRA
Spanish Vocals by:
C. Del Toro

LINDA MUJER—Bolero-Rumba

The "A" side, "Misirlou," is a beautiful melody with a background of fascinating Oriental charm. This song is destined to become one of the biggest sellers in the country. The Spanish vocal is sung by Mr. Del Toro. The other side of the record entitled "Linda Mujer" is a bolero rumba about a beautiful lady. The music gives you a vivid picture of the sentimental thought.

T-2003 BLUFFER'S—Polka

WALT LEOPOLD'S
ORCHESTRA

FOXY—Polka

The Walt Leopold Orchestra interprets both these polkas with musical variations to make them enjoyable for dancing and pleasing to hear.

T-2004 WALTZING ON THE "KALAMAZOO"

CUTTING IN—Polka

RENE MUSETTE
ORCHESTRA

After you've heard "Waltzing On The Kalamazoo" played once, you will be surprised how long the melody will stay in your mind. This tuneful novelty waltz will find itself among the country's top hits within a very short time. "Cutting In Polka" is one of those peppy, cute arrangements typical of the Rene Musette Orchestra. The melody is one of those few that seems to smile when you listen to it.

MUSIC TO HEAR — YEAR AFTER YEAR

SEE YOUR LOCAL JOBBER
or write to

STANDARD PHONO CO.
168 WEST 23RD STREET, NEW YORK, N. Y.

ON THE RECORDS

(Continued from page 70)

descriptive piece on elbow benders, complete to hiccup at the end. Tempo is slow and compelling, whistling bits at the start and finish are highly listenable, and the ork's jazz in between is distinctly commendable. Side A is a pedestrian ballad of the old school, spotlighting Dunham's high thin-toned trumpet and some excellent sax work. Ray Kellogg's vocal is fair.

"Bar Babbie" as a number and in its execution here is plenty potent coin phonograph fodder. It has about it that indefinable something that distinguishes good machine stuff from ordinary disk output. Dunham's name, of course, means nothing at present to the majority of nickel-droppers, but a side like this is capable of setting him up with them. Reverse offers little to operators.

FRANKIE MASTERS (Okkeh 6190)

Yours—PT. VC. The First One To Say Good-Morning (And the Last One To Say Good-Night)—PT. VC.

Masters' version of Yours shows nothing to establish it as a challenge to the high-power platters of this Latin tune already available. Taken at a slow tempo, nicely arranged, and well vocalized by Marion Francis, it's nevertheless too conventional a job to stand up in the face of the competition it has from other pressings. The good and bad of the plattermate are some piano passages after the vocal and Lew Hirst's warbling. Latter leads off the side, and it's a poor start. Outside of the fine ivory work, rest of the performance is only adequate.

Masters' name may be enough to attract attention to his "Yours" version, but on performance alone it runs a poor second to other available recorded versions of this number. Side B is doubtful in its appeal to coin phone patronage.

JAN SAVITT (Victor 27414)

Where You Are—PT. VC. I Take to You—PT. VC.

Savitt's disks for Victor since returning to that label several weeks ago have been uniformly good, and this couplet is no exception. Jan's shuffle rhythm is very much in evidence on both sides here, first in a medium slow tempo, and on the reverse in a faster, highly rhythmic arrangement. Tunes are from the Mack Gordon-Harry Warren score for The Great American Broadcast, and the band showcases them well here. Allan DeWitt's singing on the A side is good, and the arrangement is excellent before and after his stint. Jack Palmer and the Top Hatters have a couple of vocal choruses on the reverse, with which they do much. Scoring is heated, and the whole side is attractive, especially the quartet work with the shuffle beat behind it.

These "Great American Broadcast" tunes may do nicely along the phone network, but it probably won't be Savitt's record that will carry them, not because they aren't treated to two of the best possible arrangements here, but simply because Savitt's name value is not enough to offset the opposition he will have from other hands turning these songs out for the machines.

ALVINO REY (Bluebird B-11151)

Where You Are—PT. VC. I Take to You—PT. VC.

The customarily forthright Rey arrangements, plus some better-than-ever guitar pickings by Alvino, describe these two latest sides. This ork is delivering some of the most satisfying versions of pop tunes currently being made on wax, and while the songs in question here are not among the best of the present music output, Rey manages to give them body and life with two well-conceived



SEEBURG REPRESENTATIVE Reed Crawford and Operator Bob Yendes, of Dayton, O., renew an old friendship at Southern Automatic Music Company's Seeburg showing in Dayton. Yendes, a large phono operator, also has an elaborate restaurant and auto court near the Dayton airport. (Manufacturer's release.)

and well-executed writings. Alyce King momentarily divorces herself from her sisters to do a good A side vocal, while sister Yvonne is allowed the solo spotlight for the bouncy B side wendage. Both are good and round out a whizzy enjoyable disk.

If these songs become popular, as is likely, this double supplies a good medium for carrying them in the phones. The only drawback, as far as Rey is concerned, is that a number of stronger name bands have recorded, and will record, these tunes, which will give these sides, despite their excellence, tough competition.

SINCERELY YOUR PAL
ABE
LYMAN
AND HIS CALIFORNIANS
on Bluebird Records



GREAT BETS FOR YOU!

B-11158

"FEED BOX FREDDIE"

A CLEVER NEW NOVELTY.
CUSTOM MADE TO KEEP
'EM PLAYING!

B-11005

"MARIA ELENA"

B-10887

"HELP ME"

B-10971

"YOU'RE IN THE ARMY NOW"

COMING!

"WHEN THE LILACS BLOOM AGAIN"

Beautiful Ballad by Eddio Lano

AN AUTOMATIC PHONOGRAPH MUST BY—
THE PAGLIACCI OF THE PIANO

JOE REICHMAN
IT'S THE
HUT-SUT SONG

VICTOR RECORD No. 27420

DON'T MISS THIS MONEY-GETTING NATURAL!

Dist. William Morris Agency

Tick Tock... it's Tommy Tucker Time! on Okeh records



Tommy Tucker, who went to town with his own brain-child, the Man That Comes Around . . . gets right up there on top of the heap with these big time numbers. Start nickels pouring in with any of these . . . they've got everything, including some super-duper vocals by Amy Arnell.



THE
HIT
MAKERS

- 6211 NEW WORRIED MIND YOU ARE MY SUNSHINE
- 5188 BLUES I FOUND A MILLION DOLLAR BABY
- 6208 DOG HOUSE POLKA IT AIN'T NO USE TO WORRY ANY MORE
- 6177 TIME AND TIME AGAIN MINNIE FROM TRINIDAD
- 6156 NUMBER TEN LULLABY LANE NICE DREAMIN' BABY I LOVE YOU LAZY RIVER
- 6131 JENNY MY SHIP
- 6060 YOU'RE DANGEROUS YOU LUCKY PEOPLE YOU SEVEN BEERS WITH THE WRONG WOMAN HOW COME, BABY, HOW COME?
- 5717 BARTENDER POLKA THE MAN DON'T COME TO OUR HOUSE ANY MORE
- 5578 WHO COULDN'T WILL YA, HUH?
- 5491 TOO TIRED LITTLE HELL'S A BIG GIRL NOW
- 5199 THE MAN THAT COMES AROUND HONESTLY

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Record Buying Guide



An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

GOING STRONG

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country. Recordings listed without an explanation are those that have appeared under this heading for one week or more and have thus become such established successes that they require no further explanation.

Intermezzo. This week this lovely ballad finally comes into its own as one of the strongest items on the music machines and along with its ascendancy into the topmost brackets, two new recordings of it come into phono prominence in competition to the already established leaders, GUY LOMBARDO* and BENNY GOODMAN* have been in on this from the beginning, and now WAYNE KING and WOODY HERMAN* are clicking to some extent in the boxes.

Amapola. (9th week) JIMMY DORSEY*, SAMMY KAYE*, CONNIE BOWWELL.

Oh, Look at Me Now. (6th week) TOMMY DORSEY*.

Dolores. (5th week) TOMMY DORSEY, BING CROSBY.

The Band Played On. (5th week) GUY LOMBARDO*.

C'bye Now. (2d week) HORACE HEIDT*, VAUGHN MONROE*, WOODY HERMAN*.

My Sister and I. (2d week) JIMMY DORSEY*, BENNY GOODMAN*, KING SISTERS.

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.

Maria Elena. One of the most potent of the newer numbers currently striving for the top, this attractive ballad moves quite a few steps nearer its goal this week. JIMMY DORSEY* had been entirely alone on it until this week, when WAYNE KING's disk started to get a foothold along the phono network.

Daddy. This is one that is almost certain to hit the heights in another week or two. SAMMY KAYE* unearthed this clever number and his recording of it is definitely on the upgrade, increasing its popularity by leaps and bounds in the couple of weeks since it made its debut here.

The Hut-Sut Song. Another extremely strong contender for top honors and a number that seems destined to be one of the biggest amashes of the early summer is this novelty ditty that comes from the West Coast. HORACE HEIDT* now leads the parade of click phono disks here, with FREDDY MARTIN* a close second and the KING SISTERS trailing him.

Do I Worry? This has been around now for several weeks and, although it's pulling a nice flow of nickels, it still isn't now, and doesn't show signs of becoming, a really big music machine item. The INK SPOTS and TOMMY DORSEY* continue to be its standard bearers under the needles.

Aurora. Quickly climbing to a position of real importance, this Brazilian number holds the attention of nickel droppers in the ANDREWS SISTERS' version alone, but there are several other disks that are starting to come along. No one of them has reached a point where it deserves to be mentioned here as yet, but indications are that the singing sisters will not be the only ones on this before long.

Friendly Tavern Polka. This has been perhaps the most curious case in the phono picture this spring. Starting off like a house afire and being of a type of number that is almost sure-fire in the boxes, something happened to it a couple of weeks ago, and it is now moving backward, rather than forward, in the HORACE HEIDT* version.

Everything Happens to Me. Going along to fair returns in this tune, as carried in the machines by TOMMY DORSEY* and WOODY HERMAN*. It's far from a really strong item, but it's attracting a sufficient number of nickels.

Walking by the River. Weakening considerably is this UNA MAE CARLISLE record, which at no time in its brief phono career was a particularly strong puller.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which are still being mentioned on enough reports to warrant their inclusion in the Guide, even though they most probably will never climb into "Going Strong."

I'll Be With You in Apple Blossom Time. (6th week) Still around, but not to any great extent. ANDREWS SISTERS.

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 Things I Love. A particularly excellent ballad that has been on the country's airwaves for a few weeks, but that failed, for some reason, to attract phono attention until now. Some operators report favorably on it and it's quite likely to catch on in a widespread way.

Let's Get Away From It All. Although this has been around to a small degree for the past several weeks, in the TOMMY DORSEY* version, it still hasn't managed to get out of the "Possibilities" class into something more tangible and emblematic of music machine strength. It may still happen, however.

Green Eyes. Another item that has been striving to get into its full stride during the past couple of weeks is this JIMMY DORSEY* recording. So far it hasn't been able to make it, but there's enough smoke to indicate a possible future fire of nice enough proportions.

Two Hearts That Pass in the Night. Mentioned here last week, this must be pointed out to operators again as a song that is apt to do well for itself in any kind of location. It's a listenable tune and it's getting its share of radio plugging. It would therefore be a good idea to keep an eye on it.

A Little Bit South of North Carolina. Also showing signs of possessing qualifications necessary for machine life is this song, and lending weight to that is the slight interest in it at present by patronage of those machines where it is now available.

I Found a Million-Dollar Baby. This hit of another year is being revived in a new Warner movie. Several newly recorded versions are now available, and it's extremely likely that there will be phono action on one or all of them.

* Indicates a vocal chorus is included. Double-meaning records are purposely omitted from this column.



Coin Catchers on VICTOR and BLUEBIRD RECORDS

Is There Anyone
Finer?
THE ONE
AND ONLY
DINAH SHORE
Sings
Where You Are and
Mocking Bird Lament
B-11164
Other Money-Making Music of
the Week.
27435 Poor Butterfly
Limehouse Blues
Leo Reisman

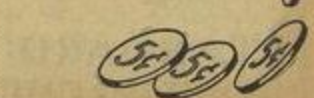


27433 Aurora
What Word Is
Sweeter Than
Sweetheart?
Sammy Kaye
B-11160 Aurora
The Monkey
on a String Vaughn Monroe
B-11146 What Word Is
Sweeter Than Sweetheart?
Yours Vaughn Monroe
B-11167 'Til Reveille
Flamingo Freddy Martin
B-11165 Consider
Yourself Kissed
Little John
Ordinary
Charlie Barnet
B-11170 If It's
True
Saturday Nite Alvin Roy



Order RCA Victor Penn
Point Needles from your
RCA Victor Distributor To-
day. In Canada: RCA
Victor Co., Ltd., Montreal.

ORDER TODAY FROM
YOUR VICTOR RECORD
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TORR 2047A-SO. 68 PHILA., PA.

ESQUIRE PREMIUM VENDOR

A "POWER HOUSE" FOR PROFITS



Sample Premium Displayed in Vendor. Ball Gum concealed Eliminates Cheating. Complete Unit Consists of 1 ESQUIRE PREMIUM VENDOR, Standard Powder Blue Finish; 1 DISPLAY INSERT IN MACHINE, 1 DOZ. SMALL TWO-BLADE KNIVES, 1 DOZ. LARGE SINGLE-BLADE KNIVES, MACHINE FILLED WITH 1100 BALLS OF GUM, INCLUDING 20 STRIPED BALLS READY TO BE SET ON LOCATION.

ENTIRE DEAL ONLY \$12.50

Rush Your Order Today!



HERE'S THAT TERRIFIC LUCKY STRIKE

CIGARETTE
D O U B L E R
O A M E W I T H
Ball Gum Vendor,
New! Has
no use & profit!
New popular
brand cigarette-
play, high reward
10 packs (180-
1 odd), Pon-
tious, telltale fea-
ture, 1¢ play.

\$14.75 Order Quick!

SPECIAL— FACTORY REBUILD

IMPS
CUBS
CENT-A-PACK
PENNY PACK

\$6.95
EACH



SILVER KING

10 Lbs. Candy
1 Gross Charms

ALL FOR \$8.45

Limited Time
Only!
Rush Your Order
NOW!

Other Machines,
\$3.95 & Up.

TORR 2047A-SO. 68
PHILA., PA.



MERCHANDISE MACHINES

CVOA of Illinois Discusses Effects of Cig Tax; Elects Officers; Howard New Prexy

CHICAGO, May 31.—The Cigarette Vendor Operators' Association of Illinois held its annual election and business meeting at the Palmer House here Saturday evening, May 24. About 50 members were present and dinner was served at the beginning of the session. Jack Keiner, president, presided over the meeting and outlined subjects that were to come before the body. He introduced J. W. Houston, of the State tax office, who had been invited to explain to cigarette operators some of the details of the new proposed cigarette tax in the State.

Houston stated frankly that the newly revised cigarette tax bill had only passed the House and was still to be voted on by the Senate, hence anything that he said might be changed more or less by action of the Senate. (Note: The cigarette tax bill in question passed the Senate May 28 and is expected to be signed by the governor the week of June 2.)

The new Illinois bill calls for a tax of 2 cents on standard packs and requires that all cigarettes bear a stamp beginning July 1. It is provided that jobbers and retailers may buy and affix stamps from July 1 to July 15; after July 15 jobbers are required to buy and affix the State tax stamps to cigarettes.

Who Is Jobber?

Operators raised the question of what is a jobber (wholesaler or distributor) under the new law and how would operators of vending machines be classed. Accordingly, it was explained that the new bill defines for purposes of taxation in Illinois the jobber is the firm or individual that buys cigarettes outside the State and brings them into the State for resale. The law requires that all persons or firms that buy cigarettes outside the State for resale in the State must apply for a jobber's or wholesaler's license which gives the power to buy and affix the cigarette tax stamps to each pack. Jobbers are allowed a commission of 4 per cent for affixing stamps.

Any operator or retailer who buys his cigarettes from a jobber within the State does not need to apply for a wholesaler's permit. But if an operator should buy cigarettes outside the State, then it will be necessary to apply for a jobber's permit and buy and affix the tax stamps. Any operator may qualify for a jobber's permit if he buys ciga-

rettes outside the State. All cigarettes sold to consumer, either in machines or over counter, must bear the tax stamp.

Prices Discussed

The proposed unfair price legislation in Illinois was mentioned briefly. Discussions of retail cigarette prices indicated that a majority of vendor operators are adhering to the price of 18 cents.

A report from Washington, D. C., received by association officials that morning said that the federal tax on cigarettes was sure to be increased from 15 to 2 cents per standard pack. It was anticipated in such event, prices would then be 20 cents per standard pack and the dime brands would then sell at 15 cents. These price standards were in anticipation of both the State and the increased federal tax.

Representatives of cigarette machine manufacturers were present to explain how their respective machines could be changed to handle cigarettes on and after the price advance. A premium supply firm offered a merchandise premium idea whereby cigarette operators could offer premium coupons instead of odd pennies in the packs.

Operating Costs

A discussion of operating costs brought forth reports that an average employee requires about one hour for inserting odd pennies in a case of cigarettes; others reported that fast workers can insert change in case in 33 to 60 minutes. It cost from 20 to 30 cents to service each cigarette machine per week. One man can service from 100 to 125 cigarette machines per week, it was stated.

A motion was carried authorizing the association attorney to prepare and foster anti-slug legislation in the State. A model bill had been prepared by the attorney.

The election of officers resulted in the following: Belford Howard, of Naperville, was elected president; Vic Niesswanger, of Elgin, was elected vice-president; Lloyd Moore, of Mattoon, was elected secretary, and E. H. Greenwood, of Pontiac, was elected treasurer. Appropriate expressions of appreciation were extended to the retiring officers.

G. V. Sees Profits For Alert Coinmen

NEW YORK, May 31 (Manufacturer's release).—"Gum vending machines," states Miss A. M. Strong, of the G. V. Corporation, "are a big hit in and around army camps. Many alert operators with other equipment in these camps find that by adding Adams Gum Vendors to their routes they can increase their collections.

"With both the G. V. standard and outdoor models available all over the country, every location can now be successfully operated."

Operators who ordered samples of the outdoor models are now buying them in increasing quantities. Everything points to a banner year for G. V., with new sales records being made in both machines and Adams Gum.

Confectioners Holding 58th Annual Convention

CHICAGO, May 31.—The 58th annual convention of the National Confectioners' Association will be held June 2 to 5 in the Palmer House, during which time candy manufacturers throughout the United States will discuss the foreign and raw material markets, the requirements of energy confections by the army and defense workers and other important and rapidly changing conditions.

VENDS ALL PRODUCTS

Now 39¢

Here it is—the operator's ideal, all around, all purpose, all product bulk vender. Designed by operators themselves to bring you bigger profits, faster, easier servicing. Write for complete details of this truly great machine!



THE NORTHWESTERN CORPORATION
5 E. Armstrong St., Morris, Illinois

Here's the way to Bigger VENDING MACHINE PROFITS

Model No. 40
\$5.30
Each in Lots of 100 or More
\$5.80
Each in Single Lots

Write for Free Price List & Used Machine Bargains

All kinds of Merchandise Ball Gum, 1/2 in., 3/4 in. Stands—Brackets—Globes—Charms.

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NORTHWESTERN LINE
★ Recommended
★ Distributed
★ Guaranteed

TORR 2047A-SO. 68
PHILA., PA.

ASCO WEEKLY SPECIALS

VENDORS	COUNTER GAMES
1¢ Honeydew Bar \$1.00	1¢ Oris Cross B.G. \$4.00
1¢ King W. 2.00	1¢ Big Game Hunt. 6.00
1¢ Columbus Prod. 2.00	1¢ Eng. 6.00
1¢ Stick Gum 2.00	1¢ Totalizer 9.00
1¢ Hershey 5¢ Bar 3.00	1¢ Home Run B.G. 11.00
1¢ Eveready & Col. 3.00	1¢ Hole-in-One . . . 12.00
1¢ Cigarette 2 Col. 3.00	1¢ Norris Target B.G. 14.00
1¢ Western Stand. 3.00	1¢ Marvel B.G. 15.00
1¢ Leo Oshin 2.00	Token Payoff 13.00
1¢ In-a-Bag 7.00	1¢ Liberty T.P. . . . 21.00
1¢ Silver King 3.00	1¢ ABT Challenge 14.00
Boxes 2.75	1¢ Mod. P. B.G. 14.00
Plasticine Wks. 3.00	1¢ Prize Pool 27.00
Sm. Lb. 34	Send for Complete List
1/2 Doz. Bal. G. O. D.	

ASCO, 140 ASTOR ST., NEWARK, N. J.



JULIUS A. LEVY, whose appointment as Greater New York representative for Arthur H. DuGrenier, Inc., was announced last week. (Manufacturer's release.)

TORR 2047A-SO. 68
PHILA., PA.

MIDWAY
482 W. 42nd, New York City, Longacre 3-6883

War, Taxes Boost Candy Makers' Costs

CHICAGO, May 31.—Higher costs are becoming a problem for candy manufacturers, a survey of Illinois' \$50,000,000 confectionery industry discloses. Limited ocean shipping space for cocoa, nuts, and sugar, plus increased taxes and higher pay rolls, are causing a 5 to 20 per cent advance in wholesale prices, manufacturers report.

Department of Commerce figures show that \$300,000,000 worth of confections are produced annually in the United States.

The Products Consumed

The National Confectioners' Association reports that the industry consumes products valued as follows:

Sugar	\$34,521,774
Cocoa and cocoa butter	25,775,894
Nuts	24,202,496
Corn Syrup	12,996,268
Eggs	6,450,000
Butter, cream, and milk	4,500,000
Cocoa	2,314,279
Flavoring	2,060,000

The confectioners depend largely on foreign sources for supplies of sugar, nuts, and cocoa. The cost of bringing

sugar from Cuba, the Philippines, and other countries has increased materially since the war started. Most of the filberts and almonds normally come from Spain, but only occasional shipments have arrived recently.

Approximately 65 per cent of all cocoa produced is grown on the West Coast of Africa. Brazil, the second largest producer, accounts for 15 per cent. The United States uses a large part of the Brazilian production, but manufacturers say its entire output will hardly fill half of our needs.

Cocoa Bean Blended

In making high-grade chocolate and cocoa, the manufacturer blends several varieties of cocoa beans. One chocolate slrup may contain as many as 20 varieties.

Freight rates from West Africa to this country have advanced from one-half cent a pound before the war to about two cents. Insurance premiums have risen about 500 per cent.

"We have sufficient supplies of cocoa at present and are getting shipments," said C. O. Rummelhoff, purchasing agent for E. J. Brach & Sons, Chicago. "Our problem is to get shipments when the movement of the new crop starts from South America in July and from West Africa in August. Movement of the old crop is about over."

Rummelhoff said that altho the advancing costs have not yet appeared in retail prices to any appreciable extent dealers replacing candy stocks for next fall will find prices 5 to 20 per cent higher.

Les Paul Is Back on Job

NEW YORK, May 31 (Manufacturer's release).—L. L. (Les) Paul, of H. Du Grenier, Inc., and formerly of Stewart & McGuire, injured in an automobile accident eight months ago, is back on the job now, selling the DuGrenier line of cigarette and candy machines.

Fact that Les is returning to work was made public at a testimonial dinner given to the Hon. Laetus Littauer, Henry Kaufman, and Dr. Ralston, world famous psychiatrist of the Mount Sinai Hospital.

Present at the dinner as guests of Paul were Mr. and Mrs. Samuel Berger; Sam Malkin, of Malkin-Illion Corporation; Samuel A. Sinn, Pauline Stone, Herbert (Kelly) Baskin, Mr. and Mrs. Murray Rosenthal, Mr. and Mrs. Lewis W. Weisberg, Mr. and Mrs. Jackson Bloom, Lewis Jaffe, and Lewis Fields. Les stated that future prospects for the automatic merchandise machine industry are rosier than ever.

Soaring above...

DESIGNED BY NORMAN BEL GEDES

U-NEED-A-PAK PRODUCTS CORP.
135 PLYMOUTH STREET - BROOKLYN, N. Y.

Northwestern
MODEL 40
THE WORLD'S FINEST VENDOR
\$5.30
In Lots of 100
Less Than 25
\$5.80 Each

Time Payments—12 months to pay.
Liberal trade-ins.
Immediate delivery on all models.

KLIX
"BLACK JACK"
\$19.75 EACH
CASE OF SIX \$110.00

Immediate Delivery.
1/3 Deposit Required With Order.
Send for Literature of Complete Line.

RAKE
2014 Market Street
PHILADELPHIA, PA.

VIEW-A-SCOPE
SOLDIERS AND SAILORS GO FOR IT
ONLY \$29.95

Complete 3 1/2 inch TRUVUE FILMS in third dimension Science, Nature, War, Club, Children's SPECIAL: Sally Rand, Earl Carroll's Beauties and others.

Complete Line Vendors—Premium Ball Gum Sells \$3.95 up. Free Information.

AUTOMATIC GAMES
3422-K FULLERTON, CHICAGO, ILL.

ORDER NOW! BRAND NEW HOLE IN ONE 16 SKILL GAME
ONLY \$12.50

With Ball Gum Vendor, A FAST Money Maker.

WURLITZER PHONES
Model 612 \$34.50
Model 616 48.50

DEPENDABLE RECONDITIONED MACHINES

1 & 2 Cent 16oz Vendors	\$ 4.00
1 & 2 Cent 16oz Vendors	4.00
1 & 2 Cent 16oz Vendors	4.00
1 & 2 Cent 16oz Vendors	4.00
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1 & 2 Cent 16oz Vendors	4.00
1 & 2 Cent 16oz Vendors	4.00
1 & 2 Cent 16oz Vendors	4.00

Write for Complete Catalog.

ROBBINS & CO. 141-B DEKALB AVE. BROOKLYN, N. Y.

Interstate CMA
Outing June 14-15
At Wingdale, N. Y.

BOSTON, May 31.—Walter Guild, manager of the Massachusetts Cigarette Merchants' Association and secretary of the Interstate CMA, said this week that the annual outing of the Interstate group will be held on June 14 and 15 at the Berkshire Country Club, Wingdale, New York.

Guild said that some of the operators brought their wives to the outing last year, and it was generally expected that there would be many more at the outing this year.

Tournaments of all kinds are being arranged and there will be handball, golf and baseball contests.

Operators from Massachusetts, Connecticut, New York, Philadelphia and possibly Ohio are expected to attend.

Vending Machine Success Story

SPOKANE, Wash., May 31.—Leo J. Oester, altho entering the vending machine field only 14 months ago, already is one of the largest operators in this territory.

Oester wasn't satisfied with his indoor business. He wanted something that would get him outside—into the fresh air and sunlight. He decided to try the vending machine business and learned it the hard way—by experience. But after 14 months he is well satisfied with the

240 DIE CUT and gummed

\$1.00 POSTPAID U.S.A.

12 DIFFERENT BRANDS—SYMBOLS IN 3 COLORS
Put Those Obsolete Games To Work

This universal adjustment patch is adaptable to all types of machines. Can be used to make up complete sets of Cigarette Strips. Full instructions for making strips and adjustments enclosed with each set. No cutting out, each symbol is die cut and can be pushed out for immediate use.

ART IMPRESSIONS 310 W. 13th St. Ft. Worth, Tex.

ATTENTION, OPERATORS!
A better quality coated chewing gum. Always fresh. 5/8" and 3/4"
Ball Gum also Pellet Gum. Write for samples and prices.

U. G. GRANDBOIS CO., Kalamazoo, Mich.

business. He now operates 500 machines, representing an investment of \$3,000. He said he keeps up with what is new in merchandising by following *The Billboard* closely.

Brilliant Music To Show Vender Line

DETROIT, May 31 (Distributor's release).—Operators in this area will be able to see the DuGrenier Champion cigarette merchandiser and Candy Man 5-cent candy bar machines on display at the Brilliant Music Company's headquarters.

"We are happy to give Detroit operators the benefit of this centralized distributing point," stated Joe Snow, DuGrenier representative. "We know this is a great step toward facilitating deliveries in this area, and either Joe Brilliant, Max Lipin, or I will always be on hand, ready to give operators proper attention."

188 Millions in Pennies And Nickels in Circulation

WASHINGTON, May 31.—There is a total of \$188,564,682 of nickels and pennies in circulation, according to Treasury reports. This was included in a report showing that the money in circulation now tops \$9,000,000,000. This is the highest amount that has been in circulation since 1933.

Outside of the Treasury and Federal Reserve banks there was \$9,070,656,951 of coin and currency, equivalent to \$68.39 per person.

The total included \$1,653,796,297 of silver certificates, \$6,247,481,193 of federal reserve notes, \$418,160,673 of half and quarter dollars and dimes, \$188,564,682 of nickels and pennies, \$273,529,567 of United States notes, and \$152,680,440 of national bank notes.

MARKET REPORTS FOR MAY

BALTIMORE

BALTIMORE, Md., May 31.—May was characterized by a sharp upswing in sales of coin machines, according to reports in the Baltimore market. This, it was pointed out, was due, in a large measure to the upturn in general business conditions. The large contracts received by industrial plants engaged on the national defense work have served to boost employment to a point never before attained. An estimated 50,000 from other States have been given employment in industrial plants here in addition to local workers. The brisk sales of new and used machines and the greater intakes by operators from their machines are the result.

Photographs are selling in larger numbers. The name is true of games and counter machines. The increase in sales of new machines has had its counterpart in used machine sales. Good conditioned used machines have been in big demand. A pick-up in target machines was noted during the past month and appear to be an attraction for men in service. Remote control units continue in steady demand. Diggers and cranes remain about the same. Bowling games also remain steady as well as console machines.

Outstanding trend during the past month has been the popularity of baseball games. Movie machines still have not made their appearance on the local market.

New plants and additions to existing ones have provided new outlets for a large number of cigarette venders, candy bar machines, and penny venders.

The month also witnessed an increase in the number of beverage or soft drink dispensing machines.

BOSTON

BOSTON, May 31.—Most important development of the month was the beginning of the pinch, as columnists find it difficult to get new equipment fast enough. The national defense program was also felt locally, as more mechanics took positions in national defense industries at increased wages. The number of advertisements in local papers seeking coin machine mechanics has increased substantially in the past month, with at least one ad in the help wanted columns daily.

Collections continued to increase as the national defense program provided more money for recreational spending. Music and games collections were reported skyrocketing. Newly opened arcades are reported to be doing excellent business. Movie machines reportedly are going strong in various parts of New England.

Legislation affecting the movie machines and other forms of coin-operated amusement devices are pending before State Legislatures throughout New England.

Opening of Outdoor Season, Effects of Defense Spending, Highlights of Busy Month

CHICAGO, May 31.—May was an unusually busy month in the coin machine industry, reports from 23 key operating centers indicate. In general, business moved forward to new highs for the year, with activity on the new and used games market and in the remote-control fields the highspots.

Good weather got the resort season off to a fast start, and reports indicate that common everywhere are preparing for a record business from tourists and vacationers. Beginning of the millions being poured into defense pay rolls are being felt in many areas. Demand for new and used equipment exceeded the supply in most centers. Sales of arcade machines indicate another banner year for these fast-growing operations. Increased industrial activity has resulted in many factories opening up to cigarette, candy, nut, gum, beverage, and ice-cream venders.

War on Slugs

Great progress was made during the month in the slug abatement war. Legislatures of Ohio and Minnesota passed anti-slug bills. Important prosecutions of slug cases were conducted in New York, Philadelphia, Detroit, Tulsa, Okla.; Omaha, Neb., and other cities. The investigation of the slug menace by the Federal Bureau of Investigation continued with vigor throughout the month.

New CMI Officers

Within the industry itself outstanding event was the election of George Moloney to the presidency of the Coin Machine Industries April 30. Other officers inducted were Dick Hood, first vice-president; A. E. Gebhart, second vice-president; John Chrest, secretary, and Dave Gottlieb, treasurer. New board of directors also was installed, consisting of Sam Wolberg, W. E. Bolem, Walter Tratsch, Richard Groetchen, in addition to the officers.

Formation of the Committee on Defense Support of the Coin Machine Industries, with Homer E. Capehart as chairman, also was a highlight of the month.

Reports from associations increased. Many groups participated in the nationwide "I Am an American Day" celebrations. Biggest meeting of the month was the Ohio Phonograph Operators' Association convalesce in Cleveland at which the mayor was guest of honor.

Detailed Summaries

A detailed review of what happened in key operating and distributing centers during May is presented in concise form on this page. Some reports reached us too late for publication in this issue and will appear next week.

Vending machines are not mentioned in any projected legislation. Cigarette venders are, of course, interested in the legislation affecting State cigarette tax laws, but as yet no definite report has been made on these laws by the Legislature. The Massachusetts Legislature has received a recommendation that the temporary 2 cents-per-package tax on cigarettes be made a permanent tax.

Ice cream venders are making a strong bid for public attention. Most of the present locations are in industrial plants

where the machines are joined with cookie venders, cigarette venders, and penny venders of every description. Beverage venders, too, are becoming more popular in industrial locations.

In general, operators of music and games expect this summer to be one of the greatest they have ever had.

BUFFALO

BUFFALO, May 31.—Most important trend of the past month was the pick-up in new and used equipment sales as operators here and from all parts of the surrounding territory went on a buying spree. Contributing factors to this boom are the noticeable effects of defense spending here, the unusually fine weather which has resulted in keener competition for summer location plus the fact that many of the men expect present terrific demands will slow up new machine deliveries and boost prices on used equipment.

In the city itself, opposition to games has lessened in the past month. Buying of games is better than in April or March. Many operators going strong for guns, baseball games, and others of the straight novelty type. Sales of games are heavy in surrounding towns.

On the music machine front business is reported by some distributors as much as 30 per cent ahead of last year, due principally to opening of summer locations. Demand for wall boxes and other auxiliary music equipment is terrific. Distributors expect this demand to slacken off until September, however, as summer requirements are filled. Movie machines are doing okay but high service costs is seen as main drawback.

Vending machine activity is spotty, with cigarette venders booming and beverage and ice cream venders gaining ground. Candy venders sales are slackening off right now. One reason seen for this is that candy bars are now being placed in a couple of columns in cigarette machines on some locations. Penny venders continue as usual.

Collections are excellent, operators report, with warm weather boosting play

at summer spots earlier than usual. Better spirit of co-operation noted among operators. Game association functioning smoothly. With business humming the way it is right now, it looks as though the local trade is not going to have any time for summer vacations.

CLEVELAND

CLEVELAND, May 31.—The music and vending machine sections have had favorable business during May, and the amusement games trade has had unfavorable conditions. Music operators had a great occasion when the Ohio State Phonograph Operators' Association held its annual meeting and banquet here May 21. Mayor Blythin, of Cleveland, addressed the meeting. Music operators report that the "Hit Record of the Month" advertising campaign has increased patronage about 20 per cent.

A city council committee will consider two proposed ordinances on pinball games June 5. One of these proposals would license games. The Ohio Cigarette Venders' Association has been active in supporting an anti-slug bill and an unfair cigarette sales act during the month, both of which now await the governor's signature.

CHICAGO

CHICAGO, May 31.—The chief topic in manufacturing circles naturally related to the subject of parts and materials during May, everyone recognizing that the situation is gradually growing more serious. The Coin Machine Industries, Inc., started a move to enlist the trade in contributing to British War Relief. First reports indicated the move would be very successful. A 2-cent cigarette tax passed both Houses of the Illinois Legislature during the month. The phonograph operating business and vending machine trade are reported normal. The Illinois cigarette operators held their annual election in Chicago May 24.

DALLAS

DALLAS, May 31.—The expansion in personnel of army camps at Brownwood and Mineral Wells and the booming plane plants at Dallas and Fort Worth has boosted sales and operation of machines considerably during May. Sales on both new and used phonos, games, and counter equipment are reported excellent by distributors. Target machines are slowing down but bowling games had a slight pick-up, due to opening of outdoor spots.

Activity in vending machine field is up, especially in cigarette and beverage vender lines. One firm recently installed 1,000 new cig machines here. Many new spots opening for drink machines. Demand for candy bar and penny venders is reported above the usual summer demand.

DENVER

DENVER, May 31.—Defense spending began to be felt here during May. As a result coin machine business is on the upgrade, and distributors and operators expect it to climb still higher as soon as the \$20,000,000 munitions plant gets going and the tourist trade begins to arrive.

Games and counter machine sales climbed during May. Phonos and remote control installations also were up. Telephone music continues to drag along here. Only one movie machine has made an appearance. Interest in arcades is booming, due to the popularity of these machines in army camp areas. Several good sales of arcade equipment reported.

Opening of tourist season has boosted sales and placement of cigarette, candy bar, and penny venders. Sales of bill reported good in resort spots.

DES MOINES

DES MOINES, Ia., May 31.—Iowa has been getting very few national defense contracts, and the exodus of skilled labor to other States had columnists worried here for a while. But advent of top prices is looked to set off a summer boom. Corn and hog prices are now at highest point since the last war and a bumper crop is expected.

Sales of games, phonos, and counter machines are reported up over a year ago. New free play models getting a (See MARKET REPORTS on page 76)

FOR YOUR JUNE REQUIREMENTS!

DAVAL'S
5 Poker Reels **ACE Brand** \$7.75
New!
CASE OF 6, \$42.50 & 1c OR 5c PLAY

BARGAINS IN PHONOGRAPHS!

SEBORG'S	WURLITZER'S	ROCKOLA'S
Model O 112 Records) \$34.90	24 151... \$94.50	Imperial 20 \$34.50
Colonial ROES 253.50	50 151... 40.50	Cont. Mod. '39 \$4.50
Commander... 214.90	51 1938... 49.50	'39 De Luxe 139.50
Mayfair 1939 144.50	61 1939... 82.50	Rayson Kings
Pizza, 1939, 134.50	800 Keyboard 162.50	16 Rm. 44.50
Royal... 82.50	900A... 134.50	MILLY
Regal... 124.50	919... 94.50	Dancemaster, \$19.50
		Do-It-All... 24.50
CONSOLES	PAYTABLES	FREE PLAY
Paces Races, Brown... \$27.50	Gold Medal \$39.50	1-2-3... \$39.50
Tanforan... 32.50	Grand National \$9.50	Sparky... 49.50
Kentucky Club, Kenny 16x16 69.50	Grandstand... 77.50	Parade... 57.50
Swing King... 69.50	Santa Anita 122.50	Holdover... 27.50
Track-O-Roll 169.50	Sport King... 122.50	

WRITE TODAY FOR COMPLETE PRICE LIST

Terminal 173 Depot, Balance C. O. D.

Atlas NOVELTY CO.

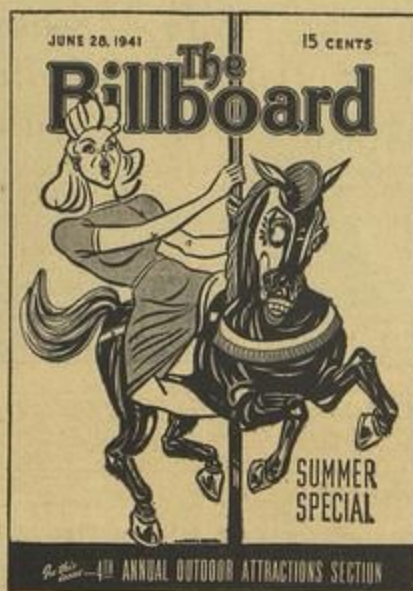
2700 N. WESTERN AVE., CHICAGO, ILL.

ASSOC. ATLAS AUTOMATIC MUSIC CO., 3939 Grand River Ave., DETROIT
OFFICES: ATLAS NOVELTY CO., 1901 Fifth Ave., PITTSBURGH

BELLS

MILLS	\$29.50
54 Vest Pocket, Green	
54 Melon Bell	60.50
54 Cherry Bell	49.50
54 Extracord	44.50
54 Futuro	44.50
100 Blue Front, D.J.	44.50
100 Extracord	44.50
200 Blue Front	37.50
WATLING'S	
100 Hot-Top	29.50
200 Hot-Top	29.50
PAGE'S	
54 Royal Court, Concordia	\$19.50
54 Comet	27.50
100 Comet	27.50
Kenny's Single Unit AIR RAIDER	\$124.50

FRIENDLY
PERSONAL
SERVICE



THE SUMMER SPECIAL STANDS OUT

—LIKE A SORE THUMB

Make Your Advertising Space Reservation NOW!

Advertisers benefit if they make reservations in advance. It helps us plan the size of the Coin Machine Department, and thus eliminates crowding of advertisements.

Send us a letter TODAY. Tell us how much space you intend using. Send your copy later—in time to reach us not later than

FRIDAY, JUNE 20

The Billboard's Summer Special gives advertisers an extra market for new and used coin machine sales. Besides being the only coin machine magazine to give complete circulation coverage each week within the coin machine industry, The Billboard also gives its advertisers 100% coverage in the rich outdoor show business market.

The Billboard's Summer Special gives even more. It reaches regular coin machine operators when summer buying is at its peak. Moreover, it reaches arcade owners at resorts, amusement parks, and on carnivals when their buying is at its peak.

Don't miss this opportunity. Place your advertisement in an issue that has everything—complete circulation among your regular customers, plus the only circulation in the outdoor show business.

Forms close June 20. Make your reservation TODAY for space. There is no increase in regular advertising rates.

The Billboard Publishing Co.

25 Opera Place

Cincinnati, Ohio

Continental
Write for these items

SLUM
8432—Blowouts (IMP) . . . \$1.75 Gr.
8437—Comic Straw Hats . . . 1.75 Gr.
8440—Win. Uncle Sam Hats (IMP) . . . 1.75 Gr.
1075—Comic Feathers95 C.
1074—Amer. Strain Flags95 Gr.
1285—Flags, 3 1/2 x 5 1/21.45 Gr.
1283—White Per. Statues (IMP) . . . 1.50 Gr.
7102—Wedding Rings1.10 Gr.
2300—Plaster Animals1.60 Gr.
1608—Comic Hat Bands1.75 C.
16.00 M

The Continental
WHOLESALE MERCHANDISE
SUMMER CATALOG
NOW READY—
WRITE FOR COPY

GLASS
2893—Glass Choker Ash Tray \$3.50 Gr.
7339—Gr. Glass Ash Tray . . . 3.80 Gr.
2871—Faded Glass Nappy . . . 4.32 Gr.
7428—Sugar Crystals5.40 Gr.
7442—Crystal5.40 Gr.

3304—5 Oz. Julep Glass . . . \$3.50 Gr.
7388—Bottle Shaker, Pk. 2 Gr. 3.40 Gr.
7382—Whiskey3.00 Gr.
3312—SAP Shakers3.25 Gr.
2873—Toy Box2.40 Gr.
3314—Bottle Salt3.75 Gr.
3323—Tumbler, Pk. 6 Dz. . . . 4.20 Gr.

NOVELTIES
2808—Plastic Comb, 7" . . . \$8.50 Gr.
83000—Celophane Lids4.50 C.
1977—50 Ligna Comic Buttons \$2.50 Gr.
2748—70 Ligna Comic Buttons . . 4.50 Gr.
2871—Comic Felt Yodler Hats with Feathers12.00 Gr.
8000—Felt Robin Hood Hats with Feathers12.50 Gr.
1627—Felt Spanish Hats . . . 20.00 Gr.
300—Horseshoe Hat9.75 Gr.
(10 Gr. Ligna \$3.50 Gr.)
1623—White Sailor Hats . . . 10.00 Gr.
8438—Cardboard Cervical Horns 8.00 Gr.
1617—Blue Yacht Hat24.50 Gr.
433—Blowouts (IMP)4.50 Gr.
Plastic Military Brooch10.80 Gr.
1513—Plastic Whistles9.00 Gr.
7270—Aluminum Hat1.75 Ea.

BINGO ITEMS
2884—Lamp, Boudoir, with Shade \$1.85 Ea.

Continental Distributing Co.
822 N. THIRD ST.
MILWAUKEE 3, WIS.

PEANUTS
Peanut Supplies, Popcorn Supplies, Popcorn Boxes, Colored Cans, Glassine Bags, Seasoning (but no Popcorn), Best Va. Roasted Peanuts. Calling price 15¢ lb., 100 lb. case.

Headquarters for CIRCUS, CARNIVAL AND PARK BUYERS
CHUNK-E-NUT PRODUCTS COMPANY
(Formerly Moss Bros' Nut Company)
Philadelphia 6, Pa. Pittsburgh 22, Pa.

BAR Z RANCH
A few more Bando Wild West Riders with stock, Thrill Act, Motorcycle Stunt Men, Comedy Acts (anything suitable), Program Mus. Sound Truck for Remodeling County Fair, Nassau, N. Y., starting Aug. 7; Harland, Va. Fair, Aug. 23-24-25; Pony Hill, Indiana or Venice, Michigan; Slide Shows, Pitches, Wild Life. Address:
CHAS. KYLE
Care J. L. Williams, R. F. D. 5, Troy, N. Y. Phone: Troy 4432
Fairs, Address: CHAS. KYLE, 104 Judson Ave., New Haven, Conn.

WANTED for FOLLY BEACH
CHARLESTON, S. C.
Capable, sober Agents for Ball Games and Grand Shows. Also Concert Help for Shows. We operate 7 days a week. Open until Labor Day. If you can attend, do your bathing, chatting and drinking when we are closed. Come on. I will place you, Jack Throat, Doc Wilson, C. D. Miller, get in touch.
ART D. HANSEN, Folly Beach, S. C.

Union Grove—Racine Co. Agr. Soc. Sept. 4-5.
East A. Polley, Rochester, Wis.
Viroqua—Vernon Co. Agr. Assn. Sept. 21-24.
Oren O. Johnson.
West—Wisconsin Valley Fair & Expt. Aug. 12-16. H. A. Kiefer.
Wausaukee—Marionette Co. Fair Assn. Sept. 1-4. Chas. R. Drewry, Box 383, Marinette.
Wauloma—Wausaukee Co. Fair Assn. Aug. 25-27. H. N. Haferbecker.
Webster—Central Burnett Co. Fair. Aug. 31-Sept. 2. R. E. Krause.
Westfield—Marquette Co. Agr. Assn. Sept. 1-4. W. P. Fuller.
Weyauvegon—Wausaukee Co. Agr. Assn. Sept. 13-17. Frank Haffner.
Wilmot—W. Kenosha Co. Fair. Aug. 13-13. E. Y. Ryall, Kenosha, Wis.

Wyoming
Buffalo—Johnson Co. Fair. Aug. 24-25. Pete Jessan.
Powell—J H Fair. Approx. Aug. 15-16. R. A. Allan.

Canada
ALBERTA
Olds—Olds Fair. Aug. 11-12. J. A. Walker.
Red Deer—Red Deer Agr. Soc. Aug. 3-3. D. W. Robertson.
Vegreville—Vegreville Exhn. Assn. July 31-Aug. 2. J. Fitzalan.
Vermilion—Vermilion Exhibition. July 27-29. S. C. Heckbert.

BRITISH COLUMBIA
Armstrong—Interior Provincial Exhn. Sept. 18-21. Mat Hassen.
Chilhowick—Chilhowick Agr. Assn. Sept. 12-13. E. H. Barton.
Cloverdale—Cloverdale Fair. Sept. 18-20. T. W. Currie, R. R. 3, New Westminster.
Invermere—Invermere Agr. Assn. Sept. 1-2. N. M. Marples.
Ladysmith—Ladysmith Agr. Assn. Sept. 20-21. Rev. C. McQuinn.
Langley—Langley Agr. Assn. Sept. 6-7. H. R. Freeman, Milner.
Prince George—Prince George Agr. Assn. Aug. 22-23. T. R. Tobbsan.
Seamless—Seamless Agr. Soc. Sept. 4. S. G. Woodard.
South Burnaby—S. Burnaby Agr. Assn. Sept. 13-16. Mrs. J. O. Bellinger.

NOVA SCOTIA
Bear River—Digby Agr. Soc. Sept. 28-31. C. E. Chisholm.
Bridgewater—Lunenburg Co. Exhn. Sept. 28-29. W. J. Cruise.
Caledonia—Queen Co. Fair. Sept. 19-22. Fred Kempton.
Lawrencetown—Annapolis Co. Exhn. Sept. 19-21. Donald White.
Musquodoboit—Halifax Co. Exhn. Sept. 14-15. George Dickie.
North Sydney—Cape Breton Co. Exhn. Sept. 4-8. Chas. Munn, N. Sydney, Cape Breton.
Dresden—Cumberland Co. Exhn. Sept. 13-15. Claude Thompson.
Pictou—Pictou Co. & N. Colchester Exhn. Sept. 19-21. J. J. Ross.
Truro—Truro Fair. Sept. 12-13. W. R. Nelson.

Windsor—Windsor—Exhn. Aug. 29-30. Chas. Douglas, Fairmount, N. B.
Yarmouth—Yarmouth Co. Agr. Soc. Sept. 13-14. E. L. Crosby.

ONTARIO
Almonte—N. Lanark Agr. Soc. Aug. 31-Sept. 2. Mrs. J. K. Kelly.
Ayr—Ayr—Ayr Agr. Soc. Aug. 28-30. W. H. Murray.
Avonmore—Hexborough Agr. Soc. Sept. 28-29. E. R. McMillan.
Aylmer—Aylmer Agr. Soc. Sept. 23-25. H. R. Lashbrook.
Belleville—Belleville Agr. Soc. Sept. 18-20. E. S. Denney.
Caledonia—Caledonia Agr. Soc. Oct. 12-14. W. S. Hudspeth.
Collingwood—Nottawasaga & Great Northern Exhn. Sept. 21-23. O. O. Bernhardt.
Dresden—Cumberland Agr. Soc. Sept. 13-14. H. J. French.
Durham—Durham Agr. Soc. Sept. 7-8. W. O. Bayley.
Elmira—Elmira Agr. Soc. Sept. 1-4. H. W. Zittel.
Elmvale—Elmvale Fair. Sept. 25-27. T. R. Smith.
Fort William—Canadian Lakehead Exhn. Aug. 7-12. W. Walker.
Galt—South Waterloo Agr. Soc. Sept. 21-23. Robt. E. Cowan.
Harrow—Colchester South Agr. Soc. Sept. 29-32. L. Capstick.
Kenora—Kenora Agr. Soc. Aug. 24-25. O. F. Bourke.
Kingston—Kingston & Dist. Agr. Soc. Sept. 28-29. Mrs. P. A. Conley.
Lansdowne—Lansdowne Agr. Soc. Sept. 11-12. G. E. Dixon.
Leamington—Leamington Dist. Agr. Soc. Sept. 25-28. Emma Atkins.
Lindsay—Lindsay Central Exhn. Sept. 13-16. B. L. McLean.
McKellar—McKellar Agr. Soc. Sept. 19-21. L. Moffat.
Markham—Markham Fair. Oct. 8-7. R. H. Crosby.
Midland—Tny & Tay Agr. Soc. Sept. 14-16. Robt. O. Nesbitt.
Napawan—Lennox Agr. Soc. Sept. 25-27. George T. Walters.
Oshawa—Six Nation Agr. Soc. Sept. 27-29. Joseph O. Hill.
Oshawa—South Ont. Agr. Soc. Sept. 11-13. E. W. Ayler, Columbia Ont.
Perth—South Lanark Agr. Soc. Sept. 8-8. M. J. Donohoe.
Port Perry—Port Perry Agr. Soc. Sept. 2 and 4. R. D. Wood.
Renfrew—Renfrew Agr. Soc. Sept. 19-22. John F. Burwell.

Richmond—Carlton Co. Agr. Soc. Sept. 7-9. M. E. Mullen.
Ridgetown—Ridgetown Agr. Soc. Oct. 3-5. R. W. Green.
Rockton—North Westwont Agr. Soc. Oct. 7 and 8. P. P. Martin, Sheldiff.
Simcoe—Norfolk Co. Fair. Oct. 2-3. Harold I. Ford.
Springfield—S. Dorchester Agr. Soc. Sept. 12-13. E. E. Ward.
Stratford—Stratford Agr. Soc. Sept. 19-20. R. O. Hammond.
Sutherland—Sutherland Agr. Soc. Sept. 11-12. J. N. Ratcliffe.
Thorold—Thorold Agr. Soc. Sept. 19-20. Dave Crysler, Allanburg, Ont.
Vankeek Hill—Vankeek Hill Agr. Soc. Sept. 6-8. J. L. Campbell.
Welland—Welland Co. Agr. Soc. Sept. 13-16. A. A. Marshall.
Woodbridge—Woodbridge Agr. Soc. Oct. 7-9. N. Geo. Wallace.

PRINCE EDWARD ISLAND
Charlottetown—Provincial Exhn. Assn. Aug. 14-18. J. W. Boulter.

QUEBEC
Ayers Cliff—Stanstead Co. Agr. Soc. Aug. 24-26. M. B. Corey, Hatley, Que.
Aylmer—Gatineau Co. Agr. Soc., Div. A. Sept. 7-9. R. K. Edey.
Bedford—Missisquoi Agr. Soc. Aug. 21-Sept. 2. Paul O. Roy, Gamache.
Brome—Brome Co. Agr. Soc. Sept. 4-6. George A. McClay, Knowlton, Que.
Chapais—Chapais Agr. Soc., Div. B. No. 2. Sept. 18-20. Irvine Cahill.
Chicoutimi—Chicoutimi Agr. Soc. Aug. 17-22. Simon Maltais.
Conkshire—Compton Co. Agr. Soc. No. 1. Aug. 21-23. Aug. Gamache.
Granby—Granby Hort. Soc. of Sherbrooke Fair. Sept. 7-9. J. J. B. Payne.
Maniwaki—Gatineau Co. Agr. Soc. Div. B. Sept. 11-12. Palma Jeanin.
Richmond—Richmond Co. Agr. Soc. Aug. 17-19. W. R. Stevens.
Roberval—Roberval Fair. Aug. 23-27. J. Ed. Boly.
Saint-Casimir—Portneuf Agr. Soc., Div. B. Aug. 21-24. J. A. Foley, Thurbie, Que.
Saint-Hyacinthe—St. Hyacinthe Reg. Expt. Aug. 7-10. Alphonse Duchesne.
Shawville—Shawville Fair. Sept. 21-23. R. W. Hodgins.
Sherbrooke—Sherbrooke Fair. Aug. 24-Sept. 2. Nerey W. Wright.
Victoriaville—Arthabaska Agr. Soc. Aug. 8-10. Philippe Granger.
Waterloo—Sherbrooke Co. Agr. Soc. Aug. 18-22. E. R. Rachand.

SASKATCHEWAN
North Battleford—North Battleford Agr. Soc. Aug. 7-9. P. Wright.
Prince Albert—Prince Albert Agr. Soc. Aug. 10-12. Gordon M. Cook.
Saskatoon—Saskatoon Industrial Exhn. July 24-29. Mrs. Letta Walsh.

PEANUTS
RAW JUMBOS IN THE SHELL @ \$18.00 PER 100 LBS.
ROASTED, \$21.00 PER 100 LBS.
Packed in 90-Pound Containers.
Prices F. O. B. St. Louis. On new accounts, payment with order. We do not have any other kind of Peanuts, nor do we have Popcorn.
Prunty Seed & Grain Co.
620 North 2d St., St. Louis 2, Mo.
"In Our 70th Year"

LOT MAN
WANTED AT ONCE
DOC ULLINER, WIRE.
Lawrence Greater Shows
York, Penn., this week; Lebanon, Penn., next.

FOR SALE—FANS
Rebills 20-inch Center Model, 33 inches, \$45.00; 24-inch Floor Model, 6 feet, \$60.00; 24-inch Floor Model, 6 feet, \$72.50. Access wanted. Government surplus Steel Security Boxes, 12 1/2 inch, 8 inch, 6 inch, \$15.00; your price \$7.00. Deposit required.
C & H ELECTRIC
436 West Juneau MILWAUKEE, WIS.

COLORED PERFORMERS AND MUSICIANS FOR MEDICINE SHOW
SALARIES START AT \$30.00 AND UP TO \$60.00 A WEEK
Now Organizing Number 2 Show to Work Tobacco, Peanut and Cotton Markets. Want Lecturer, Producer and Stage Manager, Seven Piece Band, Six Court Comics, Six Singers and Six Outrigger comedians. You get your money here. No daily practices, no cockhouses or sleeping quarters. Eat and sleep where you please. Two week stands. You really live when with this show.
DAVID S. BELL, Owner Fargo Follies
Home Office—116 E. Rogers St. Valdosta, Ga.

SLA Red Cross Contributions
CHICAGO, July 22.—Contributions to the Red Cross fund of the Showmen's League of America now total \$8,206.65. Contributions received since last report are:
Sunset Amusement Company. . . . \$111.30
Delgarian Amusement Company. . . 100.00
Flint Park, Flint, Mich. 128.00
Flint Playland, Flint Park. 25.00
H. S. (Curly) Clark. 10.00
Addl. from Ray Marsh Bryon. 83.00
Addl. from Atwell Luncheon Club . 6.00
Total \$403.90

CONCESSIONS WANTED
Limited Openings for Legitimate Concessions of ALL KINDS for the following fairs:
MUNCIE, IND.
LA PORTE, IND.
LOUISVILLE, KY.
HUNTSVILLE, ALA.
CHATTANOOGA, TENN.
ATLANTA, GA.
MONTGOMERY, ALA.
LAUREL, MISS.
DOTHAN, ALA.
We hold exclusive Concessions at all above named fairs. Address **MORRIS LIPSKY, Concession Mgr.**

CAN PLACE talented Girls for our Girl Revue. Want to hear from those doing Specialties and Outstanding Team. Can place Male Singer. Salaries paid from office.
USEFUL and reliable Ride Help wanted. Sleeping car accommodations. No semis to drive. Openings for Concession Help. Can place Bingo Caller and Aisle Help. Want to hear from performers and useful People in all departments.
JOHNNY J. JONES EXPOSITION
LIMA, OHIO, JULY 25 TO 29.

WILL CONTRACT
LARGE CARNIVAL
for 2 Weeks, September or October for our
(V) JUBILEE
Conditions excellent. First show here this fall. Answer.
SECY., B. of L. & E. Ladies' Aux. Myers P. O., Charleston, S. C.

WANTED
Capable Couple at once for modern Crab Stand, Columbia Amusement Park. Wonderful proposition for sober, reliable parties. 15 more weeks. Wire immediately.
SAM WEINTROUB
West Columbia, S. C.

WANTED!!
Tilt-a-Whirl Man, also Ferris Wheel and Merry-Go-Round Operator. Top salary, H. DELGARIAN, 2009 N. Melvina St., Chicago, Ill. Phone: Berkshire 7964

Carnival Routes

(Routes are for current week when no dates are given. In some instances possible mailing points are listed.)

A.M.P. (Fair) Kimberton, Pa., 26-Aug. 5.
 Alamo: Lubbock, Tex.
 Alton, Fred: Baldwinville, N. Y.
 Alton & Nickerson: Middletown, O.; Ironton 31-Aug. 5.
 All-American Expo.: Huntsville, Ala.; Gadsden 31-Aug. 5.
 American Expo. (Gooding): Garfield Heights, Ohio.
 American Model: Bahra, Ga.
 Arcade: Nocona, Tex.
 B. & H.: Great Falls, S. C.; Sumter 31-Aug. 5.
 B. & V.: Dickson City, Pa.
 Badger State: Sparks, Wis., 24-26; (Fair) Tomah 29-Aug. 1.
 Baker's United: (Fair) Logansport, Ind.; Greencastle, Aug. 1-5.
 Bantley's All-American: (Fair) Harrington, Del.; Newport News, Va., 21-Aug. 5.
 Barkool Bros.: Toledo, Ohio.

Bayinger, Al: (Fair) Darlington, Wis.
 Beam's Attrs.: Greensburg, Pa.
 Bear's Old Reliable: (Fair) Harrodsburg, Ky.; (Fair) Russell Springs 31-Aug. 5.
 Berryhill United: Gainesville, Ga.
 Bistany's Greater: Fernandina, Fla., 24-Aug. 5.
 Bodart's Greater: Crystal Falls, Mich.
 Bright Lights Expo.: Hollidaysburg, Pa.
 Buck, O. C.: Auburn, N. Y.
 Buckeye State: Wisconsin Rapids, Wis.; (Fair) Portage, Aug. 2-7.
 Buffalo: Oakfield, N. Y.
 Bunting: (Fair) Taylorville, Ill., 24-28; (Fair) Silver Falls, Aug. 1-3.
 Byers Bros.: New Boston, Tex.
 California Am. Co.: Portland, Calif., 24-30.
 Capell Bros.: Ada, Okla.
 Carter's Big: Loyalistminster, Sask., Can., 24-28; (Fair) Vermilion, Alta., 27-28; (Fair) Vegreville 31-Aug. 2.
 Cavalcade of Am.: Minneapolis, Minn.; Thief River Falls, Aug. 1-3.
 Ceilin & Wilson: Conestogville, Pa.
 Chamos, Jimmie: Troy, O.
 Christian, George W.: Mason City, Ill., 27-29; (Fair) Aug. 2-5.
 Coleman Bros.: Pittsfield, Mass.; Kingston, N. Y., 31-Aug. 5.
 Colley, J. J.: Hobart, Okla.
 Couter, (Fair) Sackatoon, Sask., Can.; Winnipeg, Man., 31-Aug. 5.
 Costingral: Claremont, N. H.
 Courtney-Jason: Deethan, Ala.; Pensacola, Fla., 31-Aug. 5.
 Crafts Big: Sacramento, Calif.
 Craig, Harry: Tulsa, Okla.
 Crescent Am. Co.: Clinton, Tenn.; Lake City 31-Aug. 5.
 Custerian Valley: Pulaski, Tenn.
 Cunningham's: Lancaster, O.
 Carl, W. S.: (Street Fair) Batesville, Ind.; (Fair) Egerstown 31-Aug. 5.
 Delane Am.: S. Hadley Falls, Mass.; Chiloquee 31-Aug. 5.
 Denton, J. J.: Sweetwater, Tenn.
 Dick's Paramount: Manchester, Conn.; Bridgeport 31-Aug. 5.
 Dickson United: Eufaula, Okla.
 Dixie Belle: Poseyville, Ind.
 Dobson's United: Tomahawk, Wis.
 Dodson's: Fair: Hastings, Neb.; St. Joseph 31-Aug. 5.
 Dumont: Martinsburg, W. Va.
 Dyer's Greater: Maquoketa, Ia.; Dubuque 30-Aug. 1.
 Eddie's Expo.: (Fair) Fredonia, Pa.; Rocky Grove, Aug. 2-12.
 Edwards, J. R.: McConnellville, O.
 Elliot: Manhattan, Kan.
 Eddy Bros. & Fred: Lowell, Mass.
 Expo. at Home: (Bouncing Rock & Okla. Ave.) Washington, D. C.; Woodstock, Va., 31-Aug. 5.
 Fair United: Cicero, Ill., 24-30; Riverside 31-Aug. 5.
 Francis, John: Galesburg, Ill., 28-Aug. 5.
 Garden State: (Fair) Manheim, Pa.
 Genisch & Sparks: Paris, Tenn.
 Genet United: Liberty, Ind.
 Gold Medal: (Fair) Rockport, Ind.; (Fair) Booneville 31-Aug. 5.
 Golden West: Ironton, Minn.; S. St. Paul 31-Aug. 5.
 Gooding Greater: (Fair) North Vernon, Ind.
 Gooding, F. E., Am. Co., No. 1 Unit: Cleveland, O.; No. 2: (Fair) Washington C. H., O.; No. 3: (Homecoming) Brownstown, Ind.; No. 4: (Steelton Merchants Carnival) Columbus, O.
 Grady, Kelle: Attalla, Ala.
 Great United: Pontiac, Ill.
 Greater United: Brownfield, Tex.
 Green Victory: Gutesberg, N. J., 24-27.
 Groff United: Concord, Calif.
 Gruber's Famous: Playing Philadelphia Iota Names, Bill: Paris, Tex.
 Happy Attrs.: Crestline, O.; (Fair) Plain City, Aug. 1-5.
 Harpand: Pontiac, Mich.; Hastings, Aug. 1-5.
 Hennies Bros.: Port Huron, Mich.
 Henry, Lew, Hides: Boonshorn, Md.
 Henson & Johnson: Puxico, Mo.
 Heth, L. J.: Richmond, Ky.; Somerset, Aug. 1-5.
 Jones, Johnny J.: Expo.: Lima, O.; (Fair) Muskegon, Ind. 31-Aug. 5.
 Jones Greater: Bridgeport, O.; Weirton, W. Va., 31-Aug. 5.
 Joyland Midway: Fraser, Mich., 27-30; Belleville Aug. 1-5.
 Kasa, W. C.: Winchester, Va.; Front Royal 31-Aug. 5.
 Kirkwood, Joseph J.: East Palestine, O.
 L. Am. Co.: Peabody, Mass.; Lowell 31-Aug. 5.
 Lawrence Greater: York, Pa.; Lebanon 31-Aug. 5.
 McKee, John: Donnellson, Ia.
 Magic Empire: DeWitt, Ark.
 Marker: (W. Broad lot) Richmond, Va.
 Midway of Mirth: Arthur, Ill.
 Midwest: (Fair) Freedom, Wyo., 24-26; Idaho Falls, Idaho, 30-Aug. 5.
 Monarch: Live Oak, Fla.
 Moore's Modern: West Terre Haute, Ind.
 Mount City: (Fair) Farmer City, Ill.
 New England Am. Co.: Bellows Falls, Vt.; Lee, Mass., 31-Aug. 5.
 Page, J. J.: Moberly, Mo.
 Parade: Chanute, Kan.; Fredonia 31-Aug. 5.
 Peppers All-State: Bristol, Va.; Erwin, Tenn., 31-Aug. 5.
 Pike Am. Co.: Charity, Mo., 28-29.
 Playland Victory: Towanda, Pa.; Troy 31-Aug. 5.
 Playland Am. Co.: Harlan, Ky.
 R. & S. Am. Co.: Swansboro, N. C.
 Raised Am. Co.: Booneville, Ark.
 Rainier River: (Fair) Greer, S. Carolina, 26-27; (Fair) Swan River 28-29; Plin Plon, Aug. 1-4.
 Reid, King: Tupper Lake, N. Y.
 Reynolds & Weds: Roseau, Minn., 24-26; Mankonon 28-30.
 Rogers Greater: (Fair) Belleville, Ill.; Charleston 31-Aug. 5.
 Rogers, J. Powell: Carthage, Miss.
 Royal Expo.: Moultrie, Ga., 24-Aug. 5.
 Royal American: Sheboygan, Wis., 24-30; Madison, Aug. 1-5.
 Royal Am. Co.: Florence, S. C.
 Schaefer & Wripley: Lufkin, Tex.; Nacogoches 31-Aug. 5.
 Scott Expo.: Oak Hill, W. Va.; Beckley 31-Aug. 5.
 Sheesler Midway: Racine, Wis.
 Sherrard: Baker, Ore.
 Silk City: Hastings, N. Y.
 Smith, George Clyde: East Freedom, Pa.

Snapp Greater: Pekin, Ill.; Ottawa 31-Aug. 5.
 Sparks, J. F.: Salem, O.; Newark 31-Aug. 5.
 Standard: Riverton, Wyo.; Thermopoli 31-Aug. 5.
 Stephens: Monroe, Ia.; New Virginia 31-Aug. 5.
 Strala, James E.: Schenectady, N. Y.
 Stumbe: Green Forest, Ark.
 Sunflower State: Lenora, Kan.; Oberlin 31-Aug. 5.
 Sunbelt Am. Co.: Creston, Ia.; (Fair) Indianapolis, Aug. 1-4.
 Tassel Unit: Colonial Beach, Va.
 Tidwell, T. J.: (Fair) Anthony, Kan.
 Tivoli Expo.: Washington, Ia.; Kahoka, Mo., Aug. 1-4.
 Turner Bros.: Fort Madison, Ia.
 United Liberty: Virginia, Ill.
 Victory: Hempstead, L. I., N. Y., 27-Aug. 5.
 Virginia Greater: Del Air, Md., 24-Aug. 5.
 Wade, W. G.: Moore, Mich., 31-Aug. 5.
 Wade, W. O., No. 2: Carleton, Mich.; Wabash, Ind., Aug. 1-4.
 Wade, E. T.: Fraser, Mich.
 Wallace Bros.: Princeton, Ky.
 Ward, John R.: Natchez, Miss.
 Weer, J. C.: Altoona, Pa.
 West Coast Victory: Marshfield, Ore., 24-30; Coquille, Aug. 1-6.
 Wilson's Famous: Chillicothe, Ill.
 Wolfe Am. Co.: Lyons, Ga., 24-29; Vidalia 24-Aug. 5.
 Wonder City: Senatobia, Miss.; Batesville 31-Aug. 5.
 World of Mirth: Bath, Me.
 World of Pleasure: Ecorse, Mich.
 World of Today: Springhill, Ill.
 Worthy: Buffalo, N. Y., 24-29; Owadana 31-Aug. 5.
 Zschmidt: Hyndman, Pa.; Hancock, Me., Aug. 1-5.
 Zeiger, C. F.: United: Lamar, Colo., 24-Aug. 5.

PHOTO OPERATORS

Immediate Delivery on following:

Paper—	
1 1/2	\$ 5.50
2"	7.25
2 1/2"	8.50
3 1/2"	11.75
5x7	6.50

Mirrors—Assorted Colors and Patriotic. Per M. \$37.50

Latherettes—

1 1/2". Per C	\$ 3.50
5x7 Single with Ceiluloid. A Doz.	4.20
Doubles. A Doz.	6.00

Chipped Mirror, Glass Frames—

2x3. A Doz.	\$ 1.45
3x4. A Doz.	1.75
3x5. A Doz.	2.50
5x7. A Doz.	4.00
8x10. A Doz.	7.20

Enlargers Up to 5x7—

1 1/2"	\$27.50
2 1/2"	30.00

Visualizers Up to 5x7—

1 1/2"	\$18.00
2 1/2"	20.00

BENSON CAMERA CO.

166 BOWERY
 NEW YORK 12, N. Y.

BOBBY PINS—HAIR PINS

Straight & Safety Pins. Packaged or Bulk. State Quantity Wanted or No Reply.

FOUNTAIN PENS

Lever Filler, Silver Palladium Gold Plate Pen, Gold Filled Band, Military Clip, Per Doz. \$9.00. Others from \$7.50 to \$12.00 Per Doz.

BLADES \$6.50 Per 100. First run, uniform, D. E. Blue Steel, packed 20/50 per carton. No orders less than 25 ctns. Send full amount or 1/3 deposit.

Write for free list of other brands.

ACE SALES CO., Dept. 1, Buffalo, N. Y.

BAR Z RANCH RODEO

Wants a few more Riders with Motorcycles, Stuntmen or Women, other suitable Acts, Sound System for Rodeo. Contact: Earl Nason, N. Y., August 9-10-11-12. Day and Night. Want to hear from Wild Life Exhibit, Slide Shows, Pony Rides, Firemen, Fireworks, Cookhouse, Grab-A-Goat, Fair, Wax Rides, especially Ferris Wheel, Wild Cookhouse, all legitimate concessions on percentage for committee dates.

CHARLES KYLE

104 Judon Ave. New Haven, Conn.

Circus Routes

Anderson, Bud E.: Valley City, N. D., 25; Jamestown 26; Edgeley 27; Ashley 28; Linton 29; Mandan 30.
 Arthur Bros.: Blackfoot, Idaho, 25; Pocatello 26; Mckin City 27; Logan, Utah, 28; Brigham, 29; Salt Lake City 30-Aug. 1.
 Bailey Bros.: Massena, N. Y., 26.
 Beatty, Clyde-Russell Bros.: Bellingham, Wash., 28-29; Everett 27-28; Seattle 29-Aug. 5.
 Bond Bros.: New Holland, Pa., 28; Lantz 26; Denver 27; Birdsboro 28.
 Cole Bros.: Omaha, Neb., 24-25; Lincoln 26; Grand Island 27; Hastings 28; McCook 29; Denver, Colo., 31-Aug. 5; Pueblo 4; Colorado Springs 5.
 Hunt Bros.: Lynn, Mass., 24-25; Medford 26; Concord 27; Athol 28; Easthampton 29.
 Kelly, Al, G.-Miller Bros.: Crawford, Neb., 25; Lusk, Wyo., 26; Torrington 27; Mitchell, Neb., 28; Gering 29.
 Lewis, R. C.: Loyaltan, Calif., 27-31.
 Mills Bros.: Milan, Mich., 25; Custer 26; Mason 27; Eaton Rapids 28; Albion 29; St. Johns 31; Ionia, Aug. 1; Greenville 2; Sparta 3; Fremont 4; Big Rapids 5.
 Polak Bros.: Eureka, Calif., 27-30; Seattle, O., Aug. 4-13.
 Ringing Bros. and Barnum & Bailey: Akron, O., Aug. 1-5.
 Self-Sterling: Chillicothe, Mo., 25; Brookfield 26; Shelbina 27; Paris 28; Bowling Green 29; Vandellia 30.
 Wallace Bros.: Ulton, N. Y., 26; Rome, 27; Syracuse 28-29; Rochester 31-Aug. 5.

Misc. Routes

Berrett, Roy (Fair) Vermillion, Alta., Can., Red Deer 27-28; (Fair) Vegreville 31-Aug. 2; (Fair) Beale, Joe, Band (Fair) Harrington, Del., 24-29; (Fair) Lockport, N. Y., 31-Aug. 5.
 By-Gosh Ten Show: Fall Branch, Tenn., 29.
 Beebler's Monty, Animals: Harrisburg, Ill., 26-28; Kahoka, Mo., Aug. 2-4.
 Brownie's Dixiana Show: Harrisburg, Va., 24-29.
 Curtis, Duke (Police Circus) Pittsburgh 24-29; Daniel, B. A.: Buffalo, N. Y.
 DeCleo, Harry (Brownie's Unit) Winchester, Va., 24-29; Front Royal 31-Aug. 5; Fayette: Ark Field, Fayette, Tex., 26; Ark Field, Big Springs 27; Portales, N. M., 28; Long, Leon: Harlan, Ky., 28-29; Also, Tenn., 31; Knoxville, Aug. 1-9.
 Ricton's Dogs: Manchester, Tenn., 24-29.
 Russell, Slim: Akron, O., 24-26; Cleveland 27-28.
 Sander, Harlow Show: Perryton, Tex., 24-26; Canadian 27-29; Pampa 31-Aug. 5.
 Texas Cattle King, George M. Bragg's: Pine Island, N. Y., 24-29; Westtown 31-Aug. 5.
 Vireo: Burns, Ore., 29; Ontario 31; Caldwell, Idaho, Aug. 1; Mountain Home 2; Wendell 3.

A GUARANTEED FIRE-PROOF COMPOUND

Approved by the Board of Standards and Appeals in New York City and New York State. We have the records in writing to substantiate this assertion. Can be used by spraying on canvas, draperies and even on wood. NEVER NO FLAME—NEVER NO DANGER. What carnivals and circuses owners need for sure-fire protection and safeguard. All orders promptly attended to with full instructions how to apply. This does not destroy or harm in any way. Can be sent in powder or liquid form. Write or wire for particulars.

TOM FOWLER (Scenic Studio)
 Expert on Fire Hazards

112 WEST 46TH STR., NEW YORK CITY PHONE: LO 9-1489

JOHN FRANCIS SHOWS

WANT FOR 5 WEEKS OF CHOICE IOWA FAIRS, STARTING AUGUST 12, AND A MONEY-MAKING ROUTE OF SOUTHERN FAIRS TO FOLLOW. CONCESSIONS THAT WORK FOR STOCK. SHOWS WITH OWN OUTLETS AND TRANSPORTATION. WILL MAKE EXCEPTIONAL GOOD PROVISIONS TO SHOWMEN. RIDES HELPED FOR ALL RIDERS. ADDRESS: GALESBURG, ILL., JULY 26 TO AUG. 6 (OPTOWN).



INSURANCE

CHAS. A. LENZ

"The Showman's Insurance Man"

A1338 INSURANCE EXCHANGE
 CHICAGO, ILL.

PIONEER VICTORY SHOWS

Troy, Pa., July 31st to August 5th

Want legitimate Concessions, Shows, Ride Help, Concession Agents, sensational Free Act. Fair secretaries and committees, have a few open dates. Answer:

MICKY PERCELL, Towanda, Penn., this week.

WANTED TO BUY Seven Car Tilt-a-Whirl

With or without transportation. Will pay cash. Wire

C. J. BENNETT

Hotel Webster Hall Detroit, Mich.

WANTED

Drome Riders at once. Make \$60-750 weekly and more. Also Grinder or Talker Man to care for Lions in Olympic Park now, with eight fairs starting in September, with World of Mirth Shows. Address:

EARL PURTLE

OLYMPIC PARK IRVINGTON, N. J.

R. C. Lewis Circus Shows WANT

Concessions—Popcorn, Candy Apples, Ice Cream, Bingo, Fish Pond, Ring Show, Jewelry, Slum Wheel, Seals, Mini Joint, Race Concessions that do not conflict. Will book Girl Show or one Ride, Mixup or Flat Ride; must have own transportation. Don't write, write or come on.

Westwood, Calif., until July 25; Logansport, Calif., 27 to 31. Contact per route.

PHONEMEN

Book Tickets—Banners

UNITED STEEL WORKERS' LOCAL #1331 DANCE

Apply CHAIRMAN, Room 308, Columbian Bldg., 2205 Phelps St., Youngstown, O.

WANT CARNIVAL AUGUST DATES

Two Carnival Honors. Plus Large Air Base Crowd.

R. E. BARTEL, Sec., Lions' Club, Warrenburg, Mo.

PEPPERS ALL STATE SHOWS WANT

Minstrel Show with or without transportation. Also Fat Show and Working World. Will furnish outfits to worthwhile shows.

Want Talkers and Grinders for beautiful Animal Show. Man to handle Snake Show. Can place Legitimate Concessions. Good opportunity for Hoopla, Cane Rack, Bumper, Scales and Age, Novelty and Glass Store. Want Agents for Grind Stores.

Want sober, reliable Ride Help; top salaries. Good treatment and congenial working conditions. We do not carry a work shop. Want to buy for cash: Tilt-a-Whirl and Octopus. Must be in first class working condition.

Want Free Act. Prefer Aerial or High Pole Act. Want good Painter who is also capable Builder.

Long Season South. Proven Territory. Get With the Show That Showmanship Built.

BRISTOL, VIRGINIA, This Week; ERWIN, TENN., Next Week.

JOHN F. REID WILLIAM S. DUNAS

Happyland Shows

2514 HASTINGS AVE. DETROIT 14, MICH. PHONE — 91-7224

Can place one or two more Grind Shows with own transportation for the following fairs and celebrations: Hastings, Michigan, Free Fair (Aug. 1 to 5); Wayne Homecoming, Wayne, Mich. (Aug. 7 to 12); Northville Rodeo, Northville, Mich. (Aug. 16 to 20); Tuscola County Fair, Caro, Mich. (Aug. 21 to 25); Northwestern Mich. Fair, Traverse City (Aug. 29 to Sept. 1); Allegan County Fair, Allegan, Mich. (Sept. 11 to 16). Will book or buy Roll-o-Plane, Fly-o-Plane, Spitfires, Rocket. Eddie Jamison and Eddie Miller can place for Girl Revue several youthful and attractive Girls. Al Ranton wants for Side Show, Freak to feature, Novelty and Working Acts. We can place Concessions that work for stock. Want Talkers, Grinders, Concession Agents, Carwashmen, Ride Help that can drive Semis.

PONTIAC, MICHIGAN, until July 29; then per route.

Fred Allen Shows Want

FOR FAIRPORT, N. Y., AUGUST 3 TO 12, A SUBURB OF ROCHESTER, City Hall Location, Main Street, in Center of City With Plenty of Moneyed People To Draw From—Combined Waterloo, N. Y., Fair and Firemen's Celebration, Aug. 15 to 18 to Follow.

Billed for miles around. Big Labor Day set and Salina St., Syracuse, N. Y., to be announced in later issue. Can place two up-to-date Bottle Ball Games, clean Stock Grind Stores, Custard, Ice Cream, Waffles, etc. Can place capable Man and Wife to handle Cook House and Crab. Good proposition or will book up-to-date Cook House for balance of season. We have E ration. Can place clean Bingo with capable operators; percentage or flat rate. Can use sober, reliable Help for Little Beauty Merry-Go-Round and other Rides. Also for Side Shows and Pit Shows.

BALDWINVILLE, N. Y., THIS WEEK

WANT COWGIRLS--COWGIRLS WANT NOVELTY ACTS--HIGH ACTS WANT ATWOOD STADIUM, Flint, Mich.

AUGUST 4, 5 AND 6. Many Dates Follow.

Wire or call JOHN DAROS SHOWS, Durant Hotel, Flint, Mich.

FOR SALE—MERRY-GO-ROUND

Parker 2-Abreast. Top and Sidewalls good for another season. Will sell for \$1,200.00. Small amount of repairs needed.

UNIVERSAL SALES, Ben Morrison, Mgr.
313 E. JEFFERSON AVE., DETROIT 26, MICH. Phone: Cadillac 6610.
KIDDIE RIDES ACCEPTED ON DEAL, OR WILL BUY.

B AND V SHOWS WANT

For Archbald, Penn., week July 31st; also for Wyoming Valley Firemen's Convention, Pockville, Penn.

Grind Stores, Pop Corn, Bingo. Want Girl, Snake and Animal Shows with outfits. Can place Octopus and Tilt, also Drome. Bill Are wants Man and Wife for Stock Store that are able to drive truck. Can place Ride Help.

DICKSON CITY, PENN., WEEK OF JULY 24TH.

—A. M. P. SHOWS— "JUGGY"

KIMBERTON, PA., THIS WEEK THROUGH AUGUST 5

WANT Devil's Bowling Alley, Guess Your Age, High Striker, Clothes Pin Pitch, String Game, Scales or any 10¢ Grind Store. WANT 10-in-One, Girls or Girl Show, Side Show People. WILL BOOK one Flat Ride. Interested in Free Act for route Southern Fair. All Address: ANTHONY M. PODSOBINSKI, Kimberton, Pa.

THROUGH AT N. E. MEET

(Continued from page 48)

cigars, while Harold Gilmore, Whalom manager, assisted by Walter Quinn, of the park staff, and Ed La Venture, manager of the roller rink, took over the job of handling the visitors. Luncheon was served in the picnic grove. The evening feature was a real New England clam-bake and lobster dinner served in the ballroom.

Speeches were taboo but brief remarks were made by Colonel Dondel of Camp Devens, Harry A. Ackley, Fred Markey and Bowen. George Hamid wound up the dinner talks with a brief speech of congratulation and the presentation to Bowen of two \$100 War Bonds, one from the staff and personnel of Whalom Park and the other from members of the NAAPPB, with the proviso that they be used in educating Bowen's new-born son not to follow in his father's footsteps.

Fred Markey, secretary of the New England Section, was in charge of registrations and acted as toastmaster at the speakers' table. In a brief report to the dinner guests, he stated that membership of the organization was at present largest in its history.

Those Present

Registrations:
Henry G. Bowen, Harold D. Gilmore, Walter Quinn, Ruth Pennington, Francis Davis, M. McSheehy, J. Frank Gilmore, Barney Williams, John Williams, Mr. and Mrs. Ed La Venture, Emilio Massera, Dominic Rizzio, Andrew Stone, John Bregoli, Harold Root, P. A. McKittick, John B. Aubuchon, C. Duggan, W. E. Aubuchon, Joseph Molohan, Mrs. Moynihan, Mr. and Mrs. P. J. Keating, W. S. Brown, George Page, Mrs. Young, Mrs. Callahan, Mrs. Howard, Mrs. Agnes Beaulieu, all of Whalom Park, Pittsburg, Mass.; Mr. and Mrs. A. W. Henshaw, International Mutoscope Co., Long Island City, N. Y.; John J. Carlin and John L. Campbell, Baltimore; H. P. Schmeck, Philadelphia Toboggan Co., Philadelphia; William Marquette, Mr. and Mrs. Charles Sanford, Mr. and Mrs. Edward Tracy, Mrs. F. E. Hubba, Vivian Antil, Hernine Szarek, Joseph Krason, L. D. Pellister, L. D. Pellister Jr., Mountain Park, Holyoke, Mass.

Mr. and Mrs. Ed Enegran, Mr. and Mrs. B. Louckes, Lake Pearl, Wrentham, Mass.; Mr. and Mrs. Ed Carroll, Mr. and Mrs. Harry Storin, Mr. and Mrs. Vernon Trigger, Mr. and Mrs. William Stevenson, Henry Martinelli, Jesse M. Hutchinson, Riverside Park, Agawam, Mass.; Vernon Keenan, Coney Island, N. Y.; P. F. Tische, George T. Hoyt Co.; W. St. C. Jones, William B. Berry Co.; Russell Jones, Paul Denish, Al Martin, Lena Keeney, Mr. and Mrs. George A. Hamid, William E. Hubbs, Melvin Brooke, Ted Wolfram, New York; Phil Gladu, Phil Pallotto, John T. Clark, Paul S. Haney, Edward Lois, William West, Charles Kronston, John Harwood, Charles Wiggin, A. S. Davis, Crescent Park, Riverside, R. I.; Mr. and Mrs. F. L. Markey, Fred Markey Jr., William Markey, Salisbury Beach, Mass.; Mrs. Barney Williams, Corrine Williams, Margaret Bacchini, Pine Island Park, Manchester, N. H.; Mr. and Mrs. Daniel E. Bauer, Acushnet Park, New Bedford, Mass.; Mr. and Mrs. Arthur Eldred, Clementine Park, N. J.; Harry Ackley, Harold Bradley, Pittsburgh; Frank S. Terrell, Mrs. Wilson, Savin Rock, Conn.; Harry Prince, M. Lefcourt, Lincoln Park, N. Dartmouth, Mass.; Colonel Dondel, Camp Devens, Mass.; C. S. Bradley, Orange Crush Co.; Harold Huebner, Chicago; Sam Hamid, White City Park, Worcester, Mass.; Mr. and Mrs. A. A. Casassa, Revere Beach, Mass., and Oscar Swartz.

DEPRECIATION DOPE

(Continued from page 49)

dps, 15; derbies, 15; big dippers, 15; grand stands (concrete or steel), 30; (wood), 15; harness, saddles, and robes, 10; bathhouses (brick, concrete or masonry), 33; incinerators, 10; laundry plants, 16; steel lockers, 12; old mills, 13; organs and pianos, 10; pavilions (fire-amusement) pits, 33; pergolas, 15; amusement pits, 33; swimming pools, 20; scooters, 15; kiddie slides, 15; aero swings, 15; tanks (steel), 30; (wood), 20; Ferris wheels, 15, and whips 8.

Furniture and Fixtures

While the life of the property used in this business is not limited by leases, the ordinary composite life considered reasonable for the assets in the furniture and fixtures account varies from 10 to

14 years. Item lives are given as follows in average useful life years:

Carbonators, 10; chairs, 10; extractors (electric, fruit juices), 8; kitchen equipment, 10; mirrors, 20; mixers, 7; refrigeration (new type), 20; serving bars, 12; silverware, 5; silver polishing and cleaning equipment, 10; sterilizers and washing tanks, 10; tables, 15; toasters (electric), 8; trays, 10; coffee urns, 15, and waffle irons (electric) 5.

MADAWASKA, ME.

July 31 to August 5

Want Shows, Stock Concessions, Rides

Help in All Departments, Come On.

Ferris Wheel Operator

ELI WHEEL
Get it Up and Down in Time for Its NAME YOUR OWN SALARY
Must be sober, reliable and know what it is all about. Good bonus at end of the season. Playing in and around Detroit, not over 50 miles from the city. Will be operating till November 10.

UNIVERSAL SALES
513 E. Jefferson Ave., Detroit 26, Mich.
Telephone: Cadillac 6610

WORLD'S FAIR LIGHTS

1500 Watt Mazda Spot Lights (can be used for spot or flood) With base, bulb, socket and reflector, \$6.00; 10% discount for quantity. Also Electric Valves and Back Geared Motors. Coon's Mercury Arc Lights.

BROWNS
144-15 20th Ave., Whitestone, L. I., N. Y.
Flushing 3-7989

WANTED CARNIVAL WITH RIDES AND CONCESSIONS FOR

BENTON COUNTY FAIR

AUGUST 22-25
Write or Wire
EDGAR BURNETT, Concession Mgr.
Boswell, Ind.

CAROLINA SIMMONS WANTS

Coupon Agents for Roll-down, Skillo, Buckets; General Concession Help. Address:
Care WONDER CITY SHOWS
Senatobia, Mississippi, this week; Batesville next; West Helena to follow.

AT LIBERTY

An experienced Agent for Popcorn, Apples, Floss and Waffles. Sober, reliable, industrious. State your best terms.

JOHN I. DAVIES
(Yodling Gandy and Waffle Man)
1020 W. South St. Ellettsville, Ind.

CONCESSIONS AND TENT SHOWS

Of Any Kind Wanted for
WABASH COUNTY STREET FAIR
AUGUST 10-11-12

If Interested Call or Write CLEM NOLL
Chairman of Concession Committee, Wabasha, Miss.

CARNIVAL WANTED

By the Roy D. Graves Post 1194 of the V. F. W., Potsdam, N. Y., some time in August or September. Write PAUL H. LaBRAKE, Morgan's Men's Shop, Potsdam, N. Y.

SUNFLOWER STATE SHOWS WANT

Foreman on Merry-Go-Round. Will pay \$50.00 per week or percentage. Foreman on South Mt. Co. \$40.00 or percentage. Also Loop Foreman and Second Man on all Rides. We own our own trucks and will be out till Xmas. Wire C. A. GOREK, Lenora, Kans., 28-28; Oberlin, Kans., Aug. 1 to 6.

WANTED

Truck Show, complete, or Rides, now or end of season.

H. I. WYSE
Wayland, Iowa

Ringling Circus Opens in Akron Bowl August 4

CINCINNATI, July 24.—The Ringling Circus will reopen in the Rubber Bowl, Akron, August 4. This is the latest statement from the management in Sarasota, where equipment is being readied for performances without a big top.

Planned opening for Nippert Field, University of Cincinnati, August 2 and 3, was canceled when it developed that this site was in a residential "A" district and that a permit could not be issued under the restrictive zoning laws. Circus is expected to leave Sarasota July 29.

Receiver's Bond Increased

HARTFORD, Conn., July 22.—In view of the Ringling additional available assets, bond of the receiver, Judge Edward S. Rogin, was ordered increased from \$100,000 to \$400,000 by Superior Court Judge John H. King.

Regarding assets of the circus outside of Connecticut, the receiver will be furnished quarterly statements by the circus. Attorney Robert P. Butler, chairman of a Hartford bar committee appointed to confer with circus officials, states that the average annual profits of the circus in normal times is \$900,000. The circus, to conserve good will of the public which it considers all important, is planning to set aside all profits to meet claims arising from the fire.

As attorneys for some claimants hold that the city is jointly responsible with the circus, there is a possibility that after a few test cases to settle this and other legal aspects an arrangement will be made between city and circus to settle claims on an agreed percentage basis established by the test cases. Suits in which the city of Hartford is named as co-defendant with the circus total \$1,003,000.

Freight Trouping OK; Grosses Up, Declares Conklin

REGINA, Sask., July 22.—"While showing the Brandon Exhibition, July 3-7, with only a 12-car show we came very close to breaking the all-time midway record. At Calgary Exhibition and Stampede last week we came within \$500 of our own record established in 1941," said President J. W. (Patty) Conklin, here with the Conklin Shows' Frolichland. "In spite of the fact that we are extremely short of labor in every department, including the staff, we believe we are creating something in show business that has never been done before and we are much indebted for this success to our loyal help.

"We are this year moving in freight service instead of by special train and, as a result, we are compelled to move on the first convenient freight that can handle us, and in most cases the show doesn't arrive at a very decent hour. However, in spite of conditions, we arrived in Regina at 4:45 a.m. from Calgary and had a big Kiddies' Day. I am happy to say that, with the exception of one attraction, we had everything operating at 2 p.m. on opening day and we had an increase on the midway of 100 per cent.

"We are carrying this year six of our best riding devices and, in my opinion, this is the finest show that has ever played these Western Canada fairs. Everything that we have is framed to do capacity business and in most cases we are operating every night until after 1 a.m. and in Calgary the officials were good enough to allow us to operate until 1:15 a.m. on Sunday. The show is loaded each week on time and we have it so organized that we can easily be loaded by 6 a.m., even though we do not start taking it down until after midnight."

UNDER THE MARQUEE

(Continued from page 45)

Valentine, has been playing the Tom Packs Thrill Circus dates. The Valentines had a two weeks' vacation, spending it at the Bert Doss Circus Park, Bloomington, Ill., and rejoined Packs at Pittsburgh.

WINN PARTELO, who was with Cole Bros' Circus for several years, has been on a tour of Southeastern cities on the fifth War Loan drive. He and other paratroopers have been displaying combat equipment and making parachute jumps. Partello was injured when he hit a bad ground wind and was thrown into a parked auto. He has recovered and is awaiting overseas shipment.

"WITH the circus?" asked a native. "Yeah! Yeah!" answered a sweating canvasser. "Good thing, ain't it?" continued the native. "My son got into it 30 years ago as a boy and ain't done a lick of work since."

JOHN D. WIXOM, owner of Wixom Wild Animal Farm, Mukwonago, Wis., was severely clawed July 17 by a lioness. The accident happened while he was working his lions. The lioness that clawed him was a new addition to the group. Six weeks ago he was severely clawed by a female leopard. Ben Davenport, owner of Dalley Bros' circus, recently obtained several animals for his menagerie from Wixom.

RECENT visitors to the office of A. Morton Smith, editor of *The Daily Register*, Gainesville, Tex., were Don Brashear, owner-manager Globe Bros' Circus; Frank (Doc) Stuart, Oklahoma City, former circus p. a.; Sgt. Francis Hohenfeld, son of Walter Hohenfeld, publisher of *White Tops*, who is stationed at Camp Hovea, Tex.; Joe Ward, clown, Wichita Falls, Tex., and Jack Fenslon, Fort Worth, formerly with circuses.

AT a berth-car women's meeting last week a resolution was passed suggesting that the group, which gathers around the stake 'n' chain wagon for post-war planning, be dispersed, as seat and property gals are here to stay.

DOC WADDELL, on a lecturing trip up Jackson, Mich., way, info: "Ran into Ruby Orton—is resident of Jackson. Met C. H. Droege, chief billposter for John Quinn's World of Pleasure shows. Palmer Kellogg, of Cal Stewart booking fame, has a farm near Jackson. He's a typical granger. A group of circus fans from Lansing, headed by Ray Buhl,

Hamid, Gravatt Talk Joint Operation of Piers in Atlantic City

NEW YORK, July 22.—Rumors having been rife in Atlantic City this week about a reported deal between George A. Hamid, operator of Million-Dollar Pier, and Frank P. Gravatt, president of Steel Pier, by which Hamid would acquire Steel Pier in exchange for the Hamid-controlled race track and plant of New Jersey State Fair, Trenton, Hamid said here yesterday:

"We have been conferring considerably in reference to some arrangement for the joint operation of both piers. Mr. Gravatt, head of Steel Pier, has offered a very liberal proposition for the sale of Steel Pier, which is under consideration. However, so far as a trade involving the race track is concerned, this is completely out. If a deal is consummated eventually there might be some exchange of race-track stock involved, but no trade. Trenton fairgrounds are not for sale to or for exchange with anyone."

Hamid left New York yesterday for Atlantic City and Trenton.

St. Louis

ST. LOUIS, July 22.—William R. (Bill) Snapp, owner of Snapp's Greater Shows, was among other visitors to The Billboard office when he drove from Canton, Ill., where the show was playing. He reported a big season to date. Mr. and Mrs. Eddie Moran were visitors on Monday, en route from Chicago to Leeville, La., where he has been managing Playland Park for C. A. (Curley) Vernon for the past two years. He reported good business.

E. V. Gray, of E. R. Gray Attractions, Evansville, Ind., spent several days here visiting friends while playing fairs in Southern Illinois, where he is featuring Betty Tilton, spiral globe rolling act, who accompanied him. Harry Oulson, concessionaire with the All American Exposition Shows, spent several days here visiting relatives and friends. Paul Flannigan, for the past two seasons with Henrich Bros' Shows, but now in a commercial venture in West Texas, passed thru en route to Chicago and the North on a buying trip.

REX Hovey, manager of Sylvan Beach Park, entertained members of the International Association of Showmen and other outdoor showfolk with a midnight barbecue Tuesday. About 100 attended, the party starting at midnight and continuing until 5 a.m. L. B. (Barney) Lamb, ride and show operator with Rogers Greater Shows, was in on a buying mission. Chester I. (Heavy) Levin, Midwest Merchandise Company, spent several days here, en route from New York to Kansas City. Dave Lachman, former part owner of the Lachman-Carson Shows and for several years located in Lake Charles, La., where he is operating a cigar and novelty stand, stopped over several days, en route from Chicago to Lake Charles. Velares' rides and concessions continue at the Grand and LaCade location, but business has fallen off considerably in recent weeks.

came and gave me a surprise at the V. F. W. clubrooms in Jackson's suburbs. My next trip to Winona Lake, Ind., August 10."

Badger State Shows

WANT FOR WISCONSIN AND MINNESOTA FAIRS:

SHOWS—Glas House, Snake, Five or Ten-Ours, Life Show or any other Shows not conflicting with Monday, Moose or Mechanical Farm Shows. WANT COOKHOUSES for following Fairs: Detroit Lakes, Wausau, St. James, Fairbault, Glenville and Black River Falls. Other Fairs and Celebrations to follow. Show is going south. Address:

Sparta, Wis., until July 26; Tomah, Wis. (Fab), July 28-31; then per route.

FAIR AND CELEBRATION COMMITTEES

IOWA AND ILLINOIS

Coupon Agents for Roll-down, Skillo, Buckets; celebration or fair dates. Rides, Shows and Concessions. Write or wire

Frank Bauerfeld

BLACKHAWK SHOWS

1814 3rd Ave. Rock Island, Ill.

WANTED

TO JOIN AT ONCE sober, reliable Bill Poster that can drive 1940 sedan delivery; also sober, reliable Foreman for Allan Henschell Little Beauty Merry-Co-Round. Top salaries paid. Address:

OSCAR BLOOM

Gold Medal Show Rockport, Indiana

CYGNET ANNUAL HOMECOMING

Sponsored by Cygnet Volunteer Firemen AUGUST 8 to 12 Inclusive Want Shows and Concessions.

M. K. MARTIN

BOX 182 CYGNET, OHIO

WANTED FOR BEERS-BARNES CIRCUS

Lithographer, Small holds but no limit. State salary and if you have transportation. Home Caretaker for 70. Give few days' route, as I will be in New York Sunday, J. S. RAMSEY, 507 East 133 St., Bronx, New York City 64.

FRED BURNS

Contact me at once. Lost your address. Salary \$50.00. Will send ticket.

JIMMY BROWN

Miller Hotel NEW HAVEN, CONN.

DYER'S GREATER SHOWS

Want a few more People and Animals for new and fair season. Devil's Bowling Alley Men, 10' limit. Have new alley, new top. Jeta Maquoketa, Iowa, this week; Dubuque, Iowa, July 30th-August 3rd; Richland Center, Wisconsin, Aug. 4-5.

WANTED TO BUY

No. 5 Eli Ferris Wheel

Price paid for cash.

E. A. BODART

208 WESCOTT SKAWANO, WIS.

BLUE AND MONA

Come on back to Chicago at \$100.00 per week net, no deductions. Have good winter deal pending now for everybody. Contact me immediately if you need money to come home on.

RAY MARSH BRYDON

Suite 1640-41, Hotel Sherman Chicago, Ill.

ZACCHINI SHOWS

Playing the Cream of Hill Dates With a Circuit of Outstanding Fairs. We Have Durham, N. C., Big Colored Fair.

WE WANT

Ferris Wheel, Merry-Co-Round and Kiddie Ride with or without transportation. Fun House, Illusion Show, Walk Thru, Girl Show, Unborn or any Show that profits. Good percentage. Want Stock Concessions of any kind, especially Bingo, for good fair route. Have opening for Grab Joint for balance of season. Mrs. Germana Zacchini wants Agents for any kind of Store. DON'T WAIT, WIRE. Hurry, hurry; going south. ZACCHINI SHOWS, BRUNO ZACCHINI, Mgr.; S. D. PEASE, General Agent. This week, Hyndman, Pa.; week of July 30 to August 5, Hancock, Md.

American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., July 22.—Acceptance of a membership application from the John McKee Shows, filed by Owner John McKee, brings membership to 104. Visitation was continued with a re-visit to Holman's Rides at Barnard, N. Y., July 7, when three rides were operating under auspices of volunteer firemen. C. & V. Shows, a non-member, was exhibiting jointly, with a free act but no gate. Owner Lewis Holman and Mr. and Mrs. Sprague extended courtesies.

There have been received 33 personnel memberships from the Worthy Shows, entitled thru efforts of Manager Martie Smith. Standings in the annual personnel membership race: James E. Strates Shows, 117; J. J. Kirkwood Shows, 34; Worthy Shows, 33; George Clyde Smith Shows, 28.

Because of considerable agitation in Congress to increase allowance of gasoline to A and B bookholders in the East Coast area expectations are that such a move may be possible within the next 60 days.

Visits to Endy Broc-Prell Shows, Mishly Sneesley Midway, J. O. Wear Shows and O. C. Buck Shows are planned.

There has been considerable correspondence regarding ammunition for shooting galleries, particularly as to availability of Form W. P. B.-2652. These forms should be secured from the nearest office of the War Production Board and forwarded to the Recreation Section, Office of Civilian Requirements.

SPITFIRE FOREMAN

Wood Men and Help on all Rides. Top salaries. Owners and Builders save our time. Write

J. F. SPARKS SHOWS

Salem, Ohio, this week

WANTED

Ball Games, Pitch Thru-Wire, Bowling Alley, Football, etc. Write to

MOUND CITY SHOWS

Farmer City, Illinois

NEW JERSEY STATE FAIR, TRENTON, N. J.STARTING SUNDAY, SEPTEMBER 10, TO 16 INCL.
7 BIG DAYS AND NIGHTSChoice space being sold now for all legitimate Merchandise Concessions.
Address CETLIN & WILSON SHOWS as per route.All Eating and Drinking Stands, address HARRY LA BREQUE,
Manager, N. J. State Fair, Trenton, N. J.**EAST LIVERPOOL, OHIO, VICTORY CELEBRATION
WEEK JULY 31**WANT Fly-o-Plane, Whip, Tilt-a-Whirl and Spiffins.
WANT Sidrome, Fun House, Glass House and Grind Shows of merit.
WANT Line Girls for Paradise Revue and young, attractive Girls for Posing Show. These
are NOT objectionable Shows, but real attractions.WANT Foremen for Merry-Go-Round and Octopus.
WANT skilled Carnival Working Men in all departments.
CAN PLACE REAL LADY OR GENTLEMAN TALKER FOR PARADISE REVUE.
CAN PLACE Photo Gallery and all legitimate 10c Merchandise Concessions, also Ball Games.

ELEVEN MAJOR FAIRS AFTER THE N. J. STATE FAIR.

All Address

CETLIN & WILSON SHOWS

THIS WEEK, CONNELLSVILLE, PA.

P.S.—Ted Williams Wants Cookhouse Help. Blackie, Answer.

SLA

(Continued from page 42)

Hirsch, in Veterans' Hospital, Hines, Ill.;
William J. Coultry and R. N. Adams.
Letters to Nate Hirsch should be ad-
dressed Ward D-301, Veterans' Hospital,
Hines, Ill. Other callers included Mr.
and Mrs. Maury Brod, Mr. and Mrs.
Charles Levine, Charles J. Miles, Joe
Murphy, Bob Parker, Charles Bohdan,
David Golden, M. J. Doolan, Maurice
Hanauer, Julius Wagner, Max Brantman,
Charles H. Hall, Sam Bloom, Al Carsky,
Six Westmoreland, Sam Aldrich, Johnny
Green, John Meyers, J. Moeller, Floyd R.
Matter, Ray Oakes, Whitey Lehrter, Bill
Meyers, L. H. Bergman, James O. Burkett,
Al Cherner, Fred Donnelly, A. McDowell,
Ben Kaplan, Mr. and Mrs. Tom Volmer
and Miss Robson, T. Dwight Pepple and
L. L. Shean. Secretary Joseph Streibich
visited the Al Baysinger Shows in South
Beloit, Royal American Shows in Kenosha
and Buckeye State Shows in North
Chicago.**Ladies' Auxiliary**President Phoebe Caskey and her baby
Lynne, plan to visit Hennes Bros.'
Shows and the Mighty Sheesley Midway
and others. Past President Frances
Keller visited the Royal American Shows
and Hennes Bros.' Shows on which are
many members and friends. When Rose
Page celebrated a birthday July 15 at
the Ches Parve those who joined her
were Mrs. Lena Schlossberg, Mrs. Ida
Chase, Mrs. Kenny and Mrs. Robert Miller
for dinner and floorshow. Letters
have come from Myrtle Hutt, Mrs. Virginia
Halstead and Dorothy Sheesley.
Past President Mrs. Al Latto is assist-
ing her husband in his business at
Lynch's Bathhouse downtown. Past
President Mrs. Al Miller is recuperating
after a serious illness. First Vice Pres-
ident Ann Doolan and family are on
vacation this month.**NSA**

(Continued from page 42)

Juster; "Dada" King, Member Wechler
and William Van Horn. The same night
on the Heller's Acme Shows in East
Rutherford, N. J., Harry Heller was busy
but found time to be courteous, and
these members were met: Finnegan,
Moskowitz and Frank Schilz who is
recovering from a serious throat op-
eration. The secretary at Coney Island
also conversed with a number of mem-
bers, including Smitty, of the Wagner
Mammoth Side Show, where the N.S.A.
Jamboree will be held August 10.Other visits included Rockaway's Play-
land and a chat with Manager Hicks.
Off again to Long Beach and a visit
to Benny Merson, who has a kiddie
park at the resort and is doing capacity;
Charles Gerard Shows, playing New York
lots, Johnny O'Rear, Rocco Trupiana
and Lyman Truesdale got together for
a chat, and I. & T. Shows at Ninety-
third Street and Rockaway Boulevard,
Brooklyn, where were seen life member
and part owner Phil Esler, Ivey Trubish,
Carl Wilson, Harry Susman, Rocco
Trupiano and others.At another meeting of the eligibility
committee Chairman Jack Lichter, Fred
Murray and Arthur Campfield passed
these applicants: Angelo Longo, spon-
sored by Edward Elkins, and the follow-
ing, sponsored by President Oscar Buck:
El Court, John Panico, Stewart F. Eck-
ert, Morris A. Horowitz, Theodore Mail-
hot, Wilfred W. Frost, Joseph Schlavo
and Clifton R. Rogers. President Buck
is leading in the membership drive with
24. Ross Manning has 11 and Harry
Rosen 8. Total to date is 90.**PCSA**

(Continued from page 42)

Jars of home-canned apricots, with a
promise of more. Edith Bullock is in
charge of having the hand-made quilt
top completed for the bazaar. Welcom-
ing their sons home from overseas ser-
vice were Estle Siker and Mabelle Hen-
drixson, Mabelle Bennett, who returned
from a visit to her son, Harry Chipman,
and wife in Yakima, Wash., reported
their Circus Cafe a success. Ruby Kirk-
endall is back after a long absence.
Hostesses at the next meeting will be
Dorothy Enfield and Mabelle Bennett.
Over \$32,000 worth of War Bonds were
bought by the auxiliary and parent
ledge. The auxiliary hopes to reach the
\$100,000 mark by January 1. Members
are asked to send in receipts so the
auxiliary will receive credit for any War
Bonds purchased.**Wonder City Shows
WANT**Concessions: Popcorn, Snow Cones, Diggers,
Bingo. Good proposition for Arcade. Want
Agents for Percentage Show with own
equipment, especially Girl Show. Will buy
Show Tops. Clyde Howey, get in touch with
me. Place one Fiat Ride. Have plenty Ride
Help. Will book Chair Plane and store mine.
Want Mechanic and Electrician. Shorty Shell
and Hall, answer. Address:JOE KARR, Senatobia, Mississippi, this week;
Batesville, next, and Helena, Ark., next.**PATSY ROSANIA
WANTS**Agents for Grind Stores and
other Games.Those joining now will have prefer-
ence this winter. We play all
defense towns and the best fairs on
the East Coast. Wire
Fernandina, Fla., for two weeks.**SUNSET AMUSEMENT CO.
WANTS**Ferris and Merry Help that Drive
Semis, Independent Shows for long
list of Fairs. Diggers open. Creston,
Iowa, this week; Indianola Fair,
next.**FOR SALE
1941 and 1942
STATION WAGONS**

Fords, Chevrolets, Plymouths.

No priority or ration permit necessary.

ROCKFORD MOTOR SALES, Rockford, Mich.

Wanted-AGENTS-WantedExperienced Grind Stores. No tear down or
set up. Permanent park. Will furnish living
quarters. 50% of net. All persons knowing**JAMES SWEITZER**

contact at once.

Care Tropical Amusement Park

Key West, Fla.

Good proposition.

FUNLAND PARK

JACKSONVILLE, N. C.

Ride Help, Wheel, Whip, Chair-o-Plane,
Dodge, Ball Game, Penny Pitch and other
Agents. A few more legitimate Concessions.
No tear down; all season work; good
salaries.**JOE E. KAUS, Mgr.****PAN-AMERICAN SHOWS
WANT**Sober Ride Help on Ell, Tilt, Loop and
Chairplane. Preference to those driving
trucks. Top salaries. Jack Jaeger wants to
hear from his old Helpers. Can place Con-
cession Agents on Slum Shows and Ball
Games. Write

J. R. STRAYER

Riverside Amusement Park Anderson, Ind.

WANT TALKERSMust be sober. Girls for Bally and illusions.
All winter in California. Can always use
Novelty Working Acts.**A. J. BUDD, WEST COAST SHOWS**

Marshfield, Oregon

FOR SALEDuck House, 14'x14'; 27'x4" rib hinge frame, pond
base. Another top, 3' opening all around, good in
corners. Stools each side. Complete with ester
counter, juice bowls, glasses, coffee urn, burner,
triddle, cash register, ice box, fine condition.
\$295.00. 20'x30' Hiram, complete with P. A.
system, 2 speakers and mike, organ and cards, 15
hinge seats and counter, \$190.00. One 10'x12'
Convention Top and Walk, 27'x4" rib hinge frame,
\$50.00. One 12'x12' Hit Roof Top, fine condition,
with side walls and 27'x4" rib hinge frame, \$50.00.

C. H. TOTHILL

Fort Niagara Beach Park Youngstown, N. Y.

ROYAL AMERICAN SHOWS

CAN PLACE RIDE MEN, CANVASMEN AND TRAIN HELP.

RIDE-O FOR SALEWith Privilege of Booking on the Show If So Desired. We Have the Best Route of
State Fairs. Reason for selling is the shortage of help.

Address SHEBOYGAN, WIS., until JULY 30; then MADISON, WIS.

ELKHART COUNTY FAIR

GOSHEN, INDIANA, AUGUST 1 TO 5

WANTED—Roll-o-Plane, Penny Arcade, Monkey Circus, Walk-Thru Shows or any other
legitimate Shows with neat frame-up. Concessions all open except Corn Game and Carmel
Corn. Address:**W. G. WADE SHOWS**

MONROE, MICHIGAN, THIS WEEK

WALLACE BROS.' SHOWS

WANT

Foreman Little Beauty. Loads on one semi. No doubling or extra work. Second Men on
Tilt. Help on all Rides. Come on, long season south. Can place Bingo, Custard, Ball Games,
Fish Pond, Darts, Cork Gallery, Bumper, Coca-Cola, Scales, 10c Stock Concessions. 10
Southern Fairs and long season in the South.

WALLACE BROS.' SHOWS, Princeton, Ky., this week.

J. C. WEER SHOWS

CAN PLACE FOR 12 CHOICE FAIRS

CONCESSIONS: Cookhouse, Scales, Age or any 10c Concessions. SHOWS: Will place Monkey
Show or Wild Life Show for balance of season. (Will furnish wagons.) Also Penny Arcade.
WILL PLACE OCTOPUS AND FURNISH WAGON FOR OUR FAIRS. ROCKET FOREMAN,
MERRY-GO-ROUND FOREMAN AND GENERAL RIDE HELP. Arky Bradford can place Train
Help of all kinds. Fitz Winters wants Percentage Agents. Can place Electrician.

Address: ALTOONA, PA., this week; CUMBERLAND, MD., next week.

POPCORN AND PEANUT SUPPLIESMACHINES BAGS BOXES
WE HAVE CORN

YELLOW ONLY, \$20.00 Per 100 Lbs.

1943 Seed Crop—10 Sack Lots, \$18.75 Per 100 Lbs. FOB Our Warehouse

(All Orders Subject To Prior Sale)

Certified Check or Money Order on All New Accounts. No C. O. D.

WRITE BURCO WIRE

Trademark

SALES AND MFG. CO.

305 W. 8th Street
Los Angeles 14, California**O. C. BUCK SHOWS**

Can place for following outstanding Fairs: Lockport, Gouverneur, Lowville, Malone, Fonda, Altamont, all New York, and Great Barrington, Mass.—Grind Concessions, Pony Ride, Grind Shows. Address O. C. BUCK SHOWS, Auburn, N. Y.

ROGERS GREATER SHOWS WANT

For ten weeks of Fairs, Rolloplane, Octopus, Spitfire, Shows with own transportation, legitimate Concessions. Will place Dependable Ride Men who Drive Semis. Mark Williams wants Side Show People. This week, Belleville, Ill.; next week, Charleston, Ill.

ON ACCOUNT OF ENLARGING SHOW

For Circuit of Fairs, can place Foremen for two new Rides, Ride Help and Help in all Departments. Show out all winter, best treatment and highest salaries paid by my show. Place Ticket Sellers and Canvasmen, Freaks or Working Acts for Side Show, Girls for Girl Show. All address

DODSON'S WORLD'S FAIR SHOWS

Hastings, Neb., this week; St. Joseph, Mo., next week.

JOHNNY J. DENTON SHOWS WANT

Concessions all kinds, Dippers, Bingo, Custard, small Cookhouse that caters to show people. Plate one or two Wheels. Want Ride Help. Top salaries. Blackie Henry, Tom Marshall and others, answer. Want Girl Show, Monkey Show, Ten-in-One with or without equipment. Want one more Flat Ride with transportation. Will buy used Show Tops in good condition, also Girl Show Banners and other Show Banners. Also 50 KVA Transformer. Will pay cash. Want Semi Truck with O. D. T. Fair secretaries in North Carolina and Georgia, have some open time in September and October. Get in touch with us. 3 more weeks in heart of Tennessee defense area, then south for fairs. All address: JOHNNY J. DENTON SHOWS, Sweetwater, Tenn., this week; then as per route.

WANTED AT ONCE

TWO CAPABLE STOCK STORE AGENTS FOR BEST CONCESSION PARK IN AMERICA

Contact

CHARLES LEWIS, OCEANVIEW PARK
NORFOLK, VIRGINIA**WANTED TO BUY OR BOOK**

Two-Abreast Little Beauty Merry-Go-Round, Ferris Wheel, and 5 or 6 other good Rides for route of the best of Ohio and Indiana fairs. Want to purchase 3 or 4 stationary Rides for Amusement Park.

G. D. KINCAID, Joyland Park, Lexington, Ky.

**9th Annual
WESTMORELAND HOMESTEADS COMMUNITY FREE FAIR**

July 31-Aug. 5, Norvelt, Penna. (near Mt. Pleasant). Free Acts, Band Concerts, Displays.

BEAM'S ATTRACTIONS on the Midway

Write or Wire M. A. BEAM, Greensburg, Pa., for space.

The FIREMEN'S CELEBRATION, with Free Acts, Fireworks and the giving away of over \$2000 at BLAIRSVILLE, PA., follows.

PLAYLAND SHOWS

Want Photos, Candy Floss, String Game, Bumper and Grind Stores of all kinds.

Eddie Wheeler, come on.

WANT Ride Help and Truck Drivers. Will book or buy Roll-o-Plane.

Address: SHAN WILCOX, Harlan, Ky., this week; Appalachia, Va., next week.

**EXPOSITION AT HOME SHOWS
CAN PLACE FOR BALANCE OF SEASON**

Any Show that does not conflict with or without own outfits. Have complete outfit for Colored Minstrel. Will give good proposition.

Wanted—Girls for Posing Show, Freaks for Side Show, Help in all departments. Top salaries and good treatment.

CONCESSIONS: Candy Apples, French Fried, Custard, Bings, American Palmistry, String Game, Clothes Pins, Hoopla and any Grind Store that works for stock.

Will book or buy for cash Roll-o-Plane, Tilt-a-Whirl or Octopus. Ride Help that drives semis. Top salaries. Address:

Benning Road and Oklahoma Ave., Washington, D. C., July 24-29; Woodstock, Va., July 31-Aug. 5. Fairs to follow. Headed south.

AMERICAN LEGION CELEBRATION

CAMBRIDGE, MD., AUGUST 7 TO 12

Wanted at once and for balance of season: Photo Gallery, Ball Games, Hoop-La, Cigarette Gallery, Coca-Cola, American Palmistry and High Striker. Will sell exclusive on Popcorn and Candy Apples. Long season. Going South. Address

VIRGINIA GREATER SHOWS

Bel Air, Maryland, Until August 5.

KAY AND ERIC

present

THE SKYLETTES

Supreme Adagioists of the Air — Tops in Aerial Acrobatics

100 Ft. Pleasing and Thrilling 100 Ft.

Personal Representative, CHARLES ZEMATER, 54 W. Randolph St., Chicago 1, Ill.

SCOTT EXPOSITION SHOWS WANT

For Oak Hill, W. Va.; Beckley, W. Va., and Balance of Season

Ride Help that drive semi, capable Lot Man, Minstrel Musicians and Chorus Girls, all top salaries. Have beautiful Unborn Show, complete. Will turn over to capable party. Grind Shows with or without outfits. Have small Animal Show, need Manager. Harry Webb wants Agents for Buckets, Slum Skillos, six Cats and Wheel. Hoppy Chapman wants Agents and Help on Concessions, Wheel, Rattle Dazzle, Clothespins, Swinger. "Dad" Lewis, come on. Starting Tazewell, August 14, we have 14 of the best fairs. Get in touch with us.

Oak Hill, W. Va., this week; Beckley, W. Va., to follow.

J. J. PAGE SHOWS

WANT for SHELBY COUNTY FAIR, Shelbyville, Ky.

All next week, legitimate Concessions of all kinds except Corn Game and Cookhouse.

WANT Musicians and Performers for Colored Minstrel Show. Can place money-getting Grind Shows with or without own outfits; also Girls for Girl Show. Have complete new outfit for Athletic Show for capable parties.

WANT experienced Ride Men for Merry-Go-Round, Ferris Wheel, Ride-o, Chairplane and Kiddie Rides. Opening for useful Show People in all lines.

Everybody address J. J. PAGE SHOWS, Morehead, Ky., this week; Shelby County Fair, Shelbyville, Ky., next week.

JONES GREATER SHOWS WANT

For Weirton, W. Va., Firemen's Festival, week July 31; New Martinsville

Celebration to follow. Want Penny Arcade, Hoop-La, Ball Game, String Darts, Fish Pond, Candy Floss, Scales, Guess Age, Jewelry, High

Striker. Can place worthwhile Show with own equipment. Address

PETE JONES, McClure Hotel, Wheeling, W. Va.

GEORGE CLYDE SMITH SHOWS WANT

Ball Games, Duck Pond, Bumper Darts, Candy Floss, Cigarette Shooting

Gallery, Devil's Bowling Alley, String Game, Penny Arcade. Want War

Show, Crime Show, Monkey Show, Girl Show. Want to buy Octopus,

Little Beauty Merry-Go-Round. Want Ticket Sellers for Shows, Help for

Ferris Wheel and Chairplane. Address all communications to

GEORGE CLYDE SMITH SHOWS, East Freedom, Pa., this week;

Indiana, Pa., next week.

New!
Different!
Dynamic!



The
HIT
of 1941!

LUCKY STRIKE

CIGARETTE COUNTER GAME
WITH BALL GUM VENDOR

A tremendous success! For the first time in 12 years, a counter game without the usual 3 reels! Brand new idea—introduces sensational new popular-brand cigarette play. Elaborate Fortune Telling feature provides additional amusement galore. New-type ball gum delivery, 1c play. Absolutely unequalled for play-getting and profits!

2 Dials spin in opposite directions. Matching name, color and brand awards 1 package, 2 packages or jackpot of 10 packages (equivalent of 150 to one!).

OTHER OUTSTANDING BAKER HITS:
TARGET SKILL
BAKER'S PACERS

Operator's
Special Price
\$14.75
Ea.
F. O. S. Chicago

Write for Quantity
Prices in Case Lots
of 6, 24 and 96

THE BAKER NOVELTY COMPANY INC.
2626 WASHINGTON BOULEVARD—CHICAGO, ILL.

LUCKY STRIKE
RECOMMENDED & DISTRIBUTED

GUARANTEED BY

TORR 2047A-50. 68
PHILA., PA.

GET SET
FOR A PROFIT BARRAGE!
Coming Soon!
EVANS'
**SUPER
BOMBER**
New Super Thriller!

Robbins Offers Penny Game

BROOKLYN, May 31 (Manufacturer's release).—According to an announcement released by D. Robbins & Company, the firm is offering their Hole-in-One penny skill game at substantial savings, due to the fact that tool and die costs have been written off.

Hole-in-One is a fascinating counter skill game, with ball gum vendor. It holds 750 balls. An important feature of this game is the device which registers all skill awards. Operators who have Hole-in-One on location these past months report it to be a real, steady money-maker, Robbins reports.

Aid for British War Relief...

CHICAGO, May 31.—The coin machine industry, thru the offices of Coin Machine Industries, Inc., launched its drive to aid British War Relief in spirited fashion here this week. On the very next day after official letters had been sent to coin machine firms explaining the idea, contributions began to come in.

James A. Gilmore, manager of CMI, said that about \$300 came in the first mail on the day after notices were sent out and that response promised to be very favorable. George D. Moloney, president of CMI, explained that the cause was a very worthy one and had been approved by the organization.

The contributions will go direct to relief agencies for the aid of the needy in Britain. It is not a contribution for war purposes.

It was announced that contributions by the coin machine trade should be sent to Coin Machine Industries, Inc., 323 Sherman Hotel, Chicago. Checks should be made payable to British War Relief.

Let's be liberal, and please be prompt, and when our contribution is made let's be proud of it," Gilmore said.



FABER'S NEW ARCADE on Surf Avenue, Coney Island, N. Y., goes in for International Mutoscope equipment in a big way. A Photomatic and a battery of 10 Sky Fighters take up almost one entire side of the arcade. (Manufacturer's release.)

Outdoor Extension Is Selling Feature

BROOKLYN, May 31 (Manufacturer's release).—Outdoor extension speakers are providing a new location-getting opportunity for phonograph operators, reports R. C. Reinhardt, sales director of the Atlas Sound Corporation, speaker manufacturer. Sales records prove that the outdoor extension is providing a sure-fire selling feature for use in outdoor swimming pools, music pavilions, amusement parks, roller rinks, picnic grounds, and seaside resorts.

"The development of the 100 per cent stormproof marine speaker makes it possible for the operator to install extension units out in the weather for all-year-round use," explained Reinhardt.

"Many amusement spots use phonograph music as a 'come-on' for sidewalk crowds." The Atlas executive explained that delivery of the metal horns is being made from a perpetual inventory stock, maintained for the convenience of operators and distributors who demand speedy service.

Washington

WASHINGTON, May 31.—Scientific's Baiting Practice has been accorded a very warm acceptance. It is reported by the General Vending Service, distributor for the line. At first it was impossible to get enough of these to meet the demand. However, faster shipments have made it possible to take care of most of the backlog. Firm also reports brisk demand for other machines for which it is distributor and good used games at a premium. The used games sales, it was reported, were the biggest during May for any month of the current year.

The Hub Enterprises report volume movement on Rock-Ola music boxes. Shipments of these machines are now coming thru better. Similarly the Hub reports brisk activity on Genco, Chicago Coin's and other products for which it is distributor. This firm also is doing a big job with used machines. This is due

to the fact that more are available since new games have been coming thru better.

Washington continues to be a mecca for tourists, who are boosting business. With Congress scheduled to remain in session during the greater part at least of summer, many more will be attracted to the city. This is good news for coinmen.

Since the advent of hot summer weather a noticeable increase in installations of soft-drink dispensers has been observed, with the Coca-Cola units showing the greatest gain.

Candy vending machine installations also have been showing a steady upward trend.

Detroit

DETROIT, May 31.—Fred Gardella, one of Detroit's younger veteran operators, has moved to 3669 Woodward Avenue. Revamping his business under the new name of the Modern Entertainers, Gardella has opened a retail record store.

David Goldman and son Harry have given up their amusement machine business and are operating phonographs exclusively under the name of Goldman & Son.

Peter J. Christy, music operator, has moved his operating headquarters to 5161 Iroquois Avenue.

Lawrence A. (Bud) Saue, who has been acting as general manager of the A. P. Saue Company, jobbing house headed by his father, has left the company to join the Bell Aircraft Company, Buffalo.

Defense Committees

NEW YORK, May 31.—According to a letter published in *Printers' Ink* weekly (May 23, p. 14), the Advertising Federation of America has a defense committee to represent the advertising association. G. T. Hodges is chairman of the committee and he reports that his organization has been collaborating with "several departments of the government during the last year and has made considerable contributions to the cause of defense."

Members of the coin machine industry here point with pride to the fact that the trade also has a Committee on Defense Support, of which Homer E. Capehart is chairman. The committee is made up of the heads of all State and city associations in the coin machine trade and the heads of the national associations form an executive board. James A. Gilmore, manager of Coin Machine Industries, Inc., is secretary of the general committee.

The Committee on Defense Support, thru Capehart, has offered full co-operation to Mayor La Guardia as head of the new Office of Civilian Defense.

LEW WOLF OFFERS

BALLY GAMES

2 Beauty .. \$12.50	1 Pickens .. \$ 8.50
1 Blue Grass 140.00	1 Supreme .. 10.00
1 Bull's Eye .. 65.00	1 Scoop .. 15.00
4 Bally Alley .. 22.50	10 Triumph .. 12.50
3 Cleverness .. 12.50	9 Varieties .. 12.50
2 Crossline .. 30.00	2 Winses .. 15.50
1 Funke .. 23.00	3 Victory .. 47.50
3 Fleets .. 30.00	1 Vacation .. 20.00
2 Gold Oaks .. 37.00	1 White Balls 10.50
1 Glamour .. 28.00	2 Belle Spots 15.00
2 Fleets .. 28.00	1 Zombie .. 50.00
4 Mr. Chips .. 15.00	2 Sport Parade 58.00
2 Progress .. 25.00	1 Sara Rust .. 20.00
3 Saver Cars .. 20.00	2 Del. Feature 12.50

1/3 Deposit—Balance C. O. D.

REX AMUSEMENT COMPANY

1443 Main Street Buffalo, New York



ENTERTAINER VERA FERN takes time out between shows to play Batting Practice on location in a Philadelphia hotel lobby. (Manufacturer's release.)

Ponser Panoram Campaign Success

NEW YORK, May 31 (Distributor's release).—George Ponser firm has just completed a successful 21-day blitzing sales campaign on Mills Panoram, according to reports from George Ponser, Jack Mitnick, and Irv Morris. Panoram is the biggest angle unit the firm has handled since entering the coin machine business.

"We take this opportunity to thank the many operators who called on us at our New York and Newark offices and at our display in the Hotel New Yorker to see Mills Panoram," said Ponser. "Our first announcement on this coin machine development appeared in the May 24 issue of *The Billboard*. Within seven days we had already closed a great deal of the territory allotted to us.

"Our next ad appeared in the May 31 issue, and by that time we were getting close to the deadline for all territory we sell. Now with the June 7 issue of *The Billboard*—our third announcement in exactly 21 days—we have closed practically all our territory, including the five boroughs of New York, Rockland and Westchester counties, Long Island, and the 12 northern counties of New Jersey. A few small sections still open in the final closing process."

This campaign again demonstrates the successful selling methods of the Ponser organization. Super salesmanship was responsible for the rapid closing of the territory. George reported that the firm is now in constant telephone contact with Mills Novelty Company to make certain of immediate delivery of orders.



GEORGE PONSER gives Barrage, late release of Western Products, Inc., a thorough inspection before giving the check. Don Anderson, Western sales manager, advises that Ponser placed a large order for Barrage as well as for Seven Flashers, another new Western game. (Manufacturer's release.)

New Orleans

NEW ORLEANS, May 31.—Memorial Day is the usual signal for the opening of the vacation season, and along the beaches of the Mississippi, Louisiana, and Alabama coast, operators are installing new equipment in preparation for the biggest influx of vacationists ever. Bella, consoles, pins, and counter games are being bought in anticipation of a record-breaking season, as government defense spending strikes a new peak.

May brought further increase in sales of phonograph disks in this trade area. Distributors of leading lines of records say that sales are far in excess of May, 1940, and that with the summer dancing season opening no immediate let-down is looked for. Hugh Smith, in charge of record sales for Electrical Supply Company, RCA-Victor distributor, reports that sales of Victor and Bluebird disks during May should run about 40 per cent ahead of last year. The Southern Music Sales Company reports a 25 per cent increase in sales of Columbia and Okeh, and R. N. McCormick, Southern sales manager, Decca Distributing Corporation, announces the expansion of space at three Southern branches, including New Orleans, to take care of increasing business.

Joe and Ray Williams, of the Commercial Music Company, Dallas and Shreveport distributor of Wurlitzer phonographs, took to the air this week in a rush trip with Al Menden, district sales manager of the B. Wurlitzer Company, to North Tonawanda in hopes of getting faster deliveries for their territories as the demand for Wurlitzers expands. Frank DeBarros, of the F. A. B. Distributing Company, Louisiana distributor of Wurlitzer, is on an extensive tour of Central Louisiana. Tob Best, territory service supervisor, was in New Orleans early this week and later left for a trip thru Mississippi.

Two of the best-known music operators in the State were in New Orleans this week. Ben Neubauer, Thibodaux, and Chester Aycock, head of the Teche Novelty Company, which operates in Baton Rouge, Opelousas, New Iberia, and Lake Charles. Both bought a line of new Wurlitzer phonographs in preparation for a big season at resort locations.

Melvin Mallory, manager of the Louisiana Amusement Company, has again been confined to his home by illness. In the meantime, the Louisiana company reports heavier shipments of new Rock-Ola Spectravox.

Vincent Casertano, for several years manager of the West End Playland, has moved over to management of the Sport Center on St. Charles Street, the town's biggest coin machine sportland. The New Orleans Novelty Company has sold its interest in the West End Playland to a West End syndicate.

Ed Rodriguez, head of the American Coin Machine Company, has purchased several new games by Bally, Exhinit Supply, Genco, and Gottlieb, and looks for the best summer season in several years.

WOW

The Game That Has Everything!

Sparkle, thrills, suspense—WOW has them all! Operators everywhere are finding this new Stoner game their best buy yet. (1) High score feature. (2) Lights out for 5 replays and additional replays as bumpers are contacted. (3) When lit roll over. (4) Big Spotter values for added suspense. (5) That Super-Special Award of 20 replays EACH BUMP of "Super Special" bumper when lit. Take a good look at WOW today. Get the game that has everything for YOUR locations!



\$109.50

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MYSTIC	\$59.50	All American	\$39.50	WRITE QUICK for Our Complete Price List of All New and Used Machines!!
SEVEN UP	44.50	Stars	45.00	
METRO	35.00	Sport Parade	47.50	
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BALLY MANUFACTURING COMPANY 2640 BELMONT AVENUE
CHICAGO - ILLINOIS

Keeney Introduces New Game—Contest

CHICAGO, May 31 (Manufacturer's release).—"All the cheering that echoes from the offices of Keeney distributors is for our newest game," reports William (Bill) Ryan, sales manager for J. H. Keeney & Company. "Its name is Contest, and from all indications it's going to be a contest among operators to see who can get most Contests on location first."

"Every element that makes a pin game profitable is to be found in Contest, along with many new Keeney developments. A brief description of the play on this new game will explain why we expect Contest to be outstanding. To begin with, it is a one or five-ball replay game for one or four-coin multiple play. For five-ball play, three sets of variable odds light up in the back rack for first, second, and third positions respectively. One ball must go into the skill pocket. A ball in first, second, or third pockets qualifies the selections. From one to seven selections light up with every coin played. All selections light up when bumpers A, B, C, D are lit in rotation; these bumpers remain lighted from game to game until all are lit. A big super award is given when C-O-N-T-E-S-T winners are scored in rotation. The greatest of all features is that these lights also remain on from game to game until someone wins the grand super award. It is this great appeal that has operators already waiting in line. In one-ball play, no skill hole or qualifying hole need be made. All other scoring is the same."

Western Line Shows Gains

CHICAGO, May 31 (Manufacturer's release).—Don Anderson, sales manager for Western Products, Inc., declares that he is very busy due to mounting popularity of the new Western Line.

"We are rolling games off the production lines as fast as operators want them," Don said, "and the demand for our late releases, Barrage and Seven Flashers, is getting bigger every day."

"Barrage, our five-ball replay game, has several features that tell the story of its success. Aside from spectacular play, Barrage offers high score, lites out, ball return, a spot bumper, and a big build-up award."

"Seven Flashers is something quite new and different," Anderson advised. "Offering one or five-ball play with replay awards, it also features six-coin



JOE AND MIKE MUNVSS look over one of the drawings for the "Best New Arcade Machine Idea" received by the firm as an entry in its Penny Arcade contest. (Distributor's release.)

multiple play, 20 sets of changing odds, a big-build-up award and plenty of action on both backboard and playing field. It has been in big demand because of its adaptability to all types of locations."

Fort Worth

FORT WORTH, Tex., May 31.—Operating business continues fair, with little increase during the past week. Photograph earnings lead with counter games second. Penny vendors continue fair. Salesboards are off.

Eddie Vinson is adding wall-box installations to the locations of the Fort Worth Novelty Company.

The following operators were Dallas visitors recently: Les Moore, C. E. Winn, Don Houghton, and Bob Cowan.

Other Texas Notes

Ed Brown, Dallas, was a recent visitor to Amarillo, Tex., and Tulsa, Okla. In Tulsa he met with executives of National Venders, St. Louis, for whom he is sales representative in Texas.

J. H. Crofts, Johnson City, Tex., has been buying new phonographs to take care of the coming summer rush.

Mr. and Mrs. Walter Schubeck, Bracketville, Tex., are purchasing new equipment.

In Robstown, Tex., C. G. Hasley says that the continual rains have slowed down phone receipts, but he expects an upward trend shortly.

Bargains in Free Play Reconditioned Games

All American . . . \$44.50	Jumbo Parade . . . \$79.50	Seahawk . . . \$64.50
Attention . . . 44.50	Jungle Game . . . 97.50	Seven-Up . . . 54.50
Broadcast . . . 44.50	Line Up . . . 29.50	Silver Skate . . . 59.50
Champion . . . 12.50	Majors, 1919 . . . 12.50	Sport Parade . . . 52.50
Chief . . . 12.50	Merry-Go-Round . . . 19.50	Spotlight . . . 12.50
Eureka . . . 29.50	Myrtles . . . 59.50	Stars . . . 52.50
Fifth Inning . . . 12.50	1-2-3 (1935) . . . 94.50	Sunbeam . . . 59.50
Flunker . . . 47.50	1-2-3 (1940) . . . 79.50	Swisham . . . 59.50
Fox Hunt . . . 29.50	Ocean Park . . . 12.50	White Sails . . . 12.50
	Paradise . . . 47.50	Wildfire . . . 59.50

MISCELLANEOUS: Keeney's Anti-Aircraft Gun, \$39.50; Shoot the Chutes, \$69.50; Rapid Fire, \$97.50; Bally Alley, \$24.50; Model F Targets, \$7.50; Jennings In-a-Bag Peanut Vendors, \$7.50; Shipman's Hershey's Bar Vendors, brand new, \$9.50, and Keeney's Air-Raiders, \$109.50. Write for complete list on Consoles, Counter Games and Legal Machines. One-third deposit. Everything shipped subject to inspection.

AUTOMATIC SALES CO.

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Baker LUCKY STRIKE

\$14.75 Each
Case Lot of 6, \$76.50

LATEST NEW AND USED NOVELTY AND ARCADE EQUIPMENT. WIRE ORDER AND 1/3 DEPOSIT.

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THEY'RE OFF!

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of all the leading manufacturers on display at "H. Z." all the time. Largest assortment you've ever seen. Be sure to call to see this great display!

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AUTOMATIC PAY-OUT

PHONOGRAPHS	AMUSEMENT MACHINES
Seaburg '40 Colonel, Remote Controls \$249.50	Keeney Air Raiders, Like New \$119.50
Rock-Ola '40 Super Rockettes . . . 219.50	Milli Jumbo Parade, Free Plays . . . 79.50
Wurlitzer 500 Keyboards . . . 149.50	Pace 1939 Saratoga . . . 69.50
Seaburg Orions . . . 129.50	Keeney Anti-Aircraft Guns . . . 99.50
Seaburg Game . . . 109.50	Jennings Good Luck Cavalier . . . 29.50
Wurlitzer 616s, Illuminated Grilles . . . 49.50	Bally Eagle Eyes . . . 29.50
Rock-Ola Rhythm King 162 . . . 39.50	Jennings Liberty Bell . . . 29.50
Rock-Ola Rhythm King 123 . . . 29.50	Bally Alley . . . 19.50

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OUR NEW 1941 CATALOG JUST OFF THE PRESS.
Our 32-Page Color Catalog: Hundreds of Reconditioned Machines, Supplies, Accessories, and Parts. Don't Fail to Send for Your Free Copy Today.

BADGER NOVELTY COMPANY

2544 N. 30TH STREET MILWAUKEE, WIS.

Groetchen Columbia Line in Demand

CHICAGO, May 31 (Manufacturer's release).—"Our Columbia bell line is in heavy demand," report Kari Klein and Ed Hanson, Groetchen Tool Company representatives. Operators everywhere are applauding the various Columbia models. This line includes the new Columbia model with the large single jackpot, the Columbia Gold Award Cigarette Bell with optional front or rear award chutes, standard size Columbia Jackpot Bell with 10 or 20 stop reels, the Columbia Club Jackpot Bell finished in hammerloid, the Columbia Club Bell finished in chrome, and the Columbia Club model with large jackpot which is available in hammerloid or chrome finish.

Klein, recently back from an extensive trip, reports that operators frequently commented on the completeness of the Columbia line and praised the appearance of the Columbia bells.

Hanson, in charge during Klein's absence, reported that the factory has been producing the Columbia units fast as possible to fill orders on hand.

Mitchell Celebrates Second Anniversary

NEW YORK, May 31.—Irving Mitchell this week celebrated the second anniversary of the founding of the I. L. Mitchell firm.

Step by step Mitchell added space until he now has two stores. Commenting on his exceptionally fast progress, Mitchell says: "I treat my customers with every courtesy and advise them as to the best equipment they can secure. Special attention is given to out-of-town orders. Machines leave my shipping department in perfect condition and are packed so that nothing can spoil them en route. We even go to extremes to recondition used pin games so that they operate like new."

Metals and Markets

WHILE there will be no serious shortage of metals in the U. S., William H. Eisenman, secretary of the American Society for Metals, has predicted these imminent changes in the marketplace: The old-fashioned iron skillet is due for a comeback. . . . More glassware will be used for cooking. . . . Most refrigerator trays will be made of rubber. . . . Automobiles will have fewer chromium trimmings and depend more on paint for decoration. . . . Chewing gum and cigarettes may be wrapped in lead foil, oiled paper, or one of the transparent wrapping products.—Printer's Ink for May 23.



COLUMBIA GOLD AWARD CIGARETTE BELL

Designed for operation in restricted territories. Convertible from penny to nickel, dime or quarter play. Supplied with 10 or 20 stop reels. Write for full details and confidential operator's price.

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HOLD EVERYTHING!
Coming Soon!
EVANS' SUPER BOMBER
NOT A GUN!

EVANS' TOMMY GUN

PROFIT AMMUNITION

TRACER BULLETS!

A sure-fire hit! Sensational new TRACER BULLETS! Every shot exactly! Doubles excitement—adds marksmanship! Coast to coast, Evans' TOMMY GUN is scoring a phenomenal success—cleaning up in all locations! Yet so LOW in price, it returns your investment in half the time!

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OUR BUSINESS IS BUILT ON YOUR CONFIDENCE IN US!

FREE PLAYS FOR IMMEDIATE SHIPMENT

CHICAGO COIN'S
All American \$44.50
Jolly 15.00
Polo 22.50
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Stratliner 42.50
Yacht Club 17.50

GENCO'S
Cadillac \$22.50
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Four Roles 47.50
Metro 39.50
Powerhouse 22.50
Sens Up 49.50

EXHIBITS
Leader \$32.50
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BALLY'S
Crestline \$27.50
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GOTTlieb'S
School Days \$44.50
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BAKER'S
L lineup \$27.50
1/2 with all orders,
Balance C. O. D.

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A Stroke of SUCCESS...

BIG PAR.. Another SUPERIOR die-cut hit that will get you out of the rough... It's the new beauty that appeals to all kinds of players... 1690 holes... 5¢ per sale... Board takes in \$84.50... Total average payout is \$44.00... Total average profit \$40.50... Extra-thick board... Chalk this up as a LOW score for HIGH profits.

"The World's Fastest Growing Sales-board Factory Becomes The Largest!"

SUPERIOR PRODUCTS
14 N. PEBBIA ST., CHICAGO, ILL.

12 LATE MODEL SCIENTIFIC POKER TABLES, \$65.00

COMPLETE WITH PLATFORMS AND EASY CHAIRS EACH

Seeburg Royal	\$75.00	Keeney Anti Aircraft	\$49.50
Seeburg Rex	75.00	Spooky	29.50
Hittler and Mussolini Guns	59.50	Sky Line	19.50
Pop-a-Male	59.50	Double Feature	14.50
Bally Alley	19.50	Evans Ten Strike	39.50
Western Baseball	49.50	1/2 With Orders, Balance C. O. D.	
Wurlitzer 616 (Roulet Front)	49.50	WRITE FOR LIST OF ALL TYPES OF WURLITZER PARTS AT 25% OF LIST PRICE!	

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THE HOUSE OF "GOOD WILL"

ANABEL	\$22.50	ALL AMERICAN	\$40.00	BANDWAGON	\$32.50
Bonnie	22.50	Formation	32.50	Landslide	17.00
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THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

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It's BIG — It's HOT — It has Five \$10.00 and Five \$5.00 possible winners for the year's biggest common slot.
ORDER AS: 510 JUMBO DOUGH — 5c PLAY
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AVERAGE PROFIT \$24.71

It's a counter-hopper that really throws. Five \$50.00 and Five \$25.00 possible winners keep 'em punching.
ORDER AS: 510 JUMBO DOUGH — 25c PLAY
TAKES IN: 510 @ 25c \$227.50
PAYS OUT: Av. & P. \$55.55 133.55
Consultations 75.00
AVERAGE PROFIT \$39.55

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THANKS . . .

and more! To our many friends for their splendid co-operation when times were "tough." It takes that kind of co-operation and support to force us to do the impossible at times and bring you the tops in salesboards . . . that is our goal now

POST WAR PLANS . . .

are in the minds of all energetic companies. We are no exception. We have on our POST WAR drawing board many new and outstanding ideas, designs, color schemes that will take your breath away because they are so different and unusual, and you can bet they will command the top spots wherever you may spot them.

NOW SELECTING . . .

jobbers and distributors throuth the country to handle our outstanding line of post war salesboards on exclusive franchise basis with 100% co-operation. If you're interested, write

EXCEL MFG. COMPANY

1035 W. Lake Street Chicago, Illinois
"EXCEL salesboards are EXCELLENT"

FOR SALE

CONSOLES

4 Bally Club Bells	\$325.00
1 Bally Hi-Hand	175.00
3 5c Pace Reels, Late Models	169.50
1 25c Pace Reels, Late Models	325.00
4 Jennings Fast Times, F.P.	95.00
3 Jennings Totalizers, F.P.	95.00
1 Watling Big Game, C.P.	135.00

SLOTS

3 5c Blue Fronts, Fac. Rebuild	\$275.00
4 5c Cherry Bells, Fac. Rebuild	275.00
1 25c Cherry Bell, Fac. Rebuild	425.00
1 5c Silver Chief	275.00
1 25c Jennings Chief	305.00
1 5c Q.T., Blue	125.00
4 Chroma Vest Pockets, New Slots	72.50
3 Mills Smoko Bells	85.00
1 5c Cattle	95.00
1 Groetchen Sugar King	50.00

PIN GAMES

5 Contest	\$150.00
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All Above Equipment in First-Class Condition

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14-Aces	\$132.50
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Seeburgs	
2 Envoys	\$450.00
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5 R.C. Hidden Mechanism, in Steel Cabinets, Like New	895.00
Rockolas	
2 '40 Masters, Rockolite	\$400.00
2 '40 Supers	400.00
5 12-Record	125.00
Wurlitzers	
1 500	\$600.00
1 24A	250.00
15 12-Record	125.00
11 5-10-25c Wort. Boxes	35.00
1 Mills Empress	350.00

Hawaii Expects To Become Hub Of Pacific Post-War Coin Biz

HONOLULU, July 22.—When peace comes to the Pacific this group of islands expects to be the hub of all business which the United States will control in the vast expanses of the Far East.

Commercially, Honolulu seems likely to become the Manhattan Transfer of the Pacific, a trans-shipment point in the flow of traffic between the Americas, the Orient and Australasia. With faster and lower cost air and steamship travel in prospect, the islands may also expect more tourists than ever before. Applications for air service to the mainland have been made to the civil aeronautics board by two local airlines, as well as by several mainland airlines.

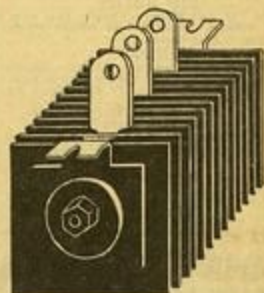
With the huge increase in tourist travel which is expected during the post-war years, coin machine exports from the States will also increase. For three years prior to Pearl Harbor, import of coin-operated machines by Hawaii was steadily increasing. Figures for 1938 show the valued amount of American exports in this line totaled \$41,293. In 1939 export figures of American manufacturers remained about the same with the valued amount, totaling \$41,007. In 1940, the last year for which there are complete figures, they show Hawaii's imports of coin-operated equipment was valued at \$44,443.

Hawaii has always been regarded as an ideal vacation spot by Americans, and peacetime resort owners here will find an ever-increasing number of mainlanders spending their free time in the land of the hula. A great future is seen for the coin-operated paraphernalia. With all major companies maintaining recording studios on the West Coast, Hawaii will find its supply and delivery of late numbers of records speeded up. Venders are also expected to go well, especially

drink venders. Since tourist trade as well as an increased population will be one of the main buying powers of post-war Hawaii, coin-operated equipment will find a huge market. Reports indicate that many West Coast distributors are already laying the groundwork for exports to Hawaii, and the number of such firms should increase as victory in the Pacific draws nearer.

These and many other signs seem to indicate that after the war the people of Hawaii will be largely indistinguishable, except in color and features, from those to be found on Main Street in a typical Midwest town. To mainland Americans who have thought of these people as being predominantly foreign, it may be news that they represent a higher proportion of native-born Americans than the populations of New York, Massachusetts or California.

RECTIFIERS REBUILT



Send Us Your Worn-Out Rectifiers

We will rebuild, clean and make as serviceable as new ones.

Detach all rectifiers from the transformers before shipping. **\$2.50 EACH**
F.O.B. Chicago

Ft. Worth, Dallas To Vote on Local Wet, Dry Issue August 5

FORT WORTH, July 22.—August 5 has been set for the local prohibition election to be held here and in Dallas. All towns and cities in Tarrant County, of which Fort Worth is the county seat, will also decide whether or not this section will go dry.

Campaigns supporting both sides of the question are being given a good deal of publicity. Observers say the dries seem to be spending the most time and money in an effort to swing the election their way. While the other faction asserts that there are not enough representative voters to give the election a fair try, the dries, in radio talks, say there are enough persons to decide the question. Of course, there are a good number of former voters now serving in the armed forces, and it is this number which observers say may swing the balance in favor of the dries.

Prohibition was voted down two years ago by a margin of 2 to 3. It has been estimated that the majority of persons signing a recent petition, requesting the election, are dries.

Should prohibition win in this section, it would be a severe blow to the better coin machine spots since most of them are in taverns. Closing of the taverns would hurt, beyond estimate, the coin machine business and coinmen are hopeful the election will be decided the same way it was two years ago.

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Will Pay These Prices F. O. B. Your Shipping Point.

MONIQUER	\$ 60.00
SKYBLAZER	48.00
SKYCHIEF	25.00
LIBERTY	15.00
KEEP 'EM FLYING	95.00
50 PARADE	80.00
FOUR ACES	80.00
FIFTEEN-TWENTY	90.00
KNOCKOUT	80.00
GENCO DEFENSE	60.00
GENCO VICTORY	60.00
TOPIC	60.00
2540	90.00
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DO RE MI	60.00

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\$7.50
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In Canada \$8.50

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ANNIVERSARY SPECIAL SALES

LAMPS—TUBES—ZIP CORD

LAMPS — G. E. Weatherhouse Mando, 7 1/2, 15, 25, 40, 60 Watt (120 to 240 to Carton), Each 7c
ALL MINIATURE BULBS—40, 50, 51, 55, 63 Per Box, 45c
NEW ZIP RUBBER EXTENSION CORD (100 Ft. to 500 Ft.) Per Ft. 2 1/2c
3 AMP, 6 AMP, PLUG FUSES, Per 100, \$4.40
15, 25, 30 AMP. PLUG FUSES, Per 100, \$3.35
MALE & FEMALE PLUGS, Per 100, \$3.50
TUBES IN NEW ORIGINAL PACKED BOXES
257 \$.80 26L \$1.85
280 \$.80 26H \$1.00
2540 \$.90 26K \$1.00
1/3 Depot, Balance O.O.D., F.O.B. N.Y.

ARCADE BULB CO.

86 W. 25th Street NEW YORK CITY
Phone: Watkins 9-7400

TRIPLE SATISFACTION— PACKED CASH BOXES ANY WAY USED



ONLY
\$36.50
F.O.B.
Chicago

SEVEN GRAND

The King of Counter Games. Plays 16, 5c, 10c, 25c coins with seven dice paying up to 500 to 1 in cash award, or by changing Seven Spot Dice to Seven Cigaret Dice and Award Cards you have a 5c or 1c Cigaret Award Machine. Imagine play to be had with seven Cigaret Dice scrambling around on a ten-inch disc for a penny! Here's what you get with this machine: 1600-Dice for Cash Awards. Flashy 5-10-15c Award Card, 7 Cigaret Symbol-Dice and 1c Flashy Award Cards. Multiple Drop Style Coin Chute. Last Coin Visible. Tilt, 3 to 1 Coin Divider. No records of payouts to keep. 2 Cash Boxes, one for merchant and one for operator. Beautiful Mahogany Finish Cabinet with Bright Metal Trim. Mechanism built to stand years of hard play. Here's a Counter Game that really stays put. TRY ONE AND YOU'LL BUY MORE.

PRICE **\$36.50** F.O.B. CHICAGO

Must Accompany All Orders, Bal., C.O.D.

KOPLO SALES & SUPPLY CO.

3118-S Milwaukee Ave., Chicago, Ill.
Tel. Avenue 8058 — Exclusive Distributor

Federal Officers Arrest Nine Slug Users in Texas

STEPHENVILLE, Tex., May 31.—United States Secret Service men were in Stephenville for two days this week investigating the slugging of coin-operated machines.

Nine arrests have been made, one of those arrested being a resident of this town. Slugs were found in machines in Stephenville and surrounding towns. Thru the vigilance of merchants, tavern owners, and members of the H. M. Jones Coin Machine Company men information was secured which led to arrest of the sluggers.

Panoram Soundies Moves H. Q. to Chi

CHICAGO, May 31 (Manufacturer's release).—Mills Novelty Company reports that Gordon Mills, general sales manager of the Panoram division of Mills Novelty Company, will make his headquarters at the Chicago office of the parent company in the future.

The following appointments in personnel are also announced: James Hudson to assistant sales manager; Shelby York, formerly in the Chicago office, to district manager of New York; J. G. Lenthour to district manager of Atlanta; Dave Scott to district manager of Dallas territory; Art Hickox to district manager of Los Angeles.



GORDON MILLS

Walter Mair has been appointed chief co-ordinator and will cover the activities of various operators and render co-operative assistance. M. M. Mummert is now sales promotion manager.



JAMES HUDSON

All activities will center from Chicago headquarters. "We believe we will be in a better position from now on to consolidate our organization and help operators in any problems that may arise," stated James Hudson.

CLIMB TO BIGGER PROFITS

with

BUCKLEY MUSIC SYSTEM

DIRECT
"TOUCH-TO-TOUCH"
ACTION

ACT QUICK! CALL ON YOUR NEAREST DISTRIBUTOR TODAY! CLIMB TO BIGGER PROFITS WITH BUCKLEY!

ALBANY, N. Y. Henry W. Golden (Special Representative) 1230 Broadway	GRANTWOOD, N. J. Palladio Novelty Co. 655 Palladio Ave.	ORLANDO, FLA. Southern Music Co. 503 W. Central Ave.
ALLENTOWN, PA. Paula Vending Co. 102 E. Emmaus Ave.	GREENVILLE, N. C. McDonnell Music Co. 217 E. Fifth St.	OTTAWA, ILL. Wells Music Company 620 E. Main Street
AMSTERDAM, N. Y. Columbia Novelty Co. 8 Blood Street	HABANA, CUBA L. H. McManis Escorial Bldg., No. 301	PASSAIC, N. J. Famous Distributors 41 Garden St.
ARBURY PARK, N. J. Casino Amusement Co. Monroe & R. R. Ave.	HARRISBURG, PA. Tri-State Music Co. 4123 N. 2nd St.	PERRY, N. Y. Silver Lake Amuse. Co. 17 N. Main St.
ATLANTIC CITY, N. J. Music Box Corp. 10 So. Virginia Ave.	HOUSTON, TEX. Sun Amusement Co. 519 Dallas Ave.	PHILADELPHIA, PA. Arthur L. Pockras Eastern Pa. Dist. Mgr. Universal Amusement Co. 20112 Market St. Crescent Vending Co. 5261 Oxford Ave.
BALTIMORE, MD. Oriole Coin Mach. Corp. 158 W. Mt. Royal Ave.	INDIANAPOLIS, IND. Wind Music 626 Madison Ave.	PITTSBURGH, PA. Oriole Coin Mach. Corp. 1410 Fifth Ave.
BELMORE, L. I., N. Y. Supreme Vending Co., Inc. 309 Grand Ave.	KNOXVILLE, TENN. Triangle Music Co. 206 N. Magnolia Ave.	PORTLAND, ORE. Aubrey V. Steiner 807 S. W. 16th Ave.
BIRMINGHAM, ALA. Spectrochem Vending Co. 2117 Third Ave., North	LADOGA, IND. Harry White Amusement Co.	PONTIAC, MICH. Wolfering Entertainers, Inc. 88 Newberry St.
BLOOMFIELD, N. J. General Amusement Co. 88 Valentine Rd.	LEWISTOWN, PA. Merrill Sniffey 114 Valley St.	ROANOKE, VA. Roanoke Vending Mach. Exch. 532 Center Ave., N. W.
BOSTON, MASS. Bond Sales Company 1022 Commonwealth Ave.	LINDEN, N. J. Arrow Amusement Co. 17 Northwood Ave.	ROCHESTER, N. Y. Rex Amusement Co. 330 Clinton Ave., N. Wishman Vendo-Matic Co. 210 Court St.
BROOKLYN, N. Y. Brooklyn Amuse. Mach. Co. 660 Broadway	LOUISVILLE, KY. J. E. Cobb Distrib. Co. 518 So. Second St.	SACRAMENTO, CALIF. D. E. Scott 1921 Sixteenth St.
COLUMBUS, O. G. N. Vending Co. 693 W. Broad St.	LOS ANGELES, CALIF. General Music Company 2277 W. Pine Blvd. Charles A. Robinson 1911 W. Pine Blvd.	SAN FRANCISCO, CALIF. William Corcoran (Pastor) Coast Dist. Sales Mgr. 927 Larkin St.
CHICAGO, ILL. Martin-Lindner Dist. Co. 8020 Lincoln Ave. Niles Center	MASSILLON, O. Eliam Sales Company 127 W. Trimount St.	SAVANNAH, GA. Mullins Amusement Co. 41 Habersham St.
CHATTANOOGA, TENN. Disla Amusement Co. 616 Cherry St.	MEMPHIS, TENN. Tri-State Music Co. 664 Marshall Ave.	SEATTLE, WASH. Huberting Brothers 108 Elliott Avenue, East
CHESTER, PA. Automatic Vending Co. 625 Parker St.	MEXICO, D. F. Robert W. Weekes Apdx. Postal 8002	SPOKANE, WASH. Coast Novelty Company 243 W. Trent Avenue
DALLAS, TEX. Wagner Sales Company 1713 Young Street	MIAMI, FLA. Las Fontaines 625 N. W. 24th Ave.	SYRACUSE, N. Y. Rex Amusement Co. 710 So. Ballou St.
DENVER, COLO. James E. Blackwell (Mountain States Dist. Sales Mgr.) Blackwell Distributing Co. 585 Milwaukee St.	MILWAUKEE, WIS. Patterson & Donelson, Inc. 6210 W. Greenfield Ave. West Allis, Wis.	TOLEDO, O. National Sound System 2157 Tron Lane
DETROIT, MICH. American Novelty Co. 3105 Grand River Ave.	MINNEAPOLIS, MINN. Music Installations 1318 Nicollet Ave.	TRENTON, N. J. Central Amuse. Novelty Co. 204 Perry St.
ELIZABETH, N. J. Atlas Vending Co., Inc. 410 No. Broad St.	NEWARK, N. J. Music System of N. J., Inc. 641 Hurlenden St.	UNION CITY, N. J. H. Brici & Sons 182 New York Ave.
ELIZABETH CITY, N. C. R. O. Taylor 216 N. Martin St.	NEW ORLEANS, LA. Buckley Mfg. Sales Co. 2216 Canal Street Phonograph Music Co. 1016 Poydras St.	UTICHA, N. Y. Robin Sales Co. 410 Washington St.
ELWOOD, IND. King Automatic Music Co. 1512 South "A" St.	NEW YORK CITY Wm. Blatt (N. Y. C. District Sales Mgr.) Bell Music System, Inc. 557 Rogers Ave., B'v'ne., N.Y.	WATERBURY, N. Y. St. Francis 103 Public Sq.
FANISBAULT, MINN. Geophe Sales Company 601 Central Ave.	OKLAHOMA CITY, OKLA. Bar Music Company 850 E. 14th St.	WILKES-BARRE, PA. Rex Novelty Co. 50 New Alexander St.
FRESNO, CALIF. Joe H. Baker 154 N. First St.	OMAHA, NEB. Howard Sales Co. 1506 Farnam St.	
FORT WAYNE, IND. Indiana Sales Company 200 So. Cornell Circle		

BUCKLEY MUSIC SYSTEM INC • 4225 W. LAKE ST • CHICAGO

ADVERTISE IN THE BILLBOARD—
YOU'LL BE SATISFIED WITH
RESULTS.



Now! Keeney gives you...
PAY TABLE PROFITS
 from a 1 Ball FREE PLAY game

in

Contest

1 OR 5 BALL (Convertible)

1 TO 4 COIN MULTIPLE PLAY



SO GOOD
 THEY'LL STILL BE IN
 PRODUCTION FOR
 MONTHS TO COME!

A giant sized, super Deluxe table for top earnings everywhere. Regular awards PLUS a big Grand award. "Carry Over" features for extra repeat play. At All Keeney Distributors.

J. H. KEENEY & CO., Inc. "The House that Jack Built" 6630 S. ASHLAND AVE. CHICAGO



3 BAR JACKPOT F-5240

1640 Holes — Takes in \$82.00
 Pays Out Average \$48.69 — Av. Profit \$33.31

PRICE \$4.05 EACH

OTHER FAST SELLERS

1025 Hole, F-5280, Wonder 3 Bar Jackpot at \$3.02
 1200 Hole, F-5275, Horses at 4.35
 800 Hole, F-5270, Pocket Dice at 2.10
 720 Hole, F-5255, Pocket Jack at 2.07
 600 Hole, F-5305, Royal at 2.35

CHAS. A. BREWER & SONS

Largest Board and Card House in the World
 6320 Harvard Ave., CHICAGO, U. S. A.

SPECIAL WHILE THEY LAST!

BRAND NEW CUBS
\$7.75 EACH

WRITE TODAY FOR BIG NEW LIST ON ALL TYPES OF EQUIPMENT!
 JUST OFF THE PRESS!

SOUTHERN AUTOMATIC MUSIC CO.

542 S. 2nd St. 312 W. Seventh St. 531 N. Capital 425 Broad St.
 LOUISVILLE, KY. CINCINNATI, O. INDIANAPOLIS, IND. NASHVILLE, TENN.

FOR SALE

Over 420 Pieces of Payouts, Novelties and 1 Ball Free Plays
 Write For Complete Price List

GRAND NATIONAL SALES COMPANY

2500-08 W. ARMITAGE AVENUE CHICAGO, ILLINOIS

New Bally Bumper Peps Up Action

CHICAGO, May 31 (Manufacturer's release)—Discussing Bally's newest five-ball novelty-replay game, Pan-American, George Jenkins, general sales manager of Bally Manufacturing Company, states that the new slingshot bumper featured on the game has aroused an unusual amount of favorable comment.

"Of course," Jenkins explained, "what is causing the big volume of cheers for Pan-American is the machine's exceptional earning power. But practically every operator and distributor I've talked to has mentioned the exciting action produced by the new slingshot bumpers.

"We use the term slingshot because the rubber tire is tension-mounted between two points instead of merely fitting tight around the plastic. The effect is similar to that produced when the rubber band of a slingshot is pulled back and released. In actual operation the slingshot bumper results in 20 per cent increased ball action. The resulting increase in play appeal is reflected in the increased earning power which Pan-American operators are reporting."

Monarch Suggests Coinmen Buy Now

CHICAGO, May 31 (Distributor's release)—"Take a tip from me that'll save you money in the near future," says Al Stern, of Monarch Coin Machine Company. Coinmen will save money by ordering as far in advance as possible. Smart operators are anticipating their requirements for months ahead. We are flooded with orders as a result of advising this, but our large stocks and our modern shop facilities enable us to make deliveries.

"Among distributors, the proof of the business is in the repair shops," he continued. "Monarch's shops are loaded with orders. Every machine we turn out is clean, in snappy, tip-top shape, ready

NEW ARCADE MACHINES

Bicycles, \$145.00; Fist Striker, \$85.00; Automatic Punching Bag, \$235.00; Smiling Sam, \$135.00; Rifle-Meter, \$150.00; Mad Man, \$195.00; Wheels of Love (set of 3), \$85.00; Floor Size Electric Shocker (double proof), \$200.00; 4-in-1 (four new makes), \$45.00; Gypsy Card Reader, \$85.00; Exhibit Lighted Card Machine with AM cards, \$40.00.

NEW GUNS

Ace Bomber, Night Bomber, Bally Defender, Navy Bomber.

RECONDITIONED ARCADE MACHINES

Microscope Picture Machine, \$22.50; with new reels, \$25.00; Drop Pictures, \$20.00; World Series, \$59.50; Golf, \$25.00; Football, \$45.00; Mills Race, \$28.00; Exhibit Punching Bag, \$35.00; Hockey, \$35.00; Blow Ball, \$55.00; A.B.T. Challenger, \$14.50; Gypsy Point with neon sign, \$75.00; Booked, Table Horse, \$145.00; Exhibit Astrology, Whom To Marry, Color of the Eyes, etc. (12 sets), \$49.00; Miniature Bowling Alley, \$25.00; Traveling Target (shoot-a-matic style), \$89.00; Double Fortune, \$100.00; Grandmother Productions (with large neon sign), \$195.00; Pinetree, \$95.00; Ball Grip, \$65.00.

RECONDITIONED GUNS

Chicken Game, \$45.00; Air Riders, \$145.00; Sky Fighters, \$175.00; Brown Keeney Air Aircraft, \$59.50; Tom Mix Rifle, \$29.50; Radio Rifle, \$45.00; Blue Blazer, \$29.50; Arnie's Machine Gun (Sky Fighter type), \$95.00; Exhibit Enchantress, \$75.00; 2 Gun Exhibit Pistol Range (original cost \$450.00); \$100.00; Gattling Three Way Grip, \$12.50; K. O. Fighters (with unbreakable legs), \$65.00; Human Analyst, \$95.00.

30 Poker Tables, \$45.00 each; Banks, \$4.95.

MIKE MUNVES

"THE ARCADE KING"
 593 10TH AVE., NEW YORK CITY
 BRYANT 9-6677

SINGLE ALL STEEL SLOT MACHINE CABINETS FOR SALE, \$7.50

F. O. R. Dallas,
 Box 100, Third Street.

M. GOTTLIEB

416 So. St. Paul Dallas, TEXAS

for instant money-making on location. Our experienced packing and shipping departments know how to ship machines so they arrive in perfect shape. Our customers know they can be sure of satisfaction. Their reorders keep our wheels humming."

DON'T MISS *Coming Soon!*
EVANS' PLAY BALL
Realistic Baseball!
 Manikin Pitcher Throws Ball!
 Batter Controlled by Player!

Report Daval Game Sales Jump

CHICAGO, May 31 (Manufacturer's release).—"Our sales have jumped over 65 per cent," reports A. S. Douglas, of the Daval Company. "We attribute this to interest of operators in our two-counter games, American Eagle and Marvel."

"We have been advising customers to stock up on their counter game needs. In response to this suggestion, operators everywhere have been sending in their orders, ordering enough for their routes during the summer and fall seasons. We are suggesting this because we can at the present time fill orders as received. Production is at such a high point that it is possible to make immediate deliveries. Whether or not we shall be able to do so for a very long time is problematical."

"We have also had responses from operators expressing their satisfaction with Marvel and American Eagle. They tell us that the two games are probably the finest counter games that they have ever operated."

"Daval production men are pleased by such reports because it indicates that Daval games are perfect mechanically as well as pleasing in appearance. The only thing production men dread is that that the front office is keeping them so busy filling orders that they are unable to build up a stock of American Eagles or Marvels."

LATEST MODELS—FREE PLAY

Asst. ... \$17.00	Leader ... \$27.00
All American ... 39.50	League Leader ... 49.50
Amusement ... 39.50	Metro ... 35.00
Bandwagon ... 24.00	Red, White & Blue ... 41.00
Castles ... 19.50	Rotation ... 14.50
Drum Major ... 17.50	Sport Parade ... 47.50
Flag ... 24.00	Stakaliner ... 39.50
Flicker ... 41.00	Stars ... 43.00
Four Roses ... 42.50	Spooky ... 30.00
Formation ... 24.50	Sun Beam ... 44.00
Gold Star ... 29.00	Sun Sway ... 24.50
Line Up ... 21.00	Zembo ... 36.00

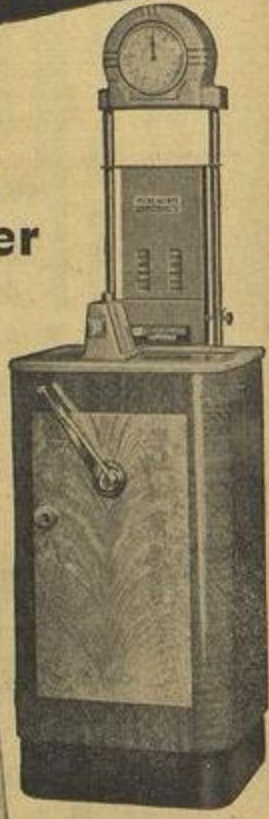
\$12.50 E.A. Lucky, Scoop, White Balls.
 \$10.00 E.A. Double Feature, (Stoner), Bang, Bubble, Super Six, Stop & Go, Thriller.

1/3 Dep. Under \$12.00 Full Cash.
 Cable Address: Colomachin, N. Y.
MARC MURVES, INC. 555 West 157th St. New York, N. Y.

The Profit Champs OF THE CONSOLE FIELD!

Jennings Free Play Mint Vender

- * NON-PAYOUT (Totalizer adds, subtracts Free Plays).
- * METER inside records Free Plays awarded.
- * MECHANICAL OPERATION (Famous Chief Mechanism).
- * COIN DIVIDER—separate cash boxes (optional).
- * MINT VENDER or gum vender, optional.
- * NICKEL PLAY, also 1c, 10c or 25c models.
- * NATIONAL SLUG REJECTOR.



Rich, beautifully-styled, compact. All the dynamic player appeal and profit power of payout models, packed into a "friendly" Console which is preferred in restricted territory! The nationally-accepted LEADER OF THE FREE PLAY FIELD... In styling, diplomacy, dependability and PROFITS! Thousands now on location. Place orders immediately for early deliveries!

PROMPT DELIVERY ON KEENEY'S SUPER TRACK TIMES, EVANS GALLOPING DOMINO, MILLS THREE BELLS AND SCIENTIFIC BATTING PRACTICE

DO NOT PASS UP THESE BARGAINS, AS THEY ARE OFFERED SUBJECT TO PRIOR SALE.

SPECIALS

10 Bally Blue Grass, used 10 days \$115.00	1 Record Time ... \$92.50
1 Sport Special ... 87.50	10 Bally Mystic, Like New ... 59.50
2 Dark Horses ... 92.50	14 Columbia Bells, Rear Pay, used 10 days ... 53.50

FIVE BALL FREE PLAY

1 Stoner Spooky, F.S. \$69.50	1 Genoa Bubbles ... \$12.50
1 Keeney Big Six ... 19.50	1 Genoa Big Tower ... 19.50
1 Keeney Cowboy ... 17.50	1 Black Blot Out ... 10.00
1 Keeney Super Six ... 19.50	5 Bally Triumph ... 9.50
1 Keeney Red Hat ... 21.50	
1 Chicago Coin Remy ... 21.50	
1 Chicago Coin Commodore ... 12.50	
1 Chicago Coin Ocean ... 12.50	
1 Park ... 17.50	
1 Gottlieb Lot Fun ... 9.50	
1 Gottlieb Bowling Alley ... 22.00	

ONE BALL

1 Rock Ole Three Up \$10.00
3 Bally Derby, C.P. ... 8.50
1 Exhibit Game ... 15.00
5 Mills 1c-3c Meter ... 15.00
1 Pacific Pantom Parlay 8.50

COUNTER GAMES

4 Mills Vest Pocket, Green ... \$25.00
1 Mills Vest Pocket, Chrome ... 39.50
1 Mills Q.T. 5c Play ... 27.50
1 Greenstein, Mercury ... 15.50
1 Jennings Little Merchant ... 12.50

CONSOLES

1 Evans Lucky Lucie ... \$125.00

* All orders must be accompanied by 1/3 deposit, balance C. O. D. Write and ask to be put on our mailing list. Above prices are effective June 7, 1941.

Moseley Vending Machine Ex., Inc.
 60 BROAD STREET RICHMOND, VA.
 Day Phone 3-4511 Night Phone 5-5328

STOP—ATTENTION—BARGAINS

Big Beam ... \$65.00	Red, White & Blue ... \$45.00	918 ... \$35.00
Shed Days ... 55.00	Spooky ... 49.00	412 ... 25.00
Sea Hawk ... 55.00	Grid Star ... 35.00	Seaburg Phonos ... 160.00
100% Parade ... 55.00	Lone Star ... 25.00	Classic ... 160.00
Man Up ... 55.00	Three Score ... 20.00	Vogue ... 150.00
Man Ready ... 55.00	Boom Town ... 15.50	Rock-Ola Phonos ... 135.00
Four Roses ... 50.00	Wurlitzer Phonos ... 145.00	DeLux 3c ... 120.00
Flicker ... 50.00	500 ... 145.00	Standard '39 ... 120.00
Big League ... 50.00	600 ... 120.00	KW Gunzee Scales ... 80.00

WANTED—Mechanics With Slot Machine Experience. Must Have Good References.

Will Trade Any of the Above Equipment for Mills Slot Machines.

MISSISSIPPI VENDING COMPANY
 Church Street, Philadelphia, Mississippi
 Phone 283

NORTHWESTERN MUSIC COMPANY
 120 W. 3rd Street, Sterling, Ill.
 Phone 406

READY FOR IMMEDIATE DELIVERY

CONSOLES

Black Pass Races, 30-1 ... \$40.50
Black Pass Races, J.P. #6970 ... 235.00
Golden Bell, Late S.P. ... 60.50
Five Starolites ... 79.50
Five Stars ... 79.50
Keeney Clock ... 42.50
Lead Head Truck Times ... 37.50
Lead Head, Free Races, Like New ... 85.00
Jennings XV Model, Gibraltar ... 69.50

SLOTS

Mills 5c Blue Fronts, Over 400,000 ... \$95.00
Mills 1c Blue Fronts, Over 400,000 ... 55.00
Mills 5c Blue Front Q.T., Like New ... 35.00
Mills 5c Smoker Bell ... 35.00
Mills 1c Q.T. ... 22.50

COUNTER GAMES

Zephyrs ... \$ 7.00
American Eagles ... 17.50
Daval Penny Pack ... 6.50

WRITE US FOR PRICES ON Late Free Plays, Keeney's TEXAS LEAGUER, and Scientific's BATTING PRACTICE. Half Deposit With Order.

CENTRAL OHIO COIN MACHINE EXCHANGE, Inc.
 401 S. High St. COLUMBUS, O.

SILVER MOON Model Fruit Symbols, 3-5 payout. Beautifully illuminated.

BOBTAIL Model Number Symbols, Racing Scene. Pays TWO ON ONE "5".



Jennings AUTOMATIC AWARD CONSOLE

Another "friendly" Jennings money-maker... friendly in appearance, acceptance and continuous appeal to the player. Built with every ounce of the money-making wallop for which "Chiefs" are famous. A glorified Chief in a racy Console model, complete with concealed jackpot paying up to \$30.00. A compact machine, requiring only 16"x20" of floor space. 1c, 5c, 10c or 25c play. Equipped with National Slug Rejector.

When ordering specify "Simco" for fruit symbols; "Bobtail" for "Numbers" on either Totalizer or Payout models. Avoid delivery delays by ordering today!

O. D. JENNINGS & COMPANY
 4309-39 West Lake Street, Chicago, Illinois
 Established 1906 Rated AAAI

SKY BLAZER



109.50

PRICE SUBJECT TO
CHANGE WITHOUT NOTICE

- a New Exhibit
**MONEY
MAKER**
See Your Distributor

EXHIBIT SUPPLY COMPANY 4222 W. LAKE ST., CHICAGO

PENNY ARCADES NEAR ARMY CAMPS

... and other suitable sites are in tremendous demand.

YOU CAN INSTALL THEM

... we can tell you exactly how to proceed and supply everything you need for a complete arcade. 46 years of experience!

Call or Write Today!

INTERNATIONAL MUTOSCOPE REEL CO., INC.
Penny Arcade Headquarters Since 1895

44-01 Eleventh St.,

Long Island City, New York

Seven Grand Gives Double Use

CHICAGO, May 31 (Distributor's release).—"Triple satisfaction is guaranteed on Seven Grand," declares Al Koplo, head of Koplo Sales & Supply Company. "Cash boxes are always packed. Seven Grand accepts any coin up to and including a quarter," he continued, "and the game may be used in several ways. One way is to use seven dice paying up to 100 to 1 awards. Seven cigarette symbol dice may be also used to make it a cigarette award machine.

"All equipment for changing Seven Grand to various types of play is included in the purchase price. It includes all award cards, dice, etc. Another great feature of Seven Grand is the coin divider which throws proper shares into the operator's and the merchant's cash boxes.

"As a counter game it is tops. It has a beautiful mahogany finish and the cabinet has a bright metal trim. Built for years of hard play, it will give satisfaction to any operator," concluded Koplo.

PEP UP YOUR LOCATIONS with **SPRING TONIC**



720
Holes
Takes in
\$36.00
Pays Out
\$18.45
Average
Profit
\$17.55

—**SPRING TONIC**—
Double Stepup Jackpot
— Molasses and Sulphur —

ACME F. AND M. CO.
1331 W. Monroe St., Chicago, Ill.
SPECIAL TERRITORIES
Open for Men To Sell Acme Goods
to Operators. Write Us.



Just 2 Things To Do for Credits:
1. Send Your Order With 10¢ Dep.
2. Send Us the Name of Your Bank.

CREDIT WITHOUT EXTRA COST EXCEPT SLIGHT BANK CHARGE

Rockola Standard .. \$155.00
Seeburg Rex 87.50

Both with gorgeous Marble-Glo finish never before out. . . look brand new! Bag, New. . . . \$75
Big Time. . . . 36.50

5% OFF for full cash with order. Cashier's check, certified check, or money order only.

FREE! Write for Special Issue "B" of National's Illustrated Newslet. Packed with quality bargains!

NATIONAL NOVELTY CO.
183 Merrick Road, MERRICK, LONG ISLAND, N. Y.

**BEST PLACE TO SELL
YOUR USED PHONES!**

What have you got? Write, wire, phone us today!
**NATIONAL HAS THE LARGEST AND FINEST STOCK
OF QUALITY USED PHONES IN THE EAST.**

**ADVERTISE IN THE BILLBOARD — YOU'LL BE
SATISFIED WITH RESULTS**

Lieberman Well Supplied With Games

CHICAGO, May 31 (Distributor's release).—"We have three floors of machines available for immediate shipment," reports Bud Lieberman, Chicago distributor. "This is good news for our customers for it guarantees them the type of machines they want ready for location.

"The reputation we have built up on orders, large or small, is proof of our customer's appreciation.

"Operators have learned that we give speedy handling to every order and that we have the machines that are money-makers for their territory."

FACTORY SALE!

Brand new Legal Game, \$99.50 value. While they last only \$25 each. Write for details.
BOX 285-C, MINNEAPOLIS, MINN.

CANADIAN OPERATORS

Business in Free Plays, 100 Machines, month 1000 credits. Make your requirements and state your prices. Write or wire to get first choice.

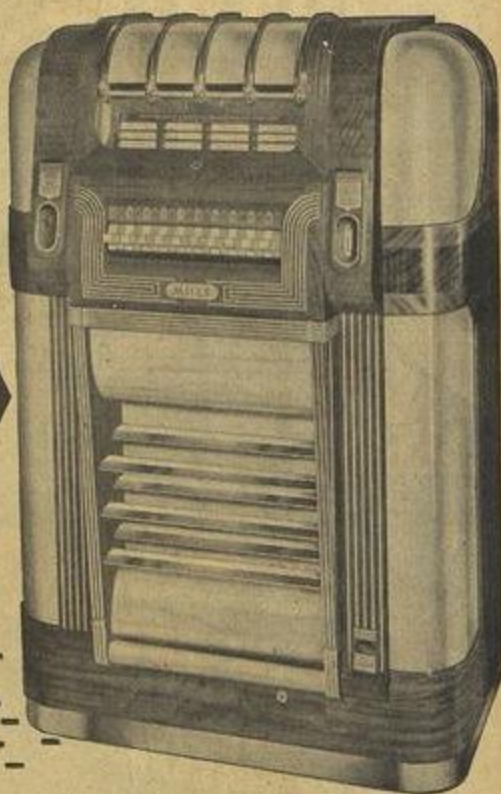
S. SOLWAY

816, Agathe, Des Monts, Quebec, Canada

ABOUT 50% BETTER!

It's now ready—this grand new phonograph, the super-instrument that makes every record, no matter how satisfying, sound about fifty per cent better than the public ever heard it before. This is the one machine that protects your record investment by distilling out of every disc its ultimate in musicality! To realize what an amazing difference this is, just play any record on any other make machine, and then play it on Mills 1941 Throne of Music. The new Throne is not only remarkable for tone, it's the most powerful and positive looking machine that has yet hit the street. Its beauty is based on pure design; it lasts; grows more appealing as time goes by; holds its followers forever. The new Throne is lavishly chromed. The top door catalin is enhanced with a beautiful chrome grille, and the speaker grille is also entirely new, with brilliant illumination and color being reflected on the five chrome cross bars. This 1941 Throne of Music is now available in six color combinations of catalin, in either Walnut or Marbleized Mother-of-Pearl cabinets. See it today at your distributor's. Mills Novelty Company, 4100 Fullerton Avenue, Chicago, Illinois.

Mills 1941 Throne of Music



WANTED!!

PENNY ARCADE MACHINES OF ALL KINDS IN ANY QUANTITY. CASH WAITING. SEND COMPLETE LIST, QUOTING YOUR LOWEST PRICES FIRST LETTER. BOX D-28, CARE THE BILLBOARD, CINCINNATI, O.

MILLS PHONOGRAPHS
CONSOLES
BELLS
TABLES
Distributor
KEYSTONE NOVELTY & MFG. CO.
180 & Washington St., Philadelphia, Pa.
Baltimore Office
115 Cathedral St., Baltimore, Md.

PIN GAME PARTS & SUPPLIES FOR ALL MAKES
Save Money! Immediate Delivery.
Write for Complete Price List.
COIN OPERATORS' SUPPLY CO.
833 W. Washington CHICAGO

WANTED—ARCADE MACHINES
Amusement Arcade (brown cabinet), Air Raiders, Air Fighters, Hockey, Western Major League Baseball, Children Sam, Jailbird, or Shoot Outlets (Revolving), Defender, Punching Bag, Athletic Machines, Telephone Trainers, Meteoscope Machines, S&W Jump, Football, Ten Strikers, A.B.T. Target Pistol.
PLAYLAND AMUSEMENT CORP.
120 W. 125th St. New York City

ADVERTISE IN THE BILLBOARD
—YOU'LL BE SATISFIED RESULTS.

Buy-Back Idea Gains Popularity

CHICAGO, May 31 (Manufacturer's release).—"Steadily increasing demand for Bally's Pan-American," says Ray Moloney, president of Bally Manufacturing Company, "indicates that the buy-back idea is gaining in favor. Altho Pan-American can be operated with or without buy-back and is a money-maker either way, I would say that 90 per cent of the Pan-American games on location are operated with the buy-back feature.

"Present conditions, of course, contribute to the popularity of the buy-back feature. The higher earning average of Pan-American is the answer to that problem. The license situation also contributes to the increased demand for the buy-back feature, because this feature produces much-needed extra revenue. Whatever the cause, Pan-American has started a buy-back boom, and we will unquestionably remain in production on Pan-American for the remainder of the season."

Atlas Novelty Hold Get-Together

CHICAGO, May 31 (Distributor's release).—Atlas Novelty Company employees, officials, wives, and friends are vacationing from business over the holiday week-end. Principal event was a picnic held yesterday at Harm's Woods, northwest of Chicago.

Howard Freer, delegated by general acclaim, arranged for the program of races and other events. Atlas employees applauded his efforts.

Both Morrie and Eddie Ginsberg were there with their wives. All the folks from Atlas, friends, operators, wives, and sweethearts were also there, and all had a good time.

Freer delegated a cameraman to preserve for posterity the antics indulged in by Atlas picnickers. He also promises suitable pictures for the trade press.

Get Next To "Good Lookin'"



NEW HARLICH PUNCHBOARD SENSATION!
THE EYES ROLL EVERY TIME THE BOARD IS PICKED UP

Features New Exclusive Reverse Tickets With Large Numbers
No. 966 5c a play 960 Holes
Takes In \$48.00
Average Payout 23.65
Write for folder NC-414 showing other new Harlich profit-makers.

HARLICH MFG. CO., 1413 W. Jackson Blvd., Chicago, Ill.

Get The McCOY From McGINNIS

If you want the real "lowdown" on prices you don't have to go far. Just send a penny postcard and we will take care of the rest. Our price list will come to you every week and serve you well. It is the leading guide to quality games at the lowest prices.

ROY McGINNIS, 2011 Maryland Ave., Baltimore, Md.

Look To The GENERAL For LEADERSHIP!

Big Town \$19.50	Distributors for	Powerhouse \$27.50
Commodore 19.50	Cottlieb's MIAMI BEACH	Roxy 19.50
Diels 27.50	Scientific's	School Day 55.00
Flagship 17.50	BATTING PRACTICE	Score Card 22.50
Flieser 55.00	Metoscope's DRIVE-MOBILE	Score Champ 19.50
Jolly 23.50	Deval's AMERICAN EAGLE	Sporty 25.00
Metro 45.00	and MARVEL	Vacation 25.00
On Deck Birds 37.50		Zembo 47.50

Many Other Games in Stock. Write for Complete List of America's Finest Reconditioned Machines.
1-13 Cash With Order, Balance O. O. D.

THE GENERAL VENDING SERVICE CO. 306 NO. GAY ST. BALTIMORE, M.D.

SHOO

AWAY THOSE BROKEN-DOWN COLLECTIONS



STEP INTO NEW PROFITS!

By
OPERATING MORE

GENCO GAMES

1. GENCO GAMES ALWAYS
MAKE MORE
MONEY

2. GENCO GAMES STAND UP
LONGEST
AND BEST

3. GENCO GAMES BRING HIGH-
EST TRADE-IN
OF ALL

GENCO

BUILDS GREAT GAMES

2621 N. ASHLAND AVE. CHICAGO, ILL.

Laud Gottlieb's Miami Beach

CHICAGO, May 31 (Manufacturer's release)—"Warm words of praise for Miami Beach are coming from all sides," says Dave Gottlieb, of D. Gottlieb & Company. "This week Irving Morris, of the George Ponsler organization of New York, gave our new hit his praise and endorsement in these words: 'Now this is the type of game the player would pick if he were consulted by the factory ideas man. For popularity, Miami Beach is unsequaled.'"

"Seymour Pilch, of the Ponsler organization, agrees with this," Dave added, and says: "Miami Beach is a whirlwind of a success because it anticipates what the player demands from a game and gives it to him in full. I consider it a great hit with a great future."

"That's not merely two men's opinion, but it is the consensus of opinion of men who know. Miami Beach is more than an inspiration of our idea men, for it is based upon close observation and study of players' likes and dislikes—a game that gives its patrons so fully what they want is bound to be a success."

Big Demand for Exhibit Sky Blazer

CHICAGO, May 31 (Manufacturer's release)—"Sky Blazer enables Exhibit to keep faith with distributors and jobbers whose demands for a leader-type game commanded the creation of this new release," say Exhibit Supply Company officials.

"Win-right-now combinations, included in the eight ways to score, become evident as the game progresses, building up to top suspense. It is so intensely interesting that customers play game after game."

"Judging from the size of initial orders, distributors are interested only in getting volume shipments of Sky Blazer. Every effort is being made to ship promptly, but production is lagging because of the avalanche of orders. We have stepped up production to the limit," they concluded.

Reconditioning Stressed by Sebring

CHICAGO, May 31 (Distributor's release)—"The staff of expert technicians at Grand National Sales Company are restoring machines to such excellent condition that they are winning the praise of operators everywhere," says Al Sebring, head of the company.

"Our company is in the midst of a period of rapid growth," continued Sebring.

Mac Churvis, sales manager, returned from a trip, says: "Everywhere I was pleased to find operators have complete confidence in Grand National. Our policy has always been to give every operator the best possible service."



**BERT
LANE
Says:**

**WE CAN NOW
SUPPLY YOU WITH
THE FINEST EQUIP-
MENT FOR EVERY
TYPE OF OPERATION**

CALL, WIRE, WRITE YOUR
REQUIREMENTS TODAY!

SEABOARD SALES, INC.

619 10th Ave., N. Y., Wisconsin 7-8488

ORDER SAMPLE TODAY New DEFENSE Model AMERICAN EAGLE

featuring FREE PLAY MYSTERY
AWARD TOKEN PAYOUT
and DEFENSE REELS. CAN ALSO
BE HAD WITH FRUIT REEL
SYMBOLS.



SAMPLE
\$34.50
BALL GUM
MODEL
\$2 EXTRA

MARVEL

World's Greatest Cigarette Reel
Token Payout Counter Game.
Steady Proven Profits.



SAMPLE
\$34.50
BALL GUM
MODEL
\$2 EXTRA

BALL GUM

15c Per Box, 100 Pieces, Case of
100 Boxes, \$13.75.

1/5 Deposit, Balance C. O. D.

SICKING, INC.

1401 Central Pkwy., Cincinnati, O.
927 E. Broadway, Louisville, Ky.
SICKING CO. OF INDIANA
927 Ft. Wayne Ave., Indianapolis, Ind.



"See Al First"

FOR THE FINEST NEW AND RECON-
DITIONED GAMES SUITABLE FOR
OPERATORS OF ROUTES AND ARCADES

WRITE FOR
INFORMATION ON
A. B. T.'s

RIFLE SPORT

(not coin operated)

AL RODSTEIN

ARCO SALES CO.

802 North Broad St., Philadelphia, Pa.



Cash in on the
BASEBALL
SEASON!

A new deal for Jobbers
and Operators! Keep
ahead of your competition
by placing this money-
maker on your location
now! Takes in \$128.00
at 5c per sale with an
average profit of \$43.00.

WRITE FOR CATALOG
AND PRICES TODAY!

H. & H. NOVELTY SALES
645 HAMB BLDG., ST. PAUL, MINN.

ADVERTISE IN THE BILLBOARD
—YOU'LL BE SATISFIED
WITH RESULTS.

Chicago Coin's MAJORS of 1941

**BASEBALL AT ITS BEST!
MORE APPEAL - MORE PROFITS!**



CHICAGO COIN MACHINE CO.

1725 W. DIVERSEY • CHICAGO

BARGAINS!

- | | |
|---------------------|-----------------------|
| BAKER'S | GENCO'S |
| Line-Up .. \$45.00 | Seven-Up .. \$65.00 |
| On Deck .. 30.00 | Metro .. 55.00 |
| Scoutship .. 25.50 | Ducks Hatch 30.50 |
| 4-4-4 .. 14.50 | Big Town .. 22.50 |
| Tankas .. 13.00 | Follis .. 22.50 |
| EXHIBITS | M. Chaps .. 17.50 |
| Wags .. \$25.50 | Bary .. 13.95 |
| Lantilla .. 25.50 | Rink .. 13.95 |
| Short Stop .. 25.50 | Roadline .. 13.95 |
| Laker .. 21.50 | CHICAGO COIN'S |
| Flag Ship .. 17.50 | All American \$59.50 |
| Comets .. 15.00 | Stratoliner .. 59.50 |
| Subur .. 13.95 | Dial .. 35.50 |
| 20 .. 13.95 | Polo .. 39.50 |
| KEENEY'S | Commodore .. 22.50 |
| Speed-Down \$34.50 | GOTTLIEB'S |
| Woodway .. 34.50 | School Days \$65.00 |
| Red Hot .. 22.50 | Paradise .. 45.00 |
| Score Champ 19.50 | Gold Star .. 45.00 |
| Score Six .. 18.50 | Bondstown .. 35.00 |
| Big Six .. 13.95 | Drum Major 39.50 |
| Thriller .. 13.95 | Oh Johnny .. 34.50 |
| BALLY'S | Big Show .. 19.50 |
| Cross Line \$45.00 | Boatline \$15.00 |
| Excursion .. 27.50 | STONER'S |
| Mason .. 22.50 | Sparks .. \$59.50 |
| Ruler Derby 22.50 | Anabel .. 39.50 |
| Ready .. 22.50 | Fantasy .. 13.95 |
| Pawnee .. 15.95 | All-Right .. 12.95 |
| Triumph .. 13.95 | MISCELLANEOUS |
| Chevron .. 13.95 | Gems .. \$19.95 |
| Sandy .. 13.95 | Zenith .. 13.95 |
| Delta-Feature 13.95 | Ride Kick .. 13.95 |

**Praise Engineering
Of Buckley Console**

CHICAGO, May 31 (Manufacturer's release).—"There is a great story in engineering behind Buckley Track Odds and Daily Double Track Odds," declare Buckley Manufacturing Company officials. "This machine is now being used by many leading operators and they report great profits from Track Odds."

"Les Stivers, who has worked on Track Odds since its introduction, says: The machine always made money, but it needed refinements to cut down on service calls. In talking with Jerry Macourek, he told me what refinements have been built into the present model. He said that every part had been laid out separately and tested to see that each part was made properly and worked mechanically correct in connection with each other part."

"This work took three months. During this time Buckley wouldn't sell any new model machines. The Buckley people have built up a name for making satisfactory merchandise and are now ready to stand behind the new model Daily Double Track Odds and Track Odds."

"If every operator of consoles knew these facts as well as I do, they wouldn't waste another day without having some of these seven-coin-chute machines in their better locations."

**Miraben Reports
Rising Demand**

CHICAGO, May 31 (Manufacturer's release).—Ben Lutsko, Miraben Company, reports that demand for Miraben-remodeled phonographs is increasing.

"Because the demand for our phonographs is becoming so great, we are able to produce in greater volume. Volume production enables us to operate less expensively and we pass the savings in construction on to our customers. Not only do operators tell us that they are saving money with our remodeled instruments but that they are making better than average profits thru their operation."

SAVOY VENDING CO.

651 ATLANTIC AVE. BROOKLYN, N. Y.

- | | |
|--------------------|---------|
| All American | \$47.50 |
| Flicker | 49.50 |
| Formation | 29.50 |
| Leader | 27.50 |
| Polo | 22.50 |
| Power House | 22.50 |
| Metro | 42.50 |
| Crossline | 27.50 |
| Short Stop | 17.50 |
| Score Champ | 19.50 |
- 1/3 With Order, Bal. C. O. D.

**Chicago Coin's
MAJORS**

OF 1941
Now being delivered!
Greatest Baseball Game sensation of all time!
Rush your orders quick!

- | | |
|--------------------|---------|
| Seven Up | \$49.50 |
| Sport Parade | 49.50 |
| Lucky | 17.50 |
| Triumph | 14.50 |

SPECIAL!
Just a Few Left
Double Feature \$12.50
Rush your order while quantities last!

**NOW ON DISPLAY
Evans' SUPER BOMBER**

Now Super Thriller That Is Sure To Bring You a Profit Barrage!
Come On In! See It Today!
Bring Your Money With You!

BROOKLYN AMUSEMENT MACHINE CO.
660 BROADWAY, BROOKLYN, N. Y. (Phone: EVergreen 8-4732)

**You can ALWAYS depend on JOE ASH—ALL WAYS
FINEST FREE PLAYS READY FOR SHIPMENT!**

- | | | | | | |
|----------------------|---------|----------------|---------|-----------------|---------|
| Anabel | \$22.50 | Big Town | \$13.50 | Crossline | \$29.50 |
| Double Feature | 12.50 | Flicker | 44.50 | Leader | 29.50 |
| O'Boy | 13.50 | Polo | 22.50 | Red Hot | 10.00 |
| Summerline | 14.50 | Stars | 52.50 | Submarine | 52.50 |
| Sports | 16.50 | Velvet | 47.50 | Variety | 9.50 |
| Zemle | 40.00 | | | | |
- 1/3 With Order, Balance C. O. D. WRITE FOR COMPLETE LIST!



ACTIVE AMUSEMENT MACHINES CORP.
900 North Franklin Street, Philadelphia, Pa. Phone: Market 2656.

PHONOGRAPHS

- | | |
|-----------------------------|----------|
| 1940 Super Rockolite | \$195.00 |
| 1940 Super Windup | 185.00 |
| 1940 Master Rockolite | 175.00 |
| 1939 DeLuxe Rockola | 134.50 |
| 1939 Standard Rockola | 124.50 |
| Counter Model | 64.50 |
- Turn: 1/3 Deposit—Balance C. O. D.
For Quick Service Select Second Choice.

**MILWAUKEE
COIN MACHINE COMPANY**

OUR NEW ADDRESS
3150 W. Lisbon Avenue, Milwaukee, Wis.

- | | |
|--|--------------|
| 1940 Super Rockolite | \$115.00 Ea. |
| 1940 Super Windup | 105.00 Ea. |
| 1940 Super Six, Keene | 15.50 Ea. |
| Supercharger, Keene | 10.00 Ea. |
| Triumph, Bally | 10.00 Ea. |
| Pawnee, Bally | 10.00 Ea. |
| Chicago A-B Model, Illuminated Grill | 25.00 Ea. |
| Chicago 412, Illuminated Grill | 40.00 Ea. |
| Walter 616, Illuminated Grill | 35.00 Ea. |
- Equipment Listed in Perfect Condition.
HERBERT E. MILLS
113 W. Rampart St., New Orleans, La.

Addison CLOSEOUT BARGAINS

- | | | | |
|---------------------------|---------|-------------------|----------|
| Bally Lucky Strike | \$32.50 | Air Raiders | \$104.50 |
| Rock-a-Ball (9 Ft.) | 22.50 | Navy Bomber | 112.50 |
- Wanted—Bally Rapid Fires, Western Baseball.

Addison Novelty Co. 925 BELMONT AVENUE CHICAGO, ILL.

THE GREATEST BASEBALL GAME EVER MADE



Scientific
BATTING PRACTICE

*Today-Tomorrow... and
Five Years from Today,*
BATTING PRACTICE
will be the most satisfying
game on your route....

100% LEGALITY
PLUS
ASTONISHING EARNINGS



**GEORGE
PONSER CO.**

519 WEST 47th ST. • NEW YORK CITY
11-15 E. RUNYON STREET • NEWARK, N. J.

**BANNER
SPECIALTY CO.**

1530-32 PARRISH STREET • PHILADELPHIA, PA.
1508 FIFTH AVENUE • PITTSBURGH, PA.

**HANKIN
MUSIC CO.**

708 SPRING ST., N.W. • ATLANTA, GA.

**THE GENERAL
VENDING SERVICE CO.**

306 N. GAY STREET • BALTIMORE, MD.

BATTING PRACTICE

Manufactured by
SCIENTIFIC MACHINE CORP.
21 STEUBEN ST. BROOKLYN, N.Y.

THE GREATEST BASEBALL GAME EVER MADE

EXCLUSIVE DISTRIBUTORS FOR PACIFIC COAST

MILLS SALES CO., LTD.

1640 18th STREET • OAKLAND, CALIF.

1491 W. WASHINGTON BLVD. • LOS ANGELES, CALIF.

1325 S.W. WASHINGTON ST. • PORTLAND, OREGON

ROANOKE VENDING MACHINE EXCH.

533 CENTER AVE., N.W. • ROANOKE, VA.

ATLAS NOVELTY CO.

2200 N. WESTERN AVE. • CHICAGO, ILL.

1901 FIFTH AVENUE • PITTSBURGH, PA.

MAYFLOWER NOVELTY CO.

2218 UNIVERSITY AVE. • ST. PAUL, MINN.



Scientific
**BATTING
PRACTICE**

Give Your Business
PERMANENCE

and
STABILITY

with
BATTING PRACTICE

100% LEGALITY
PLUS

ASTONISHING EARNINGS



BATTING PRACTICE

Manufactured by
SCIENTIFIC MACHINE CORP.
21 STEUBEN ST. BROOKLYN, N.Y.

MIAMI BEACH

ENJOY Fancy Figure PROFITS!

OUTSELLING ALL OTHER GAMES TODAY!

The Cash Box tells the story!

D. GOTTLIEB & CO.
1140-1150 N. KOSTNER AVE., CHICAGO

SIMON SALES 437 W. 42d St., NEW YORK

MILLS NOVELTY COMPANY
BELLS — CONSOLES — TABLE MODELS
BEST MONEY-MAKING EQUIPMENT — WRITE OR WIRE FOR PARTICULARS

• NOW DELIVERING—KEENEY'S NEW DELUXE TEXAS LEAGUER, \$69.50

GO INTO THE SUMMER SEASON WITH CONFIDENCE

GENERAL EFFORT on the part of our entire personnel gives us the COURAGE and CONFIDENCE in our ability to furnish reconditioned machines in the best condition.

A full KNOWLEDGE of your requirements should assure you that your orders will receive our best attention. Super reconditioning is our specialty.

Every precaution is taken in cleaning, packing, and shipping coin operated amusement machines so that you are assured the receipt of games of best possible APPEARANCE.

ARCADE EQUIPMENT

Keeney's AIR RAIDER \$129.50
Keeney's ANTI AIRCRAFT GUN (Brown Cab.) 69.50

Boberg's Chicken Sam \$65.00
Chicken Sam converted into "Battle Royal" 69.00

Western's "RECORDIT" VOICE RECORDING MACHINE. Automatic — no attendant required. Records your voice on a 6-inch record for 25¢. WRITE FOR PARTICULARS.

Original "PHOTOMATON" Adjustable 4 for 10¢ or 2 for 25¢ Photo Slips. Automatic — no attendant required. Perfect mechanical condition. Appearance like new \$245.00

NOW ON DISPLAY Evans' PLAY BALL

REALISTIC BASEBALL! MANIKIN PITCHER THROWS BALL—PLAYER CONTROLS THE BATTER! A HIT!



COME ON IN! SEE IT TODAY!! BRING YOUR MONEY WITH YOU!!

BROOKLYN AMUSEMENT MACHINE CO.

660 BROADWAY, BROOKLYN, N. Y. (Phone: EVergreen 8-4732)

One or Five Ball Multiple Free Play
Record Time, \$84.50--Dark Horse, \$84.50

Bally Defender, \$119.50--Bally Rapid Fire, \$109.50

Every Machine Ready For Location

Ask Any Successful Operator, Jobber, or Distributor.

AJAX NOVELTY CO.

2707 WOODWARD AVE.
DETROIT, MICH.

NEW! DISTRIBUTORS FOR LEADING MANUFACTURERS **ALLIED APPROVED** RECONDITIONED COIN MACHINES **USED!**

SPECIAL PRICES • THIS WEEK ONLY!

FREE PLAY GAMES

School Days	\$62.50	Big Town	\$27.50	Punch	\$23.50
Mills Five-in-One	49.50	Big Show	27.50	Lucky Strike	22.50
Attention	49.50	Roxy	27.50	Flamingo	22.50
Band Wagon	44.50	Mexico	26.50	Top Notcher	21.50
Gold Star	44.50	Jolly	26.50	Bally Supreme	21.50
Ferris Wheel	42.50	Follies of '40	24.50	Lucky	19.50
Wile 1-2-3	39.50	Daugherty	27.50	Mr. Cigar	19.50
Sara Busy	37.50	Score Champ	24.50	White Sails	19.50
Fox Hunt	36.50	Lancer	24.50	Topper	21.50
Lead Off	32.50	Commodore	24.50	Chubbie	14.50
Wings	32.50	Charm	24.50	Big Six	13.50

AUTOMATIC PAYTABLES

Santa Anita	\$122.50	Thirdedown	\$56.50
Sport King	122.50	Spout Page	52.50
Grand National	88.50	Dead Heat	49.50
Place Maker	86.50	Derby Time	49.50
Grand Stand	72.50	Gold Medal	39.50
Hawthorne	57.50		

LEGAL EQUIPMENT, CUNS.

Bowling Games, ETC.	
Bally Rapid Fire	\$104.50
Seaburg Jackbird	72.50
Seaburg Chicken Sam	43.50
Evans Ten Strike	48.50
ABT Target, Mod. F, Yellow Cab.	12.50
Three Way Gripper	8.50

PHONOGRAPHS

Seaburg Classic Marble	\$169.50	Wurlitzer 716, 16 Record	\$45.50
Wurlitzer 50, Like New	140.50	Rockola De Luxe, 1938	127.50
Wurlitzer 602A, Like New	137.50	Rockola Standard, 1939	127.50
Wurlitzer 619, 16 Record	84.50	Rockola Imperial, 20 Record	69.50

PHONE: CAPITOL 4747

TERMS: 1/3 Deposit, Balance C. O. D.

Allied NOVELTY CO.

3520 W. FULLERTON AVE.
CHICAGO



I. L. MITCHELL & CO.

CELEBRATING
OUR
★ ★

2ND ANNIVERSARY
WE THANK ALL OUR CUSTOMERS FOR
OVER THE COUNTRY FOR MAKING OUR
2 YEARS HAPPY AND PROFITABLE. OUR
HOPE IS TO CONTINUE TO SATISFY YOUR
NEW LIST OF GAMES NEXT WEEK

MACHINES AND SUPPLIES 1070 Broadway, BROOKLYN, N. Y.

Advertise in The Billboard—You'll Be Satisfied With Results

YESTERDAY

it was "HIT" and "MISS" Reproduction

TONE DISTORTED
BECAUSE IT'S
BLOCKED!

Reproduction from the old-type low-placed speaker was blocked and distorted. Tone "hit" the furniture and the patrons closest to the phonograph, causing listeners away from the instrument to "miss" the true beauty of the recordings.



TODAY

it's

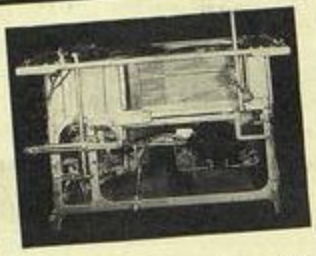
EAR LEVEL TONE REPRODUCTION

TONE
Above THE
DISTORTION
ZONE!



The Heart
of the Seeburg
Music System

The Seeburg
MECHANISM



The finest, most service-free coin operated phonograph mechanism ever built is a vital part of the greatest remote control music system ever designed! A remote control installation is only as efficient and dependable as the mechanism of the phonograph... that's why more and more operators are going Seeburg!

Seeburg's modern miracle of reproduction places tone at ear level for all patrons both close to and away from the phonograph. There is no blocking and no distortion. At all points around the phonograph reproduction is clear, full-bodied, realistic—just as it was recorded. That's why operators of Seeburg Symphonolas and the Seeburg Music System get the best locations and make the most money! Hear for yourself at your Seeburg Distributors!

To Go Ahead... Go

Seeburg

J. P. SEEBURG CORPORATION • 1500 DAYTON ST. CHICAGO

The surest way to continuous play... SEEBURG REMOTE CONTROL!

Theaters Change The Show To Draw The Crowd

**COMPLETE CHANGE
OF
PROGRAM TODAY**

**YOU'RE A SHOWMAN, TOO
APPLY THIS PRINCIPLE TO
YOUR BUSINESS WITH**

WURLITZER
REG. U.S. PAT. OFF.

*Step by Step
Modernization*



Protect Your Top Spots With Victory Model Wurlitzers...

**MOVE YOUR PRESENT PHONOGRAPHS RIGHT DOWN
THE LINE—GIVE EVERY LOCATION A CHANGE TO A
NEWER MODEL WURLITZER**

Something new. Something different. That's what the public wants. That's why theaters change their programs frequently. That's why you change records on your phonographs regularly. To stimulate increased interest — greater play — more profits.

And that's why progressive Music Merchants know that you can't leave the same phonograph in the same location year after year and expect maximum profits.

They keep their operations modern with Wurlitzer Step by Step Modernization.

A NAME FAMOUS IN MUSIC FOR OVER TWO HUNDRED YEARS

They put new Wurlitzers in their top spots, the life blood of their business, every year.

They move their older phonographs right down the line to their second, third and fourth class spots — giving every location a newer Wurlitzer every year.

It will pay YOU to do it, too!

The Rudolph Wurlitzer Company, North Tonawanda, New York. Canadian Factory: RCA-Victor Co., Ltd., Montreal, Que., Can.



**MODEL 750
SOLD ONLY TO MUSIC MERCHANTS**

*Sure-Fire
Showmanship*

**MODERNIZE YOUR
BUSINESS WITH NEW**

WURLITZERS