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The World's Foremost Amusement Weekly

MAY 25, 1940

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Vol. 52. No. 21



GLENN
MILLER

Outstanding ★



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and His Orchestra

CURRENTLY

ST. FRANCIS HOTEL, San Francisco

*Hear These
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BY
SHEP FIELDS

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"SHOW OF THE WEEK"
WOR-Mutual Coast-to-Coast
"FITCH BANDWAGON"
WEAF-NBC Coast-to-Coast

Direction: MUSIC CORPORATION OF AMERICA

The Billboard

Vol. 52
No. 21

May 25,
1940

The World's Foremost Amusement Weekly

Published weekly at Cincinnati, O., U. S. A. Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1879. Subscription, \$5 per year. Copyright 1940 by The Billboard Publishing Company. 108 Pages.

HOT DOGS TO HOT JAZZ

Ham Giveaways on Both Floor And Screen at Old-Time Spot

NEW YORK, May 18.—Carl Reed and Harry Bannister, operators of the old Uncle Sam's Music Hall, which housed ancient melodramas, reopened the spot Sunday as the 48th Street Music Hall, featuring silent movies with fabricated sound effects and audience participation games which go well with beer and pretzel customers. If properly promoted the cabaret has a good chance of attracting some of local lily hounds as well as the visitors. Proceedings are emceed by Taylor Holmes, veteran legit performer.

The opening was an extra special affair, staged by the American Theater Wing of the French and British Relief Funds, under the direction of Rachel Crothers and Gertrude Lawrence. It drew many old-time movie stars now living or visiting in New York, as well as current favorites.

A record-making stunt, is funny if the proper people participate. The premiere saw such luminaries as Gertrude Lawrence, Walter Huston, Francis Lederer, Ed Wynn and Leslie Royce Landis ambling all over the stage. Following a series of short silent picture revivals, alides showing visiting old-timers in former roles were projected. The personal appearance angle, of course, will be missing

at subsequent performances. Among the names on hand were Beverly Byrne, Viola Davis, Lila Lee, Jacqueline Logan, Jane Winton, Hoot Gibson, Laurette Taylor and Eileen Percy.

Sid Lubin at the piano proved himself and expert and versatile accompanist, both during the movie reels and the community singing sessions. Other features include a balloon blowing contest and country store, during which one has a good chance of walking out with a ham or a bushel of vegetables.

Beer and pretzels reasonably priced.

Sam Honigberg.

AGVA Calling in Pre-Haddock Licenses; Gets \$5,000 Loan

NEW YORK, May 18.—American Guild of Variety Artists is calling in all licenses issued to agents before the appointment of Hoyt S. Haddock as executive secretary and has notified by letter all offices concerned to file new applications for licenses, which apparently will be governed by an agreement drawn up by AGVA and the Artists Representatives' Association, New York group. This action is believed to be the result of negotiations between the negotiating committees of ARA and the AGVA council, the former seeking uniformly in union regulations among agents and bookers.

Band Blitzkrieg Descends on Many Spots in N. Y. Suburbs

NEW YORK, May 18.—Booming the outlying suburbs here as the next-band mecca for show-casing up-and-coming orchestras, agencies and booking offices have started an assault upon the territory surrounding New York, including Westchester County, and a long stretch of Northern New Jersey.

Spots that were formerly tantamount to hot-dog stands are now putting on airs and electric signs advertising band policies, and band agencies and personal

managers are giving the tavern owners enough romance to make the proposition practical and profitable.

Results of the last nine months of campaigning and infiltration, showing road-house owners and tavern keepers how propositions like Frank Dalley's Meadowbrook Country Club, Cedar Grove, N. J., and Olsen Island Casino in Westchester are seasonal gold mines, are apparent in the New night club scene in those parts.

Largely responsible, however, for putting in semi-name bands with some box-office value is the scale price, which is considerably lower than New York, ranging from \$35 to \$40 per man and \$50 in top spots. In addition to that, the main hinge which gave agents the suburban rash is that they are able to buy up network time without having to pay the musicians' union the \$3-a-man tax per broadcast which prevails in New York.

Agencies figure that one location date is as good as another, but have, to a man, jumped into the suburbs, out of the jurisdiction of the New York local, and have sold a bill of goods to the out-of-town tavern keepers who have been receptive not only because it makes them feel important but also because they are now able to buy drawing attractions and (See WESTCHESTER GO. on page 11)

Detroit Booking Complaints Nil; License Law Enforced

DETROIT, May 18.—Complaints against bookers and night spots for non-payment of agents' and similar practices have become negligible within the past year, according to M. Wesson Dickinson, State superintendent of employment bureaus. "In the 29 years this office has existed, there have never been fewer booking violations than now," he said. "Both bookers and cabaret operators are living up to the law. We have practically no complaints."

The requirement that every booker operating in Michigan must have a State license is being enforced, Dickinson said, with one out-State agency, Barnes-Carruthers, working under a Michigan license thru a branch office in Ionia. A new York or Chicago booker, for example, cannot book in this State without a State license.

Fee charged for such licenses runs as high as \$200 per year, depending on the location of the office and size of the town. The attorney-general is preparing a special opinion to govern the exact amount to be charged out-State agencies under this set-up.

"It has been entirely unfair for out-of-State agencies to compete with our own bookers who have paid the license fee," Dickinson said. "This is especially true in fair bookings."

Under a new ruling of the office, orchestra booking entertainment, such as a singer, in addition to their own personnel, must secure a booking license or book thru a licensed agent. The attorney-general is preparing another opinion on this situation.

All present acts may not book direct in Detroit, but most work thru a booker, altho this rule does not apply out-State, where there are few booking offices.

As for other booking complaints are welcome to present them to the office, Dickinson said.

Twelve agencies are now licensed in Michigan, comparing with 11 a year ago,

the changes representing the disappearance of the Artists Service Bureau and the Actors Empire Theatrical Agency, and the adding of Barnes-Carruthers, Lambert Booking Agency and United Booking Association.

Licensed agents in Michigan are: Amusement Booking Service, Sol Berna and Abe Schiller Agency, Ken Conroy Booking Service, Dave Diamond, Kay Davison Attractions, Del Delbridge and Ray Corral Agency; Gus Sun Vaudeville Agency, Jules Klein; Leo Curless Attractions and United Booking Association, all of Detroit; Corthe Mier, Grossie Picotte, and Barnes-Carruthers Fair Booking Association, Ionia.

Truck Shows Crossing State Lines To Come Under ICC Regulations

WASHINGTON, May 18.—Under a new ruling by the Interstate Commerce Commission interstate movements of circuses, carnivals and other shows using trucks will come under safety regulations of the federal agency, according to interpretations of the ICC's decision of the Private Carriers' case. The decision would regulate qualifications of drivers, details of equipment and maximum number of hours during the working day.

Over 150 individuals and concerns were represented, altho no show people appeared at hearings in Washington, New York, Chicago, Milwaukee, Spokane, Portland, Los Angeles, Memphis, Omaha, Dallas and Atlanta. According to ICC officials, the bulk of the testimony offered by witnesses tended to show that highway safety made necessary the recommendations that private carriers be subject to practically the same road standards required of common carriers. Highway officials from the various states

There is no reference, however, to any fee charged for licenses. The original \$50 fee for members (and \$25 for associates) has been rescinded.

Meanwhile, AGVA's wobbly financial structure was bolstered by a \$5,000 loan made jointly by Equity and Screen Actors' Guild. This brings up AGVA's debt to \$35,000, owed to Equity and SAG. Equity officials indicated, after turning down AGVA's original application for a \$12,500 loan, that it may not extend any more money. Equity feels that AGVA should be able to stand up on its own feet, now that it has closed agreements with the leading World's Fair shows and has

(See AGVA CALLING on page 19)

governments submitted their opinion that a truck was a truck whether in private or public employment. Consequently, the membership of the ICC voted that trucks operating in interstate commerce shall meet specified requirements generally the same for all carriers, except in the case of farm trucks where the special nature of truck operations permitted slightly modified regulations.

Truck operations of newspaper circulation departments, public utility repair wagon and store delivery trucks were included in the decision and it must necessarily follow that trucks of traveling shows will have to meet the same standards if they move from State to State. Altho the ICC has set August 1 as the effect date of its order, it is known that some of the private carriers plan to appeal the ruling, in which case the re-argument and considerations of

(See TRUCK SHOWS on page 76)

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Business Shows Up Chi Bookings

CHICAGO, May 18.—An important item in the business of Chicago booking offices is furnishing talent for business shows. The number of these affairs locally has been exceptionally large during the last few months, and many more are scheduled for the remainder of May and thru June. Bookings range from one or two acts; or a band up to elaborate programs consisting of several standard acts and a home ork.

Demand for talent has increased considerably since restrictions have been placed on the doubling of acts from hotel spots. Under the old set-up an act playing in a hotel could be called upon to entertain a private party in the hotel and seldom received extra compensation. This is gradually being eliminated.

The Fur Industries show, scheduled for late this month, will put on an elaborate program that will include a name band and floor show. The A. & P. show also late this month, will have Don Bestor and a large floor show. Philco has a big show planned for June 12. The Advertising Federation of America at its national convention June 27 will feature an elaborate entertainment program, concluding with an ox roast at Ligar Park, at which music and acts will be used. Among June conventions that will use entertainment are the National Manufacturers' Association, National Retail Dry Goods Association, National Congress, American Association of Railroad Superintendents.

GLENN MILLER

(This Week's Cover Subject)

TOP-RANKING maestro in the country at the moment, Glenn Miller, winner of The Billboard's Third Annual Music Survey, was born 30 years ago in Clarinda, Ia., but moved to Colorado in his early days, showing an inclination for music in his school days. He bought a second-hand trombone and practiced ludicrously. That application has since brought extra-large dividends. After graduating from high school, Glenn entered the University of Colorado and finished his way thru college by playing in the school band. It was during his college days that he met his wife, the former Helen Dorothy Bogner.

Miller's fame as a musician's musician began when he started his professional career in Ben Pollack's band, which also contained Benny Goodman at that time. Glenn then went east, made records with the Dorsey brothers and finally went to work for Red Nichols. While in New York he continued his musical education under Professor Schilling, already a highly respected and well-known arranger. One of the earliest to understand the scoring of a swing arrangement, Miller grew up in the jazz era and made important contributions to the libraries of many noted orchestras.

When Ray Noble organized his first American band, it was Glenn who aided him materially, and in this ork Miller tried out his now hit theme song, "Moonlight Serenade," and the distinctive reed scoring which is now established as the Miller trademark. Soon after leaving Noble, Glenn formed the first of the three bands he has directed. The latter one did not conform to his accustomed pattern, and neither did a second. But the third (his present organization), despite early hardships, sleepless nights and gruelling one-nighters, had the stuff. A couple of engagements at the Paradise Restaurant, and a sensational first stand at Frank Danley's Meadowbrook, Cedar Grove, N. J., a year ago, a tremendous club at that mecca and maker of a realistic way to make the average visitor. Mr. Y. last summer a series of his records for Victor-Broadbill, and a three-month date at the Pennsylvania Hotel, New York, culminated in Glenn's first radio commercial for Chesterfield over 25.

The band is currently on college dates, leading into a few weeks, starting July 5, at the Hotel Sherman, Chicago. Next October will end it back at the Pennsylvania for a simultaneous stand, continuing its air show and its recording activities.

World's Fair Reviews

Additional Reviews in World's Fair Department

American Jubilee

Patriotic spectacles presented by the New York World's Fair and produced and designed by Albert Johnson; lyrics and dialog by Oscar Hammerstein II; music, Arthur Schwartz; directed by Leo Leandolf; dances, Catherine Littlefield; costumes, Lucinda Ballard; choral director, Ken Christie; orchestration, Hans Spillack; music director, Don Voorhees. With key players, Ray Johnson, Paul Kirby, Gene Marvey, Joe Jackson, Wynn Murray, Lina Tiro, Harry Meekhan, Fred Ardath, Jack Howard, Margret Adams and the cavalry of Fred Baldwin.

At the southern tip of the Amusement Area, which has been relabeled Great White Way, on a site occupied last year by the floundering and midsummer-weltered Cavalcade of Centaurs Wild West, Parachute Jump and STU's girl parade among other items, the fair has built a 6,800-seat theater and awarded Albert Johnson, top-flight Broadway designer formerly associated with Billy Rose, a first-class job and opportunity. Johnson and his craftsmen, Paul Kirby, given the fanway a tremendous punch but put together a spec of gargantuan proportions that should make Harvey D. Gibson, generalissimo of the expo, and his cohorts proud.

At a 40-cent minimum Jubilee has a success tag marked on it. Buyers of the 99-cent and \$1.25 reserved seats will still be lucky, and altho it's a lot of show with some striking moments, the price scale itself which should contribute a good deal to its box-office future. That's the principle behind the fair's sponsorship, a firestorm which should sweep an eschequer around half a million dollars, most of it on construction of the huge sets, revolving stage and building.

A circus cavalcade doesn't figure as a profit enterprise in view of construction, production costs and running put, but the wide exploitation it has received plus the fact that it is included on the fair's hot-selling combination tickets, could account for an even break or better at the till if investment isn't figured. Even so, the advance chunk of money is a threat and discriminating. (See AMERICAN JUBILEE on page 74)

Streets of Paris

(40-00 cents)

Clipped version of original Broadway review, presented by Michael Todd at World's Fair. Lyrics by Gypsy Rose Lee, Abbott and Costello; Helen Strick, Milton Weisen, Fritz and Lynn Hubert, Set by Jimmy McHugh and Al Dubin.

Michael Todd's presentation of Streets of Paris at the fair-built Hall of Music theater is a good show for the price. But for those who expect a full-length Shubert, Olsen and Johnson show which ran at the Broadhurst Theater and on the road for 11 months, this show will disappoint.

The 50-people cast ambles thru an entertaining hour show, with Abbott and Costello and Gypsy Rose Lee sharing featured billing. It opens with the girls in lingerie preparing for a fashion parade, but the suggestion of story is never carried thru and the ensuing show is a revue, with the French angle popping up in the costumes, scenery and French accent here and there. Gypsy Rose Lee does a mildly amusing French accent comedy sketch, returns for a prolonged. (See STREETS OF PARIS on page 74)

General Motors

(Free)

General Motors' Futurama, in Transportation Area, is as magnificent and stirring a feature this year as last. Minor modifications enhance the presentation in a realistic way and the average visitor will be awed. Noted is an increase in the

number of moving cars to illustrate methods of handling traffic congestion on highways of 1960. Whereas last year there were about 300 rolling vehicle miniatures, there are about 10,000 now. Change is primarily in first half of exhibit.

The World of Tomorrow, in the Norman Bel Geddes design, has more towns, trees and street lamps. A university (See GENERAL MOTORS on page 74)

Gardens on Parade

(35 cents)

Gardens on Parade, paid show operated by Hortus, Inc., non-profit organization, debuted for the fair's second year with 53 gardens and line-up of concessions including nursery companies, plant food, garden statuary and other items pertaining directly and indirectly to horticulture. Show did very well last year, taking upward of \$95,000, and is expected to do better this year with an admission of 25 cents. Last year's toll was 40 cents at first, but was later reduced to the current admission—the change accounting for an upturn in business.

Layout is spread over nearly six acres near the foreign exhibits. Many displays contain art exhibits by leading nurseries, such as Bobbitt's and the ones as fine exhibits of garden statuary. Building is a long corridor, with an imposing showroom at one end and a restaurant, operated by the Stevens Catering firm. (See GARDENS ON PARADE on page 74)

White Way Casino

(25 Cents)

McC Gale's Savoy Ballroom of last year, which operated with only one act, has been taken over by Chapman, Krutz and Labow, who have installed Rosita Royce and her cote of doves, along with a long corridor, with an imposing showroom at one end and a restaurant, operated by the Stevens Catering firm. (See WHITE WAY CASINO on page 74)

Admission for this 27-minute show is two bits, which could be spent to better advantage elsewhere. The reviews presented at the opening-day show voiced their disapproval with cracks that can't be printed. Some even threw some of the contents of the boxes of candy pitched before the show with profusion of finding all sorts of treasures within, at the performers.

Line does four numbers, with several coming out to do specialties. Modified coobies are by Nellie, who has a physical appeal has little else to offer, while a perfect zero is registered by Clarice Ralston, who can neither sing nor play the saxophone. The only catch there was scarcely a moment of silence during her turns.

Rosita Royce does her standard act, but at the unrivalling the stage is doused with heavy blue lights affording low visibility. With proper staging and lighting this turn could well be worth the price of admission. (See WHITE WAY CASINO on page 74)

Why Do (25 Cents)

Name of this place is just as puzzling to its owner as it is to the public, and that's what Phil Gelb is figuring on to drag in the customers. Spot is nuttily named, he said, to make people inquisitive to stop over and shell out a quarter to find out what's on the inside, altho the outside billing stamp at pretty much of a nude emporium.

In reality it's an out-and-out body show, but in the course of a musical, in very much of an abbreviated style. Gelb, who operated last year's Crystal Palace, which at least brought to prominence Rosita Royce even if the place did lose money, is fronting this venture in the Time and Space building on the northern fringe of the amusement area. Costly renovating job included putting in a stage to make a theater out of it.

Show is broken down into 10 skits, some long, some short—but in the main lacking flash and quickly paced timing. All the sock in the show is packages at the end, with the bumping of the body (See WHY DO on page 10)

Thru Sugar's Domino

THE burning ambition of every small agent is to some day in some way lay his hands on a performer just about to go into stardom. He knows, of course, this business of coming up to star is the ambition of every performer. With ambitions of two sets of human beings diverging towards a common goal it is natural that there should be results more very interesting phenomena. We have agents on the one hand carrying on a frantic search for star material; on the other, we behold the interesting, but frequently unproductive, results of ambitious but not always talented performers willing to suffer all kinds of hardships and ready to believe any sales talk that might bring them nearer to the goal.

The agent is endowed by nature with more business acumen and shrewdness and guile than the average performer. Being essentially an artist, the average performer moves frequently thru and knows little of business methods and goals. He is a pushover for the unscrupulous and pettifogging agent. Not to be taken in, the performer must be from an inclination to look upon their trade as a racket rather than a constructive business that can be built up by ethical practices as well as aggressive ones. Unfortunately, many of the small agents in this highly competitive area place more of a value on tricky and cunning than on more constructive methods of obtaining their goals. The larger offices are at all immune from dishonesty, but in their case at least there is less chance of unscrupulousness being practiced on the small performer because for the big offices and, besides, they have too much at stake in the stalling of bigger game. It isn't good business—and that is more important to the big offices than old-fashioned principles of ethics and honesty.

The confirmed pessimist says there isn't much to brag about as far as financial returns are concerned in any of the above mentioned methods. We don't go quite that far. Yet we do concede that the talent business is monopolized by a few powerful offices and a scattering of personal managers who have actually got in and worked their hand and foot. Such a condition leaves poor pickings in the employment market for performers who haven't powerful names and little or nothing in common with agents who are on their own.

Since the bulk of the talent field, numerically speaking, comprises the struggling agents and the unrecognized names, it is not surprising that the fereeling has become a fine art. That is, fereeling on the part of the desperate agents who can't sell themselves on the idea that the parade has passed them by and that they are left with performers who fall like lambs for the job-tongued entreaties of the boys with a flashy front and pantaloons torn in the back. Let's take the case of a typical ten-cent agent who doesn't know where his next 5-cent stogie is coming from. He runs around frantically in every nook and corner and back alley of the talent market, looking for a way to get into personal management contracts. He doesn't care very much about whom he signs. He doesn't have to care very much, according to his line of reasoning, because the agents who are on the way concern performers' rights, aren't worth the cheap stationery they are written on. The agent with the sign-em-up complex neglects the performer's interests. He is playing the now familiar game of "Stick a pin anywhere in the basket and you're sure to pick out the contract of a potential star." In other words, the agent is playing "Peters" without any risk, investment or obligation. He ties up the performer as securely as a roped steer. The performer is sold to him, but he neither performs nor does he wish to be the performer. The result is that in more cases than one might imagine the agent with a contract-signing yam winds up with an order to sue the performer for damages. He'll have to pay more than he can get in his surprise package he puts these acquisitions under the heading of "grave," which could very well have been done with the first one in the crop.

Performers find when they sign personal management contracts with men who are incapable of delivering the goods that they are hindered in making sales. (See SUGAR'S DOMINO on page 8)

SPECIAL PRINTED ROLL OR MACHINE
100,000
\$20.00
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 (615 CHINATOWN ST. PHILA.)

STOCK ROLL TICKETS
 ONE ROLL \$ 50
 FIVE ROLLS 250
 FIFTY ROLLS 15.00
 ROLLS 2,000 EACH
 Double Exposure, Double Price
 No. C. O. Orders Accepted

New Legit Block Booking Set-Up; LT May Be Out

NEW YORK, May 18.—Another plan to stimulate the road is being projected by Playgoers Association, fronted by Hal Oliver, who was a company manager for last year's Legitimate Theater Corp. of America. New outfit is financed by Bonilla & Somnes.

Proposition, like the LTCA's original plan, would sell four shows in a block and outright, rather than depend on the old percentage formula. Unlike the block-booking plan of last year, Oliver's project would not have set a price for the four shows, figure being scaled, rather, depending upon the city booking the productions. Sales to 55 cities would be required, Oliver calculates, to make the enterprise worth while. Words and Music and Outward Bound are being considered.

The return of the Legitimate Theater Corp. of America to the road for another season is still in doubt. Losses last year, chiefly because of competition from picture versions of the touring shows, were so great—that plenty of capital is needed.

Arnheim Attracts 3,500

PORTLAND, Ore., May 18.—Nearly 3,500 persons braved a violent wind and rain storm to dance to the music of Osa Arnheim's band on the opening day of Jantzen Beach Park here. Admission was 55 cents.

MOORELY, Mo., May 18.—Ossie Nelson's orchestra played the opening dance of the New Municipal Auditorium, built by the city at a cost of \$175,000 and just opened here May 1. Main hall seats 2,400 people, and in addition has two large dance halls. Nelson attracted 1,900 dancers at \$1 per.

A ★★★★★ Hit With Show People

Ask any trouper what's his favorite hotel in New York and dollars to doughnuts the answer will be HOTEL PICCADILLY.

Conveniently located in the very heart of Times Square. Over 700 bright, cheerful rooms with bath, shower and every modern convenience. From \$2.50 single. Plus a friendly management that anticipates every need and comfort.

LOW WEEKLY THEATRICAL RATES

Home of the celebrated Piccadilly Citrus Bar.
HOTEL PICCADILLY
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Just off Times Square
NEW YORK

BEST BUY IN DETROIT

Rates from \$1.50 single and \$2.50 double. Special weekly rates to the profession.

Every room has combination tub and shower. Restaurant-attached restaurant and cocktail bar. Completely rehabilitated throughout. Openings to all booking offices and direct bookings.

HOTEL WOLVERINE

Frank Walker, Manager,
55 E. ELIZABETH ST., DETROIT
(Same management as Hotel Chicagoan, Chicago.)

ONTARIO HOTEL

Well-Known Theatrical House
\$1.00 Up Daily
\$5.00 Up Weekly
620 No. State St., Chicago, Ill.

Possibilities

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For LEGIT MUSICAL

YVETTE—young blond songstress now at La Martinique, New York night spot, who is a decided personality and would be a vocal find for a legit show. Also, she's pretty enough to make the grade in pictures. Recently she has been getting an NBC build-up on a sustainer as a French chanteuse, and her development has shown results in added poetic stage presence and ability to sock herself over. Before the transition she was Elsa Harris, band chirper.

For VAUDE

BUNNY HOWARD—young and attractive singer sought at the Park Central Hotel, New York. Has voice and personality that can put over almost any type of tune. Hits the high notes with apparent effort, and has fluent phrasing and enunciation. Would do well as a band vocalist, a vaude single or on the air.

For FILMS

BELITA TURNER—English ice-skating dancer featured in the new ice floor show at the Hotel New Yorker, New York. She is a tall, shapely blonde who reveals plenty of sex appeal in smartly cut costumes and who dances on ice with unswerving grace and skill. She's a former ballet dancer, which may explain why she stands out in the ice revue. Rates a film test.

1,900-Seater in Wichita Opens; Name Band Policy

WICHITA, Kan., May 18.—The new Trocadero club opened last night. Club can seat 1,900 persons, largest in this city.

Trocadero is the former Green Tree Inn at West Douglas, a block west of city limits. Homer Mosley and Willard Watson are managers back of the project. Mosley, long in the act, dabbled with booking name bands into the Forum and Rose Room in downtown Wichita, creating a one-night stand for many big-time outfits jumping across Kansas. He took Watson with him to the West Douglas site, converted a small tavern building into the Green Tree Inn, tied up with radio stations for outlets and plugged good-time music by nationally known bands. The response was great.

Prices for Paul Whiteman, opener at Troc, were held to a buck per person. Mosley says he will follow a policy making the Trocadero "The Place Where The Bands Play," and has bookings for Glen Gray, Glenn Miller, Artie Shaw, Pinky Tomlin, George Hall and Dolly

Be Safe Than Sorry
In Legal Affairs . . .

READ
"Avoid Liability on Amusement Contracts"
In the Carnival Department of This Issue

The Broadway Beat

By GEORGE SPILVIN

ASK the Vandemarks, dance team from California, and they'll tell you that it's never too late to do a thing if you have the will to do it. The man is 62 and his wife is over 50, and they're now taking new entries in the LaQuorre studios, practicing three hours daily. They look forward to a busy summer. . . . Back to the Ground Dept., The Times was asleep at the switch when it ran a story May 5 telling that "the song plucker, one of the last outcasts of rugged individualism, has succumbed to a trade union organization." It would have been a good story—if the union hadn't been in existence since last September. His first strike was already almost a month old. . . . Add Vital Statistics: Corbreen Cruise, which isn't a WPA musical, has just gone into its second year of rehearsal. . . . Robert K. Christoberry, Hotel Astor boss, is writing a book about the hospitality, tracing its background from 1903 to the present. It will be called *Star-Track Portals*. . . . When Bob Rice joins the dramatic staff of PM, the forthcoming daily, he'll do the night club coverage.

WHAT'S probably an unprecedented incident in the annals of burlesque took place at the Clafey last week. I. H. Hirk, returning to the theater after a siege of illness, listened during intermission to the spiel on the merits of a sex mag—and it reached a point of such high flavoring that he was shocked and outraged. The head butcher refused to cut the talk short in the middle, so Hirk stalked out on the stage end, in full view of the assembled customers, yanked the talker from the mike.

ROBERT KILGORE, who started at Loew's Palace, Memphis, as an usher a dozen years ago, returns next week—as manager. . . . Cafe Society was crammed last Sunday afternoon at the party thrown by TAO for three Guggenheim fellowship winners, Marc Blizstein, Howard Bay and Paris Johnson. Most of the entertainment was by the winners themselves, with Blizstein giving a preview of a couple of scenes from his new musical, Bay talking about the effect of international problems on the theater, and Johnson strumming a guitar and leading the mob in songs of his own and others' devising. . . . Abe Lyons is booking the Camp Tammertown show this summer in conjunction with Max Liebman, and everyone concerned is praying for another *Strawhat Revue* with which to hit Broadway in the fall.

STORY of the Week: The other night in front of Jack Dempsey's a beggar, who looked a bit like Buffalo Bill, was playing the violin—playing it so well that quite a crowd gathered, and David Dennis, the Dempsey maestro, went out to listen. He heard the old man's work and forthwith invited him to play inside, where he stopped the show. It was right after the broadcast, and a Mutual engineer who was still in the place was so impressed that he offered the fellow a job—posting for commercial ads until he could find him a spot on the air. Dennis is very much interested in him, and will try to help him, too. The old man would give out no information about himself at all. . . . Grace Morgan, currently at the Cocktail Lounge of the New Yorker, ankled in one day last week and saw all the bellhops in their new all-white summer uniforms—so she walked coyly up to one of them and asked for the maternity ward.

Dawn, Ray Noble, Louis Armstrong, Jan Savitt, Jimmy Dorsey, Blue Baron, Russ Morgan, Paul Page, Willie Osborne, Eric Holmes, Cal Calloway, Red Nichols, Lawrence Welk and Allyn Cassel.

San Carlo Clicks, Extends

NEW YORK, May 18.—Fortune Gallo's San Carlo Opera Co. again packed the Center Theater to stanzas limits in its two-week engagement this year, and has decided to extend the engagement for two more long week-ends, or a total of eight more performances. The first 13 performances pulled in approximately \$45,000, with box-office tariff ranging from 75 cents to \$2. The added engagements run from May 23 to 26, and from May 30 to June 2.

AKKO THEATRES

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Grand Jury Calls Gene Buck; Wants Look at ASCAP Books

Society attorneys mum—move to quash Buck subpoena—ASCAP officials "in the country"—Gov't indicates reopening of Federal suit not certain—AFM angles

NEW YORK, May 18.—Manufacturers of American Society of Composers, Authors and Publishers were shrouded in mystery late this week when Louis D. Frohlich and Schwartz & Frohlich, ASCAP attorneys, refused to discuss the subpoenaing of Gene Buck, ASCAP president. Buck has been subpoenaed to appear before a Federal Grand Jury with the Society's records. Federal suit against ASCAP, begun in 1934 and based upon alleged violations of anti-trust laws, was allowed to lapse. Current government move is regarded as a possible reopening of the investigation. While Frohlich was remaining mum, ASCAP execs were evidently getting the country air. F. Claudio Mads, chairman of the administrative committee, was said to be "in the country." John G. Paine, general manager, and Gene Buck were similarly "out of town."

Frohlich was so determined not to talk about the investigation that he vouchsafed information upon "any other subject."

Meanwhile, in Washington, spokesmen of the Department of Justice indicated that the new move would not necessarily entail reopening of the old 1934 suit, but that it might be reopened if the Grand Jury investigation warranted such action.

In New York the fact that Buck was subpoenaed evoked comment by theatrical union executives, some of whom allege the Department of Justice, as now operating in "fasting employer groups in its endeavors on organizations that are allegedly monopolistic and allegedly operating in restraint of trade. In connection with this it was stated that American Federation of Musicians also interfered in its contract-renewal negotiations with broadcasters, the AFM being wary of pressing for renewal of employment demands owing to possible allegations of restraint of trade. As yet, however, there has been no indication that broadcasters have attempted to reduce number of musicians employed or wage scales.

AFM motion to quash the subpoena is scheduled for a May 22 hearing before Federal Judge Henry W. Ogdard.

NEW YORK, May 18.—Answering a letter recently sent to broadcasters by American Society of Composers, Authors and Publishers that many stations are anxious to sign the new ASCAP deal and that the new contract would result in amicable relations between the Society and radio, the NAB issued a statement saying that the letter was another ASCAP effort to drive a wedge into the industry.

Terminating the letter the latest attempt "to divide and conquer," Neville Miller, NAB president, said 202 stations which contribute 70 per cent of the Society's radio revenue are members of Broadcast Music, Inc. and that indications point to radio's united front.

Stating that "recent events in Europe have made us accustomed to fifth-column activities," Miller went on to add that "broadcasters will not be misled by the kind and benevolent interest in their behalf expressed by Mr. Paine (John G. Paine, ASCAP general manager), but in their minds will stand out the cold facts that without consent of the industry ASCAP cannot sue; it to demand an increase of about 100 per cent in payments." Miller added that continuation of current contract would strengthen the ASCAP monopoly.

Musical Replaces Fibber and Molly

CHICAGO, May 18.—Needham, Louis & Brody, agency handling the Johnson Wax account, reports that client had been set for the summer show, entitled *America Sings*, to replace Fibber McCoes and Molly. Show which starts July 2 on WYCA radio stations, will feature Meredith Wilson's *Ork*; Kay St. Germaine and Ray Hendricks, vocalists; Cliff Nazarro, and Hazel Wilcox, announcer.

Don Quinn, reports that Fibber McCoes and Molly program, will work on the summer series. Marion and Jim Jordan were expecting to take a nine-week vacation, but picture-making will continue most of the time.

XEAW Owner Sues Brinkley for 20C's

NEW ORLEANS, May 18.—John R. Brinkley, Del Rio and Little Rock grand hospitals and stately petrel of American radio channels for over a decade, was sued for \$20,000 this week at Edinburg, Tex., by Carr P. Collins, who recently assumed control of Radio Station XEAW at Reynosa. From Brinkley, Collins is suing for fines, taxes and claims of the Mexican government held against XEAW, which he alleges Brinkley failed to pay prior to March 25, 1939, when station changed hands.

Collins alleges that he placed in trust against such claims \$20,000 in an Eagle Pass, Tex., bank against the station and Bonquet, acting either in his own capacity or as an agent of Brinkley or of one of the Corporation Cia. Mexicana Radiodifusion Promotora de Vida Actual, S. A. was paid the full amount placed in that bank. In addition, Collins said that Mexican government presented later a \$20,000 claim against the station and that he was again forced to pay.

Collins is a friend of Gov. Leo O'Daniel and since March, 1939, O'Daniel has been using the station for severe attacks on other radio stations and newspapers of the Lone Star State, which he charges "persecuted" him by refusing him allotted time on the air and space in the daily columns.

AFRA, NBC Sign Sound Men's Pact

CHICAGO, May 18.—National Broadcasting Co. and American Federation of Radio Artists signed the long-awaited "sound men's contract" Thursday (18). Paper provides for a raise in minimum salaries from \$1,500 a month to \$2,200, with proportionate bonus; up to \$300 a month for above-the-minimum employees; a two weeks' vacation with pay plus an extra day for each holiday; a 6-day 40-hour week, seniority, etc. Contract took effect three years ago, with an increase at the end of second year.

Agreement was negotiated by Ray Jones, executive secretary of AFRA; Sidney Straus, vice-president in charge of NBC Central Division, and a committee of sound men, including Robert Graham, Irving Bickler, Robert Oppen and Mike Deanninger. Agreement was delayed by Joe Mankin, secretary of AFRA, legal brains of NBC and AFRA, respectively, ironed out a few minor wrinkles in New York City, together with Mrs. Betty Lee Mankin, AFRA's secretary of AFRA; George Heiler, associate executive secretary and treasurer of AFRA, and Mark Woods, NBC treasurer.

Flowers That Bloom in Spring Return Hillbillies to Philly

PHILADELPHIA, May 18.—After a quiet "spell" of about two years, Philadelphia radio is turning again to the range riders. Past week found three tall-corn country productions taking the air to buck KYW's earlier-starting *Bunch House of the Air*, conducted by Mort Lawrence at 6 a.m. daily. At WCAG is a new hillbilly jamboree at the same hour. Charles DeKlym coming over as the Old Gourd Celler. Immediately following, from 6:30 to 6:45 a.m., same station brings on *Asher and Little Jimmy*, a pro pop-say outfit (Jimmy is 101, which comes by way of W.K.Y. Cincinnati, and the yodite circuit).

Clarification

Following letter has been received from Jack Shaffer, radio editor of The Newark (N. J.) Ledger, whose column is syndicated in other Newhouse publications.

"I'll greatly appreciate your courtesy in correcting an erroneous impression inadvertently caused by a quote from me in connection with The Billboard's Radio Publicity and Exploitation Survey. The statement said that independent stations in this territory do not maintain satisfactory record departments. I certainly meant to exclude WMCA and WNEW from that list, and I think the recent efforts of WNYC are on the right side of it.

To straighten up this side of it all around, will you mention the fact that I have a high opinion of Leon McGowan (WJLA) and Dick Barch (WNEW). They are performing jobs which I consider to be excellent. . . . While NBC sticks to its printed sheet, I'd rate WMCA right after Columbia in the value of its press releases."

Louis Katzman Goes To BMI as Adviser

NEW YORK, May 18.—Broadcast Music, Inc., has hired Louis Katzman, formerly chief musical director for Hearst Radio, to analyze the music needs of stations, and to advise on the selection of music for public domain and BMI music which the broadcasters might use to replace these songs and program background music.

As a result of his new job, Katzman BMI has announced no further work will have stepped up its output of original music. Or now has a total of 27 tunes which he claims it is increasing production now, so that it can deliver one song a day.

'Breakfast Club' Mate Is NBC 'Supper Club'

CHICAGO, May 18.—Success of the NBC *Breakfast Club* has encouraged NBC officials to build a new program, titled *NBC Supper Club*, which will be offered for sale shortly and will use the same talent as the morning opus. Format will be similar, and talent will include Don McNeill, Johnny Johnston, baritone; the Escorts and Betty, Fran Allison and Jose Benatchour.

Breakfast Club is doing well on stage, fall and carnival bookings. Latest dates lined up for the 1940-41 National Air Carnival at the Municipal Airport in Birmingham, June 1 and 2, and the Home Show in Janesville, Wis., May 29 thru June 2. The Home Show is sponsored by The Janesville Gazette and Station WJLO, Janesville.

Stack Goble's Option

NEW YORK, May 18.—Stack Goble ad agency has taken an option on *Legend of Your Ears*, mystery show which will be given an airing on Ted Lloyd's *Command Performance* series over WOR May 31. Series is based on material furnished by Roy Post, criminologist, and co-stars Philip Reed and Helen Twelvotree.

Alka-Seltzer Shifts Nets

CHICAGO, May 18.—Alka-Seltzer National Barn Dance will shift from NBC-Blue network to the NBC-Red, beginning June 2. The Home Show is sponsored by Miles Laboratories, Inc. thru Waco Advertising Agency, calls for 50 stations.

Allen Competing With Ex-Sponsor

NEW YORK, May 18.—Fred Allen is reported getting \$15,000 as a package program in the fall for Texaco. An ironic twist has Allen going on the air against his present sponsor, Bristol-Myers, since he will air at 11:30 p.m. over CBS. He has been on the air at this same time for six years for B-M.

Allen's Texaco deal was set this week, reportedly Tuesday evening. He'll replace the present variety and dramatic series, which, despite a heavy budget, has not fared any too well. Buchanan & Co. are the agency.

Allen leaves New York for the Coast June 6 to start work on *Love Thy Neighbor* for Paramount.

When the new Texaco show starts, Allen will be competing against the writers, director and players intact, his could have stayed with Bristol-Myers if he had wanted to do a half-hour program, but he refused.

Television Review

Reviewed Wednesday, 9-10 p.m. Style—Variety. Reviewed on RCA Television Receiver. Station—W2XBS.

Wednesday's studio program was made up of a number of very diverse elements, and the novelty of the acts presented gave show some experimental value. Judging on the basis of entertainment, it was not as effective as a more orthodox variety layout, but at this stage of the game the most desirable for producers to take a crack at as many types of presentation as possible.

Session included talks by Ruth and Helen among the Eskimos. During a display of weight-lifting by Sigmond Klein and a bevy of lads with thick necks and wonderful muscles; a one-man band, namely, Richard Van Gallo, and Paul Wing's spelling bee.

Hoffman King, twin, spoke of their experience in Oriental countries, telling of sheiks, harems and details of life among the Bedouins. During the talk they donned native costume and sat on the floor and smoked water pipe. It was of fair interest, but there was some artificiality in the method of presentation. Three winners were presented the girls to cut in on the other to bandy the conversation back and forth. Listener began to wonder at exactly what point the interruption would come.

Richard Klein and his mighty men deuced. Klein's men were Frank Light, Bob Harley and Johnny Davis. While these lads startled the yokels with their muscular development, Klein was a quite pedantic discourse on the art of weight-lifting. Later proved he was not merely a talker by doing some fancy stunts himself.

Wing's spellings bee had eight contestants, chosen from the television studio. Three winners were presented with dictionaries which they can very well use. Most of the people participating appeared so completely negative that they were interesting only from the aspect of frozen etchings, some smiling and some deathly grim. Wing carries on very capably.

It's Fact

EL PASO, Tex., May 18.—KROD, new station licensed to operate full time, becomes an outlet of the Columbia Broadcasting System, June 1, the day of the station's inauguration. This will be CBS's 119th affiliate. KROD is operated by the owners of The El Paso Times.

Denial or no, that's Cantor's deal.

N. Y. Station Publicity Chart

NEW YORK, May 19.—Figures covering publicity breaks gained by New York radio stations from April 14 to May 11 are given below. Eight New York papers and one Brooklyn rag tabulated. "P" column indicates highlights or "best bet boxes" mentions; "C" denotes number of radio column breaks.

While all stations have fallen off in varying degrees in the amount of space garnered since last year, WABC still holds its comfortable lead as number one break getter. Following are WEAP and WJZ in that order, with WOR still in the fourth slot. However, it is interesting to note that while WOR topped WMCA in fifth place, on total lineage, WMCA nosed out WOR by two mentions in the column totals.

WIN is topped this in this listing by WNYC and WQXR, with the municipally owned WNYC ranking sixth.

	1940 TOTALS	1939 TOTALS
	P. C. OT.	P. C. OT.
WABC	798 146 944	808 169 1007
WEAP	674 88 762	750 133 882
WJZ	679 127 805	715 153 878
WOR	384 104 488	413 127 542
WNYC	185 100 293	306 81 387
WMCA	118 20 144	218 49 267
WQXR	100 10 110	100 25 125
WHN	88 22 108	209 44 253
WHEW	80 14 94	85 26 111
WEVD	56 3 59	70 7 77
WINS	40 12 52	63 10 73
	3148 650 3806	3533 833 4668

S. A. Short-Wave Biz Gets Hypo

New York hotel buys time on NBC to pull S. American trade—once weekly

NEW YORK, May 18.—Hotel Waldorf-Astoria, beginning May 22, will sponsor a daily "Cugat" program for South American reception over NBC's two Latin American stations, WRCA and WNLB. This is understood to be the first deal of its kind in radio and is set for 26 weeks.

The war situation is the motivating factor in setting the deal. Angle is that foreign tourist trade will undoubtedly drop, and hotel spots are looking for other trade sources.

New York World's Fair ties in directly, there being considerable Latin American participation at the fair. Expectations too are that the summer will see a boom in Latin American tourist trade to New York. This being the case, Cugat's short wave to SA is hoped to hype business at the Waldorf.

Choice of Cugat for the short-wave is also regarded as smart move, inasmuch as the maestro is one of the best sellers on wax south of the border.

Cugat opened at Waldorf's Starlight Club this week. Once weekly broadcasts will emanate from there and will have a Spanish announcer.

Spanish commercials over NBC's Latin American stations were the United Fruit Co.'s Spanish newscast and the Standard Oil Co. of New Jersey's broadcast of the Joe Louis-Arthur Godoy fight.

Benson Re-Elected Ad Agency Org Prez

NEW YORK, May 18.—Twenty-third annual meeting of the American Association of Advertising Agencies, at Waldorf-Astoria Wednesday, elected Albert W. Hobler, of Benton & Bowles, chairman of the board. John Benson was re-elected president; David M. Botsford, secretary, and E. DeWitt Hill, treasurer.

Members-at-large elected to the executive board for three years include Ernest V. Alley, Allen L. Billingsley, Don Friedman, Continuum members are Richard Compton, Henry Eckhardt, J. Stirling Getchell, P. R. Feland, Gilbert Kinney and Chester LaRoche.

Board members representing councils are: Fred B. Ryan, New York Council; Harold Cabot, New England Council; M. E. Goldman, Atlantic Council; Arthur E. Tatham, Central Council; and W. H. Horsey, Pacific Council.

Frederic R. Gamble continues as executive secretary.

Jewel Food Aims Quiz

CHICAGO, May 18.—Jewel Food Stores, three-day quiz series, starts a new national quiz series entitled "Mystery Program Friday" (24) on WMAQ. Contract is for 26 weeks, extending thru November 18. Talent featured includes June Lyon and Jack Marlowe, NBC piano man; Darrard Kirby, emcee, and Norman Barry, announcer. Apparent objective is to offset competition created by National Tea Co.'s quiz series, aired on WGN night, Canton, O., which recently replaced *Miscio* on WGN.

Radio

WASHINGTON, D. C. May 18.—Following application for a license was recently received by Federal Communications Commission. Its file number is TS-LC-161, and it reads:

"The Society of the United Kelp Barham for Propagating the Oculi among the Heathen 18 miles from Bethel, Alaska."

And that television report still is not in.

T. Dorsey Lands Pepsodent Spot

NEW YORK, May 18.—Pepsodent Co. thru Lord & Thomas advertising agency, signed Tommy Dorsey Thursday afternoon to replace Bob Hope for the summer. And went to Dorsey after it was decided that an audience participation program, *The Song J'Il Never Forget*, built by Harry Salter, would cost more than the bridge could stand. Salter's show is said to go for upwards of \$3,000.

Dorsey starts June 25 for 13 weeks. Program will be a straight band show, hops, ranking close to top in radio surveys, returns in the fall.

Song J'Il Never Forget is being considered by Young & Rubicam now.

NBC Cut "B. and B."

NEW YORK, May 18.—NBC Radio-Recording division is cutting wages on the Betty and Bob programs which ran for eight years under sponsorship of General Mills. Arrangements were made with General Mills, owner of the program, and D. Morris Associates, Inc., producers.

New series, written and directed by Leonardo Berozoff, will contain entirely new material. Betty and Bob's host, Frank will play Betty and Bob and Milton Cross will announce.

Chizzini to Chicago

CHICAGO, May 18.—Frank E. Chizzini has been appointed Radio Recording Manager for NBC Central Division, Chicago. M. Strozic, vice-president and general manager, announced today. Chizzini comes to Chicago from New York, where he served as assistant to C. Lloyd Barnes, manager of NBC Radio Recording Division. Maurice Wetzel will continue his present activities in Radio Recording in co-operation with Chizzini.

"Liberty" Buys Heatter

NEW YORK, May 18.—Macfadden Publications for Liberty magazine has bought time on five Mutual Broadcasting System stations for Heatter's "Radio 9" broadcast. Sponsorship will be twice a week beginning Thursday (23) over WOR, Newark; WGN, Chicago; WKLM, Detroit; WAAB, Boston, and one other not set at press time.

Deal set by Erwin Wasley.

New RCA Record Distributors

GAMDEN, N. J. May 18.—Wyatt-Cornick Co., Richmond, Va., and The Yancey Co., Inc., Atlanta, have been appointed wholesale distributors for Victor and Bluebird records, according to Fred D. Wilson, manager of RCA field sales activities here. Both jobs are newly formed companies and will handle the full line of RCA products.

Radio in New York

There must be a new script on Mr. Keene, Tracer of Lost Persons, Dialog seems briske than heretofore. . . . PAUL (NBC) DUBONT leaves for a month's vacation in Florida at the Grand Canyon. He claims that all fish caught under four feet got thrown into the canyon. . . . IAN McALLASTER is now a regular member of the *Connoisseurs of America* cast. . . . Have you noticed the hand-painted stockings on BEA WAIN? They are the work of an Austrian refugee. . . . Gracie Allen for President will appear in book form June 1. . . . Hollywood reports that ED WYNN has inked a fall radio contract. . . . TIM RYAN signed this week by Universal Pictures.

BAGELMAN SISTERS, singing swing versions of Jewish tunes on WHO for a long time, will record some of the tunes with English lyrics for Victor this month. . . . MARGIA HARRIS, song and dancer now on NBC's 22 Mesa and a Girl-Television program, is lined up for more tele work.

Maurice Lockel, top-flight director, has a book on radio coming out this week.

Advertisers, Agencies, Stations

By PAUL ACKERMAN

Its fifth Hollywood year under Cecil B. DeMille June 3.

NEW YORK: YOUNG & RUBICAM will keep a skeleton staff operating its Coast office this summer. Y&R Hollywood people who will operate from the New York office include Jack Van Nostrand and Bob Lee, of the advertising department; Therese Louis, script editor; Al Scalpone, commercial writer, and Tom Wright, publicity. Some of some of the men will be in the nature of a skeleton staff. . . . Danance, frequency-allocation press agent, recently put a new transmitter on the air. First two contacts he made were with WOR engineers, and immediately after that he contacted Andy Samsel, chief clerk and musician. . . . Bert Lambert, Mutual salesman, has a new daughter. . . . Mary Little, editor of *Des Moines Register*, and "Red" Vane New York for home Saturday (18). . . . Lux Radio Theater starts

month called "Listen, In." Most people don't know it, but Maury is a lawyer, having passed the Wisconsin bar some years ago. . . . Rob Trout was soon here as part of a newspaper. . . . Dick Lieber, organist for Radio City's Music Hall, is an added starter to "Star Theater." There'll be no summer weekends for Bud Hulek now that he is the emcee of the new Ford Sunday evening hour. . . . Oacef Levant's case-file, redheaded Barbara Woodell, is playing the part of a nurse on "Big Sister." . . . Effie Shannon is an added starter to "Star Theater." . . . The funniest show on the air to this column is still "Pic and Side." . . . Ed Brown will be married in Virginia Tuesday afternoon and be back in New York the same evening for his radio program. . . . Fred Barron didn't have to return to the hospital after all for which we all feel glad. . . . Instead of the usual awary salutations of the average commercial announcer, it is thought he will instead be asked to start out with, "Hello, suckers."

Olsen Advertising Co., has named Frank Block account executive; Paul C. Henderson, art director; Virginia Loeb, radio continuity editor, and J. Bell, copywriter. . . . Earle McGuff's book, "Radio Directing," published by McGraw-Hill Co. . . . Lillian Okun has become director of WBCA's radio studio in the Johns-Manville Building at the World's Fair. . . . Julius Postel, author of *Spot Series*, *Let's We Forget*, will be in charge of the script department of Radio Showcase, production org. . . . Fred Wile, of Young & Rubicam, working south on a radio contract for the State of Virginia. . . . NBC page boy, now in a permanent-announcer's spot at WOR.

From All Around

PHILADELPHIA NOTES: One Edwards, WDAE production chief, takes over the station's news bureau. . . . Leonard MacLean gets a Sunday afternoon Kiez Club. . . . Art Hinetz Trio, in-again and out-again as WCAU commentator, is definitely out this time. He's gone to WGN, Chicago, for General Foods. Norman Press, stepped in on short notice to pinch-hit for Scott on the Yellow Cab show, and his commentations elicited so that he has been assigned permanently to the show. . . . Three-weekly news shot on KYW. . . . Art Hinetz Trio, Bluebird recorders including Charles DePulio, vibraphone, and Joe Puccio, guitar. Hinetz returning at the organ, inaugurate a Thursday session on KYW.

Albert J. Beveridge Jr., member of the new staff of WIRE, Indianapolis, and son of the late senator, is running for State senator on the Republican ticket in the Indiana primaries. . . . Dewey Byrd and Harry Rason, WIRE staff musicians, will appear as organ and piano soloists with the organ show to be given in the school's new building at Le Fayette, Ind. . . . Myron Fox, sales program director of KDYL, has been promoted to captain of the 41st Infantry Reserve at Bill Terry, WSGN sportscaster, doing well after yielding appendix. . . . Henry Dupre, publicity director of WWL and Leonard Gesner, Fitzgerald and Adams, New Orleans, have used a dead and dumb caddy for their golf rounds. . . . Francis Jacob Jr., supervisor of controls of WWL, is daddy of a 9-pound bouncer and named Francis III. . . . George T. Emerson, for Ruth South stations. . . . Orville Anderson latest addition to announcer staff of

WWL. . . . James Stone and Beth Moore doing a daily morning show on WJZ, Shreveport. Stone does a 15-minute daily sing with Moore as accompanist.

Material Protection Bureau

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THE facilities of The Billboard's Material Protection Bureau may be used by any reader who wishes to establish the priority of ideas and material that do not fall within the scope of the U. S. Copyright Office in Washington. In making use of the service the following procedure must be followed:

Place a full description of the idea or material in a sealed envelope.

On the face of the envelope write your signature, your permanent address and any other information you deem necessary.

Attach the sealed packet to a letter asking that it be registered in The Billboard's Material Protection Bureau, 6th Floor, Palace Theater Building, New York City. Upon receipt, the packet will be dated and filed away under your name. The Billboard takes every reasonable precaution to protect the material submitted for registration, but does not assume any liability in connection with cases.

Program Reviews Comment

EST Unless Otherwise Indicated

So You Want To Yodel? Well, Scrapelle Aches To Teach You

Reviewed Friday, 5:30-5:45 p.m. Style—Yodeling. Sponsor—W.J. Philadelphia Scrapelle. Station—WJZ (New York).

Well, you won't believe it even after you hear it, but radio's educational sides are many faceted. Don't believe it, if you don't want to, but Philadelphia Scrapelle is now sponsoring O-Levi-O Santoro, "World's youngest champion yodeler" on this local WJZ show. And not only will Scrapelle teach you how to yodel, with O-Levi-O throwing in an easy sample lesson on each weekly broadcast, but they'll send you a book with full instructions. The book has a secret yodel code in it too. No doubt the code will come in handy when you want to have a secret powwow with the Lone Ranger or mebbe Buck Rogers.

The boy yodels such tasty tidbits as *Hillbilly Hillbilly*, *From Philly* and opens and closes the show, incredibly but may seem, with a theme song about the product. You'd be surprised how easy it is to yodel the word, scrapelle—fits right in to the rolling larynx work.

The kid's a good yodeler, but it hardly seems credible in this day and age that a program like this goes over a New York City station. It's one of the funniest parts of the show are the deadly serious commercials and giveaway offers.

Don't say I didn't tell you. Bippy. Franken.

"Vocal Help Wanted"

Reviewed Sunday, 10-10-30 p.m. Style—Musical amateur show. Sustaining on WCAU (Philadelphia).

A new and novel instant in radio talent hunts, with all the fun, as ever, at the amateur's expense. On the theme of "How many of you like to sing with a band?" four numbers are pulled out of a hat, corresponding to numbers held by would-be vocalists in the studio audience who are brought before the mike to sing with the song staff. Last week Lester made the stanza's musical setting more inviting.

Hugh Walton, show's engaging emcee, probes into the group's private life and then goes into the business of helping the singer select the proper song, key and so on. As might be expected, given usually staid radio tastes.

As a come-on, try translators are given an off-the-air recording of their do-or-do, mostly the latter, so that they can carry the "sugar" brand of their life. Records of those who would also come in handy for haunting houses.

Listeners in the studio and at home send in their votes to give the best (?) of the batch 48. But they have to come back again a second week for a guest-of-honor song to get it.

To insure a steady supply of would-be vocalists, the show's "help wanted" ads in the classified sections of *The Inquirer* and *Bulletin*. Orndorfer.

Old Gold Show

Reviewed Friday, 10-10-30 p.m. Style—Variety. Sponsor—P. Lorillard Co. Agency—Lannen & Mitchell. Station—WEAR (New York, NBC Red network).

Old Gold cigars brought Don Ameche back to the network after his departure from the Chase & Sanborn program, with the rest of the show, including Clara Trevor, Pat Friday, Six Bits and a Miss and Victor Young's Orchestra. Miss Trevor and Ameche do each week a dramatic reading of one of Mark Twain's widely read short stories, and this fact

alone should get the show an audience. Hillinger's pieces are well syndicated and in the story line, as well as, as we said, too, the program, judging from the one caught May 17, is only fair. Dramatization is the keystone of the offering, and when the story is as good as it was on this occasion, it pulls down the whole unit.

Ameche's ability as an actor is in direct ratio to duration, and when the direction isn't firm enough, he does everything in sight, including the microphone, trumpet, drama and whatever scenery may be in the studio. His emceeing, as always, is clever and sugary and you can take it or leave it. The latter is recommended. Neither his playing nor that of Miss Trevor, in the *Hillbilly* review, nor *Obvious Jealousy* thing about two American crooks posing as English nobility, helped at all, and the end was telegraphed as soon as the lines of the act came into the speaker.

Musically, the show varies. Miss Friday is not an especially persuasive singer and the Young Orchestra is standard but not noteworthy. The "Hillbilly" is quite effective and sells its stuff well. Commercials stress a double your money back offer. Franken.

William Friedberg

Reviewed Friday, 12:15-12:30 a.m. Style—Theater and motion picture talk. Sustaining on WMCA (New York).

William Friedberg is a recent school of journalism graduate now doing film and legit criticism and chatter for WMCA. Neither review nor criticism are particularly adult, and from his delivery it is quite apparent that he is a radio neophyte. Program does not match standards of a metropolitan New York station.

On program caught, the one fairly acceptable feature was his review of *Waterloo Bridge*, but the chatter that followed was patently p.-a. stuff. Might be okay for the lady, who don't seem to tire of this type of bocus-pocus, but anyone who stays up until after midnight to get filled with stage criticisms will hardly be satisfied with this presentation. Franken.

Al Pearce

Reviewed Friday, 7:30-8 p.m. Style—Variety. Sponsor—J. Reynolds Co. Agency—William Esty. Station—WABC (New York, CBS network).

For his Camel Cigarette show Al Pearce has changed his program's format from the somewhat easy-going variety layout he has favored for years to a mostly straight and heavily buffed comedy program. Principal comedy sources are Arlie Auerbach's Hebe dialect and Arthur C. Bryan's double talk and shrinking violet, dumbbell character. That gives the show two dumbbell characters, other being Elmer Blunt. Pearce's popular punchy salesman. Program caught was overboard on musical and radio slapstick and the laughs came from downright silliness. It's not the customary Pearce type of show, but it may have a broader appeal base. The only source of material is too far-fetched. This show included a pretty senseless burlesque of *Northwest Passage*.

Where the show stands up in on the musical end. Marie Green and her Merry Men are not only an unusual and outstanding vocal group, but they're terrific. With Miss Green singing in coloratura. Number on this show, was not especially well chosen, being *Who'll Buy My Violets*, but even with this handicap program rates the top in radio effort in coloratura. They could do two numbers without any question. Carl Hoff, at the baton, when backing up or solving, does an equally notable job.

Camel commercials, as usual, pretty heavy. Franken.

NEW YORK, May 18.—The *Wonderopol* Hour, three times a week at 12:15-12:30 p.m. beginning May 27, will be sponsored over WJZ by Yeckes-Eichenbaum Co., distributors of fruit and vegetable. Program will feature interviews of famous specimens by Nancy Craig. Samuel H. Croit is the agency.

This column is devoted to brief reviews of programs which have been on the air for some time as well as shows which have just debuted. Where necessary, rate further mention. Note that a one-time program review is inadequate for a production that varies each time it is presented.

Baseball activities of the New York major leagues are being covered this season by excellent sportscasters. It seems that the most complete, and accordingly it should be said that WALTER (RED) BARBER, who does the Brooklyn Dodgers over WOR, is not only the top man heard in New York but certainly one of the leaders, if not the leader, in the baseball field in the country. MEL ALLEN, who does the Giant and Yankee games over WABC, is no slouch too, and does a thoroughly acceptable job. Whether Barber is going a game off the tinker (re-enactment) or on the actual field of play, he keeps affairs moving and has an especially good knack in commenting on inside baseball strategy. He gets crisp and clean-out bid from AL HELPER.

Working with Allen are JOE BOLTON and JAY FLIPPER, the latter doing commentary and commercials, with Bolton occasionally doing some of the play by play. When he does he's overly excited. J. F.

SAM BALTER, one of the best sportscasters on the air, continues to do a job for Bayuk Cigar, Inc., on his *Inside of Sports* over WOR and Mutual Broadcasting System Thursday, 7:45-9 p.m. BALTER's material is the type of sport fan fodder that cannot miss, much of it being made up of anecdote and information usually easy to find in the newspaper.

Program touched on baseball and boxing, but by far the most interesting section of the program was concerned with AL BANYAN, miracle man of the baseball courts, who is appearing at the age of 30. Closing few minutes were devoted to racing and baseball results. Plugs were for Phillies. BALTER will sell them. P. A.

Let Your Hair Down, 9-9:30 p.m. over WMCA Thursdays for Davegs, is one of those folksy programs that probably has a very strong hold on local listeners. Program's format is simple, requiring presentation of interesting people who give informal and brief talks on their particular vocation, pet peeve or any thing that interests their hearts. Thursday's program included a weather bureau official, a femme reporter from *The States Island Advertiser*, a physician engaged in public health work, and others.

Since the type of program, will depend upon how carefully the participants are chosen. On this session the speakers drew plenty of laughs, telling some queer tales for manufacturing weather, both fact or superstitious people, etc.

Program emanates from the World's Fair beginning next week.

There's a new radio program for Davegs, at a very moderate cost. P. A.

Strange as It Seems, on WABC and CBS network for Palmolive Shave Cream, Thursdays, 8:30-8:55 p.m., is at times hokey but undeniably interesting. Stuff is collected by JOHN HIX, who puts on the program in the same name, and is narrated by ALOIS HAYES, who is competent and speaks with excellent diction. In addition to Havrilla's narration, yarns are dramatized. One of the most interesting programs contained an account of a battle—ears weapons—between Spanish Conquistadores and Mexican Indians, and a piece telling the mysterious story of how Sir Walter Scott wrote *Rob Roy*. *Lammermoor*. First mentioned has been called the greatest free-for-all of all time, whereas the Scott story is one of the most important literary programs.

Program closed with a gem named CLARENCE RIVERS demonstrating and expounding the uses of properties of liquid air—a very remarkable substance according to this account.

Use of a song, occasionally, gives the program a hole atmosphere that might be dispensed with, particularly so when the commercial follows shortly after. P. A.

ARTHUR HALE, Transradio commentator on Mutual Broadcasting System, was in the spotlight May 27, when he spoke Thursday at 7:30 p.m. for Richmond Oil. Period was concerned mostly with the war situation, and when discussing some of the developments, the script seemed really to have an inside track—

bearing out the "News Behind the News" slogan. Most interesting phase of his broadcast was an analysis of Italy's position. Hale purportedly revealing for the first time the military plans of Hitler which had been agreed upon by Hitler and Mussolini at the historic Brenner Pass meeting.

There is no affection in Hale's delivery, and in a field of radio so crammed with oracles is not surprising.

Program had three plugs, stressing use of summer automobile lubricants. There are two giveaways, a war map and a fishing guide. P. A.

JOHN CAMERON SWAYZE, talented newscaster, has been programming world events in Kansas City for several years, starting with WORX in 1930, switching to KCMC and WIB before finally heading down in present spot on KCMO. An editor of *The Kansas City Journal* he is in a choice position to report foreign and local news, and as a result often accepts competitive reporters on forecasting events. He has a ready delivery, is friendly over the air, and does not insult the intelligence of his audience. Not crisp, but flowing, he nevertheless seems to cram an amazing amount of material into his 15-minute stint. Local listeners tend to quote him more authoritatively than they do editorialists on the local papers.

Plugs are held down to a minimum and there is no mention of a program in his devotion to news editing. B. L.

SUGAR'S DOMINO

(Continued from page 4)

able connections with influential officers they are in a position to take advantage of many opportunities that may arise because they are constantly chasing the rainbows painted on a backdrop sky by the glib guys who live by their wits alone. Performers are hindered from making progress in many other ways that space limitations prevent us from describing here. Whatever progress they make is accomplished despite but not because of their tie-up with agents who were never serious about wanting to do anything for them. In such cases the agents plays the clear-cut part of a passive, inactive role, pushing the performer towards employment and higher salaries. He places every obstacle in the path of a performer because of his dishonesty; but he is the first to jump in and claim his slice if the miracle of the artist making good happens.

It is easy for us to give advice but in giving it we realize at least that the performing artist do not willingly fall into the trap set for them by gyp agents. It is understood that in many cases the performer is almost certain that the man proffering the management contract will not do anything for them. But the performer is tired, hungry and desperate, and he has to take the chance because there is nothing else for him to do. So we address our advice to performers who aren't quite, desperate or too hungry. We tell them to avoid, at all times, any agent who is not a reputable attorney. We tell them that regardless of what a lawyer thinks they should not tie themselves up for too long a period, and no rules for determining their satisfaction that their income will grow under his wing. They should not do business with a personal manager who has not already made good with other performers; not merely one who is handling other performers successfully but who is actually responsible for their success in the salary department. There are no rules for determining their success. Common sense is enough. Such a procedure is tough on the well-meaning agents who are honestly trying to build up a clientele. But we are not concerned with the latter. There are too many starring agents in the business anyway. The fewer there are the better it will be for the public performers who are the potential victims of agents suffering from an overabundance of competition. The show business is queer in this respect: There can be too many agents but never too many good performers.



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VOX COLLEGE POPULI

College Kids Voice Critical Views on Prom-Paying Bands

Un-edited comments on most popular orks appearing on nation-wide campuses—also those proving biggest disappointment—no feelings are spared

NEW YORK, May 18.—Selling a band for college dates is one of the headaches of the band booker's fraternity, selling itself to the college kids during the date is entirely up to the band—and the job is every bit as difficult as the original task of getting the outfit the date in the first place. And every bit as important. For the campus crowd expects full value for its money, and anything less sets the ork back just that much in its bid for top-flight national prominence. In addition to their selection of favorite bands, vocalists and most promising new orchestras (published in the last three issues of *The Billboard*), the editors of the 108 college and university publications participating in *The Billboard's* third annual college music survey were asked to express the sentiments of their particular schools in the matter of the most popular orchestra to have played a prom on their campus during the current year. And, taking the bite with the sweet, the orchestra that earned the dubious distinction of turning in the most disappointing performance at a school dance.

The criticisms and comments, brickbats and bouquets that follow are verbatim, minus any editorial selection or modification by *The Billboard*. These capsule critiques are perhaps the best indication of what is looked for—in fact, demanded—by the country's youthful band buyers. They reveal what an orchestra must and must not do to curry favor with the prom-trotter, who in a large part are the deciding factor in the making or breaking of a band. Not anything goes with Joe and Vane College, and, beside the maestro who thinks it does!

"Ringers" Used

STARTING with the New England University, Providence College, Providence, thru its spokesman, Thomas A. Molligan (Cow), gives the nod to OLLENN MILLER for his "unique style and fine swing arrangements." No disappointments were chalked up at this school, also in the HENRY MILLER band wagon is the University of Vermont, Burlington, Vt., whose Robert E. Johnson (Clyric), reports that Glenn proved most popular on that campus because of his "musicality, personality, appearance, etc." From the disappointment angle, this campus seems to have plenty of gripes, namely, JIM GARMODY, who "didn't have the goods"; LES BROWN, "before revamping," and TOMMY REYNOLDS, "not quite there either." Another OLLENN MILLER constituent, according to Jack Snyder (Purple Cow), is Williams College, Williamstown, Mass., which gives a rap, in the next breath, to AL DONAHUE because "the band left all their arrangements in Philly and had to play 'stock music'."

Michael Levin (Orion), Harvard

Count and Discout

NEW YORK, May 18.—Students at Oregon College of Education, Monmouth, don't make either words or opinions in proclaiming thru Joe Hall, editor of *The Lambrin*, campus paper, their likes and dislikes in re bands that played their school this year. Johnny Bush was the nod for the most popular, the biggest disappointment being that he really put all they had into playing. They also jammed a few times. Also liked because they had Count Basie arrangements down pat. Couldn't tell them from the Count. But to the biggest disappointment, it seems to be something else white. Editor Hall speaking: "Gene White, pick-up from somewhere. Condemnation he stank. There wasn't anything good about him, according to some of the Jack and Vane Colleges who are supposed to know."

University, Cambridge, Mass., is authority for that campus' approval of BUNNY BRIGAN (who disbanded his ork several months ago to resume his seat in Tommy Dorsey's trumpet section). Reasons were "name, theme song and the fact that his and his band's playing were much better than expected." The Harvardians turn thumbs down on LARRY CLINTON for a one-word reason: "clipped." Holding opposing views on the "BESTON BROTHERS ORCHESTRA are Bates College, Lewiston, Me., and Northeastern University, Boston. Leo T. Mulhearn (*Buffoon*), speaking for the former, avers that the Fentons take the prize for "masterful arrangement, rhythmic, original swing and good musicianship," which "boost the band to its present favorite spot." Not so charitable is John J. Fitzgerald for Northeastern who nominated them as his biggest disappointment on the basis of believing that "they used tringers," although he adds "no definite proof" to the allegation. Bates had no disappointments, while Northeastern could name no single one as the most popular, qualifying that slightly by adding that "JIMMY LUNCFORD and RICHARD HIMBER have met with most approval in past years."

J. Dorsey's Versatility

JIMMY DORSEY and JOHNNY GREEN were the hit and the miss of the year at Tufts College, Medford, Mass., says Frederick Dickerman (*Tufts Weekly*), who fails to disagree on the subject to the point of saying why. KENT BARTLETT "knows the student taste and caters to it, is nice personally, not a super-salesman, and those who hire him feel the same way about him, all which is why this maestro gets the nod from Badcliffe College, Cambridge, Mass., according to *The Rutcliffe News*, the editor of which requests anonymity. The terse description of "lippy" serves to express the reason for that school's dislike of LARRY LANE.

"Versatility" is the way that JIMMY DORSEY is described by Clayton K. Bar (*The Tech*) at Massachusetts Institute of Technology, Cambridge, Mass. Along with comparing him to the part is the "they like his style" ascribed to HARRY JAMES by Sidney A. Govenar (*University News*), Boston University, Boston, while the University of Maine, Orono, Me., thru its campus paper (*Campus*), just picks TOMMY REYNOLDS as the most popular and lets it go at that. The three last-named schools had no disappointments.

Dropping down into New York State, W. H. H. (Ded) (true), speaking for Cornell University, Ithaca, states that "OLEN GRAY and JAN SAVITT made a big hit at the Junior Prom, especially Savitt," and merely names TONY PATTON as the biggest disappointment without elucidating. ROY KILBRIDE was the accolade from the New York State College for Teachers, Albany, via Otto J. Howe (*News*), with no reason—no disappointments—given. In New York City territory, Brooklyn College's Bernard Rothberg (*The Beacon*) advises that GABER KING "played a variety of different types of music, and intermissions weren't too long," which seems to have won over the student body there. On the other hand, from speaking to a number of students, whom

Oops—Pardon!

NEW YORK, May 18.—Bede and bookers, please take note. You're up against a wall of chauvinism in any assault upon the Ivy-clad confines of Radcliffe College, Cambridge, Mass. Spokesman for this girls' school (who speaks anonymously) life a powdered nose, sniffs the sordid avian ozone disdainfully, and quotes: "We are steeped in classic music here—listen to it, sing it (the Radcliffe Choral Society is very popular and very good). We aren't great fans of popular music, except for dancing." (What else?)

I feel make up a representative group. I found that it was some group whose name the students couldn't even remember," which took the booker's pride because of "no diversification, long intermissions and 'corniness.'"

Shirley Schwartz (Education, Sun), New York University, awards the pain to EMOCH LIGHT and LARRY CLINTON. For the reason of treating the feeling the disappointment angle past. Yeats' College and two sections (Commerce Division and School of Business and Civic Administration) of the College of the City of New York made no decisions either way.

Big Build-Up—No Savvy

BEING OFF for the mid-Atlantic States, James Hopkins (*Aquino*) blasts for the University of Scranton, Scranton, Pa., that OLE KRUPA was pronounced "the most danceable band. Pleased all types by varying the best swing with very good smooth numbers. His novelty tunes were good; his soloists played well by all the students with his willingness to oblige in autographing and request numbers." On the U. of Scranton's debit side of the ledger AL DONAHUE, criticized for "too much brass and too much 'jamming.' It wouldn't be fair, however, to say that he was a disappointment. He calmed down after intermission and pleased everybody." As against this school's very pronounced and lucid explanations in Stevens Institute of Technology, Hoboken, N. J., and its terse vote for KDOAG HAYES "danceable, entertaining novelties," and against DICK MESSNER "complete lack of style," as reported by Robert C. Surken (*College Weekly*). A more or less neighboring institute of higher education, the University of Newark, Newark, N. J., skirted the matter in its report.

Lehigh University, Bethlehem, Pa., per Stanley E. Gilpaki (*Review*), found OLEN GRAY the most popular bouncer.

SWING—OR SWEET?

The QUESTION uppermost in the minds of band leaders and band bookers now is—Is SWING really going into the discard, and is SWEET to be THE thing, or—to borrow from Mark Twain—are the reports of swing's death greatly exaggerated?

Probably the best ANSWER can come from one source, and ONLY one source—the college kids who were so largely responsible for putting swing on the musical map. The prom-trotters are a vital factor in CREATING or KILLING musical STYLES—and in next week's issue of THE BILLBOARD they tell how they feel about swing and about sweet.

Read the June 1 issue and find out whether YOUNG AMERICA has turned THUMBS DOWN on swing and given to GREN LIGHT the nod. Also, rhythmic or whether swing still glives to the crown it has worn for the past several years.

due to a "subdued style and the new place the dance was held." OLLENN MILLER is the white-haired boy at the University of Pennsylvania, Philadelphia, declares Fred H. Stapford (*Daily Pennsylvania*), Miller's "arrangements, personnel, style, all meeting with favor here." A sharp turn, however, was bestowed upon BOB CHESTER, comment being "his build-up so heavy." LARRY CLINTON rates a rave from Jerome Levinton and Samuel K. Rubin (*Penn State Froth*), not to mention the student body of Pennsylvania State College, State College, Pa., for his "riff music which the students thought was real swing."

MAL HALLETT comes in for a boost and a roast at the Catholic University of America, Washington, and at Haverford (Pa. College, respectively. The former's William D. Hart (*Tosser*) says yes, because "he was the only name band to play here this year," and the latter's Wayne Moseley (*News*) decries not only "the leader looked hung over and half asleep" and because "Jerry Perkins (vocalist) is worse than C. Lombardo." As for the most popular, Haverford likes "to patronize capable local organizations, CHUCK GORDON and LEO WATFAIR are more than competent." Catholic U. students refused to divulge their big disappointment.

American University, Washington, also leans toward local talent, naming JOE BALDWIN because "of his 'swing'." (See *Vox Collegiate Populi* on page 10)

Ban on Importing Bands to Utah Campus—and "We Don't Like It"

NEW YORK, May 18.—A music situation exists in Salt Lake City that has the students of the University of Utah there up in arms, altho Harold Gardner, assistant and music editor of *Humbag*, campus humor mag., sees little that can be done about it. In the words of Gardner:

"This city, like many others, is starved for good music. According to an agreement between the board of regents and the local union, no bands may be imported to play local (college) dances, however big they may be. Unfair as this may seem, it is the rule and is enforced. We don't like it. The students have had very few good orchestras play here in the past two years. Benny Goodman was here three summers ago, and Artie Shaw had such a good turnout last summer here for a one-nighter that the Lagoon Dance Hall was not large enough to hold the crowd, and the kids danced on 'the sidewalk.' Burners are always circulating around the campus about bands which are coming. Ninety-nine per cent of these anticipations never develop, altho this week we are having Horace Heidt. Goodman and Lunceford are expected, and altho Charlie Barnet was expected last fall his band burned up (instruments and books were destroyed in the Palomar fire in Los Angeles) before he came thru. We have had only Goodman, Ebow and Harry James on one-nighters, and last winter four weeks of Ken Baker."

"Under such conditions these—and there are a very great number—of the students who appreciate hot music and solid orchestras have had to be contented with phony records and ticks from local orchestras. We have a small number of very talented musicians and arrangers here, and they do their very best to keep the student body contented."

"However, when we did have the chance to get Larry Clinton for a Junior Prom, the board of regents and local union stopped such action. I am sure that if the entire student body knew of this arrangement some organized action would result. But this agreement is generally being secured."

"Photograph record sales are at a maximum in Salt Lake, the chief demand being by Goodman, Miller, Artie Tucker, Ellington, James, Barbet, Basie and others equally as hot (except Tucker). Anything that might cause a few more good orchestras to stop over here would be greatly appreciated by myself and by a very large body of students and music fans in Salt Lake City."

My Sincere Thanks

... to America's undergraduates who voted me their favorite male vocalist in The Billboard's annual poll of colleges.

... and to my boss, Glenn Miller, for the opportunity and the genuine pleasure of singing with "the band of the year" and the band that was voted Number One in the poll.

To Glenn and to all my friends I want to say that I'll continue to do my best to vocalize up to the high musical standard set by Glenn and the rest of the boys.

RAY EBERLE

with

GLENN MILLER and His Orchestra

VOX COLLEGIATE POPULI

(Continued from page 8)
ranging dances. Not too many fast and not too many slow." No disappointments here, either, according to Charles Cordery (East). The MEN ABOUT TOWN, a Baltimore organization, makes it a clean sweep among three schools in that Maryland town by getting itself voted as the best liked outfit to play the trio of campus this year. No explanation as to why, however, other than coming from Charles Pearce and Bill Jans, of the Baltimore Polytechnic Institute; Murray R. Harris (Green flag), Baltimore City College; and Frank Robinson (Maroon flag), University of Baltimore. In that order, and on the disappointment side, none. MICHAEL GREENE and the COURTIERs—explanations lacking. Alan C. Fisher (Diamond flag), University of Maryland, College Park, Md., is very positive in declaring that HAL KEMP romped off with the popularity prize because of "his danceable music and fine vocalists," while VAX ALEX (Red flag), University of extreme, being "not up to standard of other bands we had such as Kemp, Glen Gray, Woody Herman and Jan Savitt."

Higher Education

NEW YORK, May 18.—Dance promoters aren't the only ones who know how to build a band in advance of a date. According to Arnold Walls, business manager of Red Caf, collegiate publication at Western Reserve University, Cleveland, and co-promoter with Earl Rose of that school's Junior Prom, "The fraternity boys on the campus are the only ones who know their bands, while the others would be content with Guy Lombardo. We tried to educate them to spring by putting a juke box in the lounge filled with Jimmy Dorsey records. In that way we made money on a Junior Prom for the first time in the history of the school."

The results of the "educational" method are best shown by the fact that J. Dorsey won the college's vote as the most popular act to play there this year.

Band Attitude Factor

BILL STAUBER (Carolina Buccaner) expresses for the University of North Carolina, Chapel Hill, N. C., an important point in collegiate appraisal of an orchestra. Giving the palm to GLEN ORAY as the most popular act, he attributes it to a "smooth band; especially hot; Kenny Sargent's vocals; and attitude of band." The latter calculation rears its head again in the school's verdict against WILL OSBORNE. "Not exactly big-time band; his style is not well liked; will himself seems to be bored to death; followed directly behind Luneford (Jimmy), who put on a swell show." Continuing thru the Southern territory and proving the diversity of opinions is Virginia Polytechnic Institute's appraisal of WILL OSBORNE. Philip Boyette Jr. (The Tech), speaking from this Blacksburg, Va., campus, opines that Osborne was his school's fave of the year, because of a "smooth type of music which made a hit with the students. Novelty numbers were popular." Whereas TOMMY TUCKER failed due to "not enough life and pep to his music."

DEAN HUDSON did nicely enough on appearances at Presbyterian College, Clinton, S. C., and Bon College, Klan, N. C., to finish first among the popular bands to play, those spots this year. Freshman's Jess McCormick (Collegian), says that, "because it is a personality band. The glee club is swell, the vocalist is tops as far as we are concerned and the band members are versatile, friendly and their numbers in both the swing and sweet swing styles are excellent." Mon's Wesley Holland (Maroon and Gold) just names Dean and lets it go at that; likewise PHIL GLASS for the biggest disappointment, without qualifying the selection. McCormick, however, points the finger of disapproval at BUBBLE BECKER, who "was terrible. His rhythm was loose, he was not good at reading and the band was too small to give the volume needed at a big dance. It was a poorly organized outfit and it lacked personality."

William Miller (Moonshine) reveals that West Virginia University, Morgantown, W. Va., liked AL DONAHUE, "a good entertainer, who plays fast music," and disliked GRAY GORDON—"it wasn't that they made up their mind against him before the dance—they just didn't

Swing Comes of Age

NEW YORK, May 18.—From the heights of the maturity reached during a college senior year, F. B. Henninger, dance publicist for The Case Tech, campus mag of the Case School of Applied Science, Cleveland, has this to say about the tastes of his school as revealed in the yearnings of more's high school students:

"The majority of local bands that play for our smaller school dances are past the 'killer diller' stage, and are playing on the 'mellow' side of the street. The other type plays for high school dances, where the J-bugs all knock themselves out over the noise and the drummer's face."

like his music." Gordon comes in for another rap from John Hundley (Cadet), Virginia Military Institute, Lexington, Va., who says that "his orchestra plays a 'Mickey Mouse' type of Tri-Too, which is lousy." GLENN MILLER was kingpin at VMI, with no explanation.

Duke University, Durham, N. C., thru its Robert H. Moyer (Duke "N' Dooches"), has no brickets, but delivers a bouquet to CHARLIE BARNET, who "made the most favorable appearance, largely due to the recognition of earnings of himself. His band played exceptionally smooth; brass working to perfection." Another school with no disappointments but with a strong fave is North Carolina State College, Raleigh, N. C., where Davidson (The Technician) gives the palm to JACK TEAGARDIN, Jr. Carraway (Hornet) informs that Furman University, Greenville, S. C., has "had no disappointments so far," but that "AL DONAHUE played the best all-around music," making him the most popular of the year.

Dream Songbird

LARRY CLINTON "by far outstripped 'La rell' to cop the accolade at Louisiana State University, Baton Rouge, La., quotes Morton J. O'Brien (Dolly Zecelle). "He's name; his music smooth in all departments; his songbird is a dream. We liked him." Continuing Louisiana, J. Paul Wade Jr. (Tech Walk) opines for Louisiana Polytechnic Institute, Ruston, that the "TECH COLLEGIANS have one of the best orchestras in collegiate circles and have engagements all over the State; are less expensive; and the local orchestras seem to know what music the students want." On the other side of the fence, Wade says, "They haven't been voted one or two outsiders this year and I really don't think they were such disappointments."

The third Louisiana school to be represented this year, Tulane University, New Orleans, clips, "Bill Martin F. Schmidt (Haltaboo), that HAL KEMP was tops, since he "tried hard to give us what we wanted, and was congenial, had the best music, good singer, and acted like a pro." On the other hand, WHITEMAN, on the other hand, "did not have any appeal to students, interrupted dancing with two broadcasts, left dance in hands of a few band members after finishing the broadcasts. Music better for listening than dancing." Warren Goff (College Topics) is of the opinion that TOMMY DORSEY copped the kudos at the University of Virginia, Charlottesville, because of his "personality and pep" at his concert and because he can mix an occasional swing song with the sweet.

No disappointments here. Over in West Virginia, Fairmont State Teachers College, Anthony Horrocks (Purvey) names a local crew, BOB DOWN'S COLLEGIANS, for high honors because they presented "a variety of tunes that are well timed and give entertainment for all types of dancers." Ozzie Nelson (Relief) ventures for Mississippi State College, Starkville, that "OZZIE NELSON proved most popular this year. His style of music seemed to attract the desired patrons. Purvey says, "Not too much fast music." But BUNNY BERIGAN "proved most disappointing, altho he was fairly successful. Also he was ill while here, which probably was the reason that he was not more popular than he was." Another Mississippi school, University of Mississippi, Oxford, via V. Walzer Prospero (Mississippi), nominates OZZIE NELSON for the most popular crown, and no one for its opposite.

A leaning toward the showmanship attributes of a band is evidenced by the University of Florida, Gainesville, and the University of Florida, Tallahassee. The former, according to Bill Rega (Alligator), gives the nod to KAT KYSER "because they enjoyed his show; WILL

Lincoln Terp Scene Changes Again; Ops Alter Summer Plans

LINCOLN, Neb., May 18.—Dance picture here has been changing quickly during the past month, latest being a rescheduling of H. Pauley in the matter of his winter spot. Turmpike Camp, and J. Clair Lanning's decision to run King's Ballroom at Capitol Beach, amusement park, six nights a week. Both changes are in effect.

Since January 1 King's policy was Saturday nights only, with occasional names other days. Lanning will soon go every night but Monday, local bands in for four days each week, traveling outfits two days.

Pauley, who has the summer dance pavilion of Anselope Park, in addition to the Turmpike, originally planned to run both spots at park during the week. Turmpike week-end. He now says he will run only the park regularly, three nights a week, and take the Turmpike for name, one or two or each 10 days, until September.

Only stand-by on policy is Mrs. Matt Kobalter, whose Pia-Mor will continue to old-time "it Wednesdays and use the same band Saturday and Sunday.

LINCOLN, Neb., May 18.—High spot on the past week's music scene here was Duke Ellington at the Turmpike Casino, at 85 cents per advance, \$1.10 at the door, on which the take was \$715, barely clearing the nut. This was a sharp drop from the Duke's last appearance at the spot last October, when he piled up \$1,000 more than that at the same tariff. Duke was in Friday (10), trailed by Rudy Bundy (11-12), ranged from 20 cents to 85 cents per, who picked up \$400, not bad in the sudden warm weather.

Skippy Anderson (11-12) at Mrs. Matt Kobalter's Pia-Mor wound up with \$410 at 25 cents per person, a good showing. Jimmy James (11) at King's landed \$190, fair. Weather was a big factor in the all-round drop, it being the first week-end of the year which lent itself to outdoor.

T. Dorsey Pulls 4,000 at Chattanooga Despite Rain

CHATTANOOGA, Tenn., May 18.—Stormy weather and advanced prices did not keep Chattanooga dancers from flocking to the Memorial Auditorium to hear Tommy Dorsey last week.

Tickets were on sale at advance price of \$1.10, jumping to \$1.50 after 5 p.m., which is rather steep for outdoor dancing. Despite a steady downpour of rain more than 4,000 turned out and gave the band a thunderous ovation.

3,784 for McCoy at Akron

AKRON, O., May 18.—Clyde McCoy was the one-night attraction at Summit Beach Park Ballroom here May 11 and a great advance and a 55-cent gate, and pulled 3,784 dancers. He exceeded his previous high mark by 217 admissions. Six of McCoy's latest records were given away as a gate prize.

OSBORNE from the dance standpoint." Joe Wise (Orange and White), speaking for Tennessee, puts JIMMY DORSEY in the "A" line of the "A" line. "Both campuses had no disappointments, and the Woman's College of the University of North Carolina had no selections either way."

Familiarity Breeds Contempt

CROSSING over into Texas, not one name band finds its way into the pros or cons of half a dozen colleges in the Lone Star State. Texas A. & M. Collegian (The Collegian) says that "our list his campus activities as 'everything imaginable'," says "the big balls with the best imported orchestras have not started yet" and therefore has no faves, while "there's no telling" if the school's answer to the biggest disappointment query. Texas State College for Women, Denton, Tex. Chariton (Annual) speaking: "Name bands do not play for the top in the college spring proms." And "a band from the local territory college (was the big letdown) because it was a poor band with no particular talent of style."

ROCK STUART wins the prize at Rice Institute, Houston, according to W. F. Ballew Jr. (Theater), because "his band (See Vol Collegiate Populi on page 13)

Westchester Co.--N. J. Spots Fast Turning Into Name Band Havens

(Continued from page 3)

get national recognition over the networks at the same price they had to pay for local bands with no name value except among the natives, and that acquired only after a period of years of building up a following.

This in the main is responsible for the growing importance of the groceries territory, and agencies looking toward the ultimate build-up figure it worth while in the long run because it gives the band the much-needed airtime to gain popularity and a national following.

Close Competition

Consequently, in the past few months the migration has been so intense that the newly born miseries in some places are located within a mile of each other, making the competition much keener. Trade, however, feels that cultivation of such fertile territory makes the localities more dance conscious and will increase business sufficiently to the point where the linkers will be paying the bands better salaries for value received. But the network wires are the all-important factor, and that's the objective the trade is looking forward to at this present time.

(It has also aided the health of the agents to end, because, as one commented, when he goes to the country to visit his band it's the only time he gets any fresh air.)

Jersey Spots

Two new spots have opened in New Jersey in direct competition to Mendocbrook, one, the Evergreen, debuting last Tuesday (14) under the management of Joe Rines, son of Boston, with Van Alexander on the band stand. Another place, the Chatterbox, new to the Jersey scene on a regular nitery set-up, opened this week with Dick Stable's Ork. Others,

old to the suburban circuit, are places like the Rustic Cabin, Englewood Club, N. J., which has been playing G.R.A. bands for almost a year, with Reggie Childs having gotten an air build-up there. Sunny James now current, and Glenn Garz duo to follow on the 23d.

Donahue's, at Mountain View, N. J., is credited with giving Johnny McCreo his wire popularity, enabling him to go into the Strand Theater directly from that spot. Consequently others followed suit, like the Log Cabin at Armonk, N. Y., which is now being booked by Frederick Brown, with Ray Herbeck taking over the initial stand. Blue Gardens, also in Armonk, has had the McFarland Twins for some time. The new night club owner combination, Tommy Dosey and Frank Dailay, won't open their new Westchester Meadowbrook until the fall, at which time Glen Island Casino closes.

Localities Squawking

All over the New York hinterland bands are cracking the ice and invading what were just ordinary eating spots, or in some cases swank ones. In the case of the latter, to keep up with the general aura of class, these spots will take on names bands may close to realize as they can possibly get them in return for a heavy air schedule.

One squawk in the entire set-up comes from the local bands who have played these places for years and are being edged out of their jobs faster than Jim Condon is able for them to think of. In many more localities are thrown out of jobs the local musicians' unions are apt to impose restrictions setting forth New York conditions and making it less profitable for the owner to take in traveling bands in preference to local men.

Camden Name Band Promotions Are Off; Blame the Agencies

PHILADELPHIA, May 18.—After a week opener with Glen Gray and a weak follow in Louis Armstrong, Irvin Wolf, who operates Hotel Senator, and the Rendezvous nitery here, suddenly called a halt to his name band Sunday night dance promotion at Camden. The river at the Camden (N. J.) Convention Hall, Mal Hallett had been advertised for last Sunday (12). Several days before the date Wolf announced the promotion was off and that name band promotions would be resumed about the second week in September when weather conditions will be more suitable for dance fans.

Despite Wolf's explanation, dance hall operators here who have long yearned for a crack at name ork promotions opined that the real reason for the cancellation was the alleged refusal of the band agencies to co-operate in making bands available for Philadelphia propositions. Wolf admitted encountering some trouble in getting dates on bands, and others promised him were canceled, he claims, in spite of the fact that he was willing to pay the higher price of a flat guarantee instead of a percentage arrangement, the usual procedure in one-night bookings so as to give the promoter some measure of protection.

Bands on Tour

Advance Dates

MITCHELL AYRES: Crystal Beach Park, Vermillion, O., May 26; Trionon Ballroom (Toledo U. Prom), Toledo, O., 28; Swiss Garden, Holgate, O., 30; Conny Island, Cincinnati, 30-June 6.

TINY BRADSHAW: Colton Club, Cincinnati, May 29; Savoy Ballroom, Chicago, June 2; Arcadia Hall, Detroit, 3; Top Hat Club, Atlanta, 14; Atlanta (Ga.) Athletic Club, 15.

JOHNNY KOVACH: Holy Trinity Academy Senior Prom, Westfield, N. J., May 29-30.

JOLLY COBURN: Franklin and Marshall College, Lancaster, Pa., June 2.

DICK STABLE: Dancing Campus, New York World's Fair, June 9-21.

RUBE MORGAN: Crystal Beach, Vermillion, O., June 9; Virginia Military Institute, Lexington, Va., 10-11; Celeron (N. Y.) Park, 15.

3 IMPORTANT ANNOUNCEMENTS

We Have Been Fortunate Enough To Sign Up EXCLUSIVELY for a Term of Years

1. ERNESTO LECUONA
The Victor Herbert of Latin-America
Distinguished Composer of "Malaguena," "Say 'Si Si,'" "Andalucia," "Jungle Drums" and Scores of other Successes.

And as His Latest Achievement We Offer Now the SONG SCOOP of the Season

2. THE BREEZE AND I
A Brilliant Bolero Fox Trot Version of Ernesto Lecuona's "ANDALUCIA"
Adapted and Orchestrated by T. Camarata
Lyrics by Al Stillman

Recorded by JIMMY DORSEY (Decca)
Hal Kemp (Victor) Horace Heidt (Columbia)
Charlie Barnet (Epic) Frank Marlowe (Vocalion)
Lou Breazo (Vanity) Arthur Tracy (Decca)

With Many More To Come

3. I'M LOOKING FOR A GUY WHO PLAYS ALTO AND BARITONE AND DOUBLES ON A CLARINET AND WEARS A SIZE 37 SUIT

As Cute a Novelty as the Title Is Long
Written by Ozzie Nelson and Recorded Inimitably by Him
On Bluebird No. 10666-A
THERE'S A MARKS TUNE FOR EVERY PROGRAM
Popular — Latin-American — Old-Time — Standard

EDWARD B. MARKS MUSIC CORP.
RCA BUILDING — Radio City — NEW YORK
Frank Henigsp, General Professional Manager
Publishers in Recent Months of
Andrew Sisters — Glenn Miller's "SAY 'SI SI'"
Bing Crosby's "EL RANCHO GRANDE"
Cab Calloway's — "JUMPIN' JIVE"
Deanna Durbin's — "AMAPOLA"

Available Immediately LESLIE ZIKES

AND HIS ORCHESTRA
Featuring Frank Beedle at the Hammond Organ. Ten-piece commercial band. Engagements past year include Chez Rex, Buffalo, N. Y. (17 weeks); Silvergate O. C., Lexington, Ky. (8 weeks); Half Moon Club, Steubenville, Ohio (27 weeks). Three Vocalists. All essential. **Costs**

LESLIE ZIKES Indianapolis, Ind.
4721 West Washington St.

WANT NAME DANCE BAND

For Villa Grove, Ill., Reunion
WEEK OF JUNE 3RD.

State price for one night or week. Bonnie Baker, Orin Tucker, Tony Hill, write, Wm. R. PETERS, Springfield, Ill.

WINDOW CARDS

Special Window Cards for 4th of July dances and celebrations. 2 and 3 colors—For only \$4.50 per hundred. For quick service, send us your order today.

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Listen, Professional Accordion Players

You'll Be Proud To Own Our Album of "TEN CELEBRATED SYMBOLIC MARCHES" by Harry Libman; Arranged for the Piano-accordion by Philip DeMa.

You'll Be The Talk of the Town Every Time You Play One of These Marches. Our Regular Dollar Album Sent Postpaid per EDC M. O.

SYMBOLIC MUSIC PUB'G CO. 1590 Goodways, NEW YORK CITY

WANT PROMOTION MANAGER

To direct activities of Chicago Ballroom and amusement center. Must have successful record in organizing state fully experience, qualifications, age and salary expected.


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"I consider a WEBSTER-CHICAGO SOUND SYSTEM the best buy a band can make."

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The Webster Company, Sec. MY-12
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Please mail full information on Master Sound System as used by Lawrence Welk and other famous bands.

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ROLL TICKETS

Printed to Your Order 100,000 for
Cheapest GOOD TICKET on the Market

Keystone Ticket Co., Shamokin, Pa. \$17.50

Cash With Order—Mo. C. O. D. STOCK TICKETS—\$15.00 per 100,000, any arrangement.

Harry Berman Leaving CRA To Become Band Personal Manager

NEW YORK, May 18.—Harry Berman, legal counsel to Consolidated Radio Artists during its entire existence and associated with Charles Green, CRA president for years previous to that, severed his relationship with the office today (18) to actively enter the band management field in addition to his legal practice.

Berman's resignation from CRA have been flooding around for months but were repeatedly denied. Situation actually came to a head this week, when Berman secured other offices and moved out of CRA.

On leaving, the Berman said: "We are parting the best of friends." In all

probability, he will continue to handle CRA's legal work, but as merely another client, instead of devoting himself exclusively to the agency and its bands.

He said that the move was prompted by his desire to enter the management field since, with his experience in the CRA, he feels that he is equipped to personally manage bands.

Berman wouldn't reveal, as yet, just what bands were going to come under his management wing, but said he has already lined up several and is going to concentrate on them after his legal affairs, now current for CRA, are wound up.

Olsen, Lewis Sign With Morris Office

NEW YORK, May 18.—George Olsen left his long-standing berth at Music Corp. of America this week, when he terminated his contract and signed up with the William Morris Agency under a standard management agreement.

Another long-term association was broken up during the week when Ted Lewis definitely signed a management contract with the Morris Agency, thus ending an eight-year association with Milton Pickman, who previously served as booker, personal manager and press agent. Pickman's resignation was effective this week.

Pickman, who still retains the managerial reins on Larry Clinton and Shep Fields, worked on a straight salary basis for Lewis, without a contract.

The Private Papers Of A Harassed Gate

The following letter, sent by Stuff Smith from Chicago to a friend in New York is self-explanatory (1).

"Dear Jackson:

"These cats mine can bring your boy down! Here I am beating up my gums, knocking myself out, saving the old violin back and forth like a dog, and what happens? A beat-up cat, looking like a Foo Foo baby, alarms a fox-looking piece of paper in front of the lawyer for the Sherman Hotel that says—hold 'em \$600 against Stuff! ("make no money") Smith this week because he owes it to my cousin.

"Oates, put a little office in your office and let old Stuff move in, 'cause I am going to cut out.

"I went into bankruptcy to get rid of guys like that and still they haunt me like a ghost. I see Rosenbergs in my sleep.

"But maybe some day in 1900, in the year of self, I might (2) get out of all this mess.

"That's like the colored fellow who went to heaven and St. Peter asked him what he wanted, and he said, 'Boss, just give me a million dollars in gold.' So a fellow fellow along and St. Peter asked him what he wanted. He said, 'Just give me that colored boy's address.' That's your boy, Stuff.

"Well, kid, take it easy—keep your boots on and look out for the chips. You're dead." (You're dead.)

"Stuffs."

DEL COURTNEY
and his ORCHESTRA
Featuring
SHERMAN HAYES **DICK DILDINE**
JOE MARTIN **BOB MOONAN**

★
PARK CENTRAL HOTEL
New York City
CBS & MUTUAL NETWORKS
Vocoon Records

New York Nocturno

WHEN GUY LOMBARDO goes back into his favorite haunt next fall, he'll remain for a longer time than this year... he's set to open at the Roosevelt Grill October 4, staying on thru April 30, 1941... ESTELLE SOLOV, one of the casualties of last week's Central music lead-offing, moves across the hall to Frederick Herbs' Music Corp. and a berth as Herb Gordon's secretary... CEIL WOODBELL, relieved of her publicity duties at OAC a couple of weeks ago, is joining MIKE Pickman's office... SHORTY ALLEN, all of 16 years old, takes a 14-piece band into the Fiesta Dansteria as the replacement for Joe Marsala's small combo... band (the oldest member of which is a venerable 22) won an Academy of Music Theater ork contest, and just got its union cards... Joe Glasser set EDDIE SOCIETY, a Jiggs, local bistro... BASIL POMZEN winds up a 10-month run at the Glass Hat of the Belmont Plaza Hotel on the 27th, and departs for Los Angeles and film and night club work with GRAY GORDON gets a contract renewal from Leonard Joy and the Bluebird workwoks... EDDY DUCHINI is going to make good his long-cherished foot on the stage with a performance at the Woodstock (N. Y.) Playhouse the July 27 week-end... neither the part nor the production has been decided upon, but the mighty fingers of who will get GRAY to be there for their-bout-with-Thespia... JUDY STARRI rejoins Hal Kemp shortly, but only for his impending theater-tour... Blair Reed, the cork's regular canary... MARCELA HENDRICKS leaves Dick Kuhn's Band after 2 1/2 years' run at the Astor to go with Eddie Varso, current at the St. Moritz... VAL W. HAYES' RHYTHM Rhythm Ork is a possibility to follow Zinn Arthur when the latter leaves Brooklyn's St. George Hotel next week.

Chicago Cacophony
BENNY GOODMAN is definitely not for the 10thel Sherman in October... FREDDY MARTIN is backing his trombone, GEORGE JEAN, in a new band venture which has a good chance of jumping into the Trionon Ballroom after it goes thru its rehearsal period... the cork's and two bands put the tyro outfit definitely on the sweet side... LOU BREZBE holds over once again at the Chez Paree, this time thru June 17... HAL MUNRO, now in his eighth week at the Glass Hat, Greenmore Hotel, remains there thru June 14, starting a stand the following day on the B. E. Seandee... Ob Henry Ballroom for an indefinite stay beginning May 29, five days after the cork steps out of the Mark Hopkins in San Francisco... MERLE DAW, currently at Merr's Garden, Ballroom, leaves there June 11 when the dancant closes for the summer and goes to the Big Ballroom in Saugatuck, Mich... DORIS DAY, former song chair with Barney Rapp and more recently with Jimmy James' Ork, joined the Bob Cross Band at the Blackhawk Cafe, replacing Maxton Mann, who marched out on the Bob Cafe.

Midwest Melange
DON BIEBER opened a nine-day engagement at the Riviera Park, Des Moines, May 18, with LOUIS PANICO slated for the follow-up... the BILTMORE BOYS pull out of the Washington Hotel, Indianapolis, June 2, after a successful tenure on the band stand there... CARL (DEACON) MOORE takes in a pair of weeks at the Manassas, Youngstown, O., this month... General American Corp. signed NINO RINALDI, familiar figure at the 885 Clark Chicago, and booked him into the Muehlebeck Hotel, Kansas City, Mo., for three weeks, starting June 12... rumba crew that fills the shoes at the 883 is DON RAMON ARIAS... the 7th was opening night for TINY HILL at Excelsior Park, Excelsior, Minn... Indian Lake, Russell's Point, O., eds. EDIE PAUL, May 24 at the 802... MANNY PRAGER makes a stop at Idora Park, Youngstown, O., today (18)... LEIGHTON NOBLE descends on the Hotel Cleveland, in that city, June 8, indef... night at Coney Island Park, Cincinnati, June 28... it's a weekter for TED

WEEKS at Cedar Point (O.) Ballroom June 8... ALVINO RAY and the KING SISTERS play a six-week stretch at Jefferson Park, Detroit, Thursday (19)... JOHNNY BURKARTH locates at the Southern Mansion, Kansas City, Mo., his third engagement at the spot.

Of Maestri and Men
LINBURP at Boston's swank Ritz-Carlton Hotel includes EMIL COLEMAN, PAUL WHEATHEAR, ORCHESTRA, and RAY NOBLE... dates are all two-weekers... also in Boston, EVERETT HOAGLAND is set for the Hotel Statler September 30, indef... product of the Itab City, was made a present of a CRA management pact this week... outfit goes into Enna Jettick Park, Auburn, N. Y., June 10-23, returning for another stand on July 8... on the Western front, BILL CARLSEN takes in the June 6-10 interim at Kitch Gardens, Denver... and in the same town, PAUL WHEATHEAR locates indef at Trousdale-in-the-Pines, starting June 15... Mark Hopkins Hotel, San Francisco, gets SKINNY ENNIE for the warm months, June 24-September 8... JACK JENNEY picks up a management contract from OAC... LAWRENCE WILKIN invades Eastern territory May 24 with a stand at Boston's Totem Pole... EDWARD BECKER at the Pines, Ferrisville, Pa... HAL LANSBERRY into the Belvedere Hotel, Baltimore, on the 20th, for 10 weeks... BOB ZURKE is entirely new... at the Stratton and is back at his piano bench... JOHNNY JOHNSON leaves the Shelton Corners, New York, after 11 months June 14, going into the Hotel Monterey, Astbury Park, N. J., seven days later.

Music Items

Publishers and People
VOGEL MUSIC is campaigning to put two more oldies back into the realm of popular music. Ain't Det a Shame! and The Preacher and the Bear, the latter a comedy number.

At the same time, Vogel just published an American version of an English novelty, With Me Gloves in Me Hand (And Me Hat on One Side), authored by Eddie Lang.

Denny Hagel, well-known Clancy song plugger, has left the Queen City to accept a new job with Crawford Music, Chicago.

New Era is publishing isn't That Everything, from the prolific pen of the Boston trio, George McElhinon, Bernie Passoll and band leader Mickey Alpert.

Songs and Such
Charles O. Lyons, former trap drummer with Jan Garber now in a hospital in Augusta, Ga., has taken time out to compose a new tune, It's Wonderful to Love You, which his ex-wife is plugging.

England's (tuncamists) are still turning them out, the latest being 'em Only Goodness About You, by Al Sanders, Vivian Greenwald and Victor Thomas, Vivian Campbell & Co., Ltd., on the publishing end.

Eastern Activity
FRANK CANANO, Philadelphia's prolific tunesmith, and Ace Pancoast are commissioned to score six songs for an MGM musical as yet unnamed. With Dr. William Richter the town's script-writing molar mender, Caprio concocted Go On and See If I Care, his Tin Pan Alley Music Co. publishing. And with nifty enser, Dick O'Bay and Tommy Gindberg, Lady.

Joe Frassetto, music master at WIP, Philadelphia, introducing another nursery saga, The Frog, the child's corner by his base address, Finley Shugard.

BMI Pluggers Draw From MPCE Ranks

NEW YORK, May 18.—Broadcast Music, Inc., publishing unit set up by the National Association of Broadcasters as a competitive organization to the American Society of Authors, Composers and Publishers, joined the ranks of the Music Publishers' Contact Employees, the song pluggers' union, this week. George Marlo, president of MPCE, was recently made professional manager of BMI.

Marlo stated that BMI will govern itself as a music publishing house and will engage song pluggers from the unemployed ranks of MPCE as soon as they need the extra help.

BMI, all MPCE publisher-members are also members of ASCAP.

NEW YORK, May 18.—Warfare between the music publishers and BMI took a new turn this week, with the publishers claiming discrimination after they had been removed from Columbia Broadcasting System's mailing list of advance program schedules, which had to be made acceptable to contact CBS bands a week before program time.

Song pluggers' union is planning to send a delegation to CBS to see that BMI is accorded the same treatment, but feels its plea will fall on deaf ears.

Amnor Record Co. Placed Under AFM Unfair List

NEW YORK, May 18.—Amnor Records Corp., which transferred its recording activities from Hollywood to New York several months ago, was placed on the national unfair list of the American Federation of Musicians, it became known this week.

Local 802, musicians' union, acted on the complaint of Gloria Rosenthal, who told the union that \$300 was owed her orchestra for recording for Amnor. Subsequently, union officials said, Seger Ellis, Claude Hopkins' and Wally Lantone's bands were also unpaid for services rendered.

Earl Rogin, recording director of Amnor, was also placed on the unfair list along with the company.

Tomlin Grosses \$2,800 In Houston Spot Opener

HOUSTON, May 18.—Pinky Tomlin opened at Sylvan Beach May 11 to 3,500 persons, more than double the number attending any previous opening night. H. W. Dahse, operator and manager, said Gross was \$2,800. Prices were 90 cents a person.

Booked for Sylvan are Johnny (Scott) Delle, two weeks opening May 21, and George Hall and Dolly Dawn, June 4-18.

Rapp Pulls 5,400 on Three Nights at Detroit Danant

DETROIT, May 18.—Barney Rapp, playing a three-day date at the Grande Ballroom here two week-ends ago, packed in an average of 1,800 a night, contrasting with the house average of around 1,000.

Marvin Fredericks, in for two weeks just before Rapp, did normal business, around 3,000 heads per week, indicating a distinct up record for the season was set by Aspen Weeks on a one-nighter, drawing over 2,000, absolute capacity.

Midwest Melange
DON BIEBER opened a nine-day engagement at the Riviera Park, Des Moines, May 18, with LOUIS PANICO slated for the follow-up... the BILTMORE BOYS pull out of the Washington Hotel, Indianapolis, June 2, after a successful tenure on the band stand there... CARL (DEACON) MOORE takes in a pair of weeks at the Manassas, Youngstown, O., this month... General American Corp. signed NINO RINALDI, familiar figure at the 885 Clark Chicago, and booked him into the Muehlebeck Hotel, Kansas City, Mo., for three weeks, starting June 12... rumba crew that fills the shoes at the 883 is DON RAMON ARIAS... the 7th was opening night for TINY HILL at Excelsior Park, Excelsior, Minn... Indian Lake, Russell's Point, O., eds. EDIE PAUL, May 24 at the 802... MANNY PRAGER makes a stop at Idora Park, Youngstown, O., today (18)... LEIGHTON NOBLE descends on the Hotel Cleveland, in that city, June 8, indef... night at Coney Island Park, Cincinnati, June 28... it's a weekter for TED

Routes are for current week unless no dates are given.

A
Abb. Vic (Silverstein) Buffalo, Pa.
Abb. Bill (Mansbach Club) Denver, Pa.
Abb. Al (Hershey's Ice Inn) Northfield, N. J., Pa.

Albani, Micky (Coconut Grove) Boston, Pa.
Albani, Micky (East Corral) Los Angeles, Pa.
Albani, Micky (Coca-Cola) Los Angeles, Pa.

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Orchestra Routes

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

ABBREVIATIONS: a-auditorium; b-ballroom; c-cafeté; cb-cabaret; cc-country club; h-hotel; mh-music hall; n-night club; p-amusement park; r-road house; re-restaurant; sb-showboat; th-theater.

Pontano, Chuck ("Sonny") (Jack Lynch's)
Ponze, Chuck (Oak Hopkins) San Francisco, Pa.
Ponze, Don (Palmer House) Chi. Pa.
Ponze, Don (Trove NYC) Pa.
Ponze, Fred (Hessing) Chi. Pa.
Ponze, Fred (University Club) Albany, N. Y. Pa.

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Prospero Villa (Rainbow Room) NYC, Pa.
Pulo, Ben (Joyland) Boston, Pa.

Quintana, Don (Chico) Miami Beach, Fla., Pa.
Quartell, Frank (Colosseum) Chi., Pa.

Rainor, Ramon (Chase) St. Louis, Pa.
Rapp, Barney (Sign of the Cross) Cincinnati, Pa.

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WHAT'S IN A CLUB NAME?

2,700 Capacity Club Opens With Traveling Bands

HOUSTON, May 18.—Dick Wheeler will open The Plantation with a preview Wednesday (21). Approximately 2,800 invitations have been mailed; Anson Weeks will open the new club.

Wheeler, who owns The Plantation at Dallas, has built the local Plantation on a more elaborate scale. The buildings cover an acre of ground set on a 10-acre plot just outside the city limits. The floor space is 180 by 200 feet. There is parking space for 1,000 autos.

There will be a catering service as well as a dinner. An admission fee of 50 cents plus tax (50 cents) Sunday thru Friday nights and Saturdays 70 cents plus tax (64 cents). Dinner will be from \$1.

The floor space will accommodate 2,700 persons easily. Wheeler said. An investment of \$30,000 has been made in buildings and fixtures. Between 75 and 100 persons will be employed during the season. John Paul Jones will be associated with the management. Anson Weeks will be in charge one week. Paul Pandaris Orchestra following May 31 for two weeks, with options for two or four more.

1,000-Seat Boston Club Planned as Danceteria Copy

BOSTON, May 20.—A local architect has been instructed to draw up plans for a new night club patterned after the Fiesta Danceteria in New York. Local promoters have decided to build a one-story modernistic building. Promoters have decided it would be cheaper to build than to reconstruct. The new club will seat at least 1,000. There will be one large dance floor, with either a sliding or rising stage for floor shows. A balcony for 400 persons will be available for private parties, leaving the lower floor for regular customers. Promoters are discussing bringing in two name bands monthly, with name acts changed weekly or bi-monthly. Promoters are undecided whether to put in a rolling roof or to construct a roof garden for summer operations. The promoters anticipate paying \$10,000 for land and \$100,000 more for the construction. If the plan goes thru the club will be operated exactly as is the Fiesta. The club would be the largest north of New York. Major hub spots now accommodate approximately 600 persons. The Lawrence, Mass. Hotel's accommodations at 700.

Clinton Opens A. C. Casino

ATLANTIC CITY, May 18.—The Gateway Casino here will open with a name-band policy June 22 on week-ends. Initial attractions will be Larry Clinton with his name bands used during the early part of the week. The spot will also have a medium budgeted floor show. Stockton Lee will operate, with International Attractions, Inc. booking and Bobby Sanford producing the floor shows.

Westerly Okesha Shows

WESTERLY, R. I., May 18.—This town, which has banned floor shows the past five years, last week lifted restriction when Town Council voted to repeal the old ordinance. A \$5 license fee for floor shows was also voted, this to include \$2 fee for dance privileges.

Green Bay Expands Show

GREEN BAY, Wis., May 18.—Rhodes G. Smith has added night entertainment at his Acropolis nightery east of the city. Current are Bobby Girard, Matria Carlson and Audrey Lane.

What! No Dishes?

NEW YORK, May 20.—According to a letter received by American Guild of Variety Artists from its Canadian organizer Charles Brett, admission prices in Class "C" houses in Montreal range from 10 cents to 12 cents. He writes that it cost him 6 cents to go to the Roxly in that city, and the program consisted of six feature pictures and vaudeville.

AGVA Pickets; Hollywood Folds After Name Flop

NEW YORK, May 18.—American Guild of Variety Artists has shown a line of pickets along the Barrel of Fun, local night spot, claiming Irving Cohen and Joe Ward, operators of the club, own performers some \$300 in back pay. Talent was forbidden to play there last week, but the club was not picketed until early this week.

This is the second run-in between AGVA and the club. Recently a strike was averted when the management procedure enough cash to pay salaries after performers had complained to AGVA.

Poor business has forced the Hollywood Restaurant to shutter. The management claims it will reopen the club May 21. This spot first opened three years ago as the Club Yumuri and later changed its tag to Arabian Nights and Casino Comique.

In an effort to resuscitate business it recently adopted a semi-ham policy and played Lillian Roth, Tess Gardella and Bert Frohman.

In near-by Union City, N. J., the Top Hat, largest club there, shuttered for the summer Friday (17). Henry Stack is the operator.

The Algonquin Supper Club in the Hotel Algonquin has changed its mind about closing for the summer.

Monny's Chicken Farm has changed from a sepi to a sal-fac policy. Bill now consists of Charley Murray, Marge Manning, Kay McKaye and Pearl Eric. Bill Rockwell operates, with Tony Phillips booking.

DETROIT, May 18.—Blossom Cleeth, roadhouse-type night spot on Lake St. Claire, opened for the season May 2. booked thru Delbridge & Gorell office, with Earl Smith's Band going in indefinitely.

Small Detroit Beer Garden Began With \$54 Show 6 Years Ago; Now It Spends 5G a Week for Talent

DETROIT, May 18.—Frank Barbaro, owner of the Bowery Cafe, is celebrating his sixth anniversary with the spot. The Bowery under his management has become an outstanding example of how consistent name talent has built a club from a neighborhood beer garden up into a nationally known spot. Barbaro discloses that he bought the spot six years ago for only \$2,500. At that time it had about 200 seats and employed a three-piece band at \$18 a week per man, with no show, a total talent cost of \$54 per week, with the salary paid every night.

Shows were put on a steadily bigger basis, and the spot has been enlarged several times to seat 1,500. In a poor week it will now play to around 7,000, drawing 12,000 in a top week. Floor show costs as high as \$3,000 a week now. Barbaro said, for the show alone.

Stupid Petchit, heading the Bowery show last week, drew around 10,000, nightly under the figure set for the preceding week by Bert Wheeler. Despite the high draw, Petchit proved a disappointment, according to Barbaro. In that he did practically nothing on the floor, not giving the skits and specialties

More Niteries Sue Copy Rivals; Claim Unfair Competition; Some Sell Right to Name, Idea, Decor

NEW YORK, May 18.—The answer to Shakespeare's query of 'What's in a name?' is being asked by a number of increasing number of night club operators. The selection of a name for a nitery today may mean a series of damage and injunction suits, as well as a headache.

Most night club operators plagued with name trouble took on names of spots that had already caught on. The original owners, spontaneously rushed to their attorneys.

The success of Monte Proser's Beachcomber here has been the inspiration for a series of facsimiles out of town. However, Proser himself is defendant in a suit instituted by Cora J. Sundt, operator of the Beachcomber Bar, Hollywood. Miss Sundt claims not only an infringement upon the name but also the atmosphere and showmanship she claims to have originated, such as Zombic drinks. She is asking a restraining injunction against Proser's New York spot and is seeking damages to be adjudicated following an accounting.

However, this item isn't preventing Proser from starting his own organization to sell the Beachcomber idea to spots in other cities. He has already sold the idea to a Boston spot operated by Tom Maren, with Proser getting a slice of the gross. The deal calls for installation of Balinese boys as waiters and bartenders as well as permission to sell Zombies, Victrola Virgins, Missionary's Downfall and other drinks popular in Beachcomber spots.

A deal to found a Beachcomber in Philadelphia on the site of Benny the Bums' fell thru. According to sources close to the Kalliner Bros., operators of the Philadelphia spot, the deal brooded when Proser insisted on 25 per cent of the gross. The spot opened as the Club Ball. The Kalliners, to insure an exclusive in the territory, are registering the Club Ball name in the Philadelphia courts, along with Club Zombic and Club Aloha.

The Hurricane, with similar features, finally adopted its present moniker because of the fear of restraining injunctions. Originally it was to be called the Royal Palms. However, the Park Central operates a Royal Palms, and all know, and a Miami, Fla., club bears the same name.

Last week's show was the first in many months not to have a major name. Final week of the Talent Contest drew winners in the earlier elimination contests. In addition, the Bowery show, without a headliner, was presented, and the house did a better than normal business of around 8,000, proving that a straight show, and plenty of it, even without a name, will draw well here.

Current week's show looks like another better than average week despite disappointment of headliner, Barbara Bannister, who was unable to open.

The "Smithfield Ham Heiress," booked by booker P. J. Iodice, was thrown in a stepladder as her horse went round a curve. She received two broken ribs and was sent to the hospital at Smithfield, Va. She planned to come anyway by Tuesday, to open a day late, but her family sent a warning to the airport not to allow her to fly and she was unable to make it. According to her telephoned statement to Barbaro.

It also had considered calling itself the Tropics or the Flamingo.

The Club 21 was successful in forcing a Philadelphia spot with a similar name to change its label. The Philadelphia club then took the name of another successful New York institution, El Chico.

The Stock Club, also in Philadelphia, is beset with legal entanglements, being sued by Sherman Billingsley, of the New York spot, to change its name. The suit also asks for an award based on the gross profits of the Quaker City spot.

Pete's Monte Carlo recently settled a suit brought by the Monte Carlo Club at Broadway and 48th street, several, as were involved in the settlement.

Other night club names repeated in other cities are the Gay Nineties, with spots in Philadelphia, New York and Chicago; Brown Derby, in New York, Los Angeles and Boston; Cotton Club in New York and Philadelphia; Lo Congo, in New York and Los Angeles; Cooconut Grove, in New York, Boston and Los Angeles, and the Club Ball in Los Angeles and Philadelphia.

Legal authorities hold that the only protection offered against copyers is not in the copyright laws, but under the laws of unfair trade competition. A copyright can only be obtained on something physical like a trade-mark on a package. In order to prove that unfair competition exists, area of operation must be considered. The suit is an attempt to pain off one item as another, and a priority and continuity of usage must be established.

The courts will issue injunctions against the use of another name when the plaintiff claims that damages cannot be estimated in cash.

A New York chain of cafeterias was recently forced to change its name from Rector's to danceteria when a survivor of the Rector family, which operated Rector's, a popular restaurant of the '60s, claimed that the use of his family's name by the chain was endangering his livelihood as a lecturer on food preparation.

Bill Hardy, owner of Mill's Gay Nineties club here, last year planned to send out a dance floor and an elevated band stand, cocktail lounges which would pay him a royalty for using the Gay Nineties name. Hardy's angle was to supply Gay Nineties photos, posters and other material. He also planned to use the name, which would tour the "Gay Nineties circuit." Plan never materialized.

New 175-Seat Club Opened in Denver

DENVER, May 18.—Denver's newest nightery, the Chez Paree, opened week ago last. According to St. Engelmann, producer, Sammie Ross, who will stage the club's shows, MCA spent \$25,000 was expended in the purchase and remodeling of the old Yacht Club.

Club will accommodate about 175 people, has a semi-circular bar, a 30x45 dance floor and an elevated band stand. A Pontiac Bleu grand floor, second in the United States, has been installed. No cover, no minimum. For the opening show Jack Blue has set the Fiddlers membership, including the MCA, along with Phil Ardun, singer, pianist and emcee.

Talent Set for Bon Air

CHICAGO, May 18.—Bookings for the Bon Air, summer nitery just outside the city limits, have been set after long deliberation, by owner Bill Johnson and producer Sammie Ross, who will stage the club's shows. MCA covered the plum. Band will be Clyde Lucca. Performers will include the DeMuccas, Al Bernie Graco Barrie, the Four Ambassadors and possibly the Thee 500. The show will also be a line of 18 girls. Club will open May 28.

Rainbow Room, New York

Talent policy: Dance and show band, rumba relay band, floor show at 7:15 and 12:15 p.m. Management: John Roy, director; Edward Seay, publicity chief, assisted by Marjorie Bruce, Joseph Mostell, and Irene Hotel, assisted by Francisco. Prices: Dinner from \$2.50.

John Roy has again pieced together a diverting out-of-the-ordinary floor entertainment for his handsome Radio City night club. The show is distinctive and presented smartly.

The diversificant gets off handsomely with Paul Hoidal, a personality midget, who does standard tricks but does them so well and embellishes them with such engaging humor that they go over for a cent. It's tongue-in-cheek delivery, pleasantly casual in spirit and just right for class spot audiences.

Monna Montes and Jose Fernandez, billed as being present through the courtesy of Metropolitan Entertainment Association, are the American Ballet and featured in this show, start off with a Promenade dance that won appreciation. Their second number was a lively piece featuring castanets, heel clicking and hand clapping. Their typical Spanish appearance, competence, good costuming and authority put them over solidly. They returned later to close the show for an 18th Century dance in costume based on a Goya painting. In this, the dancers pantomime a flirtation, their castanets virtually speaking, and the number is a whole, beautifully enchanting. Fernandez is especially impressive.

Lybeth Hughes, who used to be with Horace Fiedler's Band, solos here in smart fashion. She is a charming, softly effeminate brunette who plucks a gentle harp and sings in a penetrating mezzo-soprano. Offered *Like a May*, a Spanish tango; *At the Balalaika* and a Summer-time melody. She did the first number seated, the second and third while the revolving dance floor was carried by her around, and the melody standing up by the harp. This show presentation did much to avoid the dullness usually associated with harp numbers.

Ben Cutler's Band is back, succeeding Eddie LeBaron's outfit, and handles the show music nicely. The band dishes out good, danceable rhythms attuned to the room's patronage. Emphasis is on the swing. Cutler introduces the acts and makes a handsome, dignified front man for the band; a handsome brunette does the girl-crazing in good voice.

Fritz Prospero's Rumba Ensemble handles the relief music. Paul Dene.



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Night Club Reviews

Mother Kelly's, Miami Beach, Fla.

Talent Policy: Band, intermission pianist, floor show.

Just before Mother Kelly opened his new summer show there was a lot of sighs and head shakes for Grace and Charley Herbert, risqué song team who were to follow George Owen and Tony Parker, a show-type duo who had appeared at Kelly's the last two years—six months at a clip.

The committment was wasted, however, as the Herberts scored a click. The room here, "as intimate as a bed, is a natural for these as it is unnatural for the Fallenberg Bears. Grace, with years of vaude behind her (albeit she isn't that old by a long-shot) is a grand mugger with excellent personality and fine voice. Husband Charley feeds her, plays piano and singses and writes. Stuff is satirical, 100 per cent implication with no nasty words.

The Carroll Sisters, girl harmony trio, come up with several good arrangements on "52, *Love, Beer Barrel Polka* and *Funkled-Funkled*. *Beer Barrel* is terribly dated, but one just hates to toss away clever songs.

Holdover Bennett Green sings, introduces and emits no gags—probably the reason he's been here since November. Too Green has a great personality and more friends than a sweepstakes winner.

A four-piece band is led by Hal Ross, who handles his slow music to perfection. Jack Reynolds, perennial pianist here, is still around. Lee Simons.

Walton Roof, Philadelphia

Talent policy: Dance and rumba bands, floor show at 7:30 and 11:30 p.m. Dance and rumba band and entertainers at roof's Tropical Bar. Management: Jack O'Connell. Prices: Dinner from \$1.25; drinks from 65 cents. No cover, no minimum.

For comfort, glamour and advertisement, Jack Lynch continues to lead the way. This new spring revue outshines any previous Lynch production.

Each specialty takes off to rousing returns, and rightly. Tut Mace and Gary Leon, first on, go big with their ballroomics and musical comedy routines.

Walton and O'Rourke, male, manipulating the puppet strings from a raised platform, bring off refreshing show-stopper to the floor with their darlie dolls. Each character is a laugh-provoker, best being a Stepin Fetchit take-off.

Thurara has an easy time making 'em hit in the song singing, with a finale cicker in her typed *Smoke Gets in Your Eyes*. Oil Lamb builds with his eccentric dancing and mugging, and, after bringing some Tommy Slick humor to the show, comes in for a show-stop.

Bob Minsky efficient and proficent emcee thorough, comes in on the end for his luring, soaring with singing of south-of-the-border songs.

Trying all the acts together are three production flashes, staged by Midge Fielding, which easily could put some best in line in order for the spring centime creation. House line of a dozen show gals is strong on the eye appeal. And the six pieces prance expertly.

Opening number has a bandor halcyon. Midge Fielding, in a colorful and exciting *Fiesta*, Mace and Leon enhancing the tropical setting. *Fiesta* flash is an Arabian dance. Neil Florence handles the balon over the archaic, a line for show add department. Ned Florence (5) provides the rumba relay in mill-run fashion. Vincent Riosch (3) handles the hot, hot, hot joining. Tropical Bar, solo singers and entertainers also being on tap.

A new show, headed by George Jessel, has since mycethin, with Mace and Leon and Bob Russell as the holdovers.

M. H. Orosenker.

State Line Tavern, Kansas City, Mo.

Talent policy: Dance and show bands, floor show at 9 p.m., 11 p.m. and 2 p.m. Management: Manager, Joe Stevens; host, Dick Dale. Prices, drinks, 25 and 35 cents.

This new club in the heart of metropolitan Kansas, on the boundary between Missouri and Kansas, has adopted its

name from an old miter formerly situated near here.

Joe Stevens is the former Jimmy Cooper, once known as the "King of Burlesque," who produced the black and white shows of the old Columbia Circuit. It is his own emcee, and does a fine job, being amiable and producing a great amount of audience participation. First act was Dick and Marian Meade, a child act. The kids carry a troupe of puppets, which is the asset of the feature. The doves walk on barbed; teeter-totters, ladders and perform other balancing stunts.

Stevens then gets the crowd to participate in some group singing, including *Hail, Hail, The Gang's All Here*, then waves on Maxine, a blues singer, accompanied by her own pianist. She chirps *Baby Won't You Please Come Home*; *Good Bless America* and *A Good Man Is Hard to Find*, to neat effect.

Joan Lytell, brunet torch-wiggler, does a Congo specialty in which doctor's costume.

Zeke and Zemba, hillbilly team, play accordion and guitar. First number is *Skellie Be There*. A child named Gale sings *Oh, Johnny and Me, It's Darling Me* with neat gesture, and then taps and plays *Beer Barrel Polka* on trumpet.

Lytell again for an Oriental dance, with lights dimmed and atmosphere provided to suggest Morocco.

Finale brings out Glenn and Melba doing a torrid jitterbug number to a hot version of the *Apple Call Rap*, and then patrons are invited to attempt fast-stepping with either member of the team.

O'Connell resembles Buddy Egan in appearance and dance style.

A congenial atmosphere is provided through the floor show. The entertainers are in a long run about the local nitery. Crowds have been overflowing.

The band is Freddy Finch's, six pieces, traps, sax, piano, doubling on clarinet and fiddle and bass on fiddle. The guitarist, Billie Parley, a gal, also vocalizes. Bob Locke.

Havana Madrid, New York

Talent policy: Dance and rumba bands; floor shows at 8, 12 and 2. Management: Lopez and Ferrer, operators; Emcee, Leo Orta. Features a production concert and staged by Sergio Orta; costumes designed by Orta and executed by Mrs. Estela Hamedani; light effects by A. David. Prices: dinner from \$1.50; drinks from 65 cents; minimum after 10 p.m., \$1.50; Saturdays and holidays, \$2.

Over a year ago a bulky Latin entertainer, Sergio Orta by name, was imported from Havana and given the duty of emceeing the Cuban and Spanish acts in the heart of Broadway. The fact that he is still around, producing and amuseing shows, is proof enough that he turned the Havana Madrid talent policy into success. Orta comes to town for Latin entertainment and music get their full measure, and it all looks like the goods.

Considering the limited floor space, Orta accomplishes production wonders, routing his few principals and eight line girls in striking eight numbers. His new production effort, *Marraca*, is gay and spicy and further exploits the esthetic sense of the heart of Broadway.

Show features two teams and three singers. Silvia and Melba, Cuban pair, embellish their native numbers with a variety of Latin dances and standouts in their impressions of lively Latin stepping and a pair of rumba drunks.

Alberta and Lila, Spanish team, offer native folk routines, employing castanets and miter and feet work with impressive facial mannerisms. Appearance is above the average.

Monna Lisa, romantic songstress, displays a fine voice. Silvia in Spanish, Arturo Cortes in Portuguese, are featured in the girl numbers. Has a mellow voice and refreshing delivery, Luis Rijos, youthful character singer, looks good in the *Spanish* and *Spanish* opening. Is clever novelty and draws a few laughs in a formal outfit in the *Perk Avenue Congo* finale.

For an audience participation stunt, Orta revives the *Devon* Spanish dance, in which the boys have a chance to hold hands with the line girls on the floor.

Oscar de la Rosa and orchestra play the show well and furnish the only American dance orchestra in the room. The Juanito Sabarria's rumba and tango combination packs the floor with Latin dance covets. Sam Honigberg.

Chez Parce, Denver

Talent policy: Dance and show band; floor show three times nightly. Prices: No cover or minimum; dinner and drinks priced moderately.

This is the newest and without a doubt the finest nitery Denver has had in some time. It's been open for several weeks ago the official opening took place Saturday (11).

Willie Hartzen's Orchestra, furnishing the music, is the biggest band draw in the Rocky Mountain Region, and did much to bolster the club's take. Altho only a five-piece combo, the boys sell solid on swing, sweet and novelties, and Harzen adds his own personality as music, keeping the customers happy at all times.

Eddie Burnette is emcee and, altho he sticks to a straight style of introduction, could stand a bit of smoothing. Harmon and Diane open the show and altho their tango is not sensational it is plenty smooth and is contrasted nicely with the music. Willie Harzen's troupe laughs as well as applauds.

Luella Hughes, a blond looker, follows in a magic routine, and the gal is not only clever but a smooth showman and does a fine number. Burnette does a tap and winds up dancing on a chromium stand, which is effective as well as clever and goes big with the customers.

Wanda Owen warbles *Alice Blue Gown* and *I'll See You Again*, displaying sweet pipes as well as much charm and looks. This girl can really sell it like breeze and does a fine number. Burnette again and gets more of the nitery apity. Clarence Ryster, working as a tipy magician, is probably the biggest sell of the show, and his glass routine, in which several glasses of liquid appear and disappear, got him a fine hand.

The show is nicely routined and balanced and in the long run, in spite of the fact that the show is a customer-appealing appreciation in aplauds and cash, the Chez Parce will probably become the top talent spot in town.

Jack Blue is booking. Herb Frackman.

Hotel Roosevelt, Jacksonville, Fla.

Talent Policy: Dance and show band; floor show twice a night.

The hotel's Palio Grill is presenting one of its best floor shows. The hour show could be trimmed to 30 minutes, however.

Billy Ray's 10-piece orchestra plays likable, danceable music as backing. The show is in first-class style. Mark Eddles takes care of the Hammond in subdued and acceptable manner.

The Five Jetties, in very scant show, are brilliant as backing the show. Later followed with a Hawaiian and military number. Renee Larks does *Bushy St. Blues*, followed by an unusual arrangement, something about Chloee and Ferrer dance, which won a heavy hand. She is a looper and knows how to sell the indigo stuff.

White Twins vocalize on *Old Bird* Bis. Harmonics perfectly and their work is high class. Emceered with a medley. Well liked. The Serrano are the alikent ballroom team yet do play here. The girl is light and graceful and the man's dexterity a standout.

Ross Harris, 8, 11 and 14 years old, stands a pleasing floor routine. The oldest pulls a hankcheifer from the floor with her teeth while doing a back bend from a stand four feet high.

Harvey Bell, now in his third year, has made a fine show number. His voice is true and strong and he has no trouble in grabbing off the high onee. Show was stretched by Bell carrying on a lot of low comedy with customers and members of the crowd. The crowd house liked it immensely.

W. H. Colson.

Top Hat, Union City, N. J.

Talent policy: Floor show, 9 p.m., 12 p.m. and 2 p.m. Three acts, line girls and show band doubling on dance sessions. Management: Henry Stack. Prices: Dinner, \$1.50 and a la carte; no cover or minimum except week-end, \$1.50.

Winding up its season preparatory to about a three-month hiatus (18), this Jersey nitery is just a shadow of its former self, with the name-band policy eliminated and the chorus line trimmed from 44 to 12. Instead of closing with a bang, the management tapered off in recent weeks.

Closing bill included just three acts. Cass Franklin, doing the singing and em-

Vaudeffim Grosses

Broadway Blitzkrieged by War News; MH Good 82G; Others Off; State 17G

NEW YORK—Receipts in the Broadway houses were blacked out by the blinding headlines last week. Theater attendance constituted only a secondary interest because of war developments. The Fair opening deflated b-o, revenues only slightly, diverting only a few customers from the main show. Most comforting note is at the Music Hall. With the first week of *My Son*, *My Son*. Other houses, the State, in particular, turned in the lowest returns in months.

The third week (ending 14th) of Gene Krupa and the Paramount grossed \$38,000, which is far below the second week's \$45,000. Additional talent is Connie Boswell and the pie is *Buck Benny Rides Again*. First week of this layout registered \$58,000. Bill holds over a fourth and last week, Gross being expected to slip to around \$22,000.

Lew's State div'd to \$70,000 for week ending Wednesday (15), the lowest take in months. Bill Britton's Band, Dean Murphy, George G. Brown, Hal Ross, Samuels and Harriet Hayes and Gaidm-Smith Brothers comprised the talent, bill being *Road to Singapore*. Despite its first-run pic, *Slightly Dangerous*, and staged bill headed by Eddie LeBaron's *Ork* and Ruth Terry, gross is expected to be approximately \$18,000 for current week. Receipts to the Britton bill are \$22,000 with a show head by Joe E. Lewis.

The first week of *My Son*, *My Son* at the Radio City Music Hall ending Wednesday (16) is the only bright spot in the town. Grossed almost \$62,000. Stage has Henrietta Schumann, Valya Valentini, Frank Perla and Cleo Chubb and Rockettes. Previous to this the Music Hall had *Rebecca* for six weeks, but took over a hot 87,000. The second week of the current bill is expected to hit \$78,000.

The second week of Guy Lombardo at the Strand (week ending Thursday) drew receipts of \$19,000. Pic was *My Son*. The first week's \$37,000. Pic was *Saturday Children*. New bill Friday (17) had Sammy Kaye's Band moving in, with support by Rita and Ed Gehman. Dis-

mond Brothers and Walton and O'Rourke, along with screen's *Torrid Zone*. Expected to gross \$33,000. The Ben's disengagement man's as been, getting a fair \$28,000 for layout with the Merry Mads, Alexia Dolloff and Karen Conrad, Avis Andrews and Bill Bly. Last week ended May 10. Current bill with *Lillian Russell*, and stage bill including the Shyrettes, Ben Yost's New Yorkers and Jeanne Lanier is expected to hit \$32,000.

Vaude Weak in Pittsburgh, But Wayne King Sock

PITTSBURGH—Worst week in two years at Stanley, attributed to combination of circumstances: Downtown parking lot strike, bad weather, excellent about war and premiere of *Lillian Russell*. First variety vaude bill in months drew only \$13,000 for week ended May 19. It included Buddy and Vilma Egan, Tommy Higley, Beverly Roberts, Jack Durant, the Shyrettes and Max Adkins' pit band transplanted to the stage. On the screen, reckoned no-hoop, *Dr. Cyclops* (P.M.).

Wayne King's orchestra wowed previous week, with \$94,000, on bill comprising Chick and Lee, the Tanner Sisters, and Lynn, Royce and Vanya. Picture, *20 Mile Train* (M.G.M.).

Future of stage shows for summer in Stanley is still uncertain, with Warner district manager Harry Kalmine lamenting that top acts are either too expensive or too good.

Berni Vici Unit's Nice 13G in Denver

DENVER—Count Berni Vici's *Comedie Francis* unit did a nice \$19,500 for week ended Friday (10) at the Denham. Pic was Charles *Ruggles*. Opened by *Atalake*, Altho D. D. Cockrill, who operates the house, stated he was dropping fresh \$10 to his top-of-the-line cost. The Berni Vici had been tentatively set some time previous. And when Berni Vici and Everett Marshall parted company in Texas, the Denver date was definitely set for May 10 for the unit on its way to the Coast.

The unit was booked for one-nighters at Pueblo and Colorado Springs, after which it will go to the Coast and then into Mexico.

Business Down in Spokane Theaters

SPokane, Wash.—The war news, bad weather and baseball proved a tough combination for the Post Street's vaudeville last week-end, but the business slump was felt no worse than in local theaters having straight pictures. Gross for May 10 to 12 was a little under house average of \$1,750, the management reports. Show consisted of Ross and La Pierre, Zerelle, Ray and Harrison, Bennett and Dae and Mario and King. Pic were *Conquered Woman* and *Hidden Enemy*.

Parce Average In Milwaukee

MILWAUKEE—An average \$7,000 take was chalked up by the *Parce De Parce* at the Riverside Theater here the week ended May 16. Show included Donna Lu Pae, Sid Marlon and Cliff Hall, Alexander and Santos, Doris Goss, Leslie Davis and George and Adams, Audrey Corley and the Mild Dancing Chorus. Admission prices were 25, 35 and 40 cents. Pic, *Alias the Deacon* (Unit);

Decce Grosses Get Shot in Arm

WASHINGTON—Warm weather and cool interiors have encouraged local theaters to up their estimates of business for current week ending May 25. Lew's Capitol, showing *My Son* in an advertisement on screen and a rerun, *Spring Sling*, on stage, is figured to do a modest \$14,000. Revue includes *Arnaut Brothers*, Dean Murphy, J. Francis and J. Grey, Gloria Blake, Dr. Giovanni, the Rhythm Rockettes, and Art Brown at the organ. Last week Cantor's *Four Little Mothers* kept business to a discouragingly low \$11, despite Blue Barron's Band on stage.

As Warner's *Eatle "Sarong" Lamour* in Typhoon and stage show headed by Red Skelton are expected to bring in \$17,500. Aiding Skelton is Edna Stillwell, and stage feature is *Boyettes* in a summer style show, tying up with local stores for National Cotton Week. Other acts are Gower and Joanne and Lowe, Iltis and Stanley. Last week *Earle*, showing *Saturday's Children*, did a fair \$13,500.

Philly Fay's Fine 63C; Carman 6G Oke With Six-Act Bill

PHILADELPHIA—Ringed down the curtain on a most successful season. *The Dancing Debutantes Revue* gave Fay's Theater a profitable closing week, ended Wednesday (18), with \$6,370. Early loads included Diane Ray and Madge Carmyle, with Virginia McNaughton billed as Virginia Dare, heading the vaude contingent that included the Carr Brothers, Harry Holmes and Co. and Jim Fennell's house line, Harry Cohen's *ork* and *On Their Own* on the screen rounded out the bill.

Carman Theater, which remains the only film-fleisher in town, chalked up a neat \$5,000 with a six-act vaude bill for the week ended Thursday (19). Line-up included Harry Therrien, Large and Morner, Bent Nagle and Co., Val Irving and Co., the Four Sighs and Al Norman, with Louis Basile's house *ork* and *On Their Own* on the screen.

Maix Bros. Double Michigan Average

DETROIT—The introduction of vaude at the Michigan more than doubled the receipts for this house. Opening bill with the Marx Brothers grossed \$25,300 for week ending May 9, as against the house average of \$12,000 with a straight pic policy.

Columbial had the only stage show week ended May 16. Fox and Michigan, using spot vaude bookings, carried on with straight pics.

Savit's Good 17G

CLEVELAND—RKO Palace, with Jan Savitt's band, registered a neat \$17,500 for week ending May 9, accompanied by *Too Many Husbands* on screen. House average runs around \$13,500.

Previous stage show week ending May 2, did handsomely with a \$20,000 gross, with *Folies De Femmes* unit on stage and film. *It All Came True*.

Bowes Unit Weak "Parce" Unit Okeh

PROVIDENCE—A Major Bowes Unit failed to reach par for the house at Fay's, week ending May 8. The *Ypoc* grossed \$6,200, or \$300 below normal. Pic was *Angel From Texas*.

46th YEAR

The Billboard

Founded by W. H. GOMALDSON
The Largest Circulation of Any Amusement Weekly in the World
Member Audit Bureau of Circulation
Published Every Week
By The Billboard Publishing Co.
B. S. LITTLETON, P.R. President,
E. W. EVANS, Secretary-Treasurer & General Manager,
A. G. HARTWANN, Editor
Office Dept., 23 Over Blvd., Cincinnati, O.
E. E. SUGARMAN, Editor
Judson Bldg., 1248 Broadway, New York N. Y.
Main Office and Printing Offices: The Billboard Building, 28-27 4th Street, New York, N. Y.
Phone Office, BR 5309. Office Address, "Billboard," GINERMAN O.

BRANCH OFFICES: NEW YORK—6th Floor, 70 Pine Street. PHOENIX—1111 N. Central Ave. CHICAGO—15th and Grand Ave. ST. LOUIS—10th and Pine St. BOSTON—10th and Pine St. PHOENIX—1111 N. Central Ave. CHICAGO—15th and Grand Ave. ST. LOUIS—10th and Pine St. BOSTON—10th and Pine St.

SUBSCRIPTION RATES, PAYABLE IN ADVANCE—One Year, \$5; Two Years, \$9. These rates apply in the United States, U. S. Possessions, Canada, Mexico and the British West Indies. Single copies 10 cents. Subscribers who requesting change of address should send old address.

DISPLAY ADVERTISING—Fifty Cents per Line. Whole Page, \$850. Half Page, \$475. One Column, \$237.50. Two Columns, \$475. Minimum charge 10 lines. No proof accepted. Last advertisement accepted 10 days before closing.

The Billboard reserves the right to edit all advertising copy.

Vol. 52 MAY 25, 1940 No. 21

Wayne King Draws 5G Above Average; Buffalo Picks Up

BUFFALO—A very satisfactory week was just rolled up by local vaude-film houses, partly due to strong stage bill, and also because of a break-in weather. With strong screen fare on tap, receipts are expected to keep booming.

The Buffalo opened week of May 17 to better than average afternoon crowds, and the management is very optimistic about *Waterloo Bridge*. Expectations run around \$13,000. Gross was \$12,500. Stage production still has *Artega* and house ensemble, and Gertrude Lutzi, plus the Six Sophisticates of Song and Lew Nibler.

For week of May 10, the Buffalo started extremely well with a strong stage score, and came thru smiling to the tune of \$17,700, \$5,300 above average. Largely responsible for this was Wayne King's receipts for *My Son*. The *My Son* and *My Son* were a pleasant change from the array of swing crews presented here lately. Other acts were the Tanna-Tanner Sisters, Gene Sheldon, and Loreta Fischer. Picture, *My Son*. *My Son* will be above average. *My Son* will be above average. *My Son* will be above average.

Yvette Dare Bill Does Good Business

SPRINGFIELD, MASS.—The *Belles of Bell* unit, which closed three days at the Court Square Theater Saturday (11), did good business, but the show itself fell flat. Featured was Yvette Dare and Her Grand Band. Best act was Ted Dooly and company. Others were Harriet Hamilton, Mills and Shea, Hamtree and Green, Three Southern Gentlemen, the Robb Sisters and Coe and Ann.

Movie, *Sidewalks of London*.

Hope Weak But Big Draw; Berle Gross Sock at Oriental

CHICAGO—With the Oriental reopening with Milton Berle, the Chicago counterparty with Bob Hope and his *ork* and the State-Lake featuring Joe E. Lewis, along with Mildred Bailey and Harry Weston's *Ork*, 15, again in a three-cornered battle for bit this week, with Berle apparently having all the best of it.

The Hope shows as extremely weak and only the comedian's air fans can be counted on to save the day. It's anybody's guess whether they will come thru. Possibly \$8G.

Joe E. Lewis, also popular in night club circles, can't be counted on too strongly as a theater attraction, but State-Lake should do better-than-average—\$14,000. Milton Berle started strong at the Oriental and indications are for an excellent week. Picture, *I'll Had My Way*, with Bing Crosby and Gloria Jean, should help.

The Chicago took it on the chin last week with the Marx Brothers falling far below the draw that was expected. Business considerably off, with a gross of about \$33,000. State-Lake, with Jimmy Lunceford and an all-colored show; also hit below its average \$12,000.

Lion Act Publicity Helps W-B Grosses

WILKES-BARRE, Pa.—Fairest spring weather made a slight inroad on the attendance at the three-day week-end stage shows at the Irving Theater, also Manager Fred Hermann offset any serious reduction in his near capacity by getting wide publicity on some of the acts in the show (7 to 11).

Roars of King Tuffy, lion trained by Bob Matthews, awakened residents near theater, with result that "police were called in" and the *Widder-Berre* Records (See LION ACT PUBLICITY on page 24)

"Parce" Unit Okeh

SEATTLE—The A. B. Marcus unit *La Vie Parce* grossed a neat \$7,000 at the Orpheum for week ending May 10. House average is \$6,000. Pic was *Alias the Deacon* (Param).

Strand, New York

(Reviewed Friday Evening, May 17)
New bill headed by Sammy Kaye and backed by talent that goes very well deserving to register a nice gross, also the competition of the hit-making headlines is great. Pic. *Torrid Zone*, consisting of that slipped by the Hays office, should also attract some additional coin.

Kaye presents a danceable band with smooth rhythms and good arrangements in a new style that goes very well in the evenings when an adult audience is present. Vocals by Charley Wilson, Clyde Burke, Three Kaydets, and Tommy Riley, who had to beg off after scoring with a duo of numbers. Although there is no complaint with his delivery, especially in view of the terrific hand he gets, he could improve his breath control. His intakes can be heard all over the house.

Best band number is a novelty arrangement of *He's a Tough Hombre*, with slow groove club arrangements at the beginning and end, while the mid section has plenty of comedy bits and come-ons.

Rest of stage bill is okay, opening being by Rita and Eddie Ochman. Start off with a tap which is gone too strenuous, after which Eddie does a pedal solo. He sells well, although for applause with tricks that are entirely too standard. Rita sings *When Irish Eyes Are Smiling* with good effect. They wind up tapping together to exit neatly.

Walton and O'Rourke score show-glops with clever manipulation of puppets. Work on a raised platform in full view of the audience. Open with two skeletons playing a rumba. Get good laughs when the bones fly apart and come together again. The torso wriggling helps heighten the effect. Do a stand-out with a Gypsy Rose Lee doll which sheds gracefully. Good for many laughs. Wind up with a sepia piano player in a flame anger, encoring with an ice-skating impression.

Diamond Brothers (3) close with knockabout comedy, and gagging that goes over. Best in the evening is a Gabe Goldberg set-up using an arrangement of ladders, siphons and cymbals. His fair at first evening show.

Joe Cohen.

Oriental, Chicago

(Reviewed Friday Afternoon, May 17)

The fact that the Chicago featured Bob Hope and the State-Lake Joe E. Lewis did no harm to the fans, for they streamed into the Oriental to applaud Mama Sarah's Milton, not to mention Mama Sarah herself. It was said to be the first time Berle ever presented his mother behind the footlights and undoubtedly it was a well-calculated move to draw the curiosity seekers.

The whole show was Betis at his best. The audience couldn't get enough of him. Interprising his quick-trigger gags with monkeyshines, which are often very funny, he had the patrons laughing from start to finish. His buoyant spirit might as well be a flame, with the result that even the older ladies were uproariously received.

Lillian Casmen, attractive singer of hot numbers, played songs for a while and then introduced with special emphasis by the comedian. Having an expressive personality, she sold well with Berle's help, her hot voice was rather high pitched for the sultry type of singing she offers.

Bill Ames, impersonator, did remarkably well in view of the fact that his material was gangy and he had to offer it to an audience keyed up to the level

of Berle's cracking. Among the imitations presented were P. D. R., Eleanor Roosevelt, Allen, Boyce and Durante. The Honey Family, three men and three girls, dished off some neat tap dancing before going into their specialty, tumbling acro and balancing feats, with the heavy work resting on the shoulders of the females.

The Four Step-Brothers, a septa team of polished tap artists, did a good job. Picture showing was Bing Crosby and Gloria Jean in *If I Had My Way*.

Norman Modell.

Loew's State, New York

(Reviewed Friday Evening, May 17)

Eddie LeBaron, who has played at the Radio City Rainbow Room for some three years with his Latin-American orchestra, is playing the complete show on the stage at the State this week. In addition, bill has comic and emcee, Jerry Lester and Ruth Terry, bunch trio, Five Elgins and the weak picture, *Slightly Dishonorable*.

This is LeBaron's first date at a Broadway theater, but he displays plenty of polish and poise, making an ingratiating appearance. The lads play a litting brand of Latin-American music, plenty tangy, with the maestro delivering an occasional rumba. One of the most interesting traditions was Woodpecker Song, LeBaron illustrating the song's changes in tempo during the last few minutes. Taste in general is in good taste, and the swingy, not extreme, Morris King, fiddler, played a beautiful arrangement of *Bopin the Beguine*.

Jerry Lester emceed and clowned through the show. Humor on the radio rather than subtle kind. Act included chatter, hoke singing, nut impersonations and juggling and dancing nonsense with the Five Elgins and the D'Alvaco. Special consideration was given to Ruth Terry, in the usual comedy-punch sequence. A capable funny man, with an informal delivery knitting the show together.

Five Elgins, standard juggling turn, worked with hats and clubs. Hat passing was okay, but the club work delivered the real flash, including passing in intricate pattering and at rapid speed. Ruth Terry had enough stuff to emcee, but clowning during the juggling. Elgins are three men and two girls.

Sunny How, brassy tap dancer, gave a Latin slant to her turn. Much of her work is interpretive, lifting it above routine boodling. Rhythms are changeable, and during the session LeBaron kept his hand on the pulse, so that the full effect of the intricate tapping could be heard. Nice work.

Ruth Terry is also in the picture, *Slightly Dishonorable*. She is a good-looking girl and has a better singing voice than most Hollywood screen playlets. Did three or four tunes, scoring well on some of them. Prior to the vocal, she does comedy with Lester.

The D'Alvaco, four men and four girls, wind up the show with a Congo exhibition. It's a good flash ending, with LeBaron playing sinky music and the entire bill joining the Congo line.

Fred Ackerman.

Fox, Detroit

(Reviewed Friday Evening, May 17)

Packed house at supper-hour indicated that Detroit is taking to the first stage show at the Fox in a year in a big way. Philm. *21 Days Together*, supported. Herschel Leib opens with a symphonic

Four Comets

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Recognized as an Outstanding Dancer

LOEW'S STATE, New York—Now

Direction—MARK J. LEDDY

Vaudeville Reviews

verture, featuring Victor Herbert arrangements, and demonstrating superlative control of his men and instruments. The show opens on a darkened stage, from between the travelers, coils a monolog in his unique style, with a mixture of emotional recitation, sincere heart-to-heart talk, an expressive singing style and a sardonic self-deprecation that adds up to—Ted Lewis. Gifted with dramatic power, he holds his crowd by a sense of restrained effort. He knows how to make the mike an effective extension of his personality, not an end in itself.

Lewis does *St. Louis Blues* on his clarinet, with some crazy ragging, clowning and capera, and doffs that top hat. He differs from the average clowning leader in making his tricks a conventional part of his stage personality and style, not just effective tricks. In other words, he's a clown.

His 18-piece band works well together and does plenty of assist hokum. Six singers down front belt plenty—the vocalists, who do a virtuosic and sophisticated. Lewis in delightful style, and the Radio Aces, who have plenty of clowning on their own turn.

The Hackers have a nutty would-be-aesthetic dance number that works into the comedy mood. Marie Hollis, acrobatic dancer, has some swell control, stunts and poses. Betty Jane Smyth, tap and toe dancer, whips across the stage at intervals. Charlie (Snowball) Whittier, colored youngster, is featured in impersonations of stars, including a penitentiary admission of Lewis himself as a penitentiary.

Character rush the stage for this and other character numbers.

The show owes much to the minimal tradition, especially the prevailing plainness, minor mood, and the amateurism of every turn.

H. F. Reeves.

Roxy, New York

(Reviewed Friday Evening, May 17)

Through the goodgraces of 20th Century-Fox, the Roxy had one of the best bookings of the year last show opening day. And all because Alice Faye and Edward Arnold, stars of *Lillian Russell*, now showing on the screen, put in an advertised personal appearance. And for good measure Weber and Fields, the old vaudevillians who appear in the film, also ventured out to face the footlights with a familiar but funny bit. Arnold has a good stage presence and a beautiful singing voice. He is a veteran. He introduced Miss Faye, who made it short and snappy with a customary "glad to be here" spiel.

The regular stage bill, incidentally, is in compact as well package of entertainment. It runs on about 90 minutes, due to the length of the picture, and features the alert Gae Foster Girls in two routines and three acts. The 24 girls open with a Bright glow number, going to the beach in a picture. The Faye, who heretofore has been making the vaude rounds with hubby, Buster West, is featured alone in one of her best and difficult acro turns. She still performs gracefully and with comparative ease.

The Shyretton, thrilling cyclist act composed of two men and an attractive blonde, feature dancing on bicycles and high bicycles. It is a novel turn, the trick offering complete hand-to-hand stunts on wheels in addition to trick riding.

The finale spots the line in its well-worn "top hat and tails on stilts" routine, which is always good for an encore. Dared to the music of *The Woodpecker Song*. The New Yorkers, a mixed dozen of singers who furnish vocal background, precede the line with a number of bright pop tune arrangements. Act makes a beautiful appearance and isn't quite as pleasing harmony. For their opening, *Let's Dance* number they come out, logically enough, dancing and group around the mike for choruses from current hits.

Jeanette Lanier, a mite of a singer in a fun dress suit, works into a mob scene with snatches from the *Woodpecker Song*. Bill is slated to remain for two weeks.

Sam Nontberg.

Fox, St. Louis

(Reviewed Friday Evening, May 17)

That St. Louisans are hungry for stage shows was attested by Kay Kypser's hanging up an all-time attendance record at this theater on a seven-day engagement, ended May 9. Last week's attendance

dropped, but tonight a packed house greeted Orrin Tucker and his orchestra. City has been sans stage shows for the past few years, with the exception of a few, rare occasions. Maybe the Kypser and Tucker business will convince Fanchon & Marco officials that the locals crave stage attractions. Next Friday (24) the house goes back to the double feature picture and no further stage attractions are scheduled for the next few weeks.

Tucker's 18 bandmen have a solid routine of orchestral numbers, with various individual and ensemble specialties. Unusual lighting effects are used in the novelty numbers, which are good impressions of some of the leading orchestras in the country. Tucker sings several songs and, while not the possessor of an exceptional voice, he sells well with his personality and his show.

The Drinking Song and *The Florodora Girls* number by the band are especially effective. Wally and Verdure Stapleton contribute several tap dance numbers in proper quantity and to good return. Paul and Nino Ghazal, two midgets, give a swell exhibition of acrobatics and do some outstanding hand-to-hand balancing, finishing with novel interpretation of the jitterbug dance upside down.

The big number in the show is always a prime favorite here, is Bonnie Baker, whose appearance brought down the house. In her own inimitable manner she sang *Stop! It's Wonderful! What Are Little Girls Made Of?* and *My Heart's Not Yet, Sweetheart, My Resistance Is Low; Billie; Oh, Johnny, Oh* and to still the thunderous applause was forced to encore with *Especially for You* and *All in Favor Say I*.

Frank B. Joerling.

Warner-MCA Tiff Being Ironed Out

NEW YORK, May 18.—Warner Brothers' squabble with Music Corp. of America, resulting from the booking of Orrin Tucker into the Paramount after negotiations with Warner for the Strand, is in the process of being ironed out, according to spokesmen for both sides.

Charles Miller, MCA vice-president, met last week with Harry Mayer, Joseph Bernhard and Leon Schlesinger, of Warner, and claims to have laid the basis for appeasement. A clean up of the situation is expected shortly.

MCA spokesmen claim early reports on the situation were greatly exaggerated. They said Tucker had been submitted to Warner for the Strand with the full knowledge that Paramount was also interested in the deal. MCA officials said Paramount's offer for the band before Tucker skyrocketed with the *Oh, Johnny* recording. They claim Paramount wanted the band when Tucker was only a semi-name singer in the deal.

Another offer was made after Tucker had clicked at the Palmer House, Chicago. When that offer was refused by Tucker MCA claims it felt free to offer Tucker to the Strand.

MCA cites as proof of Paramount's interest in Tucker, his playing of the Orpheum, Minneapolis, and the Chicago Casino (both Paris houses), in March of last year.

Because of this situation, Warner reportedly wrote MCA telling it no MCA band would be used in any of their houses.

3,000 Capacity Houston Club Set

HOUSTON, May 18.—Opening of the Plantation Club is set for May 23. Manager Dick Wheeler, co-operator of the *Plantation Club*, says the new spot has accommodations for 4,500 couples. Music for the opening week will be furnished by Arson Weeks' orchestra. L. Thompson, formerly caterer at the Rice Hotel, does similar duties at new spot.

Lido Club Opens Season With Two Bands May 29

NEW YORK, May 18.—The Lido Country Club, Lido, will open its new season. Frank Sleden management, sets its talent policy in motion May 29 when Enrique Madriguera's band opens in the evening. Sleden's night club, Nana's club, will augment the day and evening bands, which may be stretched to full weeks later on in the summer.

The resort's hotel will also have a band to play afternoon concerts and for dinner and supper. The band consists of talent being booked by Abner Grabell office.

Club Tact

New York:

YVETTE RUCOL and **Bobby Hertz** open at the Savoy. The next week with Ella Shields holding over again. All used to play the Palace regularly. . . . **HARRY SPEAR**, emcee, is back after an eight-week run at the Latin Quarter, Boston. Originally was booked for two weeks. . . . **CRAWFORD AND CASKEY** are set for the Plaza Hotel May 24. . . . **NIXON AND ANDREE** have been booked by Sol Tepper to open at the Village Bar. . . . **THE QUINTONES** open at the Famous Door June 5 on the bill with Frances Faye. **Joe Kalimus** opened there Tuesday.

Chicago:

SALLY KEITH, the tango dancer, returned to the 808 Club Monday (20). Newcomers that night included Katharine Harris and Gracie Bryan. . . . **DEAN MURPHY** goes into the next Ches Parce show, following the Capitol, Washington. . . . **COLLETTTE AND BARRY** have been booked at the Blumenthal Hotel. . . . **MARY MCCORMICK**, under personal management of Mike Levy, has had her option picked up by Hi-Hat Club for two weeks, making six weeks in all. She has been offered a return in October. . . . **MERI WAKEFIELD**, vocalist who recently closed at the Hotel Sherman Dome, is now featured with Nino Rinaldo's band at the Hotel Faust, Bedford, Ill. . . . She also broadens her nightly repertory. . . . **THE BERDUN JITTERBUGS** have opened at the Hi-Hat Club. . . . **HOWARD NICHOLS**, juggler, to open at the Villa Moderne June 14, set for Eddie Egan of MCA. . . . **ERIC BERGON** and **BILLY GRAY** have split, after four years. Bergen, who left for New York this week, is going on his own and will be assisted by Nina Varela. . . . **LOIS PERTELL** and **ORACE MILLER**, accordionist, have announced an indefinite engagement in the Celtic Room of the Hotel Sherman. . . . **HIBBERT BYRD** and **LA RUE** closed at the Chase Hotel, St. Louis to open at the Astor Hotel, New York, May 21.

Philadelphia

VIC EARLEON, closing a 13-week run as emcee at Stamp's Cafe, also made his 65th week during six engagements at the spot since 1937. . . . **SHEILA AND HENRI**, European dance duo, making their first night showing on these shores with a bizarre illuminated veil dance at the Viting. . . . **MELEBA BRYAN**, who dances as Gina at Club Bili, has changed her name in more ways than one since she appeared here last as Melba. She is now Mrs. Ed Smith, wife of Ed, New York booker. . . . **HERB SPATOLA**, marking the first anniversary of the spot bearing his name, has brought back an act for a return engagement for the first time, Hal Hoffer and Nino Nani.

Atlantic City

ADELL SISTERS, at Eddie Kravitz' Paddock International, are testing something new in their routines, a Kigoon Dance. . . . **SIMMS**, operated by Mary A. Simms, is newest local spot to open for the season. . . . **HAZEL MAY**, performer-proprietor of Hazel and Fred's Show, Monday Bar, and Fred White, who fronts the Alpine Tavern, were given surprise birthday parties this week.

Here and There

SOPHIE SCHUBERT and **DODO SCHEMER** have closed with the Truly McGeeo line at Beverly Hills Country Club, Newport, Ky., to join the revue at the Bon Air Country Club, Chicago. . . . **BO MORGAN** and **BOB KNIGHT** are the new Arthur Murray dancers in Cincinnati, replacing Jack Hong and Audrey May. . . . **Walter R. Brown**, who has moved to Memphis. . . . **PAVILLON CORICE** in Cincinnati's Netherland Plaza Hotel has closed, with

Gardner Benedict moving his act to the downstairs Restaurant Continental for the summer. . . . **JOHNNY KAHUHEU** Royal Hawaiians have begun their fourth month in the Gibson Hotel's Siderwalk Cafe, Cincinnati. . . . **MARINO AND DEVOL** have moved from the Nut Club, New Orleans, to the Club Plantation in the same town. They recently played four weeks at the Hotel Mayflower, Jacksonville, Fla. . . . **MARJORIE SWAPP** songstress, opened a four-week run at the Brown Hotel, Louisville, Friday (17). Plays the Municipal Opera, St. Louis, in August in one of the Acts in Arms. . . . **ZARLEK**, ballroom dancer, was booked for several club engagements in Spokane last week by Bob Dudley, following her appearance at the Post Street Theater. . . . **ERMA RAYMOND**, street, was bitten on the face by a dog owned by a friend who was visiting her at her apartment in Detroit, Tuesday. She has been undergoing treatment by a plastic surgeon. . . . **CHERRY**, singing emcee, being held over until June 3 at the Tavern on the Green, Waterloo, Ia. . . . **FRANCES AND GRAY** have been placed by MCA at Earl Carroll's, Hollywood. . . . **VIRGINIA VAUGHN** is tapping stop a xylophone at the Coconut Grove, Boston. . . . **ROBERTA WELCH** opens Monday (20) at the Mayflower Hotel, Akron, O. . . . **JERRY RAND** will open at the Bowery, Detroit, June 10, with MCA booking. . . . **WALTER LONG** is in the Beverly Hills Country Club show, including Happy Felton, and Three Nonchalants, starting May 24. . . . **RUSSELL SWANN** started at the Park Plaza, St. Louis, Friday (17). . . . **CAROL RHODES** betgas at the Mount Royal Hotel, Montreal, May 28, along with Bob Miller and the Dianas. . . . **BIRGON AND BENNETT** dancers, closed May 10 at the Sapphire Room, Hotel Washington, Indianapolis.

Manor, N. Y., Resumes

MANOR, N. Y., May 18.—Waldmere Country Club reopened for the season July 4 and will once more operate the Waldmere Playhouse, using acts and a band. Entertainment is held for the entire season, ending Labor Day. Jackie Green has been engaged as emcee. Guest stars will be used week-ends.

Another Continuous Show

DETROIT, May 18.—Tendency to introduce novel floor shows is strengthened at the Club 309 introducing continuous floor shows. . . . Assigned to carry on the heavy bill are Frank Warren, emcee; Phil Hill and Sam; Davy Young, Paul Waliz, Elaine Sparks and Midge Cagor.

Waterloo Club Resumes

WATERLOO, Ia., May 18.—Tavern on the Green, in Electric Park, opened May 4, managed by Clarence Patterson and booked exclusively by Hal Lawrence of Chicago, for the fifth consecutive season. Opening show featured Uky Chetney as emcee. Show changes weekly.

Rice Roof Opens

HOUSTON, May 18.—Empire Room of the Rice Hotel will close for the season May 23. Nick Stuart and his orchestra, which opened a week ago, will close the season.

The Rice Roof will open the summer season May 24 with Ranny Weeks' Orchestra.

Club Owner Denies It

PHILADELPHIA, May 18.—Simpul Speer, who operates Speer's Cafe in Upper Merion, Pa., has denied in United States District Court to the charge by Olga Wells, New York entertainer, that he has her a year ago. . . . Mrs. Wells, who appeared here professionally as Renee Randon, is plaintiff in a suit for \$50,000 damages.

Borde's Rumba Unit Set

CHICAGO, May 18.—Al Borde's La Congo Rumba show, featuring Carmen Miranda and Carl Molina's band, is set to open at the Chicago Theater June 7. Show will be practically the same as that which has been appearing at the Colony Club here.

Reviews of Units

Bob Hope

(Revised Friday Afternoon, May 17, at the Chicago Theater, Chicago)

There may be enough Bob Hope radio fans to give the Chicago Theater a good attendance record this week, but it won't get it on the entertainment value of the show, which is the weakest seen at the R. & E. house last season. Hope's comedy, which is great on the air, falls flat here, and his love of the spotlight crabs the acts, which otherwise could be entertaining. Many empty seats on opening day, but terrific business on stage, which indicates the radio fans are turning out in force and a big week is in prospect.

Hope opened singing *My, My*, then into a much-looked-for and every wackering session that garnered few laughs. Very poor material.

The Four Comets, roller-skating quartet, presented a fast-moving, entertaining routine, featuring fast twirls, spins and other difficult tricks. Nicely dressed, the two men in tails and girls in flowing white gowns.

Brenda and Cobina, who are funny on the stage and got but scant returns for their efforts. Ditto for Bill Goodwin, announced on the Hope air program, whose act was a disappointment. The comedy program is weak. Dolores Reade, vocalist, has a fair voice and her singing of imagination was excellent until Hope's interruption for more weak comedy.

Jerry Bond, who used his limited opportunities, singing two comedy songs and crossfiring with Hope. There followed a hotel skit unamusingly done and devoid of comedy.

Richest spot on the bill was George Tappa, a grand dancer, but he was allowed to do only about three minutes. Film bill, *The Doctor Takes a Wife*, is amusing. On the whole, a disappointing bill. Not Great.

"Beauty on Parade"

(Revised Thursday Afternoon, May 2, at the James Theater, Newport News, Va.)

Patricia Donnelly, the current "Miss America," lends her ligger to this one. The girls are beautiful, but she seemed to death or something. In her first appearance she wears a slinky evening gown and sings, *Old Man Moe*. Her voice is sweet but thin and expressionless, and she could barely be heard even with the P.A. system. She follows with Oh, Johnny, unmemorably, and in her second appearance is seen very briefly in a bathing suit, hurrying off as quickly as possible.

Cheryl carries a versatile 10-piece girl band, Coquettes, for whom the ambitious claim of "America's finest all-girl orchestra" is made. The band is not bad at all. Viola Smith, hailed as a female Krupa, does a mess of racket-raising on the viola. Band is directed by Jessie Bailly, a cute little girl with a grand personality. She does a relative bit to get things started and works hard every minute. With a house hardly a third full, show gets off to a slow start.

Helen Roman, mistress of ceremonies, affects informal attire and does a batch of overworked impersonations, winding up with a startlingly good Charlie Chaplin imitation.

The Andrews Sisters appear in a tap routine; the Three Charms are, pretty cute singers and a pair of blond kookoo carry on with a fair brand of idiosyncrasy. Film offering was *Little Orphan*. Warner Trayford.

Memphis Roof Resumes

MEMPHIS, May 18.—Renovated Starlite Roof of Hotel Claridge reopened for the summer May 11 with Harbo Holmes' Ork. Cover charge after 10 p.m. 75 cents, except Friday and Saturday, \$1. Two shows nightly. First program includes Nancy Hutson, Gene Babbitt and Cromwell Sisters.

Lou Walter's Summer Spot

BOSTON, May 18.—Lou Walters plans to show his Latin Quarter club June 15 and will open at the Club 309 at the Strand Beach. The Latin Quarter has been one of the biggest money-makers locally.

Houston Roof Reopens

HOUSTON, May 18.—Rice Hotel opens its renovated Top Deck, roof garden, May 24 with Ranny Weeks' Ork.

Wired Wit

CHICAGO, May 18.—With Bob Hope at the Chicago, Milton Berle, the Orson and Joe E. Lewis at the State-Lake this week, the telegraph wires were busy opening day. . . . "Will send you my overflow, I hope." "Berle wired back: "It won't be an overflow, Joe, it will be inore of a drip."

Hope got a wire from Barney Dean on the West Coast saying: "If you break record don't let Hogan talk you into taking a cut at the Stratford."

N. Y. Para Gives Skelton 2 More Dates; A Record

NEW YORK, May 18.—Paramount Theater here is asserting itself of Red Skelton services for a long time to come. He has been booked for that house, beginning June 10, and has also been guaranteed another date in September or October.

When Skelton plays these dates he will hold the record for repeat engagements at the Paramount since it went on its current name policy. Another factor making the deal a long time to come is the fact that the Paramount rarely uses talking comedies, except an occasional top name. Skelton first played the house for four weeks with the Tommy Dorsey band starting March, 18 and was held over for two more weeks with the subsequent show. He will shortly make a screen test for MGM. His only pic appearance was in *Heating Wonderful Time* (RKO).

Cugat Postpones Para Date; Didn't Like Doubling Idea

NEW YORK, May 18.—After having sewn up a contract at the Paramount for two weeks beginning Wednesday (22), Xavier Cugat, who opened at the Waldorf-Astoria Roof Wednesday (18), said today he had turned Paramount booker, to be relieved of the date.

Cugat's reason for this unusual move is that he didn't want any of the glory and the upswing of business following a new name in the Waldorf to be doubled by his doubling at a near-by theater date. Besides he wanted to go easy with his band since they had just returned from a tour.

The Paramount will give Cugat another date in the latter part of July or August.

Charlie Barnes' Ork was obtained from Charlie Yates, of Consolidated Radio Artists, to suit for Cugat. Barnes will play two weeks at a salary of \$4,500 for the first week and \$3,500 for the second.

6 Wisconsin Spots Trying Out Vaude

CHICAGO, May 18.—Leo Salkin, of the William Morris office, is experimenting with vaude shows in a number of spots houses in Wisconsin. Started last week with a Major Bowes unit, booked for one-day stands in Marinette, Calumet and four other towns.

Such vaude acts usually will follow, and if business is satisfactory the policy may be extended to other towns.

Hope Unit Gets State Pct. Deal

NEW YORK, May 18.—A percentage clause has been worked into the Bob Hope contract when his unit opens in Lee's state next Thursday (30). Deal calls for a \$12,500 guarantee and 50 per cent of the gate after \$42,500.

Building for the Future

PHILADELPHIA, May 18.—Frank Palumbo, operating a nitery here, is grabbing off good-will among the coming generation of night clubbers. He is running up 750 youngsters in the neighborhood of his club and taking them out as his guests to see the Ringling Bros. circus this week.

S. Rand, Ritzes, Rochester Units Pushed by MCA

NEW YORK, May 18.—Musie Corp. of America is pushing a lot of units for summer appearances. Outfits already organized include Sally Hand, who opens at the State-Lake, Chicago, May 31, and the Bowers Night Club, Detroit, June 10.

The Ritz Brothers will be available around July 1 for vaude. MCA has already lined up the houses but has not set exact dates, not knowing when the Universal film, boys are making will be completed. The Ritzes will open at the Chicago, Chicago, and will follow with the Riverside, Milwaukee; Lyric, Indianapolis, and Iowa's State here. Other talent has not yet been selected for the unit.

Biddle (Rochever) Anderson is also having a unit built around him. Definite dates and his line-up of talent will be set next week.

Ronson Replaces Dukoff

NEW YORK, May 18.—Mel Ronson says he is replacing Ed Dukoff as press agent for the Hotel Lincoln and Edison. Understood he will concentrate on the Blue Room of the Lincoln, where Charley Barnett band is currently playing, and attempt to give the spot "personality."

Barnett's remote may be revamped and given a radio script, something unusual in the handling of radio remotes, and will be titled "Musical" following.

Maria Kramer, of the hotel chain, indicates new policy is not definitely set.

Philly's First Gal Op

PHILADELPHIA, May 18.—With the opening of the Rainbow Terrace at Strawberry Stralfo this week, town gets its first female niter operator, Margreta Bechman.

Talent includes Mildred Rogers and Ralph Eastwood Singers, and Leo Zolito's Ork.

Bob Crosby Band Tour

NEW YORK, May 18.—Bob Crosby's Band will begin a vaude tour at the Oriental, Chicago, May 31. Music Corp. of America has already set Crosby for the Lyric, Indianapolis, June 7, to be followed by two weeks of one nighters, and the Capitol, Washington, June 23.

Turnersville Club Opens

TURNERSVILLE, N. J., May 18.—Casa Loma, niter on the Black Horse Pike near here, lights up again as Joe's Tavern, operated by Joe Fiori, with Al Banco Co. front. Floor show is headed by Dottie Allen, dancer; Midge and Bumps, comedy tap team; and Low Deal Band.

Ready for Goodman

SEATTLE, May 18.—Expecting a record attendance May 24, the Triton will open its outdoor dance garden for the Benny Goodman Band one-nighter May 24.

LION ACT PUBLICITY

(Continued from page 21) gave it a two-column spread the following morning.

In addition, Matthews drove lion around town dip before opening and was later interviewed on radio regarding experience on his recent trip home from Europe. Arthur Moran, imitator, also was interviewed on radio.

Show included Moran, Matthews and King Puffy, Doris, and Al Banco Co. Frederick and Lane and Rodney and Goid.

Will be Grandpa Goss to Town. Attendance was good.

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"Playmates" Played Plenty

NEW YORK, May 18.—Playmates, Sazie Downis's novelty tune follow-up in this successful Three Little Bunkies of last year, joins the select circle of leading numbers on the country's automatic phonographs. It's the Kay Kyser party that is paying off the music machine operator.

For further details on this hit and others on the phono netting, turn to page 90 and the Record Buying Guide in the issue of The Billboard.

Bali Gives Walton Competition, With MCA Versus Morris

PHILADELPHIA, May 18.—With the Club Ball having established itself as a serious contender for the crown of the night trade here, a booking battle looms between the Musie Corp. of America and the William Morris Agency.

The Walton Roof, operated by Jack Lynch, was formally announced in the field, using names like Harry Richmond, Sophie Tucker and George Jessel during the winter, and going in for medium-priced shows during the hot months. However, since the Ball opened, Jack Lynch announced he would continue to use names, with booking by William Morris.

Usually at this time of year the summer budget is in effect. However, Jessel is now headlining, with balance of show consisting of Buster Shaver and George and Olive, Leon and Mace and Bob Russell, along with a crew to take care of the adjoining Tropical Bar. Jessel is there for two weeks, ending Saturday (25). A new headliner has not yet been booked.

The Ball, on the other hand, is on a medium budget policy, but is selling the Beachcomber atmosphere. Opening talent consisted of Cross and Dunn, Peter Sisters, Paul and Eva Reyes, Sima and Joseph Howard. Further bookings for that spot are Maurice and Cordoba, who opened Thursday (18) and who will be held over on the bill with Henry Youngman, Giovanni and Ann Lester opening May 18.

MCA booking standard acts into the Ball, is figuring Philly can't consistently support big names through the year because of the daylight night ban on liquor after midnight during the winter and 1 a.m. when daylight-saving time is in effect. It also feels that the Walton Roof will have a particularly tough time of it this summer, since it will not be able to continue naming the show. As a result, competition will surely take away some business.

The Ball and Little Batsheker, both operated by the Kallner Brothers, and the Walton are located within two blocks of each other.

Rice Roof Opens With Big Campaign

HOUSTON, May 18.—Top Deck at the Rice Hotel will open Friday (24) with Rancy Weeks' Orchestra. There is no cover, except Saturdays (\$1.20) and opening nights (50 cents). Weeks' Orchestra will feature the Funnyboners and the Bell.

Henry G. Morris, publicist for the hotel, has opened a campaign for the opening. There will be Top Deck windows in store, with each store carrying the announced name. Signs are being set on the row. The department stores are also featuring both women's and men's formal clothes to be worn opening night. A style show will be held Tuesdays at luncheon.

Troc in Hollywood Ends 6-Year Career

HOLLYWOOD, May 18.—The furnishings of the Trocadero, once the ace night spot here, have been knocked down on the auctioneer's block Tuesday (14) at 10 cents on the dollar. Fine crystal mirrors, decorated with golden buds, originally costing \$400 each, went for \$12 each. A chaise longue which cost \$83,000 brought \$190, and the \$2,500 bar returned \$675.

The Trocadero was founded in 1934, with the partners, Hy Hoffman, investing only \$550.

"Magic In The Air"

(Reviewed Tuesday Evening, April 30 at the Broadway Theater, Denver.)

This is probably the most pretentious show built around magic that has been attempted for some time. The company offers a 2½-hour musical revue of sophisticated foolery. Presented by Daniel Fitzkee and staged by Macklin Megley, the revue combines magic, comedy and music in a way that makes for salable entertainment.

The opening is a cocktail number in which the entire cast appears, is climaxed with Pennies From Heaven, in which the members, working both on the stage and in the audience, make jobs of pennies appear from their persons. Caro Miller, working with Lyn Miller, offers a sound presentation, especially his work with birds. Eddie Burnett uses the disappearing cigarette idea while executing an "electic" dance on a chromium-wired podium, which nets a good hand.

Donna and Jimmy Eyster were well received in their presentation of the Girl With a Sly Eye. Jimmy Eyster, Jimmy Muir pace the show well and handle the comedy in a manner that gets plenty of laughs. The Gullfrott scene works out well as a comedy number.

Charles Slyter's dancing handkerchief stunt to a good hand, Wanda Owens, in a pleasing vocal manner, introduces Ming, who sells well in the disappearing lighted-candle trick. Jimmy Muir and Jimmy Kyster bring down the house with their comedy card tricks.

Murder in a Telephone Booth is not only nicely staged but put on as a comedy number, is good for laughs. Daniel Fitzkee amazes with his razor blade swallowing bit and gets a sound hand when he extracts the blades threaded on a string. Lucille Hughes makes a smooth appearance and her deftness in executing various tricks gets fine audience response.

The Mad Jesters, in which the performers make various hats out of pieces of paper, is amusing and gives the show variety. Clarence Slyter's work as a

Vaude More Than Tripled S. L. Gross

ST. LOUIS, May 18.—Introduction of live shows at the Fox (5,000 seats) tripled the average of the house here. Kay Kyser's band, along with a weekly pit, O'Connell Ork ranked in a record-breaking \$38,000, according to Musie Corp. of America, which booked Kyser at the house. This figure topped the mark set by the Fox, when it played week of May 3 at the St. Louis Theater (9,000 seats) and who was the first live show to play St. Louis since Panchon & Marco's negotiations between the musical union and IATSE broke down.

A temporary settlement makes possible the playing of vaude.

Average for the Fox, without stage shows, is around \$11,500. Orrin Tucker's band and Bonnie Baker come into the Fox May 17 week and another big gross is expected.

Also MCA credits Kyser with drawing \$39,000 at the Fox, the theater's bankroll, the gross \$43,041 in a press release last week.

Mike Levy Opera Impresario

CHICAGO, May 18.—Mike Levy is becoming an opera impresario. For some time he has had Mary McCormac under his personal direction. Now he's signed Helen Terry, of the Chicago Opera Co. She opens at the Hi-Hat Club June 13.

Why the Rush?

NEW YORK, May 18.—A long-range booking has Los Chevaliers and Bevilinas coming into the Waldorf-Astoria Hotel in October. Musie Corp. of America set the deal.

Philly Spot Loses License

PHILADELPHIA, May 18.—College Inn, North Philly spot operated by Louis Tomasco Jr., offering show and dancing, has had its license revoked. Action was suspended, however, pending Tomasco's appeal to the courts.

drunk is terrific. He holds his audience from start to finish. Caro Miller's playing the xylophone while Lucille Hughes works The Floating Ball trick is presented as Magnifico Music. Daniel Fitzkee and Marco Adair, in a hilarious scene, work nicely on the cut and restored rope trick, and Fitzkee's work with the trunk trick is the highlight of the show.

Finishing the entire cast in a bit titled The Greatest Magician in the World, and sundry magic is presented. Show is nicely costumed and scored and was well received.

George Gus is the booker. Walter Chenoweth handles publicity. Blair Franco is company manager and the show is under direction of Leo Morrison, Inc. After several one-nighters in Colorado, unit heads eastward. Herb Trachman.

Blackstone

(Reviewed Monday Afternoon, May 13, at the Palace Theater, Akron.)

Blackstone's new one-hour magic show is a variation of the old double rope trick, is an amusing program of magic that includes many tricks that have become favorites under his presentation.

The rope and disappearing boy trick is described by the magician as the nearest the original has been approached on an American stage. It is a neat disappearing illusion, with a nice boy climbing mysteriously suspended rope and popping from sight in a puff of smoke. Not as spectacular as his vanishing horse or multiple production of a girl, but the "century" cabinet, the rope trick is a welcome addition to the program.

Keeping his stage full most of the time and depending less upon audience assistance, Blackstone's show has a sparkle and speed not found in his previous editions.

Included are The Floating Princess, a neat levitation act, moving a woman in a suit under a canopy and the lamp cabinet illusion. It's a sure hit for all magic fans.

Screen fans was Hall a Steiner (Universal). Rex McConnall.

Vaudeville Notes

BETTY GRABLE will be at the Chicago, Chicago, week of June 21. . . . THREE DIAMOND BROTHERS will be on the Jimmy Dorsey bill at the Strand, New York, beginning June 7. . . . BILLY OLASON was feted at a dinner given in his honor by the Professional Entertainers of New York Sunday (10). . . . THREE HARRISON SISTERS opened week of June 10 at the Lyric, Indianapolis. Olson will be at the Beverly Hills Country Club, Newport, Ky., beginning June 22.

NICK LUCAS is current at the Ches Pine, Denver. . . . ALICE LEMAY and THE STALLER TWINS were the only performers invited to the reception given by Brazilian Commissioner Doto De Moura at the New York's World's Fair, New York, last week. . . . LLOYD and WILLY are booked for a run at Sao Paulo, Brazil, after their Rio de Janeiro dates. They return to the U. S. in June. . . . WARD AND VAN set in the Zarto, Washington, by Hattie Ajmon at the beginning May 24, together with Yola Gail.

GEORGE CHOO'S Scandals, vaude unit, is touring Texas. . . . JUANITA AND CHAMPIONS, now touring Spain with the Alcazar, are due back in the U. S. to Budapest in June and return to the Wintergarden, Berlin, in August. They are due back in the United States next winter, after eight weeks in Rio de Janeiro.

ASHER and LITTLE JIMMY, standard hillbill act, set to summer at WCAB, Philadelphia, where they have a daily sponsored show.

ANDREW SISTERS left Chicago last week for Hollywood to start working on their first film for Universal and to pick up four weeks at the Casa Manana, Oulver City, Calif., and a week at the Paramount in Los Angeles.

Detroit Club Dates Up

DETROIT, May 18.—Club dates have taken a decided swing upwards, with salaries running some 25 per cent ahead of 1939. More intensive exploitation of this market has been the result. . . . Ray Correll, of Delbridge & Gorell chore.

Magic

By BILL SACHS
(Communications to Cincinnati Office)

D. R. HARLAN TARBELL played the Hartman Theater, Columbus, O., Saturday, May 18, under auspices of the Columbus Magic Club. He appeared before, he made a blindfold drive thru the town, accompanied by the president of the Columbus Magic Club, Richard Wilson. On Friday night, the club staged a party for TARBELL at the Hotel Hamilton. The following club members entertained with a 50-minute program of magic: Richard Eikon, Art Potter, Albert Thatchert, Dr. Ritchey, By Reddy, Gene McClintock, Ed. Parley, Dr. Bronnert, Joe Gregory and Jack Thomas. TARBELL followed with an educational lecture on magic with demonstrations. Food followed. . . . **TONY BRANDINO**, in a visit to the Magic Club last Thursday (18), advised that he had foisted his spook show, with which he experienced a fair measure of success in the South, and has resumed "fooling the nitery patrons." He opened at the Hotel Hamilton, in the Century Club, Newport, Ky., for a fortnight's stint, booked by Jack Middleton, Cincinnati. . . .

A. L. DELAGE, C. O. are current at the Coconut Grove, Boston. **FRED BERT**, **FRANK WALTER**, and **FRANK SMITH**, bachelor members of the Society of Detroit Magicians, were hosts to the members at a powwow at Meo Chiu's Chinese cafe, Detroit, last Saturday. **JOHN BUELL**, former president of the Detroit magic club, gave a show before the Canadian Corps Association of World War Veterans in the Motor City. . . . **DEAN W. MASON**, magician, is appearing in New England lodges and churches, in reading a small mystery unit to play summer resorts in the Adirondack section. . . . **EVANS BROWN**, magician, is appearing at the Hotel Summit Hotel, near Uniontown, Pa., for an indefinite stay. He is playing the Novichord and harp in the hotel's dining room and working his magic in the floor shows in the Baro's Main Showmen's Room. **JOHNNY BOWERS** is changing his wares in the classy Club De Rio of the Minna Inn, near Philadelphia. . . . **JOHN BODLEY**, manager of the Casey Theater, Trenton, N. J., has been elected president of the Trenton Conjurers' Society. . . . **GAR VAY** is getting the spotlight with his magic at the Mayfair Cafe, Pennsauken, N. J.

BLACKSTONE'S rabbit giveaway idea has a slight hitch in its progress. Detroit recently when the Michigan Turnover Society entered a complaint against his giving away baby rabbits. In court, Blackstone pulled a rabbit out of the collar of Arthur H. Curtis. Curtis, who is a lawyer, was told that the rabbit was a gift. The judge thought P. Maher was reminded that he used to uber at the New Detroit Opera House when Blackstone played there years ago, and suspended sentence. **MARIE ZITTA**, mentalist and Ziyah the Magician, after a winter and spring in Texas schools and theaters, are heading north for the month of May. **COTTRILL J. THOMAS** (the Mentalist) is appearing several months in Presbyterian Hospital, New York, will be ready to take to the road again within a few weeks. Iner Logan is being added to the company as assistant, and is being signed with United Artist Service to handle his bookings, beginning with the falls in the fall. . . . **RALPH R. COLLINS** has taken the tour management of Duke Montague and Co., now working at the Hotel El Kay (El Kay's Koutas) has just begun his fifth season with Carl J. Leuther's oddities organization, this season with the Cettin & Wilson Shows. . . . **PAUL STADELMAN** and his wife, who are appearing in the Magica, came in for a lengthy and favorable epilogue, by Richard Rensselaer, in the May 14 issue of *The Louisville Courier-Journal*. **SOCIETY OF DETROIT MAGICIANS** recently staged a special show at the Detroit Variety Club, with an audience composed primarily of members active in other branches of show business. Al Mennoo functioned as emcee, with William Heisel, Dr. John El. Carroll, Al Redfield, Bob Ungewitter and Bill Webber showing their tricks. Bob Hall, singing rhymester of vaudeville, was presented with a silver wand by President Mennoo. . . . **GLORIA THORNE**, person-

He Knows What He Wants

PHILADELPHIA, May 18.—Jack Beck, returning to town after managing a burly house in St. Louis this season, is displaying an application for re-entrance from an out-of-town customer. He specified the date he wanted to see the show and sent along a blue print of the theater, stage, galls, orchestra and an arrow designating the seat he wanted. He was accommodated.

Springfield Mayor Censors Stage Shows

SPRINGFIELD, Mass., May 18.—Mayor Roger L. Putnam threatened to revoke the Sunday performance license of the Court Theatre, Springfield, because of complaints against recent stage shows. Complaints have come to the mayor before, he said. This time, he says, he is prepared to act if change are not made in type of shows booked. . . . **DOCK BERRY**, manager of the theater, says the house will accede to the mayor's wishes. The mayor also threatened action if theater advertising in local newspapers is not changed.

Talent Agencies

BILL SIROH has opened the former Bill Hunter Enterprises office in Houston under the name of **AGRIATED Attractions**. Buck Cathey and By Hyman on the staff. **CELIL CAMPBELL**, who handled the publicity at the General Amusement Corp., starts Monday (20) at the Milton Pickman office, New York.

JAY C. MASON has closed his Midwest Entertainment Bureau, Terre Haute, Ind., for the summer to again handle comedy and candy concessions with the Buddy Rogers, who began their tent season at Lawrenceville, Pa., Monday (20). He has turned over the five clubs on his books to Jack Middleton, Cincinnati agent.

BILL KENT, New York, set a 20th Century-Pox screen test for Paul and Vra Reyes, Cuban dance duo at Club Ball, Philadelphia. . . . **DICK INORAM**, formerly with the old Rockwell-O'Keefe agency in New York, and now on his own in Philadelphia, has grabbed off an exclusive on Resault's Tavern, Atlantic City. Will book in a series of CRA bands. Don Bestor first in for the June 29 opening. . . . **MC** gets an office in the Ballpark Club, Philadelphia. Tony Phillips office, in for the opening show, continue to book the Kallners' Little Ratskeller in the same city. **Osivim** is set to follow **Osivim** and **Osivim**.

MORRIS SILVER, manager of the Chicago office of the William Morris Agency, motored to New York late last week with A. J. Balsaban and wife.

DEAN W. MASON, formerly of Brown and Dean, and Dick Parker, writer, opened their new review, *A Night in a Nickelodeon*, featuring Bill Mosseau, and including old-time vaude and old-time silent movies, in Fairfield, Conn. Dean and Parker to have their *Regis Review* on tour thruout New England.

Youngtown Tries Units

YOUNGSTOWN, O., May 18.—Park, for many years the chief of the house, is trying out vaude-films, used a unit, *Midnight in Paris*, along with a first-run film Tuesday and Wednesday. . . . The experiment works out house may play units for only three days a week. Admission is 20 cents matinee till 1 p.m., 25 cents from 1:30 till 6 and evenings 42 cents. Three shows daily.

Rochester Vaude Up

ROCHESTER, N. Y., May 18.—A total of five houses has inaugurated club here. The Monroe and Dixie will have vaude Saturday nights, the Riviera and State Friday nights, and the Century Club started Friday contests Friday nights. . . . **EDDIE HERTZ** began a fortnight's stand at the Hotel Gibson Rockfield, Cincinnati, last Friday (17). . . . **BESS BADLEY**, St. Louis trisler, visited the magic desk last Sunday a.m., while in Cincinnati over the week-end on a combined business and pleasure jaunt.

Burlesque Notes

(Communications to New York Office)

NEW YORK

THE RAYMOND, Harold and Leonard, of the Star, Brooklyn, have obtained a theater concession in the renovated Lunn Park. Ogo Island, for a girls show, already engaged for featured spot is Dorothy Henry and her milk bath. Lois DePre is in mind for another feature. Park due to open Decoration Day week. . . . **BEVERLY CARE**, producer, back to the Republic May 18. Replaced Jack Deamuel, **CHARLES MILLER**, after eight weeks, left the Republic May 16. Others leaving were Virginia Jones, Hal Weber, Sahji, Dick Midgety and Adra Cooper. Replacements May 17 were Binky and Shorty, George Tullio, Loretta Monte, Scarlet Kelly and Crystal Arnos. Marlene comes on May 24. . . . **MURVIN GREENSTEIN**, treasurer of the Ettinge, pinch-hit for producer Kenneth Rogers, putting the finishing touches on a rumba routine for the principal one rehearsal last week. . . . **ELOISE DWAN** (Mrs. Frank DuFrance), who was prima donna with the *Step Along* and other burly shows back in 1926-27, is now costume creator for Pollice Costumes.

NOMA, dancer, with a new routine supplied by Gene Demoux, is at Philip Galt's *Why Do You Do* at the Flushing fair, where other ex-burlesquers are Pat Paré, Jeanne Robelle and Willa Mae Lane, all doing specialty dances. . . . **GARIE FINNELL**'s spot in the world's fair is in the Haymarket section of the Old New Orleans exhibit operated by Michael Todd. . . . **TRIXIE LAMONTE**, Babe King, Mark Lee and Paul Hays, burlesquers, are with *Streamlined* Robbe. Dave Rosen's show on Ogo Island. For Trixie and Babe it is a return from last summer. . . . **IDA ROSE**, producer, back in town after an all-winter's stay at the *Step Along*. . . . **JOAN RYDELL** booked into the Nomad, Atlantic City, by Stanley Woolf.

TOMMY LEVINE has severed connections with the Dave Cohn booking office. New representative in the East for Milt Schuster, Chicago booker. . . . **MANDY KAY** and Jack Greenman are new comics for Hudson's Union City, stock. . . . **JEAN CARROLL** returned to the Ettinge May 17. Ann Corio and Vicki Welles open May 24 and Lois DePre, May 31. . . . **MURRAY LEONARD**, straight man, is debuting in the carnival field. Associated financially with *Step Along* is a trick boxer canine, will work the Walter Hae show on the Fairly & Little carnival. **BOO LAYON**, strip teaser, to star in *Scen-Dolls*, a girls revue with the same carnival. . . . **LARRY PRAMCO**, former straight man with the Jade Cafe on Hollywood Boulevard. . . . **MARITHA** daughter of Sue Milford (Mrs. Larry Francis), is now a picture star in Brazil. . . . **MARGIE HART'S** stay at the Gaiety will be for six weeks.

MARCIA (GRIPPIN) ELOISE left the Gaiety May 16 to open with sister, Margaret Gibson, at the 606 Club, Chicago, May 29, thru Sammy Clark. . . . **GINGER BIRD** is booked into the 606 Club, stock in Los Angeles and MGM shorts in Hollywood. . . . **ALLEN GILBERT** and Ned McBurn just finished a new dance routine for Opepy Nina. . . . **DIANE JOHNSON** and Kelly Cook, Republic principals, are Lithuanian language experts. . . . **ANN CORIO** received a mention over WOB in a news program May 5 to the effect that she was to quit strip teasing for a legit role. . . . **NAT KORTAN** has secured a home for a home for Florida real estate site for a home for needy burly performers, a project he has generously planned. His many applications already. **UNGO**.

CHICAGO: **EDDIE HERTZ** passed thru Chicago on route to California for his location. . . . **JUNE ST. CLAIR** and her sister, Helen Colby, together with their mother, are also planning to take the trail via motor. . . . **JOE DE BITTA** and Frank Scannell, who just closed on the Midwest circuit in Cleveland, are in Chicago for the summer. . . . **MARY SUDE** opens at the Howard, Boston, May 20. . . . **DOLORES DAWN** closed Friday (17) at the 606. . . . **SAMMY CLARK** is in New York, scouting talent for the 606 Club.

CELE DE VINE and Kay Johnson open at the Avenue, Detroit, Friday (17). . . . **ANN VALENTINE** opens at the Casino, Toronto, same day. . . . **WALT COLLENS** begins at the Rialto, Chicago, Friday (17).

FROM ALL AROUND:

FREDDIE PRAMPTON, during his recent engagement at the Empress, Mily waukee, was picked up by the local cops for questioning. Sporting a several days' growth of whiskers, Freddie was spotted as an out-of-town boy who has proved that he was only an innocent comic. . . . **BUD SMITH**, assistant to Morris Zaidins, manager of the Gaiety, Cincinnati, left last week for his second season at the New York World's Fair. . . . **NORMA PHILLIPS**, for a number of seasons associated with Fred Hurley, burly show operator, is now settled in her home town, Springfield, O. . . . **GEORGE B. HILL**, breeded into Cincinnati last week from St. Louis, plans to enter a commercial line for the summer. . . . **PAGE AND KUHN** have added Smokey Burns to their act at the Roxy, Knoxville, Tenn. They are in their seventh week at that house.

Smith for Dramatic Stock

BRIDGEPORT, May 18.—Lester Al Smith, who managed the Loew-Poll-Lyric theater here as a first house, and whom the house closed, went to the Lyceum Theater, New York, as press representative, will shortly leave for McKeesport, Pa., to manage a dramatic stock company for the summer.

Gaiety, Boston, Closing

BOSTON, May 18.—The Gaiety, burlesque house, closes for the summer this week. Last featured stripper was Joan Mode.

Gaiety, Cincy, Wines Up

CINCINNATI, May 18.—Gaiety Theater, Morris Zaidins, manager, closes tomorrow after a run of 35 weeks with *Midwest* Circuit shows. While the season's gross ran 10 per cent ahead of last season, added operating expense nullified any additional profits, Zaidins said. . . . Arthur Clamage, Gaiety operators, is negotiating to rent the house for the summer for a run of six pictures.

Empress, Milwaukee, to Pies

MILWAUKEE, May 18.—With business down, Jack Kane pulled his stock party from the Empress here Sunday, and yesterday reopened the house with a sex flicker. In the Empress came at the closing were Jack O'Malley, Val Williams, Dick Vernon, Cele DeVine, E. A. Hays, Dolores Johnson, Patsy Miller, L. B. Hampf and Freddie Prampton.

Youngtown Stock Out

YOUNGSTOWN, O., May 18.—Stock burlesque at the Grand here, which found going tough during its three months, has folded. Three attempts had been made to revive it, including a week-end policy. Jack Kane has made no announcement on future policy of the house, which currently is the only park downtown here.

Hirst Wins \$15,000

PITTSBURGH, May 18.—Isay Hirst was awarded \$15,000 judgment by Judge M. A. Musmanno against E. D. Stair, owner of the old Lyceum building, on the contention that Stair broke a contract when he razed the structure that housed the Variety Theater. The judgment was based on Hirst's claim for recovery of profits he would have made if the terms of the lease had held.

Cap, Atlanta, 3 Days

ATLANTA, May 18.—The Capitol has cut its vaude-week down to three days, Fridays to Sundays. House will be straight films the rest of the week. . . . Eddie Sherman, of New York, is among those booking.

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

Detroit's Tenter Hits 'Nother Snag

DETROIT, May 18.—The proposed 18-week season of tent drama, produced by Allan Miller, under sponsorship of the Veterans of Foreign Wars, was postponed a second time this week. City Council rescinded former approval, according to George Dorf, chairman, when it was found that the proposed location was within the city fire limits. Also the spot was traced last week as a circus lot, it was pointed out that the circus only remained one day and that a high fee was charged.

Opposition of local motion picture theater organizations was also influential in the spot, in the Council's decision to refuse to grant a permit in violation of the existing ordinance.

The VFW and producers are seeking another location for the show, and are considering going into vacant theater building.

Merrymakers Fun Show Begins Week-Stand Tour

ALMA, Ill., May 18.—Merrymakers Fun Show made its season's bow here May 9. The troupe will tour the week. In the line-up are Don Lesley, juke leads and specialties; Professor Washburn, magic and escapes; Jake Spelvin, comedian; Karma, mentalist, and Allene, impersonator and producer. Business was above expectations at the opening stand; Allene reports.

Show will make a trek thru Illinois, Wisconsin and Minnesota.

Inclement Weather Fails To Halt Mighty United

GRAND JUNCTION, Tenn., May 18.—Altho encountering considerable inclement weather, the Famous Mighty United Tent Theatre's last night's show opening in Knoxville, Tenn., May 2.

Among the show's features are Vernon (Dusty) Bappy, yodeling guitarist from Memphis; Sammy Note, late of New Orleans artist; Dorothy Green and her string band; and Jojo Boone, magician. Mr. and Mrs. Earl Mitchell, in advance of the troupe, jumped into Arkansas last Monday.

Austin Starts Well

SHREVEPORT, La., May 18.—Gene Austin's *Modes and Melodies*, which began the 1940 tent season in Texas a week ago, has had good business to date, with only one night of rain to mar the proceedings. Despite the rain and ankle-deep mud, show pulled a full house. The hits were Dorothy Green and her string band, and Jojo Boone, drawing several good press notices during the week, after the show had left the town.

Buddy Players Crack Season

LAWRENCEVILLE, Pa., May 18.—Mrs. Phil Miller's Buddy Players, well known in this section, opens its 1940 tent season here tonight. Show has been in rehearsal this week in Cleveland, where Phil Miller is a radio actor. Show will again play week stands in Western Pennsylvania and Southern New York. Jay C. Mason has returned to handle comedy and the candy concession. Show is transported "on four trucks.

CURTISS SHOPRINT

QUICK SERVICE—LOW PRICES
"Tent Show Headquarters Since 1905"
CONTINENTAL, O.

WILL RENT OR BUY

Complete Tent Show outfit, ready to put on and go. Size 10 or 12 seats. Lights, etc. Includes Military Music, complete outfit. Full information first letter or wire. No time in making. Excellent terms. Address: **Billboard, 25 Opera Place, Cincinnati, Ohio.**

WANTED QUICK

Next Black-Face Comedian Race Tent, please operators. Please Phone 7777 can entertain Military Music. Complete outfit. Full information first letter or wire. No address. Excellent terms. Address: **Billboard, 25 Opera Place, Cincinnati, Ohio.**

218 W. 4th. **CHAS. HARVILLE,** Appleton, Wis.

He Who Laughs Last

SWAINSBORO, Ga., May 18.—Harry Whitestone, magician and owner of the vaude and picture tent show bearing his name, while showing here recently, called a State Trooper on stage to assist in his magical ruse. The Trooper soon became the butt of Whitestone's trickery, the audience howling at the copper's befuddlement.

The other day, the same State Trooper stopped the car driven by Whitestone when he noticed that one of the cars in his caravan carried a 1939 license tag. Recognizing the driver, the Trooper barked, "Ah-haw," he chirped. "I remember you. Now let's see you pull a 1940 license plate out of your hat," he said, laughing annoyingly.

When Whitestone failed to perform the miracle he was hauled in until he could lay it on the barrel-head for another set of tags.

Rep Ripples

W. R. CHAGNON, who sustained serious injuries, including a broken back, in an accident in Montreal January 28, is reported by Mrs. Chagnon to be making a steady recovery and that he will be able to walk again by June 1. Chagnon would appreciate hearing from old-timers at 8776 Bert street, Montreal, Que., Can., Apt. 4. . . **FORREST COBB**, former of the Grand River, is readying a three-piece vaude and picture trick to play summer resort spots in Maine. . . **HACKER'S TEXAN SHOW** recently left Lubbock, Tex., for a summer trek under canvas. . . **THE LITTLES** report fair business in Southern Alabama with their combined vaude and picture show. . . **JAYDIN COLLE**, sax man, has returned to his home in Hopkinsville, Ky., after a nine-month cruise with the Original Floating Theater. . . **BYRON GOSH** closed his house season May 18 and switched to his canvas at Orangeville, Md., Monday (20). . . **WALT KELLAM** is en tour with the *Conjor & Samis Players* in the South. . . **DOTY FAMILY**, three-people copy, report business as fair in the Central Texas sector. . . **HAL AND MARIE**

CRIDER, long with Billroy's Comedians, is now with Gene Austin's act, as *Meddies* under canvas, where Hal is doing comedy and specialties, and Grace is working in line. . . **MR. AND MRS. BILLY WHITE JR.** (Baby Crider) are working in Miami, Fla., where they are associated with the Florida Chemical Co., and Baby is working clubs.

GEORGE A. BEARD is back with G. Whitestone's Tent Show for his second season as projectionist. The outfit, showing vaude and pictures, is finding business fair in the Georgia country. Beard info. . . **PACIFARD'S Vaude and Picture show** recently closed its half season in Central Oregon and will play Eastern Oregon and Idaho with a four-piece tent, opening the middle of June. . . **MILY TOLBERT SHOW** is slated to get under way its established June for another swing of its title. . . **SOUTHERN territory**. . . **CHARLIE HUNTER'S** new tent rep, now in formation and rehearsal at Church Hill, Md., is slated to make its season's bow near here next Monday (27). Hunter for the last several seasons was a partner in the Hunter & Pfeiffer Showboat Play under canvas, and prior to that had appeared for many years on the Original Floating Theater as director-performer.

Youth Knocks

By E. F. HANNAN

One of the things that help the movies, the motif that keeps them rolling on, is the fact that they play up the youth angle, both from the performance and patronage end. The adage, "Youth will be served," is held sacred in the film industry. Many faces have the highlight, "both male and female—except with the few exceptions that prove the rule for films. It's a case of glamour, and only youth can be glamorous.

The dramatic end of show business has never followed this rule. Perhaps it never could literally, because flesh performers have to stand on their own and without photography, color or acting. Also, in most cases, flesh drama has to be acted, and seasoning is needed to make real thespians. But the smaller end of dramatic show business has carried the old-timer idea too far for its own

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

Hambly-Tyne Win Ross Derby

ALBUQUERQUE, N. M., May 18.—After 903 hours, Harry Hambly and Helen Tyne emerged winners of the Hal J. Ross walkie fan, pulling down \$500 in top prize money. Johnny Makar and Opal Ferdig topped place money of \$400 and Billy Steele and Maxine Lang were awarded \$200 for show. The contest, which started April 4 with 20 teams, played in the former TWA airport building, three miles out of the city, and enjoyed hefty business. Don King and his Rio Grandians were on the band stand.

PAUL C. GRIFFIN is in Milwaukee, getting everything arranged for his Grand American Speed Derby, slated to open there soon.

LYNNE FORRESTER—Charles J. Walpert held two contests in Los Angeles late in 1939. His last one there was held in a sound stage on Glendale boulevard. It started November 23. An opening story appeared in the December 2, 1939, issue of *The Billboard*.

LEAVE A SPOT in good standing and you'll always be remembered. Leave under cover and you'll never be forgotten.

INQUIRIES WERE RECEIVED the past week on the whereabouts of George and June McDermott, Dad Nelson, Frank (Moushead) Austin, Vernon Balfour, Elson and McKay Thayer Jr., Kenny Gruwell, Curly Lander, Billy Willis, Ruthie Carroll, Pat Harrington, Monte Hill, Tuffy Tarantino, Al Smith, Bobby Abel, Marvin and Jean Houghugh, Johnnie Russo, Jack Cominsky, Tex Johnson, Jerry Bressahan, Hal Brown and Bill McCoy.

A WHILE BACK we stated that we would like to have you gain yet better acquainted with the column via a little

good. It has been said by competent judges, and without bias, that stock died along with the actors who inaugurated it. Both rep and stock have stuck pretty much to the theory that youth was mostly in the way. While the writer knows better than to advocate such a thing as turning small shows into dramatic shows, it is agreed by both managers and performers that the lack of young faces has been a handicap. If anything can be done to encourage youth it will be a great thing for both rep and stock, in particular for the future of both. Youth knocks!

Chi Theater-School Spot

CHICAGO, May 18.—A new summer spot in the Chicago area is being planned by John McMahill Jr., who will open a theater colony, sponsored by a dozen Chicago men and women, at Michigan Shores, near New Buffalo, Mich., the first week in July. Ground is being broken for a 340-seat theater which will have a stage ample for production and will include dormitories for men and women, with a lounge, dining hall and kitchen. In front of the theater will be an 80-foot, blue-lighted patio equipped for dancing. McMahill's plan is for six weeks of school and five weeks of theater, giving one play a week with guest star and skeleton cast, the lesser parts being cast from among students who qualify. McMahill is now in New York arranging for guest stars and assisting staff.

GRAND AMERICAN SPEED DERBY OPENING MILWAUKEE, WIS.

Fresh Sprint Teams with good wardrobe. Write air mail to collect cards or wires. **TOP EMERGES**, contact, Johnis Hubbard, contact, boys in all other departments taken. Don't come until 8 P.M. first. Prize money up to \$1,000. Name sponsors already. Watch next week's issue of *The Billboard* for opening date. **Quartz**

PAUL C. GRIFFIN
Schroeder Hotel, Milwaukee, Wis.

HAL J. ROSS DERBY SHOW OPENS THURSDAY, MAY 30, SIOUX CITY, IOWA, AUDITORIUM

\$1,500.00 in Cash Prizes to the five winning couples. High-class couples who wish to make real money contact me via air mail—drunks and trouble makers, stay away. Contest sponsored by American Legion.

HAL J. ROSS, Auditorium,
Sioux City, Iowa.

penal pushing. However, nothing much came of the suggestion, but it still goes. If you get any news don't hesitate to shoot it in. I'll interest your friends and our readers.

REGARDING INQUIRIES on Eric Lawson, he reported a couple of months ago that he had bid adieu to the endurance field. At that time Eric said he was working as a guard in a bank on Wall street.

AS YET we have been unable to confirm the rumor that Eddie Graves and Essie Fine were contemplating middle-sliding it. How about it, Ed? Some of your friends would like to know.

"**HAD A HEATED DEBATE** with a friend about Red Skelton," writes a walkie fan from Chicago. "I mentioned that Red was once in the walkie business and said I'd like to see it." A little friendly wager ensued. Who collects." You collect, Miss Walkie Fan. Red was one of the better-known emcee-comedians in the endurance field not so many years ago.

WALKATHONERS' PARADISE REMEMBER BALTIMORE!

3 years ago all couples were sponsored. More floor money than any show in the past five years.

BALTIMORE OPENS JUNE 5

Phil Murphy, Eric Bernard, Jim Coffee, Irv Friedberg, Itsy Misky, Muggsy and Eddie Darpina, communicate with

GEO. L. RUTY, 2129 Boardwalk, Atlantic City, N. J.
Good contestants, write by air mail

Non-Theatrical Films Splurge At the New York World's Fair; Most Silent and Sound Are Used

NEW YORK, May 18.—Non-theatrical films have returned to the New York World's Fair to add to the entertainment and educational value of the event. With the fair only a few days into its 1940 edition, the number of spots presenting films exceeds last year's set-up. There are approximately 40 spots using continuous operation, with about 40 more in the preparation stage. Approximately 20 are mainly open-air shows. Operation is divided into three types: 35mm. manually operated, 16mm. manually operated and 16mm. continuous. Official projection is handled by King Cole Sound Service and Jan Handy Corp.

According to George Cole, his firm is supplying trained operators and maintains an emergency department of both men and parts for those who subscribe to this service. While this is the Cole firm's second year in this type of operation, he has given him a chance to survey the field from all angles. As to concerns roadshowmen, Cole says the field is definitely divided. An operator can be either the continuous show field or the ordinary routine business. One does not compete with the other and there is a large field offered by fairs and other exhibitions.

Cole said the grind of 12 hours a day and seven days a week for a six-month period afforded opportunity to test equipment. The wear and tear on the machines are subjected requires constant watching to detect wearing parts and to

replace them before serious damage results.

Among the problems faced in presenting films were humid conditions, air conditioning, dusting, wear and tear, lack of it, use of improperly processed film, checking of spots before real damage is caused and the substitution of fresh prints while the other film is being repaired, treatment for preserving and humidifying, cleaning, oiling and removal of emulsion accumulation. There was also the problem of properly focusing replacement lamps. The main objective, Cole said, was to produce the best show possible from the standpoint of sharpness and sound quality.

After servicing equipment at the 1939 fair, Cole is more convinced that straight or manual projection should be handled only by experienced operators. To do this his firm went into the business of training men and assigning them to the different spots. Each man continues at the spot to which he is originally appointed and becomes familiar with his machine and the problems of that particular set-up. This plan has minimized loss of time resulting from equipment trouble. Since manual operation seems to be growing in scope, fairs and exhibitors operators are becoming more convinced that the shows they put on must be of the highest quality. Unless they reach a high standard in projection and sound the operator faces a loss of both prestige and business.

Exhibitors have found it much cheaper to place the handling of their shows in the hands of experienced men, even at additional expense. This is indicated by the fact that Cole and his firm have been booked for this year as compared with 1939. Roadshowmen having county or State fair connections can also sell their services on the basis of presenting shows of high standards.

mention at University of Missouri, Columbia, John James Jachym (*Showmen*) setting forth that "his recordings, radio work and other achievements had made him a favorite after knowing the students out at dance. T. Dorsey continues to be more outstanding than ever." GRIFF WILLIAMS winds up in disgrace at this college: "very definitely was terrible. Much of the weather affected his outfit. His bored attitude and uninteresting manner chilled him with M. U. students." is the comment.

WILL OSBORNE gets two laurel wreaths from the University of Minnesota, Minneapolis, and the other from the University of Kentucky, Lexington. Latter's L. T. Ighart (*Kentucky Keras*) lists no reasons, while U. of M.'s "Oboe Silas (*Duffy*)" says it was because "Osborne is an old favorite in the twin cities." Will shares this campus' popularity with BILL CARLSEN "because of his clowning band." Same school puts thumbs down on ART AUSTIN "because the campus band which played in another room at the same dance was superior." ROSS PIERCE also suffers in the mass U. of Kentucky opinion. University of Wisconsin, Madison, via Leonard Hill (*October*), says about DUKE ELLINGTON "because he is just plain magnificent, and jitterbug or no, he commands everyone's respect." No appointments "in particular." Howard Graham (*Student*) says for East Missouri State Teachers' College, Warrensburg, that GEORGE DIEMER JR. "has been novelty," with no name on the liability side.

No Omph

CALIFORNIA'S sunny clime must have a soothing influence upon its collegians' dispositions, since six out of eight campuses in this State passed over the largest campus band query. At the University of California, Los Angeles, Ernest Harold Markowitz (*Daily Bruin*) is authority for the statement that RAY NOMBRE is top—"they liked his big ensemble and general sound." ALVINO RAY took the prize at Glendale Junior College, says Russell Mayfield (*El Vaqueiro*), and localite TOMMY SMITH gets Kerne Anderson (*Collegian*) vote for Fresno State College. At San Jose State College, Bart Maynard (*Smash Daily*) tosses an orchid at BOB SAUNDERS "had good brass and sax sections and provided plenty of sweet swing," while the campus oak, CHUCK ROTZLER, gets San Diego State College's vote, according to Lawrence Madana, Stanford University, Palo Alto, skips both selections, Jeffery Littleboy (*Daily*) doing the skipping.

San Francisco State College and University of Southern California, Los Angeles, are more specific in their dialikes, the former Ed Smith (*Golden Gate*) blasting LEE SMITH, who "only knew how to play college music," and the latter Winkler (*Daily Trojan*) doing likewise to CLAUDE SWERTON for "no omph." GUY HALPERY—"he's got everything"—rates the rave at U. of So. Calif., while S. F. C. U. says BENNY BOUZZA's "smooth swing" is swell.

PINKY TOMLIN impresses Henry Bristowe (*Creechtonian*), Croughen University, Omaha, for "his brand of music, which satisfied the students' demand." Stan Frankel (*Star*) says Max Snyder Jr. (*Nebraska*), University of Nebraska, Lincoln, who sets him down as having "no personality." Latter school liked FRANKIE TROMPAR, Washington State College, Pullman, Lord Galt (*Esperanto*) speaking, favors JACK FRANCIS for "an exacting band, own arrangements, fine rhythm," but thought STERLING YOUNG "hard to dance to." MARTY BUDGETT and FLO RAY also did no Colorado State College, Greeley, according to Max Snyder, who says of Flo Rito: "Pick-up band was terrible." Two local ore, BABE SCOTT and CARL COLBY, are at the most and least popular rank of North Dakota State College, Fargo, opinion.

TOP-HATTERS, local band, "plays sweet and slow music, with a variety of types, has an excellent trio, and plays a big band style." The college lines or copied pieces which were extra popular in past years and which are much appreciated today, it seems, and thus wins the popular acclaim of Marvin E. Smith and Bruce Galt (*University*, Provo, Utah). Editor Smith has a rather local ore about the hurdles for various and sundry reasons, but refuses to divulge the same.

No deems as to either the most popular or the most disappointing bands were reached at University of Idaho, Moscow; Montana State College, Bozeman; and University of Washington, Seattle.

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New and Recent Releases

HELD FOR RANSOM. Released by Fox Pictures Corp. Cast includes Blanche Mahaffey, Grant Withers, Bruce Warren, Jack Mulhall, Kenneth Harlan and others. Details the ruse of activities which follow the kidnaping of a wealthy candy manufacturer, and what happens when the criminals fail to return their human pawn after the asked ransom is returned. Drama of a girl who risked her life to follow father. Running time, 60 minutes.

INTERNATIONAL CRIME. Released by Post Pictures Corp. Cast includes Rod LaRoque, Astrid Allyn, Thomas Jackson, Oscar O'Shea, William Lowrey, Lou Hearn and others. Story of a puzzling crime, crime commentator who accepts the challenge of a group of international plotters. Running time, 66 minutes.

FINLAND MARCHES ON. Released by International Cinema Service, Inc. Shows the Finns as a sturdy, industrious and peace-loving people. President Kallio dedicating the new 1940 Olympic Stadium and and destruction rained down in December. Map illustrates terms of treaty with Russia. Sound and silent. Running time, 10 minutes.

COREY ON DICKENS. Released by Cine-Post Distribution, Inc. First motion picture dealing with Charles Townsend Copeland, Boyston Professor Emeritus of Rhetoric, Harvard University. Produced with the co-operation of the Board of New York City. It is a film version of Professor Copeland's famous reading on Charles Dickens. First presented at the Harvard Club on the occasion of the 100th anniversary of the birth of the English writer. Running time, 20 minutes.

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VOX COLLEGIATE POPULI

(Continued from page 13)

DUCHESNEAU, first vice at Western Reserve University, Cleveland, Arnold Wells (*Red Cat*) claiming the former was the "best composed, best all-round style," while the latter's "music was slushy, like poor arrangements, too much piano, not solid." Penn College, same city, liked VINCENT PATTIE, "up-and-coming young Cleveland band that is unanimously agreed to be destined for big time." STAN WOOD, however, was repetitious, no pep," says J. Wilson Collins (*Cowdron*), Cleveland's Case School skinned both questions. Bowling Green (O.) State University, per Anthony A. Francis (*Red Cree News*), "personality maestro who put on a good show with his band." Kent State University, thru Jack Watta (*Kent State*), gives it to ALP POTTERMY, local band, and University of Akron, via James Kay, to ARDEN WILSON. All three Ohio schools had no disappointments.

Speed Demon

UNIVERSITY of Toledo sound JIMMY DORSEY, top populus, because "of too much swing," but BUNNY BERIGAN "was very well liked, as was DICK STABLE," according to William A. Springer (*Collegian*), Jumping into Iowa, Iowa College just likes CHARLES QAYLORD on the pop for "playing all his numbers at too fast a tempo. No originality in arrangements." John Payton Jr. (*Lorian*) says that DICK JURGENS was most popular due to the "pop" of his music selections. His showmanship and the singing of Eddy Howard aided greatly also." DICK JURGENS gets another slice of praise from Iowa State College's J. W. Schwartz (*Dart student*), "the best of the bunch going for him because "his band is young, plays the type of music desired and has several appealing novelties." Altho he "can't say exactly why, JOE SANDER, just likes him. State University of Iowa, Iowa City, Edward McCloy (*Fricot*) speaking, says of TOMMY DORSEY, "Have you heard him? Strangely enough, RUSS MORGAN for informal parties was second. But that Daney—"Oh, Johnny!" "16mm. projection in informal parties almost invariably disappoint." McCloy adds. "However, we want too much for too little." TOMMY DORSEY also knocks off most honorable

BRAWLEY—John H. former assistant stage carpenter for various road productions, including *Yankee and Rose Marie*, in Columbia, S. C., April 14, of a heart ailment. Brawley was business agent for the International Alliance of Theatrical Stage Employees at the time of his death.

CAMPBELL—John, 83, father of Roy E. Campbell, former Detroit vaudeville booker for many years and now manager of The Shafter Theater, Canton, Mich., May 4 at Florida. Cause of a stroke. Two other children also survive. Interment at Findlay.

CHEKHOFF—Harry, 54, father of Julius Chernoff, concert pianist and instructor of Bridgeport, Conn., suddenly in that city last week.

CLINTON—William, 37, radio and night club singer, May 8 in Hotel Victoria, Detroit, from an overdose of sleeping medicine. He had been working in Detroit night club for 10 years and for 10 years and was formerly a member of a radio quartet. His widow and one son survive.

CLOUD—Laura E., 60, singer, prominent in music circles in Atlantic City for 25 years. She died in that city of a stroke. Survived by a sister.

DALY—Herbert Gerard (Bill), 38, former movie actor, killed by a subway train May 12 in New York when he fell from the tracks.

Known for the daring roles he had portrayed in pictures, one of which was *Alf Bedd*.

DAVIES—Samuel, 60, retired theater manager, August 20, went for RKO, May 10 at his home in Bronxville, N. Y. Of the 28 years he had been with RKO, 18 were spent with the Palace Theater, New York. He had been advised to leave RKO in Albany, N. Y., about four years ago. He leaves his wife, Estelle Phillips Davies; three daughters and three sons.

DRAN—Mary E., 54, mother of William W. Dran, technical engineer, Buffalo, N. Y., Detroit, May 9, in University Hospital, Ann Arbor, Mich. One other son also survives. Interment in Mount Olivet Cemetery, Detroit.

DREYFUS—Jean L., recently in Buffalo, after a long illness. He had been with Bella-Foto, Sparks and King Bros. Shows. Deceased was the only son of J. H. Del Vecchio, who retired this year after touring 50 years with the Decca Bros. stage technician, May 12 of a heart ailment in Washington. He was stricken on a train en route to Philadelphia while traveling with the Irving Berlin act and later in Buffalo, N. Y.

EVANS—Bill, 68, veteran showman, at his home in Jersey City, N. J., recently.

FARELL—Mrs. Dorella F., 71, widow of Fred Farell, well known as one of the owners on the Boardwalk in Atlantic City. April 30 at her home in that city after a lingering illness. Survived by three brothers and sisters.

FISHER—Mrs. Anna B., 68, suddenly, May 8, at her home in Detroit of a heart ailment. Her husband, Gus G. Frewing, formerly held managerial positions with the Keith and other vaudeville circuits in Atlantic City and elsewhere. He also managed the Miles Theater, Detroit, as a major vaudeville house, later managing some 25 Detroit theaters. Besides her husband, two children survive. Interment in Woodmere Cemetery, Detroit.

HINKLEY—Alonso C., III, 23, actor and son of Supreme Court Justice Alonso G. Hinkley, of Buffalo, of which city he was a native, died of a stroke, crushed near Hilldale, Mich., May 14. He made his stage debut in *The Eternal Road* in New York, January, 1937.

HINES—William R. (Dad), 70, retired coal and ice dealer, at his home in Fredericktown, O., May 9. He toured for many seasons with his daughter and son-in-law, Mr. and Mrs. Warner M. Hines, in vaudeville companies. He was various truck shows. Services in Fredericktown, with burial in the family plot there.

KLAMBERT—Mrs. Rosina Redo, 72, late Broadway night club singer and the late George Gerwin's first piano teacher, at the Park West Hospital, New York, May 11. Nat and Jack Shildkrout and also listed among her pupils.

KLUMBER—Mrs. Edna, 60, widow, associated with her husband in the theater business in Lancaster, Pa., suddenly May 2 at her home in that city. She and her husband, Fred O., operated the Hippodrome (later the Capitol) and Hamilton

theaters in Lancaster until 1926. She was also pianist at the old Dreamland Theater, Lancaster. Besides her husband, five sons, four daughters, four sisters and a brother survive.

LAWAN—Joseph, 72, owner of the Hotel, Corning, N. Y., in that city recently. His hotel was for many years the headquarters of show folks playing in Corning. He leaves his wife, a daughter and two sons.

LEWIS—Chas., of the former team, Lewis and Charlotte, May 15 at his home in Louisville. Widely known among showboat performers, Lewis had been connected with Price's Sensation, the Ben-Barb Show, the McVicar Show, Price's Floating Opera and Price's New Water Queen, Lewis' first trouping was with the Charles Bartine Circus, when he formed an act with Elwood Neal and Frank Baseline. Later he worked with the Big Sautelle and Walter J. Main circuses. He had appeared in vaude and was once a member of the Horn Stock Co. The past 18 years he had operated an apartment house at Louisville. Survived by three sisters and a brother.

LOCKTON—Edward, 64, songwriter, in London May 16. Some of his works include *Beautiful Boat* and *White Ole*. *Red Dawn* is a Shmoo, which he wrote while on duty at the Buckingham Palace during the World War.

LUCAS—Mrs. Sallie Sheldon, 48, known as the Scimmie, opera singer, and member of the Leo Carlo Opera Co. and the Hammettstein Light Opera Co. May 12 in Paris after a short illness.

MANOBS—Herbert, 40, veteran auto racer, May 17 at his home in Greenfield at the Seneca County Fair grounds.

MASON—W. C., veteran Seattle theater official, recently at his home there of a heart ailment. He was born in San Francisco, he went to Seattle in 1900, and was with the Sullivan & Condonale theaters eight years. Later, after managing the Avenue Theater, Vancouver, B. C., he returned to Seattle and returned to Seattle with the Jensen group of theater enterprises, with which he remained 12 years, and subsequently held a position with the Fox-West Coast group of theaters.

MELTZER—Al, well-known scale man, suddenly May 13 in Memphis. Burial in Chicago, his home. His widow and two children survive.

MORSE—W. C., 76, light opera singer in the 90s, in Mercy Hospital, Baltimore, May 6. She was the mother of Madeline Le Fève and grandmother of June LeRoy, both known in show circles. Interment in Western Cemetery, Baltimore.

MITTENTHAL—Harry E., associated with his brother, Isaac, in the firm of Mittenthal Bros., New York producers. He died in New York, of a heart ailment, and two brothers survive. Interment in Clover Hill Park, Detroit.

MORRIS—Llewellyn, 43, Eastern Ohio copossessor, in Union Hospital, New Philadelphia, O., May 12, after an operation. Survived by his widow, Edna; three sons, a daughter and a sister, Mrs. L. R. Bryden. Services in Canton, May 16, with burial in Warbler Cemetery.

MURPHY—Nathan, 47, for several years with Johnny J. Jones, L. J. Heth and other outdoor shows, at his home in Jersey City, N. J., March 30, of a heart ailment. Myre also at one time had had vaudeville engagements in Philadelphia and Winnwood Beach, Kansas City, Mo. For the past eight years had been located at Olympia Park, Irvington, N. J.

Survived by his widow and three sons. **NEWMAN**—Charles H., 67, vaudeville pianist, in a hospital in that city recently. He played in the old Wagner's Band and in the orchestra of the Coliseum Theater, Seattle, and in later years was with the Seattle Symphony. He was a member of various Masonic orders and the Musicians' Association of Seattle. Survived by his widow, Gerda; a son, Lloyd, and two daughters.

NIDDLER—Charles P., 77, playwright and author, May 13 in Atlantic City Hospital of a heart ailment. He was one-time dramatic critic for *The New York Herald* and an editor of the *Illustrated American*. His plays include *The World and His Wife*, *Kadome Pompadour* and *First Lady*. One of his books, *Magpies and Mummies*, and his *Book of the Dead* were widely read. He went to Atlantic City with his wife and two children. He had a son and two grand-nephews, Samuel E. and John Nixon Niddler, are theater operators. Services May 15 in Atlantic City, with

cremation in Chelton Hill Crematory, Philadelphia.

PAINE—Harry J., 61, father of Sidney J. Paine, former Boston correspondent for *The Billboard*, feature writer for *The Boston Globe* and contributor to other papers at his home in Woburn, Mass., May 3, after a long illness. Survived by another son, Albert J., and two daughters, Mrs. Lillian Hordt and Mrs. Evelyn Meagher, radio agency script writer.

POWERS—Francis, 67, pioneer motion picture director and writer, at his home in Santa Monica, Calif., May 10. In his early days, Powers also produced stock plays. The first screen drama he wrote was *The First Born*. He had been a member of the writing staff of Charles Frohman and David Belasco.

RAUCH—Henry J., 73, owner of Good Hope Park, Good Hope, Cumberland County, Pa., and a bond salesman, May 12 after an illness of several months.

REIMER—Herbert (Dutch), head of the theatrical department of Foster & Kelsner, May 11, in Dante Hospital, San Francisco. He had been a theatrical billposter, theater doorman and box-office man for many years. Survived by his wife, Alys, and a five-year-old son.

ROBINSON—Herbert A., 63, former drummer with Concord, N. H., orchestra, May 13 in New Hampshire Memorial Hospital, Concord.

ROSE—Joseph, Taylor, 84, who painted many of the tableaux for the parade wagons for the Adams Forepaugh, John O'Brien and other circuses, in Masonic Home, Burlington, N. J., May 2. In later years he had done art work on the Million Dollar Pier, Atlantic City, and scenic work on several large Eastern parks. Services at the Masonic Home, May 6, with burial in West Laurel Hill Cemetery, Philadelphia.

SILVER—Morris, 67, father of Rose Silver, secretary to Anthony Phillips, head of the Anthony Phillips Attractions, Inc., May 10, of a stroke at his home in Philadelphia. Survived by his widow, a son and a daughter.

SWETT—Elmer J., 64, for more than 20 years head of the orchestra department of the Theodore Fresser Music Co., Philadelphia, Pa., and Boston, Survived in that city after a short illness. He was formerly associated with the Oliver Ditson Music Co., Boston, for 27 years, and had organized and directed several bands in Philadelphia.

TEBBEL—Mrs. Mary, mother of Cleo Tebbel, dancer, April 29 in Chicago of a heart ailment. Burial in Oakland Cemetery, Chicago. Three daughters and a son survive.

WITTEBERG—William Coolidge, 80, proprietor of Wetherill Printing Co., Philadelphia, publisher of music and theater programs, died in the Jefferson Hospital, Philadelphia after a short illness. He was also a business associate and brother-in-law of the late Fred Zimmerman, Philadelphia theater operator.

WITMAN—Harry L., 76, musician, suddenly May 2 at his home in Reading, Pa. He was an active musician since the age of 15, when he led the orchestra at the Philadelphia Hotel. He had also played with the Ringgold Band and in recent years taught music in Reading. Survived by his widow, Ida E.; his mother, a brother and a sister.

WOODWARD—Ed, 53, professional in Racine, Wis., theater for more than 23 years and a member of Racine International Alliance of Theatrical Stage Employees, May 7 in Kansas City, Mo. Survived by a sister.

WRIGHT—Oren, 60, former vaudeville pianist, recently in Detroit. He and his wife were in vaude from 1904 to 1912 known as Wright and Stanley. He widow survives. Burial in Roseland Park Cemetery, Detroit.

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(Mickey) Devine, Broadway showgirl, in Detroit, May 15.

GIBSON—Duff—Malcolm John Gibson, assistant professional at the Toronto, Ont., Woodside Golf Club, and Georgia Duff, former vocalist with Mark Kenney's Woodmen Glee Club, last September 15 in Toronto, it has just been announced.

HAJO-COOK—Ray Haig and Ruth Estelle Cook, both featured in *Swing Reus* on the Rubin & Cherry Shows, in Houston, Tex., in Cleveland, Ohio, and in Chicago, Ill., April 29.

HERR-KITCHER—Powder River Ben Herr, knife thrower and sharpshooter, formerly with Grove's Greater Shows, and Ruth Kitcher, mentalist, of Jacksonville, Mo., in Clans, Park, Ill., April 29.

KOUTZ-GRADY—Larry Kouts (El Kay), magician-mentalist with Carl J. Lauther's World's Finest Freak Show with the Collins & White Shows and Eric Grady, of Kingston, N. C., in Petersburg, Va., April 10.

LEDBERER-WELLES—Charles D. Ledberer, actor, and Mrs. Virginia Nicholson in Houston, Tex., in Cleveland, Ohio, actor, in Phoenix, Ark., May 10.

MARSHALL-GOODNER—Thomas Marshall, executive of the Knott Manufacturing Corp., and Carol Goodner, actress, appearing in *The Men Who Came to Dinner*, in Calvary Presbyterian Church, New York, May 14.

REED-TERHOEUST—Donald F. Reed, employee at Station WJTB, and Rita D. Reed, in Buffalo, N. Y., May 14.

TRUCCI-CARPOLETTI—William C. Trucci, nonpro, and Viola Marie Carpoletti, night club singer, professionally known as Miss Lang, of Philadelphia, May 8.

WALBERG-MURPHY—Anthony F. (Tony) Walberg, pianist with Gardner Benedict's Orchestra, and Ruby (Swish) Walberg, pianist, in St. Martin's Evangelical Protestant Church, Cincinnati, May 10.

WISMER-BUYANT—Harry M. Wismer, Detroit radio announcer, and Mrs. Mary E. Wismer, pianist, in Greenfield, Mich., May 11.

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Coming Marriages

Jack Wasie, conductor with the O. Co. Back Show, and Jackie Leo Mix, formerly with the Cole Bros. Circus, next month.

Edward Karn and Ruth Barnett, both members of the World of Mirrh Shows, in the near future.

Irene Harding, studio organist at Station KYW, Philadelphia, and Joseph Burk, nonpro, in Philadelphia, next month.

Spito, Philadelphia songwriter, and Cecilia Levin, nonpro, in that city next month.

Tony Williams, district manager for 17 Warner Bros. theaters in New Jersey, and Sue Murray, secretary to Warner zone chief Donald Jacobs, in New York soon.

Doris Gelston, Miss Atlantic City of 1939, and Capt. James P. Hannigan, nonpro, in West Point, N. Y., Military Academy next month.

Divorces

Luisa Rainer, actress, from Clifford Odets, New York playwright, in Los Angeles May 16.

Walter Steinboim Boyd from Clifford Boyd, former manager of the Albee and Schubert theaters, Cincinnati, in that city May 15.

Maxine Jennings, Ising, film actress, from Rudolf C. King, Hollywood animated cartoonist, in Reno May 16.

Fawn Rich, former New York dancer known as Fawn Gray, from Allen Rich, writer and radio announcer, in Los Angeles May 16.

Martha Ray, film and radio comedienne, from David Rose, composer and arranger, in Los Angeles May 17.

Births

An eight-pound son to Mr. and Mrs. Joseph Stok, Mo. 13. Father is owner of the Circle and Midway theaters, Dearborn, Mich.

A son to Mr. and Mrs. Jerry Dumshaut, recently, father is sales manager of Station WJTB, in Buffalo, N. Y.

A daughter to Mr. and Mrs. Lou O'Neil, May 9 in Crown Heights Hospital, Brooklyn. Father is press agent, and the mother, Marion, is a Hollywood script writer.

A six-pound boy to Mr. and Mrs. Leonard Lyons May 11 at Polyclinic Hospital, New York. Father is a columnist with *The New York Post*.

Marriages

COLLIER-HARPER—Wilfred E. Collier, assistant engineer at Station CKGB, Regina, Sask., and Anabel Harper, of Regina, in Kamack, Sask., May 11.

DODGE-DEVINE—Horace E. millionaire automobile fortune heir, and Martha

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Letter List

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ACTS AND ATTRACTIONS
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(See LETTER LIST on page 31)

THE NEW YORK WORLD'S FAIR

"For Peace and Freedom"

FLUSHING, L. I.

MAY 11 TO OCTOBER 27

Shorter Gate Laid to War News And Weather; Per Capita Is Up

NEW YORK, May 18.—First week of the Forty Fair ended last night with a total of 133,530 paid admissions, about 97,000 short of last year's opening week. Total included a low 18,000 marker for Thursday, a complete washout through the operating hours. Even the weary Aquacade had to cancel performances owing to the storm. Other days featured high winds.

A much better per capita toured the fun stretches, however, and paid the toll, proving beyond question that the midway is in a better position on this trip to capitalize at the box office where attractions have some merit. There are a few pretty neat layouts in the Great White Way, probably more hook-tonk and "country fair" motivated than Harvey Gibson and his lieutenants figured, but chances are they'll expire naturally. But with American Jubilee, Aquacade, New Orleans Village, Winter Wonderland and other big shows for small fees, the midway has more quality, punch and action and should go into peak business when the summer period starts.

First major revision, is credited for Billy Rose's Barbary Coast show which has failed to lure the moneyed classes, who don't seem to be around here. The show is in a better position up front and making the place look more accessible. Rose had already let down on minimum, which was 90 cents.

WHY DO

(Continued from page 4)

beautiful "Norma," to be exact) spotted at a place in the program to make the rest anti-climactic.

A Pinkie Mitchell carries the emcee burdens and has his fingers in too many of the numbers, making him cumbersome in comparison to the rest of the show, and also carrying on too much gab.

However, he does an otherwise good job within the limitations of a show yet to find its bearings.

Best laugh-getter in the production was a skit with Mitchell and Eddie McKee, middle-aged motherly looking woman wailing in the balcony by heckler. She was also Gail's heckling stand-by in Crystal Palace. She did such a good job here that most people in the audience thought a serious battle was going on.

In a showmanly type of way, Jean Rochelle, who was in last year's NTCP's Congress of Beauty, does her act dressed as Gail, but she has a more aggressive throwing in all but the bathroom sink. But she socks it across as one of the highlights.

Chickie is Pat Parce of the burlesque stripping ranks, who does the finale illusion dance in front of a set of mirrors working up to an effective climax and dropping her raiment in the process. Gail has made her name as Lane and Linda Castro, the former doing an African "cooch" dance and the latter something resembling the conga but not exactly. Direction is in the hands of Davison and continuity by Charles Eberman.

All in all it has the basis of a good show, but the bolts need plenty of re-shifting and tightening, plus a few more ailments at comedy and the.

Seating capacity is nearly 400, with 12 performances a day as the policy. Musical accompaniment via the record turntable and organ. H. W. Rorer is the P. A.

Additional Expo News

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May add some balling, but expo is not calculated to approve it.

Harrison Forman's Tibet exhibit on the midway developed union trouble. American Guild of Variety Artists filing charges with State labor relations board and four hearings held. Back pay is in question, guild claiming performers were discharged without notice and the back money not forthcoming. Tibet, formerly Lama Temple, countered with a money offer which A.G.V.A. "fixed" but settlement is held also early next week.

Shows not yet open are War Museum, Whale show and some smaller items, Harry Hinton's Magic Carpet was to spring over the week-end.

Boss Gibson thinks the war in Europe and the tension thereof are keeping people fed in at hour intervals over the expo's loudspeaker system.

New Aquacade

Billy Rose presents the second edition of his water and stage spot at the State Marine Amphitheater, staged and lighted by John Murray Anderson. Settings and costumes, Raulo Pene Dubois; water fountains, Floyd Zimmerman; dances, Gae Foster; orchestra, Vincent Lopez; music, Jimmy Van Housen; lyrics, Joseph McCarthy and Billy Rose; technical director, Carlton Winslow; Lincoln G. Dickey, general manager; Michael Mah, Gardner Mulvaney and Gloria Siler, stage agents.

Admission, seats, 40, 75 and 99 cents, with children 25 cents. Shows at 5, 8:30 and 10:45 except Saturday, Sunday and holidays, when a 3 p.m. show is added.

The only show that really cleaned up at the fair last year, Rose's Aquacade, is back at a cost of \$250,000 (figures by Rose's publicity department). The show, of course, has greater competition this year and it is meeting this situation by extensive advertising; the same price scale, and by putting on a layout that's smoother, more varied and more impressive.

And yet, despite the better acoustics, the better orchestra performance, the more novel dance routines and the generally strong production, the show as a whole doesn't reach the rousing climax it did last year. Last year's finale was patriotic and for this edition, in view of the international situation, Rose chose a safer subject—an Olympiad number in gold costumes. This number, although impressive and costly, doesn't quite send the crowd out excited. The musical score perhaps should be blamed. And, incidentally, the special lyrics this year are not as good as last year's.

The show is divided into four sections, each with new scenic background that uses the revolving center stage and the quick-changing side sections. First is called The San Francisco World's Fair and has the big cast (118 girls, 54 boys, 20-man Fred Waring's glee club and Lopez's large band) making its initial appearance. Everett Marshall, a repeat, sings an intro for Eleanor Holm, featured, and is in an 8-16 more times singing in his usual virile style.

The second number, Paris' World's Fair, has seven champ divers (Al Green, Tony Zito, Elizabeth Castle Sullivan, Carl Stimula, Jimmie Paterson and Turney McKee) doing spectacular high and fancy diving, with several other comedy plungers providing contrast. Buster Crabbe, who has the Johnny Weismuller spot, does the same save with comedian Stubby Kruger that "Tarzan" did last year. Kruger's routine is still very funny.

Scene three, The Chicago Century of Progress, has the two Hanson Sisters singing one of those tricky arrangements that's so fancy it just doesn't seem anything. Eleanor Holm, pretty as ever, does a swimming walk with Crabbe, followed by the swimming troupe in white-stone caps and spouting fountains (new

1940—First Week	
Sat., May 11	191,198
Sun., May 12	166,122
Mon., May 13	49,140
Tues., May 14	37,153
Wed., May 15	42,000
Thur., May 16	18,632
Fri., May 17	47,381
Totals	753,630
Daily Aver.	79,000
Decrease: 97,825.	

1939—First Week	
Sun., April 30	168,791
Mon., May 1	166,023
Tues., May 2	58,023
Wed., May 3	39,728
Thur., May 4	55,368
Fri., May 5	67,943
Sat., May 6	90,276
Totals	650,953
Daily Aver.	92,993

this year), Frank Libuse has the comedy spot that Willie West and McClinty filed in 1939, and goes to town with his joke comedy assisted by singer Margot Brandt. It's a grand sight stuff.

The last scene has Marshall bartending There's a New Gang on the Way and the entire company on for marching in gold-color costumes, the water fountains and water curtain spouting high and the torches lighting up—the general effect being flashy and effective but still lacking a grand final punch.

Things most readily remembered after the show are the divers, the grand sight of 72 swimmers in unison to musical tempo and in interesting formations; the glittering costumes and sets, the novelty dance routines and the fountain effects.

Show claims it has been drawing about one-fourth of the gate. Paul Denis.

Barbary Coast

Presented by Billy Rose; produced by John Murray Anderson; music by Abe Lyman and Sherry Magee; based by Joe E. Howard, Arthur Schell, Margeaux Slater, Emma Francis, Tom Patricola, Lucille Soler, Lucille Johnson, Clyde Hager, Herman Hyde and Sully Burrill. Rose Blaine, Ruth Pine Quinn, sax quartet, chorus of 11 and 6 showgirls.

Billy Rose crapped up his Diamond Horseshoe show in one neat package and transported it over to the fair to fill up what is probably the most decorous and gauchest building on the midway, for Horseshoe show in one neat package and transported it over to the fair to fill up what is probably the most decorous and gauchest building on the midway, for Horseshoe show in one neat package and transported it over to the fair to fill up what is probably the most decorous and gauchest building on the midway, for

In addition to the change of band, namely Abe Lyman's, and the substitution of one principal act, Herman Hyde and Sully Burrill, the entire show is pretty much a repatriated version of John Murray Anderson's Turn of the Century, which was a heavy money-maker on Broadway, and from appearances, looks as tho it's going to swell Rose's income tax report still further.

The old Midway Inn, one of the oldest buildings in the city, is the building which houses the Barbary Coast revue, and altho it's been redecorated to conform as closely as possible to the original, it has the appearance of a barn that's been redecorated for a square dance. Be that as it may, however, the production is full of life and fun, with a top-notch show running for an hour and a half (on a four-a-day basis) and a bargain if there ever was one for 90 cents (minimum), which includes a dinner. (Billor's Note: Minimum was dropped, however, after this review was written.)

Show is based on spice and flash, overdressed and undressed females and a hard-bitten nostalgia to include such old favorites as Joe E. Howard and Fritz Schell, who tear down the house with sentimental singing of the ill-fated days. The high spot, which was formerly shared with Frank Libuse, is Clyde Hager's pitchfork routine, which is a positive howl. Billor's Note: Libuse and Herman Hyde, who also has a corking novelty which provokes constant howls.

Lucille Johnson takes the female singing lead with the production numbers, which include six showgirls and 11 in the chorus, the flashiest among the numbers being the milk-bath, which gives intermittent flashes

of Kay Fears' exposed epidemia. The Margeaux Slater, a troupe of acrobatic hooves, also work the stage waltz to good result.

Clothing scene, which used to be Diamond Jim Brady's New Year's party, is still the same thing under another name (all scene titles were changed to conform to Ben Franklin's plusher days) and has all the atmosphere of a New Year's Eve party at a night club, complete with noisemakers and paper hats. Principals in this scene include Tom Patricola (who is around previously with his old dance turn), Lucille Johnson, Willie Soler, Joe Howard, Fritz Schell and the Ruth Pine Quinn's, last named a colored chorus line with combined tonnage equaling the weight of a pocket battleship. They're a scream.

Abe Lyman's Band does a bang-up job of musical accompaniment and keeps the floor crowded with dancers after the performance is over. His vocalist, Rose Blaine, has a lusty voice, does a bit of show stoubling, and has one of those dynamic personalities on the Grandstand.

Managing the spot for Rose is Paul Boyd, a Midway Inn holdover. Michel Mok is the press agent, assisted by Gardner Mulvaney, and Gloria Siler, Nelson, of 52d street fame, is maitre d'. Sol Zeitl.

Winter Wonderland Village

Winter Wonderland, Inc. (formerly Son Valley), presents an ice revue and ski jump with Pamela Pryor, Miss Lucille, Billy and Betty Wade, Alan Hard, Dick Satter, Genevieve Trojan and Stanley Skidmore, Al Serrette, Elizabeth Cavens, an eight-line and Siegfried Weinwall, manager. Al Saffner, production director, May Judels, consultant, Nathan Valley stage manager, Harry Winstanley, Gene Gove's band leader, Ed Duncan; five shows daily and six daily on week-ends.

This 25-minute ice show is a bargain at two bits. Production represents a compact, modest revue kept moving at a neat clip and offers a nice balance of spins, jumps, acrobatics, dancing, novelty, comedy, group and solo numbers. Entertainment is made in order for customers ranging from three-year-olds to octogenarians.

A line of eight young lovelies opens the show in a simple routine with a French musical; everyone and lends a neat clip and offers a nice balance of spins, jumps, acrobatics, dancing, novelty, comedy, group and solo numbers. Entertainment is made in order for customers ranging from three-year-olds to octogenarians.

The program concludes with a French musical; everyone and lends a neat clip and offers a nice balance of spins, jumps, acrobatics, dancing, novelty, comedy, group and solo numbers. Entertainment is made in order for customers ranging from three-year-olds to octogenarians.

When the line returns for a rumba and the conga, it really goes to town with a picturesque display of precision dancing. The girls are good and second-rate for looking and are good to watch as they dance on skates. Billy and Betty Wade, as part and ingratiating a pair of tarant dancers as one finds on the rink, with just a change

of edge and a glide, eclipsed stellar colleagues. There's was an effortless performance, buoyant, high-footed, leaping with a gay, with a superior demonstration of shadow dancing. They are attractive little showmen who will be winning a high billing for themselves soon.

Alex Hard, who is making all tops in his barrel-jumping feat, is back this year, thrilling the grand stands with his burlesque. His unpretentious and modest rink manner sets off his act so much the better.

In the featured spot, the blond Pamela Pryor seemed content to attempt a program of spins already well executed by her predecessors. She'll have to offer a trump number to keep her name from going widely known. Eeri Comes to roose number, Al Surrette is still a wow. Everyone can like corn the way Surrette distributes it. He serves it on the spread and flatters it with a talk of wit. His is an easy sale. The finale brings back the whole company, the lines draping up the rink with a pair of pyramid formations and a closing routine.

Gene Gorman, who is making all tops closely with his movelike skip jump—a breathtaking flash which gives the customers something more to talk about on their way out.

Princesses coming to Earl Duncan's Band, which achieved an important contribution muffed by less brassy and perhaps higher-browed bands. The musical arrangements fitted the numbers. Gene Gorman handled the answering services with restraint, and threw in for good measure a vocalized chorus of *A Pretty Girl Is Like a Melody* in the finale.

Between shows, Duke and Sloan (from last year's Old New York) play the piano and song duo, alternate between a corner in the village near the bar and an open stretch near the main gate entry. Paul Bradshaw, also from Sinatra's Old New York, plays the piano with his escape from chains at main gate. Sam Minkin has the untyme.

Talkers Bob Burch, Chrusa Hilary, Harold Smith and Masny Klins from last year's Old New York play the piano in frequent two-minute ballys. Duncan's band doubles out front.

Reinhold best conception this year is confined to back of the lion, a herring of the club. Other conceits are so typically Alpine, include the Seven Dwarfs Ski Race, Hamburger Haven, a Santa Claus Shop, Alpine Pretzel Bakery and the Sun Valley Kandy Kitchen.

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General Electric Exhibit
(Free)

The GE exhibit during the 1939-run of the New York World's Fair was likely in attendance. General Motors exceeding in draw, very likely the results for 1940 will duplicate those of last year, for in making changes, GE has made it show even more potent. This is especially true in the automobile and demonstrates how a utility or product may be sold to the consumer so that in turn the consumer will increase his use.

Basically, the GE exhibit is the same as last year, the *House of Magic* being the outstanding feature. Show now runs about 25 minutes but will be encompassed, without deletions, to 15 minutes, during the summer crowds. Only several in it. It's really an industrial magic show, a spellbinder, entertaining and certainly educational and thought-provoking.

Legit actors are used in a new show, The Phantom Opera, which sells electricity in the modern home, cast of three doing 10 to 25 shows daily, each show eight minutes. Two casts alternate. Non-Equity members are two educated people. Another attraction is a Tatterman marionette show, dramatizing the differences between old and modern kitchens. Producer is William Inland. Dramatic, dramatic, dramatic! Abbey music by Tom Bennett, of NBC, and Jean de Jen directed.

Recruits from the NBC staff handle the television show, which include pick-ups from the exhibits reproduced on a battery of GE receivers elsewhere in the house. Pictures shown were clean and well defined, both on local pick-ups and on the regular NBC telecasts, only faintly being occasional grainy reproductions.

J. O. Wetherbie is manager of the exhibit, with W. J. Norton, assistant. W. A. Gusting is in charge of Starnets Hall. William Duggan is in charge of the Ed Flaherty bid. Jerry Frank.

NEW YORK, May 18.—Frank Zambone, operator of the Ripley Odditorium, had a significant honor bestowed upon him yesterday by Harvey Dow Bacon, esp's chairman of the board. He was presented a costly watch with an inscription which certifies that he had the best looking and best prepared front from the point of view of opening day. It is an Amusement Department award.

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Cold Weather for The Lewis Show; Lebanon Biz Fair

CINCINNATI, May 18.—Lewis Bros. Circus, motorized, after opening at Jackson, Mich., April 27-28, then playing two other Michigan stands, two in Ohio and five in Indiana, last Saturday entered the Buckeye State at Lebanon (about 30 miles from this city), where several members of *The Billboard* staff paid it a visit at night. The weather was cool in the afternoon and very chilly in the evening. Business was just fair on the day.

The show encountered a number of cold days since its inaugural, but no performances were missed. Business at Troy, O., May 19, was near capacity, and at Russell Bros. was in a day ahead.

The Lewis show is among the larger truck organizations and is presenting a very pleasing performance, one that has great variety. The top is an 80 with three 40s, has three rings and seats about 3,000. Admission prices are 40 cents for adults, 25 for children and 25 for members.

The program, given in the large dated May 11, is under the direction of Bert Wallace, who does a nice job of it. The show has several features, all of them going big. The Valentine presents a bicycle act, doing trick and fancy cycling. It's one of the best in the business. The Larkins offer several good turns—furniture balancing and juggling. One of them has good horse skills on the wire. The management has a fine performing bull, in Lou, which among other things, turns completely around on a plank. The show also has another elephant, a baby, named Toby, which is shown in the menagerie. A high-class wire number is the Mayne Butters troupe, six people, who offer some exceptionally good feats on the wire. The show has a high-wire act with posing and some fast work on the trapeze. The Lettinger Sisters, a most versatile pair, do acrobatics, contortion, wire and other stunts. A fine riding number is the ground bar act presented by the Wells Trio, one doing comedy. The boys registered big.

Big Show Band Roster

In the big show band, under leadership of A. Lee Hinckley, are Phil Doto and Joe Green, cornets; Frank Novak and Art Myers, clarinets; and Ray Byrd, saxophone. Also in the band are: Walter Karlo, baritone; Dave Anderson, Emmet Koestler, trombone; Ted Gerard, drums; William Shook, cello.

The side show, under management of William DeBarrie, has the following attractions: Mile, DeBarrie and his trained birds; Cuban Mack and wife, knife throwing, sword swallowing and fire eating; Marianna Browning, dancer; Mrs. M. F. O. K., horse riding; and Punch and Judy. Mrs. Marie Jacobs, headless (illusion); Max Levy is lecturer; Leo Shobe and Tony Rocco, ticket sellers; Bill Lloyd, doorman.

Billboard visitors were A. C. Hartmann, wife and family; Claude R. Ellis and wife; Bill Secha, wife and family; Charles Wirth and wife.

Pittsburgh Season Early; Wallace Bros. First In

PITTSBURGH, May 18.—Outdoor season began this week-end with a vengeance. Wallace Bros. Circus, sponsored by the Allegheny Centennial Committee, opened at two stands yesterday at the Northside Farmers' Market ground after being originally scheduled to show on the Exposition grounds, using circus site. The Farmers' area, being used for the first time as an entertainment center, was chosen because of its more central location.

Next Monday (20) the Johnny J. Jones Exposition begins a two-week run at the Exposition grounds. Ringling Bros. makes its annual visit. Adding to the early outdoor schedule will be Colosseum, the Whale, to be brought in May 25 for a two-week showing on the B & O, siding at the foot of the Sixth street bridge by the Pacific Whaling Co.

In previous years, the outdoor show season here rarely began before the end of May.

IRA HAYNES has the band on Wallace Bros. Circus for the 10th consecutive season. He says this may be his last tour, as his truck farm "on the outskirts of York, S. C.", needs his attention.



PICTURED here are prominent showmen of Northeastern Ohio at the midway entrance to the Youngstown (O.) Showmen's Club party, held April 14 at the Ohio Hotel. Ticket box was decorated as a tribute to Jack McNulty, former vice-president of the Charles Sigelart Showmen's Club, Canton, O., and taken to Youngstown for the party by a group of Sigelart club members. Left to right are Jack Hedrow, Henry Baker, Marion Wallick, Sterling (Duke) Drummond, Fred Work, on ticket box; Harry Detrick, McNulty and John Paul Finnegan.

Ringling-Barnum Take at Boston Garden for 10 Days Is \$335,000

BOSTON, May 18.—The Ringling-Barnum circus closed its 10-day engagement at the Boston Garden, May 11, to a gross of \$335,000. Although business was light on Monday and Tuesday of the concluding week, the rule for the final four days was capacity houses with thousands turned away the last two days.

The show received much publicity on the marriage of its president, John Ringling North, even though the wedding ceremony was performed in Philadelphia; also on the accident, a slight one, to Roberto Yacopi.

Many old-timers of the circus visited the show here, among them being Roy Clark, formerly in charge of the monkeys at winter quarters and under the big top; Adam Forepaugh and Peggy Murray. Floyd Bell, former press agent with the Big Show, greeted friends on the lot. Frank Braden visited Harold Bennison. The Boston *Freelance* reporter, who is ill at his home with a cardiac attack, Bennison for years covered the circus in Boston. Grace Davidson, of *The Boston Post*, and a splendid series of daily features on the show. The new Speed Ray camera was used by the Hearst papers, *The Record* and *The American* to produce unusual pictures of the show. All of the Boston papers seemed to follow the general scheme of a strip of photos of youngsters at the show. Governor Saltonstall of Massachusetts and Governor Barrows of Maine also visited the circus here. Mayor Maurice Tobin, of Boston, was a guest of the show.

The Boston fans placed the unmistakable seal of their approval on the Big Show, and the Hub town papers

Franklin Off the Road; Clement Merk Is Injured

LONDON, May 11.—When Bertram Miller Circus began its touring tour at Slough May 1, the familiar figure of Stanley Franklin was missing. For many years box-office manager both at Olympia and on the road and later show manager, Franklin has taken over a country inn in Hampshire.

Clement Merk, lion trainer with Pessett's Circus Cavalcade in Ireland, was badly maulled by one of the cats and compelled thru injuries to lay off.

Lord John Sanger's Circus opened under canvas at Relgate, Surrey, April 22. Show is smaller than usual and playing a route made up of short jumps, thereby conserving petrol supplies.

certainly went to town in their enthusiasm for it.

A hospital show was given, many of the acts being taken to the Children's Home for the Crippled, a yearly event for the past several years.

Austen Lake, Boston columnist, ran a long story on former Boston people row with the show, including its manager, George Washington Smith, actually a former Worcester boy.

Russell Handicapped By Rain, Cold Weather

ALLIANCE, O., May 18.—Russell Bros. Circus has experienced spotty business the 11 weeks the show has been on tour. Pauline and Claude Webb, managers of the show, informed *The Billboard* representative here. The show has had only five or six good days, much rain and cold weather having been encountered.

Program, when caught here, was moving smoothly, with many of the acts which opened with the show still in. Absence of a band proved little handicap to the various acts, a callopie and traps taking the place of the band until one is organized shortly. Eddie Wockeener, who joined recently at Ashland, O., said he expected to round out a capable musical organization within a week.

The matinee here, May 14, was light, but a better night house was on hand. Ideal weather prevailing. The previous day at Ashland, a thunder storm broke just before the doors opened at night and kept the crowd down. The stand following here, Kent, proved better, despite an all-afternoon downpour. After a half-dozen more Ohio stands, show will move into Western Pennsylvania.

The green big top continues to attract attention. Three rings are being used and program runs about hour and a half. Menagerie is on par with former years, with a half-dozen large cages of animals, three bulls, and a fine line-up of performing stock on exhibition.

Show has made several long jumps to get into the Ohio and Western Pennsylvania industrial areas.

Hunt Under Auspices In Camden, Other Cities

CAMDEN, N. J., May 18.—Eum's Circus has had a full week of sponsored showings here and in nearby South Jersey communities. Sponsored by the Professional Women's Club of Camden, the circus showed at Civic Center last

Y-P First Circus Under Canvas at Beverly Hills; School Grounds Are Used

BEVERLY HILLS, Calif., May 18.—This town had its first circus under canvas on May 11, when the El Rodeo School Parents' Teachers' Association sponsored the Yankee-Patterson Circus. The only lot available was the school's beautiful grounds covered with asphalt. This made it necessary to use iron stands which have dirt hauled into the center arena.

The menagerie tent could not be used on account of the small lot. The P.-T.-A. had booths built on the midway. Part of the show's new grand stand, which is being built by James E. Fisher, was used. Everything had to pass the city inspectors before the doors could be opened.

Louis Valerde was out of the program with a broken left arm. Ernestine Clarke wore some new costumes. Irene McAfee and her top poolies joined the show here. Ruby Wood attended on crutches. Homer Robson Sr. had a visit with the Clarkes. The side show had the following attractions: Carl Zeltar, strong man; an artist; Hankin, whittler; Finch and Judy, talking mirror; girl fire-eater; smallest lion of the show; cabinet of swords; Boss, magical clown; motor running on butter milk; instable fish.

Charles Post claims that his band will need an airplane today, as it must play at both performances of Y-P at South Gate, Calif., and in Salsbery Store one hour circus at San Pedro, about 20 miles away.

The Santa Monica, Calif., Lodge No. 99, F. O. K., has booked the Y-P show for June 7, to raise money for its charity welfare and relief fund. The show will be enlarged for this date. An old-fashioned circus parade will be given during the week-end of June 7-8, which is now the only circus originating on the Pacific Coast, and if present plans are carried out, the show will tour the Western States this summer.

Cold Dogs Anderson, But Biz Holds Up

EMMETTSBURG, Ia., May 18.—The Bud E. Anderson Circus, which opened in cold weather in Emporia, Kan., April 12-13, has had cold, rain, sleet or snow nearly every day since, but business has held up, according to Bert Rickman.

Visitors are on hand nearly every day. On the lot here last Thursday were Garnet Kough, wife and children, one of whom, Tommy, seven years old, drowned the show. John Howard, ex-protester at Olat, Ia., also visited here. Other recent visitors were Mr. and Mrs. Carmichael and Cookhouse Kelly, of Newton, Ia.; Mr. and Mrs. Hoogwanger, of Okmuna, Ia.; Jack Hoste and Dick Star, who will join the show soon to put on the concert. Hoste will bring eight riders and ropers and six horses with him. Clyde Widener and all others in the Wild West will remain.

The tow trailer of Joe Webb and Bert Rickman was recently demolished in a wreck. They have ordered a new Schulz.

Leon Bennett, side-show manager, is getting his share of the business.

Joe B. Webb, formerly with Parker & Watts Circus as legal adjuster, has returned to the Anderson show and is helping to handle the show. The side show includes Bud E. Anderson, owner and manager; Joe B. Webb, assistant manager; Kokomo Andrews, legal adjuster; Mrs. Laura Anderson, treasurer and auditor; Mrs. J. J. Baker, red ticket wagon; Allen Jones, white ticket wagon; Al W. Martin, superintendent front door; Bert Rickman, equestrian director; Vern Crawford, superintendent privileges; Frank Ellis, superintendent privileges and banners; Norman Anderson, advertising banners; Elmer Myers, band leader; W. C. Brooks, band leader, with 10 musicians; John J. Lynn, lot superintendent; William Mitchell, master mechanic; and Ty Cobb, cookhouse.

Saturday (11). Other shows here given in Woodbury, N. J., sponsored by the H. S. Teachers' Association, and at Roberts Park, Collingswood, N. J., for the parent-teachers group in that city.

When the circus came to Collingswood, schools were dismissed in the afternoon.

With the Circus Fans

By THE RINGMASTER
President WILLIAM R. JUDD
28 Barry Rd.,
New Britain, Conn.
Organized by WALTER HORNENBADER, Editor
The White Tents, a National Printing Company.

ROCHELLE, Ill., May 18.—In a letter received from Frank R. Hartless, past president of the CPA, he stated that he and his wife had just arrived in Chicago, after spending the winter in Texas. He has on May 15 for the East on account of in connection with the convention of the Linen Supply Association of America, of which he is national secretary. Hartless said there is a great deal of interest in Beaumont, Tex., for the Circus Fans and that he believes a new tent will be organized there soon.

F. E. Loxley, of Cranston, R. I., and Ringling-Barnum at the Boston Garden. Gordon M. Potter, of St. Joseph, Mich., spent the day on the Cole Bros. lot at South Bend, Ind., May 16. He recently obtained a beautiful model wagon to his Gordon Bros. Circus. It is built on open-tick scale and is 18 inches long, being a model of the Franco tableau wagon.

Wisconsin fans advise that the first show of the season there will be Rowe Bros. Circus, which is now billing in the State.

The 1940 poster of the Circus Fans' Association is off the press and is now in the hands of Secretary Walter M. Buckingham. Copies will be mailed to all members shortly.
Attention, Circus Fans! We need material for this column every week and our only method of getting it is from letters received from members. Drop us a line once in a while and let us know what you are doing.

Two Cars, Banner Brigade Ringling-Barnum Advance

CINCINNATI, May 18.—The roster of the advance of Ringling-Barnum includes the following: Arthur Hopper, general agent; Mickey Coughlin, lithograph inspector; F. Bernard Head, advertising inspector; W. C. St. Clair, special agent.
On the No. 1 car are John Brasili, manager; O. Oehmman, boss billposter; R. Managan, boss lithographer; J. Long, G. Hodgeman, M. Powell, G. W. Hanna, William D. Dowd, E. Gaupert, J. Haddon, George Orth, G. M. Biggs, C. S. Fulton, D. O'Brien, E. Riley, P. Isenberg, M. Colburn and T. Brasili, biller; Allen J. Lester, contracting vice agent.
On the No. 2 car are A. Bondino, manager; Clyde Carlton, boss billposter; Ernest Bird, Frank Geizer, N. P. Huth, Pete Murray, T. E. Nowell, W. F. Wilcox, Willard Wood, J. B. Smith, J. J. Houdon, J. G. King, J. G. Mast, Ed Pearson, Harry Bart and William Norson, billers.
Banner brigade: Frank Mahery, manager; El Senon, banner squarer; M. D. Root, boss bannerman; Lee Hawley, Robert Mast and Herbert Goetke, bannerman.

Roberts Lines Up Dates

PHILADELPHIA, May 18.—George E. Roberts, of Panhandle's Attractions, has many sponsored bookings. Early in June he will be active in the presentation of the Hamilton-Croft Circus at Haddonfield, N. J. He has arranged for the Panhandle Society Circus to show at Camden, N. J., for the YMCA and at Quaker, N. J., for the high school. He will have a circus unit at Forest Park, Chalfont, Pa., for the summer, as well as units at Hershey and Sky Top, Pa. He also has lined up a Fourth of July date at Haddonfield. After the season he will return to Hollandsburg, Philadelphia department store, with a one-night circus. Professor Panhandle makes personal appearances with his shows.

No Big Ones for Charleston

CHARLESTON, W. Va., May 18.—Charleston circus fans will not see a big circus here this year because there is no available lot large enough. The only large lot was lost when the new Cabell Junior high school was built on the old Valley Bell Park in West Charleston.

Be Safe Than Sorry In Legal Affairs . . . READ "Avoid Liability on Amusement Contracts" In the Carnival Department of This Issue

Dressing Room Gossip

COLE BROS.—At Lexington, Ky., the Legion Post played host to V. Robbins and his band, Otto Orsibling, Jack Ryan, Cysse O'Dell, Wanda Wenzel, Prizly Partello, Jojo Goled, Mickey Freeman and the writer. Miss Wenzel won a jittingbug contest. Otto was a close second. Wanda, boro, Ky., the home town of Zack Terrell, gave the show a nice day's business and Mr. and Mrs. Terrell gave a 15-minute talk over the radio on show business and its workings. Heroin almost ruined a new stake puller. Was his face red? Lennie Morris is back on the show after spending seven months in a Houston hospital. He is fully recovered. At Louisville, H. J. McFarlan called on the dressing room for a little help in the big top and the writer never saw so many performers who had to shave at that moment. Even the Indians started to shave and Hris said that Indians never shave. Mrs. Katherine, daughter of Jack Ryan, spent the day with her father at Louisville. Jimmy and Lola Donahue spent the day with Mrs. Freeman and the writer at Evansville, also Happy Kellems, Van Wells, George Harmon and Harold Redgate (Mrs. Van Orman).

Coming back from Montreal, the Helen Reynolds skating girls spent the day on the show at Lafayette. Roland Heiber is saving lots of fish this season by practicing the seal horn himself. Jack Ryan looks very distinguished in his new uniform. You can always tell a military man as soon as he puts on a uniform. There were many visitors at Decatur, Ill., Sunday, May 12.—Harold and Jack Voice, Harold Redgate (Mrs. Van Orman), Ed, Corinne Deazo; Eddie Ward, retired rancher, who is visiting showfolk friends in Bloomington, and Bert and Agnes Doo and family. Lloyd Halk, brother of Harold Hill, of clown alias, spent the day with his many friends. Linda Lay, Dottie Julian and Noddy Cushman also were visitors. H. J. McFarlan entertained the performers in the big top at Decatur on Mothers' Day and served cherry pie.
FRIENDLY FREEMAN.

Model Builders' Activity

OLENDALE, Calif., May 18.—Charles Ewell recently called on James Craven in Olendale, Calif. While there he met Walter Mathie and Doug Rhodes. Craven is busy putting up quarter-scale models to be left in.
James Craven recently had his Swan band wagon on display. The wagon required 1,083 hours to build and is complete in every detail.
Gordon Potter, of St. Joseph, Mich., has a group of elephants going thru shows of James Craven.
Clifford Schmidt, Cairo, Ill., has seen Russell Bros. Circus and reports a fine show.

The following are new members of Model Builders: John M. Kyo Jr., New York; J. A. Haviland, Chicago; Walter G. Holst Jr., Harrisburg, Pa.; Tom Clift, New York, has finished a new tab wagon, drawn by four horses. He is also rebuilding his flat car.

Bob Garrett has finished his Carter-Grey Circus.
George L. Meyers recently called on Charles Doekler, and Doekler called on Floyd Moore, Bob Good and Russell Warner. Doekler has just completed a night plant at a Hagenbeck-Wallace coachhouse wagon.

A Model Builders' gathering was recently held at Harrisburg, Pa. Present were Mr. and Mrs. Tom Gilbert, Mr. and Mrs. Russell T. Warner, John McCurdy, Charles Doekler, John Keiffer and Bob Garrett.

Any person wishing information about the Model Builders, write to Charles St. Clair, secretary-treasurer, 602 Padden avenue, Austin, Minn.

K. E. EDMONSON, who saw the evening performance of Cole Bros. Circus at La Fayette, Ind., reports a large crowd and ideal weather.

Circus Saints AND Sinners' Club

By FRED P. PITZER
(National Secretary)

NEW YORK, May 18.—Dexter Fellows Tent Mumbaling: Sinner Joe Pearson, nationally known athlete and Olympic games man. Is to be host at Hotel Wellington at luncheon on May 20. The picture of the memorial tablet erected for Dexter Fellows was taken by the International News Photos and sent to the tent, by A. E. McEroy, city editor of The New Britain (Conn.) Herald, who is very much interested in the CSCSA, of which his boss, Editor Vance, is a member. It felt good to meet a few of the CPA members while in New Britain. There were President William H. Judd, Harry Hastings and Bill Montague, the last named as hot a circus fan as ever. We spilled Sinners At Tremaine and Sells, the latter with his son, backstage at the Big Show. Al was busy with his camera and in fact that he snapped over a hundred good ones, some of which he intends enlarging and donating to the CSCSA circus art gallery. Sherrill Cullin can always be depended upon to have a number of guests at our monthly luncheons and this is always followed by one or two of them writing their handies on the dotted line. Sinner Ray Young, new-member scouting recently and landed a couple. Sinner Ralph Hankinson is planning to extend his auto racing contingent. Clown Boss Felix Adler promises to do his best on his tour with the Big One. The June luncheon will be the last of the season. Major Louis Prohman is back in the fold. His father, Gustav Prohman, was at one time president of the F. T. Barnum Tent of the CSCSA before it was merged with the Dexter Fellows Tent, which has purchased a calliope to be used on luncheon days. This is a great improvement. Sinner's progress and its status will add much to giving luncheon days the proper circus atmosphere.

The Lillian Letzel Tent is broadcasting an elaborate circular for its showing to be held June 13 at Bedford, Pa. It is a yellow circular 8 1/2 by 11 inches, showing a picture of Alfred Court in the center holding a ferocious looking tiger in his arms. The circular or throwaway reads: "The Mighty Watson Shows present Alfred Court, the master of wild animals, the tall guy, Lillian Letzel Tent, CSCSA, on the circus lot immediately following the afternoon performance of Ringling Bros. and Barnum & Bailey Circus. We'll hold Court—you be the judge. Nothing barred or beared in this act. Come and see the Master baited." Jim Cronkleton is taking care of all reservations and inquiries.

Ralph Kircher writes: "We are gathering the circus enthusiasts in Dayton, O., and you can expect to hear from us any minute now requesting a charter for a CSCSA tent in the State that gives you President Ohio. We are going to make the matter of selecting a name for our tent a community affair, offering a prize to the one who gives the name which the tent will accept. We're gonna start small, but you can expect good things from us in time." Good luck to you in this new job, Ralph. Leave it to one of your advertising ability to put publicity, plans and go-ahead-ness into this new organization.

Frank Wirth Doings

NEW YORK, May 18.—Circus-Review, produced at County Center, White Plains, was reported a financial success by Frank Wirth office. Acts were Frank Sinal's Orlis, Varsity S. Christy's elephant, Robert and Clifton, Delia and Clifton, Laddie Lamont, Hipp Raymond, Balzer Sisters, Flo Mayo, Alf Loyal's dogs, Bert Turner, Dumpey Anthony, the Lockwells and amsee Rex.

Wirth's show for Holyoke (Mass.) Hospital Aid Association will be first under canvas there this year. Program: Loyal's dogs, Bernard's elephants, Lady Barbara's Circus, Les Letroses, Micaheba, Flo Mayo, Jules and Clifton, Delia Family, Nina Troopie, Laddie Lamont, Bert Turner, Hipp Raymond and Dumpey Anthony.
Office will produce a circus-venue for Norwich (Conn.) this summer.

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Under the Marquee

By CIRCUS SOLLY

STRUGGLE BROTHERS are with Mills Bros. Circus, presenting two comedy acts.

WALTER L. MAIN visited Russell Bros. Circus at Palmyra and Ashabula, O., and Wallace Bros. at Pittsburgh.

FIRST circus to play Whitesville, O., in several years will be Lewis Bros., May 22.

CONNOR TROUPE left Haag Bros. Circus and joined the Convention Shows at Dunkirk, N. Y.

FIRST in of the season at New Bedford, Mass., will be Wallace Bros. Circus, June 12, on the Coasting lot.

ARTHUR HOPPER, general agent of Ringling-Barnum, met the show's No. 1 car in Cincinnati last Thursday.

R. W. COULS and wife, who caught Russell Bros. Circus at Troy, O., May 11, report business very bad, due to cold night.

BUSINESS with Al O. Kelley-Miller Bros. Circus has been better this spring than last year. The show plays very small towns.

Trocks show crossing State lines to come under Interstate Commerce regulations—see page three of this issue.

BOB EUGENE Troupe opened at Edgewater Park, Ligonier, Pa., May 17 for a four-week run. It is the third season there for the Eugenes.

C. E. DURLE, of Jeffersonville, Ind., and Dr. H. P. Troutman and wife, of Pige, W. Va., saw Cole Bros. Circus in Louisville, Pa. M. McClintock, circus photographer, was on the lot.

DISPITE the fact that he has had several film offers, Snapper Garrison, one of America's oldest clowns, will remain in Denver and look after his hotel interests. He is 72.

JACK NEDROW, Roy Wild, Vic A. Klein, Beverly and Billy Harnett, Dick McDonald, R. W. Wood and Rex McConell were among visitors at Russell Bros. Circus at Alliance, O., May 14.

DAN KENNEDY and wife and John Manning and wife saw the Ringling-Barnum circus at the Boston Garden and enjoyed the performance. Kennedy visited with an old friend there, Mickey Coughlin.

PROBABLY the shortest jump in many seasons for Wallace Bros. Circus was made Friday night, May 19, from Ambridge to Sewickley, Pa., a distance of 21 miles. The ride was on a Western Pennsylvania steel town near Pittsburgh.

Russell Bros. and Lewis Bros. barely missed days-and-date engagements on two occasions recently. At Cosconville, Ind., they appeared on consecutive days (May 9 and 10, with Russell the first day), and at Troy, O., a day apart (May 13 and 14, with Russell again the first day). It seems as though that this should happen when so many of the smaller towns are begging for circuses?

NORMAN CARROLL, on his way to Dover, O., stopped off in Chicago and visited with Harry Hammond. Both have been with Russell Bros. Circus the past several seasons. Hammond gave a party for Carroll and several other circus friends.

PAUL M. LEWIS writes that on May 14 he had a warrant issued for the arrest of Bob Zell, who he claims has been acting as a peddler and collecting for them without authority from the management of Lewis Bros. Circus.

COLE BROS.' CIRCUS billed Dover, O., and Etionsa May 13 for the Sunday, May 26, engagement of the show for the Dover State lodge. It will be the first Sunday circus for the town since Ringling-Barnum played there three years ago to record small-town business.

TED DEPPISH, photographer of the Charles Segrist Showmen's Club, Canton, O., shows the highlights of Wallace Bros. Circus presented at a Liverpool, O. He also filmed visiting showmen.

grouped with Les Dowell, Jack Fox, and other officials of the circus.

KEMA WILSON, acrobat, denying she has been in Peru, Ind., says she is working Hamid-Morton Shrine dates, most recent ones in Montreal. Her husband, Arnold Masly, formerly on Cole Bros. Circus, is attached to a publishing house in Atlanta.

MOTHER CORNING (Mrs. Elizabeth Corning), honorary member of the Circus Fans Association, was among the special guests at the grounds-breaking ceremony of the Elgin (Ill.) Academy new dormitory and social center May 18. She attended the Elgin Academy in 1870-71.

ART LIND writes that he met Emmett Kelley on Tremont street, Boston, and they recalled happenings on the Cole show seasons of 1935, '36 and '37. The last time they met was in January during "Keep Off the Grass." He is doing a different type of clowning than with the circus, and, believe it or not, he sings (See Obituaries, please note).

LEO ELLMAKER, editor-publisher of The Philadelphia Daily News, tabloid newspaper, gave the circus an editorial blessing in his column on May 13. "Just a week from today," wrote Ellmaker, "the circus comes to town. Somehow a circus does something to every community into which it moves. It makes things a little brighter. Gives the old folks an opportunity to be children again. Nothing is more serious than buffoonery."

KARL BAUER, several years ago on the front door of Ringling-Barnum circus, now engaged in business in Canton, O., was nominated for State representative at the May 14 primary. Bauer, a former councilman, trouped with the show when his wife, Madame Clifford, was a sword swallower in the side show. She retired, several years ago.

THE MANAGEMENT of the Ohio Hotel, Youngstown, O., has invited John Ringling North and his bride to be its guests when the Big One plays there June 13. Harold R. Peterson, manager of the hotel, was formerly identified theatrically, in a managerial capacity, thru the Midwest, and J. McNulty, assistant manager, is a former circus trouper.

COLE BROS. had two good shows at Lexington, Ky. In Louisville, business was fair in the afternoon and the tent was packed in the evening. A former used in Louisville at 7th street near Hill. It is a little over a mile from center of city with good transportation facilities. Both papers went to town for R. E. Jones, R. M. Courier-Journal carrying three big features.

AFTER exhausting every source for weeks in advance of the annual Republican mock convention at Oberlin College, Oberlin, O., members of the committee in charge of arrangements finally contacted R. W. Rodgers, of Wallace Bros. Circus, at Warren, O., the day before the big event and prevailed upon him to let them have an elephant for the occasion.

JOE CONWAY, owner of Leo Bros. Circus, produced a show in Egyptian Theaters, Bala-Cynwyd, Pa., giving two matinees. On the program were Mervyn Ray Troupe, George Roberts' animals and Hale Hamilton and sister, unicycle. Other guests were Fowler, general agent, producing clown. Show had a 10-piece band and before each performance it played under the marquee, which was arranged as a circus main entrance with two ticket boxes, sawdust, pennants, etc.

WALTER D. NEALAND, George Thompson and Charles Hanson, with the Marks Show, visited Haag Bros. Circus at Pocomoke, W. Va., on May 15, while the Marks Show were exhibiting in nearby Bluefield. Attending the matinee, they met old friends in Roy Haag, Ira and Sylvia Watkins, Si and Nellie Lloyd Kitchy, Benjie Fowler, general agent, and Ernest (Kentucky) Moley. Business has been only fair, stated Manager Haag, due to cold weather. Show is heading for the Kentucky cold fields.

THE FOLLOWING list to circus owners and managers comes from Walter J. Pischman,

secretary of the Circus Historical Society, of Detroit: "If you will show us what we, the people, want to see, and at the right admission price, without surcharges, we the management's family, will be glad to go to the show. As I see it, the circus, I'm for more and better ones, as I think they meet a need in the life of our rural communities."

WILLIAM (BILL) DRAGON, veteran circus man, who was with the late Colonel Seely circus advertising crew, and who operated the dining tent on the Forpaugh-Sells show, has retired from business and the big tops and entered the Ohio Masonic Home at Springfield. He came from Peoria, Ill., where he had been operating three hotels. He is a Zanaville product and at one time had a string of meat and grocery stores in and around Zanaville. With him 18 showfolk now reside at the Masonic Home.

BILLY PAPE and Conchita, completed their indoor circus season at the conclusion of the Hamid-Morton Montreal engagement and are now guests at the home of George Hanneford family of riders, Olens Falls, N. Y., enjoying a brief vacation. Practice plays an important part in the day's routine as the Hanneford estate and the spacious ring barn is a beehive of activity. Billy, at work on a short circus story, captioned Tenbark Lane, states that this beautiful spot in the Adirondacks is ideal for an aspiring actor and that he expects to complete his opus during his visit with the Hannefords.

Entertain Kiddies at R-B in Philadelphia

PHILADELPHIA, May 18.—When Ringling-Barnum comes here next week, opening day (20) will again find Ellis A. Olmsted of the department store chain, bringing out 10,000 underprivileged kids from orphan's homes and hospitals as his guests. This will make the 25th year that the merchant is sponsoring these parties.

The parties, which were the first of their kind on such a scale ever staged in the United States. In recent years the idea has spread to others here. Again, Frank Palumbo, night club operator, will stage his own circus party under the Ringling tent with at least 750 children from the Latin quarter, where his night club is located, as his guests.

The Corral

By ROWDY WADDY

WHAT has become of Tex Marks, Shorty Myette, Tex Cole and Billie Walker?

CHARLEY TOMPKINS, former champion roper and once owner of his own Wild West show, is employed as head of the Oklahoma City district WPA.

A RODEO is planned for Buck Hill Falls Inn, Buck Hill Falls, Pa., in conjunction with the Pocono Mountains House Show.

BUSTER COBB, and son have been named directors of the first annual rodeo in McComb, Miss., in conjunction with the loggier celebration.

COWBOYS in the 17th annual Molalla (Ore.) Buckaroo this summer will compete for a trophy presented by Interstate Brewing Co. Trophy will become the property of the cowboy winning it twice in succession.

LEO J. CRAMER, of Shawmut, Mont., was awarded contract to stage the rodeo at Colorado State Fair, Pueblo. Cramer will supply the stock, specialty acts and other things needed, as well as have charge of general operations.

OLD COWHANDS say there's so much thing as a woman roper, and many rodeos do not have them, but the rodeo at Mangum, Okla., for the Old Greer County celebration, will have them, 16 having entered to date. A clam for them was added by Louis M. Tittle, rodeo committee chairman.

E. P. STAPLETON opened his 1940 season May 12 with his 361st rodeo in the same location in New Berlin, Ill. to good attendance. Contracted performers were Red Williams, horse and rider, and Bob Edgar, Danny Wilder, Milky Adams, Cub Edwards, Joe Beschik, Cotton Miconham-

mer, Leslie Clark, Earl Smith, Tony Yunkens and Harold George.

BOSTON GARDEN, under management of Walter W. Brown, will again host a series of rodeo and stampede rodeos in the fall. Brown plans to visit rodeos and rodeos in other parts of the country this summer.

AT A MEETING of officials of McCleod, Ala., board of trade, a temporary committee of five was named to launch a campaign to raise funds to take over the stampede association grounds and equipment as a community project. Town of McCleod will advance \$50 to the stampede association by way of a loan provided the stampede is held this year.

LUCKY BOY WILLIAMS, of Beverly Hills, Calif., one of the cowboys appearing in recent rodeo at Philadelphia Arena, sustained several broken ribs and back injuries when he was tossed against a fence by a bull he was riding. He was taken to Osteopathic Hospital, Philadelphia, for treatment; Williams broke five ribs in a similar accident in Philadelphia six years ago.

TRICK RIDING and roping and rodeo acts proved highly popular with Venezuelan audiences, when a group of American performers made a four weeks' tour of that South American country, according to reports of Fred Johnson, who participated in the tour, who returned to his home at Pennington, N. J., last week. In addition to Johnson from that section were Jean Kirby and Kenneth Rogers, of Woodstock, N. Y. Accustomed to bull fighting, the South Americans failed to thrill to bulldogging, common to American rodeo audiences. Bronk riding elicited an occasional bravo, and contract acts were popular. Johnson said that the most popular act was the one participating in daily matinee and evening performances in the stadium at Caracas. After final performance Johnson and several others drove horses, which they were returning to the United States, from Caracas to the resort of La Guaira, over the old Spanish trail thru the Andes.

HAYWARD RODDO, at Stovell Ranch, Hayward, Calif., May 3, drew out \$200. Roddo and Johnson were reported. Jack Storey entered. Contracted performers were Bill Keen and his Roman standing jump; Wallace Harker's trained dogs; Dorothy Herbert and high-school horse; Fred Perry, rodeo rider; Fred and the Bull; Johnny Ormes and his trained Brahms bull; Dick Griffith and Pay Knight, trick riders; Homer Holcomb, clown. Stock was furnished by Harry Rowell, Ogden and Fred Perry, rodeo manager; Fred Wiedeman, arena director; Perry Ivry and O. O. Leuchner, judges; Dr. F. L. Herlick, Lee Wells and Myron Harria, timers, and Al Caffodio, secretary.

Results: Bronk Riding, John Storey, Fred Perry, Burel Mulkey and Frank Schneider split third. Fritz Truan, Jackie Cooper, Frank Schneider, Burel Mulkey, Brahma Bull Riding, John Bartram, Dick Griffith; Carl Mendes and Frank Schneider split third. Steer Wrestling, Joe Mendes, Mickey McCrorey, John Mendes, Fritz Truan. Bareback Bronk Riding, Gene Bambo, John Bartram; Fritz Truan and Carl Dosey split third. Calf Roping, Sam Panzer, Clay and Carl Dosey. Trick Riding, Carl Dosey. Contestants: Pay Knight, Dick Griffith, Harold Jackson, Bill Borge, Melvin Hansen, Duga Sewick, Mike Vassal, Carol Henry, Jess Lesico, Alfred Vargas, Jack Lindsey, Len Tibbitts, Fred Glauch, Bob and Fred Cronin, John Cronin Jr., Richie Morgan, Alex Anderson, John Joe, Carl and Frank Mendes.

Ed Osborn, Hugh Clinegan, Dick Moyle, Oscar Warren, Sam Panzer, R. Ingle, Bud Cook, Paul Fritz, Tony and Jackie McCrorey, Amil Perry, Vernon Ross, E. V. Dorse, George King, Esmond Tyler, Mike Martin, Manuel Sousa, Cecil Jones, Hank Mills, Don Pociolla, Jack Harra, Zack McWiggins, Joker Hobbs, Gene Bambo, Ed Cates, Fritz Truan, Mickey McCrorey, Nick Romano, Butch Rochline, Charles Jones, Jimmy Hughes, Holloway Grace, Mark Hull, Oran Fox, Len Santos, Eugene Day, Eddie Rogers, Donald Ross, John Jardiner, Al Fletcher, Alvin Gordon, Dick Henley, Harry Logue and Jackie Cooper.

Burel Mulkey, Bill Ward, John Oldenburg, Bill McKinnin, Jack Kerscher, Frank Schneider, Carl Dosey, Frank Rives, Red Williams, Bob Edgar, Buck A. Stone, John Bowman, Clay Carr, Fred Wiedeman and Howard Wiedeman.

Tops Nudged in North, South

N. O. Opening All-Time Peak

Pontchartrain shatters debut marks with 70,000 for two days—new duet plan

NEW ORLEANS, May 18.—With attendance during the opening period, May 4 and 5, setting an all-time peak of about 70,000 patrons at Pontchartrain Beach for the first two weeks would indicate that it will have the best season in its 11-year history. Big attendance day and night has been in face of the coolest spring in years. Season opened a month ahead of the short 1939 run.

Resort has a new Rocket ride, installed by Allen Herschell Co. in addition to seven other rides and about 25 concessions. A centralized ticket-selling system is maintained, following the success of last season when used for first time. All rides and concessions accept only tickets. New installations include enlarged storehouse with fully equipped refrigerator for storing meats used for resort's own manufacture of (See N. O. OPENING MARK on page 69)

New Belle Isle Project Talked

DETROIT, May 18.—Plans for a new city-owned amusement park on Belle Isle in the Detroit river were aired by civic leaders this week. Idea came after a proposal to lease the present Casino on the island to a private operator to be run primarily as a cafe, presumably with liquor being served, bringing in possibility of a night club policy.

This policy has aroused considerable opposition already, with opposing sentiment centered in the fact that the park should be maintained as a natural park instead, and opposition being voiced even to the (See BELLE ISLE PROJECT on page 39)

Paragon To Open on May 30

BOSTON, May 18.—Nantasket Steamship Lines will begin operations on May 30, running a schedule of boats hourly between Dave Stone's Paragon Park on Nantasket Beach, Hull, Mass., and Boston. Park has been re-erected and buildings repainted. Large Roller Coaster and 22 other rides will be operating when the park opens. It will operate until about September 18. There will be fireworks twice weekly. Palm Garden Grill will again present floor shows nightly and there will be occasional special celebration nights at the park. Free gate is maintained.

La. Company Is Chartered

SHREVEPORT, La., May 18.—Incorporation papers were filed here for Meyer Amusement Co., organized to operate a swim and dance resort here. Incorporators include Marks Meyer, Mrs. Bertha B. Florenheim and Sigmund E. Florenheim as directors.

CHATTAHOOGA.—Concessions in the new Saddy Marine Park have been let to H. S. McElroy, Chattanooga, by Hamilton County park commission. He will play a stated sum per month and 35 per cent of net proceeds, taking possession of the community house when it is completed.

Be Safe Than Sorry
In Legal Affairs . . .
READ
"Avoid Liability on Amusement Contracts"
In the Carnival Department of This Issue

Idora Is Away To Over 15,000

Near-record gate with students for Ohio spot—name contest on for Coaster



JEROME P. (JERRY) FLEISHMAN, former newspaper man and writer on amusement topics, who has returned to the field after an absence of five years to be director of public relations for John J. Carlin, owner and manager of Carlin's Park, Baltimore. In the city of origin he has already registered much favorable publicity for the Carlin enterprises and is introducing some novel promotional tactics.

YOUNGSTOWN, O., May 18.—Idora Park here reopened on May 11 with a near-record opening-day crowd of 18,000 students from schools throughout the district on the ninth annual High School Day sponsored by park management and The Youngstown Vindicator. There were merchandise awards to winners of competitive sports events. On Sunday another large crowd was on hand. Completely redecorated, the park's many rides and concessions are better equipped than ever, said Charles Deibel, owner-manager. Max Rindin, many years assistant manager, will again serve in that post.

A major improvement was re-naming of the Wild Cat Coaster. Management sponsoring a contest for a new name for the ride, with awards to winners. In a (See BIG IDORA START on page 39)

Fleishman Is Head Of Carlin Publicity

BALTIMORE, May 18.—Jerome P. (Jerry) Fleishman has been named director of public relations by John J. Carlin, owner and manager of Carlin's Park here, after an absence of five years from the amusement field.

For a number of years he was editor of the Philadelphia Troggan Co.'s house organ, Top, and his former newspaper career. Already on the job, he has secured much publicity for the Carlin enterprise.

Among his promotional ideas is a Carlin's Silver Dollar Quiz, to be held on the grounds of the Forest Gardens each Sunday night, beginning on May 26, with "Uncle Jerry" at the microphone. Awards will be made to 10 persons picked at random from the audience who correctly answer questions about the park and its attractions. Idea is to familiarize patrons with locations of rides, shelter places, drinking fountains and other facilities in Carlin's.

Heat Opens Capitol Pool

LINCOLN, Neb., May 18.—Altho reopening of Capitol Beach here was held back until today, pool, under Manager Ralph Buchner, and rink, with Art Rindin in charge, under way, a week earlier. Sudden hot weather accounted for the preview of the two spots, running in conjunction with the J. Clair Lanning-managed King's Ballroom which has been on a year-around basis. Ballroom, having been going only three days weekly between park operations, will start on June 1 on six-day operation, Mondays out.

NAAPPB Risk Drive Breaks Volume Record

BALTIMORE, May 18.—Records have been broken in the public liability insurance plan sponsored by the National Association of Amusement Parks, Pools and Beaches, said John Logan Campbell, official insurance consultant for the association, from his offices in the Munsey Building here.

"This year," he declared, "will see our public liability insurance plan with the (See RISK DRIVE RECORD on page 39)

Wirth's Playland Acts; 9 Weeks in Rochester

NEW YORK, May 18.—Frank Wirth office announced engagement of following acts by Playland, Rye, this season: Naiticos, wife; Neles Troupe, trampolines; Liazeez Araba, tumblers; Dobas Family, perch; Alf Loyla's Dogs; Oibsons, knife throwers; Tebor's Beasle; Six Hoffmans, jugglers; Pichlania, springboard; Fire Ritona, high act, and Four Oskas, Jap novelty.

Wirth also reported booking nine weeks of attractions at Dreamland Park, Rochester, N. Y. Spot, was formerly known as Sea Breeze Park. Another six weeks is with Clementon Lake (N. J.) Park.

Resplendent Revere Beach Counts Plenty of New Amusement Places

BOSTON, May 18.—At Revere Beach a "paint up and clean up" program brought great results and many new places appear on the long boardwalk and across the street from the sand beach. Fred R. Hurley built a five-story Great Bubble Bounce and Funhouse and his revamped Hurley Palm Garden, where floor shows will play to diets. Hurley also is operating his other rides, such as Carousel, Whip and the Rollaway.

Next door to Hurley's line-up W. P. O'Brien, veteran of the beach, has erected a building to replace one wrecked in a storm last winter, and here a new ride, yet to be named, will be installed. The 1940 Water Polities will open on May 23, occupying space half a block long on the Boardwalk area. Next door will be the new Beach Little Theater for summer plays.

Louis Fox has built a handsome new penny arcade, where are installed many new games and other devices. Breakers

Hotel, almost completely wrecked by fire last fall, is still unopened, but other hotels are doing good business.

Only problem that remains for Revere Beach amusement operators is that of transportation. Since closing of the Narrow Gauge it has become necessary for Lynn patrons to pay a fare of 15 cents to reach Revere Beach, altho Boston patrons may reach the Beach for 10 cents via bus. A strong effort is being made to induce the transportation company to make an arrangement whereby Lynn patrons may come without change of cars and for the one 10-cent fare.

Wonderland Park dog track has again been granted a 50-day license and will operate less than a quarter of a mile from the Beach on the main highway. New Rocket ride is attracting thousands of patrons. Beach officials reopens on Decoration Day, but most places have been open several days.

Trade Show Space Sale Getting Rush

CHICAGO, May 18.—A check-up by Secretary A. R. Hodge, National Association of Amusement Parks, Pools and Beaches, suite 1130, 201 North Wells Building, here, shows that response to notice sent out in 1939 and 1939 exhibitors a week ago has brought the biggest returns in association history for sale of space in the annual trade show, to be held week of December 2, sponsored by the NAAPPB and American Recreational Equipment Association.

"It is estimated," he said "that better than 50 per cent of the space will be sold before our first mailing to the general list which will be early in June, from present indications. In keeping with its policy of co-operating with its loyal supporters among exhibitors, the association has given oldtimers a first look at the ground plan and closed 15 days in which to make selections. (See TRADE SHOW SALE on page 39)

Chi's Riverview Opens With Usual Inclement Weather

CHICAGO, May 18.—For the 14th consecutive year Riverview Park opened on Wednesday with unfavorable weather, a steady drizzle continuing through the day. Operators here accepted the weather as a matter of course and were cheerfully expectant of a profitable season. Park is dressed in gala style, its annual coat of paint shining resplendently. Many rides accepted for the dark skies as a matter of course and were cheerfully expectant of a profitable season. Park is dressed in gala style, its annual coat of paint shining resplendently. Many rides accepted for the dark skies as a matter of course and were cheerfully expectant of a profitable season. Park is dressed in gala style, its annual coat of paint shining resplendently. Many rides accepted for the dark skies as a matter of course and were cheerfully expectant of a profitable season. (See CHI'S RIVERVIEW on page 39)

Beach Board Rules on Games

MILFORD, Conn., May 18.—License terms for amusement in the Myrtle Beach section of Milford Beach, defined by the Milford board of police commissioners after officials of Myrtle Beach Association, armed with a petition indorsing concessions as a valuable beach use, appeared at the meeting, requesting that the same games be permitted as are allowed in other near-by amusement centers. The ruling is that daily games of pool, billiards and croquet are permitted. George Merwin, a concessioner, told the board that type of games allowed last year do not appeal to the public.

Perry Heads Ops in Texas

TEMPLE, Tex., May 18.—Texas Beach and Pool Association meeting here, elected P. G. Perry, Glaco, president for 1940. The organization's 12th year. Dr. George W. Cox, State health officer, spoke on proper operation of pools for best public health. New Braunfels was tentatively named best convention city. About 25 operators attended the one-day session.

Keith Joins K. C. Fairland

KANSAS CITY, Mo., May 18.—Ward Keith, Kansas City publicity man, has been named publicity and promotional man for Fairland Park here, said Manager John Tumino. Keith has been manager of the Mulesta, Excelsior Springs, Mo., for the past three years. He also has been prominent in radio circles here, has directed pioneer pageants thru the Southwest and has handled publicity for Roy Knapp's Rough Riders several seasons.

Gibbs Readying Clementon

CLEMENTON, N. J., May 18.—Theodore W. Gibbs is installing a new Rollopiano ride and a skeet shooting gallery in his Clementon Lake Park. He is ready for Decoration Day opening. A. J. Rosenberger is readying his Grenloch Park. Pitman, N. J., for reopening next week.

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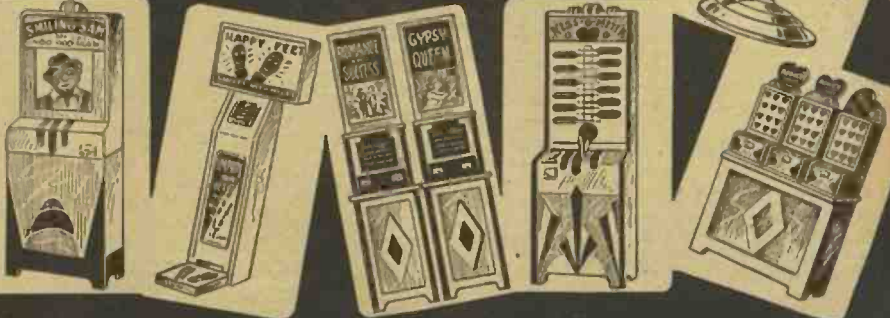


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Asbury Park, N. J.

By GEORGE ZUCKERMAN

This whole section being in the throes of a last-minute rush for the anticipated Decoration Day invasion, practically all ops are wearing ear-to-ear smiles due to decided improvement in weather. Substantial improvement program is being carried on at the Recreation Pier in Long Branch, managed by Danny Maher, where buildings fronting on boardwalk are being enlarged and re-roofed.

New beach-front policy is foreseen at Long Branch in view of changes brought about by the municipal election there May 14, which resulted in Commissioner J. William Jones, beach-front director for the past eight years, being voted out of office. His successor is expected to be Paul Kierman, only one of the candidates opposing the present board of commissioners to be elected. City officials at Long Branch are tickling for suitable attention to be installed in the beach-front stadium, which formerly housed greyhound racing and which last year had an indifferent season as a sports arena.

Heavy boardwalk repair program has been completed here and final touches will include tropical color schemes in decorations of public buildings and concessions. Dave Jewel, operator of outdoor bowling alleys at Sixth and boardwalk, is installing a down shuffleboard courts to be run in conjunction with his set-up.

Annual scramble for concessions on the Belmont boardwalk took place with receiving of bids May 14, with borough commission withholding action on offers submitted by George Royal, P. O. Siskin, Thomas Breenbos, Chris Millato, Harry Weinstein, Jacob Ansholewicz and Leasa Karsa, most of whom now operate along the walk there. Jenkinson's pavilion, Point Pleasant, has announced a policy of major network wire in conjunction with semi-name band.

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"THE RIDES WITH MERIT"
No park or carnival complete without one or all of these winners of public appeal. Write immediately for prices and deliveries.
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Our Patented Dance Check is through out-landish. Cannot be removed and passed to another without destroying. Guards your profits. Priced low, \$15.00 a Thousand. Retail, colored without printing. Sample on request. Order today. Made in U. S. A.
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ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

American Recreational Equipment Association

By R. S. UZZELL

The Forty Fair is off to a favorable start. The amusement zone looks better, it is brighter, it is cleaner and has some very much improved forms. Concessionaires seem better satisfied and do not hesitate to say they are much better pleased with the management this year. It is almost a foregone conclusion that he promised and will confer with them regularly. The 1939 fair was high born and found it did not pay. This year caters to the wholesome middle class and wins the favor.

Just as amusement parks do, especially the good ones. It has been thoroughly demonstrated that the tone should ever be pitched too high nor too low. A park in Chicago once was operated for the grand opera crowd. No one knows where it is now. A park in Baltimore and one in New York City were both high born and high bred but ended in disaster. Wild Beach, Cleveland, has the right idea. It plays for the better common people who like good, pop corn and are willing to pay for it.

Better WF Advertising

It is a delight to hear patrons coming out of the exposition saying "It's a marvelous show and worth the money." This contented patronage will give the nation the impression that will make the people want to come. This is just the advertising that will turn the trick. Mr. Gibson assumed a hard task toward the close of last season when things were at a low ebb and he worked out of the mud as clean as a bound's tooth and has won the respect of all who deal with him. Many of the objectionable features are conspicuous by their absence.

Shortening the midway was a good move and with only a few exceptions will justify the relocation of concessionaires. The better the show, the more the week-end opening on Saturday. Rain did not set in until after the fireworks started, and Sunday was made almost to order. No talk of 1,000,000 people on the first Sunday. In fact, it is expected for any one day, but some very handsome results can be obtained on 250,000 patrons in one day.

Convention Plans Move

N. S. Alexander, with Woodside Park, Philadelphia, to manage while looking after his interests at the exposition and doing his usual amount of national association work, is not just now in search of more work. Naturally, one asks how he can continuously devote so much time to association work when his compensation except criticism. It has ever been thus. Always go to a busy man to get things done.

A fuller co-operation on insurance would be to the great advantage of all operators and encourage a company that is surely doing a good job. A little encouragement and appreciation of those who do much greater work than the association would not be amiss. Their attitude runs about like this, "I do my best for awhile just to help the work along, and ultimately step aside for someone else to continue the work."

Plans for the December meeting are rapidly formulating altho they lagged a time until a hotel and exhibit space were selected. December 2-8 are the dates. Let the exhibitors select the place, unless some unforeseen contingency arises. Our organizations were not in existence when the last war broke, but as we look back it would appear that the world would have been better off if our plans, as all other national conventions went along uninterrupted.

Fred W. Pearce, in from Detroit, has been asked to take care of the material which may make it the national institution it should become.

Long Island

By ALFRED FRIEDMAN

World's Fair opening at Flushing cut heavily into patronage that would ordinarily have beaten paths to the beaches the past few days, which is felt in the wound inflicted by a long span of unfriendly shore weather. Cuban influence has caught up with Roadside Rest near Long Beach, with the spot going strong for the month of the island.

Roadway Playland restoration is complete and Manager Louis Metzel says Decoration Day opening will be auspicious.

closure. Owners of amusement property in the Rockaways, whose holdings were taken over five years ago to make room for the park and road improvement, expect to receive payments soon now that the \$4,000,000 in awards is released.

At Long Beach it seems the vast majority of amusement are back in the hands of the same entity that had them last year, and it looks as if that town's West End is readying for one of its biggest seasons.

Summit Beach Preview Pulls

AKRON, May 18.—An estimated 18,000 turned out for first of a series of Preview Days at Summit Beach Park here on May 11 and 12 to view innovations that Manager Frank Ratul has added. Ideal weather prevailed and rides and concessions were liberally patronized. Raffle reported. Opening of the park on full-time schedule is slated for late May. Picnic bookings show a huge increase over any previous year that Summit Beach, Inc., has operated the park. Moryn Euston, picnic ride and concession operator, was a preview day writer.

MILWAUKEE.—County park commission voted to abandon its policy of charging admission to Mitchell Park conservatory inaugurated January 3, 1940, and has dropped plans to charge admission to Washington Park Zoo. At the conservatory a charge of 6 cents for children under 15 and 10 cents for adults was made except on some free days. Company reports that the conservatory the first four months this year conservatory attendance was 22,660 and receipts \$696.30, but that it cost \$405 for employees to collect the same amount was 209,545.

Coney Island, N. Y.

By SAM ABBOTT

Fair weather on Sunday, May 12, brought out the crowds and concessionaires reaped some of the business of the season. The business was a cold drove people indoors. Plans are advancing for the official opening Decoration Day and many operators are busy preparing their stands.

Luna Park, a large crew readying it for formal opening on May 29. Features of opening week include Red Norvo and Gene Krupa (June 2 only) in the ballroom and the Devereux, available as late Saturday night when a cold drove people indoors. Plans are advancing for the official opening Decoration Day and many operators are busy preparing their stands.

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George Tilgner's Steeplechase Park has been open week-ends since late last month and goes on a daily schedule May 29. Operators are busy checking over the light situation, getting things bright for the season. Sandy Shell and his orchestra, at Steeplechase for the last 12 seasons, will again play in the ballroom. Charlie Kaiser, oldest employee in the park, will handle the box at the Surf avenue entrance. Fire damage on Boardwalk side of the park has been corrected and several new rides installed. Steeplechase Streamlined Express has been enlarged to take care of its increased popularity. Irving Hoffman and Billy Freuberg are again handling publicity.

Getaway at Spokane Spot Fair Despite Cool Weather

SPOKANE, Wash., May 18.—Hastatorium Park here opened on May 11 and attracted about 5,000 over the week-end, according to Louis Vogel and his new Lloyd operators. They were pleased with business, in view of cool weather. Rides, concessions and plunge drew less than last year, but dance pavilion attendance on opening night, with Muzzy Marcelino's Band, was 1,200. Almost up to last year's figure. Gate is free.

Line-up includes Jerry-Go-Round, 10 Hotwick, Robert Squire, George Graham; Skooter, Robert Johnson, Rudy Palmara, Elmer Post; Airplanes, Richard Burgess; Custer Car, Don Ammerman; Jack Rabbit, Joe Hoskins, George Pierce; Fun-in-the-Dark, With Great Penny arcade, Melvin Malmo; cat and bottle, Ralph Tomson, Robert Torrence; shooting gallery, Robert Polley, George Stein; Nut House, Carl Nelson; fountain and beer, David Hoofford, Cheddy Thompson; soft drinks, Paul Howard, Dorothy Palmara; Roll-o-Plane, Jack Bennett; Octopus, Bill Mulligan; Plunge, Robert Moryn; Roney Gardiner, Morris Reynolds; George Jackson, George Clark; Lance Hall, Roy English, Bernard Smith, Lottie Keeling, Harry West, Wilma Keeling; grounds, J. B. Bradley, Harry Bauer, Dave Gray, Bill Teggison, Wesley Tang, John Greenlee, Lee West, Arthur Velling, Leo Tirk, Hy Johnson and James McBrean.

The Vagals operate everything except Roll-o-Plane and Octopus, owned by Jack Bennett.

APPLETON, Wis.—There was a heavy turnout for reopening of Waverly Beach here May 13. Bert Young and his orchestra, featuring Con Ann Moore, did musical honors.

Playland, Rye, N. Y.

By J. WILSON CLIFFE

All was in readiness for the 1940 summer opening May 18. Final Sunday Preview saw great weather break with grand outpouring of loyal Playland fans. Cars from many places lined up in huge parking spaces which was nicely filled. Altho cry of unemployment is heard throughout the land, visitor business does not bear it out. Viewers are actually spending real money.

Big park is in its spring beauty dress and, notwithstanding the ice storm during winter (which did about \$60,000 damage) to trees and shrubbery of park and parking areas and flower beds and a credit to Chief Gardener Tiff Lind and crew. Tulip display is not very good this season, as park has been struck by the same blight that affected the spots at Rochester 3 and near by New York.

Management is looking forward to a good season in face of competition at Playland's front yard from the big country fairs as staged on the E. R. T. It is not alarmed about the world's fair, the competition being welcome. Most concessionaires are back again. These include: John Macri, beach cafeteria and refreshment; Wallace C. Jones, restaurant; A. Abbott, frozen custard; A. Marro, Boardwalk Spa and home-made candies; Frank Laker, pennyland, handwriting analysis; Wallace Brothers, the building; Umberto's Boardwalk Playland Casino; Gus Rosasco, games; Pleasure Bound Co., six rides; Gus Bergman, photo studio; E. White, two rides.

Beach and pool, under excellent management by E. Woodward, opened May 20. Mothers' Day was observed by a special concert from Music Tower, Mrs. George Baker, wife of superintendent, is recovering from an illness. Hasta luego.

Nichols Heads Pa. Spot; \$5,000 Program Scheduled

WILLIAMSPORT, Pa., May 18.—William A. Nichols, Williamsport, has leased Mountain Beach here and plans to spend \$5,000 in renovating the spot for the 1940 season.

Among improvements planned for the 29-acre tract is construction of new 50 by 60-foot dance floor as part of the beach house, necessitating an addition to the building. Amusement changes planned for the pool, including addition of 100 tons of beach sand. Picnic grounds are being renovated and new facilities added. New building is to be erected to house the first aid station. Park and lot facilities are being improved.

Staff will include George Huffnagle, beach manager and life guard, assisted by John Metzger, George Rodgers, and Fred K. Mankin, Fred K. Mankin, entertainment manager, and Charles Maynard, caretaker.

Tenn. Spot's Opening Big; Acts To Be Changed Weekly

CHATTANOOGA, May 18.—With perfect weather, Lake Winnempegah beckons its 16th season here on May 12 with one of the largest opening-day crowds in history of the resort. Mrs. Minnie Dixon is again directing affairs of the spot, as indicated by the late Carl Dixon, her predecessor. She is the daughter of one of the best in history of the establishment. Paul Jones is assistant manager.

Paul Davis, trapeze performer, was opening-week free attraction and arrangements were under way to book a balloon ascension for the following week. Policy of a weekly change in attractions is being continued.

Ferris Wheel, miniature golf and bedminton courts have been added and six ovens and barbecue pit have been installed in picnic grounds. Five concessions, including Merry-Go-Round, are already in operation. Other attractions are swimming, boating, roller rink and horseshoe courts. Some school picnics have already been held at the resort.

EAST LIVERPOOL, O.—Excursion steamer St. Paul, streamlined and rechristened the Senator, will run to Rock Island, Ill., on May 29. Merry-Go-Round, about when a 10-day series of weekly month outings is scheduled. Boat will also carry excursionists from the Pittsburgh area again.

CLEVELAND.—Operating schedule of Puritas Springs Park before official opening on May 30 is Tuesday, Friday and Saturday nights for the remainder of the season and all day Sunday. Daily matinee roller-skating sessions are held.

Louis Blumenthal has revived the Star game on Bowers, opposite Virginia Reel. Fred Coster, housing membership in National Showmen's Association, World in Wax, Ralph Santangelo, manager, is featuring the Brooklyn Murder Syndicate. Dave Howell will open the old-time movie theater at Susans, where the Fox Tumbauwn will also have a girl show. Paul Freigfield says the good old days will be back at Coney this summer.

GOLDEN GATE MAYFAIR

N. Z. Exhibition,
Hurt by War, Has
Over 2,500,000

New Set-Up Can Top Bow of '39

Advance sale and bettered transport to aid—opening doings slated at night

SAN FRANCISCO, May 18.—In preparation for opening next Saturday, Golden Gate International Exposition is battling with action on all fronts. Fair execs refuse to be quoted on probable opening attendance, but they expect it to top the 1,270,000 of last year. They figure that 30,000 more can be handled this year because of heavy advance ticket sale, cheaper ferry transportation and reduced Bay Bridge toll.

About \$500,000 has been booked to the expo's credit by the advance ticket sale division. Other funds are being paid into the treasury by exhibitors, concessions. (See GATE OF GOLD on opposite page)

Group at Ottawa Considers Show in Lieu of Exhibition

OTTAWA, Ont., May 18.—A plan to stage a Horse Show and midway, independent of Central Canada Exhibition Association, was proposed at a meeting of Civic, Industrial and Publicity Committees of Ottawa on May 9. Directors of the OCIRA have decided against holding any exhibition here this year because all buildings are being used for military purposes.

Industrial and Publicity Committee members declared horse show and midway would prove a real attraction to the Ottawa Show (see article on opposite page)

Amherst Annual Is Deferred

AMHERST, N. S., May 18.—At annual meeting of Maritime Stockbreeders' Association, co-sponsor with the Winter Fair Commission of the annual Winter Fair here, decision was made to defer the 1940 edition unless there is substantial improvement in the war situation. Contributing factor was information that the plant may be needed by the Dominion Defense Department for training purposes and procurement of enemy aliens. There is also doubt that Dominion and provincial governments would continue grants. If the war ends during summer the fair will be held. Surplus of \$800 was reported. C. F. Bailey, Fredericton, N. B., was re-elected president. Mrs. Carey Mills was named acting secretary-treasurer. L. A. Rose, Oakfield, N. S.; L. A. Donovan, St. John, N. B.; and C. B. Wood, Victoria, P. E. I., were chosen vice-presidents.

New Gate Buildings in Pa.

BLOOMSBURG, Pa., May 18.—Work has been started on construction of three modern buildings at the three main entrances to Bloomsburg Fair grounds. One H. Kline designed the structures, which will be similar. Exterior will be colonial brick faced with Indiana limestone. Ticket windows will be covered with bronze grills. There will be fluorescent exterior lighting, present turnstiles will be placed in the new building, which will be ready for opening of the 1940 fair. Recent Susquehanna River flood caused some damage to the fair plant.

Be Safe Than Sorry
In Legal Affairs . . .

READ
"Avoid Liability on
Amusement Contracts"
In the Carnival Department
of This Issue

Tri-State Dixie Loop Is Formed

TUPELO, Miss., May 18.—A meeting of fair managers and secretaries, representing Florida, Mississippi and Tennessee and held here on May 12, was called as an outcome of suggestions of fair managers throughout this section to enter into an arrangement for a circuit designed to co-operate more fully and more closely to the end that fairs might be held in sequence, starting early in September with Jackson (Tenn.) Fair and ending late in October with Pensacola (Fla.) Fair.

Such a loop is declared favorable to midways, concessions and free attractions, as contracts might be made with greater benefit both to show people and fair associations. After general discussion it was voted that the organization (See Circuit in Dixie on opposite page)

Best Va. State Reviewed; Plan For Night Show

RICHMOND, Va., May 18.—Reports at the 35th annual meeting of directors and officers of Virginia State Fair Association in Rueger's Hotel on May 14, disclosed last year's fair as the most successful ever held. Clyde H. Batelliffe, president, presided. Among those present were Gov. James H. Price, Mayor J. Palmer Bright; J. Marshall Loveston, John L. Ayers, Chappottville, R. O. Danco, Wayneboro; J. R. Hestley, Appomattox; Berkeley (See Best Va. Annual on opposite page)

Track Rental Boost In Detroit May Be Fund Boon to Fairs

DETROIT, May 18.—Daily rental fee on the track at Michigan State Fair grounds here was raised from \$2,500 to \$2,800 for each racing day by the state Racing Commission on Friday.

Investigation showed, it was said, that it would be impossible to collect a permissible 25-cent tag on all admissions for this spring, and the rental was raised instead.

Recent public criticism has been directed against the commission for past failure to insist on this collection. New move is expected to provide \$12,000 additional revenue, under the present racing schedule, which would largely go to support of Michigan fairs.

WASHINGTON, D. C., May 18.—Work is in progress on Washington, D. C., Fair grounds to provide space for 270 stalls under one roof. Included in construction will be a 24-stall training barn. New cattle barn to house 100 head is also part of the program.

Staff of Rose SF Aquacade Has Some of New York Roster of '39

SAN FRANCISCO, May 18.—Executives of Billy Rose's Aquacade at Golden Gate International Exposition, opening here on May 25, will be headed by Lincoln G. Dickey as general manager of the Rose enterprises, although Dickey will not be here all summer, as he will divide time between Sanfran and New York World's Fair. Entire construction job at the former International Hall was planned by Dickey, with Rose flying here from time to time to review arrangements. Chet Young, construction engineer, who is a former associate of Dickey, was loaned by San Francisco oil company for this work.

Others in the personnel are James Colman, executive director of San Francisco operations; Emmett H. Callahan, theater veteran, executive manager in charge of personnel and house management; Fred Decker, concessions director; Clark Robinson, architect and lighting expert; designer of S. P. Aquacade, Dinky Doyle, promotion and publicity director.

John Murray Anderson is general stage director, here now for the final days;

Chattanooga Annual Preps

CHATTANOOGA, May 18.—Premium books for Chattanooga Interstate Fair have been released by Mrs. A. T. Abroad, executive secretary of the 1940 fair. Third under direction of Joe Engel, and again to be held in Warner Park. E. A. Kern, county agent, is chairman of the agricultural department and E. H. Swinley, superintendent of boys' department. Midway will be furnished by Bookmann & Cerey Shows, a unit of the Amusement Co. of America.

DES MOINES, Ia.—Arthur R. Corey, secretary of Iowa State Fair board here, escaped with bruises when a truck he was driving was in an accident near Elmwood, Neb., and overturned. Accident occurred in a racing dust storm. He was returning from Wyoming, where he purchased a new bull for the farm he operates with Don Rose, who also escaped serious injury.

Floyd Zimmerman, director of water ballets, for which swimmers have been trained by British Empire diving camp, Alf Phillips, who does the spectacular high platform dive in the show; Vincent Travers, orchestra leader of a S. E. local of 20 men, contracted by Ray Teltor. Travers directed the music in the 1939 New York Fair Aquacade.

Bob Shaw selected and trained the men for the Fred Waring West Coast Glee Club, which sings the songs of the show; Lauretta Jefferson, dance director, assisted Robert Alton at the New York Aquacade last year, then staged the Diamond Horseshoe dances, under John Murray Anderson's stage direction; Arthur Berkow, stage manager, which he was in New York.

All of the divers and most of the New York stars from last year will be in San Francisco, such as Morton Downey, Gertrude Fowler, et al. The "Rooster" Horn of the West will be Esther Williams; Los Angeles, holder of three national and one world's title.

'40 Golden Gate Expo Cleanings

By WALTER K. SIBLEY

SAN FRANCISCO, May 18.—Three attractions and concessions will be on the Gayway at the opening next Saturday: Max Schwartz's Danceband, Don Nicholson's Whistley Carouse, Ed Trimper's Jungledance, Hynes's Monkey Speedway, Don Nicholson's Fountain of Youth, Ed Martine's Diving Bell, Tex Cameron's Gay Nineties, and Happy Valley. Hatch, Schwartz's Candid Camera, Modest O'World & Barkstein's Sportland, Fred McPall's shooting galleries, Barnett Hyman's blanket wheel, Ripley's Believe It or Not, Hines's Whistley Carouse, Trimper's candy floss, George Halley's Ronda-Voo Restaurant, Leo Singer's Midget Village, Ted Still's cigar stand, Fred Seilly's Egyptian Human Zepha's chocolate-covered bananas, Zap & Smith's Penny Arcade, Abram's French-fried potatoes, Donut Corp.'s Donut Shop and Restaurant, Lamb's Movie of Fun, The Frodo Custard, Davis' candies, Smith Syndicate's hot dogs and hamburgers, McChrystal's candy wheel, Campenelli's Marico Polo Restaurant, Smith Syndicate's Dinty Moore covered beef and cabbage, Harve's Horses of the Past, Harvey's sandwiches and turnovers, Bell's sand sculpturing, Lexal's horoscope, Owl Drug Co.'s pharmacy and restaurant, Chirardelli's chocolate factory and drinkery, Dr. Judd's Matonian Village and Restaurant, Stacy's butter milk cake, George Jura's Pook (See GGIE Cleanings on opposite page)

Maryland Annuals Lined Up

BALTIMORE, May 18.—Dates, some still tentative, have been set for 1940, reported John E. Clark, field representative of Maryland State Fair board, for Cumberland Park, Carroll County Fair, Taneytown; Harford County Fair, Bel Air; Annapolis Fair, Annapolis; Timonium; Cecil County Fair, Fair Hill; Eastern Shore Fair, Centerville; Washington County Fair, Hagerstown; Charles County Fair, Potosi; Baltimore Live-Stock Show; Southern Maryland Horse Breeders' Fair, Harwood; Frederick County Fair, Frederick; Southern Maryland Agricultural Fair, Upper Marlboro; Calvert County Fair, Prince Frederick; Maryland Farm Bureau Show, Baltimore.

MEA Meeting Is Canceled

AMHERST, N. S., May 18.—Annual meeting of Maritime Exhibitions Association, composed of leading fairs in New Brunswick, New Scotland and Prince Edward Island, has been deferred indefinitely. It was to have been held here. Heads of some fairs could not be present at the specified time. New date will be chosen by G. F. Bailey, Fredericton, N. S., president of MEA and Amherst Winter Fair.

Fair Grounds

POCAHONTAS, Ark.—Directors of Randolph County Fair and Live-Stock Show voted to cancel its original 1940 date and hold the show earlier so as to avoid conflict with Arkansas State Live-Stock Show. Jack Carter was appointed chairman of a selection committee, with awards set at \$1,800.

HATTESBURG, Miss.—Site covering 26 acres here has been bought by South Mississippi Live-Stock Show for permanent fairground. Purchase was made by Forest County Board of Supervisors with money advanced show by the Legislature. Annual show will be held about three weeks ago on a temporary site.

EL DORADO, Ark.—South Arkansas Live-Stock Show announced plans for \$63,000 construction and improvement program on its new 40-acre fair site west of El Dorado. President John E. Stafford said application for a \$30,000 WPA grant has been approved. Construction was successful in raising \$25,000 locally.

MANFIELD, O.—Four-day 1940 Richland County Fair here will be a streamlined edition, substituting an enlarged midway and entertainment program for harness racing, reported Secretary H. H. Hest. Other officers are H. H. Wolf, president, and A. W. Strater, treasurer.

BROODHEAD, Ky.—M. M. Phillips, president of Broodhead Fair, ordered continuous annual in Kentucky, said preparations are on a larger scale this year, which will mark the 45th for Broodhead fair. A horse show will be held on closing night.

MANITOWOC, Wis.—Manitowoc county board adopted a resolution instructing the fair board to limit prices as future county fairs to actual employees and officials.

GALESVILLE, Wis.—Gale township as a special election voted to reject a proposal to purchase Trempealeau County Fair grounds and annex it into a memorial park to war dead.

APPLETON, Wis.—County board appropriated \$2,500 to Seymour Fair and Driving Park Association toward erection of a 4-H Club building, with the provision that a WPA grant is secured.

Fair Elections

LA FAYETTE, La.—Frank Godchaux Sr. was selected president of newly organized South Louisiana Mid-Winter Fair Association here.

LA FAYETTE, Ga.—W. A. Graham was re-elected president of Walker County Fair Association. J. O. Kewin, vice-president; C. W. Wheeler, secretary; Mrs. M. T. Shields, treasurer.

MANFIELD, O.—Stanley Huston, English, was elected president of Richland County Junior Fair board; Richard Orsany, vice-president; Glenn Cocanour, secretary; William Greer, treasurer.

Grand-Grand Shows

ATTRACTIONS set for four-day 1940 Richland County Fair, Manfield, O. said Secretary H. H. Hest. The show County Fair grounds. B. Ward Beard's Thrill Show, two days of circus acts, two performances by Troup A Mounted Police, Ohio National Guard Military Show, climaxing by fireworks, drum band, American Legion Drum Corps drill.

CAPTAIN HAPPY'S Motor Maniacs formerly Captain Happy's Death Dodgers, opened their season to a good crowd at Petersburg, Va., on May 11 and are also booked for an appearance at re-located fairgrounds in Clarksville, Tenn. The annual "Ventriloquist Show" by Roster includes Bill Kalbaugh, stunt man; Hugh Scott, mechanic; Jim Ware, Charles Barrett Clyde Lee, mimes; Billy Lee, slides and crashes.

CHRISTIANSEN'S Stallions, Machedon Troupe, Monahan and Morris, St. Clair Hillers and O'Dea, Happy Killings and Deason's Mules have been booked for Wingoago County Fair, Okbech, Wis.

AFTER a successful tour with donkey basket ball thru Illinois, Missouri and Iowa despite some ball weather in January and February, Frankandis Co. re-

cently opened its baseball season in Oklahoma, reported General Agent H. J. (Hap) Palmer. Three units will be operated, one of which is scheduled to open in Detroit. Inquiries indicate a good season is in prospect.

INTERSTATE Fair, Chattanooga, has booked the Flying X Rodeo thru Ous Sun Agency.

N. Z. EXHIBITION

(Continued from opposite page)
now operating in Queensland, Australia. Among them are Anna John Budd; Willy Camper, giant boy, and Leon Thomas, pygmy. Hal Crompton is in charge of the show in the Palace of Varieties, and Charles Hillier, formerly of Conklin Shows, is ride manager. General Manager Bert Anderson returned from the United States recently and reported he had wonderful reception from American Showmen.

BEST VA. ANNUAL

(Continued from opposite page)
D. Adams, Red Oak; J. H. Quisenberry, Frederick Hall; Dr. H. W. McLaughlin, W. C. Carpenter, W. J. Carter, Emmett D. Collier, John F. O'Grady, and Charles A. Somma said C. T. Riddick, Richmond.

The 1940 fair dates were approved and encouraged by record attendance last year of over 250,000. Elaborate plans were perfected. An increased budget shows an advance in premiums offered in several classifications in live stock, agriculture, farm products, and women's department. Local government improvements on grounds for the coming fair.

Secretary and General Manager Charles A. Somma outlined a pretentious program including agriculture, live-stock and industrial displays, together with featured attractions, AAA auto races and grand-stand program, including vaude and circus acts, thrill shows, largest night stage ever attempted here and spectacular fireworks.

Reservations and contracts have been made with many large exhibitors and concessioners months in advance of this time last year. Plans for farm machinery and equipment has been allotted to industrial plants, manufacturers, jobbers and distributors. High praise for co-operation extended to the association was expressed by the officers of United States Department of Agriculture, biological survey; Department of the State of Virginia, including State College of Agriculture, Blacksburg; 4-H Boys' and Girls Clubs, county agencies, Department of Game and Inland Fisheries, who present outstanding exhibits each year.

Much satisfaction was found in the fact that there were exhibits at the 1939 fairs from 95 of the 100 counties in the State, and directors said they would use every effort to obtain displays for the other four counties in 1940.

CIRCUIT IN DIXIE

(Continued from opposite page)
be known as the Dixie Fair Circuit and will include the following:

President, A. U. Taylor, secretary of West Tennessee District Fair, Jackson; vice-president, J. E. Prentel, secretary-manager of Pensacola (Fla.) Interstate Fair, secretary of Columbia (Miss.) Fair, Slicker, manager Columbus (Miss.) Fair and Live-Stock Exposition, The towns and cities were represented and the delegates joined the circuit: A. U. Taylor, Butler, Tenn.; J. E. Prentel, Jackson, Tenn.; James M. Savery, president and manager Mississippi-Alabama Fair and Dairy Show, Tupelo; Kenneth O. Slicker, manager Columbus (Miss.) Fair, Interstate Fair. It is expected others will join.

It was suggested that West Tennessee District Fair, Jackson, be the first one to be held in the circuit and that it be held on the same dates annually thereafter. Columbia (Miss.) Fair and Live-Stock Exposition would be next in line. South Mississippi Fair, Laurel; Mississippi-Alabama Fair and Dairy Show, Tupelo; Pensacola (Fla.) Interstate Fair and Mississippi Fair and Dairy Show, Meridian, would then be held in order.

GATE OF GCIE

(Continued from opposite page)
shows again, foreign and State participants. Operators of midway, show cannot see any reason why they should stop

break even on overhead and get well into the black by midsummer. It is reported that bids are being given that attendance will be ahead of that of last year's during the correspondence of the season. Unofficial estimates were that the expo would do well by its obligations at the 5,000,000 attendance mark.

Grounds will be opened at 10 a.m. and midway at 11, remaining open until 2 a.m. Principal ceremonies will be at night after opening of the Army exhibit by Gov. Gilbert Olson. Then there will be reception of a signal from Admiral Byrd's little America expedition, to release sky illumination bombs and an address by President Roosevelt from the White House.

Word has been received that President Roosevelt had signed the bill authorizing a \$200,000 federal expenditure for governmental participation. An invitation has been extended to Grover Whalen and Harvey D. Gibson, of the New York World's Fair, to attend the opening.

OTTAWA SHOW TALK

(Continued from opposite page)
tourists, and it was agreed that all possible information should be sought. It was said that Max Lunderman, general manager of the Ontario Mid-Winter Show, and George A. Hamid, New York, who has supplied exhibition grand-stand shows for some years, are interested in holding some sort of show in Ottawa this year.

It was pointed out that use of Connaught Park Jockey Club's plant had been offered by President F. P. Gorman as a site for a horse show and other attractions.

Ampror (Ont.) Agricultural Society is seeking the horse races, normally held the Ottawa exhibition, for its annual fall fair. Extension of boys and girls' classes and introduction of Red Cross project exhibitions were announced and applications have already been received for the Boys' Club, to be a feature of this year's Ampror show.

GCIE GLEANINGS

(Continued from opposite page)
Look, Chinese Factor's Chinese Village, Barrett's card tricks, Chinese Factor's shop wux, Bender's Golf, Roger Heston, Harvey's Amazing Amazoniana, M. E. Engineering Co.'s Olant Canal, Mrs. E. Molinette's Swing it, Whip, Doll House, Chicken Restaurant, Penny Ride, Snack Lunch, Middle Ride, and Atropine Ride, Trabek Co.'s Speedcars, Trabek Cyclone Coaster, Anderson's Miniature Railway, Wilson's Sand Diviners, Kindel's Doll War, Better Bobs, The Boy's Club, Incubators; Kindel's novelties; Stanford's, Inc., ham and bacon wheel; Cliff Wilson's Menbers, Dufour & Rogers' Life, Smith and Siskind's Kentucky Derby, Wolfe's Glass Blowers of the World, Stutz's Funhouse, Katselman's Kosher Lunch, Cameron's ham and bacon wheel, Stutz's ball game, Sid Wolfe's Great Village, Cameron's Bean Pot, Hill's Golf Course, McRury's Scotch Village, California Commission's Ocellum, Hill's Golf Machines and Aquaplane ticket office.

Adjacent to the Gayway and usually spoken of, as part of it are the following: Wolfe's Holiand, Centelli's South of the Border, Secretariat's, The Russian Restaurant, Philippine Restaurant, Dutch Restaurant, and Thrakfield Soups Bakery. Off the Gayway are to be found the fair attractions; Billy Rose's Aquacade, Herick's Hot Dogs, Smith Syndicate's Pantheon de la Guerre, Fischer's Folies Bergeres, McChrystal's Saunders' Exposition Ice Folies, Volkmann's America's Cavalcade of Light, Calico's Puppets, Sid Wolfe's Music Mechanic, Charzawa's Little Things, Hoagland's Auto Polo, Exposition's Art Gallery, Home and Garden Show Women's Club Speed Boats, Velocipedo Boats and Plane Rides.

It is anticipated that \$12,000,000 will be spent with these concessions.

Mr. and Mrs. Pat Delaney, in from Los Angeles, where they spent the winter, will, again be with the Infant Incubators. During the night of May 9 the largest packing case ever built, contain-

Selling THE STRATOSPHERE MAN
World's Highest Aerial Act
Inquire Now For Late Dates
Proprietor address, care of THE BILLBOARD, Cincinnati, Ohio

WANT
To Obtain Control for
WARREN CO. FAIR
S.E.P.T. 8-9-40
One of the finest Mid-Winter Shows Held.
Want clean College, Plenty Shows and Rides.
Open references.
JOHN W. HALL, President Warren Co. Fair
Harris, Millington, Tenn.

NATIONAL SHOWMEN'S ASSOCIATION
Fastest Growing Organization in Show Business.
BENEVOLENT PROTECTIVE—SOCIAL
(Hospitalization and Cemetery Fund)
Dues \$10 Initiation \$10
Sixth Floor, Palace Theater Bldg.,
1564 Broadway
New York City

ing the war picture, Pantheon de la Guerre, arrived from Baltimore. Package was over 70 feet long, 3 feet wide and about 10 feet high and weighed about 70 tons. The great canvas will be in the Mines and Metal building and Al Mulligan has been engaged as resident manager for the Smith Syndicate, financing the present show. Doc Nicholson to Los Angeles to audition girls for his Miss America and Mountain of Youth shows. Preview of the Nudd Panich on May 9 was attended by many luminaries who agreed Ken Delaney had assembled a most beautiful and dashing bevy of misses. Jack Beach, former boniface of Chicago and one of the old circus stand-bys, now living in Los Angeles, is visiting friends here. George Halsey's Bonds-Vox opened on May 10 with a special inaugural luncheon. Honorary title of "Mayor of the Gayway" was again been conferred on Eddie Brown, who is one mayor who can be seen without cutting of red tape. Doors are always open, offers inclosed by glass and smiling Gummy Sheridan there as greeter. Everett Hinz, operator of the Flying Scooter, is father of girl (twins) born Mrs. Hinz on May 10. Happy Johnson, who was to have managed the Elypsum show, canceled and will manage Roma wine exhibit and restaurant. Arthur Swanson, secretary of Better Babies, Inc., is in French Hospital suffering from a nervous breakdown. John Alexander Pollitt closed for the guesing scales and age guesing with six locations for scales and several for guesing. This concession grossed about \$50,000 last year. Allan Morris, who arrived from Texas, where he has been dealing in real estate with considerable success, says that he will stay for the period of the expo and will become interested in one of the major shows.

Bay Bridge commission granted further reduction in toll to 90 cents instead of (See GCIE GLEANINGS on page 62)

CARROL COUNTY FAIR
TANEYTON, MD., AUGUST 11-16
(Note Change of Date)
Want Acts, Shows, Rides and Concessions.
GEORGE E. DODDER, Secy., Taneyton, Md.

Better Biz Holds Its stride

Dodson Evansville Closer Satisfies; Equipment Replaced

EVANSVILLE, Ind., May 18.—With new equipment replacing that which was damaged by a 53-mile gale here on April 20, Dodson's World's Fair Shows wound up a week's stand on May 11 to fair business despite rain and cold weather. Located at flag showgrounds, shows were sponsored by VFW Post. Originally scheduled for a week's stand beginning April 29, damage inflicted by the blow made it necessary for shows to remain another week to make repairs.

Street and studio broadcasts over both local radio stations were held daily. Charles Clark's American Legion Post Band was featured on a half-hour broadcast Sunday over Station WBOA. Why (See DODSON EQUIPMENT on page 71)

Coleman Bros. Beat Elements To Score At Initial Stands

NEW LONDON, Conn., May 18.—Although a heavy fog hung over the grounds at Coleman Bros.' Shows' location here most of the week, organization wound up stand on May 4 to good results, with fair-sized crowds on hand each night, reports William O'Leary. Shows came in from a successful 10-day inaugural in Middletown, Conn., their home town. Good crowds prevailed throughout despite much rain.

A number of new attractions have been added, including Neal Cramer's Rolloplane and Coleman Brothers' Motordrome, under management of Joey (See COLEMAN BROS. on page 45)

Weather Breaks Aid C-W at Harrisburg, Lebanon, Pa., Dates

LEBANON, Pa., May 18.—Aided by good weather, Celin & Wilson Shows set up here Monday for a week's stand after a successful engagement in Harrisburg, Pa., on May 4-11, where good business and weather prevailed throughout. First part of the week here gave shows satisfactory results. Local park was liberal with space about orientation opening, and Henry Roeder's six-horn sound truck is attracting plenty of attention during its downtown rally.

Parade Night Club Revue in Harrisburg, Pa., were Princess Olga and (See C-W PA. DATES on page 49)

R. & C. Gets Fair Results in Houston

HOUSTON, May 18.—Handicapped by a muddy lot which forced organization to withhold opening for a day and a half, Rubin & Cherry Exposition closed an eight-day stand here on May 8, to only fair results. Show originally was scheduled for a 10-day stand, including three suspensive opening April 30. Lot still was muddy at opening on May 1 and patrons were bogged down also sawdust and slavings covered the grounds. A 10-cent gate prevailed.

Crowds thronged the grounds at opening thru a merchants' tie-up, which gave free tickets for grocery purchases and permitted holders admission to the grounds and rides at five cents each. Thousands took advantage of the duceats.

Rides on the midway here included Ride-O, Rolloplane, Heyday, three Ferris (See R. & C. HOUSTON on page 65)

Elizabethtown Good Debut Spot for Bee

ELIZABETHTOWN, Ky., May 18.—Known as Kentucky's Own Carnival, F. H. Bee Shows opened their spring tour here on April 29 with fair weather and a dry lot, all shows, rides and cars (See F. H. BEE OPENER on page 68)



FRONT OF WILNO'S MODERNIZED COOKHOUSE formed the background for this line-up of showboats on the midway of Endy Bros. Shows, Inc., on Philadelphia circus grounds. Standing, left to right: Eddie Yeager, William Brown, Jack Murray, Bill Hilder, Vernon Seelye, Mr. and Mrs. Wilson, Louis A. Rice; David B. Endy, president, and Glenn Trenton, publicity director.

Milwaukee Debut Sends Ellman Off To Favorable Start

MILWAUKEE, May 18.—Ellman Shows' debut stand at 49th and National avenues here under V. P. W. Post auspices on May 4-12 sent organization off to a good start, reports Jimmy Franklin. Although the weather was chilly, midway was filled nightly and business was good. Three light towers, designed by Manager Charles Ellman, have been added. Rides and shows have been repainted and improved in appearance. Fronts are (See ELLMAN IN START on page 73)

Douglas Shows Chalk Good Olympia Bow

OLYMPIA, Wash., May 18.—With Governor Clarence D. Martin and State, county and city officials on hand, Douglas Greater Shows auspiciously opened the season here on May 4 under American Legion Post auspices. Shows are carrying six 50-foot light towers and are well finished, staff includes E. O. Douglas, owner-manager; Mrs. E. O. Douglas, treasurer; LeRoy Henderson, (See DOUGLAS SHOWS on page 68)

Trade Show for SLA, IAFE, ACA To Be Presented by New Group During Conventions in Sherman

CHICAGO, May 18.—Members of the Showmen's League of America here filed a separate corporation here titled the Showmen's Exhibit Association to conduct an exhibition hall in conjunction with the annual conventions of the Showmen's League, International Association of Fairs and Expositions and American Carnival Association in the Hotel Sherman on December 2-5. The new outdoor trade show will be in session at the same time that the exhibition hall of the National Association of Amusement Parks, Fairs and Shows is operating in the nearby Ladbroke Hotel. Profits of the SEA show will go to the charity fund of the SLA.

Committee, headed by M. J. Doolan, is working out plans for the new trade show and announced this week that floor plan and rates for exhibit space will be available within a few days. Plan at present calls for exhibits to be confined to the mezzanine floor of the Sherman, with part of the lobby floor also available for exhibits. League has an understanding with the hotel that should, aside of space warrant, show will

NSA's First Fund Jamboree on Lewis Shows Nets \$300

NEW YORK, May 18.—First National Showmen's Association Jamboree of the season for benefit of Cemetery Fund was staged by Art Lewis Shows at Hawthorne, N. J., on May 9 to a capacity audience in the Public Forum tent. Vice-President Art Lewis and Secretary Sam Rothstein, of NSA, as well as Midge Cohen, president, and Dorothy Packman, past president, Ladies' Auxiliary addressed the gathering. An exceptionally good program was put on by the shows, consisting of the Follies and the Cotton Club revues.

Sum of \$300 was raised. Among donors were Art Lewis, Glen Schmitz, Jack Feldberg, L. Barkock, Hawthorne Fire Dept. (See NSA JAMBOREE on page 68)

Smith Bros. Get Results At Oklahoma Engagements

WILBURTON, Okla., May 18.—Smith Bros.' Shows, under management of Frank and Casey Smith, opened here to good business on May 8, after moving in from a successful week's stand in Red Oak, Okla., April 28, on May 4. Line-up (See SMITH BROS. on page 71)

be moved to the hotel's regular exhibit hall, where the NAAPP exhibition has been held in the past.

The announcement this week was met with mixed feelings on the part of firms catering to the outdoor show business who have been regular exhibitors at the NAAPP convention. Firms directing their sales chiefly towards carnivals approved the new show, feeling that they will obtain better results exhibiting in the same hotel with the carnival gathering. On the other hand, firms selling parks, fairs, carnivals and allied rides were not enthusiastic about being forced into exhibiting at both shows. There has been general disappointment reported among many NAAPP exhibitors that the new convention and exhibition hall and the IAFE, ACA and Showmen's League meetings are assembling in different hotels this year.

Committee handling the arrangements for the league includes M. J. Doolan, chairman; J. C. McCaffery, Morris Hall, John O'Shea, Zeblis Flecher, H. A. (Whitey) Lehter, Lew Keller and S. T. Jessop.

Uniontown D. A. Says Shows May Come in If Of Jones Expo Caliber

By WILLIAM (BILL) FIELD

UNIONTOWN, Pa., May 18.—Payette County District Attorney H. Vance Cotton in a statement made exclusively for The Billboard last Monday highly praised the Johnny J. Jones Exposition and its management, saying:

"It is the best carnival I have ever seen. We had no complaints of any kind during its visit in Uniontown. The members of the Johnny J. Jones staff were business men of the highest type. As far as my office is concerned the shows may come back to Uniontown at any time."

Several weeks before the carnival season opened Mr. Cotton issued a statement to newspapers in which he said that he would ban carnivals from Fayette County. Later he told The Billboard that they could come in as long as they abided by all city, county and State laws.

The Jones show was the first to play Uniontown this year. It has been appearing (See UNIONTOWN D. A. on page 72)

League's Home Fund Committee Enlarged

CHICAGO, May 18.—In an effort to afford the Showmen's Home Committee of Showmen's League of America widespread representation in the outdoor show world, League President Frank F. Duffield and Committee Chairman J. C. McCaffery this week augmented the committee with Joe Rogers, Arthur Hoppe, H. D. Odor, E. L. Cronin, Bob C. Fairly, L. Clifton Kelley, David B. Endy, Denny Eugh, John W. Galligan, Harry H. Hargrave, Harry Russell, Ernie A. Youns and E. G. (Larry) Huest camera.

Since active work is to get under way soon, a check is being made on all pledges to the Home Fund and efforts will be made to obtain favorable response so that the committee will not be hampered in its progress. Among those who (See SLA COMMITTEE on page 73)

Babcock in Formal Opener At Fiesta in Los Angeles

LOS ANGELES, May 18.—Frank W. Babcock Shows formally opened their season at Cincin de Mayo Fiesta at Besslyn and First avenues here. Equipment has been remodeled and organization, which is transported on 12 trucks and semi, presents plenty of flash. Owner Babcock reported that organization plans to play spots promoted by local Chambers of Commerce and business organizations. Staff has Frank W. Babcock, owner-general manager; E. E. (Pickles) Pickard, general agent; O. S. (See BARCOCK OPENER on page 69)

MacGregor in Successful Wind-Up at Milan Stand

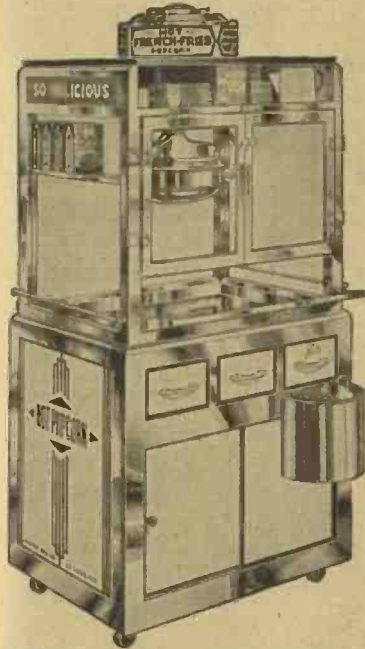
MILAN, Ill., May 18.—Donald MacGregor Shows successfully wound up a two-week stand here on April 27 to fair weather and good business. Engagement was their third of the season, having opened the 1940 tour in Andalusia, Ill., April 8. Visitors here included Mrs. and Mrs. Carl Beatty, Horton Shows, Mr. and Mrs. Ted Fitzwater and daughter, Mrs. Esther Sponer and Jimmy Murphy. Roster includes Mrs. R. B. Mc (See MAC GREGOR SHOWS on page 45)

White Signs as Strates P. A.; Pottsville Okeh

POTTSVILLE, Pa., May 18.—Evelyn White, vet newspaper man with a lengthy and interesting background as a press-relations man with carnivals, circuses and other outdoor shows, has been appointed press agent of James E. Strates Shows. It was learned upon the organization's arrival here this week. Shows opened on Monday to exceptional business, including a strong showing in N. J., where weather and attendance was only fair.

Tuesday crowds were on the midway to watch building operations from show's own plants. Emanuel Zeblis's Hummer Cannon Ball act has been clicking, as are Adele Nelson's Elephants, fire acts. Construction activities started in quarters are being continued on the road.

Announcing A GREAT NEW LINE of ADVANCE POPCORN MACHINES



(Above)
THE WORLD'S FAIR MODEL
The Original and Genuine. Again Chosen for 1940 New York World's Fair.

Truly the World's finest Popcorn Machine!—offering you more for your money than ever before! A big beautiful new cabinet! The world's outstanding new streamlined popping unit! Attractive signs . . . brilliant illumination . . . This model has EVERYTHING!

For theatres, parks, fairs, carnivals and large concessions—everywhere large popping capacity, speed of operation and storage capacity are needed for rush hours.

Extra Large Capacity \$20.00 Per Hour
Size: 76" high, 36 1/2" long, 26 1/4" wide. 3-color porcelain enameled steel cabinet with Chrome Plated steel trim. Revolving illuminated sign. Large storage compartment in bottom of cabinet. Read our unconditional guarantee.

ADVANCE ACE

Just the Model for Most Locations
Has the style, class and beauty you demand in a Popcorn Machine with features you will find in only the most expensive models. It's sure money-getter, too, because it has the "flash" and eye-appeal—with lights, color and motion—that attract attention and create sales.

Try To Equal This Value
Capacity \$15.00 per hour. Has the exclusive new ADVANCE streamlined popping unit with cabinet of genuine porcelain and gleaming Chrome Plated metal. Size: 74" high, 26 1/2" long, 22 1/4" wide. All electric. Pops the famous "French Fried" corn.

CASH IN! MORE THAN EVER BEFORE!

Low Prices.. Easy Terms If You Wish

Your investment is small and the profit opportunities are big. Why delay? Here is an opportunity worthy of quick action! WRITE TODAY FOR DETAILS! PREPARE TO ORDER AT ONCE!

Big, Beautiful Machines . . . Modernized for Greater Sales Appeal . . . Greater Capacity . . . Higher Efficiency
This is the biggest news in the popcorn business since the invention of the first commercial popcorn machine!

These machines set an entirely new high standard of performance. And they set a new high standard in the ability to really sell popcorn! Gone are the days of ancient out-of-date cabinets and cumbersome popping units. Here are the new—the better—the modern machines to get the really worthwhile profits.

To You They Offer An Opportunity!

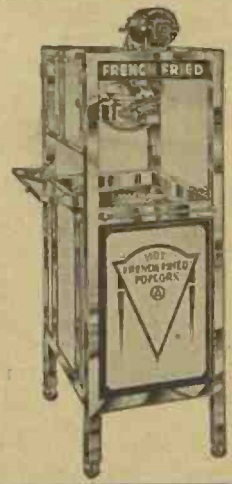
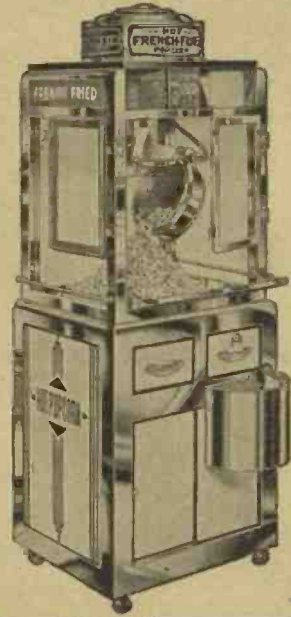
Yes, an opportunity to really cash in on the handsome popcorn profits . . . big profits of 70c clear on every dollar in sales! And make no mistake—these new machines really get the nickels, dimes and quarters faster than you ever dreamed possible.

The New ADVANCE Streamlined Popping Unit

Seamless, All-Steel, Quicker Heating and Sensational Popping Capacity. This new Popping Unit is Exclusively equal in efficiency and performance. It is crack-proof, non-meltable and fool-proof. And it is unconditionally guaranteed for two years!

No More Lost Profits Due to Element Burn-Outs and Break-Downs

The ADVANCE Unit is one of the huskiest and most dependable ever designed. An expensive thermostat is not necessary for the kettle can not crack or melt as a cast kettle does. And the element develops volume from your popcorn. Produces the famous "French Fried" Popcorn—popped right in the salt and seasoning.



PROFIT KING

A World-Famous Model Today Finer Than Ever With Now Improved Features

This famous model introduced nearly fourteen years ago was the first low-priced, full cabinet style Popcorn Machine. Today it is finer than ever—and a better value! No other machine of anywhere near its price has such a marvelous popping unit—the new ADVANCE streamlined popping unit.

Only The Finest Materials and Construction

Beautiful all steel cabinet porcelain enamel in red, black and ivory. Chrome Steel trim. Size: 62 1/2" high, 22 1/2" long, 16 1/2" wide. Capacity \$8.00 per hour.

Leaders in the Field in Quality Yet by Far the Lowest Priced

ADVANCE MFG. CO.
6322 St. Louis Ave., St. Louis, Mo.

MERCHANDISE USERS!!!

IF YOU NEED REAL SERVICE AND WANT TO SAVE MONEY —BY ALL MEANS WAIT FOR OUR BIGGER AND BETTER CATALOG . . . READY ABOUT MAY 25.

THIS YEAR WE HAVE MANY EXCLUSIVE ITEMS AND HAVE BEEN APPOINTED SOLE DISTRIBUTORS TO THE CARNIVAL TRADE.

HEX MFG. CO.

463-470 SENECA ST. BUFFALO, N. Y.

(Our 18th year of selling to the Carnival trade on a "money back if not satisfied" basis.)

FLYING SCOOTERS TOPPED THE MIDWAY

Canadian National Exhibition 1939



ENTIRELY NEW PORTABLE

Streamlined Light-weight
Rides on one truck
Price and Terms You Can Easily Meet.
Choice Park and Carnival Locations Available
Write for Details.

BISCH-ROCCO AMUSEMENT CO.

5441 Cottage Grove Avenue, Chicago, Ill.

Your Attention, Please

CONCESSION ("ANCHOR" TENTS) SHOW "Anchority" Green or Khaki Army Duck

THE **A R I S T O C R A T S** OF **E V E R Y** C H A R T E R S

We Offer Attractive Prices FAST, DEPENDABLE SERVICE. **L O T** Everyone Knows

"ANCHOR" TENTS ARE RIGHT WE WILL CONSIDER IT A PRIVILEGE TO FIGURE FOR YOU. MAY WE? ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

First Class Scenic Artist

and Letterer wanted. Must be sober and reliable.

JOHNNY J. JONES EXPOSITION
Pittsburgh, Pa., May 20 to June 1

PEARSON SHOWS

Want Concessions
PARIS, ILL., MAY 20 TO MAY 25.
WESTVILLE, ILL., MAY 27 TO JUNE 1.

READING'S SHOWS

Shows—Miami Beach, Midport, Fall or Big Shows, Concessions—Horse Jocks, High Blinks, Spang Dams, Knigs or Cane Race, Salt Dams, American Paints only, Outrigger, Dash Ponds, Lead Gallop, Show or Local Concessionary, Portland, Tenn. (See Reading's Festival dates, May 23-24-25. Kentucky dates to follow. W. J. WILLIAMS, Insp. Ad. Data for B. S. Lynch.)

Tell the Advertiser in The Billboard Where You Got His Address.

mor. Vt. reports Slick Russell. She will continue to operate the cookhouse at faira, however.

J. E. RUSSELL tells from Springfield, Mass.; "I believe this city is hungry for a carnival, for it's been without one for a long time. There's a good location near the electric car barn.

"WHAT special agent has always nursed a secret ambition to be a g. a.?" asks greaser. "Me? What one hasn't?"

CONFINED in T. B. Hospital, Leeds, Mo., where he will be forced to remain for a year is Mrs. Pete Van Litz Snyder, reports Ruth Martone from Salina, Kan. She'd like to read letters from friends.

A MEMBER of Streets of Morocco Show on Zachari Bros.' Shows, Jackie Briggs entertained her mother, Mrs. C. E. Briggs of New York, while shows were playing Barnesboro, Pa.

BIZ to go for this season has even the billy cals going to their headbooks and taking to themselves.—Annie Fay.

HAVING CLOSED with Blue Ribbon Shows, Ray Rayette recently joined Wendel Kuntz's Ten-in-One Show on Ben Williams Shows. Engagement marks Rayette's first appearance in the East. Tommy Larson is doing inside lecturing.

LOU-LOUETTE, who has the annex on T. J. Tidwell Shows' side show, had Mr. and Mrs. Slim Johnson as house guests



SHOWN HERE after they had taken marriage poses in Glenside Park, Ill., on April 29, are Mr. and Mrs. Poulder River Ben Herr, Bride is former Ruth Kitcher, waitress, Jacksonville, Mo., and Ben is a knife thrower and sherpshooter, formerly with Groves Greater Shows. Ceremony was performed in groom's trailer and attended by Bill and Peggy Deatrick, of Blue Ribbon Shows.

for a few days while shows were playing Berger, Tex. "Expect to open my Laugh-at-Life Show this winter," Lou advises.

Truck shows crossing State lines to come under Interstate Commerce regulations—see page three of this issue.

J. W. HARTOGAN JR. scribes from Morgantown, Va., that he and B. V. McCombs' recent visits visited Gooding Greater Shows in Fairmont, W. Va., and Johnny J. Jones Exposition in Uniontown, Pa.

FORD MUNKER, vet of many an athletic show arena, has been appointed to handle The Billboard sales on Zachari Bros.' Shows. He's also operating a new sound car, while Mrs. Minger overs the photo gallery on the midway.

COOKHOUSE Gossip: "He's not trustworthy but the boss MAO to have someone ahead of the show."

WHEN John R. Ward Shows day and dated Mills Bros' Circus in Charleston, Mo., Father Lester, of John Hutchins Modern Museum with the shows, exchanged visits with Bertha-Bert, of the circus.

CAPT. T. AND MARJORIE SMITHEY, with their trained chain, Princess Marie, left West's World's Wonder Shows in Jackson, Tenn., for New York to join Hubert's Museum, reports Roland W. Richards.

is the fact that a small kind of show has topped the great 22-people-foot galaxy a reflection upon intubance of the public or upon that of showmen?—Oscar, the Ham.

WHILE West Coast Amusement Co. was playing San Jose Calif. Mr. and Mrs. John Vallee entertained 20 guests at a dinner in their home there. Honored guests included Mike Krokos, Louis Lee and Mr. and Mrs. Louis O'Neill.

MR. AND MRS. E. O. KINSKEY report they booked their cookhouse and grab stand on Motor City Shows. Besides the Kinakeys, staff includes Bert Miller, kitchen man; Frank Boywah, waiter, and Dan Latina, griddle and fry cook.

"I'm thinking of writing a book to be titled "The Boss's Wife—Or If It Turns Out To Be a Money-Maker I Must Have the Ex on It."—Smackover Slim.

AFTER wintering at W. T. Stone's Chimney Corner, Near Richmond, Va., Mr. and Mrs. Y. E. Trout joined Ben Williams' Shows, where Trout is painting and building fronts for various shows and rides.

FORMER PICTORIAL and scenic artist with Keynotes, Winters Exposition and Art Lewis shows, Roy G. Stark, will not return to the road this season, he having assumed duties as pictorial artist with Atlantic Sign Service, Norfolk, Va.

FAMOUS last words: "Our former agent's route of old worn-out spots was a. g., but we decided to play 'em for want of anything better."

CONCESSIONERS reporting fair business at Hilderbrand's United Shows No. 1 Unit's stand in Salina, Calif., recently were Florence Appell, Ralph Belmont, Clyde McGahn, Myer Nelson, Louis Restick, Peter Richards, Al Bozarth and Cleo Qualla.

VET TEN-IN-ONE SHOW operator, Tiny Gouldsberry, is confined at 326 West Oglethorpe avenue, Savannah, Ga., with cardiac heart disease and will have to take complete rest there, reports Mrs. Mildred Gouldsberry. Tiny is anxious to read letters from friends.

TO SOME press agents, it is better to mention that one person has joined the show than to report that six have left to join other shows?

A DANCE sponsored by Jackson Brothers and Bob Day held in Rainbow Gardens on Elite Exposition Shows in Council Grove, Kan., was first social event of season, reports Don Polts. All reported a pleasant time, and Nobles' Side Show band provided music.

FORMER PUBLICITY and banner man on Woods & Knox Shows, Ralph Murch and Walker Ferguson visited The Dribble Office on May 14 and reported they planned to head inland and probably join All-American Exposition Shows. They recently were employed for a few months on the S. S. Manhattan.

"OUR special agent was a good egg, even if he couldn't agree with the g. a. He never charged us a penny all season for room reservations."

WILLIAM (BILL) FIELD, of The Uniontown (Pa.) Herold-Genius, has been appointed honorary press representative of Johnny J. Jones Exposition. Honors were conferred on Field by Starr DeBelle, publicity director, and other staff members of the shows during the stand in Uniontown.

HAVING SIGNED his lion act as free attraction, Capt. Billy Sells-joined Arena Shows, which opened the season in Butler, Pa. He'll perform about nightly in a steel arena, and three recently born cubs are being exhibited. All trucks, equipment and props have been repainted.

IN 1939, "Yes, we'll have a new cookhouse next season. This one has seen its best days and so has its manager." In 1940, "We booked our cookhouse and figured it would be the lever of two evils."

PRESS REPRESENTATIVE with Vic Horwitz's Motor City Shows, Harvey (Doc) Arlington scribes from Bay City,

EVANS MONEY MAKERS

Only on Evans 40 Years' Experience for Latest and Best Amusement Equipment.

SHOOTING GALLERIES
IMMEDIATE DELIVERY.
Complete Line of Shooting Galleries.
Supplies for All Shows.



EVANS DICE WHEEL

One of the most popular wheels. Has double size 25" in diameter. Frame of wood is covered with glass and ornamental metal work, handily placed and polished. Write for Prices.

PADDLE WHEELS \$10.00 UP of All Kinds

FREE 1940 CATALOG
H. C. EVANS & CO.
1520-1530 W. Adams St., Chicago, Ill.

COME ONE COME ALL!

A lot of dollars will be passed over the counter this summer. Get your show with delicious-looking POPCORN.

EXCELLENT POPPING CORN GLUCOSE COLORING SHREDED COCONUT

Immediate delivery. E. GERRY, INC., Dept. F, 238 Market St., Philadelphia, Pa.

12 QT. POPCORN POPPER ONLY \$14.25. Regular price \$15.00.
10 lb. Fat-Free Popcorn \$3.95 cat.; Whole \$4.95 cat.; Flaked \$5.95 cat.; 50 lbs. \$46.00; 100 lbs. \$22.50; 25 lbs. Boxes, \$9.70; 50 lbs. Paper Bags, \$8.50; 100 lbs. \$8.50. Write for CATALOG and "POPPY-D-POP".
ROYALE POPCORN CO.
4838 W. 135th, Glendale, Cal.

RIDES OPEN

For the Week of July 31.
Bingo Wheels, Merry-Go-Round, Chairlifts, Kiddy Rides. Also Popcorn and Candy Pops.

J. H. DEALING

TORAWANDA, N. Y.

GAMES WHEELS-BINGO

A COMPLETE LINE OF FLASHERS, WHEELS, PAPER PADDLES, SKILL GAMES, HORSE RACE GAMES, CLUB ROOM EQUIPMENT, BINGO CARDS AND BINGO GAMES. HUNDREDS OF OTHER CONCESSION GAMES.

WRITE FOR CATALOG

WM. ROTT MFG. • 142 WEST 24TH ST., NEW YORK CITY

Direct From the Lots

BY THE SHOWS' OWN NEWS REPRESENTATIVES

Johnny J. Jones

(Railroads)
Uniontown, Pa. Week ended May 11. *Business, good. Weather, fair.*
With arrival of shows here there was much speculation in press and show circles as to whether the anti-carnival ban made by District Attorney Vance Cotton of Fayette County would hold good. Fayette County's District Attorney proved himself to be not a hater of traveling outdoor shows but an advocate of clean amusements. Nightly he and his party participated in the fun and variety of entertainments provided by shows. During the engagement all concessions and other attractions worked as usual, without change in mode of operation. To members of the press, Cotton said, "The Jones midway is the cleanest I have seen." Organization was sponsored by Veterans of Foreign Wars Post and business thru the week was big when weather permitted. On many nights the front gate registered higher than in 1939, with show rides and concessions holding up accordingly. More new canvas, including a new cookhouse, top for Joe Billy's Midway Cafe, arrived, and show's neon plant is working over.

Dee Lang

(Motors)
Galesburg, Ill. Two weeks ended May 11. *Business, fair below normal. Weather, variable.*
Rain, cold and wind almost blighted out shows' two-week stay here. Except for a few nights of fair play each week and the usual good children's Matineé and pony giveaway each Saturday little spending was done. Despite the inclement weather, building has progressed fairly well. New panel fronts for Midway shows have been completed and one set in production for Blue Hawaiian Revue. A new tractor and trailer unit was delivered here and builder P. E. Waugh is almost finished with the new water trap and electric wash. Tommie Thompson is in charge of the Monkey Circus, while Joe Billy has enlarged his Monster Show. Additions here included Baby Lee, his girl, and John Mathias and family, he to become foreman of No. 1 Ferris Wheel. Legion co-operated. Messrs. Moon, Dexter and Spyanon ably handled the ticket takers and advertising problems.

Kans Expo

(Baggage cars and trucks)
Baltimore, Eight days ended May 4. *Location, good. Business, good. Weather, good.*
Weather finally gave shows a break and good attendance prevailed nightly. Children's matinees on two Saturdays were well patronized. Almost everything did a good volume of business. New Silver Strak ride was popular; Ed DeValde's Hollywood Models did good business for the week and Bill Goodbreach's Motor Circus was right behind. Men and Pop bands joined here with their waffle store. James E. Strates and W. C. Kaua shows played near by, and numerous visits were exchanged with Ed and Bob Lyons, who came with his kiddie Chairplane, and Tony Lucas was added to the Tilt-a-Whirl crew as second man. Charles Lens visited, as did Victor Palmer, General Manager of J. Kaua visited quarters in New Orleans. The visiting showmen included Al Derringer, Pat Rodding, William Collins and Miss Rosita. **LESTER KERN.**

World of Mirth

(Railroads)
South Philadelphia, Week ended May 11. *Location, League Hill Park. Business, fair. Weather, variable.*
Rain on the best days and Saturday hurt show's local stand and this year's good fell a little short of 1939. Soft and sandy lot presented a major problem, as wagon suits to hubs on far side of the station. Situation, however, had been met before by Lot Superintendent Harry Hauk and everything was ready for Monday night's opening. Jerry Greenlee joined to handle Octopus and Walter Hunter Castle opened with his pit show. Mrs. Frank Anderson's sister, Lucretia Hauk, visited for a few days.

Mrs. Jean Walker, whose husband is treasurer of Cethin & Wilson Shows, visited her mother, Maybelle Kidder. General Manager Max Linderman left on a business trip, as did General Agent L. Harvey Cain. Ethel Purdie was released from Frankfurt Hospital, where she had been suffering from pneumonia and was taken to her home in Hartford, Conn., where she will remain for several weeks before joining husband. Earl B. Z. Vann, veteran showman, has the pony ride. Contracting Agent Gerald Sneltons will be joined by Mrs. Sneltons soon. Visitors from Eddy Exposition Shows, playing North Philadelphia, were numerous. Other visitors were Ralph Hankinson, Ralph Hankins and Phil Plant. **VIM McHUGH.**

Edny Broo

(Baggage cars and trucks)
Philadelphia, Week ended May 11. *Location, circus grounds. Audience, American Legion Post. Business, very good. Weather, rain Saturday night.*
Records for past four years here were broken despite rain on Saturday night. Holoplane again led rates and Dick Nuter's Aloha attraction, topped shows. The writer introduced an original promotion, titled Junior Dorevolds of America, a kiddie club. Mon. Harry S. McDevitt, Judge of Philadelphia Court of Common Pleas No. 1 and Robert A. Mitchell, traffic engineer,

tucky O'Ve Man; Mr. and Mrs. William Cooley, pean' g'g; Mr. and Mrs. James Williams, ball and bottle games; Mr. and Mrs. Crawford, milk bottle game. Gus Bethune has spotlight and fans for the cookhouse. Bill Brown is lot man again after a two-year absence. Mr. Goodrich was ill with the flu but is greatly improved. Mr. and Mrs. A. S. Bryger, second agent and wife, are all smiles over the return of Sonny Brewer from school. Virginia McEneaney is expected this week after being graduated from school in Jackson, Tenn. Ruth Reno Williams reports her mother is very ill in Metter, Ga. Mr. and Mrs. Maurice Jarvis visited their folk at Lexington Sunday night. Art Sorrell added new equipment to his sound truck. J. F. Sparks, owner, and Billie Dolan, general manager J. F. Sparks Shows, visited. John Denton purchased a new green top for his bingo stand, which has been having an unusually good season. Manager P. H. Bee Jr. celebrated his 36th birthday anniversary by playing host to show-people at a big feed in the cookhouse Sunday night. **RAYMOND R. HULL.**

Southland Amusements

(Baggage cars and trucks)
Beaufort, N.C., Week ended May 4. *Location, American Legion Post. Business, fair. Weather, variable.*
Everything was ready for shows' opening here, but rough weather greeted

Kelley and Helen Stearns as models. Club Chocolates, managed by Doc Anderson, did well here. Top money went to Clyde Davis' World's Fairest Revue. Leota LaDell is producer and Carl McDowell bandmaster. Monksland Circus, with Capt. Leon Hubbard as the helm, is doing well and Miss Patsy, chimp, is popular. **WALTER D. NEALAND.**

Art Lewis

(Railroads)
Hawthorne, N. J., Week ended May 11. *Location, Weidmann Oval. Audience, Air department. Business, excellent. Weather, fine except Saturday, rain. Ten-cent gate.*
Shows chalked an excellent week's business despite rain on Saturday night. Attendance increased nightly, as did business. Thursday night Art Lewis emceed the Jamboree in capable style. Gene O'Donnell arranged the program, which included a military opening, march by Scouts and Army Lewis' plea for the National Showmen's Association Cemetery Fund garnered \$214.75. Mrs. Allene Morency and Mrs. Julia (Marr) O'Donnell greeted and entertained these members of N. S. A.: Midge Cohen, Irene Green, Dorothy Pactman, Ethel Grossman, Edna Laures, Helen Rothstein, Lillian Brooks, Stella Peaberg, Kate Buet, Gene Windage, Blanche Henderson, Leah Greensoop and Lillian Forbes. Cotton Club Minstrels presented the second half of the program and show broke up about 3 a.m. Mr. and Mrs. Lewis Strand Lewis' family and other visitors included Matthew Riley, Bea Williams Shows. Charles Lewis did banner business with his frozen custard. E. H. Braden's funsters had a good week. Dr. J. K. Bowman has list of ailments on his hands. All are minor cases, however. Jarline Barkool has beautified his cookhouse. Johnny Podzela is a new rider on Circuit of Death attraction. Percy Mowery is usual in plenty busy. Morris Stokes is doing a good job in advance. Patterson Coll, News and Eagle were liberal. **DICK COLLINS.**

Erie B. Hyde

(Baggage cars and trucks)
Hopewell, Va. Week ended May 13. *Location, McDevitt's showgrounds, West of Hopewell. Audience, Christopher Columbus Lodge. Business, light. Weather, variable. Pay gate, 10 cents.*
This stand was spoiled by cockeyed elements. P. Bastle, committee chairman; officials and newspaper co-operated. Electrical storm and blowdown hit shows Wednesday night but no one was seriously injured. General Manager Hyde arranged for new canvas and other necessary replacements. Wednesday night's Thursday afternoon's business was local. Bicyclore revealed that three men on shows could use canvas and they worked like Trojans to put tops in condition for re-erection. Canvas department is headed by W. C. Burnwell, who has been service with Johnny J. Sage Exposition, Mighty Sheeley Midway and others. **MO JACKSON.**



BANDS WITH CARNIVALS can be seen off the lot as well as on grounds, as is evidenced by the above photo. Helen's Band on Gooding Greater Shows, which does street work on a special decorated truck. Left in right on band truck are Manny Houghton, Tige Hale, trombones; Ed Wister, Frank Brooks, clarinet; Claude Myers, clarinet; Jack Fogg, bass; Charles Fornier, baritone; Gene McVayshon, Rolfe Hyde, drummers. Since photo was taken Dorey Thomas, French horn, has joined.

officiated. Papers and wire services covered. Duke Drunkenbrod is slated to join next week with a Ten-In-One show featuring Ward, magician; Leopold, leopard-skin man; Aloha, alligator boy; Scotch band; Swiss bell ringers; Volco, electric marvel, and sword box. Lorin will assist the manager with his Chaisson and T. Pence on tickets. Visitors included Mrs. Annie Gruberg and daughter, Mrs. Edith Margolia, Claude A. Lord, mayor of Portville, Bob Galie, department store tycoon, headed a delegation from Schuylkill County. Edmondoo Zeechini called on his sister, Mrs. Vernon Korhn. Other visitors were J. Allan Garry, Doylestown Fair; Jim Derringer, Mr. and Mrs. George Berman and daughter, Rosalind; Mr. and Mrs. B. M. Patrick, Mr. and Mrs. Leon Eddy, Art Eldridge and Herman Loesch and family. A new truck for transformers arrived. **ENNY BECKWITH** made a good lot layout. **OLENN IRKTON.**

F. H. Bec

(Baggage cars and trucks)
Cynthiana, Ky. Week ended May 11. *Business, good. Weather, cool.*
Extra cool nights held down usual attendance here, but shows played to several thousand on Saturday night. Shows, concessions and rides obtained good play. Renfro Valley Barn Dance troupe visited. Erwood Dillon, manager Maysville (Ky.) Fair, visited, and Mr. Wyatt, with Edgett Show, joined along with Mr. and Mrs. Charlye Carper and their rat game. Mr. and Mrs. Olen McInosh; Ken-

shows at got-away. Business on the whole was fair and sponsors co-operated. Shows remained a few nights longer than scheduled to accommodate the children on Sunday. Weather was variable thru-out. **HARRY T. WILLIAMS.**

John H. Marks

(Baggage cars and trucks)
Charlottesville, Va. Week ended May 11. *Location, Ridge street showgrounds. Business, good. Weather, variable.*
For the 18th annual spring, shows chalked good business here in variable weather. Monday's temperature registered 93 degrees, which continued until Thursday, when it turned cold and remained that way until close of the engagement. Saturday night, with some 8,700 paid admissions, was the best of the week. A heavy rainstorm hurt Saturday's Children's Party, sponsored by Station WCIV. Showed radio unit broadcast Tuesday afternoon over Station WCIV, with Pat Padgett and the writer at the controls and Leota La Dell, Captain Blondin and Carl McDowell participating. Band and orchestra also were off hand. A party of friends from Richmond spent Wednesday night on the midway as guests of Owner John H. Marks and Willie Lewis. A new sound truck arrived here. Bill Marham is in charge. Artist Bob Bims has completed repainting work on the main entrance arch. Tommy Thompson is managing Parlatan Casino Revue and Maxine Thompson is the producer, with Vera

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315 W. 47th St. N.Y.C.
PHONE CIRCLE 5-9861
GREATEST VARIETY OF FLEUR WARDROBE
COMPLETE CHANGES FOR 52 WEEKS IN STOCK
★ AMT SIZE SETS. UP TO 24 EACH. ★

WANT CLEAN CARNIVAL
8 Days. Drawing 50,000 People Daily
American Legion State Convention
WEEK JULY 22
We Want You Guaranteed!
C. LUCIA, Chairman
20 Broadway, Norwich, Conn.

OWN YOUR HOME! —A VAGABOND



It's the Ideal Mobile Dwelling!

Travel America the smart new way, by Vagabond Coach. Comfortable as good hotels but without hotel expense. A Vagabond Coach goes anywhere! It's substantial, built for long life, equipped with every modern comfort and convenience. For a summer vacation trip, or for regular traveling on "show business," it's the greatest institution you ever saw. It keeps cool in summer, warm in winter, with its double walls, double floors, and insulation. Exclusive circulating heat system, optional at extra cost. Sizes 16 to 24 feet with variety of interior arrangements. Magnificent new 24-light Tandem Model just announced is a super de luxe four-wheel beauty with every modern comfort you can imagine. Send for new sheet on this model to you in your 1940 Vagabond Catalog.

Enjoy Comfort This Summer

GET FREE 1940 CATALOG illustrating all models; giving detailed specifications, illustrating Steel Chair, Steel Turrot Top and bows, luxurious beds and furniture, heating and cooling equipment, ample wardrobe space, modern floor coverings, draperies, decorations, 5-seat paint job in attractive new colors; many other features. National list of dealers included, where you may see the Vagabonds. Write today.

See EXPECT More In A Vagabond, and See GET IT!
VAGABOND COACH MFG. CO.

645 Grand River Ave., New Hudson, Mich.

Here It Is...



—the NEW Kozy Coach with the seamless Turrot Top that all America is talking about! There's room galore to relax in its big comfortable interior —plus many ingenious features that make "keeping house on wheels" so easy in a Kozy. You'll marvel at its towing ease. Every bit of Kozy construction is rugged from stem to stern—you know you're safe as well as comfortable in this year-after-year favorite of travel-wise Americans.

Member Trailer Coach Manufacturers' Association

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18202 Reed Ave., Kalamazoo, Mich.



"Home"
EVERY NIGHT THAT YOU'RE ON THE ROAD!

"ANYPLACE IS HOME—WITH A SCHULT TRAILER" means a lot to showmen who spend weeks on end, touring with their outfit. A Schult affords the maximum of home-like comforts and convenience. Comfortable lounge, real bed, and complete privacy. Large closets for clothes and costumes and lots of drawer space. Efficient oven stove... Refrigerators... Showers... Toilet. Many exclusive features. Eight models with 28 different interiors. Because Schult is the world's largest trailer builder, you get best quality for your money. Write for big FREE CATALOG and name of dealer.

SCHULT TRAILERS, INC.
DEPT. 208 ELKHART, INDIANA

SCHULT TRAILERS

is special-agent G. Watson Scott is managing Life Show and operating pop corn, peanuts and candy apple concessions. Writer is based in the office. **Chase City, Va. Eight days ended May 6, Location, downtown opposite Mecca Theater. Auspices, Volunteer Fire Department. Business, profitable. Weather, variable. Pay 60c.**

No showing Sunday for carnival or theater. Theater management, merchants and committee co-operated. Show were rained out Thursday night, but midway was packed Saturday from late matinee to midnight. Flying Lamas, fire act, clicked, and Charles Phillimon's cockhouse sold out early Saturday night. Harlem Beauties topped shows, while Ferris Wheel and Merry-Go-Round led riders. Main entrance facade is brilliant with color and illumination. Building, painting and art work is in progress all over the lot. A. T. Doss visited and new the lot. Herbert Wiggins, general agent, left to check upon bookings. General Manager Hyck is busy with plans for shows' enlargement for early fall season, and committee co-operated. Shows were Charles H. Sutton, concession manager, is popular with personnel. Shows plan to play Virginia territory until early June and pay-rate policy will prevail. Lewis H. Travis, board carpenter, is handling The Billboard sales and mail. Jerry Reynolds, transportation master.

Gold Medal

(Motorized)
Vincentia, Ind. Week ended May 11. Location, D. & O. showgrounds. Auspices, First Regiment Band. Business, excellent. Weather, clear and warm. A 100-mile move, from Mount Vernon, Ill., saw shows up early-Sunday and several hundred gathered to see set-up-up activities. Shows opened, Monday night under clear, warm skies, with committee co-operating and to excellent business, which increased nightly. Owner Bloom is using plenty of newspaper space for his featured matinees to good results. Sponsor's band gave a concert

each night at show's main entrance and also paraded abroad a hour before gates opened. Flying Fishers joined here and was popular. Visitors included H. O. Dick Steadley, old friend of the writer, of Cole Bros.' Circus; Pat Purcell, of Jimmie Lynch's Dick Dodgers; Mr. and Mrs. Philip Heide; Cliff Steele, fair secretary of Princeton, Ind.; Barney Kern; Clarence and Ray Flores. Maurice, Thelma and Betty Frenzel left here for Evansville, Ind., where Maurice accepted a position with a construction company. His mail and The Billboard sales agent duties have been taken over by Charlie Sullivan. Bill and Pauline Dunn visited relatives at near-by Princeton. Happy Graft and his wife who will ill in an Evansville hospital. W. J. Lake, accident operator, left on a brief trip to his home in Milwaukee. Dottie Moss added two girl stunts to her Thrill Parade.

Mighty Monarch

(Motorized)
Pennings, Gap, Va. Week ended May 11. Location, ball park. Auspices, Miners Ball Club. Business, good. Weather, fair.

This was the first time in writer's experience in show business that a show laid over for another week because of extremely bad weather, and business held up to par. Attendance was up to expectations midway of exceptional business. Highlight was the crowning of the queen of the Miners Ball Club, Jack A. Purcell was presented a season pass to an Appalachian League game by league's president. Show took delivery on their new Ten-in-One top and marquee from Dixie Tent and Awning Co. Six new trucks are giving satisfactory service. Nick Patron's cockhouse continues popular. Jake Shapiro vice-chin, Mrs. Roland, who has been in a hospital for some weeks, will join shows at Princeton, W. Va. N. C. Roland returned here from an extensive booking trip.

West Bros.

(Motorized)
Ottumwa, Ia. Week ended May 11. Location, West Second street lot. Auspices, Trades and Labor Union. Business, good. Weather, some rain. First Iowa spot started with a bang and all departments checked for the first time this season. Attendance was heavy of season so far although nights were cool. Monday night gave smallest attendance by a sending in the crowd, although the expected rain came, and despite steady drizzle several hundred patrons braved the elements, with Skooter enjoying good play. A good crowd turned out Wednesday night, with all departments playing. Thursday was the banner day of the week, with Skooter, Rolloplane and Tilt-n-Whirl chalking their best night of the season to date. Friday night a penetrating wind crowd down but, ride got good play, with Rolloplane topping. Bert Neville's High-Alt Revue and Speedy Wood's Motordrome topped shows. Saturday afternoon attracted big crowd, with Skooter, Rolloplane and Orphans were guests of the shows at the matinee. Before they left Owners J. W. Laughlin treated the group with ice cream and candy. Writer's wife and daughter arrived on a business trip to the summer. Visitors included Deady Harris, Matt Dawson, Bill Grund and Pat Harris.

Patrick's Greater

(Motorized)
Pendleton, Ore. Week ended May 11. Location, Storer's Corners. Business, fair. Weather, fair.

Move here from Yakima, Wash., was made via Patterson Ferry on schedule, but because of small lot erection took a little longer than expected. Shows delayed until Tuesday night. American-United Shows were playing on a near-by lot and there was much visiting back and forth during the week. Mrs. Duggan, Patrick's chairman of the board, Mrs. Mr. and Mrs. Chuck Case joined with their photo gallery and Happy Lobb is back with his Hoop-la. Bert Meredith, daughter of Mrs. Meredith, went to Yakima, Wash., for a visit with his family. Don Lombardi's new grand stand attracted much attention. Don Meredith, Merry-Go-Round foreman for several seasons, has been appointed transportation superintendent and master mechanic. Glenn Smith, formerly assistant on the Merry-Go-Round, is now in charge of the ride. Oran Owens has been moved from side-wall man to second man on the

Loop-or-Plane. Jack Arnot completed work on franks for Dancers of the World and Dettie's Garden shows. Kenny Jones, tattoo man, joined the side show. Al Custer and Bob Custer, fire-eater and magician, respectively, are proving popular. Visitors included Jim Kitterman. Zerado Troupe purchased the pop-corn concession from Mac Merritt. Yakima, Wash. Shows ended May 11. Location, near lot on Selah Highways. Business, good. Weather, fair. Ten-cent gate.

With fair weather most of the stand shows chalked the best date of the season so far. A radio and newspaper tie-up with Dr. Cowen brought crowds of school children into the downtown district. The best distribution on East Sunday morning before shows opened. Matinee was the largest in point of attendance and revenue shows ever enjoyed. A number of visitors came from International Shows. W. Schoe, Mrs. George French, wife of one of the owners of International Shows, visited. Capt. Eric Van Der Wall, whose lions are at the shooting pens that his band had tied (See PATRICK'S GREATER on page 73)

Zacchini Bros.

(Motorized)
Altoona, Pa. Week ended May 11. Location, Driving Park. Auspices, W.V. Post Band. Business, good. Weather, fair. Shows two days; cold during remainder of week.

Sponsors co-operated and weather was pleasant Monday and Tuesday nights and produced a jammed midway both nights. Temperature dropped during Tuesday night, but the show business. Hugo, Bruno and Mario Zacchini arrived from Chicago Tuesday. Emanuel and Teobaldo Zacchini left to join James E. Strates Shows. A parade started at 10 o'clock on Wednesday night. The Altoona Tribune was liberal with space. Bill Mabon, of The Tribune editorial staff, was dinner guest in the cockhouse Wednesday night. On Tuesday night 100 Tribune newboys were guests of show. Members of the Good Fellowship Club held a meeting Wednesday night after closing. Good acts and plenty of variety were members well entertained. Tex Estridge, snake show owner, was taken to a hospital after being stricken seriously ill. During the previous week Bertie and Ed were exchanged between a Huntington hospital suffering with pneumonia. Bertrigg's frozen custard stage joined the latter part of week.

Hilderbrand's No. 1

(Motorized)
Salinas, Calif. Six days ended May 12. Location, Alisal at Pearl streets. Auspices, L. L. L. Business, good. Weather, fair, but cold at night. Pay gate, 10 cents.

Altho shows were some distance from main section of Salinas, attendance was gratifying. City officials co-operated and advertising campaign conducted by Spectator was very successful. Business accounted for good attendance. Salinas Index-Journal was liberal with space. Owner O. H. Hilderbrand and Burt Warren returned from a business trip to Los Angeles where he was recuperating from a recent illness and reports she will return at Angels Camp. Charles Marshall is expected to leave the hospital. Jim Qualls celebrated his birthday anniversary. General agent Lucille King visited two days and then returned to San Francisco. Mr. and Mrs. Earl Richardson added their new grab stand here. Shows were exchanged between Krokot's West Coast Amusement Co. and Kelly's United Shows. HUBACC Club held its weekly meeting and then returned to a local cafe for refreshments. Secretary John Hobbay visited Motocycle on business. Helen, Mary and Carrilla Gonzalez left for Detroit to visit relatives. Aubrey de Pellaton, of Oakland, visited the writer. Mr. and Mrs. Ralph Balcon visited the writer. General agent Mr. and Mrs. George Vanderhoof entertained several members at a duck dinner. Privilege car, under management of Thomas Miller and Johnny Gonzalez, chalked up a record for the week. Shows were a few days in Los Angeles visiting friends. Mrs. Mae Stewart entertained several guests in her trailer at dinner. The writer and Lucille King spent a day visiting friends at the Hotel Elmore in Monterey, Calif. Lorraine, Miller joined the McCann concession.

San Luis Obispo, Calif.

Six days ended May 5. Location, Palm and Olive streets. Auspices, L. L. L. Business, good.

weather, foggy and cold at night, hot during day. Pay pole, 10 cents.

From opening night, huge crowd arrived from Pismo Beach, Santa Maria, Pismo and Orroy Grande to witness performance of Hilderbrand's Wephantha, Capt. Bill Polk's Lona, the Hollywood skydivers and John Wynn's performing dog free acts. Admissions totaled 4,657. Many recreational advantages now by had showfolks on the go constantly. Aiding in increasing attendance were the contributions of the P.F.A., Boy Scouts and 1,900 National Guards camped near by. Hazel Fisher was rushed to her home in El Cerrito, Calif., where she is suffering with pneumonia. She was accompanied home by Verma Seeborg, Charles Marshall is improving. George and Jessie Vanderhook celebrated their anniversary. O. H. Hilderbrand and Burt Warren are off on a business trip to Boston. Ida, HIBBACCO Club held its weekly meeting, with Jessie Vanderhook as hostess. Mr. and Mrs. Peter Richards added their new radio set. Florence Appell directed a business trip to San Diego the midway, and Mr. and Mrs. Earl Richardson added a grab stand. The 250-mile jump from Pasadena, Calif., was made without incidents and all arrived in time for opening night. Mrs. Ruby Morgan entertained several showfolks at a local night before their departure for Solana, Calif. Mr. and Mrs. Ralph Belmont entertained at a clam bake at a successful public sale. Pismo Beach. General Manager and Mrs. Manfred Stewart visited friends in Santa Maria, Calif. Rides did fair, while Mr. and Mrs. Earl McCann's Athletic Show topped the show. The McCann occasional did fair, as did Al Bozarth's and Louis Restelli's. The writer visited Pismo Beach, the scene of his activities May 23-25. Byrd Nelson entertained his mother from Ocean City, all week. A scenic trip to Kerns Bay was made by 20 showfolks. Mr. and Mrs. Cleo Qualls built a new concession. General Agent Bill Nelson, 1000 Broadway, New York, sea-quarantined at the Ambassador Hotel, San Francisco.

WALTON DE PELLATON.

Elite Expo (Motorized)

Oceanic, Kerns. Week ended May 4. Location, Yosemite's 10 acres. Auspices, American Legion Post. Business, fair. Weather, bad.

Run here was made in a rain continued all Sunday. Tuesday night was lost to rain and cold. Weather was okish remainder of week. Thursday afternoon Capt. Charles Rotolo played host to the inmates of the State Hospital and shows and rides operated all afternoon. Opal, wife of F. C. Boyle, joined here. John Ella, athletic show operator, who has made the big time in California, was suffering a relapse Saturday and was rushed to General Hospital, Kansas City. Mo. Roy Coote and wife joined Saturday. Capt. John Hart left Saturday night to make a business trip. Celebrations with his wild animal act. Visitors were Fern Roberts, Charles Elliott and Mrs. A. Dixon. Newspapers and committee co-operated. DON POLTZ.

Mac's Caravan (Motorized)

Medmont, Mo. Week ended May 11. Location, city hall lot. Auspices, American Legion Post. Business, fair. Weather, fair.

Rain and cold weather most of the week at a night. The show was at the Emerson. is The Billboard sales agent Doc O'Malley's Animal Show slacked, as did Jack Outh's Steer Show. Mix-Up topped rides and Dad Laughter's Kiddie rides did well. Bobby and Beanie Bragg's bingo did concessions. Emily and Alabama Ball's cookhouse reported good results. Sam Karas was satisfied with dart and fishpond results. County, city and local officials, entertainers and showmen. Superintendent Eddie Hill is doing a good job. Swede Hansen and wife joined here. Swede going with Jack Carroll's Athletic Show. Women on the shows held a picnic and among those present were Mrs. Mae McNeese, Mrs. S. O. Emerson, Mrs. Beebe Johns and son, Steve; Mrs. Edna Hill, Mrs. Lou Moore and Miss Johnnie Chancey. Owner McNeese was on the job.

Greenville, Mo. Week ended May 4. Auspices, soft ball club. Business fair. Weather, rainy and cool.

Joining here were O'Malley's Wild Animal Circus, Sam Karas with fishpond and A Belker's dart. Tuesday a cloud-burst and high wind hit the show but no damage was done. After hard work on the part of Owner McNeese

and all on the shows. lot was put in shape for Wednesday night. Manager Williams, of a local theater, had members of shows as his guests Sunday night. Mrs. Blackie Hood is able to be up and around after serious illness. Owner McNeese and Dad Laughter went to Popcorn Bluff for a new motor for the baby ride. Visitors included Charlie Oliver, Oliver Amusement Co., and Jack Rooney, Golden Arrow Shows. Bill Pike added a cane rack to his other concessions and Ernie Craig set out gallery. J. F. MALONE.

Alamo Expo

San Angelo, Tex. April 29-May 4. Auspices, American Legion Post. Business, fair.

Date was one-third off from previous seasons, but excellent turnout for the public wedding Friday night and Gift Night, Saturday, rounded out the week in good shape. Members were grieved to learn of the death of former member, Roy MacCurdy Sr. Concessions exhibited in shows roster are Mrs. Babe Ranco, Tony Pellegrini and Steve P. Handing. Johnny Graves is receiving swell co-operation from members because of splendid display in his cookhouse. Fay Reynolds added ball game here. Standard Times co-operated. Speedy Dawkins is doing well with his new motorhome. Hypo Denelick built a pet show concession here and Bill Crook purchased new trailer and car. Albert Wright, business manager, was entertained by local businessmen's club. Louis Ringel, general agent, returned here. LARRY MULLINS.

J. F. Sparks

(Motorized) Richmond, Ky. Week ended May 11. Auspices, American Legion Post. Business, good. Weather, fair.

Owner-Manager Sparks' faith in this town, which occasioned a 200-mile hop from Dallas, Tex., was rewarded by good business given shows thruout. Aitho results were 23 per cent below those of previous years in the same spot, it was shows' first good week this season. Under direction of show manager Bill Nelson, co-operated, as did The Richmond Register. Lot was bad, causing much difficulty in setting up rides, but all did well, with Till-a-Whirl leading. Mrs. Sparks' bingo did well and Wally Batts's Revue topped shows. Kiddies' matinee Friday and Saturday were surprisingly well attended. B. G. (Alabama) Freeman, accompanied by wife and daughter, Betty, joined. He operate a concession. Mrs. Freeman to run their novelty stand, assisted by Robert Burns. Mrs. D. D. Hale added a penny peat. Working it with her is Mrs. Phil Archer. Correll Smith joined as second concession man and Rutan Foster was added to Blake Sherwood's Merry-Go-Round crew. Cyclone Nelson joined Teddy Beta's Athletic Show. The writer went to Indianapolis on business first of week, and upon his return at his home in New Albany, Ind., to visit his parents and friends. Bingo caller Bob White received a pilot's license from Department of Commerce during week. Joe Steen is handling The Billboard sales and mail. Aunt Ivy and Little Clifford, the Coon Creek Orky, and Blim Miller, of the Reno Valley Barn Dance, visited Joe here. Other visitors included Mr. and Mrs. Edward Dillon and O. V. Wilbur. RAY ALLEN.

West's World's Wonder (Railroad)

Jackson, Tenn. Week ended May 11. Location, South Main Street show grounds. Auspices, Spanish American War Veterans Post. Business, fair. Weather, variable.

Train's early arrival here enabled unloading and partial erection of the midway on Sunday afternoon. Everything was ready for opening by Monday noon. Despite almost perfect weather the first three days and fair crowds, business was considerably below expectations. Last half of the week proved fair. A swell children's matinee resulted from a tie-up made by shows' publicity department with an aggressive local merchant. Ads in The Jackson Star and radio time paid off. The show's tie-up with the visible crowds, which patronized attractions freely. Chief Diablo, fire worker, and wife, Madam Fanchon, mentalist. Left here were replaced by William B. Martin and mentalist, and Mrs. Bathu, sword box in the side show. Mary Casey, of the Franco Sisters, sustained knee injuries while alighting from the train here. Arthur Spencer's

New ELECTRIC CORN POPPER. Make up to \$5 to \$50 daily earnings! Lowest Priced Electric Popper on the Market. Get in the popcorn business and Make Real Money. NOW \$39.50. 75 to 100 BAGS - POP CORN AN HOUR.

DOES WORK OF \$300 MACHINE! TURNS OUT 100 BAGS AN HOUR. POPS A BATCH IN 3 MINUTES—WET OR DRY. FULLY GUARANTEED.

EXCEL MFG. CORP. Dept. B-540 Muncie, Indiana. special agent, is doing a good job in advance. A committee from Morgantown, W. C. headed by Sheriff Paul M. Dain, visited and signed a contract with shows to play there at an early date.

Wall of Death Motorhome is to be augmented by Capt. John Hoffman and his four trained lions, which have been appearing in the animal circus on the midway. A new cage has been built for the drome. Mrs. Frances Spencer is becoming an expert cyclist. Midway Cafe, operated by Mr. and Mrs. George Welch, is proving popular. Mr. and Mrs. Harry Rollins, drummer and dancer, respectively, of the Sumner Polles, returned to their home. Julie English added lobby display frames to front bally of her Sumner Polles. Billposter Jack Orens' wife arrived from their home in Evansville, Ind. Harlem Club Revue, managed by Johnny Williams, is clicking. ROLAND W. RICHARDS.

Funland

(Baggage cars and trucks) Dalton, Ga. Week ended May 4. Location, ball park. Auspices, Lions' Club. Business, none. Weather, cold.

This being the home town of many folks on the shows, many visits were exchanged. Lankford's American White Band and Bessie Hollis' free acts continue to please. J. J. (Red) Marion has the Hollywood Revue again after dissolving partnership. Charles Miller and Floyd R. Meth completed work on their new Fire and Water Shows. Capt. Buck Codrino's Circus and the "Smothers are tops among shows, while the new Till-a-Whirl leads rides. Mr. and Mrs. George Lynne left with their mouse game for dates previously contracted. TED C. TAYLOR.

Crystal Expo

(Baggage cars and trucks) Forest City, N.C. Week ended May 11. Location, opposite golf course. Auspices, American Legion Post. Business, good. Weather, some rain.

Despite rain Wednesday and Thursday nights, apt proved the best so far this season. Gate was good. Diamond Tooth Billy Amey's Colored Revue charred good business and all shows and rides did fair. Concessions also were well patronized. Benjamin and Johnny Buntz corn game closed. H. Kilpatrick, billposter and

Wallace Bros.

(Motorized) Owensboro, Ky. Week ended May 11. Location, 14th and Triple streets. Auspices, Modern Woodmen of America. Business, good. Weather, ideal.

This week was the shows' first full-week showing since opening. Weather was perfect and shows, rides and concessions had a good week. On Friday, Cole Bros. Circus day and dated, and many visits were exchanged. Matinee was well represented with carnival folks. Walter Newcomb's arrival and date on his front gate. Jimmy Morrissey, Baker-Lockwood Co., spent a day here. Mrs. E. Smith joined her husband here. Leona Lee topped shows, while Till-a-Whirl led rides. EUGENE O. COOLE.

Blue Ribbon

(Motorized) Redford, Ind. Week ended May 11. Location, Hitchcock showgrounds. Auspices, Meridian Club. Business, fair. Weather, fair.

Run from Shelbyville, Ind., was made in short time and most of shows were set up Sunday. Crowds were good first part of week but slacked up Thursday, Friday and Saturday because of cold weather. All had a fair week, however. Fred Glahn's bird and fish show. Frank Davernport's Athletic Show vied for top honors among shows, while Boomerang and Ride-O-Top topped rides. Manager L. E. Roth made several successful business trips during the week. Percy Anshel is doing well with his new ABC-Archet Machine Gun, Writier, who operates cookhouse, has installed a mumble machine. Mike Rosen's concession folks were tendered a banquet Saturday after-

30 DAY FREE OFFER! If your outfit reaches us within 30 days... SALEMEN Send for Money-Making Plan

Amusement Contracts

By LEO T. PARKER, Attorney at Law

A REVIEW of newly decided higher court cases reveals that numerous owners of amusement places become involved in a large number of these controversies go beyond the lower courts, but nevertheless the financial losses are very high.

Generally, when a contract controversy is presented before a lower court both litigants obtain actual knowledge of the law, and in a majority of the cases the litigant who has the least chance for a favorable verdict declines to eliminate the heavy expenses and inconvenience of carrying the case thru the higher courts. Therefore, the importance of owners and officials of circuses, carnivals, traveling shows, parks and fairs, having knowledge of new contract litigations is readily apparent, because in this manner the expenses and inconvenience of litigating thru the lower courts, oftentimes, may be eliminated.

In other words, the one dependable way of minimizing chances of financial loss from law suits is becoming familiar with the cause and outcome of contract litigations involving other proprietors of pleasure amusements. Therefore, it is advisable that proprietors and employees carefully preserve the hereafter citations, because very often these late higher court decisions reverse or modify the law which has been established for many years previously.

For example, had a new partner of the Capital Amusement Co., in King v. Capital, 130 So. 709, had in his files a copy of a higher court case involving contracts of partnerships, he may have avoided heavy losses. In this case a person who purchased one-half interest in the Capital Amusement Co., permitted the other half interest to be sold by purchase stating that he would be responsible for all debts of the partnership now existing. However, it was understood between the partners, when the contract was signed, that the purchaser would be responsible for all debts. Therefore, the court held him liable for existing and later acquired debts, because persons to whom contracts are entered into, with their intentions when the contract was signed, irrespective of clauses therein.

Contract Defined

First, it is important to know that a valid legal contract may be either a written or verbal agreement between two or more parties. It is not necessary that the parties be obligated to do something, nor is it necessary that a valid contract be in writing, excepting contracts of sale of real property and a few others that are required by State statutes to be in writing.

An expressed contract is one where the terms of the agreement are written in a contract and are implied contract is one of which the law presumes a promise on the part of one party to perform a service for the other party.

Obviously, an implied contract may not be enforced by either party and, therefore, litigation of such agreements always is unprofitable.

In order that readers may have available a definite legal rule to distinguish an invalid from valid contract, the following information is important. The higher courts consistently hold that a contract is valid and enforceable if (1) the party who enters into the contract to make a valid contract, submitted an offer which the other party of legal age, and authorized to make a valid contract, acceptable in detail; (2) neither party was under duress, or was that party acted under an unlawful influence with the other party to obtain or induce making the contract; (3) both parties were obligated to perform a definite legal act, which is not unlawful; (4) the obligations are clear and required to be performed by both parties within a definite time limit.

Modern courts hold that either contracting party may rescind a contract if signing or making the contract was induced by the other as a result of direct or indirect fraud, deceit, misrepresentation, coercion, duress, or undue influence, or threat; or where the contract was made by an employee without proper authority of the employee's employer; or while one of the contracting parties was under an influence of drugs, or under legal age.

The above-mentioned rules for determining whether a contract is invalid are common, and dependent on the facts of each case. However, several leading higher court cases which illustrate

various important phases of the law relating to contract law.

However, it is desirable to explain the legal difference between "voidable" and "void" contracts. For example, void contracts are those (1) against public policy; or (2) prohibited by statute; or (3) which would have an immoral and having an illegal effect. In void contracts neither party may compel the other to fulfill the assumed obligations, whereas in voidable contracts one of the contracting parties may use his pleasure in either declaring the contract void, or he may declare it valid and require the other party to fulfill its assumed obligations. As further illustration, a voidable contract may be between a minor and a sane person who is of legal age. The minor may, if he decides to do so, require the other contracting party to fulfill its obligations assumed in the contract. On the other hand, if the minor decides to rescind the contract he may, without liability do so. In other words, a minor may either rescind the contract or a contracting party complete the contract, or he may declare the contract to be "voidable" and refuse to fulfill any of his assumed obligations.

In another higher court case are on record which hold that a minor may purchase usable equipment, or other property, and then after consuming or using it to his own benefit he may attempt to get it back, if it also possesses much money and real property.

May Rescind Contract

Either contracting party is entitled to rescind a valid contract if he proves that he was induced to make the contract by fraud, deceit, misrepresentation, or other illegal means. In such cases, similar to voidable contracts, a contract is voidable by a minor, or person of unsound mind, and a contract is void by a person who is misled into making it.

For example, in the leading case of Artiss v. Grand Rapids, 210 N. W. 243, the record discloses that the owner of a show and salesman of a film distributor made a written contract by the terms of which the owner of the show agreed to pay \$3,500 for privileges to exhibit a motion picture. Later the owner of the show and salesman of the film distributor made a written contract by the terms of which the owner of the show agreed to pay any part of the contract price, and proved that the salesman had deceived and induced him to make the contract by stating that the owner of another show was willing to pay \$3,000 for the picture. Therefore, the court held the show owner entitled to rescind the contract and refuse to make any payments.

Another common source of amusement contract litigation arises when one contracting party, after agreeing to the other to fulfill obligations, when actually both parties did not agree to certain and definite obligations. In other words, neither contracting party is liable for the obligations of the other party, unless the evidence clearly indicated that one of the contracting parties accepted the exact offer submitted by the other party.

If one party offers or makes a proposal and the other party accepts this offer unconditionally, then a valid contract is completed. If, however, one party does not accept the offer unconditionally, it makes no contract. In order that valid contract shall be completed the other party must accept the new proposal unconditionally.

For illustration, in a late case a circus desired to purchase a small circus and offered the owner \$15,000 for the circus, its equipment and accessories. The owner immediately accepted the offer, but stated that he would retain for his own use a certain small tent. The prospective purchaser agreed to this restriction, because at that time he intended to accept the circus at the figure named and permit the owner to keep the small tent. However, he did not inform the owner of this part of the fact. In fact he made no reply.

Before the deal was completed the prospective purchaser changed his mind about buying the circus, and he refused to complete the deal. The owner of the circus sued him for the price, but the higher court held the prospective purchaser not liable.

This court explained that if the owner of the circus had said what he proposed to the prospective purchaser, he would have been held to his word. The tent for himself a valid contract would have been completed, but since the owner of the circus had not unconditionally accepted the offer of the prospective purchaser, no contract was completed.

This court also said that if the prospective purchaser had accepted the new offer and agreed to permit the owner of the circus to retain possession of the small tent a valid contract would have been completed, and both parties would

the distributor had also opportunity to rent the films to another person. The higher court held that the liability to the distributor for the profits the latter would have realized had the showman not breached the contract.

Fraudulent Statement Rule

The owner of a place of amusement may rescind a contract if he can prove that the other contracting party practiced fraud before or at the time the contract was signed. On the other hand, according to modern courts, a fraudulent statement made after a contract is signed has no legal effect. This is so because in order to successfully plead fraudulent or misrepresenting statements, when rescinding a contract, it must be shown that the complaining party relied on such statements when or before making the contract. Obviously, this is good law because if a person makes a contract and does not rely upon fraudulent statements made by the other party, he is not defrauded.

Still another important rule of law is that, although a contracting party is liable in damages for losses caused another by making fraudulent statements, the contract is not voidable. In such a case, convincing testimony to prove that he was defrauded, otherwise, he will not be awarded a favorable verdict.

For illustration, in Cohen v. Soehel, 143 All. 218, the testimony proved that the defendant had been induced by a newspaper advertisement and soon afterwards entered into a contract by the terms of which one agreed to provide capital for purchasing a place of amusement and the other to operate it. After operating the place of amusement for several months the business failed, and the one who advanced the money sued the other party, claiming that the latter committed fraud in that he falsely stated that the income from the amusement would net \$200 weekly.

In view of the fact that the party who advanced the capital was unable to introduce evidence to prove that the other party had made the fraudulent statements, the court held that no liability existed.

Offer Not Accepted

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This court also said that if the prospective purchaser had accepted the new offer and agreed to permit the owner of the circus to retain possession of the small tent a valid contract would have been completed, and both parties would

have been obligated to fulfill the terms of the contract.

Still another important point of law is that a contract is void which is made with or by a person who transacts his business without a license required by State or city laws.

For illustration, in the leading case of Rosen v. M. Y. S. (24) 468, it was shown that a person named Rosen, entered into a written contract with an entertainer named Jeffra by the terms of which Rosen was to manage Jeffra and receive a commission on the latter's earnings. Also, Rosen had the exclusive right to make contracts for Jeffra. However, Rosen had no State license to act as a manager and when he sued to enjoin Jeffra from fulfilling an engagement made in violation of this contract, the higher court held that the contract was void, saying:

"Before such contract will be enforced in this State, it must appear . . . that the person who is licensed under the rules and regulations of the New York State Commission. . . . A contract made by an unlicensed manager is void. Under the provisions of these courts will not enforce this contract."

Other higher courts have gone so far as to hold that where a license is required in connection with any business, calling or profession, an unlicensed person cannot sue for payment for goods sold and delivered; for services performed; or for any act involving directly or indirectly the unlicensed business. Begal, 190 N. Y. S. 250; and O'Connell, 103 U. S. 301.

The reason for this law is that a contract made by a person who has no legal authority is illegal exactly to the same extent as a contract made by a person who has no authority to operate it. In other words, both contracts are made by persons having no legal authority. In one case the contracting party has failed to comply with State, county or city laws, and in the other case the representative failed to comply with instructions or authority of his employer.

3000 BINGO

Heavyweight cards, black on white. Wood method of play, fast action. 3000 cards, 4000 up in the following sets and below: 100 cards, \$10.00; 200 cards, \$18.00; 300 cards, \$25.00; 400 cards, \$32.00; 500 cards, \$38.00; 600 cards, \$45.00; 700 cards, \$52.00; 800 cards, \$58.00; 900 cards, \$65.00; 1000 cards, \$72.00; 1100 cards, \$78.00; 1200 cards, \$85.00; 1300 cards, \$92.00; 1400 cards, \$98.00; 1500 cards, \$105.00; 1600 cards, \$112.00; 1700 cards, \$118.00; 1800 cards, \$125.00; 1900 cards, \$132.00; 2000 cards, \$138.00; 2100 cards, \$145.00; 2200 cards, \$152.00; 2300 cards, \$158.00; 2400 cards, \$165.00; 2500 cards, \$172.00; 2600 cards, \$178.00; 2700 cards, \$185.00; 2800 cards, \$192.00; 2900 cards, \$198.00; 3000 cards, \$205.00. Per 100, \$6.50.

3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the table, set up in 10 down. Light weight cards, fast action. 3000 cards, 4000 up in the following sets and below: 100 cards, \$10.00; 200 cards, \$18.00; 300 cards, \$25.00; 400 cards, \$32.00; 500 cards, \$38.00; 600 cards, \$45.00; 700 cards, \$52.00; 800 cards, \$58.00; 900 cards, \$65.00; 1000 cards, \$72.00; 1100 cards, \$78.00; 1200 cards, \$85.00; 1300 cards, \$92.00; 1400 cards, \$98.00; 1500 cards, \$105.00; 1600 cards, \$112.00; 1700 cards, \$118.00; 1800 cards, \$125.00; 1900 cards, \$132.00; 2000 cards, \$138.00; 2100 cards, \$145.00; 2200 cards, \$152.00; 2300 cards, \$158.00; 2400 cards, \$165.00; 2500 cards, \$172.00; 2600 cards, \$178.00; 2700 cards, \$185.00; 2800 cards, \$192.00; 2900 cards, \$198.00; 3000 cards, \$205.00. Per 100, \$6.50.

All Bingo and Keno sets complete with wood tables, lights and direction cards. All cards suit for use. LIGHT WEIGHT BINGO CARDS.

Black on white, postal order thickness. Can be replaced or replaced in 30 down. Light weight cards, fast action. 3000 cards, 4000 up in the following sets and below: 100 cards, \$10.00; 200 cards, \$18.00; 300 cards, \$25.00; 400 cards, \$32.00; 500 cards, \$38.00; 600 cards, \$45.00; 700 cards, \$52.00; 800 cards, \$58.00; 900 cards, \$65.00; 1000 cards, \$72.00; 1100 cards, \$78.00; 1200 cards, \$85.00; 1300 cards, \$92.00; 1400 cards, \$98.00; 1500 cards, \$105.00; 1600 cards, \$112.00; 1700 cards, \$118.00; 1800 cards, \$125.00; 1900 cards, \$132.00; 2000 cards, \$138.00; 2100 cards, \$145.00; 2200 cards, \$152.00; 2300 cards, \$158.00; 2400 cards, \$165.00; 2500 cards, \$172.00; 2600 cards, \$178.00; 2700 cards, \$185.00; 2800 cards, \$192.00; 2900 cards, \$198.00; 3000 cards, \$205.00. Per 100, \$6.50.

Lightweight Lancers, \$16. Per 100, \$3.00. 2000 Small Three Minute Bingo sets, \$1.50. 7 color, each set, \$1.50. 1000, \$1.50. 2000, \$1.50. 3000, \$1.50. 4000, \$1.50. 5000, \$1.50. 6000, \$1.50. 7000, \$1.50. 8000, \$1.50. 9000, \$1.50. 10000, \$1.50. 11000, \$1.50. 12000, \$1.50. 13000, \$1.50. 14000, \$1.50. 15000, \$1.50. 16000, \$1.50. 17000, \$1.50. 18000, \$1.50. 19000, \$1.50. 20000, \$1.50. 21000, \$1.50. 22000, \$1.50. 23000, \$1.50. 24000, \$1.50. 25000, \$1.50. 26000, \$1.50. 27000, \$1.50. 28000, \$1.50. 29000, \$1.50. 30000, \$1.50. 31000, \$1.50. 32000, \$1.50. 33000, \$1.50. 34000, \$1.50. 35000, \$1.50. 36000, \$1.50. 37000, \$1.50. 38000, \$1.50. 39000, \$1.50. 40000, \$1.50. 41000, \$1.50. 42000, \$1.50. 43000, \$1.50. 44000, \$1.50. 45000, \$1.50. 46000, \$1.50. 47000, \$1.50. 48000, \$1.50. 49000, \$1.50. 50000, \$1.50. 51000, \$1.50. 52000, \$1.50. 53000, \$1.50. 54000, \$1.50. 55000, \$1.50. 56000, \$1.50. 57000, \$1.50. 58000, \$1.50. 59000, \$1.50. 60000, \$1.50. 61000, \$1.50. 62000, 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FOR SALE—SECOND-HAND GOODS

ALL TYPES — POPCORN MACHINES, GASOLINE Concession Models, Dutch Star, Longe Eakins, Copper Kettles, Furnaces, Burners, Geared Kettles. NORTHSIDE MFG. CO., Indianapolis, Ind.

ALL MAKES RESULT POPCORN MACHINES— Guaranteed. Heavy aluminum geared Popping Kettles, \$7.50 each. CARMEL KOHN EQUIPMENT, 122 S. Milled, Chicago.

NEW "VELVO" FROZEN CUSTARD AND ICE-Cream Machines—Complete freezing and storage unit, \$159.00. WHITE FROZEN CUSTARD CO., Gastonia, N. C.

NEW 13-QUART CLEARED HARD FOPPING KETTLES— 14 Gauge, Aluminum, highly polished. Strongest made, rigid throughout. Guaranteed. Absolutely leakproof, \$9.75 each, \$1.50 deposit with C. O. D. (Carnival Special) Can Popper Trunk Type complete, \$51.75 F.O.B. Chicago. Offers, \$26.75 up. Dept. No. 4, ANCHOR MACHINE COMPANY, 1351 W. Madison, Chicago.

POPCORN, POTATO CHIP, CRISPETTE, CARAMEL Popcorn and Cheese Coated Popcorn Machines. LONG EARNS CO., 1976 High St., Kingsley, O.

PORTABLE SKATING RINK — 50x120. ALL equipment used one season. 210 Pairs Skates, Sander, Music, Grinder, Annex Tent and Floor, Picket Fence, \$2,800.00. No mail inquiries answered. HIGHWAY 66, Edwardsville, Ill.

FOR SALE—SECOND-HAND SHOW PROPERTY

AERIAL HORIZONTAL BARS WITH HIGH lights for bars or fairs; Net, Cop Lines, Stakes, Stake-Puller, two Trunks with Wardrobe, Fat-Suit, Monkey Suit, Clown Suits, Jargo, KOBINSKI'S SCHEMATA, etc. (Carnival Special) COMPLETE 60-FT. BANNER LINE, ELECTRIC Chair, Pin, Complete Music Circus, 4 Wonderful Monkeys, BEN LUSSE, 2408 Denison Ave., Cleveland, O.

FOR SALE — CHAIRPLANE COMPLETE, 20 Passenger, \$100.00. Must go this week. SAM CATTANIO, Seaside Heights, N. J.

FOR SALE — PITCH-TILL-YOU-WIN. FRAMED Tent, Stock, Trunk, etc. Bargain if sold at once. A. VALMIST, Perry, N. Y.

FOR SALE — 12-CAR LINDY LOOP. VERY best of condition, cheap for cash. BOX C-811, Billboard, Cincinnati, O.

FOR SALE — TWENTY-FOUR SEAT CHAIR complete, Kiddie Merry-Go-Round, Aero Name, Ferris Wheel, CALVIN CRUMER, Pinckneyville, Ill. le15

NEW LAUGHING MIRRORS — LARGE and small; for parks, carnivals, fairs, circus shows, music clubs, arcades, etc. C. J. MURPHY, Elvira, O. le1

WOODEN MAN THAT WALKS — WALKS when you walk, \$12.00, \$4.00 deposit. Look for ad, weekly advertising, name, P. H. AUSTIN, 1402 Ninth, Rod Palace, Kearney, Neb.

18 LUSSE SCOOTER CARS—A-1 MECHANICALLY, nice appearance, auto type, extra parts, 8 new painted, \$3,000.00. BOX 804, Celorgo, N. Y. my25

18 USED DODGE CARS—COMPLETE WITH Motors. Cheap for cash or will trade on used. Phone or write—GO-ROUND, DURANGO HILLS, Durango, Ia.

HELP WANTED

BALLOON RIDER — MALE OR FEMALE. State experience, salary expected. RAY F. PORTER AERIAL ATTRACTIONS, 1113 W. 37th St., Muncie, Ind.

CABLE SALE FOR LIFE WHO DOUBLES HIGH Per day, 100% profit, advertising, name, Carl, Millard, write. BILL STEWART, 3 Dundas St. E., Toronto, Can.

ELECTRICIAN-MECHANIC FOR GAMES AND Photographs. Good experience, experienced, salary, salary expected, references, etc. P. O. BOX 1201, San Diego, Calif.

GIRL TRUMPET OR TROMBONE—MUST READ. Have take-off and tone. Union. Salary. Send photos of face, hair, best hair. BOX C-477, Billboard, Cincinnati.

MIDGET LADY/DANCER WITH FOUR SEPARATE numbers for stage night club bookings. Send photos of COL. CASPER, Trocadero Circle, Harrisburg, Pa.

MIDGETS — 40 WEEKS' ROUTE, SEPTEMBER to May. Must be talented. Show specialties, experience; enclose photo. Season and salary guaranteed by financially responsible national concern. BOX C-482; Billboard, Cincinnati.

ROSIN BACK GROOM—MUST BE SOBER and reliable. GEORGE HANNIFORD, Clans Falls, N. Y.

WANT GIRL ASSISTANT FOR MY TWO STAGE-Carnival Acts. Address ATTYA, 3607 Summit St., Kansas City, Mo.

WANT FERRIS WHEEL FOREMAN — ALSO Combination Wrestler and Boxer. Boxers, desired, shows not wanted. NORTHERN EXPOSITION SHOWS, Hazelton, N. D.

WANT ATTRACTIVE YOUNG GIRL MUSicians—Union, all instruments. Now with all dance work. Write MARY MAZUR, 1135 SMALL BACHELORETTES, Billboard, Cincinnati. le1

Show Family Album



SOME MEMBERS OF THE Scribner & Smith Circus, season of 1934. Standing, left to right, are Harry Hill, Billy St. Elmo; not remembered Mrs. St. Elmo, Robert Stickney Sr., Frank Barchim, Jules Jordan, Emma Stickney, Charles McPhoe and Billy O'Dale. Left to right, seated, Madeline Smith; Sam Scribner, co-owner of the show, and Jessie Boyd. On the ground, left to right, are Billy LaRue, M. Tude and George Hartzell. Scribner later trouped with the Sparks Circus and is now located in New York City as treasurer of the Actors' Fund of America.

The Billboard invites its readers to submit photos taken from 15 to 20 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 welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 35-27 Opera place, Cincinnati, O.

WANT EXPERIENCED PIN GAME MECHANIC Jersey Shore Arcade, MIKE MUNVEY, 593 10th Ave., New York City. my25

LOCATIONS WANTED

WANT TO RENT BUILDING SUITABLE FOR Skating Rink—Have Roller Skates and all equipment. TAD KREZMAN, 1115 Ludington St., Escanaba, Mich.

MAGICAL APPARATUS

CATALOGUE OF MINDREADING, MENTALISM, Spell Effects, Magic, Horoscopes, Foretelling, Buddha, Future Photos, Crystals, Lucky Precors, Palmistry, Graphology Charts and Books, Wholesale. Largest stock, 164-page illustrated catalogue, 30c. NELSON ENTERPRISES, Nelson Bldg., Columbus, O. le15

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City, N. Y. le15x

LATEST 216-PAGE ILLUSTRATED PROFESSIONAL Magic Catalogue of Tricks, Books, Supplies, Ventri-Quid, Figures, etc. 25c. WALTERS, 1909 Walnut, Philadelphia, Pa. le1

PINKY—STRICTLY PROFESSIONAL PUPPETS, Ventri-Quid, Figures, Punch and Judy and Marionettes. PINKY, 1261 North Wells St., Chicago. Illustrated folder free.

MISCELLANEOUS

GASOLINE PRESSURE LAMPS, LANTERNS, Irons, Heating Burners, Utility Stoves, Camp Stoves, Fuel Tanks, Hollow Wire Fittings and Connections. Write for details. Manufactured by AMERICAN MACHINE COMPANY, INC., Albert Lea, Minn. x

M. P. ACCESSORIES & FILMS

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.

FOR SALE

A REAL BARGAIN — SEND FOR OUR "ROADshowmen's Special" on the rental of 16MM. Sound and Silent Films. Write today. INSTITUTIONAL CINEMA SERVICE, INC., 4560 Broadway, New York.

ASTONISHING BARGAINS — 16MM. SOUND Projectors dirt cheap; only eight left. Reasonable terms. Films rented. NO. 521 STATE THEATRE, Pittsburgh, Pa.

ATTENTION, OPERATORS — MERCHANTS' Free Movies. Biggest thing outdoor amusement world today. Call for complete equipment rented. NO. 711 STUYVEN BLDG., Chicago, Ill. x

BARGAINS IN USED PROJECTION MACHINES, Opera Chairs, Screens, Spotlights, Stereopticons, etc. First class used. Catalogue \$ free. MOVIE SUPPLY CO., LTD., 1318 S. Wabash, Chicago. my25x

CLEAN, NEW 16MM. SOUND FILMS—WEEK-ly Roadshow Service our specialty. Large library, attractive rates. SWANK, 5661 Plymouth St., Louis, Mo. le15

COLOSSAL SPRING CLEARANCE SALE — 16MM. Sound Films, Features, Shorts, \$4.90 reel up. Road Show Programs rented day or week. Sound Projector bargains, Supplies, Accessories. Last free. SOUTHERN VISUAL EQUIPMENT, Box 2404, Memphis, Tenn. my25x

LARGE SELECTION OF ROADSHOW ATTRactions—Uncle Tom's Cabin in Sound. Plenty of Westerns and Shorts; 35MM. BUSSA FILM EXCHANGE, Friendship, O.

PERFECT 35MM. TALKIE WESTERNS, ACTION Features, \$10.00. Lists. One complete Power's Portable Talkie Outfit, \$150.00. ENTERPRISES, Box 23, Hagerstown, Md.

WANT MODEL C OR H UNIVERSAL 16MM. Projectors only. Must be good condition and cheap for cash. BOX C-368, Billboard, Cincinnati.

35MM. AND 16MM. ROADSHOW FEATURES—Westerns, Mystery, Religious and War Dramas priced right. State your requirements. WALDO FILMS, Box 524, Cincinnati, O.

MUSICAL INSTRUMENTS, ACCESSORIES

FOR SALE — TANGLEY CALLIAPHONE. JUST received and plays like new. Hundred, or '37 Ford Coupe. HENRY HEYM, White Front Motel, Mt. Vernon, Ill.

PARTNERS WANTED

ACTIVE PARTNER WITH \$500.00 FOR "Black Magic Miracles" never before shown in America. Address J. PEATEAU, 1122 Tulane Ave., New Orleans, La. my25x

PERSONALS

"RUDY (RED) NICHOLS" — WILL COMPENSATE for address and exact location of Rudy (Red) Nichols. Formerly employed as producer-director at Shrine Temple and Hollywood Premium Shows. No doubt putting on local talent show at this time. Please write information, collect. L. WHERRETT, 715 First National Bank Bldg., 109 N. Oregon St., El Paso, Tex. x

PHOTO SUPPLIES AND DEVELOPING

ABSOLUTELY BEST DIRECT POSITIVE BUY — New Portable Double Unit, with cool fluorescent lighting system. Takes new 1 1/2x2 1/2 and 2 1/4x3 1/4" pictures. Send for general catalog and information on new metal production enlarger-reducer. MARKS & FULLER, INC., Dept. BC-540, Rochester, N. Y. my25x

ALL 4 FOR THE OPERATORS—CUT PRICE ON all Machines and Supplies. Full Length Camera, WABASH PHOTO SUPPLY, Terre Haute, Ind. le1

AT LAST!—ALL YOUR SNAPSHOTS IN NATURAL colors. Rich developed. Natural color prints, only 25c. Reprints, by Amazingly beautiful. NATURAL COLOR PHOTO, Jamesville, Wis. x

DIREX DIRECT POSITIVE PAPER—NO FADING. Best production, highest price. THE POSITIVE CORP. OF AMERICA, 244 Fifth Ave., New York, N. Y. le15x

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BEST CARNIVAL SIDE-SHOW BANNERS AND Pictorial Panels — Possibly no disappointment. NIKAN STUDIOS, INC., 1236 S. Milled St., Chicago, Ill. le1

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SCENERY, CYCLOGRAMS, DRAW CURTAINS, Dye Drops, Operating Equipment—New and all at low prices. SCHWELL SCENIC STUDIO, Columbia, O.

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SLIGHTLY USED, GOOD AS NEW. LESS THAN new white, same size. State size and send stamp. Postals ignored. SMITH TENTS, Auburn, N. Y. le11

USED CONCESSION AND CARNIVAL TENTS— Sidewalk, 7.50 oz. drill, machine road, good as new white, same size. State size and send stamp. Postals ignored. SMITH TENTS, Auburn, N. Y. le11

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CREATORS, PRODUCERS OF POSTERS, PLEK, Pennants, Bumpers, Window Cards. No charge for local designs. Orchestra and Fair Posters a specialty. Reasonable prices. Quick service. CANTRELL & CO., Williamson, W. Va.

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Additional Ads Under This Classification Will Be Found on the Next Page.

Wholesale

PRIZES • NOVELTIES • PREMIUMS • SPECIALTIES

Conducted by SAM ABBOTT—Communications to 1564 Broadway, New York

W. F. Souve-Novelty Workers Say 1940 Season To Top All

Event gets off to big start as nearly 200,000 attend opening day—scarcity of new items fails to dampen enthusiasm of concessioners—see stand-bys repeating

NEW YORK, May 18.—Souvenir and novelty workers at the 1940 edition of the New York World's Fair reported satisfactory business on opening day, when nearly 200,000 people attended. Stand-off encouraged workers and confirmed their belief that Trylon and Perisphere items would have a banner season. Quantity of merchandise being used this year at games and on the midway far surpasses that of last year. There are several China Ball and Klee Ball alleys using Charlie McCarthy Sky Fighter arcade is offering eight-ball pipe, comb and brush sets, electric iron, zasheta, eight-ball key chains, binoculars, lamps and cigar holders to high scores. Milk bottle and roll-out-the-barrel games. Trufour & Rogers concessions, have plastic case, box camera, panda, lamps, stuffed donkeys and scatter rugs. Guess-your-age and guess-your-weight spots operated by Murray Goldberg have canes, seal canes, keyrings dolls on canes, pennants and word fair items.

Souve men are located at vantage points with complete lines of world's fair items. Pitchmen are handling giant balloons, souvenirs, pillows and other items.

New Items Scarce

Workers report a scarcity of new items, but are expecting the stand-bys to click. Seat canes and walking sticks are back in large quantities, as are book marks, salt and pepper shakers, sign trays with scenic views and with Trylon and Perisphere mounted on the rim, letter openers, paper weights, key chains, and hats. Souve jewelry is doing to its prestige, and the boys are anticipating a large portion of the marzuma to come from this line. Designs range from the simple to the extravagant, but all are eye-appealing and sale-enticing. Most popular seems to be the lapel button with WF symbols and aeroplane pin at end of a short chain. This same item done up with the lapel pin and miniature spoon-marked "New York World's Fair."

Guide books (Rogers-Kellogg-Stillson) and postcards are again claiming a large following on the fair grounds. Cards are handled by Exposition Souvenir Corp. Company is the largest purveyor of souve lines on the fair grounds and has exclusive rights to vend on streets of the fair, as well as in fair-controlled buildings.

Coldstein Returns

Teddy Coldstein, who last year made a killing with Hum-a-Tunes and mini saxophones, is back again with these lines. His ability as a pitchman accounted for a large portion of his sales. Karpis & Bloch again have the cane and umbrella concession, and Sol Kunin the concession on amphetamine comb.

Indications are that leather goods will top records set at A Century of Progress, 1939 San Francisco expo and the 1939 New York World's Fair, Dale Fifth Avenue Co., represented by Alfred D. Tefenthal, is expecting top business and has a good assortment of leather items on display. Men's books, stamp and photographic albums, wallets, key cases, leather-inset glass pocket flasks and carrying cases are among the big items in this field.

Fountain pen and pencil sets, handled last year by M. E. Duvaldo and Harry Yager, rolled up top sales and these items will no doubt be among the first on the list when tabulations for the season are made.

Other concessioners include Keys, Samuel Gusman; frozen custard and frozen malted milk, Dairy Foods Corp.; candy, nuts and fruit, Fisher, Coe & Greig; salt water, luffy, Sutter Candy Co. A number of exhibitors also have sales privileges.

Refusal to Sell Pitchmen Permits Scored by Lawyer

NEW YORK, May 18.—Refusal of the department of markets to issue licenses to pitchmen was scored today by Jerome Adlerman, an attorney who is defending Charles Watta, an ice cream peddler, arrested on a charge of violating regulations. Adlerman intends to make a test case out of the arrest of Watta.

Taking up the fight for pitchmen's rights, Adlerman said: "The department of markets has refused to grant licenses, without right, to pitchmen and street-vendors and even has taken steps which amount to refusing to grant licenses to any person who has ever been on relief, even though they are willing to go off relief and earn their own living as pitchmen."

When Watta was arrested, Adlerman appeared in night court before Magistrate Bromberger and informed the court that Watta had received a license from the city and stated that in a previous case recently argued by him in the Appellate Part of Special Sessions on a similar charge, the court had reversed the judgment of conviction.

Adlerman also said that various city departments, the department of markets, police department, park department and the mayor himself have attempted to drive pitchmen and street-vendors off the streets of New York. Vigorous attempts have been made to have all street selling declared illegal by an ordinance. This one proposed last year by Councilman Baldwin failed to pass by a vote of 25 to 1.

Extra legal measures to prevent street selling have taken various forms. Adlerman said, such as refusing to issue licenses, even though the statute directing the issuance of licenses is plain on its face. It was also pointed out that the commissioner of markets, during the La Guardia administration, refused to issue any licenses until compelled to do so by a mandamus proceeding brought by Adlerman a year and a half ago. This mandamus proceeding was bitterly fought but was affirmed by the Appellate Division of the State Supreme Court, Adlerman said.

D. A. Approves Charity Bingo

Milwaukee County official refuses to issue warrants asked by police chief

MILWAUKEE, May 18.—Charity bingo is approved by District Attorney Herbert J. Steffen, and no State warrants will be issued against games.

In a letter sent to Police Chief Joseph Kluehse, the district attorney again made it plain that his office approved of bingo games as conducted for charitable purposes. This decision came at the request of the police department "for an expression of policy by the district attorney's office with reference to issuance of State criminal warrants against religious, fraternal, charitable and veterans' organizations."

Question Hanging Fire

For nearly a year the question of action against church bingo has been tossed from chief to district attorney. Recently a committee appeared before the police chief and elected Circuit and Supreme Court decisions in an effort to ban bingo. Chief Kluehse sent an inspector to Steffen's office to obtain the policy ruling.

Steffen quoted from a recent letter in which he contended that bingo for charity came under city ordinances and was not the serious crime claimed by its opponents. He said in part, "When the playing of bingo becomes more than a pastime or means of raising money for charitable or religious purposes, then I shall employ the criminal statutes."

"But I for one am satisfied that public morals are quite safe in the hands of bona fide religious, charitable, fraternal or veterans' organizations. My office therefore shall not deviate from its policy of putting the first things, first—of employing the criminal statutes for criminals, or recognizing the distinction between commercial gambling and such games or pastimes as are indulged in by thousands of our citizens who should not be branded as criminals. I will not recommend to the presiding magistrate of the District Court, who is the only person in Milwaukee County under our statutes authorized to issue warrants, that your instant applications should be honored in view of the fact that a State criminal warrant is ordinarily requested by you (police chief) to be invoked only in comparatively grave situations."

Ordinance Inadequate

Charles W. Babcock, first assistant city attorney, was asked for his decision and had this to say:

"In view of the Supreme Court decision, the proper procedure is thru State courts. Municipal ordinances do not apply in such cases, and it is therefore being no specific section on this matter.

"If the criminal branch of the courts follows the civil rulings, the offense is a misdemeanor and can not be reached by a city ordinance. . . . There is no logic in proceeding under a city ordinance when it is a plain fact the ordinances were never intended to cover such an offense."

It is estimated to draw 60,000 people weekly in Milwaukee County.

a bingo operator, he is also a showman. Here is where he has it over the others. If his main work is just to place merchandise on a stand while an assistant calls numbers, he is not a bingo operator, frankly, we have no term for him. A bingo operator, then, here we have in mind, is always busy thinking up new twists for his game, new things to keep players coming back.

WE CAN'T TELL YOU just how you can SEE BINGO BUSINESS on page 69

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS, and TRADE STIMULATORS.

By BEN SMITH

Styles in premium merchandise, or rather types of premium merchandise, run in cycles like styles in women's clothes, which is fortunate for premium users in general and salesboard operators in particular. This cycle, this reawakening of public interest in an item which has apparently gone with the wind and outlived its usefulness, has been the salvation of many an operator who was looking for something to work with nothing new available on the market. For that reason it is never a waste of time to do a little browsing when you visit your supply house. There may be an item buried somewhere on a shelf that can be brought back to life and to profit.

We ran into a small deal the other day which looks good for a turnover. It was set up by King Sales Fabrics Co. and should go well with women, especially those who are married. Deal features an imported bedspread and works on a 30-hole card, 1 to 20 cents, with a \$6.95 take. Winner and worker receive a bedspread and three boxes of face powder are given away as consolation. To help along the deal is attractively displayed with salescard and literature printed in four colors.

Warm weather months are picnic months and items which can fit into the picnic picture should move well from now until fall. Such items as cameras, portable radios, portable phonographs, fishing tackle sets and camping accessories are natural for this time of year and there are many, many more. Look around, pick an item which you believe should appeal to the outdoor man or woman and the chances are a

(See DEALS on page 69)

Atlantic City Seeks '42 Legion Conclave

ATLANTIC CITY, May 18.—That Atlantic City is making every effort to insure the 1942 American Legion convention was revealed recently, when it was learned that Mayor C. D. White had appointed a committee to work to this end.

Members of the local Legion posts, past commanders, State officials, leading business and hotel men were present at a dinner given by Bennett R. Toussley at Hotel Traymore to discuss plans.

BINGO BUSINESS
By JOHN CARY

DID SOMEONE say bingo's popularity was waning?

THOSE FEW who have this impression are very mistaken in the opinion. Many things could be cited to disprove this belief, but nothing speaks better than figures, and a report from Cincinnati certainly debunks this impression. Last month, November, 1939, Attendance was 270,164, which exceeded figures for any previous month. Gross receipts totaled \$212,945.02, the highest on record. Average cost per person per game was \$0.8 cent, such as the recreation organizations received \$161,420.18. It was said.

SURPRISE any alert operator will tell you, is one important factor many operators overlook in conducting games. They may squawk because there is a larger crowd across the street at a game. They have a right to squawk, but their reasons for doing so are unfounded. The solution rests with them. It is surprising THE OPERATOR of today is not just

The BIG MONEY MAKER for 1940



The PREMIUM That's Making Sales Board History

THE HOT SPOT LIGHTER

Just contact the attractive bronze or chrome statuette with the tip of the lighter and the flame is immediate.

The public is really going for this one.

Write or Wire — Sample 90c In Dose Lots \$10.00

PHILDECO SALES

1246 Michigan Theatre Bldg., DETROIT, MICH.

Name in Headlines

Name in Headlines Equipment Co. announces vast acceptance and popularity of the original Name in Headlines outfit by concessioners over the nation. It's a natural for big profits, the company reports. The outfit prints giant-size snappy personalized headlines and greetings on standard newspaper pages already printed with breezy news, timely cartoons and photograph illustrations on both sides. Newspaper sheets are supplied printed with exception of headline space and blank space to insert name of newspaper and town from which the outfit is being operated. Because everyone gets a thrill in seeing their name in headlines the idea is said to be a whirlwind in attracting sales and earning money. The outfit is being used with tremendous success in parks, summer resorts, window demonstrations, hotel lobbies, magazine shops, convention halls and at circuses, fairs, carnivals and on excursion boats. Outfit consists of a machine which is easy to operate, typing, printing equipment and blank headline newspapers, and is ready to operate within 20 minutes after it is placed on location. The firm reports the outfit is offered at the lowest possible price.

Take-About Radio

Bingo and salesboard operators who want a prize that is different are finding the new Arvin Take-About model radio a money-making item. Noblitt Sparks Industries, Inc. reports. Radio is an add-on, superheterodyne, with built-in antenna and carrying handle. It has six tubes, including rectifier. Plastic cabinet is 1 1/2 by 8 1/2 by 9 1/2 inches and is available in ivory or walnut. Item has everything it takes to catch the eye and performance is sure to please everyone. Special prices are offered, the firm reports.

Dirigible Lamp-Clock

According to G & P Sales Co., distributor of premium merchandise, the new Dirigible Clock Lamp which is being sold by G & P is a sure-fire hit with salesboard operators. G & P Sales stated that the effect achieved with the electric tubular bulb within the glass dirigible lamp and the pendulum electric clock guaranteed silent movement are sensationaly striking and have terrific appeal. Contributing to the overwhelming popularity which has enabled this company to break records with the item are numerous other features such as a four-inch glass-enclosed clock face in white metal nautical design, chrome-

plated white metal parts, frosted blue or white glass with silver stripes of which the dirigible lamp is made, and the suave modern design of the entire unit. Lamp is operated by individual switches and is wired, ready for operation. Firm further indicated that the dirigible lamp clock is offered at unusually low prices to introduce this unique and useful item which is finding universal appeal.

Propeller Electric Clock

The Propeller Electric Clock is a fast-moving item with bingo and salesboard operators. Wisconsin De Luxe Corp. reports. Item has plenty of flash in that the propeller spread is 2 3/4 inches. Has 10-inch base and is 8 1/2 inches high. Comes equipped with cord and plug and is ready for operation. Clock is of highest quality and workmanship is guaranteed. New low prices are offered to those who order early, the firm reports.

Skating Rink Jewelry

Majestic Bead Novelty Co. reports that its new line of summer dunn jewelry, such as beads, rings, crosses and white-stone items, is proving a quick money-maker for concessioners. Skating rink items, recently introduced, are in demand by rink operators and credited with increasing attendances. A new catalog was recently issued offering exceptionally low prices on jewelry, including new lines. The firm reports.

8-in-1 Fuse

Door-to-door men, demonstrators and specialty salesmen are again reporting large demand for the 8-in-1 fuse, Gordon Mfg. Co. reports. The item, which takes the place of eight fuses, thus saving both time and money, sells on sight. When one fuse burns out, all that is needed to insert a new one is a twist of the 8-in-1. Device is shockproof, fireproof and approved by underwriters. Some workers have made as much as 300 per cent profit with the fuse, the firm reports.

Fox Fur Tails

While not new items, fox fur tails are staging a big comeback, Carnival Novelty Co., Inc., reports. They are available in 12, 18 and 20-inch sizes with two snappy sayings on each. Game concessioners, especially those with archery ranges, are using them as prizes with unusually satisfactory results. The sizes mentioned are average tail length.

ATTENTION, PREMIUM USERS HAMILTON—ILLINOIS—BULOVA—WALTHAM—ELGIN

We Carry the Largest Stock Ladies' and Gent's Reconditioned, Guaranteed Watches. Post's Bindings Free Illustrated Catalog. Get Our Low Prices.

DEPT. L. QUAKER CITY JEWELRY CO. R. W. Cor. 5th & Walnut Sts., Philadelphia, Pa. Orders filled same day as received.

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CONCESSIONERS—OPERATORS YOUR BEST AND CLOSEST SUPPLY HOUSE LATEST FLASH—QUICK SERVICE—LOWEST PRICES

Largest Lines BINGO MERCHANDISE, Novelties, Clocks, Lamps, Blankets, Radios, Chinaware, Cones, Candy, Plaster, Dolls. Write for catalog.

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BULOVA — GRUEN — ELGIN — WALTHAM POSITIVELY LOWEST PRICES

NORMAN ROSEN Wholesale Jeweler PHILADELPHIA, PA.

Timely Items—For Decoration Day

- GILT BEAR FLAG Double hemmed fast color cloth. Gilt bear top. BEAR 12" — 12 1/2" — 14" — 16" — 18" — 20" — 24" — 30" — 36" — 42" — 48" — 54" — 60" — 66" — 72" — 78" — 84" — 90" — 96" — 102" — 108" — 114" — 120" — 126" — 132" — 138" — 144" — 150" — 156" — 162" — 168" — 174" — 180" — 186" — 192" — 198" — 204" — 210" — 216" — 222" — 228" — 234" — 240" — 246" — 252" — 258" — 264" — 270" — 276" — 282" — 288" — 294" — 300" — 306" — 312" — 318" — 324" — 330" — 336" — 342" — 348" — 354" — 360" — 366" — 372" — 378" — 384" — 390" — 396" — 402" — 408" — 414" — 420" — 426" — 432" — 438" — 444" — 450" — 456" — 462" — 468" — 474" — 480" — 486" — 492" — 498" — 504" — 510" — 516" — 522" — 528" — 534" — 540" — 546" — 552" — 558" — 564" — 570" — 576" — 582" — 588" — 594" — 600" — 606" — 612" — 618" — 624" — 630" — 636" — 642" — 648" — 654" — 660" — 666" — 672" — 678" — 684" — 690" — 696" — 702" — 708" — 714" — 720" — 726" — 732" — 738" — 744" — 750" — 756" — 762" — 768" — 774" — 780" — 786" — 792" — 798" — 804" — 810" — 816" — 822" — 828" — 834" — 840" — 846" — 852" — 858" — 864" — 870" — 876" — 882" — 888" — 894" — 900" — 906" — 912" — 918" — 924" — 930" — 936" — 942" — 948" — 954" — 960" — 966" — 972" — 978" — 984" — 990" — 996" — 1002" — 1008" — 1014" — 1020" — 1026" — 1032" — 1038" — 1044" — 1050" — 1056" — 1062" — 1068" — 1074" — 1080" — 1086" — 1092" — 1098" — 1104" — 1110" — 1116" — 1122" — 1128" — 1134" — 1140" — 1146" — 1152" — 1158" — 1164" — 1170" — 1176" — 1182" — 1188" — 1194" — 1200" — 1206" — 1212" — 1218" — 1224" — 1230" — 1236" — 1242" — 1248" — 1254" — 1260" — 1266" — 1272" — 1278" — 1284" — 1290" — 1296" — 1302" — 1308" — 1314" — 1320" — 1326" — 1332" — 1338" — 1344" — 1350" — 1356" — 1362" — 1368" — 1374" — 1380" — 1386" — 1392" — 1398" — 1404" — 1410" — 1416" — 1422" — 1428" — 1434" — 1440" — 1446" — 1452" — 1458" — 1464" — 1470" — 1476" — 1482" — 1488" — 1494" — 1500" — 1506" — 1512" — 1518" — 1524" — 1530" — 1536" — 1542" — 1548" — 1554" — 1560" — 1566" — 1572" — 1578" — 1584" — 1590" — 1596" — 1602" — 1608" — 1614" — 1620" — 1626" — 1632" — 1638" — 1644" — 1650" — 1656" — 1662" — 1668" — 1674" — 1680" — 1686" — 1692" — 1698" — 1704" — 1710" — 1716" — 1722" — 1728" — 1734" — 1740" — 1746" — 1752" — 1758" — 1764" — 1770" — 1776" — 1782" — 1788" — 1794" — 1800" — 1806" — 1812" — 1818" — 1824" — 1830" — 1836" — 1842" — 1848" — 1854" — 1860" — 1866" — 1872" — 1878" — 1884" — 1890" — 1896" — 1902" — 1908" — 1914" — 1920" — 1926" — 1932" — 1938" — 1944" — 1950" — 1956" — 1962" — 1968" — 1974" — 1980" — 1986" — 1992" — 1998" — 2004" — 2010" — 2016" — 2022" — 2028" — 2034" — 2040" — 2046" — 2052" — 2058" — 2064" — 2070" — 2076" — 2082" — 2088" — 2094" — 2100" — 2106" — 2112" — 2118" — 2124" — 2130" — 2136" — 2142" — 2148" — 2154" — 2160" — 2166" — 2172" — 2178" — 2184" — 2190" — 2196" — 2202" — 2208" — 2214" — 2220" — 2226" — 2232" — 2238" — 2244" — 2250" — 2256" — 2262" — 2268" — 2274" — 2280" — 2286" — 2292" — 2298" — 2304" — 2310" — 2316" — 2322" — 2328" — 2334" — 2340" — 2346" — 2352" — 2358" — 2364" — 2370" — 2376" — 2382" — 2388" — 2394" — 2400" — 2406" — 2412" — 2418" — 2424" — 2430" — 2436" — 2442" — 2448" — 2454" — 2460" — 2466" — 2472" — 2478" — 2484" — 2490" — 2496" — 2502" — 2508" — 2514" — 2520" — 2526" — 2532" — 2538" — 2544" — 2550" — 2556" — 2562" — 2568" — 2574" — 2580" — 2586" — 2592" — 2598" — 2604" — 2610" — 2616" — 2622" — 2628" — 2634" — 2640" — 2646" — 2652" — 2658" — 2664" — 2670" — 2676" — 2682" — 2688" — 2694" — 2700" — 2706" — 2712" — 2718" — 2724" — 2730" — 2736" — 2742" — 2748" — 2754" — 2760" — 2766" — 2772" — 2778" — 2784" — 2790" — 2796" — 2802" — 2808" — 2814" — 2820" — 2826" — 2832" — 2838" — 2844" — 2850" — 2856" — 2862" — 2868" — 2874" — 2880" — 2886" — 2892" — 2898" — 2904" — 2910" — 2916" — 2922" — 2928" — 2934" — 2940" — 2946" — 2952" — 2958" — 2964" — 2970" — 2976" — 2982" — 2988" — 2994" — 3000" — 3006" — 3012" — 3018" — 3024" — 3030" — 3036" — 3042" — 3048" — 3054" — 3060" — 3066" — 3072" — 3078" — 3084" — 3090" — 3096" — 3102" — 3108" — 3114" — 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NOTES from SUPPLY HOUSES

Lester (Happy) Hecht, of Hex Mfg. Co., says he is working with the printer in order to have his catalog, which will contain many exclusive items, ready for mailing about May 25. Hecht reports business good and that he is looking forward to a banner year. Happy reports his match-cover collection is growing. He has more than 3,000.

Advantage Mfg. Co. is introducing a new line of cabinet-style all-electric popcorn machines. Complete change in styling has been made in all models. According to factory reports, the 1940

line incorporates a streamlining popping unit with increased capacity and features designed for ease of operation. Color and illuminated signs have been added for flash and show appeal.

Roy C. Lee, of Southern Importers and Exporters, arrived in New York last week by plane to confer on business matters with Toy Balloon Co. He was met at La Guardia Field by Hosen and Raymond Wynn. Lee is interested in developing balloon trade in the West and Southwest and states that this territory offers a wide field for this merchandise.

With our many beautiful hotels in the Southwest, banquets are held on a large scale and toy balloons seem to be favorite decorative features," he said. "I have been very successful with illuminated balloons manufactured by Toy Balloon Co."

"When Lee returns to Texas," says Miss Wynn, "we will be authorized to handle our line, including large balloons for advertising display, equipment, helium and toy balloons." Lee said he is impressed by the New York World's Fair.

DOUGLAS SHOWS

(Continued from page 47)

secretary: William H. (Bill) Meyer, superintendent; W. J. Conroy, special agent; Raymond (Dud) Douglas, construction superintendent; Earl Harvey, lot superintendent; Leonard Johnson, chief electrician; Jack O'Day, sound car and technician; Leroy Tolin, construction superintendent.

Line-up of Ted Metz's new Circus Side Show includes Mrs. Grace Metz, secretary-treasurer; George Surtees, assistant manager-inside lecturer; Dolores Surtees, circus Alva Evans, middle clown; Jolly Lee Harvey, fat girl; Ramon Lopez, magic-lecture; Margarita Lopez, headless girl; Mexican Rose, fat girl; Schlitz, pianist; Rose Lee, three-legged girl; Madame Jennie Riesel, mentalist; Billie Pilgrim, legless-armless wonder; Rola (Brownie) Smith, tickets and openings; William Lowmyer, talker. Jennie and Bob Perry have the new Motordrome in good shape and do well at opening. Topsy and Clyde Gooding have a new front for their Hollywood Revue and World's Fair Dancers, line-up of which includes Mona Vaughn, Dorothy Welles, Marie Smith and Mickey Cooley. George Behn is talker and Walter Eastman has tickets. Fred (Terrible Dane) Mortensen has the Athletic Stadium, featuring Clara Mortensen, champion woman wrestler.

Concessionaires, ball game, bottle game, flashpound and penny pitch; Steve Ryan, ball game; Mrs. Spike Hicks, balloon actor; Spike Hicks, high striker; Ruffi Kloster, candy dices and pop corn; Felo Peterson, long-gait shooting gallery; Mae Olsen, pop guns; Frankie Shafer, ham and bacon; Willie Plabe, blanket wheel; Jack Shafer, bingo; Sammy Combs, grocery wheel; Mr. and Mrs. B. L. Barry, photo gallery; Cookhouse, Mr. and Mrs. Roy Miller; Evelyn Moore, Johnny Grant, Roy De Noyer and Jimmy Joyce. Ray Thompson has the lynch stand.

Rides: Ferris Wheel; Everett James, foreman; Bernard Humbers, second man; Ferris Wheel, Everett James, foreman; Bernard Humbers, second man. Merry-Go-Round, John Solheim, foreman; Red Corey, second man. Airplane, Al Laxer, operator, foreman; Baby Auto Ride, Jenny Perry, owner; George Beardsley, operator. Shelland Pony Express, Ross Keeley, Auto Speedway, John Keeley, Rooliplane, Lee Olson, foreman; John Elice, second man; Octopus, George Johnson, foreman; Jena Christensen, second man, Flying Skooter, W. J. Boyd, foreman; Arthur Lake, second man.

NSA JAMBOREE

(Continued from page 47)

ment, Hawthorne Veterans of Foreign Wars, Sam Rothstein, Joe Engel, Joe Weisman, Harry Frankel, Ladies' Auxiliary of the NSA, Mrs. J. Perry Morley, Charles Rubinstein, E. H. Braden, Al Shaw, Charles Lewis and Spirak Electrical Supply Co.

Among those present from NSA were Sam Rothstein, Max Hofmann, Mack Goldberg, Daddy Simmons, Harry Kaplan, Dave Brown, Mack Brooks, Sam Pinkel, John Liddy, Jimmy Davenport, Harry Bevan, Sam Miller, Joe Martin and Lester Mack, who spent a hectic night snapping photos. A delegation of associates from Michael Buck's and Justin Van Vliet's B. & V. Shows dropped in, headed by Joe J. Felt, Joe J. Felt, Joe Stengel, Lieutenant of Detectives Fred Owen, of Bergen County, was present.

and Palisades Amusement Park was well represented, headed by Joe Weisman and Harry Frankel, K. C. McGary and Joe Casper headed friends from Ben Williams' Shows. Edna Lassure came with others from Phil Lassure's and Lesdore Trelbach's I. & T. Shows. Charles Rubinstein represented museum operators of New York City, and Clem Schmitt, insurance man, attended.

From the NSA Ladies' Auxiliary were Midge Cohen, Dorothy Packman, Irene Greene, Ethel Grossman, Leah Green's spoon, Kate Bennett, Kate Winters, Helen Rothstein, Lillian Brooks, Lillian Tobias and Mrs. Jack Feiberg.

NSA Vice-President Art Lewis pledged himself to run a second jamboree in front of the grand stand at the Salisbury (N. C.) Fair in conjunction with George A. Hamid's grand-stand attractions.

F. H. BEE OPENER

(Continued from page 42)

cessloga chalked good business, behind a good gate. Cold on Wednesday and Thursday footclogs showed to remain closed, however. Saturday night was good, despite the weather.

Recent additions include Mr. and Mrs. Art Borrell, sound truck and penny pitch; John Denton and S. H. Brown, bingo; Mr. and Mrs. G. H. Krug, country store; Mrs. Mrs. J. W. Farrell, Madame Ruth Williams, Temple of Knowledge; Mr. and Mrs. Leonard McLemore, two kiddie rides and several concessions; Mr. and Mrs. William Stinson, Athletic Show; Mrs. and Mrs. J. A. Spicke, concessions; Ted Graham, pop corn and peanut stand.

Others with it are Bill Brown, diggers, with Clifford Mathews, second agent; Joe Borup, penny-range lead gallery; James Green, night watchman; E. B. Brewer, penny pitch; Jimmie Williams, ball game; John Thompson, Girl Show, featuring Paula; Al and Alma Airflow, Ten-in-One; Joe Smith, blower; Mr. and Mrs. Bill Cooley, penny pitch; Mr. and Mrs. McIntosh, Side Show; Fred Vincent Bellomo, Royal Italian Band.

Staff includes Bobby Sackels, manager; C. S. Brewer, second agent; R. R. Hull, promoter; E. B. Baker, electrician; W. J. Jarvis, coupon collector; mail and The Billboard sales agent. Rides are operated by James Anderson, Earl Gibbons, W. H. Goodrich, J. C. Godsey, Charles Sheldon, Robert J. Murray, Casey Jones, J. J. Craig and D. P. Pool.

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"Pinrod" 10-in. Ballons and Tea-Us; "PINOOD" 10-in. Ballons, Paper and Glass Pennants, Bunch and Bunch Hats, SUN GLASSES AND KITS, Plying Ribbons, Celluloid Dolls, Flag Book, Flag Pins, AUTO FLAG SETS, SPREADERS, 10-in. Flags

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No. 2230, \$1.80 per doz.
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by **BILL BAKER**
(Cincinnati Office)

WORKING SPARK INTENSIFIERS . . . at a downtown Cincinnati location last week to good turns were J. M. Tracy and Ray Lintzay. The boys report they'd like to read pipes from Eddie Jamison and Jack Anthony.

TRIFOLD OPINIONS: "Do a good turn and it'll always return."

R. W. REED . . . broadcasts that the country around Dublin, Ga., is well represented by leaf and med purveyors and no other line one can mention. Dublin, he says, is closed to everyone except those working thru a merchant. Reed visited the Connie & Dolly Med Show at Champey, Ga., where he says business was bad. Reed has finished a new trailer and will hit the road soon.

ACK PITCH EXPONENT . . . Charles Kaaser, has been working Detroit and environs of late to good results, according to word from the Motor City.

"WHY CAN'T all the good-looking spots turn out to be good spots?" queries Jerry the Jammer.

A. C. SELLS . . . is pitching novelties in and around Mason, Ga. He says I. Hussey, of Hussey Distributing Co., Atlanta, passed thru recently. Things are okeh in Bibb County, according to Sells.

GEORGE J. OLIVER . . . typesetter; Em back in Washington after completing a successful stint of three months with Station WJW, Akron, O. I have worked lead here for over a month on pens and am framing a store with leather goods. Have been trading stories with a nice old timer, Harry Walker, and his interesting companion, Florence. Harry is pitching ignition coils on Washington lots. I came across Arizona Jack Campbell, of med fame. He says he needs a cleared parking lot for his ballyhoo."

DON'T OVERLOOK entertainment features in your pitches.

DOC HAROLD WOODS . . . was struck by a truck near Dundee, N. Y., night of May 6, according to Tom Waters, of Shamokin, Pa., who was informed of the accident by Dr. A. S. Jones, of Dundee. Woods suffered no broken bones and is all right.

OLDTIMER . . . Doc A. M. Johansen writes from Manhattan, Kan., that he is pitching a new item in department stores around Kansas and getting his share of greenbacks. Says he expects to be in Missouri soon, then go into Minnesota. He would like to

read pipes from Morris Kahnroff, Johnny Hicks, Harry Corry and Jimmy Harle.

HOW MANY types and ketcher workers are playing Chicago?

J. BOLAND . . . of Washington, who formerly pitched with X-rays, garters, buttons and fountain pens, has not been out since 1924, but hopes to try it again this season.

KID CARRIGAN . . . cards from Indianapolis that he has finally settled his father's estate and has bought the Oxford Hotel there.

BEST WAY to perk up your sales is to try another spot. Avoid becoming an eyesore to the natives.

BILL BREAM . . . is working Wisconsin with Silver Strike slot machine playing cards, which he says are selling well. He will be in Green Bay until July 15.

JOE HARDING . . . claims to be getting the govt thru Pennsylvania with various-sized flags, especially small ones for decorating automobiles. Said he is headed for the New York fair in a new Hudson.

FAMOUS LAST WORDS: "Whenever I run into a good spot, I drop my friends a letter about it."

WHAT'S THE MATTER . . . with the season well under way the courts will be plenty of activity and happenings to report. Come on, boys, let's keep this column filled with news.

ANTON KEYES . . . letters that things are booming around Santa Monica, Calif. He is doing big biz on factory pay days with bathing supplies. Says he has run into many pitchmen in California recently, including Jack Bessey, med, and Art Cox with a brand-new joint.

MUSTERS' TIPS: Have you ordered your stock of white, cowboy, jungle and seaweed caps? They should get plenty of play again this year. In fact, some of the boys are already on the road, selling the items to early-season tourists.

TOM KENNEDY . . . How about some more of your amusing anecdotes?

FRANK McDONALD . . . known as Mac (Scales) McDonald, has just left a hospital in Muncie, Ind., where he underwent an operation. He will be laid up for some time and would like to hear from friends, including Doc Charles (Snake Oil) Smith. His ad-

NAT K. MORRIS Says:

The smart demonstrators are working our ORIGINAL PATENTED **DUR-X GLASS CAKE AND FRUIT KNIVES**, the new **DUR-X GLAS-ITE JUICE EXTRACTORS**, **DUR-X Spiral Slicers** and **See-Saw Vegetable Preparers**. Are you? Demonstrated at the New York World's Fair and San Francisco Exposition. For special pitchman's prices write to

KITCHEN GADGET MFG. CO.

ASBURY PARK, N. J.

DEMONSTRATORS and PITCHMEN

Year's Hottest Item

New 1940 Streamlined Peeler Combination. Special Summer Prices NOW.

PITCHMEN SPECIALTIES

Dept. 412, 666 St. Clair St., Chicago, Ill.

BEST ENGRAVING LINE!



... your Engraving File with 1000's of fine grade...
... these allows like the football, basketball, roller-skating and tennis...
... the best making pocket plates, including 5 1/2" ball...
... Lockets...
... Best Bellows...
... Cameo Rings...
... Photo Jewelry...
... Write for Catalog 24, Detroit.

HARRY PAKULA & CO.
5 N. Wabash Ave., Chicago, Ill.

NEW JEWELRY FOR ENGRAVERS,

Summer Receipts, Fair Demands, Striations and Professional Lockets, Rings, Chains, Engraving Tools, etc.

Send for Free C.A.T. & C.G. or \$2.00 for

MAJESTIC NOV. CO., 307 8th Ave., New York 14, N. Y.

ELGIN & WALTHAM

REBUILT WATCHES \$175

7 Jewels, 18 5/16, in G. Case, 18 K.

Send for Price List. Money Back If Not Satisfied.

CRESCENT CITY WATCH MATERIAL CO., 118 W. Broadway, St. Louis, Mo.

NEW LINE 1940 JEWELRY

8 1/2" Signet Rings, Rings, Bracelets, available for engraving. Selection of Pearl Lockets, Cameos and White Stone Rings. Send \$2.00 for complete catalog.

Free Catalog

JACK ROSENMAN CO., 307 7th Ave., New York City.

HEADQUARTERS FOR 1 Minute & 4-for-10 Photographers

MAKE GOOD MONEY THIS SUMMER with our New Grouped Shuttles and Pickers. Photo Pocket Mirrors with Catchy Reflected Film Lenses. Cash and White Stone Rings. Send \$2.00 for complete catalog.

Free Catalog

BENSON CAMERA CO., NEW YORK, N. Y.
Ordering to Quick Finishing Photographers for Over 60 Years.

SOCIAL SECURITY PLATES

\$3.00 per 100

CASES

\$1.00 per 100

Stamping 400's consisting of a complete set of data, including address and numbers and groups—\$4.00. We have good proposition for agents. Send for illustrated catalog and details.

RELIABLE SALES CO.
913 Broadway, Dept. 20, NEW YORK CITY

PHOTO MOUNTS

DIRECT FROM THE FACTORY

Mountings from 1 1/2" x 2 up to the largest sizes. Sparking new designs, surprisingly moderate prices and rush service. Write us for illustrated circular... Miniature samples 25 cents, postpaid.

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Coupon Worthless @ Distributors & Pitchmen
Get Us First! Make Us Your Money

WALTHAM

Now All Pearl Packages Just Completed. The Package That Gets First Money

\$26.00 PER GROSS

Write for Price List on All Type Waltham Pens.

GENERAL PENS & INSTRUMENTS MANUFACTURING PHARMACEUTICALS

300 W. Adams St., Dept. C, Chicago, Ill.

MEDICINE MEN

Write today for new catalogue of Tablets, Oil, Salts, Bone, Tablets, Herbs, etc. Low prices—rapid service.

GENERAL PHARMACEUTICALS MANUFACTURING PHARMACEUTICALS

167 E. 50th St., Columbus, Ohio

dress in 702 South Wayne street, Alexandria, Ind.

M. MADSEN... still carrying the goods with cleaner...

LET'S HAVE... some pipes from Jerry Frost, Fred Hudg...

ARE YOU ADDING to your bank roll now or just taking things easy?

REPORTS FROM... Louisiana territory indicate that Everett Williams is clicking with foot...

GEORGE MANEY... still working cleaner in Cincinnati to lucrative results.

IT CAN'T be said if pichmen can't sell it.

Pichdom Five Years Ago

Harry Maden had just arrived in New York from Tom Terrence... Doc George M. Reed was back in harness after a sick spell... Why NOT USE THESE COLUMNS as a bureau for circulating facts on conditions in your territory?

Events for 2 Weeks

- CALIP-Cambria, Rodio, 25. ILL.-Litchfield, Legion Spring Festival, 20-25. ILL.-Marshalltown, Tall Corn Expo, 19-23. ILL.-Harvey, Vay Spring Carnival & Mardi Orna, 19-25. Litchfield, Legion Spring Festival, 20-25. IND.-Oxy, National American Festival & Celebration, 20-25. KY.-Henderson, Merchants & Mfrs. Indoor, 19-25. Pineville, Ky. Mountain Legral Festival, 20-25.

ROLLED GOLD PLATED WIRE (Gold Filled) Gold & Silver... 227 Eddy St., Providence, R. I.

SUBSCRIPTION MEN

Make Money With Leading Poultry Paper, Every Farm & Prospect... CHAS. WEBSTER, Room 1201, Eastlake Bldg., Mount Morris, Ill.

- LA.-Shreveport, Commemoration of Gen. Herrera Burredder, 23-25. MICH.-Holland, Tenth Anniversary, 18-20. N. J.-Fair Hills, Dog Show, 24. Madison, Dog Show, 25. Dog Show, 24. Westfield, Dog Show, 24. N. Y.-White Plains, Dog Show, 24. O.-Wooder, Anniversary Home Town Week, 18-25. OKLA.-Tulsa, International Petroleum Expo, 18-25. ORE.-Milson, Pea Festival, 23-25. PA.-Pittsburgh, Dog Show, 24. S.-Somerset, Turf Pipe Celebration, 18-20. Waltham, Dog Show, 24. TENN.-Bella, Day Festival, 23-25. WASH.-Port Townsend, Rhododendron Festival, 24-26. CAN.-Halifax, Cherry Blossom Festival, 24-26. WAB.-Wampier, Man. Shrine Circus, 18-25. WAB.-Wampier, Man. Shrine Circus, 18-25. ALA.-Birmingham, Natl. Jay Carnival, 1-2. ALA.-Ft. Smith, Rodio, 30-June 1. CALIF.-Los Angeles, Southern Calif. Home Show, 25-June 1. Jackson, Azadur Co. Rodio, & Picnic, 25. DELA.-Newark, Dog Show, 2. ILL.-New Miami, Spanish War Vets Celebration, 27. IND.-Anderson, Dog Show, 1. Ferdinand, Centennial Celebration, 30-June 2. Indianapolis, Auto Race, 30. Indianapolis, Dog Show, 30. MICH.-Saginaw, Home Show, 30-31. MO.-Nolan, Natl. Ozark Jubilee, 29-June 1. N. M.-Albuquerque, Pageant, 29. N. Y.-Lackawanna, Celebration, 29-June 2. Port Chester, Dog Show, 1. Rye, Dog Show, 31. N. C.-Walden, Strawberry Festival, 27-31. O.-Akron, Grand Circus, 27-June 1. Columbus, Mardi Gras, 25. East Palestine, Fremont Jubilee, 27-June 2. ORE.-Cannon, Rodio, 1-2. PA.-Confluence, Old News Week, 27-June 1. Wood City, Firemen's Jubilee, 27-June 1. Lancaster, Home Show, 29-30. Northumberland, Night Club Carnival, 27-June 1. Oreston, Dog Show, 24. Philadelphia, Deron Home Show & Yatr, 27-31. WASH.-Dayton, Dayton Day, 1-5.

DODSON EQUIPMENT

Wood, on his "Pull Up a Chair" program, interviewed M. G. Dodson... Roster includes M. G. Dodson, and Mrs. Ida Ballie, co-owners... Shows Jitterbug House, Hubert Lewis, manager; Jimmie Simmons, tickets, and Red McFarland, clown.

Shows Jitterbug House, Hubert Lewis, manager; Jimmie Simmons, tickets, and Red McFarland, clown... Shows Jitterbug House, Hubert Lewis, manager; Jimmie Simmons, tickets, and Red McFarland, clown.



FOX FUR TAILS

With Easy Styling on Assorted Colored Cards (As Illustrated) Attached With Silk Tassels... 12 Inch... Each 5c IN 100 16 Inch... Each 7c 20 Inch... Each 10c LOTS

SUEDE NOVELTY CUSHION

In Bright Colors Doz. \$3.25

Here's the softness and low price, all crammed together in one dose of mental relief... Carnival Novelty Co., Inc.



Carnival Novelty Co., Inc. 30 West 3d Street, New York, N. Y.

Establish a solid take with BILLFOLDS

\$7.50 to \$66.00 gross

You won't need a queen to get the crowd when you display genuine leather Billfolds... HAGERSTOWN LEATHER COMPANY

HAGERSTOWN LEATHER COMPANY

Hagerstown, Maryland

ELGIN & WALTHAM-Second-Hand Watches at Low... \$1.85 DIAMOND RINGS-Solid Gold Mountings as low as... \$2.40

Send for Descriptive Circular H. SPARBER & CO. 104 North 7th St., St. Louis, Mo.

4 for 10c PHOTOGRAPHERS CASH IN

Do Own Photo Jewelry Business... NEW FAST SELLER-GET ABOARD

"VETERANS KEEP U. S. OUT OF W.W."... AGENTS HERE'S YOUR QUICK-SALE ITEM

New Hoses clean eyeglasses sparkling bright and PREVENT FOGGING under any conditions... CLEAN-OHIST CO.

Beautiful, Hand Made CEDARWOOD & IVORE JEWELRY

Neckties, Buttons, Pins, etc. All made from the finest Cedarwood... CHAS. DEWEE MFRS.

230 BOX

RETAILS FOR \$1.00 Each box holds 30 Celluloid or 20 Celluloid... SELL SIGNS

sell signs in Church, Tavern, Gas Station, around 250 Sporting... 227 Eddy St., Providence, R. I.

Tait Arrives From Manila; Plans Tour of the States

SAN FRANCISCO, May 18.—Said to be the No. 1 circus and carnival man of the Far East, E. Stewart (Eddie) Tait arrived here Wednesday aboard the liner Freedom from Manila. With his brother, Harry, Tait operates Tait Bros.' shows in the Philippines, Borneo and in such remote regions as the interior of Indo-China and Siam. Visit to his post in San Francisco in 11 years.

For 20 years he's been presenting his shows to natives of lands of the Far East and has several shows operating at the same time. Tait plans to tour the United States for several months, picking up attractions and assembling new talent for his shows. He said that natives pay 100 gold coins they have saved for years.

Fisher Bros. To Open June 1

JACKSON, Mich., May 18.—F. C. Fisher states that Fisher Bros. Shows will open near here June 1 and move on four trucks and trailers. Show will be in Ohio for the first two weeks and then go into Indiana. Big top will be a 50 with two cars; side show, 40 by 70. Trucks have been painted red, silver and orange, and lit with Joe Zerbe.

H. J. (Slim) Young will be general agent and Frank E. Pilbeam will be lot man and in charge of front door. Francis Fisher Jr. will present his educated pony and bird act in big show. Oklahoma Joe Churchill will have the concert.

Philadelphia

PHILADELPHIA, May 18.—All shows, except Orinberg's World Famous, have left the city. Gruber is at Front and Center streets this morning. Wheeler was good the first three days, but Thursday it rained and turned cold. Eighth Street Museum closed last Saturday night. Business for the season was off from previous years.

SLA COMMITTEE

(Continued from page 42) have paid pledges in full to date are W. D. Bartlett, Fred Beckmann, David Bloom, Wilhelmine Cline, Robert Cooper, J. W. Conklin, Frank R. Conklin, J. W. Conroy, Mrs. Frank J. Conklin, James Conliffe, M. J. Doolan, H. P. Fellows, John W. Galligan, Sam Gordon, Charles T. Oosa, Hoppe, Albert J. Horan, Phil Keating, Clarence Katz, Peter Kortes, George Lauterman, Alex. Libban, Harry A. Manley, Elyla P. Maynes, Joseph T. Monson, J. Gilbert Noon, C. D. Odum, George Pappas, Arthur Radtke, John Balsani, Louis Schlosberg, Ernest W. Weaver, Ned White, F. C. (Whitey) Woods.

Those who have met regular pledge payments include Ralph J. Anderson, Tom Arger, Bennie Beckwith, Oscar Brown, Ollie E. Bradley, Felix Charneck, Cucca Case, William Claibe, J. A. Day, Charles De Kroko, Jack Dondlinger, Frank P. Dumfeld, Billie Ellis, Faidry & Little Shows, Sam Feinberg, Walter B. Fox, B. B. Gerety, Oloffe, Foster Co., F. E. Gooding, Jacques B. Goutdo, G. Greenstone, Rubie and Annie Gruber, Oscar Halverson, Frank Hanasaki, William A. Hatlich, Robert A. Hickey, Peary Hoffman, Harry A. Hiltone, David Abe Kann, Casey Conroy, C. L. C. Kelley, W. P. Kemp, John Lavin, Charles A. Lenz, Jimmie Limbaugh, Morris Lipaky, J. C. McCarty, Charles McDougall, Harry E. Martin, Harry P. Martin, H. A. Miller, Ed. Miller, George Nelson, Mr. and Mrs. Chit Nogle, Ralph Paclni, O'Henry Tent and Awning Co., Harold Paddock, Ben Pardo, Denny Pugh, Al Reiss, Dave Robbins, L. Rose, Carl J. S. Sedinsky, Frank D. Shean, Zeki Shubway, Curly Smitherman, James A. Terry, Wisconsin De Luxe Co., E. C. Velare, George Vogtard, R. C. Ward, E. S. and C. J. White, W. P. (Whitey) Woods, G. B. Wood, and Walter A. White.

Donations to the fund were received from Ida Cohen, Donald MacLeod, Arthur Wirtz, The Billboard, Phil C. Travis, M. J. Doolan Employees, Simon Ehrlich, H. Struch, Leo M. Kalk, Arthur Hopper, John S. Bullock, Canadian National Exhibition, Tampa (Fla.) Park, Royal American Shows, Wallace Bros. Shows of Canada, Conkling & Williams & Reid, Maryland Shows, Mel Vaught State Fair Shows, Sol's Liberty Shows, Henries Bros. Shows, Johnny J. Jones Exposition, Mighty Sheesley Midway, Buckeye State Shows, Zimaras Shows, Louisiana State

Fair, Goodman Wonder Shows, Barnes-Carruthers Co., Art Lewis Shows, Rubin & Cherry Exposition, Beckmann's Circus Shows, Imperial Shows, Golden International Exposition, West's World's Wonder Shows and Mighty Monarch Shows.

Co-operation has been wonderful and Bob Lohmar as chairman of 1940 Drive is planning an extensive campaign in conjunction with the Home Committee.

PATRICK'S GREATER

(Continued from page 50) in Tulsa, Okla. Hospital, Perry B. Woodall, resident Yakima Fair Association, was a frequent visitor, as was Secretary-Manager J. Hugh King. Mr. Larsen, of the board of directors of the same fair, also gave shows the once over. Mr. and Mrs. Ed. Grant left for Newport, Ore., to play Annual Crab Days. Eddie Lane took his concessions to join Schmidt Shows there. Tony Lombardi framed a new grin actor. Bob Adams wife, Vivian, will work in the blower for Bill Clarke, while Vivian works for Jack Arnett's Dancers of the World Show. Superintendent John (Miss) Snobar had rides and shows loaded and on the road long before daylight Monday morning for the Jump to Pendleton, Ore.

ELLMAN IN START

(Continued from page 42) tractive and shows carry nine rides, six shows and a line-up of concessions. Among visitors at opening were Otto Henke, Jack Vomberg, Louis Torti, Frank M. Tibby, June (Honey) Eilman and party; Mr. and Mrs. J. Davis, Mr. and Mrs. John Beal, and Joe Goldmann. Mickey Stark joined, coming in from St. Louis. Roster includes Frances Eilman, secretary-treasurer; Charles Eilman, manager; Jimmy Franklin, electrical; and The Hill and sales agent. Rides includes Pertis Wheel, Johnny Winstead, foreman; Teddy Gest, assistant, Bill plane, Henry Eilman, owner; Ruth Eilman, tickets; Paul Turner, operator; Mix-Up, Grove Pilsent, foreman; Carroll Wolcott, assistant; Red Draeger, tickets. Tilt-a-Whirl, Chuck Panacko, foreman; Harris Mark, assistant; Oscar Orloff, tickets. Merry-Go-Round, Marvin Branson, foreman; Eddie Sullivan, assistant. Kiddie Ride, June Eilman, owner; Eroy Fluhr, operator; Pony Ride, Joe Comeau, owner; George Comeau, tickets.

Concessions: William Noffa, pop corn; Mrs. William Noffa, candy floss; bingo, Frank Schimnowski, owner; Philip Nelson, Victor Stone, Helen Noffa, and Lester Gebhart, owners. Cigarette gallery; hoop-la, Bill Schimnowski; ball game, Mary Stark. Photo gallery, Cecil Edgington, operator; Leroy Harrington, dark room; Mrs. Edna Tammy, tinting. Ball game, Ed Walker, owner; Pat Voglin, Cookhouse, Mr. and Mrs. Harry Kirby, owners; Jim Delano, Charles Hinkston, Penny arcade, Mickey Stark, owner-operator; Howard Ramsey, Carmel corn, Mr. and Mrs. Ben Dinnoff.

Shows: Model City, Mickey Stark, manager; Edward Page, mechanic; Ten-in-One, George Collins, manager; Mrs. George Collins, piano, tinny, glass, dancer; Yogi Ray, tattooer; Rex Douglas, tickets. Athletic Show, Frank Kolbarn, Jack Hobbs.

SMITH BROS.

(Continued from page 42) remains almost the same as last season and includes Mr. and Mrs. Signa, photo gallery; Slim Lapp, tattooer; Mr. and Mrs. Scooty Reinhardt, pitch-tilt-you-win; Joe Helly, short-range shooting gallery; Max Phillips, penny pitch; Mr. Allen, bingo; Henry Grimes, tattooer; Howard Smith, snow cone and pop corn; Mr. and Mrs. Sherty Douthit, agents; Tex Darrell, hoop-la; Frank Smith, Perts Wheel; Carl Davis, foreman; Lewis Able, Kiddie Ride; Sherry Smith, bumper; Joe Skirky and wife, grocery stand; Tuffy Barnett, Athletic Show; Bobby Kates, wrestler; Gene Barnett, tickets. Dorie Gramshor, Margaret Grimes and Raymond Craig have big games and Red Brownell, bottles. Buck Jones is electrician and Joe Skirky handles banners.

UNIONTOWN D. A.

(Continued from page 42) held here annually under auspices of the VPW for the last four years. The Jones family have built up to the reputation established here by the Jones exposition they need have no fear of my office," the D. A. declared. The Uniontown Evening Centinel on Monday, May 13, carried two columns head on a page one story which listed

FIRST ANNUAL TRADE SHOW in conjunction with the SHOWMEN'S LEAGUE OF AMERICA and the OUTDOOR SHOWMEN'S CONVENTION HOTEL SHERMAN, CHICAGO, ILL. DEC. 2, 3, 4, 5, 1940 An excellent opportunity is afforded you by exhibiting to directly contact your prospects at very reasonable rates. Booth space allotted in order of receipt of reservation. Floor plans and rates furnished on request Write: SHOWMEN'S EXHIBIT ASSOCIATION, Hotel Sherman, Chicago. Entire profits to Showmen's League Charity

expenses of the show and money spent in the city during the four years it has appeared in Uniontown. Total spent was \$31,780. Other papers carried articles in which Mr. Coftom was quoted as saying the show was the cleanest he ever saw. Starr DeBelle, press representative, scored heavily in local dailies. Business for the week exceeded 1939 gross, but for the week of the show Monday night kept many away from the grounds. Owner E. Lawrence Phillips and staff were highly complimented on beauty of show and much praise was heard on all sides by this writer.

DOG SHOWS

- (Continued from page 61) Santa Cruz—June 16. A. E. Rosewood, 20 Gycamore st., San Francisco, CALIFORNIA. Westport—June 9. Foley, 1254 2009 Hanstead st., Philadelphia, PA. DELAWARE Newark—June 2. Del. N. V. Buckingham. ILLINOIS Staley—June 23. A. W. Bow, 2406 12th st., Detroit, Mich. INDIANA Anderson—June 1. Wm. C. Orpwell, 407 S. Jackson st., Auburn. Indiana—June 22. W. R. Row, 2104 11th st., Detroit, Mich. Indianapolis—June 2. E. W. Leach, 3642 Oakway ave., St. Paul, Minn. IOWA Des Moines—June 9. Mrs. L. R. Launspach, Indianapolis, Ia. NEW JERSEY Pat Hums—May 24. Foley, Inc., 2009 Hanstead st., Phila., Pa. NEW YORK Madison—May 28. Foley, Inc., 2009 Hanstead st., Phila., Pa. Newark—June 1. Foley, Inc., 2009 Hanstead st., Philadelphia, Pa. Montclair—May 24. Foley, Inc., 2009 Hanstead st., Phila., Pa. Rensselaer—June 22. Foley, Inc., 2009 Hanstead st., Philadelphia, Pa. Westfield—May 24. Foley, Inc., 2009 Hanstead st., Phila., Pa. NEW YORK Katonah—June 14. Foley, Inc., 2009 Hanstead st., Philadelphia, Pa. Port Chester—May 21. Otis A. Shibley, Foley, Inc., 2009 Hanstead st., Phila., Pa. Staten Island—June 22. Foley, Inc., 2009 Hanstead st., Philadelphia, Pa. Syracuse—June 16. Foley, Inc., 2009 Hanstead st., Philadelphia, Pa. West Chester—May 24. Foley, Inc., 2009 Hanstead st., Philadelphia, Pa. White Plains—May 24. Mrs. S. C. McClellan, 1522 Wilman Parkway, A. New York, N. Y.

PERSONAL HEADLINES This is up to \$75.00 a Day by Printing "Who's Who" Headlines. Big Profit! Little Work! Write: Personal Headlines, Fair, Vets., and Concessions. We sell complete outfits, including type, machine and complete Resemblance, letter or reply. PERSONAL GOOD TYPE MFG. CO. 608 S. Dearborn St. Chicago 270 Lafayette St. N. Y. City

WANTED FREE ATTRACTIONS, CONCESSIONS STREATOR, ILL., JULY 3-4 8th Commercial West—40,000 People. The Big Outdoors of Central Illinois. Midway in the Business District. Address: WILLIAM J. LEWIS, Gen. Chairman.

Golden Rule Amusement Co. Opens May 27, Greentree, Pa. All Concessions OPEN except POPCORN. Can place shows of all kinds with our outfit. Make plans of pay GATE. Write: Golden Rule Amusement Co., P.O. Box 100, Greentree, Pa. RIDE. No time to delay, open on will take you. P.S.: NO PLATS WANTED.

WANT Capable Solds Agent for Mam and Berrin Store. No business. Make Shows, Oil, Power, machinery. Playing ball and first in Kentucky. Plenty money. Wines working three sheets. JACK DUNCAN, care Cotton State Store, Neen, Ky.

THE NEW GAME MINIATURE TRAP SHOOTING OUTDOOR Shot a Flying Target at 75 Ft. Quis, Trap, Ammunition and Targets, reasonable. A quick, most profit. Good profits. WEEK-END CONIP, 414 Second Ave. N. Y. City. See "P" operating at 1455 Broadway, N. Y. C.

- OHIO Ashland—June 8. Wm. C. Ogerth, 507 S. Jackson st., Auburn, Ind. PENNSYLVANIA Overbrook—May 30. Foley, Inc., 2009 Hanstead st., Phila. Pittsburgh—May 21-22. Foley, Inc., 2009 Hanstead st., Phila. Williamsport—May 25. Foley, Inc., 2009 Hanstead st., Phila. WEST VIRGINIA Fairmont—June 16. J. Hugh Graham, Box 458. WISCONSIN Wausau—June 30. M. J. Spitzke.

HARRY KELNER & SON, INC.
 50 BOWERY, NEW YORK, CITY
 One-Half Deposit on All Orders

Chicago Wally Snails	Gr.	\$4.00
Best Inside Wally Snails	Gr.	8.00
Tomahawk Snails	Gr.	8.00
Wally Snails	Gr.	8.00
Wally Covered Rattles	Gr.	6.00
Long Range Hat and Balls	Gr.	1.75
24 Inch Fish Pole	Gr.	1.00
Gold Blat America, VFW, Legion, Circus, etc.	Gr.	9.00
50.00 Grains Ballroom	Gr.	2.50
50.00 Grains Games	Gr.	9.00

R-B Union Men Want Whitehead Charter Revoked

WASHINGTON, May 20.—Delegated from the labor unions on the Ringling-Barnum circuit asked the executive council of the A.P.L. meeting here at the Washington Hotel, to revoke the union charter given to Ralph Whitehead. It was learned from authoritative sources here yesterday. It was stated that the circus men had declared their faith in the union organization and were willing to continue within the ranks of A.P.L. but that they could not follow a leader like Whitehead because he was not a circus man, did not appreciate the circus problems and was not inclined to sympathize with the circus worker. The request made in two separate visits was declared to have been instrumental in banning the picketing of the Ringling show during its stay in Washington.

Worker Killed by Truck

One fatality occurred as the show was loading yesterday morning when George Rabins, 24, of Bayonne, N. J. fell under Ringling truck No. 113. Rabins was attempting to jump aboard the moving truck which was drawn by a caterpillar tractor being operated by Clarence Springer of Saratoga. The truck passed over Rabins' body and he was pronounced dead a little later at Casuality Hospital.

Ringlings opened their local engagements Thursday (19) with overcast skies and considerable rain. However, after a late matinee, the evening performance found the big top four-fifths filled. On Friday the management was forced to turn away thousands. At night many of the features had to be taken out of the performance because of spectators seated on canvas and straw on the track.

In a "deal" Mrs. Lawrence J. (Chip) Robert, local society leader, donned tights and rode on an elephant in the opening spec in exchange for a local showing of various acts at the local children's hospital Saturday morning. Henry North, in charge of the show while his brother is on a honeymoon, was entertained at dinners by Mrs. Robert and various circus fans.

WILMINGTON, Del., May 18.—Freak Williams gave exhibitions here on Monday and Tuesday, attendance being in excess of 10,000.

WANT

Jobs on wire capable, solar Man and Wife take charge Cookhouse. Preference given to party that must cook and some equipment. Show to be held each with bone fire fans and celebration, starting last week in June running thru November in Mississippi. Good earnings for legitimate concessions and one more Grand Show.

BUCKEYE STATE SHOWS
 Sold Knob, Ark., this week; then as per route.

WANTED

Merry-Go-Round, Ferris Wheel, Myrtle Beach, S. C. Boardwalk location, season June 1-September 1. Must be first class, no junk. Wire

Crescent Amusement Co.
 Clinton, S. O., this week.

P.S. Will book Chaperone with transportation. One, Wilmett, Sud Foxman Showman, wire.

AT LIBERTY CIRCUS AGENT
 Capable Routing, Concessing, Home Cor.

OSCAR WILEY
 Care Ward Bro.
 2nd and Market, PARKERSBURG, W. VA.

WANT RIDE HELP AT ORGE NOLAN'S AMUSEMENT CO.
 617 Whitworth Ave., COLUMBUS, O.
 Operate Chaperone and Kill Wagon and Cook House-Plans, Concessions also wanted. Opening May 28th, Columbus, O.

TROPICAL FRUIT DRINKS

PAPAYA PINA COLADA COGNAC CHAMPAGNE GRAPE CHAMPAGNE
 Top merrymaking juice joints in the World's Fair, Oregon Island, on Broadway, as well as at more than 100 other points and corners. All these are the finest Tropical Fruit Drinks. Set up one of these stands for QUICK MONEY! 100% PROFIT on Papers and Pina-Colada at \$5 price! 500% on Cognac, Champagnes at 19¢!

WRITE FOR OUR LATEST FREE CIRCULAR TODAY!

NAT LERNER, 203 Lexington Ave., NEW YORK CITY

CELLIN & WILSON SHOWS

Week May 27, Legion Decoration Day Celebration, Community Park, Cumberland, Md.

WANT Colored Chorus Girls and Musicians, Grind Shows with own equipment. Rolloplana and Octopus with own transportation. All legitimate Concessions open. Address this week, Altoona, Pa.

THE JOHN R. WARD SHOWS

DIYERSBURG, TENN. COTTON CARNIVAL ON STREETS AROUND SQUARE, WEEK JUNE 3. FAIRS AND CELEBRATIONS CONTINUED TO NOV. 1.

WANT MINISTREL SHOW TALKER AND MANAGER, also fast-talking Chorus Girls, Musicians and good Team, Grind acts, GIRL SHOW, Talker and Dancers. **SHAKE SHOW!** Have complete new outfit. No Cash. GIRL VICE-Jack T. Hamilton, willing to hear from you. **CASH PLACE LEGITIMATE CONCESSIONS, OPENING FOR PENNY ARCADE.** **Blowers** Moplas wants Hall Agents. **Love, Garden Country, Myrtle Beach, Brown, etc.** **WANT** actor, female Ride Help and drive Sams; Foreman for Pony Ride and This-Whirl, Chesler, Ill. this week.

CONVENTION SHOWS WANT

For Teasawade Fireman's Celebration must work and Vicksburg State Moose Convention to follow, few more Concessions and strictly Street Shows. Louis Augustino wants Talkers for Congo Show and Alligator Farm. Mrs. Augustino will buy for cash Devil's Bowling Alley. C. E. Liddle Pedes wants Second Opener for Sea Rogers Show.

Address: Falconer, N. Y., this week.

F. H. BEE SHOWS, Inc.

Luzitona, Ky., downtown, week May 27; Winchester, Ky., Legion Follies, Main Street, week June 3; Georgetown, Ky., Legion Pow-Wow, uptown, week June 10, with 3 more big celebrations to follow. These our fans start July 8 with 16 straight county fairs. **Want Stock Concessions and Shows with own outfits. No split or percentage. Custard open.** Address: Morehead, Ky., this week or as per route above.

DAVIS AND PARROTT SHOWS

OPENING STEPHEN CITY, VA. JUNE 3 TO 5, BIG FIREMEN'S CELEBRATION

Want Concessions: Cook House, Corn Game, Photo Gallery, Ball Games, Penny Pitch and legitimate Concessions of all kinds. **Want Riders: Chair-Plane, This-Whirl, Loop-Planes.** **Want organized Minstrel Shows.** Also Octopus Band, Snake Show, Grind Shows of all kinds. **Want High Poles Free Act.** Address: GEORGE PARROTT, DOONESVILLE, VIRGINIA.

MAGIC EMPIRE SHOWS WANT

Legitimate Concessions of all kinds. No splits. Will sell exclusive to American Biltmore, Dundas, Sand, Cotton Candy, Jolly Band, Circus Gallery, Big Six, High Striker, Lead Gallery, Short or Long Range, Want a-t-all with reference to best trained Snake open. Also Agents for Wheels and other Sports. Offer Schedules, all new and well finished. **Want people for Sidewalk.** Also capable Man for Adelaide Show. Complete outfit. **Want Girl and Posing Show with or without equipment.** Good proposition to International City and Embassy Shows. Also International. Can place small Grind Shows with own equipment. **Want Loop-Plane, Roll-Plane, Octopus, Helium and Kicker Rides.** Fair surroundings, excellent committee. **Wants:** Birmingham, South Dakota, Nebraska, Kansas and South, get in touch with my office before making any plans. **Wants:** Albia, Iowa, of low cost, best work than ever arranged street celebrations. All Iowa. Address: A. SPHERS, Manager.

MERSON & BROTHERS GREATER SHOWS

Want Shows with own outfit. Rides not conflicting. Will book or buy for cash: **Roll-Plane, Loop-Plane and Chair-Plane.** **Want following Concessions:** Ball Game, Spring Game, Pitch-a-Win, Hoop-La, Country Game and other legitimate Shows. **Want Merry-Go-Round, Foreman and other Ride Help.** This week nights at Sparrows Point, Mo., near Exhibition Road starts three days later. Other good leads to follow.

M. MERSON, GENERAL MANAGER, 427 E. BALTIMORE ST., BALTIMORE, MD.

BROADWAY SHOWS OF AMERICA

Want Acts for Side Shows, Also Dancers for Musical Shows. Will book 1 or 2 Grind Shows with own outfit. 25¢. Will furnish top and front for Goat Show, also outfit for worth-while attraction. **Will book:** Roll-Plane, Chair-Plane, Octopus, Helium and Loop-Planes at 25¢. Concessions: Snake, Outland, Diggers, Photo, Hat Game and Lead Gallery. Can also place legitimate Grand Shows. **Will book Hat High Show.**

P.S. H. D. WEBB CAN PLACE CAPABLE COUPON AGENTS ON ROLL DOWNS, BLANKY AND BLUE WHEELS. OTHER CONCESSION PEOPLE. Urichville, Ohio, week May 20; Memorial Day Week Celebration, May 27 to June 1, on the streets, squares Fire Department, Bridgeport, Ohio.

WORLD OF FUN SHOWS

Can place **RIDEs**—Roll-a-Plane, Loop-a-Plane. **SHOWS**—Have complete outfit for Top-o-One with 180-degree banner line and two complete shows and tents for Grind Shows. Will place those with own outfit and equipment. **CONCESSIONS**—Legitimate Concessions of all kinds; that work for low cost. Outland, Spring Game, Hoop-La, High Striker and Coors, Helium, Pettibone, etc. Can place one more High Aerial Act, state lowest salary. Can place Ride Help for any show. Address all mail and work to E. STEUBER, PHILADELPHIA, Pa. Will work. P.S. Will accept no collect wires.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

WANT

Organized Minstrel Troupe with Man Band Musicians, Side Show Acts, Maussian Girls for Girl Show, legitimate Concessions except Diggers and Cook House.

ROGERS GREATER SHOWS

Week of May 20, Benton, Ky.; May 27, Murray, Ky.

WANTED

Ride Help of all kinds. Legitimate Concessions, including Bingo and small Cook House. Ride boys with us before, answer.

Cole Amusement Company

11728 Broad Street, Detroit, Michigan

PAN-AMERICAN SHOWS WANT

Shows, with furnished outfits for Side Show, Revue, Athletic and More. Also single Mt. Airy, Circus, etc. **Want:** Kety assets, Good, no Girls, for Snake Show. Concessions will sell as on Arcade. Outland, Pony Game, Digger, Want Griddle Man and Cook House Help. Don place two Ell Wheel Operators, first at all places, second at Columbus, Ind. Will work Nashville, Ind. week of 27.

FRISK GREATER SHOWS WANT

Shows, Mechanical, Military Shows, Animal, Illusion, Grind, any worth-while Grind Shows, Game Land, until Sun Eve, write: good deal, Lillian Williams, 200 Corn, Chicago, Want Griddle Man and Cook House Help. Don place two Ell Wheel Operators, first at all places, second at Columbus, Ind. Will work Nashville, Ind. week of 27.

FUNLAND SHOWS WANT

Grind Show, Snake, Wire, Minstrel, stand Octopus or Roll-Plane. Ez. Penny Arcade, Outland Candy, Arise, Camp, Outland, Arab, Lead Gallery, Beach, Popcorn and Peanuts and Snow Cones. **Want:** Working Acts for Sidewalk. Fourteen fairs play season of Kentucky still date. Memphis, Ky., this week; Pittsburg, Ky., next week. Conditions good, come on.

GREAT BRIGHT WAY SHOWS

Waynesboro, Pa., season May 27th. First show in 4 days. Will place 1st class. **Want:** Ferris Wheel, Champagne and Brides Auto. Paraded top to showman. Concessions will sell. Photo, Fish and Game, Cotton Candy or any legitimate ride. **Want:** John GEORGE, Mgr., or FLY S. HARRIS, Lawrence, Pa., this week.

WANT

For Big Fireman's Fair and Celebration at Northampton, Pa., week of May 27th. **SHOWS and CONCESSIONS.** Prizes and percentage low.

WILLIAM E. FLEMING ATTRACTIONS
 BERWICK, PA.

DYER'S GREATER SHOWS

Free coin, No split or racket. **Want independent Shows,** Pony Ride, Birmingham Train, 25¢. Agents No Circuitary Gallery and others. **Seek:** High Spinner, Snake Game, Cotton Candy or any legitimate ride. **Want:** conflicting Concessions. Pryorville, Ark., this week; St. Bernard, La., next week.

DODSON'S WORLD'S FAIR SHOWS WANT

May Day and Dangler Foreman, 2¢ Crowns and High-Lifters, etc.

Forsyth, Ohio, week May 20.
 Richmond, Ind., week May 27.

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • •



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

Red Cross

It would be a serious mistake for the industry not to declare its patriotism at a time like this

It would be a serious mistake for an industry that is always on the defensive not to openly declare its patriotism at a time of crisis. If any doubt is ever raised about the patriotism of the coin machine industry, for one thing it can be pointed out that a high percentage of the men in the business are ex-service men.

It is highly probable that the coin machine industry has a higher percentage of ex-service men within its ranks than any other industry of comparable size.

The industry as a whole and its trade papers will naturally carry on with all the optimism possible in promoting the development of business until there are other and more urgent demands upon all citizens.

There are also many practical ways in which the members of the industry will help to promote the best interests of the country. The recent call of the American Red Cross for a relief fund of \$10,000,000 is one of those practical ways which permits each individual to help. Contributions to this fund reflect to the credit of the individual, the industry and the nation. Members of the coin machine industry have recognized the service rendered by the Red Cross in past crises and they will do it again to help those stricken in Europe.

The present special fund is for European war relief. The American people are also contributing millions thru the Red Cross and thru the government to aid war victims in China and Finland. The need for aid to war victims in Europe is now growing so fast that many millions will be needed. The United States is more able to help than any other nation in the world and those who have it to give are only doing their duty in contributing.

These contributions to the war victims in Europe bring the war home to us and make us a part of it. We suffer with the millions of helpless victims of dictators and militarism.

The coin machine industry may have an opportunity to also help America in many ways. As peaceful nations fall before the dictators, the most recent news has saddened the American people. Popular music, cheerful music and other means of diversion may help to boost American morale. Every possible source of good cheer will no doubt be needed during the next few months to keep business from suffering from the shock that has come to the minds of all Americans. We may be called upon in the long run to contribute much to helping other democratic nations, so it is a form of service to keep business going as much as possible. Those probably will serve humanity best who help maintain the morale of free peoples as much as possible.

As the fate of peaceful nations hangs in the balances, it is not yet possible to say what dictators would do with the coin machine business should they dominate the world. It is known that the present dictators closed out the coin machine business almost totally. It is also a happy fact that in practically every one of the nations that have been attacked there was a small but very encouraging increase in the use of coin-operated machines. From recent trends it seems true that peaceful democratic nations favor the use of coin-operated machines.

The world trend seems to be that the democratic nations nervously await the time when they will each in their turn be invaded and taken over by the dictators. Nothing would put the fear of God into the minds of the dictators more than for some nation of size and power to take the initiative. The world will probably owe Canada and Australia a vote of thanks because they did use initiative before they were hard pressed.

While we Americans try to keep our spirits up, there are several things that we will have to think about—maybe that we should think about.

We should really do our best thru the government, thru the Red Cross and other agencies, to help the victims of modern wars.

In every move that the country makes to prepare itself for emergency, partisan politics will show its ugly head. A political party sold Norway to the enemy; a political party sold out Holland, sold out Belgium, and so on. Both France and England were almost scuttled by partisan politics. Partisan newspapers in America are beating their breasts as patriots when they are doing their best to undermine the country. Partisan politics is one of the greatest dangers we face.

The least that any good American can do for his country at the present time is to stop inviting the dictators to come over and take us. Every newspaper editorial, every political speech, every bit of harangue saying that "we will not send men to fight Europe's battles, we will not send supplies, we will not loan money," etc., is helping the dictators in a big way. When dictators go on the warpath, no thinking person (or nation) will keep on bragging that he won't fight. It is well to remember that dictators don't think as we do. The dictators get full reports from their agents in this country on all the speeches, editorials and "peace" sermons and they may get the impression that we really won't fight.

The least then that any citizen can do for his country in the present crisis is to stop bragging about the fact that the United States won't fight.

A lot will now be said about preparedness, and the only choice we have left is to prepare. Any plans that are made for national defense will be honeycombed with partisan politics and in many cases wrecked. But the United States still needs to prepare for any emergency.

We really should learn a lot of lessons from the dictators. They put the unemployed to work and built up their military machine to what it is today. The only way that the democracies will ever build up their military defenses is to use periods of unemployment to build them up. The only reason that the United States is not doing that now is because of partisan politics. Whichever party is "out" will do its best to undermine and wreck any plan that is started by the party in power. The price we pay for such partisan foolishness might some day be estimated in thousands of lives and billions of dollars.

There is the Red Cross that needs funds now, and whatever the coin machine industry can also contribute to boosting national unity and morale will be a great contribution indeed.

6 MORE REASONS FOR KEENEY LEADERSHIP!



KEENEY'S ANTI-AIRCRAFT MACHINE GUN

The LEGAL machine everyone is talking about! Packed with thrilling, exciting, true-to-life ACTION! Simple, dependable construction! No Electric-Eyes! No Amateurs! No Complicated Mechanism to get out of order! Making BIG PROFITS FOR EVERYONE — EVERYWHERE! PHONE! WRITE! ADV for Full Details and Prices!



KEENEY'S SCORE CHAMP

SIX WAYS TO WIN ON SCORE CHAMP! New Feature carries suspense from game to game! New Type LIVE POWER Bumper! All scores adjustable by operator! Improved, motor-driven, foolproof stop-upt! And A HUNDRED other BETTER FEATURES as only Keeney can build them! RUSH YOUR ORDER FOR Score CHAMP NOW!!

KEENEY'S SUPER-TRACK TIME

With the NINE COIN "odd" or "even" Hand Gives players selection from 1 to 7 numbers PLUS privilege of also "hiding" the EVEN or ODD plays. Top award \$9.00. The most profitable of all coin games! Never equaled for EARNING POWER, LONG LIFE ON LOCATION, MECHANICAL PERFECTION and HIGH RE-SALE VALUE! Write QUICK for Full Details and Prices!!



KEENEY'S ORGANETTE

Keeney's ORGANETTE Auxiliary Phonograph Speaker is SKYROCKETING PROFITS for music operators everywhere! Adds to beauty of location! Harmonizes with every interior! Impressive! Different! Better! Definitely superior in performance! Worked out and tested by leading sound engineers! Speaker is 24 inches wide, 31 inches high and 15 inches deep. QUICK! WRITE FOR DETAILS AND PRICES!!



KEENEY'S REMOTE SELECTOR WALL BOX

DOUBLES, TRIPLES and even QUADRUPLES MUSIC EARNINGS! Insures permanency of all locations! Modernizes your present equipment. Easiest, Simplest, Quickest to install! Keeney's REMOTE SELECTOR WALL BOX has been acclaimed by music operators "THE FINEST IN AMERICA!" Save your location! Better your profits! ORDER TODAY!! Write for Special Time Payment Plan!!

KEENEY'S ADAPTER

Shown here are two 12 record Weirizer mechanisms adapted for use with Keeney's Remote Selector Wall Boxes. It is not necessary for the two 12 record machines to be of the same model. When two 16 record mechanisms are used only the first 12 positions on each are used. The ADAPTER units are furnished completely wired by us and should be ordered from us for the combination to be made. Here is the greatest money-saver originated for music operators. Can be placed out of the way (in basement or back room) and gives patrons the finest of music selectivity. WRITE, WIRE, PHONE NOW for Complete Details on how you can SAVE MONEY and DOUBLE PROFITS with Keeney's ADAPTER!!



EXCLUSIVE DISTRIBUTORS FOR NEW YORK, NEW JERSEY AND CONNECTICUT

SIMON SALES, INC., 437 WEST 42nd ST., NEW YORK

OPPOSITE LINCOLN TUNNEL

Modern Machines To Release Device

CHICAGO, May 18.—"After 18 months of experimentation and test, we have completed our Official League Sports Machine," report officials of Modern Machines, Inc. "The machine is now 100 per cent perfect and foolproof."

The firm reports that many machines have been on test location for several weeks and all have performed perfectly. Phil Saunders, head of its company, has been on the road calling on the trade and

states that he is more than gratified at the success of the machine.

"Operators everywhere are enthused," he declared. "They are excited over this new innovation, especially now that the baseball season is on. The machine, however, is not limited to baseball. It functions 365 days a year, since it can be quickly changed to fit any sport, such as football, basketball, etc."

"We now have orders which will keep the factory going night and day," concluded Saunders.

DO YOU OWN A PARACHUTE?

Sometimes you probably wish you did when the bottom falls out of "up again-down again" machine profits. Why not keep flying high all the time with PHOTOMATIC? It's solid, legal, steady—ALWAYS PROFITABLE, EVERYWHERE!

INVESTIGATE

International Microscope Reel Co., Inc.
44-01 11th St., L. I. City, New York



S. H. LYNCH (right), of the Electro-Ball Co., Dallas, is reported to have placed a large order for Davara Merrell, token counter payout game. Electro-Ball will feature the game. It is reported. With Lynch in the above picture is Bill Gerah, New York advertising man.

DON'T MISS—

KEENEY'S TWO PAGE ADVERTISEMENT ON PAGES 30-31

110 Volts AC Anywhere!

WITH KATOLIGHT PLANTS AND ROTARY CONVERTERS

Patented standard 110 AC, 60 Cycles, for operating coin-operated music machines, pin-ball games, 100 Spotlights, electric organs, pin-ball games, etc.

Complete 850 Watt, 110 AC Light Plant—List.....	\$ 69.80
Complete 650 Watt, 110 AC Light Plant—List.....	\$ 49.80
100 Watt K.A. Rotary Converter—List.....	\$ 49.80

KATOLIGHT, Mankato, Minnesota, U. S. A.

Legal Equipment Draws Big Orders

CHICAGO, May 18.—"The most profitable coin-operated legal machines of 1940 continued their upward climb during the past week," said Bill Ryan, J. H. Keeney & Co. sales executive.

"I'm referring to the Keeney Anti-Aircraft Machine Gun and to the Keeney Remote Selector Wall Boxes. We've con-

tended for a long time that a powerful piece of legal equipment will always make more money, and actual earnings records of our Anti-Aircraft Machine Guns on locations all over the country have more than proved what we've said.

"Just as operators of legal Anti-Aircraft compliment us about its earning power, so do music operators refer to our Remote Selector Wall Boxes. They've done more to make music operating more profitable already and will have plenty of punch left for the future."

BARGAINS FROM DAVE MARION

IMP—JOBBERS AND QUANTITY BUYERS, WRITE

4 Red, White and Blue Model #.....	\$17.50	Challengers.....	\$17.50
Deluxe Drive.....	8.50	Target Ball #.....	16.00
Deluxe #.....	12.50	Wired Series.....	67.50
Chicago #.....	16.50	Trailblazer.....	12.50
Top Score, P.P.#.....	22.50	Airpark, P.P.#.....	32.00

New Ltd. Out. Many Bargains—Write.
1/3 Deposit Required — Bargains Every Week.

Write for Complete Bargain List.
MARION COMPANY, WASHA, MINNAP.

ACTUAL SODA STRAW SIZE
OF ARMORED CABLE USED ON

Keeney

POSITIVE-performance

WALL BOXES

are increasing
music collections
from 200 to 700%*



Licensed under the Mills
and other Patents Pending

CUSTOMERS ALWAYS
GET RECORDS AS SE-
LECTED no matter how
many coins or boxes are
played at the same time.

ADAPTABLE TO ALL
MAKES AND
MODELS

so that old 12 and 16
record boxes as well
as new 20 and 24
record models can be
used.

EASIEST, QUICKEST
AND CHEAPEST TO
INSTALL as soda-straw
sized cable may be
placed outside (or inside)
walls.

No FREE CONCERTS given by electric toasters or plug
pullers. No wall chopping in installation.

"Don't miss the bus" on the greatest opportunity ever
offered music operators—WALL BOXES!

And those who do "wall box" their locations will experience
no difficulty or expense in holding spots, and will make
from 2 to 7 times more money than they ever did from
music.

Operators, with KEENEY POSITIVE-performance WALL
BOXES as a talking point, are gobbling up the best locations
everywhere, and on LONG-TERM EXCLUSIVE CONTRACTS
AT LOWER PERCENTAGES TO MR. LOCATION OWNER.

When installing wall boxes be sure to install a system that
is adaptable to all makes of phonographs, thus insuring you
against loss of your investment in the event you later install
another make of phonograph.

Buy KEENEY POSITIVE-performance WALL BOXES—the
DIRECT-WIRE-SURE-FIRE system operators now rate as
the ONLY SYSTEM to install regardless of what make
or model of phonograph you use.

The KEENEY WALL BOX system does not require an elec-
trical engineer to service it.

* Actual location earnings over extended periods.

ELIMINATES CUT-
PRICE COMPETITION
All location owners
are readily signing an
exclusive contract in
order to get this
modern profit boost-
ing equipment.

DIRECT WIRE SYS-
TEM. No jams due
to local electrical or
radio interference or
'wise boy' manipula-
tion.

Get these KEENEY DISTRIBUTORS
to give you the
Wall Box picture.

BOSTON, MASS.
See Advertisement Co., Inc.
928 Washington Street

NEW ROCHELLE, N. Y.
See Advertisement Co., Inc.
211 Main Street

NEW YORK CITY, N. Y.
See Advertisement Co., Inc.
437 West 42nd Street

PHILADELPHIA, PA.
See Advertisement Co., Inc.
900 North Franklin Street

BALTIMORE, MD.
See Advertisement Co., Inc.
2011 Maryland Avenue

AKRON, OHIO
See Advertisement Co., Inc.
24 George Avenue

CINCINNATI, OHIO
See Advertisement Co., Inc.
32 West 62nd Street

LOUISVILLE, KY.
See Advertisement Co., Inc.
489 North 2nd Street

DETROIT, MICH.
See Advertisement Co., Inc.
8100 Grand River Avenue

KNOXVILLE, TENN.
See Advertisement Co., Inc.
294 West Main Street

MEMPHIS, TENN.
See Advertisement Co., Inc.
812 Loyal Avenue

LITTLE ROCK, ARK.
See Advertisement Co., Inc.
2100 West 7th Street

ST. LOUIS, MO.
See Advertisement Co., Inc.
2118 Cassin Avenue

NORTH PLATTE, NEB.
See Advertisement Co., Inc.
107 North Jefferson

FORT WAYNE, IND.
See Advertisement Co., Inc.
2202 Floral Park Avenue

INDIANAPOLIS, IND.
See Advertisement Co., Inc.
115 E. 22nd Street

CHICAGO, ILL.
See Advertisement Co., Inc.
1781 Belmont Avenue

MINNEAPOLIS, MINN.
See Advertisement Co., Inc.
200 5th Ave. South

MILWAUKEE, WIS.
See Advertisement Co., Inc.
214 Grand St.

DENVER, COLO.
See Advertisement Co., Inc.
280 Milwaukee Street

PORTLAND, ORE.
See Advertisement Co., Inc.
1225 S. W. 16th Avenue

SEATTLE, WASH.
See Advertisement Co., Inc.
3124 First Avenue

SAN FRANCISCO, CALIF.
See Advertisement Co., Inc.
1921 Geary Street

LOS ANGELES, CALIF.
See Advertisement Co., Inc.
2916 West 10th Blvd.

and all
MILLS DISTRIBUTORS
OF MILLS PHONOGRAPHS

J. H. KEENEY & CO., INC. NOT

"The House that Jack Built"

2001 CALUMET AVENUE,

CHICAGO



GREATEST MONEY MAKER
OF ALL LEGAL COIN GAMES
by actual records



NO COMPLICATED
MECHANISM TO GO
OUT OF ORDER!

*Keeney's
Legal*

ANTI-AIRCRAFT MACHINE GUN

MAKING MORE MONEY *for Operators
Everywhere!*

REASON ENOUGH WHY IT'S AMERICA'S BIGGEST SELLER!



"WHERE HAVE YOU BEEN
ALL MY LIFE?" *says the player
when he sees Keeney's*

SCORE CHAMP

and the new

**CARRY-
OVER**

RESERVE SCORE

This Carry-Over Reserve Score works two ways. It can be built up from game to game and player to player until somebody hikes it to over 12,000, when SCORE CHAMP rains free games.

Or, by making certain shots, the total reserve score to date is converted over and added to the player's individual score for that game. And such shots give him a big boost on his way to a winning score.

Six different ways in all to win.

"It's a push-over," says the player. "It's a sell-out," say the locations. "It's my biggest bread-winner," says every SCORE CHAMP operator.

Ask your Keeney Distributor

FREE
GAME

CONVERTIBLE

J. H. KEENEY & CO., Inc. *Not "The House that Jack Built"*
2001 CALUMET AVENUE • CHICAGO, ILLINOIS

IMP in JANUARY
IMP in FEBRUARY
IMP in MARCH
IMP in APRIL
IMP in MAY—
IS THERE NO END TO THIS
HOW FAR WILL IT GO?

Imp
 1c
 5c
 AND
 10c
 PLAY
\$12.50
 Each
 Currencies of \$
\$67.50



★ ★ ★
WHILE THEY LAST
84 PERFECT
Double Jack
ROL-A-TOP
 10c Play—Like New
\$14.95
45 ROTARY MERCHANTISERS,
PERFECT CONDITION, \$49.50
 1/2 Deposit With Order

GERBER & GLASS
 914 Diversey Blvd., CHICAGO

CHARLEY MAYER
 predicts:



It's on the way—the biggest "BLESSED EVENT" in the Coin Machine field!
Watch for it!
ALLIED NOVELTY CO.

GUN SPECIALS

- Bang-A-Deers (Crated) . . . \$44.50
 - Bally Eagle Eyes 34.50
 - Tom Mix 32.50
 - Seeburg Ray-O-Lites 49.50
 - Chicken Sams (With Base) . . . 90.00
- Write for prices on Keeney's Anti-Aircraft Gun. We are exclusive distributor for Michigan.

ROBINSON SALES CO.
 3100 Grand River Ave., Detroit, Mich.

THE BILLBOARD GIVES YOU THE ONLY

WEEKLY

USED MACHINE PRICE CHANGES

READ THE BILLBOARD EVERY WEEK

ADVERTISE IN THE BILLBOARD
 —YOU'LL BE SATISFIED
 WITH RESULTS.

EASTERN FLASHES

NEW YORK, May 18.—A sure sign that summer is not far away is the increasing tendency among local ops to dodge business on Saturday. Many jobbers and distributors are planning to close on Saturday during the next few months to give the help a longer week-end.

AROUND THE TOWN
 Nat Cohen returned to his office at Modern Vending just in time to celebrate his birthday May 19. Lots of wires and cards of congratulation poured in, wishing him many, many more. . . Buddy Drollinger, son of Texas Harry Drollinger, is making the rounds here in behalf of Keeney's Wall Box. . . Ed Raverby, of One Mint Machine Co., dropped in from Boston for a powwow with George Poeser. Raverby is the Mills photo distrib for New England. . . Old Paria and Marty Roth bought Mac Fessiman's music route and are taking over the show-on Cointreau. Old is also expecting an heir. . . Jack Devlin is showing ops a way to change over their Triumph machines to a two-ball buy-back. . . Ben L. Lang of Standard Board Sales, says he's way out in front with Genco's Cadillac and heading for a new sales record. "Just can't get enough of them," he conglutinates. The Nald diner in the 49th street station and the Beverage Vender at the 14th street station on the BMT subway line are attracting plenty of attention these days.

Al Simon, of Garvey Vending Co., reports the great interest of coinmen in the New York City area for Chicago Coin's new Sporty. Declares coinmen are "thoroly popped up on the game and altho many haven't even seen Sporty have already placed orders strictly on the advance good reports—which have been definitely good.

"From the looks of things, America's coin game players are in for some great thrills with Chicago Coin's newest game, Sporty," declares George Poeser, Newark Chief Distributor. "Coinmen here says they intend having Sporty on as many locations as possible."

FAST FLASHES
 Tex Rothstein, of Banner Specialty, Philly, says: "We're calling Marvel the counter game of 1945." . . Al Simon is doing a bang-up job on both Chicago games and that 1-cent Baseball Gun Vender. "Orders have poured in for the vender," Al says. "We've had to step up production 100 per cent to take care of deliveries." . . Between his operations at the world's fair and the rush of business at his factory, Bill Rabkin, president of International Mutoscope Reel, is among the busiest of the busy these days. . . While Charley Aronson holds the fort at Brooklyn Amusement, Bill Alberg is off for Cal to visit factories his firm represents. . . "With Bally Beauty, Charm and Glamour all the rage and Masco on the way in, we're offering ops the chance of a lifetime to go to town in a big way," maintains Jack Fitzgibbons. . . Murray Sandow, of Queens Sales, Long Island, is inviting ops



"THE SEASON IS HOT for these two club favorites—Mills Golf Ball Vender and the Club Ball," reports Art Cookey, Eastern division manager for Mills Novelty Co.

to pay him a visit and find out all about his 24-hour service system.

MEN AND MACHINES
 Earle C. Backe, of National Novelty Co., tossed a steak fry for his employees last week. According to Henry Lister, Arthur James, Robert Prateel, William Gill Co Leach, Arthur Prateel, James Caldwell, Fred Muro, Donald Kiefer, Charles Heredes and Earl Toblason, who attended, Earle is as good a cook as he is a tennis player and that's saying plenty. Sanford Warner, Bert Leno's man Friday, is reported to be quite a collector of both classical records and headlines that can be shortened for misconstructive purposes. . . "Believe it or not," says Sam Sachs, of Acme Sales, "I've gone in for some remodeling of my own, and it's not phones. We just got thru remodeling our New York office and want all the boys to come in and see the swell job we've done." . . Jack Fitzgibbons reports Mill Soffer has started off with a bang in Connecticut. . . With the sportland and arcade season under way, Mike Munves is working harder than ever. "Our warehouse is just about cleaned out of machines," he reports. . . Dave Simon, who is reported doing a big job with the new Keeney products, explains: "The Keeney Organette, Remote Control Wall Box, Adapter, Anti-Aircraft Machine Gun, Score Champ and Super-Track Time are leading the parade."

CMA NOTES
 Among the cigar op: Bill Foak and Anthony Masone are stirring their thoughts toward golf. . . Sam Yolen recently installed a ship-to-shore telephone on his boat. . . Joe Amens, of city tax department, is enjoying a week off. . . Michael Lascard will soon launch his boat. . . Bernie Rosenblatt and Harry Kolodny are looking around for some sport to follow since the bowl-

ing season has ended. . . Martin Berger is busy at the fair. . . Leo Schwartz and Jack Levine are planning summer business on Long Island. . . Jack Bloom has given up his dog, much to the surprise of fellow CMA members. . . Sol Kesselman is getting ready for his wedding in June. . . James Chery says the CMA of N. J. will win the cup this year. . . DeMaria boys have purchased several new horses for their stable at Froehshick. . . Nat Darrow and his wife were visitors in New York from Connecticut. . . Bernie Rosen has opened his presummer camp. . . Nat Franklin is busy with candy machine operation. . . Lou Cantor is away from New York on a business trip. Will be back in time to attend the outing. . . Matthew Forbes was a guest at the recent convention of the Retail Tobacco Dealers of America at Hotel Pennsylvania. . . CMA outing this year will be larger and better than ever. . . "All over the country ops are demanding more colorful cigar op merchandise since we introduced our new color combinations," says Walter H. Mann, of De Grener Sales Corp. . . Those Rowe machines at the world's fair are getting steady play. . . Miss A. M. Strong, of the G. V. Corp., is looking forward to a new record for Adams' Gum sales in 1940.

JERSEY JOTTINGS
 There are seven jobbers in Newark and all are going strong. . . Jack Berger reports that Newark Coino Distribria is now incorporated and is planning bigger and better big ventures. . . Walter Walker is reported to be embarrassed by the way his girl friend calls for him about town. . . Morris Prince Jr. is in the hospital for an operation. . . Joe Newark coinmen are laying odds that the expected addition to the Joe and Mary will be a girl. . . Frank Russo is being dubbed the Don Juan of the coinmen. . . Arrie Russo, retired policeman and no relative to Frank, is astonishing the trade with the way he is getting those Newark locations. . . Barney Sugarman, Newark's newest jobber (Royal Sales Co.) is reported planning a big party for the boys. . . Maybe you know this, but Archie Kass is a television expert and has built himself a first-rate television laboratory. . . Dr. Mirra, of the George Poeser Co., was ill during this week when a Mills picnic was placed in Totoni's, that new, big ice-cream spot on Bergen street, Newark. . . Al B. Cohen of Asco is busy on the jump with orders for reconditioned merchandisers.

PURELY PRISONALS
 Jack Nelson, Rock-Ola vice-president and general sales manager, was a weekend visitor here this past week. He spent most of his time with Joe Fishman and Marvin Lisbworth, of Inter-State Coin Machine Sales Corp. . . Moo Beck, New York op, caught 80 rounders last Sunday. . . Teddy Seidel is reported ready to challenge Lou Jenkins for the lights in town. . . Bernie Paulberg is looking for a station wagon. . . Al Poeser headquarters Beymour Child refuses to get married and Stanley Olds refuses to give up those big cigars. . . Eazy Beckerman, newcomer in the New

CHICAGO COIN MACHINE MFG. CO.'S REPRESENTATIVE, Sol Silberstein (right), congratulates Managers Charles and George Poeser of the Chicago Specialty Co. upon the occasion of the opening of the distributing firm's new showrooms.

New Arcade in Mexico City...

MEXICO CITY, May 18.—A new coin machine arcade was opened in this city this week by Jorge Alducin, one of the leading distributors and operators in Mexico. New spot is located a block from Senor Alducin's large phonograph and radio store in the heart of the city.

A bowling game, two anti-aircraft games and an automatic phonograph include the pieces installed in the arcade thus far, but more games will be installed, Alducin says, when the proper items are discovered to attract the crowds.

According to this gentleman, the anti-aircraft game is a "natural" for Mexico and he foresees a heavy business with it. Besides his new arcade, Senor Alducin has installed one of the games right in the entrance of his store, and a crowd of from 25 to 50 persons gather around it all day while it is played steadily. The slots are made for the 10-centavo pieces down here, and Jorge has a difficult time keeping them in stock to make change for his customers.

with Owen Darnell, Christy makes recordings on his own machine for his collection of name bands who play in Denver.

Red Reuler, Denver operator, is a specialist, in that all of Red's operations are remote controls.

Gans Senter, of Denver Sales Co., Mills distributor, held an open house and preview, May 15 and 16, for operators in Colorado, Wyoming and New Mexico, and is now planning to cover the territory in a trailer which contains a display of the latest Mills equipment. Senter reports excellent sales on the Mills ice-cream machine, as well as on the beverage cooler and carbonic converter. Senter has 463 installations of the ice-cream machine to date, and advance inquiries indicate a banner season this summer.

Frank Maxson, one of the best known route men in town, reports that he is averaging one new location a week.

Gilbon Bradshaw, of the Denver Distributing Co., Rock-Ola distributor, says he can't get enough remote control units to keep-up with the orders. Bradshaw also reports good business on Tent Pins and Lamp control machines.

Harold Rounds, operator of Greybull, Wyo., visited Denver this week to look over the distributors' displays.

Thomas Hovonic, of Colorado Springs, Colo., who operates in Colorado Springs and Pueblo, placed a large order last week for Rock-Ola remote control boxes with the Denver Distributing Co.

E. W. Reagan, Denver operator, is not only looking forward to several new music box locations, but also to a new addition to his family.

Mr. and Mrs. Morgan Ireland, of Canon City, Colo., have sold their candy store and will devote full time to operation of vending machines and music boxes. They were here last week to purchase equipment.

Detroit

DETROIT, May 18.—M. V. Blum, of the Ajax Novelty Co., reports that operators are enrolling in growing numbers in the Bally Lucky Mascot contest. Blum's company is distributing the blanks in the Detroit area.

Miller Vending Co., of Grand Rapids, has taken over distribution of the Bally line for that part of Michigan and reports plenty of increased activity among operators.

Don W. Polzin, head of the Bronson Co., who was a well-known operator in the Chicago area for the past five years, as well as an innovator of several types of games, has moved his business to Detroit, making headquarters on Second boulevard. The company has started operation in the city and suburbs, operating machine guns and Chicken Bama. They have also gone into the music machine and Photomatic fields.

Harry Angelos is entering the music machine field in the southern suburbs of Detroit. Angelos' headquarters are in Mac Road, 50 miles south of here.

Max Lipin, of the Brilliant Music Co., returned Wednesday from a four-day trip to New York and discloses that his company has taken over distribution of the Variety and Royale (V-S, Record Co.) record lines for the State of Michigan.

Six months' operation of parking meters in Highland Park, Detroit suburb, resulted in a gross of \$7,020, the city council reports this week. Repairs due to vandalism and the salary of one inspector were to be deducted from this cost.

Aaron Harris' well-known record retailer in Detroit for the past 10 years, will visit New York soon. He reports he intends to take in the world's fair while there. Harris plans to be in New York for about one week.

George Waltra and brother, who operate a restaurant on Woodward avenue, have started in the coin machine field with a Walling scale purchase.

Mike Angott, of the Angott Coin Machine Exchange, rates a bouquet on the businesslike system on which he operates his establishment.

E. A. Howard, coin machine and arcade operator, is out on the road again for the summer after moving his Detroit headquarters from Wisconsin avenue to Wyoming avenue.

Robert and William Sly have purchased the Major Distributing Co., operating organization, from D. C. Bartlett, who has retired from operation.

ELECTRO-BALL

RECOMMENDS

MARVEL

WORLD'S GREATEST and SMALLEST TOKEN PAY-OUT COUNTER GAME!

\$32.50 WITH BALL GUM VENDOR, \$34.50

Rush Your Order Quick!



ELECTRO-BALL COMPANY

MAIN OFFICE: 1200 CAMP STREET, DALLAS, TEXAS
1706 FANNIN ST. HOUSTON, TEXAS
680 UNION ST. MEMPHIS, TENN.

1940 PHONOGRAPH BARGAINS

Wurlitzer 500 \$218.00	Rockola 1830 Deluxe \$199.50	Full Line Wurlitzer Remote Control Equipment.
Wurlitzer Keyboard 800 198.00	Rockola 1939 Standard 178.00	All machines professionally re-balanced, thoroughly cleaned inside and checked and double checked mechanically.
Wurlitzer Standard 600 175.00	Bothers Brass 153.00	Mills Icecream
Wurlitzer 24 118.00	Bothers Gem 138.00	Mills Icecream
Wurlitzer 24A 119.00	Bothers Royale 119.50	Deluxe Churners
Wurlitzer 616 89.85	Wurlitzer 616, 612, 7-42 Brilliant Lucia Unit and Illuminated Top Box, \$10.00 Extra. 25.00	20-Rec. Cashnet, 1937 40.00
Wurlitzer 612 85.00			
Wurlitzer P-12 85.00			
Wurlitzer P-10 18.00			

Terms: 1/10 With Order—Balance C. O. D. Outside U. S.—Cash in Full With Order.

DAVIS SALES CO.

WURLITZER FACTORY DISTRIBUTOR, 106 LEXINGTON AVE., SYRACUSE, N. Y.

62 WURLITZER 616

With Illuminated Grill Perfect Condition

\$50.00 Each

1/2 Deposit With Order

GERBER & GLASS

914 Diversey Blvd., Chicago

Denver

DENVER, May 18.—Jim Ogdin, New Mexico salesman for Modern Music Co., Seeburg distributor, reports a big spurt in summer sales, with remote control units comprising 95 per cent of those sales. Joseph Piccoli, operator at Durango, Col., bought two of the remote control units last week from Modern Music Co.

Talk with the seller taking a boat ride on his day off, Richard Christy, of La Salle Music Co., collects records and has over 2,000 in his collection. Together

WANT ARCADE MACHINES

Consoles

Press Room, Floor Borgia, with J. P., \$200	Red Head Truck \$40
Trick Entry, 185	Stacky Truck 35
10 Band Tally, 145	Coop 35
Five Bacteria, 75	Truck King 35
Orbiting 8-Coin, 80	8-Coin 35
Black	Club House 25
	Grey Truck Time 25

Automatic Coin Machine Corporation

540 Chestnut St., SPRINGFIELD, MASS.

AT LAST

A 5c Package Cigarette Machine, Beautiful, Attractive Machine Vends 5 Cigarettes for 5c.

Operators, Jobbers, Distributors, Write for Exclusive Territory.

AJAX COIN MACHINE EXCHANGE

5177 Broad St., NEWARR, N. J.

ADVERTISE IN THE BILLBOARD —YOU'LL BE SATISFIED WITH RESULTS.



FULL SPEED AHEAD is the slogan of the Herbert Corp. plant in Chicago. The above picture shows a part of the large chassis assembly line putting the final touches on the Mel-o-Tone phonograph mechanism.

THE BILLBOARD GIVES YOU THE ONLY

WEEKLY

COIN MACHINE NEWS

READ THE BILLBOARD EVERY WEEK

Motorized Mercury
TOKEN PAYOUT

"MERCURY MAKES MORE MONEY"
In the experience of all successful operators, and YOU GET MORE FOR YOUR MONEY IN MERCURY, a classy streamline cabinet, a constant speed clockmotor, positive payout of award tokens, on the counter or behind glass window. Hammerhead Finish.

You deserve the Best for your Money—Inn't you get a genuine MERCURY, built by Coetelchen, the inventors of Token Payout Games.



COETELCHEN TOOL CO.
CHICAGO



JOHN CHRIST, sales manager of the Exhibits Supply Co., recently returned from a trip thru the western section of the country. While out of Chicago, he addressed operators' associations in St. Louis and Kansas City, Mo.

NOTE: Fair is operating towel and sanitary napkin venders itself.

Vending Machines
AUTOMATIC CANTEN CO. Operating approximately 400 gum nut and candy bar venders. Gum venders are of selective type with 1-cent chutes. Nut machines have two columns and 18-cent chutes. Five-column 3-cent candy bar venders are being used. Usual installation consists of candy machine flanked on either side by gum and peanut machine; also nut and gum venders are also spotted by themselves. 1939 gross for 393 machines was \$66,742.

PABER, COE & GREGG. Operating cigar vending machines on fair-controlled properties. In addition to 30 over-the-counter stands. Expect to have 75 machines in operation shortly. Rowe 10-column President is the machine being used. Firm also has machines in some privately controlled restaurants. Cigarettes selling at 18 cents per package. 1939 gross was \$81,559.

Amusement Machines
DEASLEY ENTERPRISES. Operating battery of 25 Pokerino equipped with 3-cent chutes in Amusement Area. Also has Scientific's Sport of Kings race-horse concession game (non-coin operated). Coupons redeemable in merchandise prizes being awarded for high score.

HOWLING OUTDOORS, Inc. Will operate bowling alleys. Now in construction.
ELNOMAR ARCADES, Inc. Operating two Penny Arcades and one Skyfighter anti-aircraft machine gun concession, all spotted in Amusement Area. Arcades equipped with wide variety of standard equipment. One and 3-cent chutes. Skyfighter building houses 12 machines. Merchandise prizes for high score awarded. Gross for one Arcade in 1939, \$40,440.

PAIRWAY AMUSEMENT CO. Operating two batteries of China Ball miniature bowling games. Fifteen alleys in each building. Five-cent chutes.

BRAND NEW MACHINES
\$5950



BRAND NEW MACHINES

Equipped with all the latest improvements. Built for 1c, 5c, 10c and 25c play, with Mystery Payout. Venders, Belts or Diamond Jack Pots, all at the same price. A limited number, first come first served. Get in while they last.

15-DAY MONEY-BACK GUARANTEE

WATLING MFG. CO.
4640-4660 W. FULTON ST.
CHICAGO, ILL.
Est. 1888—Yola, Columbus 2770.
Cable address: "WATLINGITE," Chicago.

N. Y. World's Fair Has More Coin Machines Than in 1939

Expect grosses of devices to top last year's high of nearly half million

NEW YORK, May 18.—Opening of the 10th edition of the New York World's Fair disclosed an even greater number of coin machines in operation than last year. Consequently, in spite of the fact that experienced observers believe attendance will fall short of 1939's approximate 25,000,000 paid admissions, it looks as the coin machines have a good chance of topping their estimated \$400,000 gross of last year.

Outstanding this year is the number of concessions in the amusement area that are using coin machines. Whereas this sector boasted only one arcade, a chime ball, and dice-ball concession and two Photomatic's stinios last year, the 1940 line-up includes two arcades, a Skyfighter building, a pokerino layout, two chime ball buildings and a bowling alley concession that's still under construction. Merchandise prizes are being awarded for high scores at the Skyfighter and chime ball games, while pokerino layout is giving coupons that are redeemable in merchandise awards.

Throughout the grounds vast numbers of service machines are expected to be spotted. Dixie Vortex has taken over the operation of the drinking-cup venders that flank every fountain; Exposition Souvenir Corp. had this concession last year. Fair is operating towel and sanitary napkin venders in all rest-rooms, while Nik-o-Lok has the coin-operated toilets. Automatic Canteen Co. again has the concession for nut, gum and candy bar venders. Faber, Coe & Gregg have the "tex" for sale of cigars, cigars and other tobacco products on fair-controlled properties. Firm is using Rowe 10-column President cigarette venders and expects to have about 75 machines in operation. Thirty-one machines had been spotted by opening day, in private-owned restaurants. Faber, Coe & Gregg, as well as Rowe Cigarette Service, are operating machines. Cigs are selling for 15 cents.

No automatic phonographs or beverage venders have as yet been placed on location. Two restaurants in the amusement area have music boxes, but machines are in on a rental basis and the coin chutes have been removed. Music boxes didn't make their appearance at fair spots until the season was well under way last year. Possibly the same procedure will be followed this year. However, the location for the fair is reported asking is probably too stiff for most ops.

There are about 100 penny, weighing

scales, 25 Vitalizers and 21 Photomatics scattered about the grounds. International Mutoscope operates the Photomatics and scales, while Robert Herlingers has the foot machines.

Detailed outline of coin machine picture at the fair follows:

Service Machines
AMERICAN LOCKER CO. Operating 30 banks of coin-operated lockers equipped with 10-cent chutes for 24-hour service. Firm has increased number of units in each bank, which are spotted both inside and outside of buildings in all parts of the grounds. Grossed \$33,155 in 1939.

DIXIE VORTEX CO. Operating Dixie Cup venders located in groups of 8 and 10 at all drinking fountains. Equipped with 1-cent drop chutes.

ROBERT HERLINGER CO. Operating 25 Foot Vitalizers throughout the grounds.
INTERNATIONAL MUTOSCOPE REEL, Inc. Operating 100 "guess your weight" penny weighing scales. Machines are located throughout the grounds. Drinking fountains are most favored locations. 1939 gross was \$12,485.

NIK-O-LOK CO., Inc. Operating coin locks on toilets. Thirty per cent of toilets are look-ups this year. Five-cent chutes on toilets, 10-cent chutes on dressing rooms. 1939 gross was \$8,430.

PERRY TURNBULL CO. Coin-operated turnstiles are in use at all subway and bus stations and at shows in the amusement area.



A SEEBURO WIRELESS MUSIC SYSTEM remote control, is as much a part of Turk's Cafe, Montgomery, Ala., as are the tables and chairs, reports the operator for the above location.

BIGGEST SHOW HIT

IMP-



Radio Type Game Vender. A Natural for Every Operator. Operates on Obbery Radio only. \$15.50. 1 1/2 ft. H. 1 1/2 ft. W. Has 15 Pins. Coin Chute.


Will accept 10c, 15c, 20c, 25c coins only.

\$12.50

Carload of 25, \$27.50. P. O. B. Factory, 173 Cash With Order.

Ohio Specialty Company
838 S. 2nd St., LOUISVILLE, KY.

CHARLEY MAYER predicts:



IT'S GOING TO BE BIG!

It's on the way—the biggest "BLESSED EVENT" in the Coin Machine field!

Watch for it!
ALLIED NOVELTY CO.

Merchandise prizes for high score awarded. \$48,173 was 1939 gross.
INTERNATIONAL MUTOSCOPE REEL CO., Inc. Operating 36 Photomatics scattered throughout the grounds. Machines equipped with 10-cent chutes. The 1939 gross was \$47,042.

FOR BULK VENDING MACHINES

Something New . . . Something Different



COLUMBIA PEANUTS

(Mint and Coco flavored sugar coated peanuts)

* Write for Price List *



PAN CONFECTIONS-CHICAGO

343 W. 126th St. Chicago, Ill. 1939-1940
343 W. 126th St. CHICAGO, ILLINOIS

New Egg Vender To Be Marketed

POPULAR BLUFF, Mo., May 18.—A machine for the vending of hard-boiled eggs will soon be placed on the market, according to Mike Walker, of the Walker Novelty Co. here. Walker reports that the new machine will be built and sold by a newly organized company known as the Southern Vending Co., headed by Frank Burton, inventor of the machine. "The machine," said Walker, "vends hard-boiled eggs perfectly. The machine is equipped with a self and popper shaker and a container for the discarded shells. Samples of the machines have been placed in taverns and cafes, and it is reported that location sales have been unusually high. The machine sells eggs at 80 cents a dozen, which cost in this locality from 10 to 12 cents per dozen. Location is paid 25 per cent."

Out-of-State Cigaret Buying Okeh in N. Y.

NEW YORK, May 18.—Cases currently being called against those who had been arrested on the charge of possessing cigarettes bought in New Jersey not bearing the New York tax stamp are being dismissed. The dismissal, it was stated, are being granted because there are no grounds for action in view of the recent decision handed down by the Appellate Division of the Court of Special Session. The court ruled that the possession of unstamped cigars from another state for one's own use was not an illegal act.

New Orleans

NEW ORLEANS, May 18.—Over 200,000 people jammed the huge stadium of Louisiana State University May 16 to witness a "new deal" in Louisiana in the person of Sam Houston Jones, who promises to break the 12-year "dictator-

ship" rule that began in 1928 with the election of the late Huey P. Long. Steve Alford, newly appointed head of the State Police, was asked after the inauguration ceremonies: "What about slot machine operations in the State?" Answer: "I have no comment to make at this time," was his reply. Alford's reply followed Governor Jones' assertion during his inaugural address that, "State Police will be used to enforce laws of the State and not for political intimidation."

City Tax Collector J. H. Punderburg, of Lake Charles, carried a first-page ad in *The Lake Charles American-Press* Monday, advising all operators of slots and pin games in the city that the city's \$5 license tax on operations became overdue and delinquent on March 1 and that all 193 machines on location should bear the proper tags immediately. He gave June 1 as last day for payment.

Something new under the sun, City Commissioner Phil Hamburger, of Houston, this week announced that the legal department of the Texas city had completed a 10-year franchise, giving W. R. Morin Jr. and Calvin Mann the right to place advertising signs on all of the city's parking meters. Under the franchise, the city gets 10 per cent of the gross receipts. The concessionaires are permitted to have signs placed on meter standards, not to exceed 23 inches in length by 9 1/2 inches in width, a limit of three ads to a parking standard. Mayor Oscar P. Holcombe said he would never agree to the new deal, but other members of the council agree it might be the source of some good revenue for the city.

A total of \$88,000 has been dropped into Houston parking meters since they were installed four years ago. Collections thru April totaled \$87,040 against \$72,650 in the same four months last year. The city now has 3,723 meters.

Finding a brisk demand recently for its Chicago Album, Decca Recording is planning a New Orleans Album, featuring recorded work of outstanding music makers of the Crescent City.

High praise of Bolly's new Beauty is voiced by Mark Donaher, manager of the Sport Center, downtown coin machine sportland. Donaher says that the machine is a big money-maker and comes close to settling a new two weeks' top on location.

In New Orleans this week for a conference with officials of the Dixie Music Co., State distributor of Mills phonographs, Frank De Barros, of the Baton Rouge Amusement Co., reports the demand for 1940 Mills Empress and



3 to 4 times the profit

IN-A-BAG

The public like it—Leading health authorities endorse it—Locations welcome it—That's why In-A-Bag earnings are running 3 to 4 times that of the old style vender. It's the first and only really sanitary bulk vender. Get the jump on your competitors. Start operating In-A-Bag now! Vends nuts and bulk confections in sanitary glassine bags.

O. D. JENNINGS & COMPANY
4309 West Lake Street • Chicago, Illinois



NO COMPETITION

Profits 2c to 4c out of each 5c intake. Price for short time only \$35 EACH, 3 FOR \$100.
Unit is complete. You need a tent and candy display.
J. C. MOORE, P. O. BOX 234, FREDONIA, PA.

Throne of Music machines so brisk that orders are running ahead of shipments in Louisiana. The Baton Rouge company recently celebrated opening of its new office and display room on North Boulevard, handling a complete line of records, and operating phonographs, pin games and National and Du Grenier cigaret venders in the State.

The company will issue 500 shares of par value stock at \$20 per share, with C. Mayer, R. J. Millman and S. Kleinman as incorporators. The correspondent for them is Robert J. Millman, 201 North Wells street, Chicago.

NEW

PENNY HERSHEY BAR VENDOR

a real profit maker!

- *Streamlined design
- *Ruggedly built
- *Large capacity
- *Excellent shop protection

Write today for attractive deal for distributors 60-64 cents.

Marshall Corning, Jr.
215 E. 14th St., New York, N. Y.

Incorporate Chi Coin Machine Biz

SPRINGFIELD, Ill., May 18.—Secretary of State Edward J. Hughes has issued articles of incorporation to the Allied Novelty Co., 339 W. Fullerton, Chicago, which is to engage in the sale, manufacture, distribution and operation of coin machines, phonographs and vending machines of all types.

Coming Events

- National Governors' Conference, St. Paul, June 2 to 5.
- Thirtieth Annual Convention of the National Tobacco Tax Conference, Providence, tentatively set for September.
- Twenty-fourth Annual Convention of the Associated Retail Confectioners, New York, at the Pennsylvania Hotel, June 2 to 5.
- National Confectioners' Association Convention, New York, June 2 to 5.
- American Federation of Musicians' Convention, Indianapolis, June 10 to 15.
- Radio Parts Manufacturers' National Trade Show, Chicago, June 11 to 14, at the Stevens and Blackstone hotels.
- Convention of the National Association of Music Merchants (retail music stores), Chicago, July 30 to August 1.

ANNOUNCING!!

Cent-A-Tune 1c Selective Phonograph

A 12-Record Machine Suitable for Locations Where Pennies Are More Plentiful Than Nickels.

OPERATOR'S PRICE—BELOW \$50.00.
* Write or Wire at Once! *

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

THE BILLBOARD GIVES YOU THE ONLY
WEEKLY
NEW MACHINE ANNOUNCEMENTS
READ THE BILLBOARD EVERY WEEK



TURN INTO \$\$\$\$

Northwestern

Fill up ahead of the field. Reason profits wherever placed. Dependable. For beauty use sales appeal—stock up with today's "sensation" vendor!
Full details on all Northwestern Models. WRITE TODAY.
3 E. 21st St. PHILADELPHIA, PA.
\$4.95 In Lots of 100. SAMPLE \$5.40.
RAKE

April "Possibilities" List Comes Thru With 5 Out of 9

NEW YORK, May 18.—A check-up on the "Possibilities" listed in the Record Buying Guide during the month of April reveals that in its weekly venturing out on a limb and predicting potential hit songs and records for operators this department of The Billboard Guide rolled up a nice 50 per cent batting average last month. Nine numbers were listed as "possibilities" for future automatic phonograph hits, and of them five made the grade, with one a top phone success of the moment, and the others enjoying varying degrees of popularity.

The nine titles are *Tumbling Tumbleweeds*, *Cecilia*, *The Singing Hills*; *My My, Down by the Old Mill*; *Say It, Alice*; *Down, Down, Down*; *Pop! Pop! and Boom!*; *Hills* stepped out of the "possibility" class to become one of the country's "going strong" songs, and *Cecilia*, *Playmate*, and *Pop! Pop! and Boom!* all made "coming up," with the likelihood of a couple of them moving on into the "going strong" classification.

Actually, three other titles may be found in "Possibilities" during the four issues of The Billboard in April. These, however, cannot be included in this check-up for the reason that all three of them had also been listed in this section of the Guide at one time or another before last month. The trio is *Just One More Chance*, which failed to do much "leaving" on the Old Top Rail, listed first in February and now a strong number in the "coming up" section; and *If I Could Be the Dummy on Your Knee*, a failure.

With *The Wind and the Rain in Your Hair*, listed in March, had not started to climb at the time of the last check-up on "Possibilities" (in the second issue in April), but since then it has gone on to become a highly popular phone hit and has been in "Going Strong" in the Guide for several weeks now.

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Mayflower Gets Pfanstiehl Agency

ST. PAUL, May 18.—W. F. (Bill) Hemminger, sales manager of the Pfanstiehl Chemical Co., has announced the appointment of the Mayflower Novelty Co., St. Paul, as a distributor for Pfanstiehl's new 4,000-play automatic phonograph needs.

Plans, it is said, are under way for an aggressive merchandising program on the needle in this territory.

Lutske Tells of Phono Rejuvenation

CHICAGO, May 18.—It used to be that you could go into a location and see an old battle-scarred phonograph against a wall," humorously remarked Ben Lutske recently. Lutske, head of the Miraben Co., continued: "Nowadays, however, the chances are that you would find continually lessening numbers of these ill-treated, unlighted machines on any location.

"These old machines didn't and don't earn their keep. Their appearance is against them. Yes, they can still reproduce music well, but modern tempo demands neatness and attractiveness.

"Operators who possess these old machines—and most operators have some of them—find that by remodeling them they can again realize a profit from them. That's where we come in—in the remodeling of these machines. To make it even easier for the operator and less ex-

Extra Dividends

Some operators are reported to be expanding their business by renting television sets for parties in homes. New opportunities for music operators to cash in on present business trends seem to be arising every day. The voice recording business is a new trend with possibilities. The coin-operated voice recording machines will capitalize on the great interest in home voice records. A new business idea is that of renting voice recording sets for use at weddings, dances and parties in the homes. The music operators may well consider all these trends.

Stern Extols Phono Wall Boxes

CHICAGO, May 18.—Al Stern, of the Monarch Coin Machine Co., recently extolled the merits of Keesey's Remote Selector Wall Boxes. "Keesey certainly did a constructive job for music operation when they introduced their Remote Selector Wall Boxes a few months ago," he said.

"We saw its many advantages. Immediately and became distributor in Illinois, to Springfield, and in Iowa. Orders for this great piece of profitable equipment since that time have proved that our judgment was 100 per cent correct.

"Aside from the big sales of Keesey's Remote Selector Wall Boxes, our sales of Monarch reconditioned equipment of all types have been larger in number and volume. Our stock of machines is greater today than it has ever been. Free play games, payout games, novelty games, counter games, phonographs, every type of game imaginable is represented. This operators are able to procure anything in a coin game from Monarch."

penative, we designed and manufactured parts which would fit specified models, making them into attractive, lighted phonographs. It isn't necessary to send the phonographs to us for remodeling because these parts fit perfectly. However, for those operators who desire to see what can be done, or for those who do not care to do their own remodeling, we have an efficient department which will modernize the phonographs," Lutske said.

Wiggins Offers Music Systems

COLUMBUS, O., May 18.—Completion of two years of experimental work and establishment of manufacturing and sales headquarters at Columbus for the manufacture of coin-operated music systems has been announced by Dick Wiggins, president of Magy Music, Inc.

The instrument, which contains no recordings, is to be installed in any type of location and gives patrons up to 8,000 selections to choose from. The records are played from a central studio and relayed over telephone wires. Deposit of coin results in query from the central studio as to what tune is desired. One hundred and ten tunes are numbered on revolving drums and one stationery section; if another tune is desired it is asked for by name. The tune on the machine are directly at hand in the studio and all other tunes are filed and cross-filed in finger-tip quick files.

A central studio panel contains 13 turntables, microphone and earphone. Indicators tell operator how many selections have been paid for and automatically cancel renditions delivered. Automatic counters, locked into the panel, indicate the "take" of each location.

Three models of location machines are available. The largest is the Magy Grandeur; the second is the Magy Symphonette; the third, designed for use on counters or walls, is called the Magy Walletoe. The first two models are complete. All were designed by Dick Wiggins.

It is said they employ new notes in construction, especially in designed fused glass containing color and that an endless variety of color is available. The two revolving drums involve two revolutions per minute. One contains 50 modern dance tunes, the other has 50 classical and old-time selections. The 10 hit tunes of the week are listed on a stationary center panel.

The Magy Music system was developed jointly by Dick Wiggins for 13 years as an expert designer, engineer and inventor of coin machines, and Charles Pound, chief engineer, who handled all electrical details. The machines were tested in Phoenix, Ariz., for eight months after over a year of experimental work. Distributors for Ohio and West Virginia have been appointed and first installations of the machines have been made in Columbus.

Recover Stolen Phonos in East

WASHINGTON, May 18.—Ira T. Byram, Jr., manager of the Silent Sales System, Washington, reports that thefts of phonographs from locations have been solved with the arrest of a man and his son who removed phonographs from locations by telling the location owner that they were taking the machine and would return with a better one. The machines had been taken into the State of Virginia and there sold to operators. The thieves had removed all serial numbers and substituted fictitious numbers. Byram reports that as distributor for the make of phonographs which had been stolen his firm took a hand and in conjunction with the police and a special investigator soon solved the crimes. In all, the thieves succeeded in stealing seven phonographs before they were apprehended. All phonographs were recovered.

Hillbilly and Foreign Record Hits of the Month

(Note: Here are the most popular hillbilly and foreign recordings of the past month. Similar lists will be published in this section once every month.)

HILLBILLY RECORDINGS: Take Me Back to My Home in the Mountains, Roy Newman and His Boys; Baby Your Mother, Jimmy Davis; The Pants that My Pappy Gave to Me, Hoosier Hot Shots; An Old Log Cabin for Sale, Whitley and Hogan; The Cattle Call, Light Crust Doughboys; I Like Melasses, Hank Penny and His Radio Cowboys.

INTERNATIONAL RECORDINGS: Hear My Song, Violetta, Entender Polka, Woodpecker, Accordion Joe, Nickel in the Slot.

FOREIGN RECORDINGS: German, Kameraden Auf See, Rosen Aus Dem Sueden; Hungarian, Fe Leszek, Ju Hetter; Bohemian, Protislav A Pivo, Repeto; Polish, Sary W. Budzie, Z Konca Swiatla; Swedish, Welcome, Mr. Swanson; Balalaika; Scandinavia, Pettor Tulo, Lordagssball, El Dala Hambo; Italian, Simbo Allegro, Cinalenda; Jewish, Nor Dee, Barchidcher Nigun; Greek, Zehn, Grivas.



PRESENTATION OF CAPITAL PRIZES in the March "Write-a-Tittle" Contest was recently made. The interested owners of automatic Electric Phonograph Owners checks went to Charley Morris, a post-office clerk in Jossing Green, Mo., and to Wilford Shook, owner of Peewee's Cafe, Columbia, Mo., location site which is shown above. In the picture, left to right, are Rudolph Feik, phonograph operator; Charley Morris, the winner of the \$500 prize; Mrs. Rudolph Feik, and Wilford Shook, owner of the location in which the winning selection was entered.

Herbert Tells of Greater Facilities

CHICAGO, May 18.—With greatly increased manufacturing facilities, the Herbert Corp. reports large daily shipments on its new phonograph, Mel-o-Tone.

Frank Merkle, sales director of the company, in commenting on the activity, said: "The old saying that good news travels fast certainly is holding true in the case of Mel-o-Tone. It seems the more machines we ship the heavier the orders come in the following days.

"Now that we have been shipping large quantities of Mel-o-Tone for quite some time, the machines are appearing in various territories throughout the country. Operators who perhaps had not taken the trouble to investigate Mel-o-Tone are now finding the machine on locations in their territories and anywhere that sees and hears Mel-o-Tone is certain to be impressed with its unusual beauty, brilliant tone, as well as its excellent operation.

"This has resulted in inquiries from these operators asking for the complete story on Mel-o-Tone. Mel-o-Tone features, which are particularly making a big hit with operators, are the simplified record-changing mechanism; the supporting of records on the flat tone at all times, thus completely eliminating warping and greatly reducing record wear; the quick response of the machine with records starting to play within eight seconds from the time the coin is dropped and many others.



Orders continue to flow in

FROM EVERY SECTION OF THE COUNTRY

Mel-O-Tone

A TOP QUALITY PHONOGRAM AT A POPULAR PRICE

See Its
Spectacular
Beauty

Hear Its
Magnificent
Tone

Investigate
Its Amazing
Low Price

Introduced but a few short months ago, Mel-O-Tone has already skyrocketed to the top in phonograph popularity.

Never before has there been a phonograph that offered such splendor . . . such brilliant tone quality . . . such mechanical excellence—and yet was priced at a figure far below what you would expect to pay.

No wonder leading operators everywhere are ordering and re-ordering Mel-O-Tone. Here at last is the answer to more profitable phonograph operating.

This is your opportunity—Grab it—Send for your Mel-O-Tones today.

Our greatly increased manufacturing facilities are enabling us to make prompt delivery on all orders.

HERBERT CORPORATION • 600 North Albany Ave., Chicago, Ill.

NEW 1940 MARBLE GLOW and ILLUMINATED LIGHT-UPS



ADVERTISING SPECIAL
\$33.50

Ship us Freight Prepaid one or more 616's or 412 Wurlitzers—without mechanisms—and we will Marble Glow finish and install. Polished Aluminum Side Grills and Lower Illuminated Polished Aluminum Front with Door Plastic as illustrated above.

Complete Set of
Light-Ups and
Grills as Above \$46.85

1/3 Deposit Required on CASH Orders.

THRIFTY MFG. CO.

3353 University Ave. S. E., Minneapolis, Minn.

Phonograph Needle Given Severe Test

NEW YORK, May 18.—Jack Mitnick, of the George Ponsor Co., music division, reports: "Our new automatic phonograph needle, which has won the praise of the trade, features a Rhodium metal point. Furthermore, we are using a steel shank with a flat swage, which means that the needle does not have to be turned, that it will give better than 3,000 perfect plays and is self-lubricating, which practically eliminates wear on records."

"From every angle and by the tests of the leading music operators themselves, we believe that we have the finest needle

ever presented to the automatic music business. We have not only spent months trying to perfect the needle, but we have also worked unusually close with the metallurgists who were developing it,

giving the needle the severest abuse it could ever receive on actual location tests where the operators who placed it in their machines were told to let it play to the limit."



HERB WEDEWEN is now district manager for Wurlitzer in the territory of Wyoming, Colorado, Utah and New Mexico, according to an announcement by M. G. Hamnergren, Wurlitzer executive. He was appointed to succeed Ted Breck, who has been shifted to manage the New England States.

USED PHONOGRAPHS IN A-1 CONDITION

Wurlitzer Deluxe	\$18.00 Ea.	Wurlitzer 24	\$6.50
Wurlitzer De Luxe	23.00 Ea.	Seeburg Belmonts	12.00
Wurlitzer Deluxe	49.50 Ea.	Seeburg A. O. or D.	21.00
Wurlitzer 12 Record	22.50 Ea.	Seeburg Gem	43.50
Wurlitzer 14 Record	30.50 Ea.	Seeburg Gaiety	35.00
Wurlitzer 20 Imperial	35.50 Ea.	Seeburg Regal	44.50
Wurlitzer P-12	25.00 Ea.	Seeburg Plaza	44.50
Wurlitzer P-12, in Illum. Cabinet	60.00 Ea.	Seeburg Diamond Grand	168.50
Wurlitzer 412	25.00	Seeburg Master	168.50
Wurlitzer 412, in Illum. Cabinet	70.00 Ea.	Seeburg Zephyr	168.50
Wurlitzer Console 50	75.00	Seeburg Classic	209.50
Wurlitzer 616	89.50	Seeburg Chateau, Sam. Reynolds, with Base	209.50
Wurlitzer 616, in Illum. Cabinet	89.50		

ALL ABOVE READY FOR IMMEDIATE SHIPMENT. 1/3 DEPOSIT WITH ORDER.

SOUTHERN AUTOMATIC MUSIC CO.

522 S. 2nd St., LOUISVILLE, KY. 312 W. Seventh, CINCINNATI, O. 623 Massachusetts Ave., INDIANAPOLIS, IND. 425 Broad, NASHVILLE, TENN.

GRAB AT THIS OPPORTUNITY!

WURLITZER 616 - \$79.50

REMODELED & MODERNIZED WITH NEW GRILLS, SIDES AND TOPS

BABE KAUFMAN (CIRCLE 6-1642) 250 W. 54th St., N. Y. C.

Twenty-Five Refinished Wurlitzer 616's and 716's

All in excellent working condition, \$59.50 each, F. O. B. Miami. One-third deposit, balance C. O. D. 10% off in lots of ten.

SUPREME VENDING COMPANY

109 W. FLAGLER STREET, MIAMI, FLORIDA

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.

HIT RECORD GUIDE

- HOW CAN I EVER BE ALONE?—F.T. V.C.**
YOU GORGEOUS DANCING DOLL—F.T. V.C.
 8301
 Cliff Williams and His Stevens Hotel Orch.
 6294 I Haven't Time to Be a Millionaire—F.T. V.C.
 April Plays the Fiddle—F.T. V.C.
 Jan Garber and Bill Orchestra
 6297 Meet the Sam Hall Way—F.T. V.C.
 I Love to Watch the Moonlight—F.T. V.C.
 Jimmie Livorno and His Orchestra
 6298 Flight of the Bumble Bee—F.T.
 Four or Five Times—F.T. V.C.
 Harry James and His Orchestra
 6299 Here We Kiss Your Heart—F.T. V.C.
 (I Wouldn't) Be Love—F.T. V.C.
 Johnny Mercer and His Orchestra
 6300 Blue Lovability—F.T. V.C.
 Riganorini—F.T. V.C.
 Duke Kelly and His Orchestra

ON VARSITY RECORDS
 VARSITY RECORDS DOUBLE TOUR TAKE

United States Record Corp.
 1760 BROADWAY, NEW YORK, N. Y.

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 on this heading for one week or more and have thus become such established successes that they require no further explanation. Playmates. Alto this is by no means as great a smash success as most of the numbers that make this section of the guide, it is currently enjoying enough universal popularity to rate it a niche up here among the prime winners. **KAY KYSER** trends practically by himself as regards recordings in the country's music machines insofar as this particular novelty tune is concerned.

- Texedo Junction.** (10th week) **GLENN MILLER, ERSKINE HAWKINS, JAN SAVITT.**
When You Wish Upon a Star. (7th week) **GLENN MILLER, GUY LOMBARD, HORACE HELDT.**
The Woodpecker's Song. (6th week) **GLENN MILLER, ANDREWS SISTERS, WILL OLAFE, KATE SMITH.**
The Singing Hills. (5th week) **BINO CROSSBY, DICK TODD, HORACE HELDT.**
With the Wind and the Rain in Your Hair. (4th week) **KAY KYSER, BOB CROSSBY, DICK TODD, HENRY RUSSELL, BOB CHESTER.**

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.

- Alice Blue Gown.** Not exciting rates from operators playing it, but managing to do well enough for itself in this revived musical comedy song of 20 years ago. Adding to the trio of records most popular in the phone now—**FRANKIE MASTERS', OZZIE NELSON** and **WAYNE KING**—is a **GLENN MILLER** disk, played in wait time. The latter recording is starting to get the other three pretty strongly.
Cecilia. Still not seeming to come out of the run into which it slipped a week or so ago, this gives no promise now of hitting the top, but it still is a fair enough item for operators. **DICK JURGENS'** is the whole say here in the matter of popular phono disks.
Little Carly Hair in a High Chair. Justifying its prediction in "Possibilities" for the previous week, this film song (from Eddie Cantor's *Forty Little Mothers*) has now come into its own and is rapidly approaching the real hit class. A particularly large number of recordings is being played on the machines, and it is expected that they will resolve themselves into two or three outstanding phono hits. Disks currently attracting attention are those of **PATY WALLER** (most prominent so far), **MITCHELL AYRES', DICK TODD, JIMMY DORSEY', SAMMY KAY'** and **HORACE HELDT'**.

Let There Be Love. Another "Possibility" to get started this week, this ballad in *Requiem* tempo is beginning to attract nice attention under the heading. Latest popular of the available recordings of it, at the moment, are those played by **SAMMY KAY', KAY KYSER'** and **AL DONAHUE'**.
Boog It. Still another song that was listed as a "Possibility" last week is this swing item of the *Jumpin' Jive* school. It makes its debut among the up-and-coming phono numbers this week with a nice little bang, and ops should definitely make it available to their public, if they haven't done so already. **GLENN MILLER'** has the most favored disk currently, with **GENE KRUPA'** and **CAB CALLOWAY'** trailing him.
Charming Little Faker. Good enough in this follow-up to *Scatterbrains*. So far it hasn't shown signs of duplicating the success of its ancestor (it was written by the same writer), but it's a worthy entry in the phono marketplace. **FRANKIE MASTERS'** has the record here.

Angel in Disguise. Out of the picture if *All Come True* comes this ballad, and, as recorded by **DICK TODD** as a vocal number, it is beginning to show up nicely on reports from operators. Those ops who don't have it as yet should not be caught napping on this one.

No Name Here. Not doing so well for itself this week is **GLENN GRAY'S** instrumental recording of this excellent swing number and arrangement. After a promising start last week it tapered off a bit the past seven days.

Say It. As the Jack Benny film, *Beck Benny Rides Again*, goes around, this ballad from its score is finding favor with phono patrons. **TOMMY DORSEY'** has the best liked recording thus far.

A Lover's Lullaby. Pading from the machine scene, this Frankie Carle ballad is beginning to head downhill. **GLENN GRAY** in an instrumental dance version has had the disk here.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which still are being mentioned on enough reports to warrant their inclusion in the Guide, even though they most probably will never climb into the "Going Strong" bracket.

- Leanin' on the Ole Top Rail.** (6th week) Almost out. **BOB CROSSBY', OZZIE NELSON', WAYNE KING.**
The Starlit Hour. (6th week) Weaker and weaker. **GLENN MILLER', ELA FITZGERALD.'**

POSSIBILITIES

Recordings listed below have not at 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 performance, their music taste, reports from machine operators and the relative importance of certain songs in their catalogs as well as on the judgment of The Billboard's music department.

My Resistance is Low. The latest **ORRIN TUCKER-DONNIE BAKER** threat for music machine supremacy. With **Bonny baby-singing it in the same Oh, Johnny** vein, it looks good.

Come With What Wind? A **BENNY GOODMAN** instrumental swing number this has shown up on enough reports to indicate possible universal popularity in the future.

Where Was I? A picture ballad (from *Thi Wee Aget Agoo*) with a particularly lovely melody. This may make a nice place for itself among the successful numbers of three or four weeks hence.

Make Believe Island. Latest of the **Nick Kenny** ballads and starting to move on radio and over sheet music counters. Kenny's songs have a way of attaining popularity, and this probably won't be any exception.

* Indicates vocal shows it included in this recording. Double-numbering records are purposely omitted from this column.

The VICTOR-BLUEBIRD Call Board

Magnetize your machines with the music that nabs the nickels!

VICTOR POPULAR RELEASE NO. 372

- 26603 The Robber's Bay
- 26604 Sea Walk with Orchestra under the direction of Walter Gross
- 26604 Studies of Jodel
- 26605 I Love to Watch the Moonlight
- 26606 I'm Blushing Out With a Memory
- 26608 April Played the Fiddle
- 26609 I Haven't Time to Be a Millionaire

BLUEBIRD POPULAR RELEASE NO. 278

- 8-10710 I Never Blamed My Mind
- 8-10711 Feet Rush to—Vacation
- 8-10712 Daryl King
- 8-10713 I'm Blushing Out With a Memory
- 8-10714 I Love to Watch the Moonlight
- 8-10715 Gray Gordon and his Trio-Too
- 8-10716 You Can't Brush Me Off
- 8-10717 Dinah Shore and Dick Todd vocal duet with Orchestra
- 8-10718 Afternoon of a Hex
- 8-10719 I'm Blushing Out With a Memory
- 8-10720 I'm Blushing Out With a Memory
- 8-10721 Benny Goodman Trio
- 8-10722 Benny Goodman Trio
- 8-10723 Benny Goodman Trio

Order these Records from your RCA Victor Record Distributor Today!

Up your TAKE with these LATEST HITS by **WOODY HERMAN AND HIS ORCHESTRA** that plays the Blues

ON THE MAY BLUE INK SKY FELL DOWN ON DECCA RECORDS

EVERYTHING YOU WANT IN AN AUTOMATIC PHONO NEEDLE

SAMPLE 35c. See Your Distributor or Write THE ELLEN CO., 170 N. WASHINGTON PLAYS Illustration, etc.

PHONOGRAPH BARGAINS

Whitford	Price	Beatty	Price
P-12	\$22.50	10 Records	\$69.00
612	\$30.00	15 Records	\$99.00
818	\$30.00	20 Records	\$129.00
34	\$30.00	25 Records	\$159.00
86	\$30.00	30 Records	\$189.00
Brook	\$4.20	35 Records	\$219.00
P-18 in Universal Cab.	\$5.00	40 Records	\$249.00
412 in Universal Cab.	\$7.00	45 Records	\$279.00
610 in Universal Cab.	\$9.00	50 Records	\$309.00
Brook-Ola	\$78.00	55 Records	\$339.00
Blond	\$78.00	60 Records	\$369.00
Dallas	\$78.00	65 Records	\$399.00
Windsor	\$78.00	70 Records	\$429.00

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 1318 14TH STREET, DENVER, COLORADO

ADVERTISE IN THE BILLBOARD —YOU'LL BE SATISFIED WITH RESULTS.

GET ON THE BIG PROFIT SIDE!

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"KEY AND CASH BOX
OPERATOR"

LOOK TO
THE FUTURE!

IT'S THE BIGGEST
OPPORTUNITY
AUTOMATIC MUSIC
HAS
EVER OFFERED!



Seeburg MUSIC SYSTEM with WIRELESS REMOTE CONTROL

YOU JUST PLUG INTO ANY WALL SOCKET!

The exclusive Seeburg development that insures a dependable, profitable, stabilized business for the Seeburg Master Operator.

SEEBURG Deluxe SPEAKORGAN



PATENTED DESIGN

Infringers
WILL BE PROSECUTED!

ENVOY "E"
Symphonola
20-RECORD
SELECTRIC



★ what is a Seeburg Master Operator?

A Seeburg Master Operator is a trained, franchised business man engaged in the business of installing and operating the Seeburg Music System. He is distinguished from the "key and cash box" operator by his expert knowledge of locations, the demands of the people patronizing those locations and his aggressiveness in establishing a permanent business that assures him of a high consistent income.

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MIRABEN LIGHT-UPS
 ADD *Glamor* TO YOUR
 OLD PHONOGRAPHS!

CONSIDERING BEAUTY & QUALITY MIRABEN LITE-UPS ARE PRICED LOWEST OF ALL.

In the final analysis the only reason for lite-ups is to successfully compete with later models. . . . Then why not buy the best?

COMPARE THEM ALL AND JUDGE FOR YOURSELF!



COMPLETE PARTS TO RE-MODEL WURLITZER 418 M-1. Doms for Above—\$174.
 WURLITZER 24 M-2.
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Write for Colored Circulars.

STOCK REDUCING SALE ON REMODELED PHONOGRAPHS

- WUR. 010 \$ 89.50 (Doms Extra)
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Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

Hollywood Takes Notice

OPERATORS will be interested to learn that motion picture producers are featured roles in forthcoming productions and that their Hollywood publicity departments are planning campaigns that will create greater play-demand for records of those artists in automatic phono machines. A number of the

More Campus Favorites

THE current stories in our Music Department on favorite orchestra deat-ers in 108 universities througout the land prompted several Los Angeles operators to report music machine leaders on loca-tions neighboring the University of Southern California campus. Top bands in order named are those of Glenn Miller, Tommy Dorsey and Glen Gray. Favorite



AT BEN STERLING'S PARTY, given for music merchants and his employees, with a few location owners for good measure, much attention centered on the Wurlitzer phonographs displayed. Sterling, is distributor for Wurlitzer in Rocky Glen Park, Moose and Scranton, all in Pennsylvania. Above, left to right, are Ed Green, Stroudsburg, Pa., music merchant; G. J. Strauss, Leighton, Pa., operator; Milton Rutledge, starting representative; and Mr. Strauss father-in-law.

prominent artists are already at work in Hollywood, while several others are at the contract-signing stage. A number of tie-ups with operators and location owners are being worked out. Arlie Shaw this week signed a contract with a new company, managed by Boris Morris and Robert Stillman, to appear in a movie titled *Second Chorus*. Republic Pictures is now working on *Scatterbrain*, with Matty Malneck. The Andrews Sisters begin work this month at the Universal Studios, co-starring with the Rita Brothers in *Argentine Nights*. Kay Kyser is now completing details with Producer David Butler of RKO to make his second feature picture following his current engagement at the St. Catherine Hotel, Catalina Island, Calif., while the new Mickey Rooney film, *Strike Up the Band*, will feature Paul Whiteman.

Green Label From Columbia

OF CONCERN to operators using light classical records is the news from the Columbia Recording Corp. that it is releasing a new series of Green Label records of popular classics, featuring popular light symphonic bands. First two records include the highlights from George Gershwin's *Porgy and Bess* score, Debussy's *Moonlight* and Ravel's *Pavane for a Dead Princess*. The recordings feature Andre Kostelanetz and his orchestra.

T. Dorsey on Bluebird

TOMMY DORSEY, who, incidentally, has just completed reorganization of his regular dance band, recruited a new small combination to be featured on Bluebird records, as was reported here a few weeks ago. Monthly releases will be available starting next week, and records will be known as "Tommy Dorsey and his Sentimentalists." Their first record features *Head on My Pillow* and *East of the Sun*. Dorsey's standard band opens a summer engagement at the Hotel Astor Roof May 31 and retains the vocal services of Frank Sinatra and Connie Haines.

TRY IT!

The Amazing New
4000 Play

PfANSTIEHL NEEDLE
 coin machine

NEEDLE MUST NEVER BE TURNED
 SO IT BREAKS OFF
 One side of stud is purposefully made flat for easy, permanent insert. Reduces time and cost of servicing.

POINT WILL NOT BREAK OFF
 Eliminates a large percentage of service calls.

POINT IS ROUND AND MADE OF PFANSTIEHL METAL
 Assures true tone quality and less record wear.



Investigate this sensational 4000 play Pfanstiehl Needle today. Try it on a few of your machines. You'll be amazed with its operating superiority.

Pfanstiehl Chemical Co.
 Metal Division,
 700 Lake View Ave., WAUKEGAN, ILL.

Records from the **NEW**

BING CROSBY SCORE!

Just Released These Real Nickel Makers!

• **I HAVEN'T TIME TO BE A MILLIONAIRE**

DECCA: BING CROSBY
 CASA LOMA ORCHESTRA
 COLUMBIA: KAY KYSER
 KATE SMITH
 VOCALION: DICK JURGENS
 VICTOR: TOMMY DORSEY

BLUEBIRD: GLENN MILLER

• **APRIL PLAYED THE FIDDLE**

DECCA: BING CROSBY
 CASA LOMA ORCHESTRA
 COLUMBIA: BARRY WOOD
 BLUEBIRD: GLENN MILLER
 VOCALION: DICK JURGENS
 VICTOR: TOMMY DORSEY

• **MEET THE SUN HALF WAY**

DECCA: BING CROSBY
 CASA LOMA ORCHESTRA
 COLUMBIA: KAY KYSER
 BARRY WOOD
 VOCALION: FRANKIE MASTERS
 VICTOR: HAL KEMP

BLUEBIRD: MITCHELL AYRES

• **THE PESSIMISTIC CHARACTER**

DECCA: BING CROSBY
 CASA LOMA ORCHESTRA
 COLUMBIA: KAY KYSER
 VOCALION: FRANKIE MASTERS
 BLUEBIRD: MITCHELL AYRES

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MONEY BACK GUARANTEE
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FINEST QUALITY
PARTS YOU'VE EVER RECEIVED



PRICES SLASHED
For Complete Sets of Parts to Remodel
WURLITZER 616, \$16.80
(Dome \$7.25 Extra)

WURLITZER 24, \$17.20
(Dome \$7.25 Extra) (Base \$6.80 Extra)

WURLITZER 412, \$13.60

SEEBURG REX, \$22.95

WRITE TODAY for Circulars and Prices
of Newly Remodeled Phonographs!!
1/2 With All Orders, Balance C. O. D.

ACME SALES CO.

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625 Tenth Avenue, New York City

Old **ROCK-OLA** for '40



ROCK-OLA DISTRIBUTOR EARL MONTGOMERY (left) and Frank Smith, partner and general manager of the S & M Distributing Co., evidently feel very happy about the Rock-Ola line of 1940 Luxury Light-up phonographs, as may be deduced from their pleased expressions.

vocalists are Bing Crosby, Connie Boswell and Dick Todd.

This and That
COLEMAN HAWKINS switched from the Bluebird to the Vocalion label. . . . Mergie Stuart, former leader of an all-girl band around Chicago, joined Al Demshue's Orchestra as vocalist, replacing Paula Kelly. . . . Dinah Shore, Southern vocalist who has been making impressive strides on the music machine circuits, will fill her first theater engagement since leaving Leo Reisman's Band at the Paramount, New York, in June. . . . Two more New York night clubs reporting good plays on music machines before and between their shows are Pastor's and Bill Hardy's Gay Nineties. The latter club, in keeping with its atmosphere, features old-time recordings by Nora Bayes, Van and Schenk, Will Rogers and Bert Williams. In addition to current hits. . . . Fred Lowery, operators say, is catching on in many locations with his whistling solo. . . . Jean Gordon is the new singer with Jan Garber's Band, while Dick Haynes is a recent vocal addition to the Harry James Orchestra. . . .

Ortiz Williams is making his debut on the Varisty label this week. . . . Olsen and Johnson, stars of *Hellzapoppin*, have also been signed to record for Varisty. They will feature original duets.

Territorial Favorites

ANOTHER of our weekly lists of cities and records doing well locally. These recordings and their artists are money-makers in the cities mentioned, in addition to the national favorites listed in the Record Buying Guide.

Chicago

Frankie Masters is a leading band favorite here, due to his past performances in both theaters and hotels. For years his name has been a household word among orchestra followers, and his recordings, as a result, are now paying off dividends. The latest Masters disks doing well, operators write, are "Say It," "Lover's Lullaby" and "Charming Little Faker."

Indianapolis

Colored operators here are enthusiastic over Rochester's recording of "My My" and "Red Wagon," featuring Count Basie.

BOOG IT

By **JIMMY DORSEY**
and his Orchestra
A Hit On
DECCA
No. 3152

REGENT MUSIC CORP.
Harry Goodman, Pres.



Now Available

CHARLIE BARNET'S

Smash Hit Recording of
A LOVER'S LULLABY

BLUEBIRD RECORD NO. 10662

Another music machine sensation by Charlie Barnet, composer of
SUNRISE SERENADE

Buy Direct From Manufacturer Light-Ups For

616 GRILLES 6.85
CORNERS .. 6.85
COMPLETE.. 13.25

412 GRILLES 7.25
LONG
CORNERS .. 7.25
COMPLETE.. 13.90

24 MODEL
GRILLE... \$7.25

616 DOME. \$8.95

All Parts Easily Installed. Comes With Complete Instructions. Thousands in Use.

JACOBS NOVELTY CO.
STEVENS POINT, WIS.

The Andrews Sisters
SCORE AGAIN -
this time with
DOWN BY THE O-H-I-O
PUBLISHER OF
DECCA RECORD 3065
A FORSTER PUBLICATION "Oh Johnny, Oh"

Modernize with
GENUINE MARBLETTE

GRILLE \$9.50
SIDES \$8.25
DOME \$24.50
for
WURLITZER 616



COMPLETE AS ILLUSTRATED \$17.75 for WURLITZER 24 and WURLITZER 616

COMPLETE GRILLE LOUVRE SILHOUETTES \$13.66 for 616, 716, 412



Domes for 616-412-716, wired ready to install \$6.95

GERBER & GLASS
914 Diversity Blvd., CHICAGO, ILL.

MASTERCRAFT PADDED COVERS

For Automatic Coin Phonographs

For Every Make and Size Machine
No. 4 Adjustable Pad—Accommodates all makes and sizes \$10.25 each
No. 30 Adjustable Covering Harms—Accommodates all makes and sizes \$6.25 each
No. 17 Adjustable Covering Harms—Accommodates all makes and sizes \$1.75 each
While investment at small unit cost means only one size pad or sleeve needed. Quality made and waterproofed. Write for prices on other parts to your specifications.

BEARSE MANUFACTURING CO.
Inc. 1921.
8818-8823 Cortland St., CHICAGO, ILL.

THE BILLBOARD GIVES YOU THE ONLY

WEEKLY

RECORD BUYING GUIDE

READ THE BILLBOARD EVERY WEEK

Wired Music Now A Reality

THE NEW TREND IN MUSIC

Unlimited record selection! Unparalleled cabinet beauty! Unequaled tone! Highly fused colored glass in cabinets reflects outside light, gives color tone changes with every move of the patron. Electric lighting unnecessary! Natural wood finish. Here's what Wired Music Means: Music produced at the central studio, wired to and amplified at the location where the patron has inserted the coin. A hundred and ten selections listed at the location. Unlimited selection available!

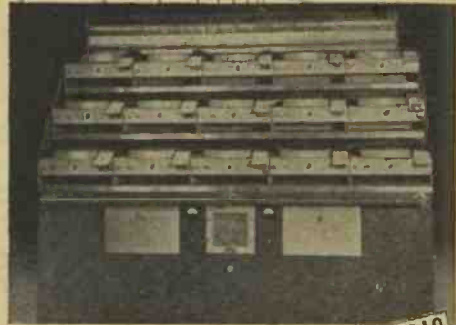


MAGIC GRANDEUR

THREE Gorgeous Models

The Magic Grandeur Model is a large, handsome machine — a complement to the finest location. The Magic Symphonette, slightly smaller, is another beautiful, colorful floor model. The Magic Walleto is designed to be placed on the wall or counter. Each is supreme in its field — a triumph of cabinet individuality. Designed by Dick Wiggins.

Remote control wall boxes, with auxiliary speakers and microphones, are available. Automatic bookkeeping keeps an accurate, unchangeable record of all coins deposited — makes thievery impossible — eliminates money counting on premises.



STUDIO PANEL

Territory now being allotted. Wire for full details.

MAGIC MUSIC INC. Columbus, Ohio

FACTORY 55 E. SPRING ST., SALES OFFICE ROWLANDS BLDG. TELEPHONE ADAMS 1753

WURLITZERS FOR WISCONSIN

Overnight Delivery on ALL MODELS to All Points in Wisconsin

USED PHONOGRAPHS
Send for PRICE LIST on USED WURLITZERS

EXTRA SPECIAL
3 ROCK-OLA IMPERIALS, 20 Records . . . \$ 49.50
BALLY ALLEYS . . . 95.00
TEN STRIKES, 1939 Models . . . 115.00
TRAMP GUNS . . . 115.00
1/3 Deposit - Balance C. O. D.

STATE MUSIC DISTRIBUTING CO.
1121 SOUTH 16TH STREET
MILWAUKEE, WISCONSIN

Locations in the Harlem belt are the most popular in the city and, consequently, Negro names are in demand. Other colored artists approved by a majority of operators include Ella Fitzgerald and Erskine Hawkins.

Denver

A local favorite is "Sleep," recorded by Benny Carter. Others showing up particularly well here include the Ray Noble and Eddie Howard versions of "Where Was I?" and Mitchell Ayres' "Last Night's Gardenia."

New Orleans

Operators here are enthusiastic over the possibilities of "Say It." They have no particular artist in mind but feel that the tune should develop as successfully as "In

the Mood." Another prospect is "Soft Winds," and many locations are using the Benny Goodman disk.

Helena, Mont.

Recordings that are not frequently mentioned in ray files are getting a good play in leading locations here. Most prominent of these are Glabe Russell's "Nickel in the Slot" and Shep Fields' "Narcissus." A standard tune that is enjoying a revival is "Old Black Joe," as delivered by the Mills Brothers.

Songs Most Heard on Radio

Beginning this week, a list of the 10 songs broadcast most often this week as well as last week will appear in this department. The songs are those heard over the networks and leading New York stations based on information supplied

by Accurate Reporting Service.

This Week

1. Make Believe Island
2. I Can't Love You Any More
3. Woodpecker Song
6. From Another World
5. Say It
6. Little Curly Hair in a High Chair
7. Imagination
8. My, My
9. Too Romantic
10. It's a Wonderful World

Last Week

1. Imagination
2. Where Do I Go From You?
3. Woodpecker Song
4. Singing Hills
5. Shake Down the Stars
6. Wind and Rain in Your Hair
7. Say It
8. My, My
9. You, You Darlin'
10. How High the Moon



"LOVELY TO LOOK AT—DELIGHTFUL TO HEAR," declares Harry Silberberg, Kansas City manager for the W. B. Novelty Co. Pictured with him is Al Kavetin, orchestra leader. Both are admiring Seeburg equipment at the Kansas City office. Silberberg inspects a nice Seeburg Melody Parade, while Al Kavetin listens to one of his orchestra's recordings over a Seeburg Deluxe Speak-Organ.

WANT USED RECORDS
By the Oldest Buyers in the Field. WE PAY HIGHEST PRICES. WE PAY PROMPTLY. WRITE TODAY. WASHINGTON VENDING CO. 617 WASH. ST., LYNN, MASS.

PHONO RECORDS WANTED
Phonograph Records wanted—any quantity. Highest prices paid. Tell us how many you have and where they are. Write Today. CHICAGO SPORTS CORNER, Chicago, Ill. 2 No. Clara Street.

Tell the Advertiser in The Billboard Where You Got His Address.

Up Production of Acme Changeovers

BROOKLYN, May 18.—Sam Sachs, of Acme Sales Co., reports that due to the fact that production has been greatly stepped up on complete sets of parts for remodeling old phonographs, his firm has been able to pass on savings to its customers.

"We want the operators to know that we did not cut down on the quality of the parts we have been making for phono remodeling by our price reduction. In fact, if anything, we have increased the quality, because our long experience in this field has taught us exactly what the operators need to continue in business.

"Furthermore, we offer any operator a money-back guarantee on all of our remodeling parts. This guarantee in itself is proof of the type of quality merchandise we are giving the trade. We want the operators to know that when they order from us they get only the very best merchandise."

Monarch

SPECIALS

TODAY'S BIG MONEY MAKERS

ROCK-OLA WORLD SERIES (Perfect Condition) . . \$54.50

FREE PLAY NOVELTY GAMES

BALLY	KERRY	EXHIBIT	CHICAGO COIN
Gold Op \$104.50	Up & Up \$34.50	Change . . . \$59.50	Reel . . . \$77.50
Triumph . . . \$2.50	Power Bit . . . \$2.50	Lover . . . \$9.50	Nippy . . . \$4.50
G. O. D. \$3.50	Super-Charger \$2.80	Flipskip . . . \$2.50	Lucky . . . \$7.50
Scoop . . . \$4.50	Big Six . . . \$7.50	Richard . . . \$2.50	Tender . . . \$4.50
Champion . . . \$7.50	Thriller . . . \$9.50	Omni-Set . . . \$4.50	Miami . . . \$7.50
Roller Derby \$7.50		Shaggy . . . \$4.50	
Prize . . . \$4.50		Daydream . . . \$4.50	
Varsity . . . \$2.50		Donkey . . . \$4.50	
Wheeler . . . \$3.50		Shaggy . . . \$4.50	
Amphibian . . . \$3.50			

Write for Complete List—Free Play Novelty Games—Coinsets—Counter Games—Pictographs—Sole. TERMS: 1/3 DEPOSIT—BALANCE C. O. D.

MONARCH COIN MACHINE CO.

1731 BELMONT AVE., Cable "MOCOIN" CHICAGO, ILL.

FREE PLAY CLOSE OUTS

2 Nosty . . . \$65.00	2 Multi-Free-Roller . . . \$12.50	1 Natural . . . \$10.00
2 Ocean Park . . . \$5.00	1 All Stars . . . \$10.00	1 Kicker . . . \$10.00
2 New Blower . . . \$5.00	1 All Stars . . . \$10.00	1 Gun Club . . . \$10.00
2 New Blower . . . \$5.00	1 Follow-Up . . . \$7.50	2 Hot Shots . . . \$12.50
2 Band 1000 . . . \$5.00	2 Up & Up . . . \$5.00	2 All Stars . . . \$10.00
2 Fantasy . . . \$5.00	1 Chorus . . . \$10.00	1 Triple Play . . . \$10.00
2 Ocean Park . . . \$5.00	1 Pink Heaven . . . \$10.00	2 Red Times . . . \$10.00
1 Punch . . . \$5.00	1 Kicker . . . \$10.00	5 Terr Chorus . . . \$12.50
1 Band 1000 . . . \$5.00	1 Kicker . . . \$10.00	1 Band 1000 . . . \$10.00
2 Nosty . . . \$5.00	1 Kicker . . . \$10.00	1 Kicker . . . \$10.00
2 Multi 1-2-3, F.P. . . \$5.00	1 Kicker . . . \$10.00	1 Rock-Ola '39 Ten Plus . . . \$25.00

1/3 DEPOSIT, BALANCE C. O. D.
410 MARKET ST., PHILADELPHIA, PA.

Iowa High Court Outlaws Validity Of 2% Use Tax

DES MOINES, May 18.—The Iowa use tax law has been held unconstitutional by the State Supreme Court, insofar as its extrajurisdictional features are concerned. The act, which levies a tax of 2 per cent on articles purchased outside the State for use in Iowa, has been leveled on coin machines in the past few months. Any machines brought in from other points were immediately subject to the 2 per cent tax.

The case grew out of the refusal of Sears, Roebuck & Co. and Montgomery Ward & Co. to collect the use tax on mail orders filled in their offices outside the State and sent to Iowa purchasers. The Supreme Court held that Iowa has no power to regulate Sears, Roebuck's activities outside the State. The decision.

LATE MODEL FREE-PLAY GAMES IN STOCK

Clean and in Good Working Order

Bullseye . . . \$15.00	General . . . \$55.00
W.F. Pea-Run . . . \$2.50	Power Bit . . . \$5.00
Up & Up . . . \$5.00	Patrol . . . \$5.00
Top Shot . . . \$2.50	Rock . . . \$5.00
Contact . . . \$5.00	Big Six . . . \$5.00
Double Feature . . . \$5.00	Ocean Park . . . \$5.00
Rink . . . \$5.00	Bally Supreme . . . \$5.00
Blower . . . \$5.00	Reel . . . \$5.00
Zip . . . \$5.00	Alps . . . \$5.00
Spout . . . \$5.00	Sportman . . . \$5.00
Pair . . . \$5.00	Shaggy . . . \$5.00
Big Toys . . . \$5.00	Lucky . . . \$5.00
Bowling Alley . . . \$5.00	Stone & Go . . . \$5.00
Home Run . . . \$5.00	Madison . . . \$5.00
Headliner . . . \$5.00	O'Boy . . . \$5.00
New Treasurer . . . \$5.00	Tender . . . \$5.00
Mr. Chips . . . \$5.00	Outkaste . . . \$5.00
Super-Charger . . . \$5.00	Let's Go . . . \$5.00
Kicker . . . \$5.00	St. Bayrock . . . \$5.00
Triumph . . . \$5.00	Daral Expd. . . \$5.00
Big Blower . . . \$5.00	Lite-Card . . . \$5.00

100 Late Model Games, Each \$7.50.
Send for List, a Full Line of Parts.
1/3 Money Order Deposit

GENERAL COIN MACHINE CO.
227 N. 10th St., Philadelphia, Pa.

SPECIALS

Bally Bull's Eye \$3.00	1 Dials Dice . . . \$5.00
Bally Zephyr \$2.50	1 Pat. Shot . . . \$5.00
Map . . . \$3.00	1 Multi-Play . . . \$5.00
Wheeler . . . \$3.00	1 Lucky Star . . . \$5.00
Worship . . . \$3.00	1 Rock-Ola . . . \$5.00
F.P. . . \$10.00	1 Rock-Ola . . . \$5.00
1 Grand Stand \$7.00 Ea.	1 Rock-Ola . . . \$5.00
2 Jumbo . . . \$7.00 Ea.	1 Rock-Ola . . . \$5.00
1 Grand Stand \$7.00 Ea.	1 Rock-Ola . . . \$5.00
1 Turf Champs \$5.00	1 Rock-Ola . . . \$5.00
1 Rays Tracks \$5.00	1 Rock-Ola . . . \$5.00
1 Lenny \$5.00 Ea.	1 Rock-Ola . . . \$5.00
1 Club \$5.00 Ea.	1 Rock-Ola . . . \$5.00
1 1939 Tracks \$5.00	1 Rock-Ola . . . \$5.00
1 Time \$5.00	1 Rock-Ola . . . \$5.00
1 Race \$5.00	1 Rock-Ola . . . \$5.00

1/3 Deposit—Under \$10.00 in Full.

MARIETTA SERVICE COMPANY
308 Montgomery St., Marietta, O.

Daval Marvel Is Midget Token Game

CHICAGO, May 18.—"The world's smallest token payout counter game," is the way Daval Co., Inc., describes its new contribution to the counter game field—Marvel.

"Marvel is without any doubt the greatest advancement in the manufacture of token payout counter games," said Daval's president, Al Doughty. "Not only does it meet with the trade's demand for a tiny machine but it brings so many new and revolutionary features that there is bound to be a tremendous revival of token payout counter game action all over the country."

"For example, just one feature alone is bound to capture acclaim. That is the automatic lock. If any player attempts to abuse the "feather-touch-merit-finger-action" handle by slamming down on it, the handle locks tight. A much more important function of this automatic lock is when a player attempts to tip the machine and get free plays, the handle again locks automatically and no play.

"The entire mechanism of the Marvel slides right in and out on rollers. Another thing, formerly, by tipping a token payout game upside down, the tokens would fall out of the tube and spill all over the mechanism. In Marvel there is a simple lever that closes the tube and no amount of shaking or tipping the machine will get the tokens out of their tube chamber.

"Marvel is the first counter game in history to adopt the coin mechanism of the larger merchandises. There is an escalator system in this coin chute that keeps coins continually traveling down to the cash box. At the same time there is a release for the location entire where he can press and clear the entire coin chute of any bent or spurious coins.

"These are only a few of the features. There are many others which the operators themselves will be surprised to see when they get their first look into Marvel's mechanism. The entirely separate cash compartment with the largest capacity ever devised. The completely contained back-door gun tender. The interchangeability of the token payout to token visibility and retention at no extra charge. Beautiful, ultra-modern cabinet with baked enamel finish that requires but a wipe-of a cloth and it's main. The positive, silent, one-two-three stop reel. The coin-agitator that keeps the coins well spread out over the entire surface of the cash box with each press of the handle. The speedy token refilling—takes less than a second."

for entry blanks from operators, jobbers and distributors in every section of the country.

"Any operator, jobber or distributor," Moloney explained, "whether or not he happens to be a regular Bally customer, is eligible to enter the contest. All he needs is a pet mascot, such as the family dog, cat, parrot or what have you. Complete details will be sent on request."

"First prize is \$100, second prize \$50, third prize \$25. Then there are five prizes of \$10 each and 15 prizes of \$5 each. All entries must be post-marked not later than midnight Friday, May 31."

By mutual agreement, also will be binding in the Montgomery Ward case.

Sears, Roebuck does an annual mail-order business in Iowa of \$5,500,000. The use tax on this would amount to \$110,000 annually.

The State, in attempting to force the company to collect the tax, threatened to revoke its permit to operate retail stores in Iowa.

Big Demand for Frey Profit Rollers

MIAMI, Fla., May 18.—"More and more operators are becoming familiar with our line of Profit Roller Games," is the way Bill Frey, president of Bill Frey, Inc., of Miami, Fla., describes the demand for the firm's counter dice games.

"Operators are finally convinced that these games can and must be operated—not sold to locations. Earnings from our own operation exceeds those of bell machines," Bill Frey declared that operators may get their purchase price back if they are not satisfied after a seven-day trial.

Bally Sponsors Prize Contest

CHICAGO, May 18.—Discussing the Bally Lucky Mascot prize contest in which \$300 in cash prizes will be awarded, Ray Moloney, president of Bally Mfg. Co., stated that the announcement has already resulted in a flood of requests

NEW YORK STATE OPERATORS! JOBBERS!



GENE CALLAHAN IS BRINGING YOU BALLY'S NEWEST AND GREATEST SENSATIONS!!

Bally MASCOT

GREATEST FREE
PLAY GAME
OF THE YEAR!!

4
WAYS TO WIN

GLAMOUR CHARM SPORT KING ROYAL DRAW SPORT SPECIAL SPORT EVENT BALLY BULL'S EYE BALLY ALLEY

WRITE OR WIRE QUICK FOR FULL INFORMATION! JACK FITZGIBBONS

453 WEST 47TH STREET, NEW YORK
362 MULBERRY STREET, NEWARK, N. J.

VOCALIST HELEN O'CONNEL, with Tommy Dorsey's orchestra, finds a number of her songs on the Mills Throne of Music phonograph.

U. S. Consul Reports on Leipzig Fair; Notes New Coin Machines

WASHINGTON, May 18.—Consul Edward A. Dow, located at Leipzig, Germany, recently made his report to Washington on the Leipzig Spring Sample Fair for 1940. Included in his report was a section devoted to coin machines. His summarized report follows:

Automat Section.—A considerable decline was noted in the display of automata and vending machines. This spring there were only 12 exhibitors occupying space of 221 square meters, against 26 exhibitors and 366 square meters in the spring of 1939. This represents a decrease of 54 per cent in number of exhibitors and 40 per cent in display space.

Mechanical Games of Chance and Entertainment. Automata, although small in number, brought a few minor improvements. Their objects are principally taken from the domain of military and sporting activities. Much emphasis is being placed upon optical and acoustic effects. An automobile racing automata with alternating light effects attracted attention. A shooting automata operated

without ammunition was well received. Exact shooting results were indicated by an illuminated point on a plate attached right above the rifle. As such shooting is done without ammunition, all danger is precluded and the automata can be placed anywhere. The manufacturer also claims that this apparatus permits shooting exercises at any desired distance.

Vending machines showed the usual perfection for dispensing all kinds of articles such as coffee, fruit, drugs, films, batteries, stockings, soap, etc. They have up to 20 adjustable compartments, the contents being easily visible thru large glass panes. Double coin testers, comparatively small dimensions and easy refilling possibilities are further advantages. Due to the prevailing shortage of all kinds of merchandise in Germany, which renders additional selling features almost superfluous, nothing was learned regarding any appreciable sales.

Cig Mfr. Appeals Penn 1c for 10 Tax

PHILADELPHIA, May 18.—The way was paved for an appeal on the State-cigarette tax in the Dauphin County Court from its decision upholding the tax by overruling exceptions filed to the decision by Stephano Bros., local cigar manufacturers. As a result, attorneys for the concern here advised that they would appeal the case to the State Supreme Court. The firm contended that the levy of 1 cent on each 10 cigars or fraction of 1 cent is not uniform because the difference in retail price of the cigars is not taken into account. Stephano Bros. manufacture a 10-cent brand of cigars, Marvel.

Big Response to Keeney Score Champ

CHICAGO, May 18.—Bill Ryan, sales manager of J. H. Keeney & Co., is still marveling at the response to the announcement of the firm's new game, Score Champ. "Many thanks to coinmen everywhere," said Ryan, "for the tremendous response given our new game.

"We've got an outstanding new machine and are really appreciative that coinmen are so enthused over it already. With all its new appealing features it isn't any wonder that coinmen feel the way they do. They know the tremendous success they've enjoyed with other Keeney releases, and see in Score Champ a repetition of big earnings.

Score Champ offers players more. They win by regular high score (independent of special reserve) and by running special reserve section around to 12,000. A free game is awarded for each additional 1,000 to regular high score. Player also usually wins when a ball passes over certain lanes which cause the reserve score to be transferred to the regular high score. The reserve section then resets to zero. Player also wins a free game by shooting a ball over the right hand green runway when lit up. Player also wins by hitting the special green bumper when lit.

"It is easily seen why players like Score Champ. They get more thrills, more action and more play on Score Champ. This new feature on Score Champ carries suspense from one game to the next. The reserve section score remains after each game and is carried over to the next play. No wonder players play game after game. Featured on Score Champ also are Keeney's new-type live power bumpers. Important for finer operation are Keeney's improved motor-driven, foolproof set-ups.

Interest in Work Brings Success

By W. R. GRIENER
The Northwestern Corp.

Every once in a while among a group of operators you will find one enjoying far more success from his route than the others, although he may have no greater ability, the same type of equipment and similar locations.

What makes this difference? What has this one operator got that the others don't have? We were curious to learn the reason, so contacted one of these more successful operators to see if we could not discover the secret of his success. Here is his reply:

"The first and most important requirement to make a success in any business is to be 100 per cent interested in your work. In all of the past jobs that I have had, I have never quite developed the interest and got the enjoyment out of my work that I have in operating bulk vending machines. In fact, not so long ago I turned down a very good offer of my former employer because I had be-

ARE YOU IN FREE GAME TERRITORY?

If so, Pace has ready for immediate shipment the

New Saratoga Free Play Console

Famous Pace Bell Mechanism; Skill Field ready for use if needed; quick and simple changeover to cash payout when conditions permit. 2 Machines for the price of 1.

WRITE NOW
For Complete Information and Prices
PACE MFG. CO., Inc.
2905 INDIANA AVE.,
CHICAGO, ILL.

MORE PROFIT FOR YOU IN Western's BIG PRIZE
WESTERN PRODUCTS, Inc.
925 W. North Ave., CHICAGO, ILL.

come so interested in this work that I hated to give it up.

Never Be Satisfied

"And that is what it takes—real honest to 'good' interest! I keep urging you on. You will be so interested that you will never be satisfied with what a machine is doing. You will always be trying to figure out a way to make that machine do just a little more. In other words, make each and every location do its maximum volume. I get quite a kick out of seeing my receipts go up and I'd sure every operator feels the same way about it.

"As I go thru a day's work I don't keep thinking about getting thru. I give each and every location my whole-hearted attention. If the machine isn't doing what it should I am not satisfied until I have tried every possible way of bringing that location up to where it belongs. With me every machine is a little store. It must pay its own way besides contributing its share of profit along with the other machines.

"My operating procedure is no different than any other, but I do consider it a very important factor to always have clean machines. I find it much easier to clean the machine every trip, also the fellows in the location notice this. When they see you are giving them good service they take more interest in the machine and probably patronize it more often. Another point that is given close attention to is to regulate the amount of merchandise in the machine so that they never have stale peanuts. If a regular customer receives some bad merchandise just once he doesn't feel so patronizing toward your machine.

"In closing, I might say it pays to get really interested in the way you earn your living—so wrapped up in your work that you won't mind a few hours overtime and when the day's work is finished it is a great feeling to be able to say, 'I sure accomplished a lot today and maybe I can do more tomorrow.'



- ★ MARVEL IS THE SMALLEST latest best out counter game with the LARGEST CASH BOX capacity. Complete separate cabinet cash box and mechanism presents itself, comes from slipping of jamming machine.
- ★ Available with or without ball eye vendor. Ball game vendible model has large attractive display of revolving assorted color marbles just like the ball eye number. Ball eye machine entirely contained in special back door. This is a new and revolutionary method of vending ball game in quarter games without increasing the space occupied by machine.
- ★ Colorful, heavy, plastic "pusher-arch" handles can be operated with one's little finger for hours without tiring the player's hand.
- ★ Handle is stain-proof. Automatically locks if abused.
- ★ Beautiful, ultra-modern designed cabinet with lifeline, smooth, biased ornamental finish. A slip—and it's closed!
- ★ Available in "CASH PAYOUT" or "BANK NOTE" RETAINING models. Each model interchangeable with the other. No extra wiring and interchangeable parts.
- ★ MARVEL mechanism not only has a special playing skill in place of an old pump, but the stick is of the same special type as used on "Ball" machines for more than 40 years. Whittle sets long and close and come to a point, shatter-proof T-52 STOP!
- ★ What's more—the clock is NOT set inside the cash box, but is completely separated from it. Clock fan is stopped for quick adjustment to regulate time of when spin. NO SCREW—NO BOLTS—NO NOISE—NO BROWNING GLASSES IN AND OUT OF CABINET WITHOUT HAVING TO EVER "SET THE HANDLE."
- ★ CLOD-PROOF and JAM-PROOF COIN CHUTE. This new helix-type coin chute consists of a triple exterior system which allows the coin continually moving down to the cash box. A special device mounted on the back of the machine enables itself to clear the coin chute even of bent coins, slugs, buttons, etc., thereby eliminating all service calls due to stopped coin chutes. THIS IS THE MODERN "CASH WITH A WHIRL" REPAIRED EVERY USED ON COUNTER GAMES.
- ★ Coin-selector levers coils evenly spread and cover entire area of cash box and each box is completely filled, insuring BIGGER BATTERIES.
- ★ NEVER BEFORE IN THE ENTIRE HISTORY OF THE COIN MACHINE BUSINESS HAS THERE BEEN SUCH A NUMBER OF SO MANY OUTSTANDING, SUPERBLY WORKING MACHINES. DON'T EVEN HESITATE A MINUTE! ZOOM YOUR COLLECTIONS OVER THE TOP NOW WITH THESE MARVEL "CASH WITH A WHIRL" PAYOUT COUNTER "GAMERS"!

\$32.50
P. O. B. CHICAGO
WITH BALL GUM VENDOR, \$34.50
**2043 CARROLL AV
CHICAGO**



J. H. WHALEY, OF MISSOURI (extreme right), owner and operator of a fleet of transfer trucks, accompanies drivers all the way to Fayetteville, N. C., to pick up two truck loads of machines from the Vending Machine Co. for a Missouri distributor. "Missourians have to be shown—and we really did show them," declares Joe Calcutt, head of Vemo.

BARGAIN LIST

The machines listed below are slightly used and offered subject to prior sale. 1/25 estimated deposit with order, balance C. O. D. Prices below are effective May 25, 1940.

- SMALL FREE PLAY**
- 1 Daily Travler \$55.00
 - 1 Daily Voice 42.50
 - 1 Daily Gossip 29.50
 - 1 Daily Chatter 19.50
 - 1 Daily News 22.50
 - 2 Keno Super Six 52.50
 - 2 Keno Flashup 52.50
 - 1 Keno Junior 38.50
 - 1 Party Gold Cup, Table Model 89.50
 - 1 Party Gold Cup, Console Model 52.50
 - 1 Mile Five-in-One 67.50

- CONSOLE & AUTOMATIC PAY**
- 1 Keno Flashup 100.00
 - 1 Party Traveler 52.50
 - 1 Daily News 22.50
 - 2 Wills Betting Board, Front Rest. 125.00
 - 1 Page Red, Front Rest. 75.50
 - 1 Kentucky Bill Time 50.00

- MISCELLANEOUS**
- 2 Keno Ten Goals, 1938 Model, Perfect \$115.00
 - 1 Keno Betting Board 52.50
 - 1 Baby Alley, Perfect 55.00

- COUNTER GAMES**
- 11 Columbia Bell Machine, G. A. 10.00
 - 1 Columbian Bell, No Jackpot 175.00
 - 1 Columbian Bell, No Jackpot 175.00
 - 1 Columbia Target 14.50

Write us for your price on any brand-new coin-operated machines that have been reconditioned by the respective manufacturer. All as to lot size on our mailing list.

MOSLEY YENDING MACHINE CO., INC.
 64 BROAD ST., RICHMOND, VA.
 Day Phone 8-4511 - Night Phone 6-5523.

"See At First"

EVERY MACHINE RECONDITIONED!!

Majors \$17.50	Wager \$54.50
10 Yards \$21.50	Road \$8.50
Generators \$5.00	Speeds 17.50
Follow Up 17.50	Variety 25.00
Jump 24.50	Wagers 12.50
Lucky 34.50	Top 19.50

Novelty Games, in Perfect Condition, \$7.50
 Coincise Games, Write for Price.

ARCO SALES CO.
 AL ROSSVEIN
 1534 Spring Garden St., Philadelphia, Pa.

Ray Takes Vacation From Gottlieb Rush

CHICAGO, May 18.—"Round one goes to Drum Major," said Al Ray, purchasing agent of D. Gottlieb & Co., as he left for a well-earned vacation from trying to keep up with production requirements.

"The rush on that game and Oh! Johnny, our two latest releases, really got me ragged out and I'm taking a much-needed rest to catch my breath. I'll soon be back on the job, however, with more pep and energy than ever, ready to dig in and keep up with the fastest production pace."

Company officials add that production had to be stepped up to keep up with the demand for rush delivery on Oh! Johnny and Drum Major. A large part of the volume, they say, is due to recorders from operators who have tried one machine and then quickly placed large orders for rush delivery.



MODERN VENDING CO., NEW YORK, has just recently to several well-known record artists, who posed with the automatic phonograph. Left to right are Tommy Tucker, band leader; Miss Schoenberg, of Modern; Amy Arnell, Tucker's soprano; Don Kazan; Jane and Sig Bailey, of Ben Bernie's orchestra; Johnny Ryan; and Nat Coon, Modern executive.

Hails Genco As Game Leader

CHICAGO, May 18.—Jack Kay, of Aco Distributors, Inc., Newark, N. J., reports that he finds sales of Genco games leading throughout the State by more than 2 to 1.

"The demand for Genco games continues to grow with each game that enters this market," declared Kay. "The operators are sold on Genco. They realize that a Genco game means a fine game from every standpoint."

Bert Lane, of Seaboard Sales, Inc., New York, regional factory representative for Genco, Inc., reported that Jack Kay has proved to him that Genco's Blondie and Genco's Cadillac are earning more money for operators in New Jersey than any other games.

"Kay is to be given credit for the way that he has advanced the sale of Genco games in New Jersey," declared Lane. "He insisted that the games were the best money-makers the operators could buy. He has proved himself 100 per cent right and now the operators not only have more confidence in Jack but everyone agrees that Jack was right when he told them Genco games are the best game your money can buy."

At the Genco plant in Chicago, it is reported that the demand for the firm's new Cadillac has continued at a rapid pace. Meyer Gensburg stated: "New Jersey is a Genco State. The operators here are all in agreement with us that the Genco games we have been shipping them are the best games they have ever had. We even have standing orders from Bert Lane, of Seaboard Sales, Inc., to always make our shipments larger because of such men as Jack Kay. Jack is not only proven right in his backing of Genco games, but he has brought many operators greater profits than they have ever before enjoyed with our Blondie and now our sensational Cadillac."

Chi Coin Host to Rothstein, of Philly

CHICAGO, May 18.—I. H. Rothstein paid Chicago a visit this week. Specifically he paid Chicago Coin Machine Mfg. Co. a visit, where he inspected the new Chicago Coin free-play game, Sporty.

"I think Sporty is the best yet and that's really saying something," he is reported to have exclaimed upon being shown the new release.

"It has something new for players and operators and should prove to be one of the biggest selling and biggest earning in a long line of Chi Coin successes."

Rothstein, whose Banner Specialty Co. acts as a distributor for the Chicago Coin firm, substantiated his enthusiastic approval of Sporty by placing a sizable order, it is reported. "I want to be sure that operators in my territories are able to capitalize on this great new machine."

BOY! THERE'S DOUGH IN "DOUGHBOY"!

THE HIGH SCORE GAME THAT KNOCKS 'EM DEAD!

Endorsed by Leading Operators and Distributors!

IT MUST BE GOOD!

SO GOOD that leading manufacturers are now copying the revolutionary principle of Doughboy! Beware of imitations! Buy the original, location-proven, fool-proof money-maker. No Bugs . . . No Bothers . . . No Grief! SATISFACTION GUARANTEED!

Order at once! Direct or from your Jobber!

"DOUGHBOY"

Manufacturers of "Baker Built" Novelty Tables—Baker's Pacers—Sky Pilot



FREE GAME (Gentlemen)

"DOUGHBOY"

Manufacturers of "Baker Built" Novelty Tables—Baker's Pacers—Sky Pilot

★ **AJAX** ★

ONLY FEATURES THE BEST!

MARVEL

WORLD'S FINEST AND SMALLEST
 TOKEN PAYOUT COUNTER GAME

Only \$32.50 Ball Gum Vendor Model as Shown, \$34.50

AJAX NOVELTY COMPANY
 2707 WOODWARD AVE., DETROIT, MICH.



BILL FREY'S PROFIT ROLLERS

NUMBER ROLL — one size only, 12x16" — \$27.50. Designed for Operators. NOT to be sold to the locations. OPERATORS will make money.

BILL FREY, INC.
 MIAMI, FLA.



Phone, write or wire for detailed information.
 Cable Address, "BILFREY"

Advertise in The Billboard—You'll Be Satisfied With Results.

New Speak-o-Phone Portable Recorder

NEW YORK, May 18.—A new design in portable recording studios was announced this past week by officials of the Speak-o-Phone Recording and Equipment Co. "New design," state firm heads, "enables the entire studio to collapse like an accordion into a width of only three inches. Studio comes complete with deluxe model recorder, which not only makes records up to the 10-inch size but also has an amplifier which the operator can use to play dance records for ballyhoo. Two microphones are provided. One for the customer to record, the other for the operator to communicate with the customer in the adjacent booth or to ballyhoo thru the loud-speaker."

Firm points out that it has had considerable experience with studios of the manually operated type and believes that the closer contact with the prospective customer afforded by the manually operated booth increases the revenue not only thru the sale of large size disks but also thru repeat business.

"Records made on the recorder," it is stated, "are of the black, small acetate type. After a customer makes his record, it is played back immediately." Firm points out that the profit possibilities from this device are unlimited since the unit is entirely portable and makes a hit wherever it is set up.

London

LONDON, May 1.—To meet situation created by latest budget increase in tax on tobacco, manufacturers of more popular brands of cigars are making special packings of 7 and 14 for machines equipped with sixpenny and shilling slots.

Eleventh annual Ladies' Festival of British Automatic Machine Operators Society held at Park Lane Hotel, Piccadilly, drew a company of 250. Considering the night was a bad one for arcade operators and war-time changes generally, this total compares favorably with that of previous years. W. G. Green, of British American Novelty Co., presided, being supported by prominent executives of Bamco, Amusement Caterers' Association and other organizations.

The banquet was as lavish as in peace and, following usual custom, every lady received a present. Novelties were distributed and during the dancing which followed dinner, Sam Josephs presented a floor show starring Hal Swain, ace saxophonist, and his Spring Staters, accordionists. At one stage entire company lined up for a grand march, parading the ballroom, balcony and stairs before receiving fake war helmets and miniature laundry pieces on sticks to fit in with popular song, *We'll Hang Up the Washing on the Siegfried Line*.

The company included a number of machine folk known in America, notably



- Metal Type Name Plate Machine good for 20 years of continuous profit.
- Not a "get-it-quick" novelty, but a slow tested sound merchandising machine.
- Metal Type will repay its purchase price in 3 to 6 months, even larger profits follow.
- Wears attractive Abundant Medal, stamped by customers with 32 letters in machine.
- Ideal for Amusement parks, Arcades, Bus and Rail Terminals, Hotels, 10¢ Stores.
- Solid Walnut Cabinet, Blue Finishes and Chromium Trim, a beautiful attraction.
- Supplied with 3¢ or 10¢ Coin chute, can also be had with NEON Sign.
- 5¢ and 10¢ Models, 10¢ and 15¢ Models, 10¢ and 15¢ Models, 10¢ and 15¢ Models.
- See for illustrated circular in left column, CLEVELAND COIN EXCHANGE, 130 N. Dear St., Chicago.

BY POPULAR DEMAND! GENCOS' MIGHTIEST MONEYMAKER! STILL IN FULL SWING PRODUCTION
 GENCOS' INC. 2621 N. ASHLAND AVE. CHICAGO

If It's Coin Operated * We Have It * New or Used

CONSOLES	ARCADE EQUIPMENT	FREE PLAY TABLES
1 25¢ Pace Savoyens... \$95.00	Bally Aloys... \$25.00	Ballometer... \$15.00
2 25¢ Square Balls... \$5.00	Tom His Bites... \$9.00	Triple Play... \$15.00
2 Pace Racer, Black... \$5.00	Seaborg Run-Like... \$9.00	Pyramids... \$15.00
2 Pace Racer, Brown... \$5.00	Children's Game... \$9.00	Antagonist... \$25.00
2 Tenth-Ann... \$22.50	Hang-Over... \$5.00	Pushover... \$25.00
4 Jennings Derby Days... \$25.00	Carline Golf... \$5.00	Secret Draw... \$25.00
2 Jennings Pitfalls... \$25.00	2-Ray Pipers... \$5.00	Amphibol... \$25.00
4 Rosemotts... \$15.00	4-Push Rotary... \$5.00	Golden Wheel... \$25.00
3 Billis Rides... \$25.00	Whisperer... \$25.00	1-2-3... \$25.00
1 Parley Race... \$25.00	Elmore Hibbs... \$25.00	Goop, P.S. 2... \$25.00
2 Galloping Gnomes... \$25.00	A. U. T. Gum... \$25.00	Triacocha... \$25.00

Half Deposit—Balance C. O. D.

CLEVELAND COIN MACHINE EXCHANGE 2621 Broadway Ave., CLEVELAND, O.

John Holloway, of Samson Novelty Co.; Solly and Phil Shetras, of Shetras Automatics; Arthur Burrows, with daughters, Maggie and Louise; J. G. Brenner, Tommy Murphy, of the Showmen's Guild; "Tish" Willmott, Buck Taylor, of Goddard Novelty; Arthur Freeman, Walter Streets, of Streets Automatics; Alf Cohen, of Coin Amusement Machine Supply; Wally Enticknap, of Samson Novelty; W. Fincham, of West London Automatics; Dave Buckman and wife, Gordon Lyle, of Ericson; Dick Scott, of Scott, Adkees, and Whitina Wike.

Associated Automatic Machine Corp., which by virtue of holding 98 1/4 per cent of share capital controls Britain's biggest operating concern, British Automatic Co., Ltd., is paying a dividend of 4 1/2 per cent.

PAYS FOR ITSELF IN LESS THAN 30 DAYS Operators Say



Beautiful Red Crackle Finish—All Chrome Front—Rotary Grip Handle—Plug-Proof Chute—Holds \$20.00 in Pennies.

GET SAMPLE NOW
1/3 With Order, Balance C. O. D. **\$9.75**

HOLLY MANUFACTURING COMPANY
2701 Union Guardian Building, DETROIT, MICHIGAN

GRIP SCALE Approved by
TORR 2047A-50. 68 PHILA., PA.
 Write for Illustrated Operator and Terms. NATIONAL DISTRIBUTOR



NEWARK COIN-O DISTRIBUTORS' PERSONNEL pose in front of its newly remodeled store front. The Newark, N. J., firm is headed by President Jack Berger, shown at the extreme right.

ADVERTISE IN THE BILLBOARD —YOU'LL BE SATISFIED WITH RESULTS.

LOOK to Your Pocketbook

1939
WURLITZER
Model 600-A
24 Records — Slug Proof.
Guaranteed Like New
\$159.50

and
SAVE

WESTERN'S DeLuxe BASEBALL
Late Model Brown Cabinet.
Free Play-Payout Combination.
\$119.50

BEST VALUES OF THE WEEK!

NEW!

IN ORIGINAL CRATES
BALLY'S DANDY---5 Ball Free Play---Only \$39.50

Guaranteed PHONOGRAPHS Reconditioned

Seeburg Model A, 12 Records.....	\$28.50	Wurlitzer 815, 18 Records and Front.....	\$89.50
Seeburg Model B, 12 Records.....	32.50	Wurlitzer 718, 18 Records.....	69.50
Seeburg Model D, 12 Records.....	34.50	Wurlitzer 24, 24 Records.....	\$19.50
Seeburg K-20, 20 Records.....	69.50	Wurlitzer 600, 20 Records.....	79.50
Seeburg R-20, 20 Records.....	69.50	Wurlitzer Counter Model '01, 12 Rec. 04.50	
Seeburg Royal, 12 Records.....	109.50	Wills Zephyr.....	34.50
Seeburg Royal, 20 Records.....	150.50	Wills Do Re Mi.....	34.50
Seeburg Casino, 1250, 10 Records.....	440.50	Rock-Ola Regular.....	39.50
Seeburg Plaza, 1939, 20 Records.....	160.50		
Seeburg Grand Marlboro, Floor Base.....	229.50		
Wurlitzer 600.....	194.50		
Wurlitzer P-10, 12 Records.....	34.50		
Wurlitzer P-12, 12 Records.....	32.50		
Wurlitzer 282, 12 Records.....	39.50		
Wurlitzer 412, 12 Records.....	39.50		

SEEBURG CHICKEN SAM RAYOLITE (Like New) \$114.50
BALLY'S GRANDSTAND PAYTABLE..... 92.50
WURLITZER 616..... 69.50

TERMS: 1/3 DEPOSIT, BALANCE C. O. D.
WRITE FOR COMPLETE LIST OF FREE PLAYS — PAYTABLES — CONSOLES — SLOTS — COUNTER GAMES — PHONOGRAPHS
"It Pays to Buy From America's Largest Distributor."
The House of Friendly Personal Service.
CABLE ADDRESS: ATNOVVO

ATLAS NOVELTY CO.
CHICAGO, ILL. (General Office)
2200 N. Western Ave., 1901 7th Ave., PITTSBURGH
Associate Offices: Alton Automatics Mfg. Co., 2982 E. Jefferson St., Detroit, Mich.

FREE PLAY

Champion.....	\$24.50	Shoos.....	\$19.50
Alhambra.....	25.00	Junior, P.E.....	47.50
Star Club.....	29.50	4-8-104 EQUIPMENT.....	47.50
Orchestra.....	29.50	Evans Ten Strike '35.....	35.00
Vogel.....	37.50	Model This New.....	94.50
Varsity.....	39.50	Bally Alley.....	99.50
Seeburg.....	44.50	Seeburg Chicken Sam.....	22.50
	1/2	Western Baseball.....	33.50
		Bally's Eye Ball Gun.....	130.00

Special With Order, Balance C. O. D.

PHONOGRAPHS

Rockola "30 Deluxe \$189.50	
Wurlitzer 815.....	64.00
Rockola Imperial 10.....	20.00
Rockola Imperial 20.....	20.00
Wurlitzer 61, late.....	75.00
1937.....	192.00

UNITED AMUSEMENT COMPANY
2410 MAIN STREET, KANSAS CITY, MO.

The Leading Jar Game Seller in '39! Still Leader in '40!!
"UNIVERSAL'S ORIGINAL RED, WHITE, BLUE"

Now Available in Latest Modernized Form
1930 Ticket!!
Very Little Extra Cost!!
Big Extra Profits!!!

Jobbers!!!
\$4.00 EXTRA PROFITS
On Each Deal For the Merchant!

"KEEP A STEP AHEAD OF ALL COMPETITION"

UNIVERSAL MANUFACTURING COMPANY
104 EAST 9TH STREET "We Manufacture Only" KANSAS CITY, MO.

QUALITY SPEAKS FOR ITSELF

Tenthite.....	\$28.00	Gold Cup.....	\$39.50
Junior.....	27.00	Clubs, Five Stripes.....	79.00
Spaceman.....	24.00	Rabbit Shooting Game, P.E.....	79.00
C. O. D.....	50.00	Arlington, P.E.....	29.00
3 Triumph, Floor Sample.....	60.00	Presario, P.E.....	29.00
Rebound.....	26.80	Garvey, P.E.....	27.50
Aviation.....	22.50	Acacia-the-Bird, P.E.....	32.50
Varsity.....	28.50	Golden Swallow.....	29.50
Champion.....	36.50	Pop Shot.....	32.50
Champion.....	71.50	Whitcomb.....	37.50
Falton Up.....	22.20	Shooting Event.....	Write
Big Six.....	40.50	Bally Alley.....	Write

Send With Order, Balance C. O. D.

PAYOUT TABLES AND COMBINATIONS

Thirteen.....	\$75.00
Grandstand.....	75.00
Garby Time.....	42.50
Superior Stand.....	25.50
Sport Page.....	50.00
Harbinger.....	72.50
Grandstand.....	25.50
1938 Kentucky Club.....	47.50
New Payment.....	77.50
Don't Know.....	19.50

New Payouts and Novelties.

MODERN AUTOMATIC EXCHANGE, INC.
2018 GARFIELD AVENUE, CLEVELAND, OHIO

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

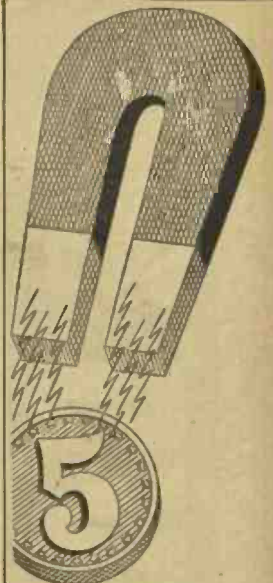
Ten Pins High Legal Money-Maker

CHICAGO, May 18.—"Ten Pins is listed high among the legal money-makers," declares Jack Nelson, vice-president of the Rock-Ola Mfg. Corp. "It has always been the ambition of this company to produce games for operators that would possess all requirements necessary for profitable and long-life operation. We are pleased to say that we have this game in Rock-Ola's 1940 Ten Pins, bowling alley."

"Here's a machine that gives the player an opportunity to play a game with plenty of thrills and skill shots. Furthermore Ten Pins has proved itself almost as permanent in a location as the very fixtures themselves. The reason, of course, is that Ten Pins holds the interest of the players the same as a regulation bowling alley or a billiard table in a recreation parlor."

"When we were first licensed to make Ten Pins bowling alley under the patents of H. O. Evans & Co., we expected a brisk demand and we certainly got it. We never realized that this demand would grow greater every week for 10 consecutive weeks. We are selling more Ten Pins today than we were selling when we first announced it to the trade."

"The new Ten Pins with attractive eye-appealing Rockolite finish, new high-score unit and more strikes and spares, offers a wonderful profit opportunity for the aggressive operator. Operators report that weekly collections increase steadily the longer Ten Pins remains in a location."



Groetchen Now Releasing Zoom

CHICAGO, May 18.—"Player interest is bound to reach an all-time high in some of the new games which Groetchen Tool Co. will release shortly," according to Groetchen officials.

"Zoom, one of these games, is a realistic airplane game reproducing the attack of a bombing squadron upon an enemy fleet. From the take-off from the landing field, the zooming into high altitude and release of the bombs upon the targets, action takes place with breath-taking speed; hits are recorded automatically, additional planes take to the air and rain bombs upon the enemy."

"For the decoration of the playing field, action photographs of the European conflict served as pattern, giving this game great actuality and timeliness. When hits are made Zoom pays out automatically a free play token or money to the player."

THAT'S
MUTOSCOPE'S
ANTI-AIRCRAFT MACHINE GUN
"SKY FIGHTER"
Trade Mark

Jack Moore Buys Plane for Biz Use

SPOKANE, Wash., May 18.—Jack Moore, popular West Coast distributor, has ordered a new six-passenger Stinson airplane in which to cover his territory. Moore is now using a three-passenger Stinson 105, which will be turned over to the Moore service department when the new plane is delivered. Moore is a distributor of the Bally Mfg. Co.



R. N. (BOOTS) STRANGE, Danville, Va., visited the Bally Mfg. Co. factory recently to arrange for shipments of Sport King paytables, for which he is distributor. With him was Bally sales manager George Jenkins (left).

Manufactured by
INTERNATIONAL
MUTOSCOPE REEL CO., INC.
44-01 ELEVENTH STREET,
LONG ISLAND CITY, NEW YORK



NOT ONE WORD ABOUT

Chicago Coin's SPORTY

JUST PLAY IT ONCE
AND WE'LL LET YOU
DO THE RAVING!

Chicago Coin

1725 DIVERSEY BLVD. CHICAGO, ILL.

HAVE YOU
EVER NOTICED

The Remark-
ably High
Real Value
of Chicago
Games!

WAKE UP DEAD TERRITORY—



with KEENEY'S
100% LEGAL
THRILLING MONEY MAKER
**ANTI-AIRCRAFT
MACHINE GUN**
BIGGER THAN EVER IN
EVERY TERRITORY!

We are Exclusive Distributors in MINNESOTA, NORTH DAKOTA, SOUTH DAKOTA, MONTANA, IOWA and NORTHERN ILLINOIS

Write for Credit Payment Plan for Lots of Five or More!
SILENT SALES CO.
SILENT SALES BLDG.,
200-206 Eleventh Avenue, South,
MINNEAPOLIS, MINN.

Chrest Speaks in
Kaycee, St. Louis

CHICAGO, May 18.—John Chrest, sales manager of the Exhibit Supply Co., reports that he has just returned from a trip thru Western States, calling on distributors in Kansas City, Omaha and St. Louis. "Telling them about our new game, Merry-Go-Round," said Chrest. Chrest told of some of his experiences while on the road. "In Kansas City I had the good fortune to address a newly formed operators' association at the invitation of Carl Hoelzel, of the United Amusement Co. I had the same honor extended to me by L. D. Morris, of the Morris Novelty Co., St. Louis, who invited me to appear before the St. Louis Operators' Association."

Chrest has in the past addressed many such organizations and was prepared to deliver extemporaneously an address to both organizations. He endeavored to impress upon the members of both associations the importance of co-operative and harmonious spirit among members. "If this is conscientiously carried out," he stated, "it will prevent much discord and dissatisfaction."

To prove how important harmony was he cited the example of cities where good organization prevailed with consequent good operating conditions, favorable licenses, etc. He urged very strongly that operators and associations that are fortunate to be working under favorable license conditions adhere strictly to the stipulations of the laws and not allow themselves to get "the greedy habit." He declared: "It is possible for members to police themselves and maintain the ideal operating conditions."

Chrest made the suggestion that the associations' boards of directors pass on all new games introduced into the territory in order to prevent the running of machines objectionable to local enforcement officials.

In conclusion, Chrest said: "It is grati-

MAKE US AN OFFER
300 USED GAMES

Reconditioned, Ready for Location

FREE PLAY

- | | |
|-------------------|-----------------------|
| Bally Victory | Exhibit Flageolin |
| Bally Europa | Exhibit Beer, Game |
| Bally Vegas | Exhibit Connect |
| Bally Tootlecher | Doral Follow Up |
| Bally Headliner | Doral Parachute |
| Bally Scope | Kenney Big Six |
| Bally Sphinx Galt | Kennedy-Super-Charger |
| Bally O. O. D. | Genco Bang |
| Bally Pick'em | Genco Big Year |
| Bally Variety | Genco Punch |
| Bally Dandy | Genco Dandy |
| Exhibit Googo | Genco Commodore |

NOVELTY

- | | |
|---------------------|------------------|
| Bally Vegas | Genco Zeta |
| Bally Pick'em | Genco Sea King |
| Bally Sixteen | Exhibit Avion |
| Bally Fifth Innings | Exhibit Blast |
| Bally Whirl | Exhibit Air Line |
| Bally Oboron | Exhibit Star |
| Bally Supreme | Genco Airport |
| Genco Chubbie | |

PAYOUTS. ETC.

- | | |
|----------------|----------------|
| Ray's Truck | Paces Race |
| Lincoln Fields | Bally Blue |
| Fleetwood | Bally Billions |
| Nico-Ziko | Whirlwind 125 |

Immediate shipment—Your money refunded if not satisfied.

AJAX NOVELTY CO.

J. A. Posenanle, V. Christopher,
M. V. Blum
2707 Woodward Ave., Detroit, Mich.

MARVEL

QUICK! RUSH YOUR
ORDER TODAY TO ..

ATLAS
NOVELTY COMPANY

General Offices
2200 N. Western Ave., Chi-
cago, Ill.
1907 Fifth Ave., Pittsburgh, Pa.
Associate Offices: Atlas Auto-
matic Shovel Co., 2322 E.
Jefferson St., Detroit, Mich.



WORLD'S FINEST
AND SMALLEST
TOKEN PAYOUT
COUNTER GAME!

\$32.50

With Ball Gum Vendor, 34.50

fyling to observe that operators are gradually seeing the light and endeavoring to operate their games, etc., under a real business manner. They are gaining the respect of the communities in which they operate and are helping to make our industry one of the world's greatest and finest."

EVANS' 1940 TEN STRIKE

★ MORE ACTION!
★ GREATER ACCURACY!
★ HIGHER SCORES!

**DEATS 'EM ALL . . .
BEYOND COMPARE!**

Refined—Improved—
Specified up with unbel-
ievable fast action and
high scoring—absolutely
straight-shooting shock-
proof manikin. More
skill, strikes and spares
galore! In every way,
Evans' new 1940 TEN
STRIKE positively out-
classes every game that
ever tried to rival it!
Patented features proven
by many months' actual
location use . . . Evans'
TEN STRIKE is a profit
producer that no game
can equal!



Fully cov-
ered by
U. S. Pat.
2,367,854
© 1936, 1939
and other
patent
pending.

H. C. EVANS & CO. 1520-1530 W. ADAMS ST CHICAGO





**Mills Mystery Mechanism.
5c Slug-Proof Chute. Regu-
lar Bell Action, Illuminated
Reel, Pays Out in Free
Plays on Lighted Score-
board. Completely Me-
tered. Rush Orders Now!**

NATIONAL'S VALUES

**SPECIAL BARGAIN!
50 WURLITZER 610A's, WITH
GRILLS, \$46.00 EA.**

FREE PLAY NOVELTY GAMES

Wipe 1-2-3, Advm.	Alperts . . . \$30.00
Chair . . . \$75.00	Fest . . . 25.00
Roller . . . 42.50	A. Sales . . . 18.00
Keeney-Super	Speedies . . . 20.00
Charters . . . 62.50	Maltes . . . 27.50
Keeney Super	SIN Intellit . . . 27.50
Slide . . . 62.50	Stop & Go . . . 27.50
Roller . . . 62.50	Rinks . . . 35.00
Mr. Chief . . . 45.50	Bubbles . . . 25.00
Mr. Tombs . . . 57.50	Pyramids . . . 35.00
Mr. Chief . . . 45.50	Arrowheads . . . 24.00
Lobby . . . 47.50	Quadrants . . . 22.50
Mr. Chief . . . 45.50	Gun Game . . . 18.00
Lit-Of-Fans . . . 38.00	Kicks . . . 18.00
Variety . . . 38.00	Multi Free
Revolvers . . . 37.00	Race . . . 18.00
Orchestra . . . 38.00	

COUNTER GAMES

Scarf. Co	Spin-a-Pak . . . \$9.50
Play . . . \$17.50	Baby . . . 7.50
Counter Kings	Bell Blows . . . 8.50
(New) . . . 19.00	Game
Counter, 1c	Real Race . . . 4.50
Play . . . 15.50	Real 121's . . . 4.50
Front Edge . . . 10.00	Pop-Maltes . . . 3.00
Blips . . . 8.50	10 Ua. . . 8.00

1-BALL AUTOMATS

Thalidoma . . . \$69.50
Scarf. Pack . . . 25.00

MISCELLANEOUS

Children Game, Last Series . . . \$110.00
Dart Blumbers . . . 48.00
Evans' 10 Series, 3rd Model . . . 122.00
Baby Aiter, 3rd Model . . . 74.00

PHONOGRAPHS

Rock-Ola 38 Deluxe, Used . . . \$169.00
Rock-Ola 38 Standard, Used . . . 170.00
Rock-Ola 38 Counter Models
(Cash Deal) . . . 135.00
Rock-Ola 38 Used Counter Models . . . 90.00
Rock-Ola Improved 20s, with Gram . . . 90.00
Seaborg Royal, 20 Rec. . . 99.50
Seaborg Rec. 20 Rec. . . 99.50
Wurlitzer 610-A, 10 Rec., with Illuminated Grills . . . 85.00
Wurlitzer 610 and 24-A's . . . 112.50
Wurlitzer 612A, 12 Rec. . . 35.00
Wurlitzer 312, 12 Rec. . . 35.00
Rock-Ola Ambassador, 10 Rec. . . 40.00
Rock-Ola Standard, 12 Rec. . . 35.00

1/2 Dripool, Est. Q.O.D., P.O.R. Chicago.

Robbins Offers Two Specialty Items

BROOKLYN, May 18.—It usually costs plenty to visit a race track but you can now see a realistic horse race for only one cent," quips Dave Robbins, of D. Robbins & Co. "In addition to the fun you get in trying to guess the winning horse you also receive a full portion of salted peanuts for your money. All this value is possible in the Derby Machine, which we are now distributing. Both ball gum and peanut models of the machine are available for immediate delivery.

"Another item which we find is much in demand is the penny phonograph. We find that there are locations which are very profitable with the penny model. We are making delivery on Cent-a-Tune, a 12-record selective phonograph which plays all the standard 10-inch records. A quantity of these machines are now being successfully operated in New York City," concluded Robbins.

MILLS NOVELTY COMPANY
4100 Fullerton Avenue, Chicago, Illinois

NATIONAL COIN MACHINE EXCHANGE

1411-1413 Diversey Blvd., Chicago, Ill.

WE'RE DELIVERING!

Chicago Coin's SPORTY
Gottlieb's DRUM MAJOR


Special! Legal Machines!

Evans' TEN STRIKE 1939
Bally BULL'S EYE
Genco BANK ROLL
(9 Ft. Bowling Alley)
AND MANY OTHERS! WRITE FOR
COMPLETE PRICE LIST!

George Ponsler Co.

11-15 East Wacker Dr., NEWARK, N. J.
(Tel. Blagow 3-6432)

PLENTY ON THE BALL!



SUPERIOR PRODUCTS

14 NO. PEORIA ST. CHICAGO, ILLINOIS

ADVERTISE IN THE BILLBOARD — YOU'LL BE
SATISFIED WITH RESULTS

MERRY GO ROUND

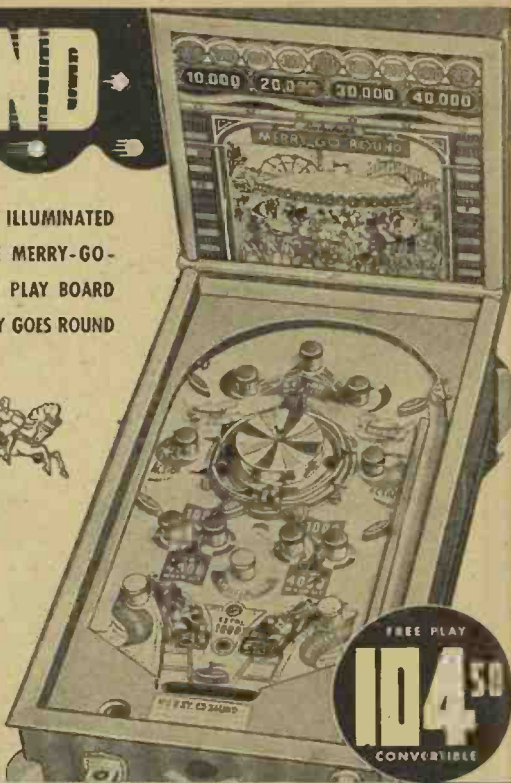


REALISTIC • ILLUMINATED
MINIATURE MERRY-GO-
ROUND ON PLAY BOARD
THAT REALLY GOES ROUND

A HIGH SCORE • FUN TO PLAY
ACTION GAME WITH
COLORFUL CARNIVAL ANIMATION

So Simple and Easy to Understand.
No Instructions Necessary. Mechan-
ically Perfect — Properly Scored —
Money Maker.
Order NOW! — Be first in your
territory with 'MERRY-GO-ROUND'

Order from
Your Distributor



FREE PLAY
10450
CONVERTIBLE

EXHIBIT SUPPLY CO. • 4222 W. LAKE ST. • CHICAGO

DO YOU HAVE SPRING FEVER? THEN PUT THESE MONEY MAKERS TO WORK AND GO FISHING

PENNY PHONOS, less than one month old		\$100.00
WURLITZER 500		190.00
WURLITZER 600 with Key Board		175.00
WURLITZER Plain 600		165.00
WURLITZER 24 and 61		90.00
WURLITZER 616		55.00
WURLITZER 412		25.00
WURLITZER P-12		20.00
SEBUNO YOGUE Like New		235.00
PIONEER GUESSER SCALE		75.00
ROCK-OLA LOBBY SCALE		30.00

Will trade any of the above for a good fair model Pick-Up Truck, also pay \$45.00 each for CHICAGO DOIN HOME RUN, \$30.00 for a MR. CRIPPA. Will pay two cents each for used RECORDS.

TERMS: 1/3 DEPOSIT, BALANCE C. O. D.

NORTHWESTERN MUSIC CO.

610 W. 13TH STREET, STERLING, ILLINOIS PHONE 1044



WONDER 3 BAR JACKPOT F-5280
1025 hole—Takes in \$51.25
Pays out \$27.76—Average Profit \$23.49
PRICE \$1.88 EACH

OTHER FAST SELLERS
1640 hole F-5240-3 Bar Jackpot at \$2.40
1200 hole F-5275-Horses at..... 2.85
800 hole F-5270-Pocket Dice at... 1.75
720 hole F-5255-Pocket Jack at... 1.41
600 hole F-5305-Royal at..... 1.59


CHAS. A. BREWER & SONS
Largest Board and Card House in the World
6320 Harvard Ave., CHICAGO, U. S. A.

Groetchen Offers Cheatproof Tokens

CHICAGO, May 18.—“Having made over 7,000,000 award tokens for use in our token payout games during the last three years,” states Karl Klein, of Groetchen Tool Co., “we consider ourselves experts in giving to operators payout tokens which are absolutely cheatproof and defy duplication by anyone.”

“A word of caution to operators is well warranted,” continues Klein, “because payout tokens which do not have the cheatproof engraving, which is an original Groetchen feature, can easily be duplicated by unscrupulous thieves who will then proceed to cash them on locations.”

“Before buying any token payout game be sure to be shown the token used with it and compare it carefully with Groetchen’s cheatproof tokens to make sure you are getting the maximum protection possible.”



GUY NOEL

SAVS—
I’ll be glad to send you complete data on our New, Big Money-Making 1040 Crown Games.
Sole Manufacturer
Offering 100% UNION MADE GAMES

Manufacturers of the Largest Variety Line of Sales Cards, for Games, Whirling Dervish Games, Baseball Daily and Weekly Series, Tip and Jack Pot Games.
UNION LABEL PRINTED ON ALL COODS

GAY GAMES, INC.
MUNCIE, INDIANA

Grand Nat'l Has Big Games Stock

CHICAGO, May 18.—“Of late we have been deluged by jobbers, as well as operators, for reconditioned equipment of almost every description,” reports Max Churria, of Grand National Sales Co., Chicago coin machine distributor.

“Grand National at all times gives preference to its customers on available equipment. Yet the co-operative spirit of jobbers in the Chicago and surrounding area is such that we gladly share the use of our equipment with these distributors for resale, disregarding entirely the matter of profit. Particularly is this true when we know that an operator is anxiously waiting for this equipment.”

“Since jobbers and distributors call on Grand National for equipment it is reasonable to believe that we carry a large diversified stock of equipment, at all times. Our stock of reconditioned equipment is constantly being added to as a result of our country-wide purchases of late used equipment.”

Imp THE IDOL OF A MILLION PLAYERS!



Gum Vender. Beautifully Refined Cabinet, Ropac-Rite Keels, Roto-Matic Coin Chute. TAKE IT FROM US. IT'S A MONEY, Max & Harry, 'The Gold Dust Twins.' \$12.50 Each—6 for \$67.50.

Birmingham Vending Co.
217 Third Ave., N., BIRMINGHAM, ALA.

ARCADE MACHINES
12 Exhibit Card Venders, \$4.00 each; Model E Iron Claws, \$15.00 each; Motorcycle Wheel-Operated Cranes, \$12.00 each; Callie Wall Pushers, \$10.00 each; 2 Revolution Metal Types, \$130.00 each. Want experienced Arcade Help. ART WALSH, Care Bristol Bldg., Pittsford, Pa.



Brite-Spot

Now in the 14th week of
PEAK PRODUCTION
 it must be great
HIGH SCORE . . . PLENTY OF WAYS TO WIN
 Free Play \$9950 convertible
Stoner Corp. AURORA, ILLINOIS

BIGGEST SHOW HIT

IMP
 Radio
 Type Gum
 Vending
 A Natural
 For Every
 Operator.
 Cigarette
 or Cherry
 Sticks only
 8 1/2 to 12 1/2
 C. 100 P
 has Patent
 in
 Chicago.
 Will return
 coin. Price
 only

\$12.50

Carton of 50, \$47.50, F.O.B. Factory.
 1/2 Cash With Order.

G&G Tells Huge Counter Game Sale

CHICAGO, May 18.—"Not very long ago we reached the 5,000 mark in sales of Groetchen's counter machine, Imp," stated Max Glass, G&G's official.

"Since that time this great reel machine has been selling in even greater numbers daily.

"The demand for Imp, instead of being reduced, has actually been heavier as time has gone by. Many operators who were among the first to operate Imp have reordered it time and time again. Others who began buying after Imp had been on the market a while are today ordering for the fifth or sixth time.

"Imp has enabled these operators to open many new locations. It has enabled them to add equipment to old locations, thereby increasing their earnings by 'killing two birds with one stone.' Every time they make a collection they make it from the machines already on the locations and the Imps they have installed.

"Operators agree that Imp has been one of the year's finest machines for genuinely helping them get more out of their operating."

Baker Notes Console Demand

CHICAGO, May 18.—"The spring rush is on for high-class console equipment and we are busy getting our share of the business," reports H. L. Baker, president of the Baker Novelty Co.

"Baker's Pacers are still the aristocrat of console games and this fact is proved by the increase in our sales over the same period a year ago. Baker's Pacers are here to stay as they meet the requirements of operators who have locations that demand the best.

"Lodges, boats, country clubs, cocktail lounges, etc., are ideal spots for long runs and consistent profits. Our new 1040 Baker's Pacers far exceeds our former models, and the daily double feature that has been incorporated in the game adds greatly to the player appeal which is reflected by increased profits."

FREE PLAY

Big Hit\$32.00	Super Hit\$60.00
Score28.00	Super Hitger37.50
G. O. D.42.00	Triller29.00
Panalty30.00	Turkile17.50
Flagship28.00	Triumph28.50
Handicap22.50	Pick 'Em, Pl.22.00

1/3 Deposit With All Orders, Balance C. O. D.

BUDIN'S, INC. 174 SO. PORTLAND AVE., BROOKLYN, N. Y. Telephone: RE 6-9140

IT'S A HIT!
 Profits Pile Up Fast With
NATIONAL PASTIME

Harlich's Sensational New Baseball Board. Tickets are printed with 3-color action pictures of popular baseball stars. New big easy-to-punch, easy-to-read tickets for fast play. Action every minute! Surprise free play award feature.

Take In **\$87.50** Aver. Payout **\$40.50** Aver. Profit **\$47.00**

Write For Information About This and Other Profit-Makers
HARLICH MFG. CO. 1413 W. JACKSON BLVD. CHICAGO, ILL.

No. 1633—1800 Holes

KY. SPRINGLESS SCALE CO.
 516 S. 2ND ST., LOUISVILLE, KY.

KENTUCKY'S Distributor of WURLITZER PHONOGRAPHS
 AND COIN-OPERATED AMUSEMENT MACHINES OF LEADING MANUFACTURERS.

A large display of New and Reconditioned Novelty and Free-Play Machines on hand at all times.

H. G. PAYNE CO.
 312 Broadway, NASHVILLE, TENN.

J. R. WINFIELD CO.
 1022 Main St. BUFFALO, N. Y.

BUFFALO'S
 distributor of
Wurlitzer Phonographs
 and Coin Operated Amusement Machines of Leading Manufacturers.

A good display of new and reconditioned Novelty and Free Play Machines on hand at all times.

MUTOSCOPE CRANES

10 Small Mutoscope Cranes with special reel front and unsharpened reel too suitable for resorts, carnivals, etc. Suggested at \$25.50 each. F. O. B. Dayton, Ohio. All in good condition. Write or wire

MILLS SALES CO., ETD.
 1640 13th Street, OAKLAND, CALIFORNIA

GET IN THE "DOUGH-RE-MI"!

Oh! Johnny

**A COMBINATION
HIGH SCORE GAME
WITH SENSATIONAL
NEW INNOVATIONS!**

*Smart Money is
Definitely Going on
this One!*

**EARNINGS ARE
TREMENDOUS!**

**Try One—You'll
Soon Learn Why!**



**CASH IN
QUICK!**

NOVELTY or FREE PLAY (Convertible)

**A REVOLUTIONARY
NEW SKILL GAME
THAT TOPS 'EM ALL!**

*Snappy Appearance!
Snappy Play!*

**6 WAYS
TO WIN!**



\$99.50

**Ask the
Operator
Who Owns One!**

**IMMEDIATE
DELIVERY FREE PLAY (Convertible)**

**Back in Production!
DE LUXE
GRIP SCALE**

D. GOTTLIEB & CO., 2736-42 N. Paulina St., Chicago



**BERT
LANE
Says:**

**GAMES COME AND
GAMES GO . . . BUT
CADILLAC
CARRIES ON!**

SEABOARD SALES, INC.

619 Tenth Ave., New York
Phone, Wisconsin 7-5688

Joe Calcutt Ad Boosts Industry

RALEIGH, N. C., May 18.—Joe Calcutt, of the Vending Machine Co., Fayetteville, N. C., often called the world's largest coin machine distributor, used a full page ad in the Diamond Jubilee Edition of The Raleigh News and Observer. This is the 75th year of publication for The Raleigh News and Observer, whose publisher is Josephus Daniels, former Secretary of the Navy and at the present time ambassador to Mexico.

Taking advantage of the Diamond

Jubilee, Calcutt headed off his full page: "All over North Carolina, South Carolina and Virginia it's Jubilee Day every day with Mills Automatic Phonos."

The ad features a lively carnival scene showing people dancing and enjoying themselves. Large pictures of the Throne of Music and the Empress automatic phonographs are shown.

Toward the bottom part of the page appear pictures of the new and modern music showrooms of the Vending Machine Co., Fayetteville.

More than 5,000 reprints of this ad were mailed by the Vending Machine Co., believing that this advertisement will be of benefit to the music machine opera-

tors throughout North Carolina, South Carolina and Virginia.

The firm intends to continue this policy of full-page newspaper advertising at regular intervals to benefit the trade. They recently featured a full page advertisement in The Fayetteville News and Observer.

WEEKLY SPECIAL!

Seaburg Selectophone	\$ 15.00
Seaburg A A B	10.00
Mills Dance Master Defuse	18.00
Rockets 10	24.00
Rockets Imperial 20	38.50
Wurlitzer P-12	22.00
Seaburg Rex	35.00
Seaburg Royal	110.00
Seaburg Gem	334.00
Seaburg Regal	190.00
Seaburg Casino	159.00
Seaburg Plaza	140.00
Seaburg Mayfair	199.50
Seaburg 1935 Vegas March-Go	188.00
Seaburg 1935 Classic March-Go	188.00
Seaburg 1935 Classic Walnut	189.00
Rockets 12 Regular	22.50
Seaburg Chicken Gun with Base	124.50

MILWAUKEE COIN MACHINE CO.
1406 W. Bond St. Linn Ave.
MILWAUKEE, WIS.

**Reconditioned
PACES RACES, \$69.50**

Brown Cabinet, Berlin Over 5,000.

MT. ROYAL NOVELTY, INC.
308 E. Baltimore St., BALTIMORE, MD.



A BATTERY OF KENEY ANTI-AIRCRAFT GUNS has made the above Ocean Park, Santa Monica, Calif., location one of the West Coast's most popular, reports Barney Fishman (center foreground), who made the installation.

LATE MODEL GAMES . . . BARGAINS

FREE PLAY	Telenov	\$24.00
Airport	Thriller	21.00
Big Six	Tumble	18.00
Chivron	NOVELTY	
O. O. O.	Airport	\$13.00
Comedy	Clayton	10.00
Contact	Garf	11.00
Dart Game	Clayton	11.00
Flash	Flash	12.50
Flamingo	Love-Fun	14.00
Patios	Peggy	10.00
Headliner	Piglet	20.00
High Life	Supreme	41.00
Home Run	Supreme	2.00
Love-Fun	Tepper	12.00
Money	Variety	12.50
Spotlight	Vogel	20.00
Supreme	Zip (Landing)	11.00

1/3 Cash Deposit, Under \$15.00 Full Cash.
For Export Cable, "Dairymark" N. Y.
MARC MUNYER, INC. 335 West 137th St., New York 24, N. Y.

Tell the Advertiser in The Billboard
Where You Got His Address.

MILLS MAGIC SELECTOR

This Selector is mechanical, solid, reliable and service-free! No points to demand your constant attention, no electrical complications of any kind. The key is the widest used on any phonograph. One key can't look like the next one, for they alternate in color. No mistaking which tune has been selected because when a key is pushed down, all eyes can see which one is about to play. Cancellations and changes of mind are easy for the Mills Selector. Player isn't required to think, work, fumble, sweat or study; it's almost impossible to make a selecting mistake on the Mills Empress or Throne of Music.

MILLS EMPRESS

See and Hear It at Your Distributor's!

Mills Novelty Company, Chicago



Free Play JUMBO PARADE

Ready for immediate shipment.
Also Distributor of
EMPRESS and THRONE OF MUSIC
in Southern Ohio and Northern Kentucky.



**BARGAINS IN
MILLS
PHONOGRAPHS
STUDIOS
ZEPHYRS
DO RE MI'S
WRITE
FOR
PRICES**

RAY BIGNER
1223 STATE AVE., CINCINNATI, OHIO

PHONOGRAPHS PRICED FOR QUICK SALE!!

WURLITZER 600 with Rotary Push Buttons. 164.50	ROCK-OLA Imperial 20. \$69.00
WURLITZER 24 or 24A. 119.50	ROCK-OLA Imperial 20 with Lightup Grille, fully illuminated, Remodeled. \$7.50
WURLITZER 616A ... 65.00	ROCK-OLA Imperial 20 Fully illuminated with Marble-Glo Finish 97.50
WURLITZER 616 59.50	ROCK-OLA 1939 Counter Model 92.50
WURLITZER 616 Fully Illuminated Remodel. 85.00	
WURLITZER 412 30.00	
WURLITZER Counter Model 61 97.50	

1/2 With Orders. We Ship Balance
C. O. D., F. O. B. New York City.

You've Tried the Rest! YOU BUY THE BEST when you BUY FROM
GEORGE PONSER! Every phonograph listed here has been carefully
reconditioned and fully inspected. Each machine is ready for location!
These are the greatest bargains in automatic phonograph history! RUSH
YOUR ORDER QUICK! All machines subject to prior sale!

GEORGE PONSER, 519 W. 47th St., N. Y.

MARVEL



**WORLD'S SMALLEST
TOKEN PAYOUT!
50 YEARS AHEAD
OF THE TIMES!**

\$3250

With Ball Gum Vendor, \$34.50

BALL GUM 15¢ Per Box of 100 Pieces.
Case of 100 Boxes, \$12.75.

1/2 Deposit, Balance C. O. D.

SICKING, INC.

1401 Central Pkwy., Cincinnati, O.

MILLS PHONOGRAPHS CONSOLES BELLS TABLES

KEYSTONE NOVELTY & MFG. CO.
1204 & Washington Sts., Philadelphia, Pa.

Write For Complete List

Of Free Play Games, Slot Machines,
Counter Games and Legal Equipment.

AUTOMATIC SALES CO.

416-A Broad St., Nashville, Tenn.

SPECIALS! TEN STRIKES, 1939 MODELS, \$115.00. SKEE-BALL-ETTES—WRITE FOR PRICE! SPECIALS!

FREE PLAYS	FREE PLAYS	PAVLOVS
Chickadee with Big 85.00	Major 82.50	Grandstands 578.00
Gold Oves 89.00	Alps 20.00	Derry Clock 42.50
Triangle 80.00	Spokane 20.00	Hot Tip 22.50
Chicago 85.00	Tag 20.00	Darby Champ 29.50
Lucky Strike 82.50	Corinth 14.50	Alabam 28.00
Super Hit 89.00	San Bernardino 14.50	Flower 28.00
Lander 88.00	Rust 14.50	Ornella 28.00
Playboy 85.00	St. Paul Free Race 19.50	Palace 25.00
Supercharge 47.50	A.S.T. Challenge 14.50	Paragon 19.50
Palmer 47.50	Toilettes 19.50	Beils 1-1-3 19.50
Topnotcher 42.50		Fleetwood 19.50
Blackout 32.50		Clint 17.50
Yacht 28.00		Football 17.50
Hold Tight 22.50		El Dorado 19.50
Chico 22.50		1937 Sunk Vase 37.50

BROWN PACE RACES.
Specials above 0,000 \$72.50

F. O. B. Baltimore, Md. Write for Prices on Any Equipment
You Want Not Listed Here!

ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.

Bally's MASCOT

means good luck!
Biggest novelty collections since Bumper!



\$31.00 NET
IN ONE DAY!



MASCOT gets the play by 4-ways-to-win appeal! Two high-score winners—Futurity Awards—and the new Mystery-Mascot feature, a clever combination of MYSTERY AND SKILL! Fast SPIRAL BUMPER action... skill shots... plenty of exciting surprise hits... and dozen of other play-getters... all combined in one sensational game!

GET LUCKY!
GET MASCOT

QUICK CHANGE FROM
FREE PLAY TO NOVELTY

GLAMOUR



Plenty of colorful flash, dazzling lights and eye-appeal to get 'em started... plenty of action to keep 'em going! Illuminated rubber-tire bumpers, flashing on and off like fireworks... scoring 1,000 when lit, 100 when not lit. 6 roll-overs that boost score in new exciting way. Bumpers and roll-overs light in tantalizing rotation... but bumpers can be lit by skill. In addition to high-score, GLAMOUR features a clever new "spottem skill" or "group light" idea packed with BIG WINNER appeal that insures continuous repeat play!

ORDER NOW FROM
YOUR JOBBER

ALSO IN PRODUCTION: BALLY ALLEY, BULL'S EYE, SPORT KING, SPORT SPECIAL, ROYAL DRAW
BALLY MANUFACTURING COMPANY 2640 BELMONT AVENUE CHICAGO, ILLINOIS

1c BASEBALL GUM VENDOR

A TERRIFIC MONEYMAKER ON ANY LOCATION

1. Capacity 900 Ball Gum.
2. Positive automatic delivery of gum on every coin.
3. New type agitator in gum container.
4. Separate compartments for all base hits to give accurate record.
5. Hand release for base hits.

SAMPLE \$19.50
5 OR MORE, \$17.50
DISTRIBUTORS...
WRITE FOR SPECIAL DEAL



CAN BE LEGALLY OPERATED EVERYWHERE!

FREE PLAYS

Big Six	\$27.00
Thriller	19.90
Big Tom	35.00
Big Show	35.00
Super Six	50.00
Pollie	42.50
G. O. D.	37.00
S-S-B	22.50
Loon-Fun	17.00
Heid Tilt	14.90
Happy	39.50

SPECIALS

Evans Ten Cuts, 1939 Model	\$110.00
Bally Alley	88.00
A. S. T. Challenge	14.50
Seeburg's Chicago Sam	78.00
Exhibit Visitors	50.50

LEADING PENNY AND 1c COIN OPERATED
KENNY'S AMUSEMENT Machine Co.
Western's TOAD BAWBALL
WRITE FOR PRICES:
1/3 With Order, Ref. C.O.D.

FREE PLAYS

O'Boy	\$40.50
Score Card	59.50
Superhighway	32.50
Typhoon	14.50
Spectrum	14.50
Triumph	45.50
Commodore	47.50
Dandy	25.00
Sloop	38.00

SAVOY VENDING CO. 651 ATLANTIC AVE. BROOKLYN, N.Y.

FOR SALE!

- 75 Wurlitzers 616A, with Grills
- 25 Rock-Ola World Series Baseball Games
- 40 Bally Alleys—25 Evans Ten Strikes, 1939 models
- 35 Seeburg Chicken Sams—15 Tom Mix Rifles
- 25 14-Foot Skeeballs—15 Bumper Bowling

250 Thoroughly Reconditioned Free Play Games.
WRITE FOR OUR NEW PRICE LIST **GRAND NATIONAL SALES CO.** **YOUR USED EQUIPMENT ACCEPTED IN TRADE**
2306-08 W. ARMITAGE AVE. CHICAGO

You Can Always Depend on JOE ASH — ALL WAYS Sensational Sale of FREE PLAY Games!

Alps	\$44.50	SPECIAL	4-G-4	\$24.50
Arrowhead	24.50	BIG SIX	Old Cup	78.50
Big Show	54.50	\$27.50	Headliner	19.50
Big Tom	52.50	SPECIAL	Lites-Gard	49.50
Brewing Alley	52.50	\$49.50	Lucky	24.50
Buckaroo	22.50	BUMPER SIX	Mickey	14.50
Commodore	49.50	\$49.50	Nippy	24.50
Conco	62.50	SPECIAL	O'Boy	32.50
Double Feature	17.50	SEEBURG'S	Roy	54.50
Evans	34.50	CHICKEN SAMS	Score Card	54.50
Fantasy	32.50	\$79.50	Star & Co	14.50
Follies	52.50	1/3 Deposit With Order, Balance C. O. D.	Varsity	22.50

ACTIVE AMUSEMENT MACHINES CORP.
900 North Franklin Street, Philadelphia, Pa. Phone: Market 2556.

BADGER'S RECONDITIONED PHONOGRAPHS AND LEGAL MACHINE BARGAINS

All Guaranteed Ready to Operate. Due to Marketing Fluctuations, Please Write for Our Latest Low-Price Quotations.

Rock-Ola 1939 De Luxe	Write	Bally Alley, Late Model	\$99.50
Rock-Ola 1939 Standard	Write	Seeburg Rayo-Light Chicken Sams	\$50.50
Seeburg 1939 Royal	Write	Evans Ten Strikes	Write
Seeburg 1938 Royal	\$80.50	Orion's Metal Top	Write
Rock-Ola 1938 Novelties	Write	Rock-Ola Ten Pins	Write
Wurlitzer 616, Jack's Grille	\$78.00	Bally Gold Cup, Free Plays	\$49.50

Write for Our New Catalog Showing More Than 500 Reconditioned Machine Bargains, Special for Free Copy Today.

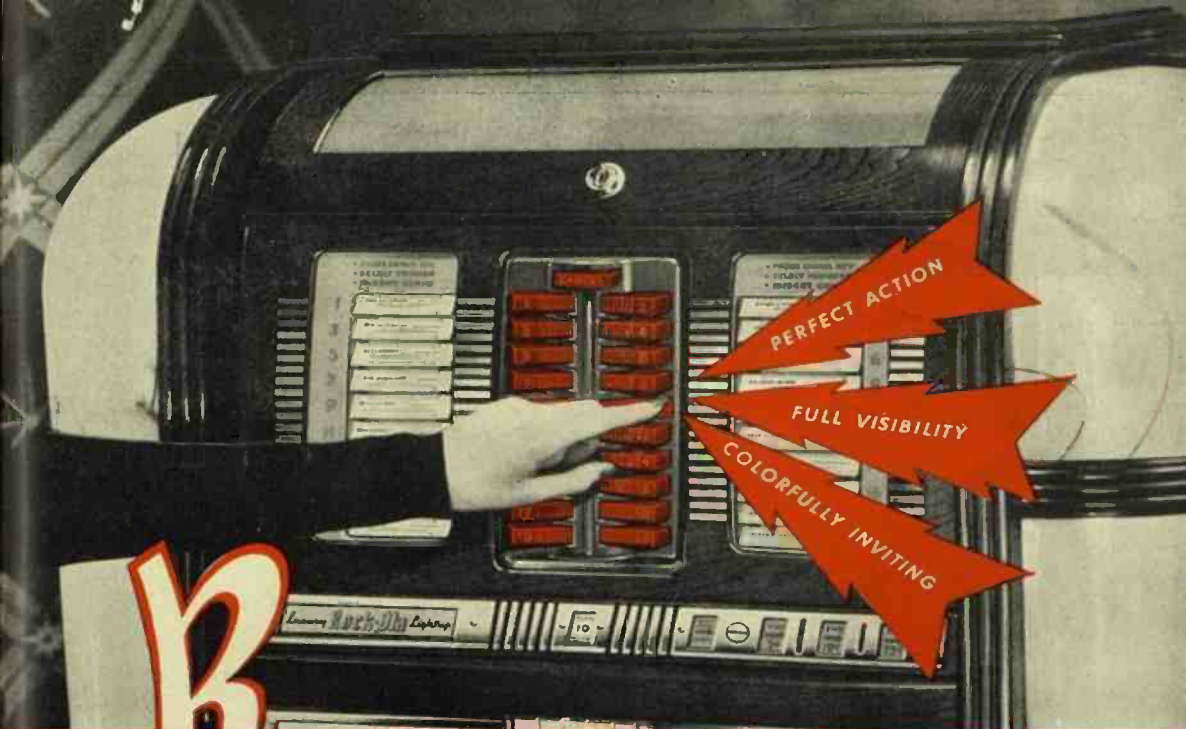
BADGER NOVELTY COMPANY
2540 N. 30TH STREET MILWAUKEE, WIS.

I. L. MITCHELL & CO.

IF YOU'RE LOOKING FOR EXCELLENT USED PIN GAMES AND LOWER PRICES

Write for Our List! PHONE: GLENMORE 3440
MACHINES AND SUPPLIES 1070 Broadway, BROOKLYN, N. Y.

The Last "Word" in Your Letter to Advertisers, "Billboard"



PERFECT ACTION

FULL VISIBILITY

COLORFULLY INVITING

Rock-Ola's SENSATIONAL 1940 LINE-O-SELECTOR

*Most Inviting—Most Attractive—Easiest to Play Selector Panel
Ever Created*



Super

ROCKOLITE MODEL WITH LINE-O-SELECTOR

deciding upon the desired title. Therefore, Rock-Ola's Line-O-Selector consists of an eye level selector panel and program holder coordinated in an easy-to-see, easy-to-reach position. Each key is numbered to further eliminate lost motion and to stimulate fast, accurate selection.

Of specialized interest to the operator are the double program holders. These consist of two panels quickly removed in one simple operation. Title holders are constructed with sufficient clearance to allow speedy replacement of titles. When you choose a Rock-Ola Luxury Lightup Phonograph you receive the finest there is in scientific engineering and musical entertainment.

Here, at last, is the practical selector. Developed from studies made of customer preference on actual locations. Of first importance is eye appeal. The selector must be easy to see in order to create the desire for play. So, Rock-Ola's Line-O-Selector was engineered to incorporate eye and play appeal. The keys are large, roomy, and easy to select. They "SNAP" into position when you select! They are illuminated for full visibility under all lighting conditions.

Rock-Ola research engineers also determined that the selector should "line up" accurately and naturally with title slips. Any patron dislikes searching for the proper number to press after

ROCK-OLA MANUFACTURING CORPORATION • 300 N. Kedzie Ave., Chicago
Rock-Ola Sells Operators Only



THESE FOUR
GREAT MODELS

LEAD THE WORLD IN SALES

WURLITZER *Sells More* AUTOMATIC PHONOGRAPHS

THAN ALL OTHER
MAKES COMBINED

● Back of every Wurlitzer Phonograph is a name famed in the field of fine musical instruments for seven generations. Only Wurlitzer enjoys this rich heritage of musical knowledge and experience — a tremendous advantage for Wurlitzer Music Merchants that is evidenced every day in an increasing demand for Wurlitzer Automatic Phonographs and greater profits from them wherever installed.

The Rudolph Wurlitzer Company, North Tonawanda, N. Y. Canadian Factory: RCA-Victor Co. Ltd., Montreal, Quebec, Canada.

WURLITZER

IS THE ONLY NAME IN
AUTOMATIC PHONOGRAPHS
THAT HAS A WIDESPREAD ACCEPTANCE
FOR MUSIC BY BOTH LOCATION
OWNERS AND THE PUBLIC ALIKE

SOLD ONLY TO MUSIC MERCHANTS