

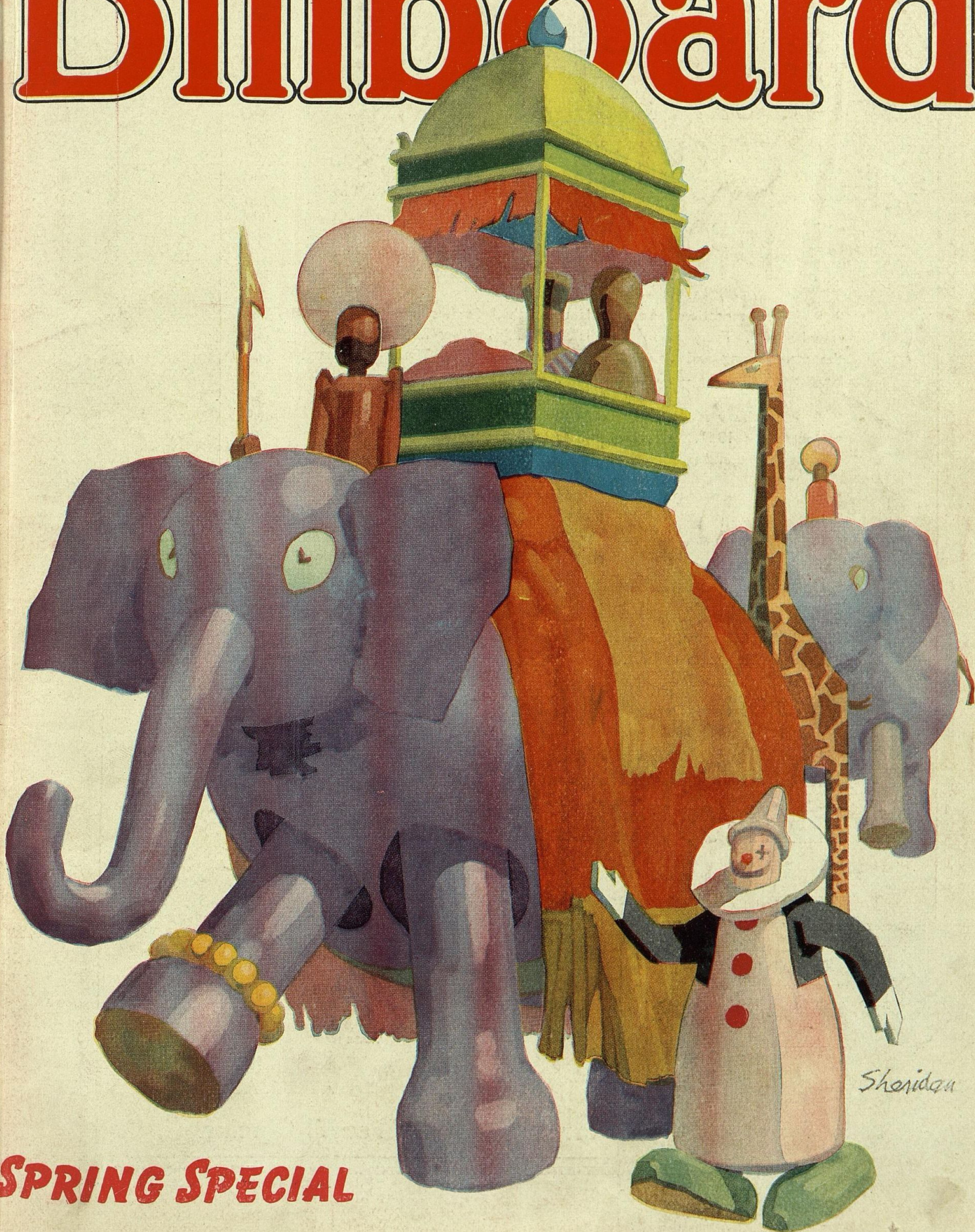
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Care of The Billboard, Cincinnati, O.

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LEAP IN OUTDOOR BIZ SEEN

Latin Craze Floods Chi

CHICAGO, April 5.—The South American dance and music rage, long popular in the East, has reached its peak here. The average ballroom and ritzy customer is rumba-conscious and unless every other tune has some south-of-the-border flavor he is not happy. Current tastes are sharply reflected in the present poleas of after-dark spots furnishing entertainment.

The private dance instruction business has mushroomed. Local Arthur Murray branch and indie teachers are invading the ritzy spots with rumba, tango, and conga instructions and also augment club date shows with how-to-do-it sessions.

New entry will be the Rumba Casino, a Loop night club to be located on the old grounds of the Three Deuces. Entire structure has been rebuilt by Al Greenfield and Sammy Rose. They are now on a talent hunt in the East with Eddie Elkort, of Music Corporation of America. Latin American talent will be employed in a South American atmosphere.

Spot will compete with the near North Side Colony Club, where Sonny Goldstone recently re-installed Latin music and floor shows. Colony is now staging a Cuban carnival Mondays, and prizes are offered during Latin dance contests. Laurie Yorston is the rumba teacher here.

John Mack, managing director of the Congress Hotel, plans to turn the hotel's Glass Hat, long a popular cocktail lounge, into a class rumba room.

James A. Roberts, club date booker who sets most of the talent for the Chicago Athletic Association, says the demand is heavy for Latin entertainment ideas. During its big affair next month the CAA will stage a South American carnival.

Neighborhood spots also use Latin talent, particularly rumba teams who work in two and three spots during the show. A spot in the German neighborhood (Link's) recently switched its tag to Cuban Village.

Other Latin atmosphere spots in the near North Side include Billy Stearn's La Conga (formerly Gay 90's) and Mill

World's Fair Box Offices

Published exclusively by The Billboard this week is a complete compilation of revenues of attractions and concessions at the New York World's Fair. Included is a detailed chart comparing grosses with the 1939 expo. Everything from the biggest production shows to the smallest hamburger stand is embraced. See page 62.

Wash. Hotels Do Not Bar Uniforms-- After Army Squawk

WASHINGTON, April 7.—Publicity and quick protests by the Army have clarified the position of uniformed men visiting hotels and night spots here. Maj. Gen. Milton A. Rickford, commanding officer of the 39th Division at Fort Meade, Md., issued charges that Washington hotels were discriminating against men in uniform and threatened to declare this city out of bounds for his men.

Local hotel association hastened to state that policy always has been to honor the uniform.

Policy of night clubs appears to be following leadership of the hotel association.

Prices in effect at more swanky spots are expected to restrict situation regarding uniforms to officers or more quiet and more affluent enlisted personnel. Low-priced spots which draw the bulk of army-navy enlisted trade never did consider uniforms a problem and won't in the future.

Gould's new venture, Nassau. Former offers free dance instructions nightly. Latter designates Mondays and Tuesdays as rumba nights.

Martin and Travis, teachers from the Murray school, work at the Aragon Ballroom Friday nights, teaching all comers. Adolph Frankson is the general dance instructor at the Trianon.

Ops of Fairs, Parks, Circuses, Carnivals Look for Peak Trend

Defense program with increased purchasing power and public desire to escape war publicity viewed as elements for upswing—disagree on labor shortage aspect

CINCINNATI, April 5.—Outdoor show business, always optimistic at this time of year, has pulled out all the stops in its predictions this spring. Forecasts of business, as expressed to The Billboard, range from prophecies for an excellent season, for the best since 1929 to the best in history for the industry. That fairs, parks, carnivals, and circuses will ride the crest of a rising financial wave because of the great federal defense program is the consensus of most ops in all fields. There is some disagreement as to expectations of a labor shortage, but practically none as to anticipated higher per capita spending. Theme is that the public will seek respite in outdoor amusements from barrages of war publicity.

Justifying their faith by increased investments, improvements, and augmented organizations, all branches will be ready for 1941 patrons with programs which they believe will merit the increased business in sight. Fair plants, after a number of good seasons, are in the best condition of their existence. But extensions and improvements are continuing and record gate marks in both agricultural and industrial areas are anticipated.

With things as they are and promise to be, park operators have perked up following periods of adverse weather and economic conditions. Parks that are situated near defense works or training camps are bound to experience a big upturn, say managers. Many will make labor replacements from the ranks of schools and colleges and expect little interference because of military or labor demands in other lines.

Carnival managements are generally enlarging rosters of attractions. Early business reports are good. At present there appears no scarcity of labor or attractions personnel. Circuses will, of course, do better in territory where preparedness work is greatest, owners and managers believe, and routes will be laid out with this thought looming large. Because big numbers of circus and carnival workmen and performers prefer that sort of employment to any other, it is felt that, aside from calls to the armed

forces, no acute labor inroads will be made and that few will be drawn by high pay to other activities.

Good Crop Year Seen

Charles W. Green, president of the International Association of Fairs and Expositions and secretary of Missouri State Fair, Sedalia, said: "Based on inquiries from regular and new concessionaires and exhibitors, indications point to a good fair. This, of course, is contingent upon average weather and crops. We are planning on another WPA project to include rehabilitating educational, home economic, and dining hall buildings. We are also constructing a new junior dairy and baby beef barn, improving roadways and building new outside fences. So far we have felt no labor shortage because of the defense program and we do not anticipate any."

"I believe this year will be very big for all fairs, mostly because of more money in circulation and people wanting more relief from continuous war publicity," declared Frank H. Kingman, secretary-treasurer of the IAFE and secretary of Brockton (Mass.) Fair. "We are spending more for attractions. We expect a shortage of labor."

Harold P. DePae, first vice-president of the IAFE and manager of North Montana State Fair, Great Falls, said: "Prospects for fairs in the Northwest are the best ever this year. We plan plant extensions to cost \$38,000."

"Upturn in prices of agricultural produce, together with a visible increase in activity in general industry, justify optimism and a bright outlook for fairs in this section," said Raymond A. Lee, secretary of Minnesota State Fair, St. Paul. "Abundance of moisture throughout the Northwest is encouraging to farmers and the implement industry. No labor shortage is evident as yet."

Ralph T. Hemphill, secretary of Oklahoma State Fair and Exposition, Oklahoma City, and many years secretary-treasurer of the IAFE, said: "In my opinion, this year will be exceptionally good for all show business throughout the Southwest. Largest winter moisture in subsoil in 10 years indicates a good crop (*See Leap in Outdoor Biz on page 125*)

Chi Trade Show Deal Closed

NAAPPB-SLA Will Collaborate On Exhibit With 3-Year Contract

CHICAGO, April 5.—Final terms of a three-year contract between the National Association of Amusement Parks, Pools, and Beaches and the Showmen's League of America have been reached whereby the two organizations will collaborate on an outdoor show business trade show to be held during the annual conventions of the NAAPPB and International Association of Fairs and Expositions. Dates for the 1941 show are November 30-December 5 in the Hotel Sherman, Chicago. Contract, which has been in process of negotiation by officials of the NAAPPB and the Showmen's League, was signed by League officials this week and approved by A. R. Hodge, executive secretary of the park association. It calls for a common trade show to be operated by the NAAPPB with the assistance of the League, for which the latter will share in the proceeds of the show for the first time.

After a lapse of two years the annual conventions of the NAAPPB and the IAFE will be held in the same hotel during the same week. In 1941 the IAFE will convene in the Sherman on December 1-3, NAAPPB on December 3-4, and the annual banquet and ball of the League, third pulling-power unit that brings outdoor show business to Chicago, will be held in the grand ballroom of the Sherman on the night of December 3.

During the early conferences between the League and the park organization a working agreement was consummated for the 1941 show, but later it was deemed advisable by both organizations that a three-year deal would be more practical. The NAAPPB was represented in negotiations by Herbert P. O'Malley, chairman of the convention locations committee, and N. S. Alexander, a member of the same committee. The League

was represented by Frank R. Conklin, president, and Morris A. Haft, legal counsel. C. V. Starkweather, president of the American Recreational Equipment Association, represented the exhibitors and originally led the move to bring all outdoor meetings "under one tent."

Under the terms of the contract the NAAPPB, which created the show originally and has conducted it for the past 22 years, is still to retain full charge of operation, sale of exhibit space, and financial arrangements, the Showmen's League to co-operate in introducing new exhibitors with a special appeal to fair and carnival men and in return to receive a portion of the proceeds, which is to be devoted to its charity fund.

This year the exhibit halls will open on Sunday, November 30, immediately following the memorial services held prior to the Tuesday arrival of park men. Admission to the hall all week will be possible without registration fee. Secretary Hodge reported this week that floor plans and other trade show literature are in course of preparation and will be available shortly. President Conklin is expected in from his Ontario winter quarters this week-end to launch the League's campaign to sell exhibit space.

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Appears on Page 37

"STARDUST" NO. 1 SONG

Gershwin Outstanding Composer In Leaders' Poll of Song Bests

NEW YORK, April 5.—If there ever was any question about the position of eminence held by the Hoagy Carmichael-Mitchell Parish standard, *Stardust*, in the field of popular American music, the honor and prestige it enjoys would seem to be proved by the results of a poll conducted among a representative cross-section of the country's orchestra leaders by *The Billboard*, the complete results of which will be found in the Music Department in this issue. Of the 74 name, semi-name, territorial, and local masters polled as to their opinions on the best song, composer, lyric writer, arranger, and arrangement, 39 of them voted for *Stardust* as the greatest published song of all time, from the standpoint of musical and lyrical quality, regardless of popularity or extent of commercial success or failure.

The esteem in which the Carmichael melody and the Ziegler lyrics are held, not only by the public but has brought copies of the combination in sheet music and recorded form for years, but by the music makers responsible for carrying it to the public, is all the more enviable in view of the fact that the remaining 44 preferences are spread out over 21 other songs, with only nine votes going to the No. 2 melody, Cole Porter's *Night*

and Day, behind which come *Body and Soul*, with six mentions; *Begin the Beguine*, three; *Smoke Gets in Your Eyes*, three; *Templation*, *More Than You Know*, and *Love, Come Back to Me*, two apiece; and *Silver Threads Among the Gold*; *Rhapsody in Blue*, *Shine, Swingin' Down the Lane*, *Goin' Home*, *I Had to Be You*, *Summer Time*, *If I Could Be With You One Hour Tonight*, *The Song Is You*, *Smiles, Tears for Two*, *Only Make Believe*, *Just One of Those Things*, and *Without a Song* each receiving one vote. (See *Popular Dance Music's* on page 16)

Lamb-Yocum to Milwaukee

BOSTON, April 5.—Lamb-Yocum Ice Revue of 1941 tonight winds up an extended run of unusual Leuten business at the Copley-Plaza Hotel here, and next Saturday (13) opens at Hotel Schroeder, Milwaukee, for six weeks with options.



THERE'S hasn't been a real feud between drama critics on the New York dailies in years, but it looks as if one might be starting. Last week John Anderson, of *The Journal-American*, devoted a column to panning the judgments of Burns Mantle, of *The News*, ending up with the allegation that Mantle hadn't read *Native Son* in book form despite the fact that he compared the play to the book in his review. . . . Will-to-Succeed Dept.: Last week, while George Jessel and Lois Andrews were playing the State, an unemployed nurse made application to take care of the forthcoming Jessel heir, despite the fact that the offspring isn't expected until some time in October. . . . Incidentally, at the last show at the State Thursday (27) Jessel called Jimmy Walker out on the stage to say a few words—and Jimmy, who has been in the limelight so many years, couldn't stand the glare of the spot and had to ask them to switch it off. . . . There's one non-Equity cowbarn in Pennsylvania that is now recruiting its acting company, offering \$5 a week plus room and board—but the eager Theatians are told that they'll have to arrive at the spot a week before rehearsal, because they have to build their own rooms out of the stalls in an unused stable. . . . When the cast of a Stem show was invited as "guests of honor" to Leon & Eddie's, one of the leads, a singer, turned down the bid, stating flatly that he didn't want to sing for his supper.

THERE'S no set formula for success. Rocco's, a restaurant down in the Village, is jammed with diners nightly, but Rocco himself doesn't seem to care. For example, a party of five entered the other night and asked that two four-seat tables be pushed together. But, despite a hot argument that ensued, Rocco said "no," and the quintet ended up by crowding at a single four-seater. The indignant restaurateur has been known to lose out bodily a customer who became insistent on having a steak cooked longer than Rocco thought it should be. . . . Bob Mused (of *The World-Telegram*), Lionel Rand, and Al White did the words and lyrics for the current show at the Royal Palm, Miami, and are now planning the score for a local spot. The RP show was their first full floorshow score. . . . The Walgreen and Penn-Astor drugstores, on successive corners of the Stem, see-saw as the favored afternoon hang-out for pavement-pounding ingenues and juveniles. Years ago it was Walgreen's, then it switched to the Penn-Astor, and now the small-coke trade is back at Walgreen's again. . . . Ruth Sabo, describing how she and two other performers won their suit for back salaries against the now-closed Walkie Club, exults, "And on the stand I drew two laughs—even the audience was entirely composed of three dignified judges." . . . Emmet Jack Zero says that he's going to grow a beard so that he can more nearly resemble his jokes.

GENE GRAVES, who is announcer for Muzak's frequency modulation shows, started out on the Ringling circus, eventually winding up in the press department, did various barking jobs at the 1939 World's Fair, including a long chore in front of the zoological society's show, which featured a panda and an electric eel, and at the expo's 1940 edition acted as chief announcer for the ice show in Winter Wonderland Village. . . . Jo Ann Dean, of *It Happens on Ice*, didn't get enough skating during a recent eight-hour rehearsal—so she went up the block to the Rockefeller Plaza Rink and skated some more. . . . A drunk in a corner stub the other morning put a nickel into a photograph bot, after the first few bars of music, discovered that he'd pushed the wrong button and it was playing a record he didn't want; whereupon he backed away a bit, counted with a right cross to the machine's midriff, broke a glass panel, and started looking for the disk he wanted. . . . Fred Frazer, vaude performer who is now on the night club circuit, tells of valuable experience he's gained. Now, he says, he can make an entrance from behind a bar, out of an alley, or, if necessary, from the men's room. He can do his act, he says, to the music of a one-fingered pianist, a saxophonist who got a light touch thru early years as a pickpocket, and instrumentalists who were trained in correspondence schools. He claims he once gave a pianist a Chinese laundry ticket by mistake and his music was played perfectly.

Flit!

PHILADELPHIA, April 5.—Samuel Rosenbaum, president of WFIL, tendered a press party the other day at the Ritz-Carlton Hotel for the news folks who will cover the outdoor season at the Robin Hood Field. One of the scribes asked Rosenbaum if anything spectacular was planned for this opening this season—like the actual cannon charges in the 1812 Overture last year.

"I don't know," replied Rosenbaum, "but we're open to suggestions."

"Well," kidded the reporter, "why not get Ann Corio to do a strip tease?" "That would be all right," returned Rosenbaum, "if it weren't for the mosquitoes."

"Ice Follies" Grosses 105G

MINNEAPOLIS, April 5.—Shipstad-Johnson Ice Follies of 1941, playing to record crowds during its 10-day stay at the Minneapolis Arena, grossed a sock \$105,000.

WABX To Go Off Air July 1, FCC Says

WASHINGTON, April 5.—WABX, Wilkes-Barre 195-watter, has to get off the air by July 1 due to a unanimous vote by the Federal Communications Commission to deny a renewal of its license. The action taken this week upheld a tentative FCC decision of September 18, 1940, which found that operator John H. Stenger Jr. had falsely represented himself to the commission when he sought his license. It was also held that Stenger is not financially qualified to operate a station, and that he had violated the Communications Act in transferring control without approval from the government to Glenn D. Gillett and Marcy Eger, who are engaged in radio engineering practice in this city.

Other citizen groups have applied for the WABX facilities, but action on their applications had been held up pending disposal of the Stenger case.

No Search Warrants in Ky.

FRANKFORT, Ky., April 5.—Authority is vested in Kentucky sheriffs to inspect rooms adjoining a dance hall or roadhouse, without search warrants, Guy H. Herdman, assistant attorney general, has ruled.

He said the law made it the "mandatory duty" of the sheriff "to visit and inspect roadhouses, including halls, pavilions, grounds, or places used as same, where men and women are furnished rooms for lodging either in day or night."

"These places of public entertainment," he continued, "are supposed to be conducted openly, morally, and legally."

Pa. Cowbarn Set

PHILADELPHIA, April 5.—Berkley Players, cowbarn, will start their third season in July and will continue thru August. Contracts are set for appearances at the Haubert Theater, Newfoundland, Pa., and at the new Haubert Theater, Milton, Pa. The production manager of the Berkley Players is William K. Fletcher, and Rose Durfee is the business and personnel manager.

AGVA Ex Sec Spot Still in a Muddle

NEW YORK, April 5.—The post of executive secretary of the American Guild of Variety Artists is still in a muddle, with Alan Corelli, executive secretary of Theater Authority, and Gerald Griffin, now AGVA administrative chairman, apparently leading contenders.

The situation has become more confused with the beef of Griffin at the last meeting of the AGVA executive board that the AGVA no-pay job was taking up more time than originally contemplated, to the detriment of running the night club department of *The New York Enquirer*. The board told Griffin that, while it could give him no definite answer at this time, it would take this matter up with the proper authorities.

Four A's may appoint Griffin temporary executive secretary at a salary. If this is done, Griffin will be automatically disqualified from running for the executive board, for which he has already been nominated by petition-Voting procedure, outlined by the Four A's, forbids nomination for office of any person who is or has been on the AGVA pay roll.

Corelli has previously indicated that, with the press of war benefits, it would be impossible for him to accept.

10-Week Op Sked For Dallas Fair

DALLAS, April 5.—The State Fair of Texas will present a 10-week season of light opera in the Band Shell at Fair Park here this summer. The season will open June 20, with Lee and J. J. Shubert in charge of production. J. J. and Sam Gerson, of the Shubert staff, conferred with fair officials this week and completed arrangements.

The Band Shell will be remodeled with two detachable wings to be added to extend the present stage to a depth of 60 feet. The Shell has been renamed Fair Park Casino. An open-air cafe and refreshment concession will be built on the Fair Park Lagoon.

Production schedule is now being worked out. *Blossom Time* will probably be used for the initial show, with Everett Marshall singing the lead. Remaining shows will be chosen by a popular poll to be conducted by the State Fair management.

The choruses will be recruited from local singers.

Dancing will be provided before and after the shows. Seating capacity of the Casino will be increased to 7,500, with prices 25 cents, 50 cents, 75 cents, and \$1.

Sunday Bill Killed in Vt. On Far-Fetched Burly Threat

MONTEPELIER, Vt., April 5.—Despite the fact that there has never been a burlesque show in the State of Vermont, the Legislature killed a bill to permit local option liberalizing of Sunday blue laws on a threat they might be introduced.

The measure, introduced at the request of several summer theater operators, would have permitted dramatic presentations Sundays and permitted cowbarns to charge admission. Representative Dorothy C. Allen made an impassioned speech, declaring that it would weaken the morale of the State if passed.

Another Pitt Stage House?

PITTSBURGH, April 5.—Another stage house is possible next fall. Harris Alvin, being built by landlord Harvard University on site of theater of same name razed after roof collapsed last winter, will be opened in late August or early September. Manager John Harris of Harris Amusement Company informed, if Senator, also a Harris house, presents legitimate plays, which is possible after announcement that *Life With Father* will play there for two weeks in November in opposition to Nixon. Alvin would handle any vaude bills that otherwise have occasionally played Senator.

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Westchester Spot Open

MOUNT KISCO, N. Y., April 5.—Westchester Playhouse, operated for nine years by Day Tuttle and Richard Skinner, will not open under the same management this year, due to the heavy losses in 1939 and 1940.

Nagsters Pick On 'Theatrical Agencies' For Phone Listing

CHICAGO, April 5. — The Private Employment Bureau of the Department of Labor here, twice a year checks the Chicago Classified Telephone Directory's revised list of local theatrical agents. In the new edition a number of theatrical agencies are listed which never bothered applying for an agency license. Moe Price, an inspector of the bureau, which is headed by W. Frank Walkowiak, lost no time trailing down the apparent culprits. His trail took him to the far North Side, to the near North Side, to the Loop, among other neighborhoods, to check up on the strangers.

In each case instead of finding pictures of performers on paneled walls or layoffs occupying used chairs, he gazed at contraptions necessary to receive the latest data from race tracks and busy people putting their nickels, dimes, and dollars on the nags.

Under the guise of theatrical agency tags, these offices are bookie joints. The telephone company, by law, requires legitimate business classifications in the "Red Book," so the track boys picked on "theatrical agencies."

Pros at Buffalo Ice Carnival

BUFFALO, April 5. — The Carnival on Ice, 11th annual carnival of the Buffalo Skating Club, held for the first time in the new Memorial Auditorium, did well at the box office and chalked up a neat profit. Although two ice extravaganzas preceded this show, attendance was fine for the two performances March 28 and 29, with approximately 15,000 people on tap. Gross exceeded \$25,000. Professional skaters included George Von Birgelen, European skate jumping champion; Ed Sholan, ice jumper and comedian; Montgomery Wilson and Christine Newson, Jane McDonald, Katherine Durbow, and John Eastwood.

Selective Service Mail

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

Pa. Child Labor Check-Up Gives Niteries Clean Bill

PHILADELPHIA, April 5. — Following a check-up of children and women entertainers at niteries thruout Eastern Pennsylvania, Mrs. Frances H. Weisel, supervisor of the Women and Children Division of the Pennsylvania State Department of Labor and Industry, is trying to acquaint bookers with the child labor law. Contrary to popular belief, Mrs. Weisel says the survey shows that violations are not rampant.

Mrs. Weisel pointed out that most of the misunderstanding is over female performers. Under the State law, girls over 18 may work "providing they don't have anything to do with the service or handling of liquor." Hostesses come under the women's law on maximum hours they should work. Performers under 18 cannot work where liquor is served.

With the niteries getting practically a clean bill of health, Mrs. Weisel reports that violations are most serious at theaters fostering amateur nights, jitterbug parlors, and kiddie shows. No minor under 14 may perform, while those over 14 must have working papers. Since all the amateur nights and jitterbug contests offer prizes and gifts, the law considers such performances as employment.

3 Restrictive Okla. Bills

OKLAHOMA CITY, Okla., April 5. — Three bills affecting operation of night clubs and dance halls are under consideration by the Oklahoma Legislature. One would bar any "dance hall, tavern, or other place of business where beer or other legally non-intoxicating beverages are sold" from employing or accepting as patron any person under 21 years old.

A second bill, passed by the Senate, would not allow a permit to be granted to any kind of establishment selling beer if located outside the incorporated limits of a city or town.

The third bill would make it unlawful for "any pool hall, dance hall, honky-tonk, night club, or chicken dinner house to operate or be open" between 12 p.m. Saturday and 6 a.m. Monday.

Hotels Get Booking License

CHICAGO, April 5. — A. S. Kirkeby, president of the Drake and Blackstone hotels here, has secured a State employment license for the purpose of booking talent into his hotels. Sidney Hartmann, formerly with General Amusement Corporation, who moved to the Drake as an associate manager of the Camellia House there, will be associated with the Kirkeby office. Opening of the office is explained as a non-profit service for hotel clients.

Delaware Concerts SRO

WILMINGTON, Del., April 5. — Demand for memberships for the 1941-42 series of the Wilmington Community Concert Association far exceeded the seating capacity of the Playhouse when the annual campaign closed last Tuesday, and all applications received after noon had to be returned. The membership drive was the shortest one conducted in the six years of the association, as only two days were required to fill the quota. The campaign a year ago lasted only three days.

Rockville Op House Burns

BRIDGEPORT, Conn., April 5. — Rockville's 135-year-old Opera House, where road shows staged old-time melodrama until 40 years ago, lay a mass of smoking ruins last week, destroyed by fire. The four-story structure, in recent years the home of The Rockville Journal, a weekly newspaper, was built in 1805, and was first known as the Millington Meeting House. Damage was estimated at \$90,000.

Detroit Club Biz Not Too Strong

DETROIT, April 5. — Business at local night spots indicates that defense spending isn't flowing into these places yet, despite the concentration of defense effort in this region.

Increased employment in many smaller shops is steadily becoming a fact, but answer appears to be that the factories are working six and often seven days a week, paying employees overtime, but not employing additional hands—and the men working seven days are not ready to spend time in night spots.

Executives, draftsmen, and highly skilled employees in the better spending class are also working overtime, especially so many are exempted from overtime restrictions because of their executive classification. This stops night club patronage very effectively all down the line.

"Ice Follies" Set for Tour

CHICAGO, April 5. — When Shipstad and Johnson start their new season with the Ice Follies, its ballet section will present many new routines and effects. During its two-week engagement here at the Arena rehearsals were held for next season's show. Miss Fanchon, choreographer; Helen Rose, costume designer, and Mary Jane Lewis, dance director, were brought here from the West Coast and have been holding sessions with Shipstad and Johnson on the form next year's production will take.

From Chicago the show makes a 1,000-mile jump to Boston for a four-day engagement, April 10-13, inclusive, before starting a four-week vacation. Following its vacation period the show jumps to Seattle, Wash., for two weeks, then into Winterland, San Francisco, May 28 for 14 weeks.

Stevens for Main Line

PHILADELPHIA, April 5. — Thomas Wood Stevens, guiding spirit and director of the famous Globe theaters at the World's Fairs in Chicago, San Francisco, Dallas, and Cleveland, comes here as director of the new Main Line Playhouse at suburban Gladwyne. Playhouse will be patterned along the lines of the Cleveland Playhouse and the Goodman Memorial Theater in Chicago, where Stevens was director for five years. Local playhouse, in addition to a school, will have a resident professional company which will present a 10-play subscription season, scheduled to run 30 weeks. Both the school and playhouse will be year-round propositions, scheduled to get under way next month upon completion of the construction of the theater.

"Please Take My 16G"

SPRINGFIELD, Mass., April 5. — The story of \$16,000, which a jury wanted was told to Superior Court Judge James C. Donnelly Monday (31) during suit of Samuel Z. Goldstein, Inc., against Mr. and Mrs. Carlo Rovelli. The plaintiff has brought a bill in equity in an attempt to redeem Sam's Diner, local night club, from the Rovellis, who had a first mortgage claim.

Goldstein claims damages and costs because the Rovellis declined to accept \$16,000 January 15. The Rovellis, the court was told, had backed Frank Lennahan, who sought to reopen the night club.

Acuft Draws 4,800 in 1 Day

MONTGOMERY, Ala., April 5. — Roy Acuft and his WSM Grand Ole Opry Gang drew an attendance of 4,800 in a matinee and night showing at the City Auditorium Sunday (16). Tickets at each performance went at 50 cents adults, 25 cents children. J. L. Frank, who brought the show here, considered the turnout excellent in view of a sudden change in weather. Standouts were Acuft, the CBS Golden West Cowboys, and Ford Rush.



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It's Just Show Business.....

By JOHN H. HARRIS

President Arena Managers' Association

GIVE the people what they want and you'll do a great business; continue to improve that "what they want" and you have a developed business. It's the same in all business, and certainly show business is no exception.

I'm a "Johnny-come-lately" in this arena business. My grandfather, my father, and all my uncles were showmen of the theater and the movies—and before that the fairs, circuses, and museums. My uncle Harry Davis operated an ice-skating rink in Schenley Park many, many years ago; in fact, so many years ago that only recently it came to my attention in an old program my mother sent to me. However, I had no training in the arena business—just stage shows and movies. My dad, John P. Harris, and uncle Harry Davis had great foresight—real vision of what people wanted almost before they knew it themselves, as is proved by their having opened the World's First All-Motion Picture Theater in Pittsburgh June, 1906, and having coined the name Nickelodeon, meaning Nickel Theater, which became so popular.

All this explanation so that no one will class me as one claiming the origination of the professional ice-show idea. To the contrary, that belonged to Oscar Johnson, Ed Malinke, and the two Shipstead brothers, Roy and Eddie. They felt the public would take to ice-show entertainment and they believed in it to the point where they gave up their jobs and put all their reserve cash into "frozen assets." The records will prove this was one business where frozen assets were not a liability.

It is true that Sonja Henie had appeared in many arenas and had done a tremendous business both as an amateur and as a professional, but after all, "this was Sonja Henie," world's champion many times, with terrific publicity, a beautiful girl with plenty of personality. The fact that she did business would not mean that 30 all-but-unknowns out of their own immediate neighborhood would mean anything. None of the stars of the show, Bess Ehrhardt, Eddie Shipstead, Lois Dvorshak, Helnie Brock, McGowan and Mack, or Oscar Johnson, had any national records. Everest McGowan was probably the best known because of his speed skating and hockey, and Roy Shipstead perhaps because of his teaching and amateur ice show carnival appearances in the East. Still no reputation, not too much money, but a definite belief they had something that the people wanted led them into the development of the biggest entertainment gold mine of the last 25 years. They believed the people would buy it, as my dad and



JOHN H. HARRIS

uncle thought they would buy movies, and they did.

While Sonja Henie created a definite interest in ice skaters, perhaps to the advantage of all ice carnivals, I feel *The Ice Follies* has more than paid that back by its development of a continued interest in ice shows.

When they found they had something that the people wanted, they continued to build bigger and better shows for greater grosses every year. Grosses hit their peak this year for the first time—and only because the possibilities are limited now by seating capacity. After five years *The Ice Follies* has proved it is not just a fad, but a definite form of entertainment the public wants.

A New Danger

Had they not continued to expand and present better shows, this business would have been written off as a fad. A new danger, however, began to develop. Small shows with little or no capital began to open up, and, of course, with no worthwhile production, the grosses were small, dates were hard to get, and in some cases even when dates were obtained the show folded before completing the dates contracted. This was not good for the ice-show business—stranded companies, disappointed patrons, disgruntled managers, and bad publicity. The Arena Managers' Association, made up of the most important of the arenas of the East, was aware of and disturbed by these conditions. The association was aware of the need for two good shows and, after attempting to aid a second show by supporting it with bookings, finally decided to finance, book, and produce a show of its own, keeping in mind that it must be at least equal to *The Ice Follies*.

Each of the arenas furnished the best of the boys and girls of its figure-skating classes. A poll was taken of the most successful stars of the arenas, under direction of Pete Tyrrell, of Philadelphia, and they were contracted. Efforts, made thru theatrical circles, to get the best possible producer (Russell Markert, of the Radio City Music Hall) were successful. Terms were agreed upon and finally the approval of W. G. Van Schmus, director general of Radio City, was obtained.

Later permission was given by Mr. Van Schmus to permit his own daughter, professionally known as Willa Van, to design all of the costumes, and write-ups of the show over the country attest her ability. A catchy name was sought, and from the fertile mind of Walter Brown came the idea of *Ice Cupades*—and so it was born, *Ice Cupades* of 1941.

World Premiere

After six weeks of intensive training in Atlantic City the show hit the road for its world premiere at our arena in Pittsburgh, the Gardens. Its results have been beyond the fondest expectations of the most optimistic. Rather than the original 20 weeks anticipated, it will work more than 44 weeks, closing its season in California and re-assembling for rehearsal in Atlantic City for the production of the new *Ice Cupades* of 1942.

The managements of *The Ice Follies* and *Ice Cupades* have already held a joint meeting and arranged their bookings for the 1941-42 season to prevent conflict in bookings. Both parties are vitally interested one in the other, because both are working to the same end—for the protection of the ice-show business and, too, because for a period

"Crazy With the Heat" Makes Cast Changes

NEW YORK, April 5.—Since *Crazy With the Heat* (revised edition) was reviewed, there have been several cast changes. Carlos Ramirez is out and Adele Girard, Barry Sisters, and Craig Matthews are in.

Adele Girard is a young, sweet-faced girl who swings the harp in surprisingly deft fashion, drawing an appreciative hand after a couple of pleasing numbers. Barry Sisters are two small brunettes from the radio and recording studios, making their revue debut here. They sing a swiny version of *Dona Argentine* which holds attention, revealing smooth voice blending. Craig Matthews displays a tenor voice of quality in several scenes.

Wills Howard's comedy is still the show's highlight, with Raye and Naldi drawing the evening's biggest hand with their superb ballroom conceptions.

Business has been fair, and the show as a whole is now fairly enjoyable. Paul Denis.

Lunts Set KC Mark

KANSAS CITY, Mo., April 5.—Top bell ringers for the Music Hall here for the last three or four seasons have always been the Lunts, and the latest Lunt-Fontaine show, *There Shall Be No Night*, proved no exception when a one-night engagement on March 17 lured in 2,800 ticket-buyers and a box-office gross of \$6,400, a record for a one-night stand here.

Manager James (Jimmy) Nixon reported that the play had been sold out two weeks ahead and that \$3,000 worth of business in mail orders and at the window was turned away.

Pitt Senator Theater Back

PITTSBURGH, April 5.—Potential competition for Nixon as city's legit playhouse loomed with booking of *Life With Father* into Senator for two weeks beginning next November 3. Senator has played motion pictures since reopening two years ago. Reason for booking, first competition for Nixon since Pitt and Alvin stopped stage shows about decade ago, was tiff between producer and United Booking Office.

Two More for Springfield

SPRINGFIELD, Mass., April 5.—Springfield Playgoers' League will resume its season on the 23d, when it will bring Everett Marshall in *Blossoms Time* to the Court Square Theater. Executive Secretary Daniel J. Maloney announced, at the same time that Alexander Woolcott in *The Man Who Came to Dinner* will be here May 7, also for two performances.

of some 14 weeks, when *The Follies* plays the AMA arenas, we are practically partners.

The Follies will rehearse and produce on the West Coast, working east, and *Ice Cupades* on the East Coast, working west, allowing at least two months to elapse from the playing of one show till the playing of the other.

Big First Year

Ice Cupades has had a phenomenal first year, and *The Ice Follies* has had the biggest year yet, topping its previous grosses in every city. *The Follies* gave the people what they wanted and *Ice Cupades* followed suit.

The officers of *Ice Cupades* are Walter Brown, of Boston; Pete Tyrrell, of Philadelphia; Lou Giffels, of Buffalo; Eddie Shore, of Springfield; Nat Podocoff, of New Haven; Louis A. R. Pieri, of Providence; Al Sutphin, of Cleveland; John Sollenberger, of Hershey, and the writer, of the Pittsburgh Arena.

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 FILMS

ADELE MARA—youthful Spanish flamenco dancer currently with Xavier Cugat at the Club Ball, Philadelphia. Has plenty of exciting Castilian verve; and, tho she works in male garb, exudes a terrific amount of glamour. An outstanding clicker on the terping, and just as tall on looks. A natural for a flicker sequence in Latin mood—and she might even make a pair of castanets mean as much on the screen as a pair of ice skates.

For LEGIT MUSICAL

JIMMY RAY—sacro dancer caught recently at the Chez Paree, Chicago. Has an excellent comedy act, both in the talk between his tricks and in the execution of his routines. Should be a good bet for a musical with his own act and also in original material. Personality is youthful and pleasant.

For RECORDING

DINNING SISTERS—three young femmes who, as a harmony trio, are heard over the NBC-Red network from Chicago on the National Barn Dance. Do beautiful harmony work, without any excessive use of hi-de-ho stuff, and should click neatly on the platters.

For HOTELS

JOSEY BARDIN—minkie caught recently at Loew's State, New York. Has a trick larynx which enables him to imitate with fidelity auto horns and a wide selection of musical instruments, the trickiest of which is a bagpipe. In addition, he does character studies that bring swell response. Is ready to graduate to hotels and smart night spots, where he should score handsily in the John Buckmaster manner.



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Woollcott Gets Doggy Brush-Off

PHILADELPHIA, April 5. — Alexander Woollcott, in town for the Men Who Came to Dinner, may be able to make himself at home at the White House, but he wasn't able to crash Dr. Albert C. Barnes's galleries of modern art in suburban Merion. It is reported that on Monday (24) Woollcott received a letter explaining that his request to see the famous paintings could not be conveyed because at the moment Dr. Barnes was "out on the lawn singing to the birds." The message was disarmingly polite and Woollcott probably didn't know that Flicie de Port-Manech, who signed it as Dr. Barnes's secretary, is in fact Dr. Barnes's dog.

It all started, according to reports, when a girl with a telephone voice said she had a collect telegram for Dr. Barnes from Alexander Woollcott. The telegram said: "If you are disposed to let me see an assorted dozen of pictures in your collection on Thursday or Friday of next week, will you send me word of assent to the stage door of the Forrest Theater?"

Asked why the man who came to dinner wasn't permitted to come to the galleries, Dr. Barnes said: "I haven't seen Mr. Woollcott's play, but I understand that he portrays someone who comes somewhere for dinner and stays for weeks. I would be afraid if I let him come to see a dozen of my paintings he might stay to see the more than 1,000 in the collection. The galleries are occupied all day by the 200 students of the Barnes Foundation who really know something about art and are trying to learn more. Why should we disrupt our work to satisfy the curiosity of a tyro like Mr. Woollcott?"

Woollcott, at the theater, said he "vaguely recalls" sending Dr. Barnes a wire, but denied that he received any communication from either Dr. Barnes or his dog. If it is true that the telegram was delivered collect," he said, "someone fished the money. My valet assures me he paid for it."

NEW GAGS—NEW MATERIAL

When Giuseppe gave Mark Anthony the air the let Julius Caesar. What did the card? She made her Mark. Don't be skeptical when Red Barber tells you what "Whistles" is doing for the ball players. Sep for yourself what "Jello" is doing for Ben Hur. When Benny got that I haven't got a sponsor. Did you hear the radio broadcast from a graveyard? It was from Ghost to Ghost. And the proposed Mae West television broadcast for the correct comedy promises to be some "black-up." What shape is a kiss? A lip stick. Did you ever see Oliver Twist? No, but I saw Fatima wiggle. Maudslayi gave Hitler a match case for Givernais. Now the Royal Air Force is preparing to give him the works. When you add the initials P. D. R. to a card, that spells defeat for the Navy. Do you need any new material? Here is what I have on hand: 10 sensational new Blackouts, \$5. 10 new really funny Paedies with terrific sock and fish lines on top pro song hits, \$5. The best I have ever written. A grand new Ventriloquist Act for \$5 with side-splitting comic back up in life in an army camp. (I take what your dummy can do). A new Sun-Fire Monologue for an Evening, \$5 with real funny new gags on current topics, etc. in the army, rip roaring new laugh introductions, funny song titles, etc. This line of talk is terrific! A sensational new comedy song for the night club, \$5, entitled "Go, Read Your Paper and See (words and music, lead sheet) with plenty of extra special material choruses. You can sing a new with one, 10 side-splitting comic recitations, \$5. Also Special Material written to order, words and music. Important! State whether you prefer material for Vaudeville, Radio or the Night Clubs. Send for some of this sensational laugh producing material. Write Now!

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Add: Legit' Interest

SPRINGFIELD, Mass., April 5. — Local papers last week played up a story about a Methuen, Mass., mill-worker who read about the success of the Springfield Playgoyers' League in The Billboard and wrote to Daniel J. Maloney, executive secretary of the league, for a program to add to his collection. Local papers saw in the incident concrete evidence that the hold of the legitimate theater on the people has been considerably strengthened by the success of the three shows that the league has brought here.

N. Y. State Senate Kills Ostertag Bill

NEW YORK, April 5.—The Ostertag Bill, passed in the New York State Assembly this week, which was designed to limit the commissions of performers to agents to 5 per cent, was killed in the State Senate Thursday night after a roll-call vote of 35 to 7.

Brunt of the fight to defeat the bill was carried on by the Artists' Representatives' Association, whose attorney, I. Robert Broder, was in Albany until the bill came out on the Senate floor. Columbia Artists' Bureau and Music Corporation of America were also active in lobbying for the defeat of the measure. Members of the Senate received 2,000 telegrams of protest from agents in New York while they were deliberating the legislation.

The bill, proposed by Assemblyman Harold Ostertag, was conceived to bring theatrical agents of all types into greater prominence under the employment agency law and enforce the 5 per cent commission limitation. The present employment agency laws include artists' representatives but do not limit the commission. The Ostertag measure, if passed, would have limited the collection to a maximum 5 per cent for a period of one year. Under a long-term contract the artist would have been accountable for only a year's commission under the act.

Under the terms of the bill the city license fee would have been doubled, from \$25 to \$50. Commissioner Paul Moses, who has been behind legislation of this type for the past five years, refused to comment on the bill.

"DuBarry" for Akron

AKRON, O., April 5. — With the anticipated Akron engagement of *There Shall Be No Night* canceled because the company's tour had been booked solid before the local bid was made, local road show fans will still find one more attraction on their schedule. Manager E. W. Rhodes of the Colonial reports contracts signed for an engagement April 22 of *DuBarry Wax & Lady*.

Wichita's Politico-Showmen

WICHITA, Kan., April 5.—Wichita is looking forward to plenty of showmanship in the city's administration since two of the town's leading showmen are now occupying seats on the five-man board of city commissioners. O. F. Sullivan, owner and manager of the Civic and West theaters, was elected to the board at last Tuesday's city election, while John I. Dotson, owner of the Blue Moon, Wichita's biggest nitery, is serving an unexpired term on the same board.



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Writes Gerry McGee (N. Y.)

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RADIO EDITORS TALK UP

Suggest Briefer Copy; More Local And Human Interest; Corrections; Better Features and Inside News

NEW YORK, April 5.—Editors' quotes regarding network publicity departments are presented as a service feature designed to inform the various departments of the specific needs of editors. Quoted in this story are from those editors who permit use of their names. In last week's issue of *The Billboard* there is included a generalized listing of editors' suggestions, as well as a list of editors' suggestions with respect to publicity departments of stations.

In another section of this week's Radio Department is a compilation of editors' quotes regarding independent press agent and advertising agency publicity services.

Quotes regarding network press service follow:

Turner Jordan, Birmingham News, Birmingham, Ala.—"NBC is far more interesting (than CBS), especially in its service from Chicago. They also use reprint, serviceable for our needs. NBC needs improvement in photo service; CBS needs more gobs. Book service could improve feature stories for Sunday magazine sections."

Likes Crandall Talk

"I think CBS's stunt in sending George Crandall around the country to find out what radio editors wanted, and meeting them personally, was a swell idea. I still think each network could do an excellent job in inviting representative editors to visit New York and see behind the scenes."

Mary Little, Register and Tribune, Des Moines, Ia.—"CBS follows up its shows with publicity a little more conscientiously (than other networks). CBS also has a more complete picture service. We use 100 cuts a week." Miss Little also suggests that NBC discard the printed clip sheets: "They are too hard to read."

Jo Hanson, Brooklyn Daily Eagle, Brooklyn, N. Y.—"mainly CBS stuff is easier to handle. Give me the good old-fashioned story on copy paper. I'm not enthusiastic about the NBC clip sheet."

"Keep the stuff down! Cut out padding! Hang up a sign in the press department reading, 'No story, unless extraordinary, is worth more than two or three sticks!'"

C. Jenkins, The Globe and Mail, Toronto, Ont.—"NBC-Red and Blue still print shirt-tail corrections on base of schedules. These and their perforated news sheets take up valuable time in clipping, pasting, and filing. Nothing so far has been brought out that excels CBS's letter-size sheets for programs, news, and corrections, with day, date, and 'no-date' at top. NBC had that system first and abandoned it."

James L. Steele, Dispatch-Pioneer Press, St. Paul, Minn.—"There is little to choose from between CBS and NBC, but the former has better picture service."

William L. Doudna, State Journal, Madison, Wis.—"I'm still trying to get local angle coverage. Thanks to *The Billboard's* survey, I got some last year, and still very occasionally get some."

Evelyn Husen, Grand Rapids Press, Grand Rapids, Mich.—"NBC data is most concise, while CBS, that it gives more detail, is apt to stray away from the point." Also: "Let the stations on the network to carry the program."

Harvey S. Van Brooklyn, Neuport Daily News, Newport, R. I.—"More releases on new talent, less on established favorites."

Owen Channon, Montreal Herald, Montreal, Que., Canada—"NBC's printed form is very concise and gives everything in one sheet. Usually written in language more suitable for newspapers. Too many sheets in CBS's mimeograph releases."

Robert Gray, The Commercial Appeal, Memphis, Tenn.—"CBS releases are more prompt, complete, and newsworthy. NBC releases have been incomplete, often late, and sometimes poorly written—but service has been improving recently. All networks are magnificent in following up items which don't go thru on the air as advertised in releases."

"Treat stories more in news sense and

don't overwrite. Give more attention to localizing material—picture and stories. In event of important last-minute corrections, wire corrections rather than let items be read erroneously."

Easy To Handle

Don Tranter, Courier-Express, Buffalo, N. Y.—"Publicity sources aren't sending enough feature-length stories—with not too much build-up. Also could use lead stories on inner workings of radio, and controversial matters in radio."

"CBS comes in easy-to-handle form. NBC has improved greatly over its former methods." Also wants "better service in notification of late changes in programs and personalities."

Alten Sauer, Phoenix-Tribune, Loganport, Ind.—"We are able to depend only on CBS for weekly schedules, adaptable to our needs. NBC has habit of removing us from mailing list. As result, CBS programs predominate in column."

Grant Dillman, Columbus Evening Dispatch, Columbus, O.—"CBS's revamped press department turns out the feature-type stories needed in Sunday picture page of *The Dispatch*. Just a case of material being best suited for particular need."

"Send all news releases classified according to days rather than programs. This would simplify work of radio editor, who, in too many cases, is also a general assignment man."

Velva Davis, Waterloo Daily Courier, Waterloo, Ia.—"Columbia should follow the plan of National and send out bul-

Editors Squawk at Press Agents' Copy; No Like "Flowery Verbiage"

NEW YORK, April 5.—There is still plenty of room for improvement in copy sent to radio editors by press agents and agencies. While editors were not asked in *The Billboard's* Publicity Survey to list suggested improvements, many of the editors nevertheless unburdened themselves by telling exactly how they felt regarding press agent copy. Many of the remarks are vitriolic, a few are analytical. By far, most of the remarks are such as: "Some of the more interesting ones are given:

Joe Betzer, Buffalo Evening News, Buffalo, N. Y.—"How about another kick at the flowery verbiage of some so-called press agents? Surely nobody expects a newspaper to print such stuff, even tho it may please a client. I attach horrible example No. 1, which I have been saving up for just such a purpose as this."

Betzer's exhibit is a sample of out-of-this-world prose sent by the press department of one of the top agencies.

Richard C. Fernald, Springfield Republic, Springfield, Mass.—"My only suggestion is that all groups sending out publicity should attempt to live up to their copy. Also, it is still hard to find good material for fillers. Only the Radio Feature Service (Earle Fatta) sends any good ones. The Radio News Bureau in Washington sends far and away the best, most timely, and well-written articles."

One editor who refuses to be quoted directly says, "I do not believe there has been a year when radio press agents have done less to justify their jobs. Day after day releases from p. a.'s have gone 100 per cent into the waste basket."

"There is no doubt in my mind, judging from the present job of all concerned, that agency and private press agents could do today, with the entire job left to the networks and stations, and no newspaper reader would be the wiser. Of the new press agents, Hal Davis and Les Lieber show welcome signs of understanding."

Robert M. Seals, Nashville Tennessean, Nashville, Tenn.—"I hardly ever use any press agent releases, as I've been crossed up once or twice by incorrect information. J. Walter Thompson and the Bureau of Industrial Service (Young &

letins of advance programs to be aired direct from their office rather than having stations send it out."

Eileen Reinhardt, Topeka State Journal, Topeka, Kan.—"As in the questionnaire I received last year, the principal difference in the material received is in time. NY material is written with CBS, and all CBS copy is on EST, even more confusing is the summer months."

"Both CBS and MBS would receive more publicity if their copy were usable, without rewriting, checking for CBS, etc. This is true of program accuracy; there would be fewer errors if the network releases were for the area receiving them."

Beatrice Riggs, The Daily Clintonian, Clinton, Ind.—"Since NBC has revised its schedule and is sending out program material further in advance, I find NBC and CBS almost equal in giving satisfactory service. NBC has better feature material than CBS, but the CBS calendar is more helpful than the NBC daily service."

"I suggest better and shorter feature material, the continued use of daily program material, plus more inside information on talent, more human interest, and not so much 'glamour.' Leave that to the movies."

John J. Winder, Republican-Courier, Findlay, O.—"NBC releases are sporadic, fragmentary."

Wilby M. Durham, The Deetert News, Salt Lake City, Utah.—"NBC gives short, concise material that's usable. Other's too long, trivial."

"Keep material down to newsworthy items, then they'll stand better chance of getting used."

Jane McKinney, Marietta Times, Marietta, O.—"(NBC's) material is more complete and more easily handled."

Carl Ek, The Herald News, Passaic, N. J.—"NBC publicity is most useful, as they do send first-class mats. . . . But you could take the whole bunch (network publicity releases) and sink them"

in the middle of the Atlantic and it would not make a bit of difference."

Don Rich, Radio by Rich (syndicated column), Ithaca, N. Y.—"More human interest stories. Program publicity satisfactory."

Joe Betzer, Buffalo Evening News, Buffalo, N. Y.—"Regular newspaper man service emanates from CBS. NBC's may make a hit with their own NBC chiefs, but it certainly doesn't with this radio editor. Small, flimsy sheets on which it's printed are easily lost or crumpled."

"Cut down the wordage. . . . Write newspaper style. . . . Poems, etc. may look nice in a press release, but they're No. 1 in my wastebasket parade. . . . Ditto for cute drawings. . . . Get out some facts on everyday people."

"After talking with other editors, it seems NBC's service pleases everybody but the newspapers for which it is intended. Which means a more-than-healthy reliance on press agents, etc. for news about NBC shows."

Caroline Macdonald, Youngstown Vindicator, Youngstown, O.—"CBS is speedy and accurate. NBC is seldom too fast and sometimes inaccurate. MBS has a fast, accurate department when you get the material."

"All editors like to know what is brewing when they inform the public. I suggest the press departments keep this in mind and give us all possible cooperation."

Letitia J. Lyon, The Sun, Binghamton, N. Y.—"Columbia's is easier to handle than NBC's, altho both do an adequate job of coverage. Mutual doesn't do an adequate job of publicizing its programs."

"Shorter, more news-like releases on shows (sometimes it's necessary to read a story thru for three or four paragraphs to find out what it's all about)."

Clarence C. Smith Jr., Harrisburg Evening News, Harrisburg, Pa.—"I suggest in all cases less volume and more careful selection of material."

" . . . More general coverage, name of program, date of broadcast, time more easily indicated."

Gennaro Res, Il Progresso Italo Americano, New York City.—"More human interest stories and less emphasis on publicity angles—interesting characters will automatically draw attention of audience to the station."

E. R. Jones, The Sharon Herald, Sharon, Pa.—"Suggests 'less hokum, more accurate program listings.'"

Short-Wave Listings

A. H. Walls, Star-Phoenix, Saskatoon, Saskatchewan.—"CBS sends more material, but new-style news sheet by NBC places them on equality."

"I have suggested listings of programs carry those shortwave so that Western Canada may be certain to tune them in. Also, commercial programs should be classified as such."

Ralph Sanders, News-Free Press, Chattanooga, Tenn.—"NBC most usable in form, easiest to handle."

Frederick L. Rushton, Worcester Telegram and The Evening Gazette and Sunday Telegram, Worcester, Mass.—"Wants 'more biographical material, especially on commentators and foreign correspondents.'"

Carl Hess, Portsmouth Times, Portsmouth, O.—"My only real need is accurate program corrections. With space at a premium, we are unable to devote time to a radio column or space to publicity blurb and as a result, much of the material is wastebasketed."

"Less publicity aloof, more technical news and program details."

Chuck Gay, Daily News, Dayton, O.—"CBS brief, usually accurate, better written. NBC releases are still in the annoying block-letter form." Gay wants "better features written in brief style" and "more attention to newsmen and minor performers."

Donald D. Wiseman, Zanesville News, Zanesville, O.—"Suggests that NBC combine the Red and Blue network releases again."

Reg Warren, Star News and Post, Pasadena, Calif.—"NBC and CBS are first class, the former having improved greatly during the past year." Says Mutual is "terrible."

Richard C. Fernald, Springfield Republic, Springfield, Mass.—"The entire group sending out publicity should attempt to live up to their copy." Wants better and shorter features: "The good ones are always too long to use."

William Mitchell, Monterey Peninsula Herald, Monterey, Calif.—"Daily schedules satisfactory, but complicated by (See Radio Editors Tell All on page 10)

Rubicon) are the only ones I fool with now."

Turner Jordan, Birmingham News, Birmingham, Ala.—"There is still too much tripe coming from press agents and advertising agencies. It only clogs your mail and few of the envelopes are ever opened. I wish I had the money in stamps used on radio mails sent me in one year and thrown away."

Robert Gray, Commercial Appeal, Memphis, Tenn.—"Press agents might give more attention to 'localizing' stories—sticking to facts, of course—and discard some of their adjectives and attendant verbiage."

An editor who refuses to be quoted directly stated, "Most agencies and press agents try to sell the ode on how hot their artists and performers are. All I want is information for my readers who sit at the radio dial and ask 'What's on the air tonight!'"

E. D. Kellmann, Topeka Daily Capital, Topeka, Kan.—"Why do most radio press agents try to tell about movies, stage, fashions, and television instead of giving out more dope on radio? Is it because radio is falling off or because the press agent gentlemen are getting stale on their job?"

Very Good, Very Bad

Jack Shafer, of The Newark Star-Leader, Newark, N. J., states, "As for independent press agents and advertising agents, there is a cream-of-the-crop grouping and then a flock of time-wasters."

He adds, "What surprises me is the absence of a middle ground group that would turn out pretty good work. As things stand, the general division is either very good or very bad. . . ."

"Another astonishing thing. . . . is the apparent belief by the sub-rate press agents that the day-to-day doings of their clients rate radio column space. . . ."

"The average air doings of such accounts have no broad news interest appeal. The American reading public does, however, like to see a story with color, human interest, or an amusing angle. Releases should be shaped up accordingly."

AMERICA'S RADIO EDITORS VOTE:

"Fizdale Best Radio P. A."

The Question:

"Which press agents seem to you to have the best service?"

The Answer:
"TOM
FIZDALE
INC."

Billboard's Annual Poll of Radio Editors—who should know—puts Fizdale at the top of the list for radio publicity. Fizdale led on both counts: BEST SERVICE and BEST COVERAGE. We're not going to add anything to this announcement. We'd rather let the jobs we're doing do the talking...

TOM FIZDALE

INCORPORATED

Publicity and Public Relations

485 Madison Avenue, New York

CHICAGO:

360 North Michigan Avenue

HOLLYWOOD:

1509 North Vine Street

Radio Editors Tell All; Suggest Improvements in Network Service

(Continued from page 8)

average of 20 sheets of corrections weekly. Corrections and daily schedules should be incorporated, except for absolutely last-minute changes."

Jack Shafer, *Newark Star-Ledger*, *Staten Island Advance*, and *Long Island Press*.—"Columbia has all-round oomph and imagination. Mutual recognizes the fact that most radio editors are not news and that angles are necessary for general interest." Wants more emphasis on human interest and color stories. Rates MBS as the most improved publicity staff. "My chief complaint is still the last-minute changes."

Bruce Nicol, *Star and Journal*, *Lincoln, Neb.*.—"Networks mate and pictures seldom put over the idea of radio. About the only suggestion of radio in most of the pictures dumped on our desk last year was that damned microphone placed in some of the most ridiculous positions. I still say radio can exploit a fertile field by picturing what goes on while a show is in preparation. My Exhibit A is the thousands of requests for tickets networks receive yearly from the middle-class people who have never seen the inside of a radio studio."

Nathan Cohen, *Duluth Herald* and *News-Tribune*, *Duluth, Minn.*.—"CBS gets material in early—sends complete music programs, is ahead in picture appeal."

L. W. Smith, *Daily Times*, *Martins Ferry, O.*.—"Get newspaper men to write the staff. Front office keep hands off."

Edbel K. Billings, *Lowell Evening Leader*, *Lowell, Mass.*.—"CBS sends the most material, mats, news, and feature stories, but the other two (networks) are excellent."

Joe Rathbun, *The Times Recorder* and *The Sunday Times Signal*, *Zanesville, O.*.—"Rates NBC top. Receives no publicity from the other nets."

Albert Edwin Smith, *Newark Sunday Call*, *Newark, N. J.*.—"Suggests nets check with program departments before mailing releases for correct time of broadcast."

William A. Boles, *Niagara Falls Gazette*, *Niagara Falls, N. Y.*.—"NBC's daily news, now broken down into two nets, is quite good. CBS set-up value doubtful. "CBS perhaps could get more space if it did not divide its publicity service on the basis of newspaper requests."

Easier To Edit

Harry W. Moore, *Illinois State Journal*, *Springfield, Ill.*.—"NBC copy is easier to edit."

Leslie A. Wahl, *Saginaw News*, *Saginaw, Mich.*.—"Says he takes into consideration the re-establishment of a news-gossip column which he hopes will be realized in the near future. He claims "NBC's overall program releases are of importance in cross-checking broadcast lists of its member-stations in this area."

Ted Baraky, *Brandysine News*, *Wil-*

lington, Del..—"In receiving copy, I notice that the material received from press agents is usually several days ahead of what the particular network or advertising agency sends out. Copy released two or three days before the day of broadcast is of practically no use to me, since mine is a weekly column and therefore must have, whenever possible, news releases about a week-before the broadcast occurs."

Paul Jones, *Atlanta Constitution*, *Atlanta, Ga.*.—"CBS is perfect as it NBC could mimeograph the stuff. MBS is ok, what there is of it."

Leonard S. Masell, *The Stamford Advocate*, *Stamford, Conn.*.—"NBC cannot be topped in coverage of its departments. If CBS and NBC were half as accurate, they would please me greatly."

Harry La Mertha, *St. Louis Globe Democrat*, *St. Louis*.—"CBS publicity and pictures excellent. Picture service not quite so good. Mutual not dependable. In my case, networks should try to have factually matter on serious dramatic and musical programs (including musical programs in detail) arrive Wednesdays or Thursdays before the week of publication, if for Sunday use. (We run a full page on Sundays.) NBC and CBS generally satisfactory from this standpoint."

Justin Gilbert, *Bergen Evening Record*, *Hackensack, N. J.*.—"Columbia and Mutual send out more feature stuff, less stereotyped news material than National."

Bruce Barrington, *Star Times*, *St. Louis, Mo.*.—"Wants 'more 'chesscake' pictures which can frequently be used on picture pages as leg art."

Zuma Palmer, *Hollywood Citizen-News*, *Hollywood*.—"I have no fault to find with the co-operation I get from anyone—networks, stations, advertising agencies, press agents—all are willing to help me get the material I want."

Grace Leone Barnett, *Journal Standard*, *Freeport, Ill.*.—"WGN gives complete coverage. WENR's very satisfactory, duplicating. CBS's WIND, WJJD, adequate; WENR, WMAQ send listings; must depend on NBC printed sheets." Suggests that "NBC return to type-written copy, with exact reference to stations."

H. B. Hook, *Globe Gazette*, *Mason City, Ia.*.—"Thanks to *The Billboard*, I have noticed a big improvement in radio releases in the last few years. *The Billboard*, thru its survey, is the only means of driving home to the various press services what the editors really want. Let's drive it home this time that we're tired (and so is the public) of silly, fictional patter. Go out and get the facts about the stars instead of dreaming up some nonsense about them in your own chairs."

Sid Ascher, *My New York Column*, syndicated thru Hamilton Features Syndicate.—"I feel that the importance of

Canadian Editor Pleads For ASCAP-Radio Peace

NEW YORK, April 5.—One of the most interesting by-products of *The Billboard's* Radio Publicity Survey was a note from a Canadian radio editor saying Canadians wanted ASCAP tunes. The editor, Victor J. Mackie, *Montreal Star Times-Herald*, Moose Jaw, Sask., pleads for a settlement of the feud. He says:

"We want ASCAP tunes. Being in the singularly fortunate position of living in Canada and thus able to hear other-than-BMI tunes... we are able to determine just how much better pre-ferred tunes were to post-ferred tunes. Please, oh please, get that dispute settled and allow your better modern American composers back on the air before our favorite American programs slip so much that we will lose our habit of dialing U. S. stations (and turn to CBS broadcasts, books, and movies as our chief pastimes."

your survey cannot be emphasized too strongly. It forces the publicist to take stock of himself, and I trust you agree that some of them would do well to check themselves more frequently."

"Press departments such as WABC-CBS seem to believe that the more copy they send out the better chance they have of getting space, but this is not so. There is no such thing as sending out scores of pages of releases every day and expecting to turn out good copy. Most of the 'quantity school' press agents swamp the editors with mediocre copy, and as a result seldom get a break. I believe we all prefer to receive one or two good stories each week instead of 30 poor ones. The 'quality' boys are for me. Then there is the 'sloppy' school. These p. a.'s shoot out stuff on badly mimeographed sheets. Perhaps their copy is excellent, but newspaper readers will never know because no editor is going to strain his eyes on it. The fault is not with the radio editor. He is just as eager to run a good story as you may be to have a plug appear for your client, but Mr. P. A., stop thinking the radio editor doesn't know a story when he gets one. Perhaps it's your fault."

Get Them Help

Joe R. Mills, *Columbus Star*, *Columbus, O.*.—"Get them help to newspaper needs."

Joseph P. Smiley, *Tampa Daily Times*, *Tampa, Fla.*.—"Constantly keep in mind that newspapers have deadlines that forbid last-minute news changes."

Bill Frank, *Washington Times-Herald*, *Washington*.—"CBS mimeo sheets as go thru a lot of bother tearing the releases apart. NBC does not service pictures unless asked for. MBS does not maintain a press department direct to editors." He advises NBC to revert to old-style mimeos, and MBS to inaugurate a radio department direct to editors.

John E. Babcock, *Austin Daily Tribune*, *Austin, Tex.*.—"CBS's staff is in excellent condition. No black Good news infrequent corrections. Plenty of time. Good mat service."

Norman Siegel, *Cleveland Press*, *Cleveland, O.*.—"Says the net press departments overwrite too much and that the material should be edited. "Publicity on the whole has improved," he says.

Seymour Greenwald, *Paterson Morning Call*, *Paterson, N. J.*.—"Give us news of local value because that is the only kind we're interested in. Example—Chester Stratton, from Paterson, got lead on new show. We'll use a story on that."

Robert M. Seale, *Nashville Tennessean*, *Nashville, Tenn.*.—"CBS is more active in keeping contacts in the field, and the publicity they turn loose is better in every way. NBC is pretty good but not so good. The nets should keep after the local stations to turn out more and better stuff. I think every editor is interested in his local talent more than anything else, also he uses plenty of network releases."

Norman S. Nadel, *Columbus Citizen*, *Columbus, O.*.—"The network services are not much different, but NBC releases are easiest to file by dates; concise, informative. CBS and MBS also very good; CBS is a bit more complete than MBS." Suggests that net press departments separate factual matter from chatter, "more or less as NHC has done."

Ins Wickham, *Democrat*, *Davenport, Ia.*.—"It would like less bunk in the news releases, and more real news, also, agencies and networks should maintain a correction service to give last-minute changes so that radio editors can be sure of some degree of accuracy. Jack Benny's

Canada Columns Curbed by War

NEW YORK, April 5.—Quotes from Canadian radio editors proved particularly interesting on this survey. Some remarked on the effect of the war on the country's radio columns, and others on Canada's specific needs in the way of publicity from the United States radio publicity services. Quotes follow:

A. H. Walls, *Star-Phoenix*, *Saskatoon, Saskatchewan*.—"Since the war *The Star-Phoenix* has curtailed radio column reading material, although special events are given full publicity, as are also the better class musical programs weekly—NBC Symphony, New York Philharmonic, operas, etc."

"For newspapers not carrying news of commercial programs, network sponsored broadcasts should be so designated that they (the editors) can so determine. In that way editors could get by with a certain amount of reading matter."

"Networks should also pay particular attention to those shows carried on the Canadian network, providing Canadian newspapers with material for these particular broadcasts."

American advertising agencies and independent press agents do not cover Canada properly, according to Walls. Despite fact that his paper covers a large Western area, the publicity services "apparently have not discovered that these people read English."

"Maybe," he adds, "inhabitants north of the United States border exist in 'Iglous.'"

Owen Channon, *Montreal Herald*, *Montreal, Que.*.—"For more than a year *The Herald* has only carried radio listings; that is, all program blurbs have been omitted from our columns. This is in keeping with our policy of preserving space for important war news. If there is any item that is really good we usually feature it, but we use no space blurbs about individual programs."

Channon also states that publicity staffs of Canadian stations in his area are French and do not know how to write releases in English.

Other Canadian editors also state that the war has curbed radio column space.

Chavez To Build Tele Station in South America

PHILADELPHIA, April 5.—The first television station to be built in South America will be set up in Buenos Aires, using Philco equipment, by Fernando Gonzer Chavez, who operates a 100,000-watt station in that Argentine city.

Proposed S. A. tele station will have a 10,000-watt picture and sound transmitter, the largest made. Most of the equipment has arrived in Buenos Aires from the Philco plant here, and the transmitter site has been selected and technicians are already on the job.

Marks the first indication that Philco, which operates its own experimental tele station, W3XE, here, is manufacturing television transmitters. Feeling had been that Philco would only manufacture receiving sets, with the RCA Manufacturing Company at near-by Camden, N. J., providing transmitters and station equipment.

Year-end report last month by James T. Buckley, Philco press, stated that the company has not only been able to make further contributions to the development of the art, but continues to be in a position to begin the manufacture of television receivers for sale to the public as soon as it believes conditions warrant."

NEW YORK, April 5.—In last week's issue of *The Billboard*, carrying the first installment of the Fourth Annual Radio Exploitation Survey, Ken Lyons and the Richard Himber office were listed separately in the Press Agent Division. Lyons is Himber's p. a. and the votes listed separately should have been combined.

show is the worst offender on the air. I seldom list him because I never can be sure of his program, and press requests for correct program detail have been disregarded. I realize that being located in the middle of the United States makes it a bit difficult, but almost all other shows rush word of changes in plenty of time."

WINNERS OF AWARDS IN THE EXPLOITATION DIVISION OF THE BILLBOARD'S FOURTH ANNUAL RADIO PUBLICITY AND EXPLOITATION SURVEY WILL BE NAMED IN THE NEXT (APRIL 19) ISSUE

AWARDS COMMITTEE:

Alton Cook
Radio Editor, New York
World-Telegram

Jo Ranson
Radio Editor, Brooklyn
Daily Eagle

E. E. Sugarman
Paul Denis
Eugene Burr
Paul Ackerman

of
The Billboard's Editorial
Staff

WHICH RADIO EDS WANT PIX

Editors Using Less Art; 61 Want Photos; 77 Mats; 14 Use All Art

NEW YORK, April 5.—Check-up of art requirements of radio editors indicates less use of art this year. According to current year's Radio Publicity Survey, 77 editors use mats, 61 use photos, and 14 request all types of pictures, including standard posed, candid, and gag shots. Forty-one editors do not want art of any kind. Last year, 93 editors requested mats, 70 requested photos, and 18 requested all types of pictures.

List below gives names of radio editors on daily newspapers in the United States and Canada, together with information as to the art requirements of editors. The list is the most up-to-date available, as of April 5, 1941.

Following the names of those editors giving art requirement information are letters and figures in the code explaining the art requirements. A small number of editors participating in "The Billboard's Fourth Annual Radio Publicity and Exploitation Survey" neglected to state their department's art requirements, if any. These names have been omitted from the list.

Code symbols and their meanings are as follows:

"P" uses photo; "M" uses mats; "S" wants standard posed shots, heads, etc.; "C" wants candid camera shots; "G" wants gag or comedy shots; "A" wants all three types pictures. Numerals (1, 2, 3, 4) indicate number of columns in connection with mat sizes. "No" means art is not wanted.

ALABAMA

Turner Jordan, Birmingham News. P, M, 1/2.

ARIZONA

William Wallace, Tucson Daily Citizen. M, S, 1.

ARKANSAS

Elfa Laura Wooton, Little Rock Democrat. No.

CALIFORNIA

Lee Hargus, Bakersfield Californian. M, C, 1.
E. F. Lindenberger, Colton Courier. No.
Emma Palmer, Hollywood Citizen-News. P, M, S, 1.
William Miller, Monterey Peninsula Herald. No.
Rag Warren, Pasadena Star-News and Post. No.

Radio Editor, The Sacramento Bee. P, M, A, 1.
Irma Crews, Salinas Index-Journal. M, S, C, 1, 2.

Emilia Hodel, San Francisco News. No.
Stanley Waldorf, San Jose News. No.
Philip C. Beaton, Stockton Record. No.

CONNECTICUT

Leo Miller, Bridgeport Herald. P, M, S, 1, 2, 3.
Rocky Clark, Bridgeport Post. M, S, 1, 2.
Douglas M. Fellows, Hartford Courant. No.
Arthur Kilpatrick, Manchester Evening Herald. No.

Leonard S. Massell, Stamford Advocate. M, G, 1 (without milk).

DELAWARE

Ted Barsky, Wilmington Brandywine News. P, M, S, 1/2, 1.

DISTRICT OF COLUMBIA

I. W. Stepp, Washington Evening Star. No.
Bill Frank, Washington Times-Herald. P, S, C.

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125 Barclay St., New York, N. Y.
BRANCH 7-9371

Joseph F. Smiley, Tampa Daily Times, M, S, C, 1.

GEORGIA

Paul Jones, Atlanta Constitution. P, M, S, 1, 2.

Ernest Rogers, Atlanta Journal. P, A.

Donald McDonald, Macon News and Telegraph. No.

ILLINOIS

Grace Leone Barnett, Freeport Journal-Standard. M, S, 1, 2.

R. M. Stephenson, Peoria Journal Transcript. P, M, S, 1, 2.

Golda Lauterbach, Spring Star. P, M, S, C, 1, 2.

Harzy W. Moody, Peoria State Journal. P, M, S, 1, 2.

INDIANA

Charles Timothy Jewett, Anderson Herald (Morning and Sunday). M, 1, 2.

Beatrice Biggs, Clinton Daily Clintonian. No.

Chester Browner, Fort Wayne Journal-Gazette. P, M, 1/2, 1, 2, 3.

Philip Olofin, Fort Wayne News-Sentinel. No.

Paul K. Dama, Hammond Times (Home address, Calumet City, Ill.). M, S, 1/2, 1.

William Kennedy, Indianapolis Times. No.

Allen Sauer, Logansport Pharos-Tribune. M, 1/2.

N. F. Cronin, Terre Haute Tribune. P, M, 1, 2.

IOWA

Jeanette B. Stein, Ofituma Daily Courier. No.

Tom O'Hern, Davenport Daily Times. P, A, M, not over 2 columns.

Ina Wickham, Davenport Democrat. P, M, S, 1.

Mary Little, Des Moines Register and Tribune. No.

H. B. Cook, Mason City Globe Gazette. M, S, C, 1, 2, 3.

Velva Davis, Waterloo Daily Courier. No.

KANSAS

Ed Kellmann, Topeka Daily Capital. P, M, C.

Eileen Reinhardt, Topeka State Journal. No.

LOUISIANA

Mexcia M. Mateu, New Orleans Times-Picayune. No.

MASSACHUSETTS

Albert D. Hughes, Christian Science Monitor, Boston. P, S, C.

Ethel K. Billings, Lowell Evening Leader. M, S, C, 1/2, 1, 2, 3, 4.

Malcolm A. Wilson, New Bedford Standard Times-Mercury. P, M, A.

Richard C. Fernald, Springfield Republican. P, C.

H. P. Lewis, Springfield Union. No.

Frederick L. Rushton, Worcester Telegram and Evening Gazette and Sunday Telegraph. P, S, C.

MICHIGAN

Evelyn Huseon, Grand Rapids Press. No.

Charles Canver, Lansing State Journal. No.

Robert Gildart, Midland Daily News. No.

Leslie A. Wahl, Saginaw News. M, S, 1/2, 1.

MINNESOTA

Nathan Cohen, Duluth Herald and News-Tribune. P, M, S, 1, 2, 3.

George Grim, Minneapolis Star-Journal. P, C.

Jules L. Steele Sr., Paul Dispatch-Pioneer Press. P, S.

MISSOURI

Harry La Mertha, St. Louis Globe-Democrat. P, S.

Jama L. Spencer, St. Louis Post-Dispatch. P, S.

Bruce Barrington, St. Louis Star-Times. P, S.

NEBRASKA

George Oylar, North Platte Daily Telegraph. No.

NEVADA

Edward Montgomery, Reno Evening Gazette. M, 1 col. by 4.

NEW HAMPSHIRE

Lawrence Shore, Portsmouth Herald. P, M (small).

NEW JERSEY

Justin Gilbert, Hackensack Bergen Record. M, 1.

C. J. Ingram, Jersey City Jersey Journal. M, 1.

Albert E. Sonn, Newark Sunday Mail. P, M, S, C, 1/2, 1.

Hubert Ede Newark Evening News. P, M.

Jack Stafer, Newark Star-Ledger. P, S.

Carl Ek, Passaic Herald-News. M.

Seymour Greenwald, Paterson Morning Call. M, S, 1.

Don Marshall, Bayonne Facts. P, M, 1/2, 1.

NEW YORK

Letitia J. Lyon, Binghamton Sun. M, 1, 2.

Jo Ranson, Brooklyn Daily Eagle. P, S.

Don Tranter, Buffalo Courier-Express. M, S, 1-3" deep.

Joe Betzer, Buffalo Evening News. P, S, C.

H. Klans, Canadaigua Daily Messenger. No.

William J. Embler, Middletown Times-Herald. M, A, 1, 2.

C. E. Butterfield, Associated Press New York City. No.

Cenarro Rea, Il Progresso-Italo Americano, New York City. P, M, 1/2, 1, 2, 3.

Nick Kenry, New York Daily Mirror. P.

Leonard Cavett, New York Post. P, S, G.

E. L. Bragdon, New York Sun. No.

Ailton Cook, New York World-Telegram. P, A.

William A. Boies, Niagara Falls Gazette. M, A, 1, 2, 3.

Oscar H. Jungren, Poughkeepsie Evening Star. P, M, S, G, 1, 2.

Jack De Simone, Yonkers Herald-Statesman. P, M, C, 1, 2.

Paul Tannenbaum, Philadelphia Jewish World. M, A, 1, 2, 3.

Sam Kennedy, Pittsburgh Sun-Telegraph. No.

E. R. Jones, Sharon Herald. M, 1.

RHODE ISLAND

Ben Kaplan, Providence Journal and Evening Bulletin. P, A.

TENNESSEE

Ralph Saunders, Chattanooga News-Free Press. M, S, 1, 2.

Thomas Brahan, Chattanooga Times. P, M.

Warner Ray, Chattanooga Evening Times. P, M, S, G, 1/2, 1, 2.

Frank Lerkin Knoxville Journal. M, S, 1.

Robert Gray, Memphis Commercial Appeal. P, S, C.

Robert M. Seals, Nashville Tennessean. P, M, S.

TEXAS

John E. Babcock, Austin Daily Tribune. M, A, 1, 2.

Alfred S. Miller, Dallas Journal. No.

Douglas Hawley, Dallas Times-Herald. M, 1, 2.

Mildred Stockard, Houston Chronicle. P, M, S, 1, 2.

A. W. Grant, San Antonio Express. M, 1.

UTAH

Wilby M. Durham, Salt Lake City Deseret News. No.

WASHINGTON

Elena Sbedico, Vancouver Columbian. No.

WISCONSIN

Evelyn Johnston, Kenosha Evening News. No.

William L. Doudna, Madison State Journal. M, S, C, 1, 2.

Paul Freye, Racing Journal-Times. P, M, S, 1/2.

George Frechette, Wisconsin Rapids Daily Tribune. No.

CANADA

Miss F. Brown, Spectator, Hamilton, Ont. No.

Owen Channon, Herald, Montreal, Que. P, M, A, 1, 2.

Victor J. Mackie, Times-Herald, Moose Jaw, Sask. M, A, 1/2, 1.

A. M. Walls, Star-Phoenix, Saskatoon, Sask. M.

Eric A. Seymour, Evening Telegram, St. John's, Newfoundland. M, S, C, 1, 2.

C. C. Jenkins, Globe and Mail, Toronto, Ont.

Helen Walls, Daily Province, Vancouver, B. C. M, 1/2, 1.

*Jenkins states that Customs will not permit mats to be sent into Canada from the United States. However, none of the other Canadian editors answering this question made a similar statement.



Thanks to "THE BILLBOARD"
APRIL 5TH ISSUE

FOR FEATURE IN "POSSIBILITIES" COLUMN

"JUAN ARVIZU—romantic tenor from South America, now appearing at the Copacabana, New York. Has a pashy voice that is excellent for romancy south-of-the-border tunes, getting in fine shadings and color. Definitely arrests attention, even tho' he sings in a foreign tongue. Has a big rep in South America for his films and records, and is now getting a CBS build-up. Obviously a bet for the proper reuse spot."

AND FOR FEATURE IN "NIGHT CLUB REVIEWS"

"ARVIZU is featured in this new, handsome show. He is billed as "the singing idol of Latin America" and reputedly is a big name in SA in films, radio, and records. He is making his American debut here on a four-week contract, and the Columbia Broadcasting System is giving him a simultaneous build-up on a sustaining. Arvizu impresses with his pashy tenor singing of Latin tunes that ought to make the dance stop and listen. His voice is excellent and the delivery deft. He comes on after an offstage singing intro. Put over his stuff solidly."

★
Just Completed COPACABANA, New York

Featured Artist of COLUMBIA BROADCASTING SYSTEM

Management: Columbia Artists, Inc.

Looking Ahead—“No Limits Except the Listener’s Imagination”

By HERB SANFORD

In Charge of Production, N. W. Ayer & Son Radio Department

WHAT'S coming next is the question that gets any good radio seer wound up, causes him to gaze penetratingly into his invisible crystal and give out with the straight dope.

He'll tell you what types of shows will become more popular than others. He'll cite a program that is sure to be a flop. He'll point out one that has a better-than-even chance to be a hit. He may even give you an advance tip on what

some, the quiz was a way out of a problem—lack of funds or lack of a sound idea. For some, the quiz was a novelty, a way of having fun. For others, the quiz was an honest experiment, a search for a different idea, a new approach. Some merely did what others were doing.

“It Won't Last”

Anyway, the came. Loud-speakers fairly burst forth with questions and answers. And there was the usual number of those in the business who said, “It won't last,” as they say of everything. If they meant it wouldn't last to such a great extent forever, they were right, of course. But if they meant that the vogue wouldn't hold up for an appreciable length of time, they were wrong. For quizzes have lasted.

But now the audience surveys show what appears to be a general dropping-off in the size of quiz program audiences. And some of us (the seers, maybe) arch our eyebrows, indicating that we are on the trail of a trend.

Well, let's assume that the present fluctuation in ratings does indicate a trend away from so many quiz programs. So what? There's a limit to almost everything, even quizzes and even if they were all good shows. But they are not all good shows, certainly not with the

novelty gone. In the light of past history, we can only expect a wane. The real question is when, and maybe this is it.

And when the wane comes, will quiz programs disappear? Not if what has happened before means anything. The quiz program will remain as a permanent form of radio entertainment, but with this difference: To make any kind of hit, it will have to be a good show. The mere asking and answering of questions will not be enough. Basic principles of showmanship will have to be applied to quizzes as to any other kind of show. This means fewer quiz programs but good ones, and that makes them a contribution instead of an impediment.

To mention one example on the good side, *Information Please* holds its vogue not because it is a quiz show but because it is a good show. It would have been a good show had there been no quiz vogue, and it can be a good show when there is again no quiz vogue.

Other Cycles

The same thing has happened with other cycles since the beginning of radio. When the comedy program, with Broadway talent, came to radio it was considered revolutionary, but it worked. It was imitated, and there were bad ones.



FOR the last 12 years Herb Sanford has been one of radio's top producers and directors. He has written and produced more than 30 network series, and says he has learned that there is radio that sells and just plain radio.

As production ace for the N. W. Ayer's radio department under Hay McClinton, it's his job to see that the firm's large number of shows is kept in order.

And to prove his versatility he recently had a tune published, *Just Plain Love*, which was introduced by Shirley Ross on the Ben Bernie program.

program fashion will become the next public pet.

Maybe it's just as well that the seer doesn't know the answers. For it might then logically follow that, if we all knew the best thing, we would all do the same thing. That would give the radio bill of fare a sort of mass hypnotic effect on listeners.

As a matter of fact, something approaching this sameness is apt to occur periodically without the advance help of a seer. When a new vogue does appear, imitation is on its heels. It fast overtakes the fashion and usually demonstrates a surprising staying power. Eventually, by endurance, imitation wins the tug of war, and the vogue is killed.

And this process of imitation, viewed broadly and in perspective, isn't entirely bad—that is, if you discount the fact that the listener as a guinea pig is sometimes worn to a nub. Imitation, by its very nature, develops some ineffective programs. It also tends, over a period, by repetition and by throwing the bad into relief against the good, to weed out the bad. The net result of this sifting, altho somewhat painful in the process, is that the cycle passes and leaves behind a permanent contribution to radio entertainment, examples of which will thereafter get across only if they offer more than the mere fact of riding a wave.

Quiz programs are a current example of this very process. Actually, this type of program began some five years ago, and its beginnings could be traced even farther back. About two years ago the quiz program became a fad. Its rise was accelerated by the trend away from inflated budgets and the increasing number of advertisers with budgets heretofore considered too low to be adequate.

Quiz programs became the answer. For

CHARLES WEBSTER does a repeat this year when he appears as CHRIST on the *Ace Maria Hour* each day, starting Palm Sunday and continuing thru Holy Week. . . . JULIAN NOA is the college professor on the *New Story of Bess Johnson* series. . . . DANNY LEDDS, up and coming young talent salesman, has been decorated by the draft board, so will open new offices in the near future. . . . TED GREENE and JACK HURDLER have a new script called *Dr. Sork*, which is a natural for an outfit like Johnson & Johnson or any other baby-needs sponsor. . . . OWEN JORDAN has been given the nod in the new juvenile role in *This Small Town*. . . . WALTER SCANLON does the vocals with JOE RINIS on the *Playtimes* show over WMCA. . . . Caught HENRY GLADSTONE doing a newscast over WEN the other day. His is a big-station voice.

VIRGINIA PEINE was being bothered by an unsuccessful writer who kept trying to sell her a bad radio script. “Do you know what’s wrong with you?” asked Miss Peine. “I can’t imagine” re-

plied the author. “That’s right,” agreed Virginia. . . . WILLIAM JANNEY, young radio actor, has married MADLIN ROEBB, student at the Juilliard School of Music. JANNEY is heard over WOR in *We Are Always Young*. . . . It Happened This Week, the Stuhmer Baking Company show on WHN Sundays, has a new narrator. Guess who? And do you like him? . . . Altho *Genbusters* is off the air, having completed its regular winter series, the owners of the show are seeking a summer sponsor. . . . RIKEL KENT, producer of *Valiant Lady* and *The Mystery Man*, is evoking a lot of comment along radio row on the new musical and narrating technique which he is introducing. It makes the plot move faster and gives highlight to the dramatic spots. . . . Latest twist in transcribed show has been released by CHARLES MICHELSON, electrical transcription jobber, in his *Sonny Tabor*, the *Arizona Ranger* series. The new series, a five-minute Western serial, is told in tabloid style and is the first serial story to be dramatized in five-minute periods. . . . LEO CURLEY is a new addition to the *Girl Alone* dailies.

Radio Talent

New York By IERRY LESSER

Chicago

By NAT GREEN

QUIZ KIDS, radio show featuring Chicago school children in a question and answer session, is the winner of the Chicago Federal Advertising Club's 1940 award as the outstanding network show produced in Chicago. . . . EDWARD DAVIS, baritone heard on the *National Fares and Home Hour*, is a member of the championship bowling team competing in the American Bowling Congress in St. Paul. . . . BETTY WINKLER, star on *Girl Alone*, will take a long vacation when the program fades for the summer, and also will make a legit appearance at the Bucks County Playhouse in Pennsylvania. . . . BOB JELLISSON, of the *Uncle Aar* cast, has landed a fat role on *Harold Teen*, slated for airing over MBE. . . . PIERRE ANDRE, announcer on many national air shows, took over the *Wings of Destiny* commercial announcer stint Friday (4), pinch-hitting for the regular announcer, Cleve Con-

way, who is vacationing at his home in Palm Beach, Fla. . . . VIRGINIA PAYNE, of the *Ma Perkins* and *Carriers of Elms Street* shows, enrolled for her fourth year at a language school this week. . . . BOB METZGER, radio director, is heading west to line up talent for a new half-hour variety show to be aired from Chi-

FRANKLYN MAC CORMACK is the new commercial announcer for *Uncle Aar's Dog House* for two weeks while Charlie Lyon is vacationing in California. . . . It's Squire Fort Pearson now, the headline-splendor on *News of the World* having acquired a 175-acre farm near St. Charles, Ill. . . . Les Tremayne and Barbara Luddy have been added to the cast of *The Story of Mary Martin*. . . . MICHAEL ROMANO, heard on *Your Dream Has Come True*, has joined the cast of Arnold Grimm's *Daughter*. . . . LAURETTE FILLBRANDT, on *Girl Alone*, adds *What's Your Idea?* program to her network assignments.

But comedy, instead of being dropped in radio, went on to become the highest rating type of radio show, altho not the most numerous.

There came cycles of variety shows, dramatic shows, amateur and audience-participation shows. Each cycle brought ideas new to radio but not new to show business in general. Each left its imprint.

Today just about every form of entertainment has been brought to radio. The line-up of shows on the air is about the same as a year ago as regards types of shows; indeed, many of the same shows hold their same positions.

And so we come back to the question, what's next? Undoubtedly there are new vogues and cycles coming up. We'll have to depend on the seers to tell us what vogues. And the cycles the vogues generate will undoubtedly have their usual effects.

But there is one point more important than any of this. It is not a new observation.

Throughout radio's short history, there is a process which has been steadily going on thru all the vogues and cycles—and the vogues and cycles have themselves contributed to it. It is this: Radio has been constantly exploring itself as a medium for entertainment. It has developed ways of presenting entertainment peculiar to it. It is constantly approaching a fuller realization of its enormous potentialities. For radio, offering illusion, is itself illusion, and has no limits except the listener's imagination.

Perhaps, then, the most important thing to come is increased emphasis on skilful production to develop more and more of radio's potentialities. A good show will always be a good show, whatever its type and whatever the fashion of the moment may be. Having something to say and a distinctive way of saying it will always be the important thing.

In case anyone predicts that, we're with him. Because it's what should happen. And the chances are it will. Talent, the freedom to develop it, and productive application will accomplish it. That, plus imagination and sweat.

Newfoundland Asks Short-Wave Shows

NEW YORK, April 5.—Eric A. Seymour, radio editor of *The Evening Telegram*, St. John's, Newfoundland, makes a plea for American short-wave broadcasts. In answering his questionnaire he appends the following remarks:

“Once again I make a plea for American short waves to be directed this way in the night as well as by day. It is more essential now, with more than 1,000 American troops stationed here in St. John's and Argentina.

“Long wave, being subject to weather vagaries, is often a blank, while short waves are good, especially those from Europe; but after 8:15 p.m. Newfoundland time, NBC and CBS turn their short-wave transmitters to South America and all we get here is an occasional backwash. The broadcasts of the boxing matches Friday nights at 11:30, a feature thousands here would like to receive, are often marred by the inability of the waves to reach our shores. There is no reason why Newfoundland and the United States could not exchange programs at least once a week—carried by the International Telephone and relayed gratis to remote countries. Also, our programs could include messages from doughboys now stationed here.

“Unless the major networks can send out a faster press service they should use the microphone on Friday nights at a set time to give program highlights for the coming week. . . . “It is a good policy to send along lists of famous personages and stars. . . . but it might also be of interest to the wide following of soap operas to see their favorite actors in the illustrated radio column. A paper running a column every day alongside the program schedule requires at least a dozen mats a week to make the column presentable.”

AFM JOB PACT DELAYED

Death Knell for Personal Managers?

THE asking of the above question is precipitated by the following sentence, which is sandwiched in among several statements comprising Clause No. 5 of the new American Federation of Musicians' standard form contracts now in effect between bands and their respective agency offices:

"I agree (the band leader) not to engage any other manager, representative, or agent in any way relating to the interests, services, appearances, or publicity of myself and/or the orchestra, or to engage any person, firm, or corporation to perform any or all of the services to be performed by you (band office) hereunder, except by and with your written consent."

As part of the management contracts this statement is already automatically in effect, but does it necessarily mean that existing relationships between band leaders and managers or management offices will be changed because of it? It is doubtful if anyone can positively answer that question, but nevertheless it is interesting and important to the band business to contemplate what changes would take place in that field if there were a real purpose behind giving the band offices this power, and they subsequently proved ready and willing to take advantage of it.

The extreme competition existing in the band field today has made it necessary for many leaders to hire personal managers, exclusive press representatives, and various other types of individuals to attend to the hundred and one problems coming up daily with any popular orchestra. This has not been a reflection against the booking offices, because it would have been and is impossible for them to handle all of these details for each of the bands under contract. The personal manager and press agent are filling a demand made by nearly all bands of any consequence today.

Why then is it necessary for the band leader to get the "written consent" of his booking office before hiring anyone in a business capacity other than his side men? Very probably it is for an entirely harmless reason. Maybe, for example, it is merely so that the offices will have a record of who is working for their bands outside of the offices' own employees. The AFM executive board, which was behind the drawing up of the new standard management contracts, has not said if there was any special reason for this personal management stipulation. However, there have been hints that it was only included as a concession to the booking offices so that they would not feel too badly about the rather stiff requirements made upon them regarding number of weeks' work demanded by the contracts for the bands and other stipulations.

Maybe the answer to the question can be found in the functions that a personal manager is hired to perform. One of his biggest duties is that of a go-between for the band and the booking office. It is for the personal manager to see that the band for which he is working gets sufficient air time, one-night dates, theater engagements, and, if possible, a movie role. Naturally, to get these things he spends much of his time in the booking office, which in turn is faced with the problem of doing all of these things for not one but many bands. So it would not be imaginative to guess that there are many times when execs of a booking office silently wish that a certain particularly insistent personal manager would suddenly forget how to breathe.

To prove that this type of situation is not entirely in the realm of fantasy, an exec of one of the larger offices recently said in an off-the-record interview that his office would definitely take advantage of that part of Clause No. 5 in order to dismiss a few personal managers who had become too obnoxious to tolerate. It may be argued that the band leader in a case like this might feel that, rather than lose this particular personal manager, he would quit the office, but a move of this kind is not entirely up to the leader. After all, he is under contract to the office, and it is up to the AFM to decide any disputes arising between the leader and his office over this contract.

Many other questions present themselves concerning the future of the personal managers, some of whom the band offices admit are vital and important to the band business. For instance, there are a few cases where the personal manager is also a playing member of the band. Does he come under this new ruling? And what of the personal manager who has a contract with a band which still has years to run? Do the new office contracts nullify it now?

Whatever the results, it is not going too far out on a limb to say that an appropriate theme song for this particular angle of the new contracts might well be, "There'll Be Some Changes Made."

Less Chi Golf Club Work For Musicians This Year

CHICAGO, April 5.—Musicians' union here boosted the scale of golf and country clubs in this area from Class B to A, effective April 15. A three-and-a-half hour job which heretofore netted \$8 will bring around \$10.50. Round-trip transportation is extra. Most of the dates fall on Saturdays, 40 to 50 miles from the city.

Club bookers figure that the scale boost will put a number of musicians out of work this season, since country club budgets are already fixed, and payment of higher money will mean employment of fewer men. However, by next season the picture should be back to normal.

Akron Bigger Band Policy Now Permanent After Click

AKRON, O., April 5.—Policy inaugurated several weeks ago by the Mayflower Hotel, Continental Grove, and the Heidelberg, downtown niteries, of presenting bigger bands has become permanent. Michael Paige opened at the Mayflower Hawaiian Room March 21, with Jack Corley leaving for an engagement in Washington.

Chic Herr, from the Hotel Decois, Savannah, Ga., has replaced Johnny Martone at the Continental Grove, with Martone shifting to Station WADC here as staff band.

At Ork orchestra continues at Krakker's Old Heidelberg. Business is good at all three spots.

Williams Case May Be Reason; SS Big Point in New Contract

NEW YORK, April 5.—The new AFM standard form job contracts (not to be confused with the management contracts already out) did not make their scheduled appearance this week, and it is believed by astute insiders that a hitch has developed which is directly tied in with last week's Social Security tax case of band leader Griff Williams vs. the U. S. Government for a \$336.04 refund on the orkman's 888 tax paid in 1938.

One of the big points of the new job contracts was to be a more definite clarification of who is the actual employer, and it is around this point that the SS issue revolves. AFM has contended all along that the buyer of the band is the employer of the entire organization, and is therefore liable for the SS for each man. Several hotel and niterie ops, on the other hand, have taken the position that the leader employs the men in his band, and should therefore pay the SS for them.

Federal Judge Charles E. Woodward reserved decision on the Williams case, which he heard in Chicago last week, until April 25. Evidently the AFM is awaiting the outcome of this decision before releasing the standard job agreements, because if it is unfavorable to the band leaders, the AFM will no doubt see that the case is appealed. As for the contracts, it would be futile for the AFM to designate who the employer is, if the government comes out on top in

the Williams frame, and says that as far as SS is concerned the leader is the employer.

Band booking offices, meanwhile, are happy enough over the respite, since they are plenty busy installing the new management contracts, without having to peruse and start using the new job agreements.

Eastwood, Detroit, Back to Name Bands

DETROIT, April 5.—Eastwood Gardens in Eastwood Amusement Park will return to the name band policy of the past two seasons, opening May 28, according to Manager Henry Wagner. Pre-opening in the form of a sponsored dance by a local union will be held May 24 for one night only.

Bob Chester, who rates Detroit as his home town, will open the spot, to be followed by Charlie Barnett, Alvina Ray, Woody Herman, Benny Goodman, Orrin Tucker, Jimmy Dorsey, Guy Lombardo, and Glenn Miller in sequence. Bookings are divided this year between MCA and General Amusement Corporation, Wagner said.

Iowa Ballroom Renovated

MANCHESTER, Ia., April 5.—Renovation is nearing completion at the Empiro Ballroom here, operated by Paul Kramer. Eight hundred feet of dancing space have been added, and new booths and a fluorescent lighting system installed, featuring a revolving crystal ball of 1,600 tiny mirrors. New air-conditioning unit will also be added.

No Summer Location For Benny Goodman

NEW YORK, April 5.—Benny Goodman plans no location stunts this spring or summer, still preferring to travel around playing one-nighters and appearing in recital halls. There had been talk of his taking the stand at Frank Dalley's Meadowbrook, swing mecca at Cedar Grove, N. J., but Goodman decided against it. One of the most ambitious concerts he will take part in this summer is set for the Robin Hood Dell, Philadelphia, where he will play with the Philadelphia Orchestra. Benny will not conduct the symphony group, as had been thought, but will play several numbers with it, and also with his sextet.

Another Goodman plan that never emerged from the talking stages concerned a good-will tour of South America for the band in a similar set-up to that followed by Leopold Stokowski and the All-Youth Symphony Orchestra last year. Idea would have had Benny and his band traveling thru Brazil and the Argentine, lending a swing touch to the good-neighbor policy.

Ping-Pong Daddy

NEW YORK, April 5.—Mel Marvin crossed the threshold of one of his ambitious this week—a chance to elevate his standing as table tennis champ of West Frankfort, Ill.

The ork leader has been aching for a little championship play for three years now, but has never been geographically within reach of a big-time tournament. But this week the national table tennis matches were held in New York at Manhattan Center in the afternoon, and with Mel and his toesless playing at Blue Gardens in Armonk, N. Y., all he had to do was fill out an entry blank.

At press time the semi-finals were still being played off, and Mel was plenty worried over the fact he might hit the finals, yet! They're played off at night, and he still has a band to front.

AFM Contracts' Prior Approval Clause Starts Offices Talking

NEW YORK, April 5.—After a closer study of the new AFM management contracts, some of the band office execs say there are a few rough spots which will need some ironing out by the union legal minds.

One office particularly points to Clause No. 3, which states that an office is not to accept any engagements for its band without the prior approval of the leader, who is not to "unreasonably withhold it." The sticker in this clause, the exec said, is the time element, and the added expense which will be entailed.

As an example of what he meant, the band office chief stated a mythical case: "Let's say that we have Joe Doakes' band playing a hotel in Dallas, and we know that he will close there in three days. Meanwhile, John Jones, of the American Tiger Club, comes into our office, and offers to buy Joe Doakes for a one-night clam bake a week in advance, but he knows that day whether or not the band will be available. I call Joe Doakes long-distance, but he is out on the golf links, and can't be reached. Now am I to lose the sale because I can't get

Doakes' approval in time to make the sale?"

"After posing this question, exec went on to point out that running expenses would certainly rise because of this regulation. More phone calls, wires, and general dickering would be involved over each date booked, he said.

Another point brought out in line with same discussion was the matter of who is to judge what is best for the building up of a band—the leader or the office. The office may be able to date up an ork for a string of one-nighters, but decide that an arranged-for recording date or a bank of air-time on a run engagement will in the long run make the band a more valuable property. The leader, they may prefer the road at that time, and refuse to give approval to the office for the other stuff.

Talk of this kind seems to indicate plenty of heated discussions before the new contracts settle down to a smooth working between all concerned. Meanwhile, the booking offices are now notifying their bands of the contractual changes, and how they affect present contracts.

New 14-Piece Band Debuts in Concert Recital in Chicago

CHICAGO, April 5.—A 14-piece orchestra under the direction of Paul Jordan was introduced by its manager, John C. Green, in a paid concert and dance recital at the Skyline Club here Monday (31). Jordan is an arranger, composer, and pianist, and former member of Bud Hooven's band at the Oasis, suburban summer spot. (Hooven is playing second alto sax in this outfit.)

Most of the arrangements smacked of Raymond Scott and Duke Ellington, and a good many of them are for the consumption of musicians only. The brass section (8) is strong, but the reed (4) and rhythm (4) departments are ordinary.

It is doubtful whether a combination such as this can find a profitable market either in the hotel or club field today. Only a name leader of the Ellington caliber, and only occasionally, can get away with musicians' arrangements, but they are certainly too much of a barrier for an unknown maestro.

Vocals were handled by Marjorie Harris, whose voice is too thin for this powerful instrumentation. Max Miller was an extra feature on his vibraphone. S. H.

Will Bradley Clicks With Temple University Studes

PHILADELPHIA, April 5.—Will Bradley proved a major attraction March 25, playing at the Temple University Junior Prom at the campus Mitten Hall. Prom brought out 950 dancers. No tickets sold, admission restricted to members of the Junior class holding paid-up class cards, equivalent to a \$4 bill. Class card was good for either single or couple admission. Draw compares favorably with the proms in previous years, and Bradley band was well received.

FBMC Lands Four Southern Hotel Spots at Same Time

NEW YORK, April 5.—Frederick Bros. Music Corporation chalked up a first for itself this month, getting four bands booked into hotels in the South at the same time. Heretofore, FBMC has cracked this territory with only one band at a time.

The quartet of FB orks set takes in Herbie Holmes, at the Rice in Houston for four weeks; Eddy Rogers, opening at the Claridge, Memphis, Tenn., on the 11th; Cecil Golly, following Rogers at that hotel on the 28th, and Lawrence Welk, set for the Peabody Hotel, Memphis, June 7.

PHOTO REPRODUCTIONS

All sizes, glossy prints, from 4c. in quantity. 100 prints, \$1.92, \$5.50, 50 prints, \$1.25. Others even lower! Refer to: MCA, RCA Victor, Wm. Morris, O.R.A., etc. Write for price list.

MCC PHOTO SERVICE, 155 W. 46th, N. Y.

Orchestra Notes

By DANIEL RICHMAN

Of Maestri and Men

TOMMY DORSEY may be minus the services of his road manager of the past several years, BOBBY BURNS. Burns has started to leave the Dorsey contingent on occasion before, but has always remained with the band. This time, however, it looks as tho he's really pulling out. . . . FRANKIE MASTERS gets a contract extension at the Taft Grill, New York, until June 13, at which time he will have completed a full year at that stand. . . . LENA HORNE is being replaced in the Charlie Barnet band by a femme quartet. . . . the sepias Miss Horne, who cut several records with Barnet and sang with the band in theaters, is going to do a single at downtown Cafe Society, New York. . . . Barnet also takes on Glenn Miller's former trumpeter, BOB PRICE, replacing Spots Esposito. . . . RUBY HILL joins Fletcher Henderson's band for the word-selling.

MOE JAFFE goes back to the Poland Spring House in Poland Springs, Me., for another season of music-making. He starts June 14, running till mid-October. . . . DICK STABLE opens at the Brunswick Hotel, Boston, April 21. . . . MIKE RILEY starts a four-weeker at the Henry Grady Hotel, Atlanta, three days later. . . . SAM LATTIMER, Dean Hudson's featured vocalist, business manager, and until recently his drummer, goes into the army Monday (7). . . . MAHLOW CLARK, saxman who left Henderson for Will Bradley, has been replaced by SID BARBETO, out of the Eddie De Lange band. . . . CARL DENGLER stays at the University Club, Rochester, N. Y., until the 26th. . . . HARRY MORRISSEY, former Leighton Noble alto-clarinete man, who joined Rudy Newman several months ago, is now fronting his own band under Newman's sponsorship. . . . outfit is an out-and-out swing crew.

HAROLD SPIERER follows Herbert Hagenor into the Tapestry Room of the Park Lane, New York, Friday (11).

Midwestern Murmurs

TUNNY HILL moves into the Rainbow Ballroom, Denver, April 10 for four weeks. . . . The Netherlands Plaza Hotel, Cincinnati, gets JOE REICHMAN on the 9th. . . . MAURIE LIPSEY, Music Corporation of America head in Chicago, canceled all band office series until mid-April, when he returns from a two-week vacation in Hot Springs, Ark. . . . CARL LORCH is the new band at the Lookout House, Covington, Ky. . . . he replaced WALLY JOHNSON, a local combination. . . . DON CABALERO's rumba band closed at Old Vienna, Cincinnati, Sunday (6), with WASH FUNK and his orchestra coming in the following day. . . . MAURIE BRUCKMAN has contracted for the season for his band to play on the S. S. President, a Streckfus steamer plying the Mississippi-River. . . . Bruckman has a 12-piece outfit. . . . JIMMY LOSS finished nine weeks at the Commodore Room of the Andrew Jackson Hotel, Nashville, Tenn., March 26. . . . the band opens Friday (4) at the Ad-

miral Sennet Hotel, Mobile, Ala., booked in by MCA for an indefinite sojourn.

Atlantic Seaboard

LIEUT. CHARLES ABRAMS, who is the ROGER KORTLAND who used to lead a band in Philadelphia, has been promoted to captain at Fort Meade, Md. . . . RAY HOTTINGER is dispensing the dandipation at Old Mill Inn near Pennsylvania, N. J. . . . HENRY (STUFF) SMITH set at Ace of Clubs, Reading, Pa. . . . GARMAN PARLANTE, former trumpeter with NEL PONTAINE at Lynch's Walton Roof, Philadelphia, is wearing a navy uniform. . . . JOEY HAYES set at Silver Fleet Inn in suburban Philadelphia. . . . BOLEKIAN and His Black Hawks get the call at Griffin's Tavern, near Bordentown, N. J. . . . WHITTY VARELLE returns to Atlantic City's Hotel President. . . . CHARLIE ADAMS takes over at Bonanni's Cafe, Trenton, N. J. . . . ARNO MEYER and His Debonairs make their Philadelphia bow at Irvin Wolf's Rendezvous. . . . ROY COMERT and His Crusaders set for the season at Claridge Hotel, Atlantic City. . . . BELLE BROWN and Her Playboys put to rest at Hotel Hollywood, Shoemakersville, Pa. . . . LAURO BROS. take over at the Oakes, Philadelphia ballroom. . . . BLUE BARON, not to be confused with Blue Barron, comes to Circle Inn, Trenton, N. J.

Hamid, Steel Pier Set Imposing Band Line-Up for Summer

ATLANTIC CITY, April 5.—Name dance bands will serve as the major attraction this coming season at both Steel Pier and Hamid's Million Dollar Pier here. Tommy Dorsey books the lead-off spot in the imposing list of names corralled by Frank P. Gravatt, president of the Steel Pier Company, for the pier's 44th season. Dorsey will play for the Easter Sunday visitors, which is expected to give the go-ahead signal to the pier's most successful year since the late 1920s.

In announcing the incomplete list of bands so far booked, Gravatt said a special effort had been made this year to obtain the best on the dance band market. "People will be working exceptionally hard in the industrial and metropolitan centers, and when they come here they will want exceptional entertainment," Gravatt said. "We are going to give it to them."

Following Dorsey will be Alvino Rey, Erin Tucker, Jimmy Dorsey, Raymond Scott, Harry James, Benny Goodman, Bob Chester, Sammy Kaye, Abe Lyman, Woody Herman, Gene Krupa, Glenn Miller, Guy Lombardo, Horace Heidt, Jan Savitt, Wayne King, and Bob Crosby. Alex Bartha will again be on hand to make the dance continuous.

The huge Marine Ballroom, at the ocean end of the pier, accommodating 2,000 couples, has been entirely redecorated, and a one and a half inch maple flooring installed over a special resilient base to give added spring and a cushion effect.

George A. Hamid has also lined up an impressive array of musical attractions for his Million Dollar Pier. With bookings still incomplete, those already set include Val Alexander for June 28 and 29, official opening week-end for the summer season. Full week stands are set for the following: Tony Pastor, June 30; Teddy Black, July 7; Gray Gordon, July 14; Teddy Powell, July 21; Little Jack Little, July 28; Tommy Reynolds, August 4, and Mal Hallet, August 11.

\$1,600 Gross for Opening Of Fox's Prom Ballroom

ST. PAUL, April 5.—The Prom, Carl Fox's new quarter-million dollar ballroom, opened here March 26 with 3,200 customers crowding in for the initial dance. The gross was \$1,600, with a 30-cent charge.

Paul Moorhead and Royce Stoegner played on a dual-band set-up. The Prom is Fox's third spot, and is located midway between St. Paul and Minneapolis.

Love's Not-So-Sweet Song

PHILADELPHIA, April 5.—Ephraim Berch, fiddler in the Locust Street Theater pit orchestra, has been going around love-struck for the past few weeks. He had been deluged with goodie mash notes purporting to come from a society belle who claimed she found him more attractive than what was going on on stage. There was no getting Berch to watch the conductor's stick after that; he continually peered out of the pit in hope of catching a glimpse of his admirer.

But riot broke loose in the pit the other day when Berch finally found out that the notes actually were being written by the cello player who occupies the chair next to him.

Ia. Ballroom Ops Ass'n Meeting on Dansant Tax Bill

DES MOINES, Ia., April 5.—Tom Archer, president of the Iowa Ballroom Operators' Association, one of the few organizations of its kind in the country, has announced that a general meeting will be held at Oelwein, Ia., Monday (7). Principal item before the ballroom operators probably will be a discussion of the amusement tax bill now before the Iowa Legislature. The measure has already passed the House, and is in the Senate sitting committee.

The measure would place a special tax on ballrooms starting at 26 cents, with 1 cent up to 49 cents, 2 cents up to 99 cents, 3 cents up to \$1.49, and 5 cents over \$2.

The ballroom operators are expected to oppose the measure in the Senate if it comes up for action. Theaters are exempt from the measure, and some operators favor attempting to place the ballrooms in the same exemption secured by the movie houses.

Raymond Scott Eyes Concert Ork Field

NEW YORK, April 5.—Raymond Scott is planning future activities in the concert orchestra field, altho he doesn't intend to do anything about it until he's "exhausted" the possibilities of his present dance band. Composer-maestro is currently engaged in sound experiments which will fit into his vision of concert music as "emotional, highly thrilling musical material."

Realization of the concert ork plans depends upon what happens with his dance band, which has spent the past few months on the road. Band opened yesterday (4) at Frank Dalley's Meadowbrook, Cedar Grove, N. J.

Lincoln Dance Biz OK Despite Season

LINCOLN, Neb., April 5.—Surprise about the ballroom business thus far in Lent is that the religious layoff hasn't bitten too heavily into any grosses. Most of the operators have, by stunts and good attractions, been able to hold up their heads and show a profit heretofore.

Past week-end (28-30) found Doc Lawson getting \$705 on three days at R. H. Pauley's Turnpike Casino, at 80 cents per person, and a long (five and one-half hours) dance session Sunday as the ball had much to do with it.

At Pla-Mor, Tiny Little, on his semi-annual visit, got \$410 on a Saturday and Sunday stand, at 40 cents per person. Mrs. Matt Kobalder, who runs the dancery, plugged a sweetheart night (gala free if accompanied) for Sunday, which helped jam the place.

Sauce for the Geese

NEW YORK, April 5.—The de luxe personal band managers, Arthur T. Michaud and James V. Peppe, have an amusing situation on their hands. They have two of their bands on the same date—Harry James and Bob Chester—who will try to out-tootle each other at Dartmouth College's Green Key dance, May 10, so if an egg is laid, it will have to be a pair, and if any records are broken, they will have to be double-headers.

TOMMY TUCKER and his ORCHESTRA
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Sherman Hotel, Chi, Takes in 100G in Two Swing Band Years; 50G Loss Before

CHICAGO, April 5.—The Sherman Hotel has earned an estimated \$100,000 with its two-year-old Panther Room policy featuring swing name bands. This compares with the annual \$50,000 loss suffered each of the three years preceding this set-up. Since the inauguration of this policy in March, 1939, the room has succeeded the competitive Blackhawk Cafe as the number one jitterbug spot, latter having switched to a band and production show idea.

Management explains that, although swing bands weakened the dinner trade and are keeping out the older element, the kids have been turning out in droves, and have more than made up for the loss.

Bands are held for four-week periods only, experience showing that an outfit's drawing power here will fade fast by the beginning of the fourth week. Fata Waller proved the most profitable attraction due to the comparatively small money paid the band, while Glenn Miller was the most sensational, lines forming in theater fashion to gain admittance. While Miller's terrific popularity held the kids in all night, and kept many customers out, the attraction was the talk of the town, and resulted in loads of publicity for the hotel.

Hotel is set with bands thru September, Charlie Barnet coming in for May; Cab Calloway, June; Jimmy Dorsey, July; Woody Herman, August, and Lionel Hampton, September.

2,190 Plugs in Two Years Not Bad for Nonpro Plugger

PHILADELPHIA, April 5.—Tin Pan Alley publishers can take a tip from little Kay Killian, 19-year-old dapper here, when it comes to getting radio plugs. Instead of being interested in a song, she's interested in a particular recording artist. Considering that she has averaged at least three local radio plugs a day for the past two years for her particular singing favorite, she would seem to have the professional song plugger's beat all hollow. Moreover, she has never even met the object of her constant plugging. And it's just as well, because she's only "in love with his voice."

For the past two years she has kept up a continual barrage of letters and postal cards to the radio stations in the territory requesting Jack Leonard platters. She has kept a log of the plugs, and a Leonard lyric has been going out on the air three times daily with WJAB and WIBC here. And she hasn't missed a day, showing her records that not only give the station call letters but the time of the broadcast, announcer, and title of the selection.

Scattered on her plug sheets are Leonard airings on WIP here and WTNJ, Trenton, N. J. Latter station at first had no Leonard disks, but the heavy barrage of letters from the Killian made it necessary for the station to go out and buy some. The radio lads all know her by letter-eight now, her requests all written in green ink, and have dubbed her the ace of fan pluggers.

Nitery Owner Charged With Attempted Arson in Dallas

DALLAS, April 5.—The attempting burning of the Bomb Shelter, night club, here, was solved recently when charges of attempted arson were filed against Lewis N. Bohne, local cafe owner. Bohne signed statements admitting he had lighted gas cocks in all stores in the Bomb Shelter after the club's closing. The night club was located underneath the Brother Lew Cafe, owned and operated by Bohne, who told police that he had a note for \$1,900 coming due at a local bank, and that he had set fire to the night club and to his own cafe with expectation of collecting \$6,000 in insurance.

Sammy Lynn, orchestra leader and owner of the Bomb Shelter, told officers that open windows had prevented a serious gas explosion.

Lent Holds Red Nichols Down to \$446 in Canton

CANTON, O., April 5.—After a year's absence Red Nichols returned to Moonlight Ballroom at near-by Meyers Lake Park Sunday (30), attracting 812 persons at 55 cents a person, considered good in the face of Lent, which has been keenly felt at the ballroom. Nichols on Easter Sunday in 1940 played to more than 1,400 paid admissions at the spot.

Tommy Tucker is the Easter Sunday attraction at the ballroom this year.

Platt Quits Akron Dansant To Stick To Own Ork Agency

AKRON, April 5.—Because of increased demands on his time in the band booking and managing business, Lew Platt, managing director of the Lew Platt Agency here, will not continue as manager of the ballroom at Summit Beach Park here this season, a post he has held for the past four years. His successor has not as yet been named.

Instead, Platt will continue to handle all band bookings for the park ballroom again this season, and will also direct the advertising and promotional campaign, which will get under way immediately. He announced the park ballroom will open April 14, and will operate Mondays and Saturdays until the opening of the park season next month, when the regular summer schedule of four nights a week will be maintained.

Platt Agency has also again been given the contract to do all the band buying for Yankee Lake Park Ballroom, Brookfield, O., near Youngstown. Last season bands from MCA, General Amusement Corporation, and the Stanford Zucker Agency were used at Yankee Lake, in addition to Platt's own agency bands.

The Morning Mail

NEW YORK, April 5.—Band leaders get some screwy fan (and otherwise) letters in the mail, but Raymond Scott points to one he recently received as his idea of the all-time topper. It follows:

"Dear Raymond Scott:
"A friend of mine (name censored for reasons of embarrassment) is going to write and ask you to give her an audition soon, but please refuse her. She always wants me to go with her whenever she has things like a tooth pulled or an audition. I'm getting pretty fed up with it. Furthermore, she's got dishes and dusting to do at home. Hoping you will refuse her—and she can't sing anyway—
—I am yours,

"Mrs. L. P. K.,
"Newark, N. J."

Bet Scott writes a song about it.

Clem Smith Heads Archer Promotion for Ballrooms

DES MOINES, April 5.—Appointment of Clem J. Smith of this city to head promotion work for the Archer circuit of ballrooms in the Midwest was announced by Tom Archer, president of the organization.

Smith until recently was assistant to the late Ed Lytton, business manager of Drake University. Lytton died recently. Smith will have charge of the various promotion details of the Archer ballrooms.

Fair List

A list of fairs and exhibitions will be found in the List Section of this issue.

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Club Bali, Philly, Keeping Names; Cugat Terrific

PHILADELPHIA, April 5.—Club Bali will continue to be the only spot in town buying traveling names. But the big-timers will have to emphasize the rumba beat in face of the terrific click being registered currently by Xavier Cugat at the nitery.

With Cugat closing this week to make his Saturday (12) opening at the Waldorf-Astoria Hotel, New York, St. Gallner, Bali manager, bought Nino Rodrigo to follow Cugat. Makes the first appearance of Rodrigo here, bringing in a 13-piece Latin crew, booked by MCA. Alan Fielding, formerly the lead band here,

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JAL LEONARD has joined the Frederick Bros. agency. Oultis is rated as one of the top territory bands in the Midwest.

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Popular Dance Music's All-Time Bests

(Continued from page 4)

Three leaders offered no opinion on this question.

Stardust also walked off with the prize in the matter of the best ballad of all time, garnering 19 votes out of 71, three wand wavers again being noncommittal on this point. Thirty-eight different titles were mentioned on this question, with *Body and Soul* and *Smoke Gets in Your Eyes* tied for second place with five votes each. Trailing behind were *Night and Day*, four votes; and *I Love You Truly*, *Melancholy Baby*, *Only Make Believe*, and *I'll Never Smile Again*, with two apiece. And to make it practically complete, a third honor was bestowed upon Stardust in winning the nod for the greatest stock orchestration of all time, also not by much, getting five mentions to four each for *Stompin' at the Savoy* and *Begin the Beguine*.

One Stands Out

INASMUCH as everyone has his pet ideas and opinions about everything, no unanimity of thought could be expected from a group of band leaders expressing their favorites in a field made up so largely of intangibles and thus lacking standardization upon which to base opinions. But the answers to many of the questions asked by *The Billboard* revealed a surprising preponderance of preference in certain directions. In several cases, the comic, arrangement, or person who stood out with sufficient votes to win in that particular category did so by a majority vote that would seem to establish it (or him) as the No. 1 fave in that field, inasmuch as the band leaders polled represent a composite picture of American dance orchestra, rather than merely one group or type of leader.

The standout in the best-rhythm-song-of-all-time department was George

The Maestri Who Play the Music Reveal What They Like Best in the Way of Songs and Songwriters, Arrangements and Arrangers

Take a Bow, Boys

NEW YORK, April 5.—Buddy Clarke, current at the Hotel Park Central's Coconut Grove here, has a few nice words to say about stock arrangements and the lads who arrange them.

In fact, asserts Clarke, "the stock arranger is really the backbone of the entire club date business, and those boys who do club work should be eternally grateful to the Clintons, Masons, Skinners, etc."

and the remainder a lone one each.

The maestri were very much divided on the best jazz instrumental of all time, however. Ten of them decided to sit this one out, and the other 64 put in bids for 37 numbers, with *One o'Clock Jump* and *Tiger Rag* tying for first place. But each could get only five votes to do it, with *Jazz Me Blues*, *Honey-suckle Rose*, and *Sing, Sing, Sing* right on their heels with four each. *Tuxedo Junction* and *Steady in Brown* pulled three votes apiece, with the rest trailing off in twos and ones.

Siboney won top honors as the best Latin American song of all time, taking 18 votes out of 72 to do it, and rivaled only by *Perfidia* (Tonight), with 10 mentions, and *La Campesita* with one less than that. Twenty-two other south-of-the-border tunes figured in this part of the poll, with *The Peanut Vendor*, *Mama Liza*, *French*, and *Quereque Mucho* the best of those.

Best of 1940

IT PROBABLY comes as no surprise that the collective maestri's opinion of the best ditty of 1940 is the Ruth Lowe ballad that Tommy Dorsey immortalized on wax, *I'll Never Smile Again*. Thirty-two batoniers out of 67 awarded the kudos to Miss Lowe's initial song hit, which was one of 25

songs voted for as the best of last year. Jerome Kern's *All the Things You Are* gathered only a quarter as many votes as *Smile Again*—eight—and only two apiece went to *Only Forever, Maybe, We Three*, and *Imagination*.

The cream of the composing crop is represented in the No. 1 places of three questions — the outstanding composer, living or dead, and judged solely from the standpoint of talent rather than of financial success; the outstanding lyric writer; and the writer, or team of writers, responsible for the most consistently good music output during the past 25 years.

The outstanding composer, in the opinion of the voting wand wavers, was George Gershwin, whose brilliant career was ended by his untimely death several years ago. Nineteen leaders voted for him, 13 for Cole Porter, a like number for Irving Berlin, 10 for Jerome Kern, 7 for Hoagy Carmichael, 2 apiece for Duke Ellington and Victor Herbert, and 1 each for Vincent Youmans, Pats Waller, Dana Suesse, Isham Jones, and Morton Gould. Three leaders voiced no opinion.

If Cole Porter had to play second fiddle to Gershwin in the foregoing question, he at least can have the satisfaction of knowing that 11 maestri out of 69 (15 of them couldn't answer this one) consider him the No. 1 man in the matter of penning lyrics. Johnny Mercer romped off with second prize, with nine votes, and Mitchell Parish came in third with a half dozen. Gus Kahn and Eddie De Lange wound up with one less than that each, with Ira Gershwin, Al Dubin, and Nick Kenny getting three mentions apiece.

Irving Berlin, according to 22 of the 65 leaders who voted for this question, has supplied them and the music business with the most consistently good output during the past quarter of a century. Richard Rodgers and Lorenz Hart, who have written exclusively as a team since their first successful score in *Garrick Gielgud* two decades ago, are

Harms Tops With Most Songs Among All-Time Bests

NEW YORK, April 5.—Harms, Inc., is the publisher of nine of the 25 songs named by the 74 voting band leaders in *The Billboard's* best song-writer-arranger poll as the best compose of all time. No other publisher approaches that many songs on the list, and, curiously enough, all nine of the Harms tunes originally saw the light of day as part of a musical comedy or revue score.

Cole Porter's *Night and Day* and *Begin the Beguine* came from *Guy Rector* and *Jubilee*, respectively. Jerome Kern wrote *Smoke Gets in Your Eyes* for *Roberta*. *The Song Is You* for *Magic in the Air*, and *Only Make Believe* for *Shoe Boy*. *Just One of Those Things* was another Porter song from *Jubilee*.

Lover, *Come Back to Me* was Sig-mund Romberg's major contribution to the score of *The New Moon*, while Vincent Youmans penned *Tea for Two* for *No, No, Nanette*. Two other Youmans' songs among the winners, altho not published by Harms, were likewise above time without a song and *More Than You Know*, both from *Great Day, Body and Soul*, by Johnny Green, Eddie Heyman, and Bobby Bour, a Harms number, graced *Three's a Crowd*.

tops in this respect in the opinion of 10 leaders, with Mack Gordon and Harry Revel, who penned so many movie tunes before they split as a team a year ago, getting nine votes. Cole Porter again enters this picture with four mentions, and Jerome Kern and Oscar Hammerstein II got three.

Skinner Top Arranger

THE boys who front the bands expressed overwhelming majority opinions in the field of arranging, except in the one instance of the greatest stock orchestration of all time, with Stardust, as stated above, getting five votes to win over *Stompin' at the Savoy* and *Begin the Beguine* by only one. And there were 29 other stocks listed, showing that leaders apparently have a hard time agreeing on this subject.

When it came to the best all-around stock arranger of the past 25 years, however, 26 bandsmen proclaimed Frank Skinner the greatest of them all, with Jack Mason not too far behind with 19 votes. Of the other 11 arrangers voted for, Jimmy Dale and Paul Wertick tied with four votes, Vic Schoen garnered three, and Larry Clinton and Will Hudson merited two apiece. Eight leaders couldn't make up their minds on this point.

Also walking off with first prize with a vengeance was Fletcher Henderson, in the matter of the best special arranger, working either with or for a band or bands. Twenty-two baton wielders voted him the head man in this department, with his nearest competition coming from Sy Oliver, with five mentions. Toots Camarata had his name put down on four ballots, Larry Clinton on three, and Jerry Gray, Ferde Grofe, Glenn Miller, George Dunning, John Scott Trotter, and Nathan Van Cleave on one each. Sixty-five leaders voted for 38 arrangers in all here.

Ferde Grofe's arrangement of Gershwin's *Rhapsody in Blue*, as originally played by Paul Whiteman when the work was presented at Aeolian Hall in 1924, got the nod for being, in the opinion of 18 maestri out of 69 voting.

No Argument Here

NEW YORK, April 5.—There can't be much disagreement with Dick Rogers, now fronting the former Will Osborne band, when he says that the only added comment to his selections of the best this-and-that in pop music is that "I hope they settle this BMI-ASCAP business in a hurry because it not only hurts the bands and keeps truly good music away from the public; but it causes a lot of ill feeling between the broadcasting companies, the publishers, and the individual band leader."

And, succinctly adds Rogers, "That's all, brother."

Tough Assignment

NEW YORK, April 5.—Joe Reichman, who claims that filling out *The Billboard's* best song poll questionnaire was "possibly the toughest assignment that I have ever had," voted for the Benny Goodman *Sing, Sing, Sing* as the greatest special arrangement.

He adds, however, that "my modesty prevented me from selecting my *Claire De Lune* as the loveliest arrangement I have ever heard performed by a dance orchestra. May I be forgiven, please?"

You're forgiven, Joe.

Gershwin's *I Got Rhythm*, from the musical comedy *Girl Crazy*, netting 21 votes out of 66—eight stock wavers skipping this point—it was one of 31 songs named. Its closest competitor being *Honey-suckle Rose*, Pats Waller's standard. *Stompin' at the Savoy*, *Rock It for Me*, *In the Mood*, *Christopher Columbus*, *Dipsey Doodle*, *Dinah*, and *Tiger Rag* were among those receiving several votes.

Another definite bescon light shone forth from the answers to the question of what was the best novelty song of all time. The Mike Riley-Eddie Parley hit that at one time became practically a menace to American sanity, *The Music Goes 'Round and 'Round*, won the palm here, with 19 leaders nominating it out of 67, seven not voting this time. Perhaps 19 out of 67 is a small percentage, but with the next highest number—seven—going to *Beer Barrel Polka*, and with *Three Little Fishes* and *Yes, We Have No Bananas* knocking off five and four, respectively. *Music Goes 'Round* can be considered to have romped home with a nice lead. The 25 other songs voted for each received only one vote, with the exception of three, which got a pair of mentions apiece.

St. Louis Blues Still King

THE biggest margin of victory for any one item involved in the poll goes to the W. C. Handy blues classic, *St. Louis Blues*. The field was narrowed down considerably in the voting for the best blues number of all time. Three leaders sidestepped the issue, but 71 could find only 17 songs to vote for. Of these, *St. Louis Blues* maintained its position as the country's best known work of its type by running up a total of 43 votes, comfortably over half the votes cast for this question. *Swing Street* came in a weak second, with eight mentions, with *Blue Prelude* gathering three, *Wabash Blues*, *Memphis Blues*, and *Beale Street Blues* chalking up two each each.

Orchestra Leaders Participating In the Poll

FOLLOWING is the list of the band leaders who participated in the "best songwriter-arranger" survey conducted by *The Billboard*, the results of which are revealed in adjoining columns. These names constitute a cross-section of the country's leaders, and include top names, semi-names, territorial, and local maestri.

Seventy-four ballots were cast, three of which, however, were unsigned by the voting leaders.

Sammy Kaye
Count Basie
Gene Krupa
Woody Herman
Al Donahue
Vaughn Monroe
Mitchell Ayres
Joe Reichman
Bob Chester
Clyde McCoy
Mal Hallett
McFarland Twins
Griff Williams
Dlek Rogers
Carl (Deacon) Moore
Ace Brigode
Lou Martin
Harry Marshall
Buddy Clarke
Walter Powell
Jerry Wald
Deke Moffitt
Henry Jerome
Bob Saunders
Mickey Ungar
J. N. Hall
Alex Badkin
Joe Pafumy
Georgie Kaye
Earl Light
Al Fifer
Doc Zanello
Richard Gannon
Kolker Brothers
Francis Murphy
Warney Ruhl

Jerry Lear
Jack Drummond
Chick Roberts
Horton Girls
Herman Oppe
Tone Marlowe
Earl Betourne
Bob Allen
Red Roberts
Tommy Burns
Johnny Silvers
Ray Kenyon
Joe Gazzo
Marty Irwin
Johnny Kovach
Lou Chassy
Mike Geary
Bob L. Ryan
Leonard Keller
Roland Evans
Benny Resh
Bob Hamilton
J. Frank Terry
Peter Whitehead
Larry Stember
Connie McLean
Jack Everette
Don Gordon
Sam Wilson
Paul Nielsen
Bernie Collins
William C. Woods
Irving Siegel
Frank Marti
Charles Gaines

Songwriter Bests

THE outstanding composer, lyric writer, and the writer responsible for the most consistently good music output of the past 25 years (plus the runners-up), as voted by the band leaders taking part in The Billboard's best-song poll, are as follows.

Only those writers receiving two or more votes are listed. The number following each name indicates the number of votes cast in the particular case.

Outstanding Composer

- GEORGE GERSHWIN (19)
- Irving Berlin (13)
- Cole Porter (13)
- Jerome Kern (10)
- Hoagy Carmichael (7)
- Duke Ellington (7)
- Victor Herbert (2)

Outstanding Lyric Writer

- COLE PORTER (11)
- Johnny Mercer (9)
- Mitchell Parish (8)
- Eddie De Lange (5)
- Gus Kahn (3)
- Al Dubin (3)
- Ira Gershwin (3)
- Nick Kenny (3)
- Oscar Hammerstein II (2)
- Andy Razaf (2)

Most Consistent Writer

- (Or Team of Writers)
- IRVING BERLIN (22)
- Richard Rodgers and Lorenz Hart (10)
- Mack Gordon and Harry Revel (9)
- Cole Porter (4)
- Jerome Kern and Oscar Hammerstein II (3)
- Al Dubin and Harry Warren (2)
- Gus Kahn and Walter Donaldson (2)
- Leo Robin and Ralph Rainger (2)

the greatest special arrangement ever penned. *Sing, Sing, Sing*, in the Benny Goodman version, came off second best with 12 votes; *One o'Clock Jump* and *Begin the Beguine* snared a couple apiece, and 25 other arrangements chalked up 25 different votes.

The Tune's the Thing

THE participating maestri, asked for added comment along any related lines, particularly what they look for in a song or an arrangement, were not loath to express some forthright thoughts and opinions. Most of those who offered added ideas were agreed upon one thing—that a song should have, first and foremost, a melody that has merit, and one that is easily recognizable. As one leader puts it, "I look, naturally, for the same thing in a song that the public looks for—whether it is catchy and easily remembered."

Then there's the angle of simplicity.

One maestro makes this feature his measuring rod of new songs, and if one has "too many eighths and sixteenths, and some strange chords, we soon discard it." He feels the same way about arrangements, claiming that too much tricky counterpoint will hinder a song rather than bring out its merits.

One opinion has it that appeal in a song is everything—"a poor song can succeed and a good one (musically good) fail, if the good one has no appeal, and the poor one has. I agree with those who try to be commercial... sometimes a little corn doesn't hurt. For popular music is strictly to entertain and not to educate." An Ohio wand waver states flatly that "simple melodies cleanly arranged are most in demand by people on a dance floor."

"From experience," says another leader, "I have found the American public is, as ever, melody conscious, and secondly, rhythm conscious." Another always looks for "the melodic idea—is it different, is it catchy, or beautiful—then how danceable is it. Many ballads drag on, filled with too many triplets, or they lack a definite melodic idea." Still another bantener looks for the "story and the climax in the song, also the simplicity, the range, and the choice of words." "A practical lyric with a good melodic strain" is the way another puts it.

In Re Arrangements

ARRANGEMENTS likewise should be simple and not all tricked up, say most leaders. "Not over the customer's head, and an arrangement from an arranger who is in business for money and not for kicks," is the way one stick-waver phrases it. Arrangements should never completely disguise the tune; they should frame it. That's the advice of a leader, who goes on to say that "if they're not danceable, they're not good. Too many arrangements are overdone—the hardest job any arranger has to face is that of being simple and still effective."

On the stock orchestration subject, a West Virginia maestro claims that present-day stocks would be "greatly enhanced if the publisher would consider the needs of the smaller orchestras in the hotels throughout the country—combinations of five to nine pieces that are required to play both concert and dance music interestingly with instrumentation that does not allow for three-way brass, strings, or woodwinds and saxen."

A Los Angeles bandman asserts that one of the biggest music publishers told him it is impossible for his staff arrangers to be consistently good. The maestro, however, takes exception to this, claiming that with care, preparation, and proper revisions the finished job must of necessity be good. "I know of no leader," he continues, "who is able, or willing, to use stock arrangements such as are released today... If the present bunch can't deliver, let some new blood and fresh ideas into the field. We could use it!"

"Why not a leader's score with stocks?" asks an ork's head man, currently playing in New York. "Why can't stocks be more modern?" he continues, also he hastens to add that in his opinion stocks have improved "wonderfully" in the past two years. And then there's the slightly caustic comment of one maestro who states that he looks for "32 bars, with

The Song Bests of All Time

LISTED below are the songs named by the 74 orchestra leaders participating in The Billboard's songwriter-arranger poll. Only those songs that received two or more votes are listed. The number following the title in each case indicates the number of votes cast for the particular song.

Best Song of All Time

- STARDUST (30)
- Night and Day (9)
- Body and Soul (6)
- Begin and Beguine (3)
- Smoke Gets in Your Eyes (3)
- Lover, Come Back to Me (2)
- More Than You Know (2)
- Temptation (2)

Best Song of 1940

- I'LL NEVER SMILE AGAIN (32)
- All the Things You Are (8)
- Imagination (2)
- Maybe (2)
- Only Forever (2)
- We Three (2)

Best Blues Song of All Time

- ST. LOUIS BLUES (43)
- Basin Street (9)
- Blue Prelude (3)
- Beale Street Blues (2)
- Memphis Blues (2)
- Wabash Blues (2)

Best Novelty Song of All Time

- THE MUSIC GOES 'ROUND AND 'ROUND (19)
- Beer Barrel Polka (7)
- Three Little Fishes (5)
- Yes, We Have No Bananas (4)
- I Want the Waiver With the Waiver (2)
- Minnie from the Mocher (2)
- The Peanut Vendor (2)

Best Jazz Instrumental of All Time

- ONE O'CLOCK JUMP (5)
- TIGER RAG (5)
- Honeysuckle Rose (4)
- Jazz Me Blues (4)
- Sing, Sing, Sing (4)
- Tuxedo Junction (3)
- Study in Brown (3)
- Bugle Call Rag (2)
- Casa Loma Stomp (2)
- Caravan (2)
- Clarinet (2)
- In the Mood (2)
- King Porter Stomp (2)

Best Ballad of All Time

- STARDUST (19)
- Body and Soul (5)
- Smoke Gets in Your Eyes (5)
- Night and Day (4)
- I Love You Truly (2)
- I'LL Never Smile Again (2)
- Melancholy Baby (2)
- Only Make Believe (2)

Best Rhythm Song of All Time

- I GOT RHYTHM (21)
- Honeysuckle Rose (7)
- Rock It for Me (3)
- Stompin' on the Savoy (3)
- The Dipsy Doodle (3)
- Christopher Columbus (2)
- Dinah (2)
- Tiger Rag (2)
- In the Mood (2)

Best Latin American Song of All Time

- SIBONEY (18)
- Perfidia (10)
- La Cumparsita (9)
- The Peanut Vendor (4)
- Frenesi (3)
- Mama Inex (3)
- Quere meacho (3)
- Carola (2)
- La Cucharacha (2)
- My Shawl (2)

apologies to Cole Porter, because 32 is plenty when you play stocks as is."

"Pot o' Gold" Pic Feeble Stuff But Heidt Shows Well

NEW YORK, April 5.—The much-awaited Jimmy Roosevelt production, *Pot o' Gold*, had its unrelenting at the Roxy Theater Thursday and brought about the flicker debut of Horace Heidt and his band.

Picture as a whole, with such box-office material as James Stewart, Paulette Goddard, and Charles Winninger, is pretty bad, but Heidt and some of his boys are shown to excellent advantage.

Plot is built around the band, which is used by the female owner of a boarding house to aggravate an old coddler (Charles Winninger), whose factory is across the street. It's the usual happy ending sort of stuff, with the old coddler eventually, thru the conniving of Jimmy Stewart, the old boy's nephew, who falls for Paulette Goddard, the old gal's daughter, sponsoring the band on a pot o' gold radio program.

Heidt is featured thruout the picture. His boys engage in some nice production numbers, and singer Larry Cotton is shown nicely. *Sol Zeit.*

James for Lincoln Gives MCA a First

NEW YORK, April 5.—Contracts were being drawn up late this week between Music Corporation of America and Mrs. Maria Kramer, owner of the Lincoln and Edison hotels, to put the Harry James ork into the Lincoln starting April 26 for a tentative three-month stay. Deal,

if closed, will mark the first time MCA has made a sale with Mrs. Kramer.

For the past several years Consolidated Radio Artists has had the exclusive band booking call on both hostilities. News of the James booking set the rumor mongers off this week with the story that MCA had consummated an exclusive deal with the Kramer spots, but both MCA and CRA denied this. CRA puts Blue Baron into the Edison Hotel April 25 for a six-month stint.

Words of Wisdom

NEW YORK, April 5.—Gene Krupa contributed some extremely cogent thoughts along with his opinions on the best song, writer, arranger, and other "beats." In his own words, here is how he feels band leaders should feel:

"In spite of the fact that an orchestra leader or musician today may have individual preferences regarding the music he likes to play, the orchestra leader is the servant of the audience. When a band leader plays a theater or makes recordings, he can reserve for himself an occasional variance from this rule.

"The majority of music played today by bands is for a dancing audience. Consequently, it is the duty of the leader to play appropriate music. I look for qualifications in a song and arrangement which will make for good dance music. I don't believe a swing arrangement must be loud to lift, and I don't believe a ballad must necessarily be classified as a sweet tune. There is a happy medium to be reached.

"It isn't any harder for the orchestra leader to seek and find melodic music, but by the same token it isn't any harder for the orchestra to seek and find what the public wants and pays to hear.

"Dance musicians reserve no right of genius to condemn their sponsors—the public."

Top Arrangers and Arrangements

FOLLOWING are the best stock and special arrangers and arrangements of all time, in the opinion of the maestri voting in the best song poll. Only those receiving two or more votes are listed. Number of votes received in each case follows the name or title.

Best Stock Arranger

- FRANK SKINNER (26)
- Jack Mason (19)
- Jimmy Dale (4)
- Paul Wierick (4)
- Vic Schoen (3)
- Larry Clinton (2)
- Will Hudson (2)

Best Special Arranger

- FLETCHER HENDERSON (22)
- By Oliver (5)
- Toots Camarata (4)
- Larry Clinton (3)
- George Dunning (2)
- Jerry Gray (2)
- Ferde Grofe (2)
- Glenn Miller (2)
- John Scott Trotter (2)
- Nathan Van Cleave (2)

Best Stock of All Time

- STARDUST (5)
- Begin the Beguine (4)
- Stompin' at the Savoy (4)
- Business in F (3)
- One o'Clock Jump (3)
- Casa Loma Stomp (2)
- Ciribiribi (2)
- In the Mood (2)
- I Surrender, Dear (2)
- Johnson Rag (2)
- Song of India (2)
- The Dipsy Doodle (2)

Best Special Arrangement

- RHAPSODY IN BLUE (18)
- Fing, Sing, Sing (12)
- Begin the Beguine (2)
- Grand Canyon Suite (2)
- One o'Clock Jump (2)

Draft Lowers "Dance Population," But Band Prices the Same, Says Okla. Op

OKLAHOMA CITY, April 5.—The requirements of the national defense program—together with policies of bookers and name bands—are leaving independent dance hall operators in the lurch, in the opinion of Billy Gragg, veteran Oklahoma City night club owner.

This week Gragg told *The Billboard* that "a large part of the eligible dancing crowd is being taken to army camps, and it shows up in reduced receipts at dances." Gragg doesn't object to national defense. What he objects to is the fact that bookers and bands don't take this decrease in "dancing population" into consideration when quoting prices.

"They haven't reduced their figures at all," he said. "In fact, some of them have raised them. The operator has to

pay the same high prices for bands, but has to do it out of reduced receipts. That doesn't seem quite fair to the operator, does it?"

Gragg has owned and operated Blossom Heath, night club here, for nearly 20 years, and books name bands "whenever I can get them at a price I can pay." He books independently, and has brought many of the top bands in the country to play here. But he is convinced operators like himself must now depend on lower-priced orchestras unless the big bands and their bookers become, as he puts it, "a little more reasonable."

"Otherwise," he commented, "I guess maybe we'll all have to take our bands to army camps for our dances. Then the dance operators will probably outnumber the soldiers."

Park List

A list of amusement parks, piers, and beaches will be found in the List Section of this issue.

Music Items

Songs and Such

D'ARTEAGA, the ork leader, had his new ballad, *Some Day You'll See Paris*, introduced by Maggi McNellis at the Rainbow Room in New York. The maestro is plugging another original with his ork: it's titled *Mexical! Oomph!*

Daeh, Connelly Music, Inc., is publishing Roma Campbell Hunter's and Hugh Charles's sequel to their *There'll Always Be an England*. New one is titled *The King Is Still in London*.

Witmark has published *I Have So Much More*, from the Bette Davis film, *The Great Lie*. Max Steiner, Warner Brothers music head, composed it, and Stanley Adams did the lyric.

Latest winner on Tommy Dorsey's *Fuze and Fortune* radio show is Don Murray, of St. Stephens, N. B., Canada. BMI is publishing the sheet music, and Murray received \$100 advance royalties. Name of the song is *The Man Who Writes the Lyrics*.

Dr. William B. Richter, one of Philadelphia's many songwriting molar menders, puts out a new pair, *Play You Gypsies and Someday Next Tuesday*.

Finley Shugart, bass-playing arranger for Joe Fraasotto's ork, has found time in spare moments to complete an original, *Nighties Than the Sword*, submitting the modern tone poem to the Chicago Symphony Orchestra.

"Necessities" written by Henry Nemo and already recorded by four bands, is the first number published by the new Maurice Duke office. Duke is personal manager of Yvette, Gloria Blake, and the Cappy Barra Boys, and recently opened a music publishing office as an added endeavor.

Publishers and People

THE Chicago branch of the Professional Music Men, Inc., will toss its annual stringing at the Morrison Hotel April 28. Boys are rounding up many acts and plenty of music for the event.

Daisy Dean Crookham has written a new rag-waver labeled *Where Old Glory Waves the Red, White, and Blue*. It is being plugged by Tone Marlowe and his ork at Keating's in Clarence, N. Y.

Dropping of professional staff of Miller Music finds Ticker Freeman and George Dahlan being shifted over to the Robbins firm.

A new music firm hit the boards this week to be known as U. S. Music, Inc.

Jimmy Lunceford Great With 2,176 in Bridgeport

BRIDGEPORT, Conn., April 5.—Making his second appearance of the season at the Ritz Ballroom here, Jimmy Lunceford, in for a one-nighter last Sunday (30), drew a swell crowd of 2,176 persons. With duets priced at 75 cents, gross was a sweet \$1,632. Opposition at the Lee-Poll-Lyric Theater was most formidable, with Benny Goodman holding forth there for five performances.

On his previous appearance here this season, Lunceford drew 1,630 persons and, with admish a dime less, his gross was \$1,039.50. Lunceford's record has been surpassed by only four other bands at the Ritz this season—Tommy Dorsey, Jimmy Dorsey, Charlie Barnet, and McFarland Twins. Dick Rogers comes in tomorrow (6), Mal Hallett (13), and Charlie Spivak (20).

4½¢ Gross for Laurence Welk in 5 One-Nighters

CHICAGO, April 5.—Lawrence Welk and band grossed almost \$4,500 in five one-nighters ended Tuesday (1). On March 28 band played Electric Park, Waterloo, Ia., to 998 people, grossing \$641. March 29, at Tromar Ballroom, Des Moines, Ia., outfit attracted 1,246 to tune of \$522.36. March 30, at Skylon Ballroom, band drew 1,677 dancers, grossing \$1,106. March 31, 1,083 people turned up at Yankton, S. D., and paid \$801. For April 1 date at Arlotta Ballroom, Sioux Falls, S. D., 1,636 fans paid \$1,121.

RALPH LEE and His All-Singing Orchestra opened an indef engagement at the Battle House, Mobile, Ala. (29). He succeeded the "Four Gentlemen of Note" after completing a long stay at the Happy Hour Club, Minneapolis.

It tees off with 37 tunes leased by BMI. Office will be headed by Eino Risi, writer and arranger, and formerly special events director at Station WMCA, New York; Homer L. Sipe, and Clois Sipe.

Philly Pickings

FRANK CAPANO is arranging his Tin Pan Alley Music Company publishing business so he can enter a New Jersey hospital for a long-deferred operation.

Two new patriotic airs being pushed here are Powers Gouraud's *Give My Love to London*, and Victor Hugo's *Put Your Arms Around the Army*. Hugo, Little Rathkeller maestro, also putting the finishing bars to *Every Road Leads to Memory Lane*.

Joe Marcello gets Billy Hyde's crew to introduce his *Once and for All*.

CIO Picket Line In Philly Poses Problem for Orks

PHILADELPHIA, April 5.—If Vincent Lopez comes here to keep a one-night date on May 2 at the Penn A. C., he faces blacklisting by a CIO union. Club hotel has been picketed for the past eight months by the Hotel and Restaurant Industrial Workers' Union, Local 356, CIO, and there is little likelihood that the strike will be settled by the time Lopez arrives.

Similar situation arose three weeks ago when Jimmy Dorsey crossed the CIO picket line to play a date at the Penn A. C. He was immediately placed on the blacklist of the CIO union. However, Dorsey wrote to Martin Coffey, business agent of the local union, explaining that he was unaware of any labor strife at the hotel, and promised to respect the picket line on any future bookings. As a result, Dorsey's name was erased from the list. With the musicians AFM, blacklisting by the CIO harbors little immediate damage excepting an "unfair to labor" mark on the record. However, many of the local bands have been passing up Penn A. C. dates so as not to get in dutch with any labor union. Moreover, because of the picketing, dances are not as abundant at the Penn A. C. as in previous seasons, with most of the affairs being school and fraternity functions.

Curb on Non-Union College Musicians Is Maintained

PHILADELPHIA, April 5.—Efforts of the local musicians' union to curb the non-union toolsters on college campuses has met with success. Year's trial agreement with the interfraternity council of the University of Pennsylvania was renewed this week for another year, collegeians holding to their promise to refrain from hiring non-union or under-scale musicians for their house parties and dances. Similar agreements are in force at the other colleges in the area.

Non-union ork work at Penn was long a sore spot with the union until A. Rex Riccardi, local union secretary, threatened to black list the campus, which would have prevented the school from buying big name bands for its class dances.

New Penny Band Draws 766

HARRISBURG, Pa., April 5.—Making his first appearance as a unit at the Club Madrid Ballroom here Monday (31), Bob Harry made a hit with fans. Just organized in York, Pa., Harry drew gate of 766 at 35 cents plus tax.

OMAHA, Neb., April 5. — Two Vic Schroeder Agency bands are vacationing to wait out Lent. Leo Pieper is off for 10 days, and has planned to the Coast to visit his band-leading brother, Gene, who is working there; and Paul Moorhead flew to New York for a last look.

I KNEW HE COULDN'T RESIST STOPPING TO LISTEN TO THE SWELL RECORDING OF "MUFFIN MAN" BY ELLA FITZGERALD AND HER FAMOUS ORCHESTRA



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On the Air

Comment on dance remote programs from the standpoint of showmanship, presentation, musical ability of the bands reviewed.

By HAROLD HUMPHREY

Gene Krupa

(Meadowbrook, Cedar Grove, N. J., CBS Network, Tuesday (1), 11:30-12:00 m.)

BEST description of this show is summed up in the title on one of the originals played, namely, *Siren Serenade*. By "siren" is meant the kind of five-woman, not the type that set out to lure the sailors of Odysseus. So just imagine being serenaded by something about as delicate as a steam shovel, and the listener has a fairly close approximation of what to expect. This is not meant as destructive criticism, but merely descriptive. The Krupa gang smashes out with very listenable rhythms, many of them original killers, and a couple of pop ballads. Two of the groovers feature the contortionistic Krupa on his hide-bound kettles, and in each the maestro proved he hasn't lost any zest.

Anita O'Day gives out on hot vocals, striking about the same pitch as the speaking voice of Tallulah Bankhead. Gal sings 'em in a breathless manner and with plenty of torch. Entire proceedings are polished off with abandon and little regard for the subtle. Ork was a little muddy on the two ballads

rendered, but after all that isn't their long suit.

Carmen Cavallero

(Hotel Carlton, Washington, NBC Red Network, Monday (31), 12:30-12:55 a.m.)

SOMETHING different was offered here, even tho it was not the best, musically speaking. Ork plays with a loose slap-dash style which is engaging to the ear, and the injection of fifty solo fiddle work into many of the arrangements adds to this characteristic. Cavallero's piano is brought out for some good, solid runs, too.

Most of the tunes pumped out were from the pop libraries. A rumba and, oddly enough, neither of them was executed in that tom-tom-until-you-think-you're-going-mad beat. In both instances Cavallero tossed in some unorthodox runs which broke up the usual monotony prevalent in that type of music. Shows it can be done.

Bernie Martin vocals on a couple of the numbers, but nothing much can be said for his effort. Bands should get rid of the idea that vocals have to be included on their remotes, especially if their singers sell themselves on the strength of being seen.

On the Records

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

By DANIEL RICHMAN

BING CROSBY (Decca 3644)

Dolores—V. De Campdown Races—V.

THERE'S a great deal on this recording to attract major attention among diskophiles, for it not only offers the inimitable Crosby in two of his best vocal moods, but it also throws in the Merry Macs and Bob Crosby's Bob Cats for good measure on Side A, and the King's Men, plus Victor Young's orchestral backing, on the reverse. With the first side an up-and-coming picture tune (from Tommy Dorsey's *Las Vegas Nights*), and with the second a bright version of a familiar Stephen Foster folk song, not a great deal more could be asked of the record as listening entertainment.

Dolores in particular is fine coin phonograph fodder, combining as it does so many assets. Bing is of course excellent, and brother Bob's small jazz combination from his large band supplies admirable rhythmic and instrumental color behind him. Eddie Miller's tenor sax solo during the middle stretches of the side is as good as this superb swinger knows how to make it.

The Macs also show to good advantage, and the fact that they, as well as the Bob Cats, are not submerged too much to Crosby—everyone having an almost equal hand in the proceedings—makes for a balanced arrangement that is enjoyable throughout. Companion piece is likewise a shrewd job of vocal and instrumental blending that does not distort Foster's original ideas, but polishes them and makes them shine in their basic style.

Both sides present great listening advantages, which are bound to be snapped up by disk fans, of both the home and the music machine variety.

DANNY KAYE (Columbia 36025)

Jenny—V. Tschakowsky—V.

THE strongest comedy success of the current show business year has been registered by Danny Kaye, who finds himself suddenly knocking on fame's door by virtue of a much-praised performance in *Lady in the Dark*, smash musical with Gertrude Lawrence, and also thru a supplementary comic stint at La Martinique, smart New York play. Now Kaye's brand of vocal hilarity is immortalized on wax, and this is the first of several sides he is making for Columbia.

Both songs here come, naturally enough, from the show responsible for bring-

ing him out of obscurity and making him the best comedian bet of the season. Jenny has had her story told in record form on several recent platters, but that shouldn't alter the demand for this disk among that strata of record buyers who have either seen the show or heard plenty about it. This pressing bears the stamp of authenticity because of Kaye's presence in the musical, and in addition it throws in another of the show's tunes, which to date has received no other record attention.

It's this second side, for that matter, that may sell the disk for the most part. Tschakowsky is Kaye's own number in the show, and his ability to rattle off the tongue-twisting names of 57 Russian composers in what is supposed to be 43 seconds has received its share of publicity. Those who don't get to see *Lady in the Dark* can now find out just how he does it without paying box-office prices. This side is actually a little slice right out of the show, the first three-quarters of it building thru dialog and patter stuff to the part having to do with Tschakowsky and his conferees.

A chorus under the direction of Maurice Abravanel (musical director of the show, backs Kaye on both sides, and seems to take itself a bit too seriously to blend naturally with the humor of Danny's delineations. Particularly on *Jenny* is the heavy choral work in sharp and not flattering contrast to Kaye's comic personality.

In general, this is a likely seller among show-minded disk purchasers, but it's hard to see it meaning much to the average dance band lover or music machine patron.

BARRY WOOD (Victor 27369)

The Things I Love—V. Talking to the Wind—V.

VICTOR is embarking upon a promotional and exploitation campaign to put this record across, which may indicate good potential success for it. Altho the A side—the one regarded highly enough by the waxworks to concentrate upon—contains nothing unusual in the sense that Dorsey's *I'll Never Smile Again* and Shaw's *Frenesi*, for example, were unusual, it nevertheless is a fine job of singing by a fine artist.

Wood has never had the chance he deserves to establish himself as an outstanding vocal star, despite his weekly appearances on the *Hit Parade*. Records to date have not done it for him, which is less his fault than the handling he has received. With the right promotion on this disk, things may happen, but the promotion will really have to be right, since all that either side here offers is exceptionally good singing and little else.

Perhaps no more is needed, but this corner is of a different opinion. Things

(See ON THE RECORDS on page 138)

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NEW YORK CITY

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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.



- Abbe, Vic (Congress Club), h.
Adams, Edwardo (Billmore Hotel) Los Angeles, ca.
Akin, Bill (Tampa Terrace) Tampa, Fla., h.
Albarto, Don (El Chico) NYC, no.

- Barlow, Ralph (Southern Mansion) Kansas City, Mo., no.
Barnet, Charlie (Paramount) NYC, t.
Barnett, Arnie (Harry's New Yorker) Chl. no.

- Beck, Buddy (Deming's Terre Haute) Ind., h.
Becker, Bubba (Merry-Go-Round) Pittsburg, Pa., h.
Becker, Howard (Heidelberg) Jackson, Miss., h.

- Bevelly, Malcolm (Adolphus Dallas), h.
Benton, Ray (Bior) NYC, no.
Beyer, Malcolm (El Chico) NYC, no.

- Brown, Lee (The Tavern) Reno, Nev., no.
Bryce, Bob (New Yorker) NYC, h.
Cabin Boy (Oxford) La Crosse, Wis., no.

- Casta, Don (Ye Olde Cellar) Chl. c.
Chiquito (Pasa) NYC, h.
Clark, Buddy (Park Central) NYC, h.

- D'Amico, Nicholas (Verasalle) NYC, no.
D'Arista (La Martinique) NYC, no.
Danz, Eddie (La Martinique) NYC, no.

- Duffy, George (Blue Moon) Wichita, Kan.
Duke, Louise (The Cockatoo) Newark, N. J., no.
Dukes & the Duches (Ambassador West) NYC, h.

- Eddy, Ted (Ireland) NYC, no.
Ellington, Duke (Paramount) Los Angeles, t.
Engel, Freddy (Hilade) Rensselaer, N. Y., no.

- Fisher, Art (Club Minuet) Chl. re.
Fisher, Freddy (Lantz's Merry-Go-Round) Dayton, O., no.
Fisher, Mark (3100) Chl. no.

- Fisk, Charlie (Black & Gold) Ina Columbia, Mo., no.
Flint, Charles, Ed (Plantation) Houston, Tex., no.
Flood, Emil (Paradise) Chl. h.

- Galton, Charles (Carroll's) Phila. no.
Garber, Jack (Palmer House) Chl. h.
Garr, Glenn (O Henry) NYC, h.

- Griffin, Art (Knotty Pine) Okla. no.
Grin, Joaquin (Lake Merritt) Oakland, Calif., h.

- Hackett, Bobby (Verasalle) Boston, no.
Hagman, Herbert (Park Lane) NYC, h.
Halset, Mal (Edison) NYC, h.

- Hill, Eddie (Penn) Trenton, N. J., h.
Hill, Dick (Hi-De-Ho) Phila. c.
Himler, Richard (Palladium) Los Angeles, h.

- Irwin, Marty (Churchill Tavern) Pittsburg, re.
Isaac, Vernon (Paradise) Phila. c.

- Jackson, Jimmy (Cassino Moderne) Chl. h.
James, King Reed (Drake) of Phila. c.

- Jarrett, Ted (Westfield) Westfield, Mass., h.
Jelenik, Eugene (Van Clev) Dayton, O., h.

- Johnson, Johnny (Belmont) NYC, h.
Johnson, George (Cox Cafe & Roadhouse) Berkeley, near Detroit, c.

- Jones, Bernie (Royal Hawaiian) San Francisco, Tex., no.
Jordan, Paul (Skyline) Phila. no.

- Kalam, Princess & Willie (Brass Hall) Syracuse, N. Y., re.
Kahn, Paul (Mayfair) Washington, D. C., no.

- Kane, Roger (The Embassy) Brooklyn, re. King, Eddie (Di Pinto's) Phila. c.

- Lake, Sol (606 Club) Chl. h.
Lamb, Marty (Merrill) Stabile Phila. no.

- Laur, Bro (Studio) Phila. h.
Leahy, Joe (John Marshall) Richmond, Va., no.

- Levin, Ted (El Tabarin) San Francisco, no.
Lippert, Art (88) Chl. no.

- Loring, Michael (Beachcomber) NYC, no.
Loss, Jimmy (Admiral Sennets) Mobile, Ala.

- Lynn, Barry (La Conga) Hollywood, no.

- McFarland, Tom (Syracuse) Syracuse, N. Y., h.

Bands on Tour—Advance Dates

VINCENT LOPEZ: Commodore Hotel, New York, April 6; Rialto Theater, Lewistown, Pa., 7; State Armory, Westfield, Mass., May 7.
PAUL WHITEMAN: Carolina Theater, Durham, N. C., April 22; Maxwell House Hotel, Nashville, Tenn., 24; Elks Club, DuBois, Pa., May 8.
SLIM AND SLAM: New Garden Hall, Waterbury, Conn., April 10; Howard Theater, Washington, 18 (week).
LEO REISMAN: Iowa State College, Ames, Ia., April 19; Butler University, Indianapolis, 25.
WILL OSBORNE: University of Arizona, Tucson, April 26.
INA RAY HUTTON: Rivoli Theater, Rutherford, N. J., April 20; Washington and Lee University, Lexington, Va., 18.
EARL HINES: Moonlight Gardens, Canton, O., April 11; Olympia Park, Pittsburgh, May 12.
DUKE ELLINGTON: Municipal Auditorium, Kansas City, Mo., April 28.
DEL COURTNEY: St. Louis University, St. Louis, April 21.
HENRY BUSSE: Meadow Acres Ballroom, Topeka, Kan., April 16; Frog Hop Ballroom, St. Joseph, Mo., 19.
COUNT BASIE: Apollo Theater, New York, April 25 (week); State Theater, Hartford, Conn., May 2 (three days); University of Rochester, Rochester, N. Y., 17.
WILL BRADLEY: Villanova College, Villanova, Pa., May 9.
ENOCH LIGHT: College of New Rochelle, N. Y., May 2.
CHARLIE BARNETT: Savoy Ballroom, New York, April 27.
BENNY GOODMAN: Hamid's Millon Dollar Pier, Atlantic City, May 31 and June 1.
GUY LOMBARDO: Hamid's Millon Dollar Pier, Atlantic City, May 30.
VAUGHN MONROE: Plymouth Theater, Worcester, Mass., May 5-7; Metropolitan Theater, Providence, R. I., 9-11; State Theater, Hartford, Mass., 16-18; Paramount Theater, New York, 21 (3 weeks).
BOB DAY: North Carolina State College, Raleigh, N. C., April 18.

- Mallonee, Matty (Rainbow Room) NYC, no.
Mason, Don (El Chico) NYC, no.
Marlow, Tom (Keating's Clarence, N. Y., no.
Marsala, Joe (Child's Paramount) NYC, re.
Marshall, Frank (Araczo) Houston, Tex., h.
Marti, Frank (Copacabana) NYC, no.
Martin, Dave (El George) Brooklyn, h.
Martin, Gus (Club Monaco) Phila. no.
Martin, Lou (Leon & Eddie's) NYC, no.
Martin, Red (Frank's Casa Nova) Buffalo, no.
Marty, Tom (Wardman Park) Washington, D. C., h.
Martin, Mel (Blue Gardens) Armonk, N. Y., to.
Masters, Francis (Tati) NYC, h.
Maya, Froilan (Havana-Madrid) NYC, no.
Messner, Johnny (McAlpin) NYC, no.
Miguel, Don (Cascho) NYC, no.
Miller, Herman (Abraham Lincoln) Reading, Pa., h.
Miller, Russ (Jack & Bob's) Trenton, N. J., no.
Miller, Ted (Press Club) Erie, Pa., 7-12.
Miranda, Jose (Pago Pago Room) Danforth, N. J., no.
Munich (Colony) Chl. no.
Moore, Vaughn (Stalier) Boston, h.
Mowles, Nino (La Conga) NYC, no.
Moyard, Ed (Beverly) Warwick, N. J., no.
Morgan, Edgy (Ritz Carlton) Atlantic City, h.
Morris, George (Armando) NYC, no.
Morton, Jerry (Pierre) NYC, h.
Morton, Paul (Coral Gables) Coral Gables, Fla., no.
Murphy, Joe (Port Orange Tavern) Albany, N. Y., no.

- Nager, Paul (Penway Hall) Cleveland, h.
Nagy, Harold (Coca-Cola) NYC, no.
Nagy, Harry (Yacht Club) Phila. no.
Neenan, Frank (Kelly's Stable) NYC, no.
Newman, Ruby (Ritz Carlton) Boston, h.
Nelson, Paul (Bassett) Clearwater, Fla., no.

- Oger, Bill (Hilbert) Toledo, h.
Ogle, Rodney (Pasa) Biloxi, Miss., no.
Ohrnan, Phil (Troadero) Hollywood, Calif., no.
Olver, Ted (Carroll's) Phila. no.
Olver, Eddie (Hollywood) Hollywood, Fla., h.
Olson, George (Rice) Houston, Tex., h.
Olson, Hans (Coral Gables) Coral Gables, Fla., no.
Omeko, Henry (Commodore) NYC, h.
Oppo, Harold (Elmer Drake) NYC, N.Y., no.
Orlando, Don (Casa Faria) Chl. no.
Orlando & Fields (Murphy) Marietta, O., no.
Orlando, Manuel (Walton) Phila. h.

- Pablo, Don (Palm Beach) Detroit, c.
Pace, Paul (Henry Grady) Atlanta, h.
Paige, Michael (Elmer Drake) NYC, no.
Palmer, Earl (Merry Gardens) Lynchburg, Va., h.
Palmetto, Ernie (Troadero) Wichita, Kan., no.
Paschito (Verasalle) NYC, no.
Panchito (Beachcomber) NYC, no.
Parfumo, Joe (Belmont Plaza) NYC, h.
Parod, Wilbur (El Morocco) NYC, no.
Parsons, Tony (Manhattan Center) NYC 12; (Arena) New Haven, Conn., 13; (Summit) Trenton, N. J., 14; (Warner Theat.) Mountaintop, N. Y., 14.
Pearl, Ray (Aracida) NYC, h.
Pedicin, Mike (Martin's) Boston, Pa., no.
Pendaris, Paul (Casle Park) Cincinnati 12, no.
Perez, Mike (Palmer House) Chl. h.
Peters, Oscar (Senator) Atlantic City, h.
Peterson, Don (Studio) Warwick, N. J., no.
Pope, Walter (Mayfair) Kansas City, no.
Powell, Walter (Roger's Corner) NYC, c.
Powell, Teddy (Burdwick's) Toxtona, N. Y., no.
Prusin, Sid (Diamond Horseshoe) NYC, no.

- Quastell, Frank (Colossus) Chl. no.
Raffell, Rod (Nightingale) Washington, D. C., no.
Raines, Chick (Conno) NYC, c.
Ramos, Bobby (Colony) Chl. no.
Ramos, Bobby (Drake) Chl. h.
Ravel, Arthur (El Morocco) NYC, h.
Read, Kemp (Radio Six WNBH) New Bedford, Mass.
Rebeck, Joe (Netherlands Plaza) Cincinnati, no.
Ray, Arvino (Bustle Club) Englewood Cliffs, N. J., no.
Reynolds, Tommy (Famous Door) NYC, no.
Rhodes, Dusty (Texas Fort Worth, Tex., h.
Richardson, Bert (Riverside Colony) Beasata, Va., no.
Rizzo, Vincent (Walton) Phila. h.
Robbitt, Bob (Belva's Inn) Trenton, N. J., no.
Roberts, Red (Greystones) Mansfield, O., no.
Rock, Dick & Equipes (Bikeathon) Chl. h.
Rogers, Eddie (Clark's Casino) Buffalo, no.
Rosen, Ronald (Pineside) St. Francis, h.
Rossello, Jack (Monte Carlo) NYC, no.
Ross, Ed (Coca-Cola) Trenton, N. J., no.
Roth, Eddie (Albani) Chl. no.
Roth, Don (Coca-Cola) Newark, N. J., no.
Rustin, Babe (Hickory House) NYC, no.

SABA, PAUL (Stuyvesant) Buffalo, h.
SABA, Coleman (Pickwick Club) Birmingham, no.
Sanabria, Juanito (Havana-Madrid) NYC, no.
Sander, Joe (Mike Todd's Theater) Chl. no.
Sandy, Bernie (Tantilla Gardens) Richmond, Va., no.
Sapienta, George (Billmore) Atlanta, Ga., h.
Sander, Hal (St. Regis) NYC, h.
Savitt, Sam (Pago Pago Room) Chl. no.
(See ORCHESTRA ROUTES on page 37)

IN BOSTON IT'S THE BROADWAY HOTEL
DAILY RATE, SINGLE... \$11.50
WEEKLY, WITH BATH... \$8.00
345 TRENTON ST. AT BROADWAY

St. Paul Votes Ban on "DuBarry"; Mpls. Date Pends

ST. PAUL, April 5.—Heeding a protest from Catholic Legion of Decency, St. Paul city council unanimously voted to ban presentation of *DuBarry* Was a Lady, starring Bert Lahr, scheduled for St. Paul Auditorium Saturday matinee and evening, April 12. Ed Furnal is Auditorium manager.

Banning of *DuBarry* was demanded by the legion on the ground that it violates public decency. It is rumored that the Catholics issued a veiled threat to remove the Eucharistic Congress from St. Paul, scheduled for later this season, unless *DuBarry* was kept out of the city. This marks the first time *DuBarry* has been banned since starting its tour.

Meanwhile, in Minneapolis, Mayor George E. Lesch has been detagued with protests against presentation of the play at Lyceum Theater April 13-15. Letters came from representatives of various Catholic organizations, Police Lieut. Blanche Jones, head of the police women's bureau, has been detailed to investigate the play and report to Mayor Lesch by his return to the city Tuesday (8).

Leo Murray, Lyceum manager, is confident Minneapolis officials will not bar the play.

Philly Tryouts NSG This Year

PHILADELPHIA, April 5.—With the legit season nearing its close and bookings thinning out, recapitulation shows that it takes more than a star-studded cast, even with Hollywood names, to bring out the local theatergoers. Shows appearing prior to testing their fate on Broadway didn't fare so well this season.

Of the 13 tryouts on local boards this season only four, became New York hits. *Hold On to Your Hats, Boys and Girls Together, Pal Joey, and Twelfth Night* made the grade. Five others closed in Philadelphia. The first tryout flop bobbed up early in October, *Second Helping*, playing eight days here and closing without trying New York. *Conquest* for April closed "for revision" after two weeks. *Off the Record*, in spite of its Hollywood cast, including Bruce Cabot, Betty Furness, and Mary Brian, couldn't stand the gaff. Dennis King's *She Had To Say Yes* rated a big "no" and closed here for revision. *Law Leslie's Rhapsody in Black* ended its career here after six days.

Three were immediate Broadway failures. *Night of Love, Liberty Jones, and First Step to Heaven*. The *Talley Method*, most recent tryout here as *The Mechanical Heart*, is the remaining one, still in the undetermined class, being none too enthusiastically received by the Gotham reviewers, tho' its star set-up of Ina Claire and Philip Merivale should insure an at least moderate run.

FROM OUT FRONT That New Generation Again BY EUGENE BURR

SEVERAL weeks ago this corner was devoted to the sad plight of a large section of the American populace, a section that not only has never seen a performance by real live players but doesn't even know that, in more fortunate centers, such things take place. Examples, duly authenticated, were given of Americans in their early and middle 20s who had to be told of stage performances as of a bright, new, and unknown world; who thought the appearance of living performers was a fine "new" idea, and who became confirmed stage fans after once being exposed to the hitherto untasted delights of the living drama. It was suggested that the theater, if it wanted to survive, had best do something about it.

This corner, however, was unable to suggest any practical things to do, and asked for suggestions from readers. Readers rallied round in encouraging numbers, offering solutions that ranged from increased advertising to the revival (but under professional auspices this time) of the Federal Theater Project. Many of the suggestions are extremely interesting and provocative, and some of them will hereafter be given in greater detail.

Also offering a suggestion, but in action rather than words, was Alfred Harding, of Equity. As has already been reported, Mr. Harding has brought forward a plan by which high-school students in New York City would be permitted to see selected plays at matinees for an admission price of just 25 cents. It is one of the most forward-looking plans suggested in the theater during the past decade.

What is more, according to present indications it has every possible chance of success. The various theatrical groups have thus far rallied round with heartening unanimity, and it looks as tho' the Harding plan will be in full operation in the fall. Its importance can't be overemphasized. Thru it, the growing generation of New Yorkers will be initiated into the delights of the stage; if only a quarter of the children who see shows are inculcated with the virus of the theater, the matinee will reap bountiful harvests. Chances are, tho', that the percentage will be much higher even than that.

This reporter, stage-struck practically from his cradle, can't conceive of any high-school-age youngster seeing a good play well performed without being forever after a devotee of the theater.

The Harding plan, of course, applies only to New York; it is manifestly impossible to spread it over the country unless a method could be worked out whereby touring companies could give similar matinees during week stands. Even then the effects would be at best only sporadic.

Several readers, however, have offered suggestions that take in the entire country.

TAKE, for example, that of Ralph T. Kettering, of Chicago. Mr. Kettering quite justifiably feels that the entire present structure of the theater must be torn down and then rebuilt to fill a real national need. To that end he proposes nationwide contests for playwrights, actors, singers, designers, and all others connected with theatrical arts and crafts. Winners would be routed over an extensive tour, national interest would have been aroused thru local participation everywhere, and, according to Mr. Kettering's figures, the plan would be quite able to pay for itself despite an initial outlay of \$1,000,000. A million may sound like a great deal when you say it quickly; but when you think of our proposed defense outlays and our gifts to foreign nations, it seems a pitifully small sum to ask.

But let Mr. Kettering speak for himself: "I believe, and I feel sure you will agree, that we have in America the greatest talent in the world, dormant and latent because it cannot have a hearing; and we have only to open the floodgates and it will find acceptance. . . . "I have a plan, but the wise men of the East will recognize in it an end of their domination and pollution of an art they have brought to its lowest ebb by selfishness, greed, and lust."

"My plan gives the theater back to the people by promoting competition in the arts, selecting thru elimination the best in writing, composition, and designing in each of the 48 States, and bringing together the 48 winners in each division to select the 'greats,' repeating the process annually, bringing forth all the hidden talent of America and giving it a hearing. Every man and woman will become theater-conscious because they, or a member of their family, or a dear friend is entered in the competition. Can you see how that theater-consciousness moves immediately into a public demand for a speaking, living theater, and how, by repetition, there is created the habit of theatergoing? . . . "Don't attempt to rebuild on the foundation of today's theater—the foundation will be quakeand and your hopeful attempt will sink. Build on the firm foundation of creating a demand thru new opportunity, free and unhampered, to the talent of our country."

OR TAKE the suggestion of the gentleman on the West Coast who started the whole thing, and whose requested anonymity will remain inviolate until he himself chooses to puncture it: "Organization is the thing—and when organization occurs let them hammer at the people who will contribute not solely for local production of plays, but also for nationwide production."

"Repertory shows could again be organized, playing at popular prices not to exceed 50 cents; salaries to be low in all departments; shows not to be produced for individual profit. Some will be losers. But these shows are to be aimed at popular-price audiences, and these audiences should be fed the kind of fare they like. . . . "We have plenty of plays they'd like. Many of the shows we've recently seen on tour don't belong; but good, sound, wholesome plays will click if played decently enough and shown at low prices of admission. . . . "Let us find some way of organizing on a nationwide basis. Start out perhaps with a dozen companies, some to play in the sticks, some to play in the cities, some to play the honey holes (not too old), others to play the recent hits of Broadway's past three or four years. . . . "Isn't it possible that, in all the palaver one reads about the theater, those who participate think only of the higher brackets—the intelligentsia or what passes for 17 The rank-and-filers really pay the freight—and they should be ousted. . . . "I know it can be done. I have yet to find a spot in recent years where good stage entertainment was not heartily—in fact, wholeheartedly—received."

AND then there are a couple of letters from gentlemen who are themselves, at this very moment, engaged in educating the new generation to the delights of the living theater. While we others sit around and wishfully wish that youngsters knew more about the stage, these men are actually out there getting results. And their efforts are not only beneficial to the theater and to their auditors but also, so far as can be judged, to themselves.

L. Verne Stout, head of Theater Workshop, writes, in part: "Many, many schools now buy and present to their student body what is known as a School Assembly Course. The average school presents from 5 to 10 such attractions during the school year, including scientific lectures, travel talks, and music. These programs run about 55 minutes. I happen to be one of the few men presenting the theater side to them."

"Nearly every school now has some sort of an auditorium, some extremely good, a lot of them deplorably bad. Here is the theater's big chance to bring live (See *FROM OUT FRONT* on page 24)

Equity Exclusive Service Clause May Rouse Storm

NEW YORK, April 5.—The exclusive service clause in Equity contracts is becoming the basis of much discussion among members of the association. Last January the question was brought up at a council meeting, and it was voted that no change should be made. The actors feel, however, that if this clause is necessary in the contracts it should be put there only at the request of the manager and not automatically.

Despite the council's mixing of a change in January, the question was brought up at the general meeting Friday (28), and the members passed a resolution favoring the future omission of the clause. This means that it will again be brought up in council in the near future.

It is figured that council will probably tend to stick to the stand it took in January, but meanwhile there is much agitation on the part of the general membership in favor of the change, it is possible that the council may change its mind on the basis of the popular appeal.

Question was brought into prominence last fall when Carol Bruce, click in *Louisiana Purchase*, had to leave radio and night spot jobs that paid her many times her salary in the show, because of the insistence of Buddy DeSylva, show's producer. He later gave her permission to do outside work, after plenty of publicity on the affair plus a storm of protest.

Elitch Gardens Cast Set

DENVER, April 5.—Arnold B. Gurtler, owner of Elitch Gardens Park, and George Somner, director, have been in New York casting for the 50th anniversary season of the theater. The permanent cast will include Ruth Madison, Jacqueline De Witt, Viola Rosche, Augusta Dabney, Donald Woods, Larry Fletcher, Richard Irving, Freddy Sherman, Emmett Rogers, and Arthur Gould Porter. The stage manager is Lucian Self and the scenic artist is Victor Paganuzzi. The theater opens Monday, June 12, with *Skyliner*.

Lunt's 4G in Canton

CANTON, O., April 5.—Last leg of the season, Alfred Lunt and Lynn Fontaine in *There Shall Be No Night*, grossed around \$4,000 at the Palace Theater, one night, March 28. Sponsored by the Canton Players' Guild, the production was sold out weeks in advance. There were standees at certain time. Admission was scaled 85 cents to \$3 plus tax.

TULSA, Okla., April 5.—Tulsans wanted to satisfy themselves whether or not *DuBarry Was a Lady*, so they bought approximately 2,300 tickets for the one performance Monday night, March 31.

Part of the palace set collapsed before the monarch did, so that the bedroom scene was played before an old blue backdrop that has hung in Convention Hall until it's considered as native as the Indians. After the show many Tulsans inspected the bedroom walls of pink satin piled up at the rear door.

BROADWAY RUNS

Performances to April 5 inclusive. Dramatic Opened Perf.

America and Old Lace (Pal.)	Jan. 16	99
Charley's Aunt (revival)	Oct. 17	188
Cheer Up (Broad)	Nov. 12	63
Classics in Green, The (N.Y. State)	Nov. 26	151
Doctor's Dilemma, The (Widow Tarr)	Mar. 11	81
Flights to the West (Boyd's) Dec.	30	112
How to Succeed in Business (Boyd's)	Mar. 18	250
Life With Father (Empire)	Nov. 8, 29, 59, 90	
Mr. Who Came to Dinner	Oct. 16, 29, 61, 90	
Mr. and Mrs. North (Boyd's)	Jan. 15	91
My Fair Lady (Hudson)	Jan. 25	161
My Sister Ellen (Hudson)	Dec. 26	116
Native Son (Hudson)	Nov. 28	116
Our American (Empire)	Dec. 23	120
Out of the Frying Pan	Feb. 11	63
See You in Window	Nov. 23	163
Seventy Rooms (Plymouth)	Nov. 23	163
Talley Method, The (Miller's)	Feb. 22	48
Uncle Sam (Empire)	Apr. 1, 3, 21, 59	
Watch on the Rhine (Boyd's)	Apr. 1	7
Your Loving Son (Little)	Apr. 3	5

Musical Comedy

Crusy With the Heat (Plymouth)	Feb. 30	79
Early in the Day (A.M.)	Dec. 25	84
Enchanted Forest (Hudson)	Dec. 23	159
Meet the People (Hudson)	Dec. 25	117
See You Tomorrow (Widow Tarr)	Jan. 11	52
Garden	Jan. 25	117
Pal Joey (Hudson)	Dec. 25	117
Parsons Battle (44th St.)	Oct. 30	192

Review Percentages

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

"Watch On the Rhine"—89%	
YES: Brown (Post), Lockridge (Sun), Whipple (World-Telegram), Watts (Herald-Tribune), Mantle (News), Atkinson (Times), Winchell (Mirror), Kronenberg (PM)	
NO: Anderson (Journal-American), NO OPINION: None.	

Should Sunday Shows Continue?

Actors' Equity's Position

By ALFRED HARDING

(Editor, Equity Magazine)

WHEN, last November, the Actors' Equity Association, after long consideration and a country-wide referendum of its membership, sanctioned the appearance of its members in Sunday performances in New York State without extra compensation it turned its back for the time being on a policy of more than 20 years' standing.

It did so, however, for quite definite and particular reasons and for a limited period of time. Before the end of that period, June 1, 1941, Equity will examine the evidence accumulated over the current season to determine whether or not the reasons which induced that change of policy have vindicated the concession or not.

The main and indeed almost the sole compelling reason for Equity's action was the insistence of the producing managers that permitting them to present Sunday shows without extra cost would enable them to continue plays which might otherwise have to close, and thus would augment employment. Further, they declared, such performances would help the theater to regain certain of its lost patrons and, perhaps, make new friends.

These, then, are the crucial questions which must be answered to Equity's satisfaction to gain a continuance of the concession. It is not Equity's intention to dictate to the managers what proof it would consider satisfactory, and, admittedly, such proof will not be easy to adduce. But the burden of finding it, collating it, and presenting it to Equity still rests on the managers.

We have now had approximately four months of Sunday performances and in that time a general pattern ought to have begun to be apparent, if it is to be found at all. That pattern, I think, ought to indicate, if Equity is to be influenced by it, that Sunday performances have not merely been more prof-

itable than the Monday or Tuesday performances they replaced. That, I believe, would not be very difficult to prove, but it would not be very conclusive evidence. They should be able to show how these Sunday performances have affected the grosses of weeks and of months. If, for instance, Sunday performances have been packed, but the week's gross has been almost stationary, it would mean only that people who might have distributed themselves throughout that week had concentrated on one night. Neither the theater nor the cast would have benefited materially by it and its value would hardly have been demonstrated. That is one line of proof the managers might well consider presenting.

At the risk of appearing captiously critical, perhaps, I think I may express Equity's disappointment that the managers have not chosen to treat the Sunday performances in the light of an experiment to recapture old audiences and to create new ones.

A Great Opportunity

Here, Equity has always felt and still feels, was a great opportunity which, in the main, the managers have not chosen to exploit. If they were going out after new audiences then they should really have gone out after them and not just sat back waiting for these audiences to find out about Sunday shows and to decide, on their own initiative, to take advantage of them.

While this may have been done in isolated instances or sporadically, there has not been, as far as I know, a concentrated and co-ordinated effort to acquaint audiences and potential audiences in New York City and its surrounding communities with the fact that Sunday shows were now available; or any real attempt to induce them to attend these particular performances. (See EQUITY'S POSITION on page 24)

The Managers' Position

By JAMES F. REILLY

(Executive Secretary, the League of New York Theaters)

THERE is feeling among actors and also some newspaper writers on the drama that managers have not taken full advantage of Sunday performances after having sought industriously for years to remove the obstacles, legal and organizational, that prevented them. Some of that is true, but the same managers who worked for Sunday performances are not producing all the plays today, and it is a fact that those who did have taken advantage of Sunday shows whenever the situation permitted. On the other hand, what about the actors who favored them? It would be impolitic on my part to "rate" the stars, but what stars of national prominence have given a Sunday performance (and they have a loud voice in the decision) since the plan was inaugurated? Here, hearty apologists to Olsen and Johnson, Helen Craig, Alan Dinehart, Glenda Farrell, Lyle Talbot, and Ethel Waters. Helen Hayes had a Sunday radio program. No others to my knowledge were so prevented. A star, who of necessity must be a member of Equity, owes something to his fellow players in a movement that is assumed to be helpful to the industry as a whole, and the same feeling towards some managers might be applied with equal fairness to some actors.

I do not mean to imply that their not playing may not have been a good thing, except for the moral effect. The Sunday audiences, derived principally from suburbanites and those whose week-day evenings are not free, would not ordinarily attend on week days. Not many cosmopolites or leisured metropolitans attend on Sunday. The latter, therefore, had fewer attractions among which to spread their patronage on other nights, and the constant heavy attendance at such long-run plays as *Louisiana Purchase*, *Penama Hattie*, and *Life With Father*, as well as *Arcenic and Old Lace*.

The Corn Is Green, *My Sister Eileen*, *Put Joey*, and perhaps one or two others, in addition to the intrinsic merit of the productions, has reflected this.

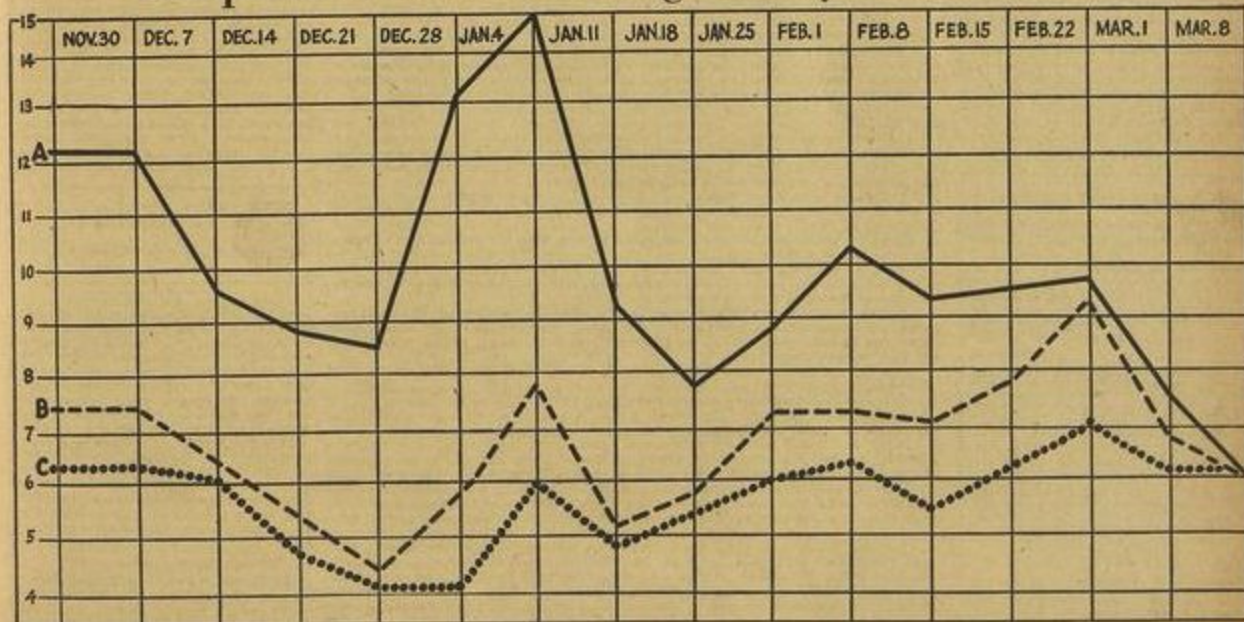
Appropos of suburban patrons and hard-working localities, whose rest must be considered, the starting time of performances should be and has been given consideration. We are all creatures of habit, and it takes time to accustom the people of the theater (even perhaps to a greater extent than the customers) to change. Matinee performances have been set for a little later. One play tried an earlier evening curtain. It is my recollection that this play changed back to its usual hour, the first apparently having proved not too satisfactory. Further agitation for earlier evening curtains should and will be made.

Speed Needed

It has been contended that the plan was rushed into execution; that not sufficient advance publicity or paid advertising was used. The haste was necessary. If performances had not begun immediately, lack of interest on the part of the managers might have been similarly charged. Considerable publicity was obtained both at our instance and voluntarily given on the part of the press. Theater programs carried announcements. As to paid advertising, about \$1,000 was actually spent, and believe me, the pro rata share that had to be borne by some of the struggling productions was burdensome to them.

What has been the effect of the Sunday performances on employment in the theater? Indirect results are susceptible of proof in at least one instance. *Tobacco Road* is a shining example. Scheduled to close last October, it held on for the noble experiment. The experiment was successful. Sunday performances built up the week's gross, the play took (See MANAGERS' POSITION on page 24)

Comparative Grosses During Sunday Show Period



The solid black line (A) represents grosses of a show which received good notices and did not play Sunday shows. The broken lines (B and C) represent grosses of two shows which received mixed notices and did play Sunday shows. The dates are Saturdays during the 15-week period of the Sunday show experiment, and the weekly gross is indicated by the point at which the lines of the shows cross the vertical lines to the right of each date. Figures to the left represent the gross figures in thousands.

New Play on Broadway

Reviewed by Eugene Burr

MARTIN BECK

Beginning Tuesday Evening, April 1, 1941

WATCH ON THE RHINE

A play by Lillian Hellman. Directed by Herman Shumlin. Setting designed by Jo Mierziner, built by William Kellam, and painted by Bradford Achworth. Press agents, Richard Maoney and Sol Jacobson. Stage manager, Felix Jacobs. Presented by Herman Shumlin.

Anise.....Eda Heinemann
Fanny Farrelly.....Lucille Watson
Joseph.....Frank Wilson
Doris Farrelly.....John Lodge
Marthe De Brancovis.....Helen Trenholme
Mack De Brancovis.....George Coulouris
Sara Mueller.....Mady Christians
John Mueller.....Peter Fernandez
Bodo Mueller.....Eric Roberts
Babetta Mueller.....Anne Blyth
Kurt Mueller.....Paul Lukas
The Scene of the Living Room
of the Farwell Country House, About 20
Miles From Washington. The Time is Late
Spring, 1940.

ACT I—Early on a Wednesday Morning.
ACT II—About 10 Days Later. ACT III—
A Half Hour Later.

Seldom does there appear a play that is easier to like than Lillian Hellman's *Watch on the Rhine*, which Herman Shumlin presented at the Martin Beck Theater Tuesday night. For one thing, it presents the viewpoint of fighters against totalitarianism with passionate honesty and flaming effect. For another, it seeks in every possible way to bring out the positive viewpoint of that fight. In other words, it presents the glory of the anti-Fascist crusade; but, unlike Robert E. Sherwood's *There Shall Be No Night*, it refuses to make itself asinine and vicious by consciously misinterpreting facts and by placing propaganda before truth; and, unlike Elmer Rice's *Flight in the West*, it refuses to create in itself the very hate against which it ostensibly inveighs. In addition, it tries to the best of its ability to warn American liberals that the last great fight against current Fascism will be fought here—and not necessarily against avowed Fascists—a warning that it can only suggest because of the already-present threats to those who speak freely here in "free" America. Also, Miss Hellman, in *The Messias*, Sherwood and Rice insist that murder is wrong no matter how or why it is committed, even though she says it may be an evil necessity now in order to prevent murder in the future. To cap it all, the piece is played by a marvelous cast under Mr. Shumlin's direction.

Obviously, it is very difficult to resist the temptation to give *Watch on the Rhine* a complete rave; yet honesty forces me to report that, despite its manifold assets, there are many things gravely wrong with it. For one thing, it displays Miss Hellman's habitual inability to evolve effective play construction. It is two acts of prolog, a half act of obvious and not too exciting melodrama, and a half act of splendid message and unabashed tear-jerking. To make it worse, the two acts of prolog, the frequently studied-with laughs, are for the most part wandering and extremely boring.

Also (and this is serious and fundamental fault in the thesis), the Miss Hellman finely refuses to praise murder under any circumstances, she uses as the critic of both her plot and her argument the murderer of a professional Judas by an anti-Fascist, saying it is necessary in order to prevent other murders in the future. For thousands of years men have committed murder in order to prevent the organized murder of men; and much good it has done. The only way to prevent murder is far too simple to be accepted—merely for men to refuse to commit it under any circumstances and

for any cause.

Incidentally, Miss Hellman, in the fine fairness with which she gives the anti-Fascist point of view, falls entirely to attack fundamental Fascist philosophy, a job for which she seems finely equipped. Such an attack, eschewing the brand discarded for fact and the silly, maudlin pseudo-metaphysics of *There Shall Be No Night*, as well as the cheap, rabid, and hysterical hate-shouting of *Flight in the West*—an attack against Fascists who give lip-service to "democracy" as well as against avowed Nazis—is badly needed in our theater. It is unfair to Miss Hellman to blame her for not doing something that lay outside of her plan; but one can hope for her next play.

Her present plot spends two acts telling of how Sara Mueller came back to her mother's home near Washington with her husband and three children after years of wandering thru Europe wherever the fight against Fascism was thickest. Of a distinguished American family, she had married a German engineer. Her mother and her brother welcomed her—but a sleek Roumanian noble, husband of a family friend with whom the brother is in love, examines the Mueller baggage and threatens to tell the German embassy that Mueller is about to return to Germany with money to bribe the keepers of his friend and leader, who has been captured by the Nazis. The Roumanian wants \$10,000 as the price of secrecy; Mueller refuses to part with the money entrusted to him; and his wife's mother and brother, at last realizing the need for fighting totalitarianism, offer to advance the \$10,000.

But Mueller knows that the Roumanian will sell his secret to both sides; so he takes him outside and kills him. And his wife's mother and brother agree to hide the deed until Mueller gets away to his suicidal mission in Germany. Then Mueller, in what amounts to a last farewell to his dearly loved wife and children, launches into an impassioned explanation of his life and deeds, and

FROM OUT FRONT

(Continued from page 22)

talent before the child while in the impressionable stage and so create a taste and desire for the theater.

"It does, however, need a planned program and standardized quality as to personnel. Here is a vast field in which to reach the coming theatergoer.

"It is too big for any one individual. It should be taken out of the hands of the 'commercial bureau,' with its tendency to sell what sells best. Many schools do not and cannot hold a series because they haven't been educated or sold on how to finance the same.

"The Federal Theater—or some other agency—could have done a wonderful job of selling the idea. Now who is there to do this? Is it worth the investment and the gamble to theater managers or any other theater combination or agency today?"

THE other gentleman actually in the field doing what we others only sit around writing about is John Hills, who, with a small company, tours Rip Van Winkle and other plays in schools thru the Midwest. Mr. Hills is really bringing the theater back to the people; he makes, he says, a good living—and he can cite hundreds of examples of children who have been inoculated with the germ of theatergoing and who have kept up the habit. Of extreme importance, I think, are his words to actors.

"As you know," he writes, "we have been playing a one-hour version of *Rip in all schools*—not only in the universities, colleges, high and junior high schools, but in the grade schools as well. And, my friend, it would do your heart good to see the wonderful interest shown in the speaking stage, not only in the big towns but in the real small towns as well. . . .

"Who is it that must educate the new theatergoer? I think it is up to the actor himself.

"Maybe I am wrong, but, judging from my experience the last few years playing schools, I am convinced that, if many of those boys and girls who are walking Broadway today would just get themselves some of the classic like old *Rip*, and play it, they would not only get them a good living, but it might educate even them to a better understanding of the theater.

"In playing schools, one must bear in mind that schoolmen are not theatrical managers, and the approach is entirely different. However, I have found the work in schools very pleasant, and it has given me and my family a mighty good living for six long years.

"Others can do the same thing if they are lucky enough to get hold of the right vehicle."

It seems to this corner like marvelously good sense.

AMONG the many others who wrote in with suggested answers to my query are Roger Douzens, a publicity man himself, who suggests that stronger publicity, undertaken on a nationwide scale, might become a killer knowledge of the theater; Jennie LaBue Johnson, who agrees with Mr. Douzens and suggests further town rallies; Joe Baker, who feels that a good job of theatrical education could be done if the Federal Theater were revived—but only under proper professional auspices; Claude Allen Lewis, who agrees that something must be done and cites an illuminating instance of the hold that motion pictures have on the young; and J. P. Newman, who blames it all on the "film trust" and calls me some rather insulting names because I chose to write of the new generation rather than of the deprivations of that of debbil Hollywood. Mr. Newman seems to feel that a vigorous campaign, undertaken right now, could knock the film industry into the Pacific Ocean.

In any case, thanks to all those who wrote in. Many of the suggestions, as you can see for yourself, are extremely interesting; some of them are practical enough to get going immediately.

What About Beau Brummell in Overalls?

PHILADELPHIA, April 3. — John Barton, starring in Tobacco Road at the Locust Street Theater here, wants to portray Jeeter Lester in white tie and tails. Barton, an author-producer, Jack Kirland, a wire lass week requesting permission to give one performance in evening clothes, saying he would "like to see if the spirit of the original play could be preserved without the ragged costumes of the sharecroppers."

goes away to almost certain death. And, as the curtain falls, Mrs. Mueller's brother turns to his mother and remarks that they, they, will be in for it. It is a pregnant warning.

Unfortunately, tho, the above is really an outline of only the last act of the play. What goes on before is formless, jumbled, and very often meaningless. Mr. Shumlin's heavily effective direction is magnificent during the fireworks of the last act, but previously allows the players to move their separate ways, failing to bring any unity to Miss Hellman's sprawling structure. Individually, however, the players are excellent, though, with Mady Christians doing an overpowered, but beautiful job as Mrs. Mueller, and with Lucille Watson giving a splendidly detailed and effective portrayal of her mother. Any youngster wanting an object lesson in really great acting should travel to the Beck and watch Miss Watson during those scenes in which she is not actively involved. Paul Lukas is somewhat over-heavy as Mueller himself, tho the passionate honesty of his performance over-rides all technical faults; John Lodge offers excellent readings as Mrs. Mueller's brother; George Coulouris is properly sneaky as the Roumanian, and Peter Fernandez, Eric Roberts, and Ann Blyth do nice work as the three Mueller children, with particular plaudits going to little Miss Blyth for her beautifully quiet and understanding work. With Eda Heinemann and Frank Wilson filling in effectively as domestics, the only weak spot in the cast is Helen

Trenholme, as the Roumanian's wife. Miss Trenholme has done fine jobs in the past; this one is so amazingly ineffective that one wonders what happened to cause it.

EQUITY'S POSITION

(Continued from page 23)

If Sunday performances are as essential as the managers have asserted, a sustained co-operative campaign on the part of all the managers should have been worth the effort and the expense.

During the preliminary maneuvers to convince Equity a great deal was made of the possibility of attracting motion picture audiences to Sunday performances. To have done this effectively would have involved not only an approximation of the price scale these audiences have become accustomed to in the motion pictures, but something of the consideration for and attention to the comforts and courtesies which they have also learned to expect. It would have involved a certain amount of planning and trouble and even a certain initial expense. It might not have accomplished anything worth mentioning, but its potentialities were very great, and if the managers had regarded the whole project in the light of an experiment this would seem to be an angle well worth investigating.

Early Curtains

If the managers had been in an experimental mood, the Sunday performances might also have been made the proving ground for an early curtain, about which a great deal has been said and written, but about which very little has been done. Certainly theater patrons who have to start a fresh work week on Monday morning would be likely to appreciate being able to attend a play and still get a good night's rest. Maybe they wouldn't have responded in any great numbers from the very beginning, but this would have been one way of finding out. It would, tho, have been necessary to institute the plan early enough in the season for the trial to have meant something.

As far as I know, none of these and other Equity suggestions have been really attempted. Certainly none of them have been given a sustained, co-operative, and convincing trial.

At the time Equity announced its concessions an editorial in *The Equity Magazine* hailed Sunday shows as an opportunity and a challenge. Not all managers accepted the opportunity. None have recognized the challenge or acted on it.

In another two months, more or less, the question of Sunday performances for next season will again be before the Equity Council. The Council will, in my opinion, be friendly and willing to cooperate with the managers, but it will insist on adequate answers to these two basic questions: What have Sunday performances meant to the actors in the way of additional employment? What have they done to reclaim old audiences or build new ones?

On the ability of the managers to produce satisfactory answers to those two questions will depend the fate of Sunday performances in New York during the season of 1941-42.

MANAGERS' POSITION

(Continued from page 23)

on a new lease of life, and out of it came the production of *Tanyard Street*. *Tanyard Street* did not last long. It is true, but some 50 people, actors, stagehands, and theater operating staff, received about three weeks' work.

How did a play that used Sunday performances compare with one that did not? A rough graph of the business of three plays is being printed in conjunction with this article. The solid line represents a play that received good notices and did not play Sundays. The two broken lines represent plays that received fair or poor notices, but did use Sunday performances. In the last two instances the fluctuations were less violent, and the three wound up practically in a dead heat after the Sunday campaign had been in effect 15 weeks.

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SUNDAY VAUDE INCREASING

Those Polite Stagehands

HARRISBURG, Pa., April 5.—If stagehands can be kidded into showing just a little respect for talent, State Theater Manager J. P. Rogers will do it.

Rogers has posted notices in all dressing rooms at the State, which read in part: "Our stagehands have a nationwide reputation for courtesy, understanding, helpfulness, and cooperation! They are always glad to maintain this reputation, and so will do anything in their power to help make this date a success."

Bon Air Reopening But Front Not Set

CHICAGO, April 5.—Bon Air Country Club, leading summer spot here located in near-by Wheeling, will reopen in June, although no front man has yet been named. There was some doubt earlier in the year as to the future of the club, since the income tax difficulties between Bill Johnson, owner, and the Internal Revenue Bureau are not ironed out.

Art Childers, of the Royal Palm, Miami, was mentioned as front. It is probable, however, that the manager will be a man of national cafe repute.

For the last two seasons the Bon Air has had an entertainment budget ranging up to \$7,500 a week.

500 Club Resumes Names; Lewis Set

ATLANTIC CITY, April 5.—Phil Barr's 500 Club resumes its policy of name talent July 4 when the summer gets heavily under way.

Joe E. Lewis debuts the summer policy on the firecracker week-end opening. Harry Richman, Sophie Tucker, Romo Vincent, and Estelle Taylor, all veterans of this spot, are committed during the season, but no definite dates have been set.

William Morris Agency booking.

2G for Rogers, Judy Starr in Chi

CHICAGO, April 5.—Buddy Rogers and Judy Starr, singer, have been set into the State-Lake here week starting Friday (11) for \$2,000.

Pair teamed up at the Orpheum, Los Angeles, last week. Rogers fronts the house band and emcee. He gave up his own band several months ago. Local booking was set by Danny Graham.

Bitter Tea Of Mr. Ching

NEW YORK, April 5.—Robert Ching, who made y'd at the Beachcomber and who managed the now defunct Club Walkiki, will be sentenced Saturday (22) in Special Sessions for failure to pay off talent unless he can score up around \$500 by that date.

Ching was tried Tuesday (1) and found guilty of holding back four weeks' salary of Ruth Sato, Kimi Toye, and Maiva Keala. Ching argued that he was merely manager and not the owner of the spot, and, as such, was not financially responsible. He claimed that band leader Ray Kinney and Tom Christy were the actual owners.

Mildred Roth, counsel sent down by the American Guild of Variety Artists on behalf of the performers, however, contended that the contracts were signed by Ching, and the performers regarded him as their employer. The court sustained this argument.

While the spot was still operating AGVA moved in on Ching for the performers' salaries. At that time he paid \$80, and made arrangements for the balance. The spot folded shortly afterward (March 11).

White Plains, New Haven, Wash., Bridgeport, Worcester, Lowell Moneymakers; Indie Bookers Lead

NEW YORK, April 5.—Sunday vaude in auditoriums and theaters is being developed by James Evans and other indie bookers into a good money-maker. Evans' season at the 5,500-seat Westchester County Center, White Plains, N. Y., which ended Sunday (30), drew 68,000 people for the two performances 11 Sundays, and will resume in the fall. His experiment booking Sunday vaude into the 10,000-seat Uline Arena, Washington, March 18, was successful, Benny Goodman drawing \$3,500 gross, and will be resumed April 20. Evans' two and a half years of Sunday vaude at the 8,000-seat Arena, New Haven, Conn., resumes tomorrow (6) to run until Labor Day.

The season at the municipally operated Westchester County Center followed a somewhat similar experiment by Lea Reiss last spring. Evans did better, drawing larger crowds by giving a name band and a seven-set vaude bill, often including one or two name acts as well. Did two shows, one at 3 p.m. at 44, 55, and 75 cents, and one at 8 p.m. at 55, 77, and 99 cents. Vaude ran about an hour and a half and the band show another half hour. No films.

Except for one Sunday, March 9, when a 12-inch snowfall tied up traffic, Evans' vaude show at the WCC made a profit.

WCC Attendance Figures

Date:	Attractions:	Attendance:
Jan. 19	T. Dorsey band.....	8,500
26	Benny Goodman band.....	6,800
Feb. 2	Sammy Kaye band, Steve Evans, Kidoodlers.....	7,400
9	Ella Fitzgerald band, Barry Wood, Betty Hutton, Bea Wain.....	6,800
16	Harry James and Tommy Tucker bands.....	6,500
23	Count Basie and Bob Chester bands.....	6,500
Mar. 2	Charlie Barnet band, Mills Bros.....	7,000
9	Xavier Cugat band, John Boles.....	3,700
16	Bobby Byrne Band, Andrews Sisters.....	7,800
23	(No show, due to previously booked dog show)	
30	Horace Heidt band show	7,000

Evans booked the WCC on a percentage deal that included a weekly net of around \$1,000, excluding talent costs. This covered \$300 to \$400 for advertising in 51 newspapers covering a radius of 50 miles and also 350 to 500 window cards. House was managed by George Oshrin, former Loew house manager and unit advance man, and used a stage crew of four and a local pit band under Phil Napoleon. Eddie Smith and Manny Schribman were associated with Evans in the venture.

Show was called *Show of the Week* and cut into White Plains movie houses as well as local vaudeiliners, forcing circuit vaude bookers to pressure agents into keeping attractions away from the WCC. It did all right, nevertheless, booking very late. Except for the Goodman date (January 26) and the Cugat and Boles date (March 9), which were hampered by bad weather, business was good.

Evans has dropped WCC vaude until the fall, figuring too many Westchesterite own cars and summer homes and wouldn't want to bother with local vaude shows during good weather.

Goodman Experiment Clicks

The new Uline Arena, Washington, experimented with Goodman's band Sunday (16), which did an hour show, followed by dancing, at 85 cents admission. Grossed \$3,500, with Goodman walking off with \$1,750 (50 per cent from the first dollar). Evans has already booked him for a repeat May 4, and will spot another Sunday band show April 20. He says he is "feeling out the policy" and hopes to build it up eventually to be similar to the Westchester County Center policy. The arena is air-conditioned.

The Arena, New Haven, operated by Nathan Podeloff, runs hockey, fights, and special events, using Sunday vaude booked by Evans part of the season. Evans spotted 17 Sunday shows there last year and resumes tomorrow with the Lucky Strike show (Barry Wood, Bea Wain, and Mark Warnow's band). Tony Pastor's band comes in April 13; Tommy Dorsey band April 20, and Sammy Kaye band April 27.

Arena spots two performances, charging 45, 55, and 75 cents for the 3 p.m. show and 55, 85, and \$1.10 for the 8 p.m. show. Harry Berman leads the local pit band of 11.

Sunday Vaude in Theaters

Evans is also spotting Sunday vaude into the Sterling Theater (700 seats) in Derby, Conn., which had not had flesh in 17 years.

The Sterling's first bill March 16 (George Niblo, Hon. Chang and Sister Eddie Collins, Eddie Lambert, Moran Brothers, and Jack Tesgard's band) drew 2,000 at 53 cents. The March 23 bill (Dick Rogers' band and Bob Howard featured) did "fair," according to Evans. Louis Prima band headed the March 30 bill, and Dick Stable band comes in tomorrow.

Uses straight vaude, no films, four-a-day. Albert Montefalco and Sam Rifkin manage the house.

Dows in Bridgeport

Al and Belle Dow, local indie bookers, have been running successful Sunday vaude in Bridgeport and are contemplating the opening of several other spots. The Lyric, Bridgeport (2,170 seats) houses burly shows the other days of the week, and as such has a steady clientele. Sunday vaude shows, with shorts as fillers, get the family trade.

The shows were first tried October 6, with Lucky Millinder as the attraction. Since then attractions such as Sally Rand, Ben Bernie, Count Basie, Tommy Tucker, Jimmy Dorsey, Tommy Dorsey, Benny Goodman, and other topnotchers have made Sunday visits there.

The average gross is around \$3,000, with Tommy Dorsey registering the highest with a \$4,200 gate.

Commitments have been made until May 4, with the linking of Tony Pastor, Clyde McCoy booked for tomorrow (6), Gene Krupa, Horace Heidt, and Eskine Hawkins are also skedded to play.

A Sunday vaude policy is also set for Malden, Mass., at the local high school. The shows are being sponsored by the local lodge of Elks for their Christmas fund. Ben Ford, of Boston, is booking in conjunction with Ray Galvin. Scale is 40 and 60 cents in the afternoon and 40 and 85 cents evenings. Opener will be the Louis Prima and Blanche Calloway orks and surrounding acts. Larry Clinton is set for the following week, along with Isabel Jewell, Penton Brothers ork, and some local acts.

Lowell Policy Successful

The Lowell Auditorium, Lowell, Mass., has been operating since September 22. The house, booked by George Hamid of office in Boston, plays shows only when attractions are available. The average take is around \$3,500, although Glenn Miller pulled \$4,600. William O'Halligan is the manager.

The top gross was made by Eddie Cantor last Sunday (23) with a take of \$5,200.

Worcester will also resume vaude in its Municipal Auditorium, under direction of Frank Duffy, a local promoter. Ben Bernie band will top the opening bill Sunday (19).

Veloz and Yolanda Open Concert Tour; Relief Angle

SAN FRANCISCO, April 5.—Veloz and Yolanda, ballroom dancers, have come out of the temporary retirement forced when Yolanda became a mother, to make a concert tour that will wind up in Chicago. They played the War Memorial

A New Game

CHICAGO, April 5.—Agents, instead of playing with matchsticks in their spare time, now have a new game—sparring with each other's names. Idea is to alternate an agent's name into a song title. Here's what the mental knockouts have dug up so far.

If All Comes Back to Belle Day, South of Al Bards; Paul Marr, He's Making Eyes at Me; Roll Out Phil Tyrrell, This Is Moo Luckie Day, Morris Slicer Threads Among the Gold, Eddie High on a Windy Hill, Larry Me Pack to Ole Virginia, Johnny King's Horses.

Larson Aims To Reopen Hurricane

NEW YORK, April 5.—Negotiations are under way to reopen the Hurricane, Mike Larson, operator of the Iceland and Queen Mary clubs, is talking with the Brill Realty Corporation, owners of the site. If a deal is made, Larson said he will open the club within five or six weeks.

The Hurricane, it was revealed by the ABC Board last week, had its license revoked because all the owners of the spot were not listed. The license was issued to Mario Tosatti, Ben Platt Jr., and Murray Zales. Frank Bonfiglio is claimed to have been a secret owner. The license was taken away for two years. However, the ban is upon the former operators and is not a padlock on the spot.

Larson's Queen Mary is being shuttered after tonight (5). The spot will be redecorated with Oriental atmosphere, and its name changed to Forbidden City. Reopens April 15 with an all-Oriental show.

Lum Fong's restaurant on 52d Street is going for the night club trade, and has installed the Johnny Pineapple Trio.

Pitts Clubs Using More Strong Acts

PITTSBURGH, April 5.—Battle of big names looms for local night clubs. Yacht Club has "Slapie Maxie" Rosenbloom troupe Friday (4), booked thru William Morris office. Spot is also dickering with agency for succession of names to follow. Yacht Club recently passed into complete control of Jackie and Sol Heller, following withdrawal of Nick Andolina, who intends to open rival spot downtown.

Villa Madrid couple months ago began to mix names with run-of-mine, and so far have presented Stepin Fetchit, Nick Lucas, Wally Vernon, and Donald Novis heading variety layouts.

El Chico imports top Pan American talent, with bookings of Juanita Juarez, Ciro Rimaec, and others since opening last September.

Nixon Restaurant likewise occasionally brings in act with film or radio reputation; always presents one of costliest bills in town.

Defense Dough Has Not Helped Chi Yet

CHICAGO, April 5.—Due to labor strife in most industrial towns in this area, defense orders have as yet had little effect on talent budgets in either cafes or theaters.

Only theater in which talent will get a break is the Capitol, in Mantowoc, Wis., booked by Charlie Hogan here.

Once a spasmodic Wednesday date for a band unit, it now runs a combo show weekly. Mantowoc is a shipbuilding town, and employment is booming due to an order to build 12 submarines.

Opera House here last week, drawing 4,000 and contributing 10 per cent of their salary to the British War Relief Fund.

They are negotiating to perform concerts in Skouras houses, without films, with a percentage of the grosses going to the Greek War Relief.

Hotel Pierre, Cafe Pierre, New York

Talent policy: Band and single entertainer. Management: Gustav Von Lowenfeld, managing director of hotel; Felix Ferry, cafe manager. Prices: Supper minimum \$2.50; drinks from 75 cents.

A band and a single entertainer appearing at 12:15 p.m. compose the divertimento for this informal lounge catering to the leisure class.

New entertainer here is Adrienne (Adrienne Matzenauer, of the operatic family), who has the right background, appearance, and talent for this spot. She is a tall, handsome, excellently groomed brunette just out of a four-year retirement, and this is her first cafe date. Her pleasant contralto is of limited range and she fails to create much vocal excitement. Sweet unobtrusive music just right for this spot and billed as "Ella Maxwell's Favorite Orchestra."

The band is Leo Dryer (fiddle and sax) backed by string bass, piano, drums, violin, and accordion. Sweet unobtrusive music just right for this spot and billed as "Ella Maxwell's Favorite Orchestra."

Paul Demis.

Club Bali, Philadelphia

Talent policy: Dance and show band; relief band; floorshow at 7:45 and 12:30. Management: St. Joe, and Max Kaliner, proprietors; St. Kaliner, manager; Herman Tolle, headwaiter; Milt Shapiro, press agent; Music Corporation of America, booker. Prices: Dinners from \$1; Saturday matinee luncheons from 75 cents; drinks from 60 cents; \$1 minimum weekdays, \$1.50 Friday and Saturday; no cover.

Since opening a year ago, the Kaliners have been trying to turn this class club into the club that characterizes their best-door nitery geared for mass appeal, the Little Balakeller. With the room decors creating the paradise isle atmosphere, everything has been tried on the floor—from screwy comics to fan

dancers, each failing to hit on the proper formula.

Starting its second year, it seems to have found the formula. It's Xavier Cugat with his band and show. From his very first night Cugat has been crowding them in.

The show he has whipped together is a tropical delight, getting under way with Lina Romay peppering the floor with a spicy *Say Si Si* that brings on the line of six lovelies for rumba routines. An appropriate setting for Gerardo and Helene's ballroom rumba. Duo heavy on the smart and polished side, with gal an optical treat.

Miguelito Valdes chants African "nanyto" songs with a Calloway flavor. Beats out the rhythms on the tom-tom as he hi-di-ho's in native tongue. Then a concerto in hono hanging by Nicco Lopez.

For the pace change, Cugat struts out with his fiddle, with three other scratchers from the band weaving the background as he goes pashy on *The Breeze and I*, with attending variations to attest to his wizardry.

Adel Mara, one of the prettiest Spanish dancers to click a castanet, does two flamenco dances. Just a youngster, but the most gorgeous thing. Also she dances divinely.

Lina Romay returns for a rousing tango, emphasizing her curvaceous features and eye-winkles to match her singing of *Chico, Chico, Boom, Chic*, *Rumba Cari*, *Rhumbogie*, and, on the recall, *Fera Mio Vipo*.

Gerardo and Helene, along with the line, return for a conga clicker. It all adds up to a fast and finished product that's tough to top. Carmen Castillo, singer of Latin lullabies, was out sick when show was caught.

Cugat and his crew of 14 supply the astringent synopses for the show and dance. Cugat takes honors as a master showman.

Alan Fielding (8), former bandstand lead, continues to make the dancing continuous, capably taking care of the fox-trotology assignment, with Cugat concentrating on native rhythms.

M. H. Orodenker.

Night Club Reviews

Edgewater Beach Hotel, Marine Dining Room, Chicago

Talent policy: Dance and show band; floorshow at 8:40 and 10:40. Management: William Devey, managing director; Dorothy Dorben, producer. Prices: Dinner from \$1.50; drinks from 40 cents; minimum \$2.

Given the material, Dorothy Dorben can produce a splendid show, and she has it in the present set-up. Walter Donahue, held over, is the perfect emcee, and his dancing is magnificent.

Bernie Cummins, fronting the ork, packs loads of showmanship. Bernie's handling of dance music is especially acceptable to the older tastes, and has just enough swing to satisfy the younger element. Jeri Sullivan, nifty femme, handles pop songs pleasingly, and guitarist Walter Cummins does neat ballad singing.

A picturesque showboat setting, with Donahue as captain and the Dorothy Dorben Dancers as pickaninnies, brings on the Deep River Singers, Negro jubilee octet, for a sock opening. John Burdette, soloist, has a fine, deep, resonant voice and, accompanied by his group, sings *Deep River* with feeling and showmanship.

Ted and Mary Taft, personable young dance team, bubble over with personality. They are facile artists, offering a variety of routines, most of them spiced with comedy and done with refreshing geniality and enthusiasm. The Deep River Singers return to sing *Old Man River*, *Shortenin' Bread*, and *Jericho*, soloist Burdette again being a standout.

Donahue, as a dancer, has a breezy style that is engaging, and his routines are beautifully done. Best liked were his impressions of Robinson, George Formose, Frisco, and Jack Donahue.

Entire company on for a lively and picturesque finale. In the second show the Dorben Dancers presented a colorful Easter bunny routine and a difficult but well done *Orpheus Overture* finale.

Nat Green.

Roosevelt Hotel, Blue Room, New Orleans

Talent policy: Floorshow at 7:15 and 12:30, added earlier show on Sunday. Management: George V. Riley, hotel manager; Samuel Ray, publicity. Prices: Dinners from \$1.50.

Modest Ted Weems moved in last week to find opening night competition in the form of a \$4,000,000 fire a few blocks away. Both drew well, and Weems has been doing well ever since.

Show is excellently balanced, largely because of Weems's versatile ork. Particularly are the patrons falling for Marilyn Thorne, who rejoined the band here after several years. Miss Thorne, at 13, sang with band, quit to go to school, and has resumed with good results.

Margery Daye leads off floor acts with gravity-resisting gyrations that pop up program. Crawford and Cooky, musical comedy dancers, playing a ritual, do a better than straight ballroom routine. Suicide on wheels would be a description fit for the Four Comets. The four get around on skates like a flea on a griddle.

Other examples of the versatility of Weems's crew are the baritone of Perry Coma and the nice whistling of instrumental Elmo Tanner. Coma gets a mentalist Elmo Tanner. Coma gets a good hand with his *Stardust*. Miss Thorne, looking as the she should be singing ballads, cuts loose with some wild boogie-woogles that Orleansians like.

Phil Muth.

El Dumpo, Cleveland

Talent policy: Band for shows and dancing; shows at 11 p.m. and 3 a.m. Management: Henry Letson, owner; Eddie Mathews, manager; Harry Gross, greeter. Prices: Short orders and drinks from 25 cents; service charge of 25 cents weekdays, 30 cents Saturday, Sunday, and holidays.

The latest addition to Cleveland's few night clubs, located just one block off the main stem.

In these past few weeks they have been jamming in around 500 for each show. And seating capacity is a little over 400. Ten acts in the floorshow,

which lasts an hour and a quarter.

Openers are the Three Antoinettes, attractive gals in a fast-stopping tap. Encored with another tap with a lot of whirly and acrobatics while jumping thru a rope. Followed by Lee Noble, whose nimble fingers played around with the egg and handkerchief trick, the torn card in the balloon, and the reviving of torn paper in a hat. He had a very good running patter. For the encore he exposes each trick.

Pulchritudinous Princess Aloha did a conga, rumba, and a dim-light dance. The emcee, George Fuyle, took over at this point with a fast-running set of gags, imitations, and songs.

Three Antoinettes returned to do a Hawaiian dance with single hip actions. Irene Cody, "250 Pounds of Melody," takes the spot with *Some of These Days* in a deep and clear voice. Encores with two talk songs, *Life Begins at 40* and *No One Man*. A good voice, well trained. Is attractive and has a world of personality.

Next the emcee comes back with more gags, songs, and imitations, which were much better than his first set, highlighted with an excellent imitation of an Englishman singing *Do I Know What I Am Doing?* The Three Antoinettes then do a bolero, Princess Aloha does a modern-classic ballad-bumps dance, and closing this marathon of talent is the dance troupe of Mackay and Paul, who tap, tinkle, and bounce all over the floor to hearty applause. Encore with a very good drunk imitation.

Bob Manners and his band furnish the music. Oscar A. Bergman.

Two o'Clock Club, Baltimore

Talent policy: Show and dance band; floorshow at 11 and 1:30. Management: Irving Golday, manager and host; Tony Phillips, New York, booker. Prices: Dinner from 1.25, drinks from 50 cents; minimum Saturdays \$1.50 and Sundays \$1.

Headliners, currently in their 11th week, have established a record here. With Sid Walker as emcee and Jerry and Turk heading a two-hour show of solid mirth, customers were crammed into every corner night show was caught.

Walker gets the show off to a good start with a few well-timed gags. Line of Tip Top girls sings on for conga. They're a shapely and comedy crew and much more talented than the average line. Returning later, they perform individually and collectively a difficult and strenuous acro routine, combining rope skipping with tumbling and somersaulting.

Ruth Clayton, willow blond looker, scores handsily, mixing personality with her rangy voice. Renders her selections in operatic style, including *Last Time I Saw Paris*, *Melancholy Baby*, and *Basket Weaver Man*. Nice hand.

Walker takes a short turn for a comedy piano scene, assisted by blond Janice Walker on violin. Using a stool considerably higher than the piano, Walker knows how to evoke the tops in humor from such a situation and makes the most of it. Johnny and George, colored song team with George doubling on piano, offer pop tunes. Their song selling was successful, judging from the response, altho for such a low ceiling they bordered on screaming at times. Deserve special mention for their several Yiddish song renditions.

Next spot is handled for the best part of hour by Jerry and Turk, and no one present seemed to regret it. Most of the customers were hoarse with laughter when they finally walked off. After a comedy dance intro, this extreme loco team went into their screwball stuff in earnest, being capably assisted by Walker. All bedlam breaks lose when this rany trio gets going, and they stop short of only murder to produce laughter. With mostly fresh gags, they bait most anyone who crosses their path. Much is ad libbed. Terrific night club entertainment.

Show closes with entire company participating in a stirring *There'll Always Be an England* finale. Milt Lyons and orchestra furnishes the usual high caliber dance and show music. Phil Lehman.



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PARK CENTRAL HOTEL, N. Y.

Hotel Renna, Cocktail Lounge, Syracuse, N. Y.

Talent policy: Band for show and dancing; three shows nightly. Management: Paul Renna. Prices: No cover or minimum.

Since the opening of Al Chard and his new band, this niteray has continued to draw good patronage.

This week's show features the Rhythmettes, a four-girl line. Danny Boone, emcee, stays on, and from popular demand might well become a fixture. The show, which moves fast, opens with the Rhythmettes going thru a swell routine. Kitty Daniels and her sweet solo of *We Three*, drew an encore. Boone covers up a slow spot with a novelty, accompanied by Chard at the piano.

Miss Daniels offers a tear-jerking *I'm Stepping Out With a Memory*. She is brought back again and is followed by another sob act by Shirley Oxford in a very clever monolog. Then Boone does his act, *Shine*, winding up with a fine tap routine.

Audience got swell surprise when Boone brought on Jan Costly, WBYR announcer, from the audience to do the old stand-by, *Star Dust*, returning for encores. Show closes with the Rhythmettes.

Robert B. Taber.

Kaufman's Cafe Madrid, Buffalo

Talent policy: Show and dance band; floorshows at 10, 12:30, and 2:30 a.m. Management: George Kaufman, owner; Edward Kaufman, show manager; Bob Grubnik, host; Walter J. Gluck, booking agent, publicity, and promotion. Prices: Drinks from 75 cents; food a la carte and top priced platters; minimum, 50 cents per weekdays and \$1 Saturdays and holidays for beverages.

This old-established suburban niteray is holding its own nicely, having smartly enough employed attractions. Pat Rooney heads a show which is replete with fine acts talent. Magda Loye, burly queen, is set to follow. Girl line is being sacrificed for higher priced acts, which seem to draw the biz. Particularly noteworthy here is the large dance floor, the beautiful interior with a capacity of 500, special lighting, and excellent dressing-room facilities.

Old-timer Rooney was aided by a thoro publicity build-up, which included guest spots at all local radio stations. His reputation, personality, and Irish charm made it easy to sell audiences solidly, and each dance bit was followed by copious clapping. His offerings included various tap and buck and wing routines, and an impression to Joe Frisco. Mora Kaye, saucy, new singing emcee and comedienne here, is a petite sexy looker who did an okeh job. Versatile and very vivacious. Scored with various

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straight and specially styled renditions in a husky-voiced manner. Also does some jitterbug stepping in later shows.

Carl Thornton offers clever and convincing novelty juggling. Uses plates, spoons, iron and rubber balls to good advantage and climaxes his act with simultaneous manipulation of different weights and by catching a 90-pound steel ball on back of neck in different ways. Deserved his well-earned applause.

Ray and Renee, a youthful looking pair, come thru with fetching and peppy stepping. Offer a neat rhythm tap and a very pleasantly performed military number, with a vocal introduction of Renee. Also score with an acro tap and a cute pantomime dance.

A versatile ballroom team, Hal and Honey Windsor, hold their own in this dance presentation despite competition. A combination waltz, tango, and whirlwind fox trot shows smoothness and good form, and a fast ballroom number had grace and zip. Also did comedy pantomime drunk bit and swift bolero and adagio turns.

"Pete" Johnson (a former Jimmie Lunceford man) and his six-piece colored band click with swell show accompaniment and equally satisfying dance music. Three rhythm, three sax, and clarinet, with one horn doubling trumpet. Glee club, comedy, and novelty turns of band keep things lively between shows. Four vocalists, Lee Hilliard (sax and trumpet), scap, Ralph Wilson (sax), pop tunes, Cecil Stephenson (bass and guitar), pop rhythm stuff; Charlie Lee (drummer), ballads in noteworthy, smooth fashion. Johnson, Hilliard, and Charles Bateman (piano) arrange.
Eva M. Warner.

Kitty Davis Airliner, Miami

Talent policy: Dance and show band; floorshows at 8:30, midnight, and 3 a.m. Management: Kitty Davis. Prices: No cover; dinners \$1.50 up.

Leon Fields steps into a tough spot as emcee here, following the very popular Billy Vine, who held the spot for 10 months, a local record. Fields has played a couple of other clubs around here, but this is his biggest bit to date, and he's putting all he has into making it a success. And he's getting over.

Show runs over an hour. The chorus opened, followed by Joan Grey, who sings active numbers best. Fins in Rumbogie and Argentina, but was not in her best form on *Last Time I Saw Paris*.

Red Thornton, billed as Lightning Cartoonist, was in the best Kitty Davis tradition—enthusiastic, noisy, and fast. He took any letter any one yelled for and in seconds made a picture of it. Then he got patrons to draw a crooked mark, with the promise that if he couldn't make a picture of it the party would get a free bottle of champagne. A man drew a tie-tac-toe outline, but Thornton made a tweed tap out of it.

The chorus, a rather lazy bunch, then did a Samson and Delilah number, followed by the show's outstanding novelty, Miss Patricia, a girl magician who not only did good tricks, but was very personable. Miss Patricia also had patrons participating.

Fields then gets a good 20-minute spot for himself. He sang and acted a Lon Chaney satire, played poker in pantomime, and did a comedy tap.

With the crowd in high good humor, Fields introduced the finale, with the chorus doing one of Miss Patricia's misle tricks and patrons dancing Boogie Woogie with the chorus. The last was strictly typical of Kitty Davis's policy—let the exhibitionist streak in the customers have full play.

Room is decorated in unusual style. Around the sides are seats in jury box fashion. Blow-up photos of major cities, framed as the seen from an airplane window, are spaced around the walls.

Kitty Davis herself is the main decoration, telling every one with a sweet smile that his State has always been her favorite State. Fred J. Gobeille.

Blackhawk Grill, Chicago

Talent policy: Comedy band; continuous entertainment. Management: Otis Roth, operator. Prices: Dinner from 75 cents; no cover or minimum.

Long a restaurant with an 8:30 p.m. curfew, this basement spot was turned into an informal cafe last week to meet the competition of the numerous cocktail lounges and eating places furnishing entertainment. Music is played from 5:30 (Saturdays 4:30) until midnight. Prices, so far, have not been tilted.

For the initial attraction, "Pappy"

Trester and his screwball band (six men and a girl) have been given an eight-week date. General make-up of this comedy outfit goes well with the informality of this cellar room.

The Trester family has been together for over five years and plays an assortment of some 19 instruments (most of them of the Rube Goldberg variety). The hillbilly stuff is full of corn and, because of it, results in good entertainment.

Two striking personalities in this group are Roy King, lanky guitarist, who dishes out most of the comedy, and Maxine DeMara, clean-looking brunette who strugs well and handles comedy songs and lines like a veteran. Latter works in a neat fitted gown, good contrast for her scenery-chewing antics. "Pappy" plays the piano; Art Schulse and Wilbur McKnight, sax section, help out on vocals; Dave DeVore works the bass, and George Smith is at the drums. All the men double on musical instruments.

Dance floor space will be provided soon. Otis Roth is also one of the Blackhawk Cafe, located on the level floor of the same building. Spot is still featuring Grandfather's Follies on the floor and Ted Pio Rito's band. Sam Honigberg.

Cloop, New York

Talent policy: Two piano team. Management: Margot Hopkins and Cy Walters, operators; publicity by Leo Guild and Ezra Goodman. Prices: Drinks from 75 cents; no cover or minimum.

This latest addition to the 52d Street cluster of night spots is aimed strictly for the chi-chi legit crowd. The sponsors, also not admitting a financial interest, include a sizable list of the Who's Who of current shows, particularly the crowd from Pal Joey. The name of the spot is taken from the mythical night club in that hit musical.

Most of the sponsors showed up with parties opening night, sufficient to make its bow most auspicious. If this process is repeated the spot's success is assured. The club has a gaudy deco, with red candy striped walls. The floor is carpeted, permitting no dancing.

Sole entertainment is by Margot Hopkins and Cy Walters at two pianos and also fronting of the spot. The latter is an excellent piano. In deference to the legit crowd, they specialize in musical comedy tunes, even to rolling off some unpublished ditties. They got attention and generous applause.

While the spot is not geared to the mass trade, it may turn out to be a spot where it's nice to be seen and where leggers can hang around.

Club is on the site previously occupied by Tony's Wife. Joe Cohen.

Hi Hat, Chicago

Talent policy: Floorshows at 9:30, 12:30, and 2; dance and show band, relief band. Management: Louis Falkenstein, manager; Art Goldie, publicity. Prices: Dinner from \$1.50; minimum \$1.

New show opened Friday (4) has a good cake find in Jack Marshall, rubber-faced, frog-voiced comic, who produces real laughs with strong song characterizations. He doubles as straight emcee which is no help to the act. Repeat trade here has been trained to the lunatics of Willie Shore, veteran emcee, who is currently doing a role in *See My Lawyer* at the Studebaker.

Billy Younger Girls (6), tall, tap-dancing group, open and close with a routine Easter parade and a lively turn to *Blue Skies* respectively. A singing act known as Six Cadets and a Lady made a fair impression with a standard set of tunes. Girl has a winning smile, good personality, and a good soprano voice. The men lack showmanship. For a finish they go into a patriotic medley.

Maxine Turner, cute and classy acrobatic dancer, scored with two numbers, including a well-designed rumba. Girl works with ease and good personality, among other tricks, eye hand getters.

Arnold Mexican pepper pot who has been here before, misses the company of Willie Shore. She is lost alone on

this floor and most of her numbers, which are repeats, do not have the same flavor. Still a good-looker on the floor, tho.

Lloyd and Wilks, hard-working, inter-pretive tap team, do three original routines that require more than ordinary effort and talent. They dance out ideas, which hold attention. In the closing offering the man portrays a hoover of 15 years back and the girl portrays a modern ballet-tap dancer, Clover bit.

Jack Marshall is next with his vocal and facial tricks to *Little Bo Peep*, a funny number with a hat rim from which he forms a number of headpieces, and hilarious impressions of Popeye, Hitler, Mussolini, and a radio singer interrupted by a series of commercials. Went big.

Eddie Fens ork for show and dance music. Bea Vera's outfit still filling in the intermissions. Sam Honigberg.

New Nashville Club

NASHVILLE, Tenn., April 5.—The Old Crow, night spot featuring the city's only floorshow, opened March 21 to capacity business, drawing soldiers from Camp Forrest, 80 miles away.

Talent includes Barney Grant, the Lynwoods, a six-girl line, Kitty Kallen, and Red McVeen's orchestra, local combo. Acts were booked thru John Hillsbury, Chicago.

Two shows week nights, three Saturdays. Spot is open seven nights a week. Seventy-five cents cover. Capacity is about 200.

R. A. Brown is manager.

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What Makes a Nitery Click

By BILLY ROSE

THESE nothing more trite and hackneyed than that line about manufacturing a better mousetrap and the world beating a path to your door; but, so far, nobody has thought of a good switch on the old gag unless you figure that Walt Disney gave it a new twist by making a better or at least a funnier mouse.

People haven't worn down the path to the Diamond Horseshoe, but just the same the asphalt has taken an awful beating. In the first 36 months of its operation 668,242 customers tramped down 46th Street to visit my night club and left \$2,600,000 in the till.

That puts the Diamond Horseshoe at the top of the American night spot heap. What made it click?

Let's begin by discounting luck. Luck is all right if you're playing roulette, but not when you are a theatrical producer

or a night club operator.

I'm no Shakespearean scholar, but I remember that the Bard once said, "There is nothing either good or bad, but thinking makes it so." Like many other of Will's sallies, this can be applied to any number of situations. Among other things, it means that if an enterprise is successful it's because it has the right kind of thought behind it.

The Three Success Keys

The Diamond Horseshoe is based on three ideas. I call them Escape, Mr. and Mrs. Smith, and Getting Mama Ready To Go Home. This may look like a strange trio of notions, but you will understand them after I explain.

Millions of people lead humdrum lives, devoid of excitement, gaiety, or glamour. To lift themselves out of their rut, they read, go to the movies, patronize legit and night clubs. That is Escape. For those people I must have plenty of glitter, color, music, comedy, and, above all else, pretty girls—a little world of beauty and happy unreality in which they can forget the cares and boredom of routine existence.

Mr. and Mrs. Smith present a somewhat different problem. While their lives aren't exactly jam-packed with thrills, they're pretty well contented. They're the hundreds of thousands of harmoniously married middle-class American couples. They're not rich, but they haven't done so badly. They have children in school; they go to church Sunday morning; they pay the butcher and the tax collector. If they live outside New York, they will, sooner or later, make a trip to the Big Town and take in a night club. If they're New Yorkers, they will, from time to time, celebrate a birthday, a wedding anniversary, or some other glad occasion with a party at a cafe. For solid, respectable Mr. and Mrs. Smith I must provide a friendly, folksy atmosphere and an entertainment that is thoroughly amusing, perhaps also just a little touching and—most important of all—absolutely free from offense.

We Play Cupid

One of the functions of the night club operator who understands his business is to act as an unobtrusive accomplice to Mr. Cupid. A young fellow takes his girl to a cabaret. Maybe it's spring, or perhaps it's summer, fall, or winter—what difference does it make when you are young? Anyway, the girl is a little shy or inhibited, and that's where I come in. I assuage her sense of sight with warm and gaudy colors, plenty of red and gold bathed in brilliant lights. I work on her hearing with the music of my orchestra—the tom-tom of my jazz band and the insidious strings of my sweet combination. I attack her sense of taste with deliciously prepared, daintily served food and drink. I appeal to her sense of touch by giving her escort a chance to dance cheek-to-cheek with her (I've sometimes toyed with the thought of beguiling her fifth sense—the sense of smell—by spraying my club with some intriguing perfume). On top of it all, I instruct my captains and waiters to treat her boy friend as tho he were a prince or a millionaire—in other words, a big shot—even if he has only three bucks in his pocket. That's Getting Mama Ready To Go Home—and who could do more for romance? After that, it's every man for himself.

There you have the three basic ideas underlying the Diamond Horseshoe. The



A PRODUCT of New York's Bronx.

Billy Rose, as a boy, started to show friends of what stuff he was made. He won medals in athletic contests—running, jumping, sprinting—and excelled in writing English compositions. He also studied shorthand and typing, and wound up typing 360 words a minute.

Next, he turned songwriter and wrote a number of hits, including *Me and My Shadow*, *That Old Gang of Mine*, *Without a Song*, *Great Day*, and *I Found a Million-Dollar Baby in a Five-and-Ten-Cent Store*.

In the 1920s, when vaudeville gave way to the screen and radio, Rose felt that if the theater were to survive it would have to present a show with the fun, zest, and romance of a Ziegfeld production, but at movie prices. He crystallized that idea in the presentation of *Jumbo*, a circus classic, and put similar theories into practice at the Texas Centennial in Fort Worth, at the Cleveland and New York Aquascope shows (which netted him a minor fortune), and in the current *Diamond Horseshoe* reviews. Rose is married to Eleanor Holm. They live in New York.

As you must have noticed, my recipe leaves safe society largely out of account. I've nothing against these haughty, handsome, well-dressed people, and they're as welcome at the Diamond Horseshoe as anyone else, but I'm not particularly interested in them from a business point of view. The reason? There aren't enough of them.

Mass Entertainment

I'm a merchant of mass entertainment. I'm perfectly willing that the Blue Book boys and belles should go to the Stork Club so long as Mr. and Mrs. Smith, the lads who want to escape from the office routine, and the young lovers and their lassies come to me.

At the Aquascope, which I produced at last summer's New York and San Francisco World's Fairs, I gave them a Never-Never-Land of beauty, thrills, and laughter for 40 cents. Eleven million of them came to see it. At the Diamond Horseshoe the average check is \$3.10, probably the lowest in any mid-town New York night club. As I said, 668,242 have paid it in a little more than two years.

The other day I saw in the papers that a government census has shown that the average American family spends \$30 a year in commercially operated amusement places—that's \$2.50 per family a month. In a general way I knew this long before Washington made its investigation, and I have run my business with that fact in mind.

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Vaudefilm Grosses

Holdovers Slow B'way Take; MH 90G; Spivak-Wolf 25G Oke; Para Strong

NEW YORK.—The combination of balmy spring weather and holdovers was not conducive to super grosses at any of the Broadway vaudefilmers. The Strand and Paramount held up well, while the other houses did from fair to middling.

The Paramount (3,664 seats; \$37,000 house average), with a bill including Dinah Shore and Charlie Barnett band, *With Nice Girls* as the screen companion, is set to get a nice \$37,000 for its second week. The first week drew a fine \$50,000.

The Strand (2,758 seats; \$33,000 house average) is doing well with the combination of Charlie Spivak's band, Rufe Davis, and pic, *The Sea Wolf*. Now in its third week, the combo is expected to do around \$25,000. For week ended Thursday (3) a \$32,000 gross was chalked off. The first week did \$46,000.

The Music Hall (6,200 seats; \$94,000 house average) is set for a huge \$90,000 for the first week of *That Hamilton Women* and stage bill with the annual Easter spectacle. Opening day's take (April 3) was around \$12,000. For week ended Wednesday (2), single week of layout with *Adam Had Four Sons* flourished with \$65,000.

The Roxy (3,635 seats; \$36,000 house average) opened Friday (4) with *Pot o' Gold* and stage show with Larry Adler, Al Bernie, Ann DuPont, and Weldon Barr. Bad reviews of the film are expected to keep the gross down to \$45,000.

Raye Gives Philly Earle OK \$21,700; Fay's Fair \$6,300

PHILADELPHIA.—Earle Theater (seating capacity, 4,000; house average for straight picture booking, \$14,000) for week ended Thursday (3) considered itself on the favorable side with the \$21,700 brought in by Martha Raye in the feature spot. Marked one of the few times this season that a name band wasn't on the stage. Billing shared by Edith Fellows and Wilbur Evans, former doing an "in person" in connection with *Her First Romance* on screen. Evans being a local lad helped some. Will and Gladys Ahearn, Johnny Woods, the Orlanians, and the Three Swifts rounded out the stage.

New bill opened Friday (4) is a tough one to figure in face of Holy Week. However, considering the top bill pulled by other all-sepia shows this season, strong combination of Bill Robinson and Jimmy Lunceford's oke wouldn't surprise with \$23,000. Jimmy Young, Willie Smith, and the Mills and Louise complete the bill, with screen showing *The Knockout*.

Fay's Theater (seating capacity, 2,500; house average, \$6,900) still at Lenten levels. Week ended Wednesday (2) considered satisfactory, with \$6,300 for Collette and the World's Fair Venus (Betty MacDonald) in the strip spot. Vaude acts are Steven Evans, Max and His Gang, Audrey and Pierce, Olive White, the Johnny Lonnergan house line, and Milly Klase's house oke, with *Michael Sledge* in feature on screen.

Three females share the new billing opened Thursday (3) to bolster Holy Week. Kay Fears and Irene O'Dair for the burly flashes, and Chinese songstress, Hoo Shee, sharing the leads. Expected to top \$6,000. Ashley and Clayton, Mill Branch and Company, and Foy Large and Frank Morgan complete the show. *Dead Men Tell* on screen.

Minn. Orph. Good With Herbeck, T&C

MINNEAPOLIS.—Orpheum Theater (2,990 seats), with a bang-up show featuring Ralph Edwards's *Truth or Consequences* and Ray Herbeck's band, grossed \$11,500 week of April 4 to 10.

Film was *Come Live With Me* (MGM).

Week before had Joe Reichman's band, leading the vaude, and the film, *The Westerner*, drawing a fair \$9,000.

000. Previous show lasted five days into the fourth week and pulled a nice \$20,000. Stageshow consisted of Grace Bryndole, Bob Neller, Roy Davis, and Jack McCoy, and film was *Night in Rio*.

Loew's State (3,337 seats; \$22,800 house average), with bill including Louis Armstrong's band and unit with Big Time Crip and Billie Holiday, is set to go to \$19,000. Pic is *Come Live With Me*. Last week the set-up with George Jessel, Lola Andrews, and Stella Barrett, and film, *This Thing Called Love*, did a fair \$20,000.

Yvette Dare Big, Ray Scott 19G On Detroit Dates

DETROIT.—Late Lenten reaction plus varying caliber of available stageshows is causing some peculiar ups and downs in local show business. At the Town Theater, latest entrant in the local vaude field, business was down to about \$2,500 (2,200 seats; house average, \$2,700) last week, with a revue-type show put together specially for the house under the title of *International Follies*. Business jumped to \$3,500 currently, with Yvette Dare, exotic dancer, featured. Miss Dare was concluding three weeks at the Bowery Cafe here at the same time, and her doubling between the house and night spot, aided by a lawsuit over the subject plus attendant newspaper publicity, helped build patronage.

At the Fox Theater, major stageshow house which is still operating on a policy of occasional vaude (5,500 seats; house average, \$20,000), business went slightly under normal to around \$19,000, with Raymond Scott's orchestra. One factor responsible for the showing was that the house lost a whole show Monday night (3) when a Greek benefit show was staged at 9 p.m., cutting heavily into the day's regular receipts.

Noble Big \$12,000 At Lyric, Ind'p'lis

INDIANAPOLIS.—Ray Noble's orchestra and a hike on admissions jumped the Lyric gross (1,892 seats) for week ending April 2 to \$12,000, the best week for theater has had since January 1. Average is \$8,500.

Matinee prices for balcony and main floor were upped to 27 cents plus tax; night balcony admissions tilted to 36 cents, and downstairs to 45 cents, both plus tax. The scale formerly was 25, matinee, and 35 and 40 at night plus tax. Frank Paris, puppeteer, and the Gaudimath Brothers rounded out stage. Pic, *A Man Strayed*.

The Noble engagement also featured the debut of a weekly broadcast, set for every Tuesday night, from Lyric stage. The first broadcast attracted overflow audience.

Holy Week, Rain Dampen Chi Grosses; Chicago Poor 30G; Unit Okeh at S-L

CHICAGO.—An all-day rain all but ruined opening day grosses Friday (4) for the Loop's three combo policy houses. This, added to the Holy Week bugaboo and last-minute Easter shopping, is giving current bills disheartening figures.

Chicago (4,000 seats; \$32,000 house average) will be satisfied with a poor \$30,000 for the second week of *Lady Eve*, starting April 4, and a new stageshow featuring Zasu Pitts and Patsy Kelly. Sara Ann McCabe, Marty May, Knight Sisters, and Three Pitchmen. Misses Pitts and Kelly are only fair screen names now and their help at the box office is moderate. First week of pic and stageshow topped by Will Bradley's band and Allan Jones did an all right \$37,000.

Oriental (3,200 seats; \$13,000 house average) has a homemade unit, *Swing*

Boston's Lone Spot Pulls Good Grosses

BOSTON.—Vaudefilm grosses at the RECO-Boston, only local vaude opener, continue to rise. January saw a \$47,700 gross, February reached a \$62,900 figure, and March continues to point the way to a strong \$56,000.

The there has been no vaude attraction during the month in the sock \$20,000 region, there has been a steady, sustained increase. Cab Calloway rang up the March curtain with a nice \$14,500 for seven days. On March 13 the Martins, radio singing quartet, drew \$7,500 for four days, and a standard five-act bill finished off the remaining three days of the week with a \$5,000 gross.

Collins and Peterson, heading a seven-act bill, drew \$10,800 for four days, but mostly on the strength of the pic, *Buck Privateer*. A standard five-act and two pic brought in \$3,500 the remaining three days. Clyde McCoy is closing the month with an estimated \$15,000 for a full week.

2 Quiz Shows Pack Seattle Monday Eves

SEATTLE, Wash.—Orpheum Theater (2,800 seats) is packed every Monday evening with its two quiz shows. Dr. I. Q. takes over the stage at 8 p.m. and broadcasts NBC's *KOMO*, and Mr. Wide Awake continues questioning later in the evening, broadcasting over the same station locally for Reliance Foods.

Dr. I. Q. draws in \$1,000 weekly for himself.

15,000 See Calloway

HARRISBURG, Pa.—Cab Calloway and his Cotton Club Revue, appearing in State Theater (3,674 seats) here Monday (17) thru Wednesday (19), with *Sleepers* West on screen, drew gate of 15,000 people for three days.

Admission, matinee 40 cents, night 60 and 40 cents.

Tabor, Denver, Oke

DENVER.—The *Spring Revue* at the Tabor (2,370 seats) March 21-27 hit a \$4,900 gross, which was nice enough considering the competing A.A.U. basketball tourney Friday and Saturday and a return of wintry weather most of the week. Soldier patronage, which is beginning to be felt in Denver, helped.

House plans to try fresh periodically, since it is in a good spot for the uniformed boys. *Midnight in Miami* unit is set week of May 2.

Pix, *The Invisible Woman* and *Six Lessons From Madame Lozonza*.

Deane Unit Meager \$6,700 in Dayton

DAYTON, O.—Colonial Theater slipped a bit last week with *Stars Over Hollywood*, featuring Shirley Deane, pulling only \$6,700.

The movie star did little to help matters, offering nothing more than a trio of songs and a few dance steps. Despite that, show in general was a pleasing somewhat mild affair.

Bert Smith Revue Tops Post Record; Orph. Drops Vaude

SPOKANE, Wash.—Bert Smith Revue pulverized all attendance records at the Post Street (1,120 seats) March 27-30 with \$1,465 over house average of \$1,750, according to house manager Bill Evans. "I had to stop selling tickets at 8:15 Saturday night," Evans said. "We could have filled a 2,500-seat house." Admissions were upped from 25 to 30 cents matinee and 35 to 45 nights, but this wasn't too much, and word got around that, with the 30 Smith trouper and two films, *Secret Evidence* and *Silver Spurs*, the Post Street was offering a bargain.

The Post Street's every lovely week inaugurated giving every lady opening night an item of Joan Bonnell's cosmetics, and the take March 21 to 23 showed \$60 over average. Films were *Fugitive From a Prison Camp* and *You're Out of Luck* on screen.

In the face of this competition the Orpheum (1,200 seats) did just average vaude business, which has been only "fair" the past eight weeks and dropped its vaudefilm policy with the show of March 27 to 29. Bill had Arthur Borah, Arnold and Appell, Skating Berrys, the Eadesys, Al Castia, and *San Francisco Docks and Love, Honor and Oh-Baby*. Management says it will go back to straight film policy, but will book good vaude units when available. Despite a lot of ballyhoo over Sam Shepperman and Doris Price, former local girl billed as "Bing Crosby's protégée of song styles," the show, which played March 20 to 22, did only "fair" business. Films were *Arkansas Judge* and *I Can't Give You Anything But Love Baby*.

Buffalo Takes Hold Up Okeh; Century Back to Stageshows

BUFFALO.—Warmer weather and approaching Holy Week kept take to average proportions last week. "Flesh" is still absent on the main stem, only exception being the Palace Theater, where burly queen Rose La Rose is holding forth together with other vaude and burlesque talent.

The 20th Century (seating capacity, 3,200; house average, \$6,500 for six oke) opened satisfactorily for week of April 3 with good double-features but no stage talent. Earl Carroll's *Vanities* opens here April 10. Broken-week policy has been dispensed with for the moment. Current show came thru with fine \$1,800 for first day and points to a \$6,500 for week. Pix are *Honeymoon for Three* and *Father's Son*.

For week ended April 2 the Century did pleasingly for this time of year with comedy film, *A Girl, A Guy, and a Gob* plus *Scattered Baines*. Sneak preview of *The Devil and Miss Jones* April 1 helped gross some. Although no live talent graded stage box office tallied an average \$6,800.

The Buffalo (seating capacity, 2,500; house average, \$11,500 for straight films) came thru nicely for first day of April 4 week. No flesh but good screen offerings in *Topper Returns* and *Rope in Heaven*. Week should total around \$11,000.

For week ended April 3 Buffalo did slightly below average \$11,200, with strong double-celluloid fare, *The Sea Wolf* and *Golden Hoops*.

Goodman Nice 28C 1 Bridgt' Sunday

BRIDGEPORT, Conn.—Benny Goodman, in for Sunday (30), for five performances at the Loew-Poll-Lyric Theater (3,048 seats), did a nice \$2,800 business.

This was Goodman's second appearance at this house this season. Other bookings for the month included Clyde McCoy, Gene Krupa, and Horace Heidt.

Isabel Jewell Fine

SPRINGFIELD, Mass.—Isabel Jewell, screen name, led the three-day vaude-film bill the closed Saturday (29) at the Court Square Theater (1,250 seats) here. She drew large audiences at all performances and they left well pleased with the show. The pic was *The Mad Doctor*.

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Demand for Old-Time Films Great Boon to Roadshowmen

NEW YORK, April 5.—Spreading across the country and increasing in intensity daily, the demand for old-time movies is expected to be the greatest boon roadshowmen have experienced in many years. War-worried audiences are demanding their old action-filled favorites in preference to the more recent slow-paced sound pictures overloaded with dialog.

Operators with 16mm. equipment have found that in most cases a little care exercised in building a well-rounded silent program with plenty of names will be more profitable than careless booking of ordinary product. Many talkie roadshowmen and even circuses are wisely buying one or two complete revival shows outright. The shows are carried along to stimulate the gate whenever local conditions cause a drop in business at regular performances.

Showmen should advertise the old-timers as guaranteeing a full evening's fun and thrills with the rare opportunity of seeing the stars in the outstanding hits of past years. The comedy angle should be played up. Another angle to publicize is the fact that modern projection methods are used so that there is no flicker or eyestrain in the perfected presentations.

Catalogs of the silent film rental libraries will reveal the names of many modern talkie stars featured in big silent spectacles. Included in this list are Wallace Beery, Edward Everett Horton, Norma Shearer, Jess Hersholt, Edward G. Robinson, William Boyd, and Ronald Colman. Stars who have passed on but still retain their popularity and appeal are Rudolph Valentino, Marie Dressler, Lon Chaney, Douglas Fairbanks Sr., and Tom Mix.

Showmen should begin all performances with one of the old-time news and star reels like *Castle's Yesterday Lives Again* and *Gay Nineties*, or *Mequill's Movies March Along* or *Memories of the Past*. Sound versions are also available. This will get any audience into the proper spirit of the show and make them ready for other non-dialog reels. A nickelodeon mellerdrummer, single reeler of the type with the maul-tachled villain struggling with the pretty heroine fits in next. Pictures of this type will have the customers wild.

A fast comedy, either with Charlie Chaplin or Harold Lloyd, should follow. With over 40 Chaplin shorts available in 16mm., exhibitors should have no trouble in getting a few, altho the better

titles are out of print and quite scarce. These two artists are big hits with all ages. After several changes it is possible occasionally to substitute other comedians, such as Laurel and Hardy, Patty Arubuckle, Harry Langdon, Mabel Normand, Larry Semon, Syd Chaplin, Charlie Chase, Scub Pollard, Ben Turpin, and Will Rogers. Other comics are apt to prove too dull for modern audiences and should be privately previewed before booking.

Some roadshowmen never give a show without a cartoon. The latest complete Mickey Mouse, Popeye, and Donald Duck shorts are obtainable at reasonable rates only in 16mm. silents.

No hard and fast rule can be given for the selection of features and serials to round out the show. It is better to avoid those with long, wordy subtitles. Costume dramas with many minor players confuse the audience, as do complicated plots. Exceptions to this are the Lon Chaney epics, *Hunchback of Notre Dame* and *Phantom of the Opera*. Since five-reel Westerns can lull an audience to sleep, showmen should use only one and two reels featuring William S. Hart, Hoot Gibson, Tom Mix, Franklyn Parnum, and other favorites. Stand-bys for thrills include Edison's *Great Train Robbery*, made in 1903 in one reel, and *Broken Wags*, a two-reeler made in 1912, with Harry Carey, Blanche Sweet, and H. B. Walthall.

Silent films should have musical accompaniment. Two old-time theaters in New York use both a piano player and recordings. At the 48th Street Music Hall Sid Lubin uses his homemade noise effects attached to the piano and provides synchronization for all Chaplin and serial shorts and the last two reels of his feature. Rest of the films are run with records played by the operator on an ordinary turntable.

Non-voiced semi-classical records are best. Roadshowmen will find that Strauss waltzes, Stephen Foster melodies, and the shorter works of Beethoven, Verdi, and Grieg will fit admirably with any feature. Paster selections are necessary with Chaplin films. The dinky-sounding recordings of 15 or 20 years ago on numbers like *Christmastown*, *My Christmastown* or *Tiger Rag* provide excellent backgrounds for the Chaplin films. Some distributors rent or sell flashy one-sheets and 8 by 10 still photos of the old-timers. These can easily be worked into a flashy front or placed at strategic points in the town where the show is to be held.

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Feature-Length Newsreels Great Help to Showmen Playing Schools

NEW YORK, April 5.—With more and more schools turning to visual education, roadshowmen who play such spots are finding a full-length feature newsreel of great help in securing bookings.

Bold on the theory that such films are of incalculable value in teaching modern history, roadshowmen are daily finding more principals and teachers interested in the idea.

New Teaching Theories

Many teachers believe the most effective method of teaching modern history is thru the medium of newspapers and newsreels. World War II has offered an exceptionally fine opportunity to try out the theory on history in the making. Many schools have been using newspapers almost exclusively for modern history classes. Discussion periods follow the reading of the day's news and the students are kept informed on up-to-the-minute topics. In addition to studying conditions abroad, domestic events related to the conflict are also commented upon in the schoolrooms. Educators maintain this is the only effective method of teaching the how and why of war and claim that students taught in this method have a much sounder knowledge of the background of the war than many adults.

The use of newsreels is becoming more widespread and is probably one of the most important factors in securing a booking. Thru the use of films, teachers are provided with a clearer, more graphic outline from which to teach.

Several libraries already have feature-length newsreels to offer, but roadshowmen may make their own films if they prefer. The more important scenes must

be shown, with background of diplomatic meetings, etc., serving as good filler.

Two Shows

Showmen can use the films for a dual purpose. An afternoon school show for students and an evening show for adults in the same town should prove beneficial. Tie-ups with the local newspapers are always helpful. Evening show can be advertised as an education and complete treatise on the present conflict. In some cases it might be possible, in view of the school show, to get the stamp of approval of the school committee or the principal of the school for the evening show. This is a strong selling point.

It must be pointed out, however, that for the evening show the feature length newsreel is not enough. Program must be padded with at least one comedy to lighten the program. School show needs none of these, as its purpose is primarily educational.

Readers' Guild Makes Film

NEW YORK, April 5.—Screen Readers' Guild of New York is awaiting favorable weather to complete production of a 16mm. comedy film. Product is tentatively titled *Galley Slave* or *Inside-Outside Reading*.

Film has been a month in preparation and is expected to be ready for showing late this month. Entire work, from scenario to lab, has been done by members of the Guild, all of whom are employed as readers in the New York offices of the major film companies. More than 400 feet have been shot and cut thus far. Final exterior scenes remain to be filmed.

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Cole Personnel Arriving; 2 Noted Horses Purchased

LOUISVILLE, Ky., April 5.—The personnel of Cole Bros.' Circus began to arrive last week and is still arriving, with folks from nearly every division of operation expected in before the advance cars and brigades leave town for the first dates following Louisville. Many of the workmen and several performers came in with the winter show unit which closed at Lansing, Mich., last Saturday.

The publicity brigade is in, including A. E. Waltrip, G. Cornwall Spencer, and William Oliver, who is contracting press agent on the No. 1 car. Waltrip arrived Saturday and goes to work for the first time with the show. Cornwall Spencer was with the show in 1938. Ora O. Parks, in charge of publicity at quarters during the winter, completes the press staff.

Harry Thomas, big top announcer and radio director, has also arrived and is being taken over the radio campaign for the opening performances in Louisville. All three local stations are included in the schedule of broadcasts which started this week. Several transcriptions are being made for use ahead of the show.

Training has been resumed on a large scale. Two more noted horses have been purchased by Manager Terrell and are being trained for the manege number. Both are registered five-gaited stallions by the names of Rollin Rose, sired by Black Millionaire, and Silver Stamp, sired by Silver Mask. Wanda Wentz and Ann Sutton, two of the shows' expert horsewomen, have been selected as the riders.

Billing has started under the direction of Vern Williams, with a crew of 22 men. Richard Eckert, in charge of national advertising, returned from a two-months' stay in New York, where he completed his schedule of ads for this season's program.

Leading the array of features this season is, of course, Dorothy Herbert, and supplementing her will be the Reiffensch Troupe, the famous Nelson Troupe; Miss Lucy, equestrienne; the Six Flying Thiberts, and the Rich Sisters, solo acrobats.

Others to arrive are General Agent J. D. Newman and Joe Newman; Vic Robbins, bandmaster; Joe Hayworth, legal adjuster, and wife; Art Windecker, Side Show manager, and Gene Weeks, superintendent of concessions.

William J. Lester and P. N. Branson, contractors, were recent visitors for conferences with Terrell and Newman.

CHICAGO, April 5.—G. Cornwall Spencer has been added to the publicity staff of Cole Bros.' Circus. Spencer, Chicago newspaper man who formerly worked on *The Times* and *The American*, was with Cole Bros. during the season of 1939.

J. Wood To Tour; Show To Star Mabel Stark, Olga Celeste

LOS ANGELES, April 15.—Confirming reports current here for the last several weeks, Jimmie Wood, of Wood & Thornton Productions, said that he will start a circus this season, opening in Santa Monica, Calif., May 3. His route will include San Diego and spots in the vicinity of army and navy training camps.

Show will be built around Mabel Stark and Olga Celeste, who have already been signed for the season.

Wood would not reveal any information as to the name he would use for the new show, but said he would have a title long used in the circus field.

Jack Grimes Leaves L. A. To Join Hennies Bros.

LOS ANGELES, April 5.—Jack Grimes, circus press agent, formerly with A. G. Barnes and Cole Bros.' circuses, left here March 29 to join Hennies Bros.' Shows in Birmingham, Ala.

WELLS BROTHERS, comedy bar trio, currently with Solly Childs' *Femmes and Fies*, playing the South, will play parks and restaurants for the Otis Sun Agency until the fairs start in August.



PHIL ESCALANTE, who volunteered for a year's service in the army, is in the coast artillery at Camp Callan, Calif. Phil was featured as a slack wire walker with the Al G. Barnes Circus for five years and was with the Hagenbeck-Wallace Circus in 1938. He is also a catcher in the family flying act and a bar performer. Last year the Escalantes were with Cole Bros.' Circus. Phil's last work was for the Universal Studio, Hollywood, where he did stunt work in a *Marlene Dietrich* picture, *"The Flame of New Orleans,"* finishing the day before he left for camp.

Schultz Circus Finally Sold

AMHERST, N. B., April 5.—A. Mathieu, of Ottawa, assistant custodian of enemy property, has finally succeeded in selling the last of the animals and equipment of the William Schultz Circus, which was stranded about a year ago in a small Nova Scotia town. Since then Schultz, a German, has been held in internment. The animals and equipment sold included ponies, dogs, hoes, monkeys, mules, tents, cages, boxes, and seats. The stuff was sold to individual show operators.

Big Show Signs With AGVA as Bargaining Agent for Performers; Terms Reported Same as in 1940

NEW YORK, April 7.—John Ringling North and Leonard G. Bisco, attorney, have signed a contract in behalf of Ringling-Barnum recognizing the American Guild of Variety Artists as collective bargaining agent for the performers. Action following a long conference held late into Saturday evening. Details were not released, but a qualified source stated unofficially that the terms are substantially the same as the contract signed on the eve of the circus premiere last year, when it was announced that details covering salaries, working conditions, etc., would be set within a week after the show's opening. Altho on April 10, 1940, five days after opening, the circus and the guild engaged in discussions, no formal contract covering member advantages was worked out and none was ever announced.

NEW YORK, April 5.—Strict secrecy prevailed early today on the specific nature of discussions held yesterday between representatives of the Ringling-Barnum circus and American Guild of Variety Artists. Leonard G. Bisco, Ringling attorney, said the huddle was preliminary to a more thorough one which was to be held late this afternoon and at which John Ringling North is expected to make an appearance. He was not present at yesterday's conference, union aim of which is to effect a contract covering performer salaries and other considerations.

Lined up with AGVA are a number of other theatrical unions whose representatives are participating in discussions. Bisco said he was committed not to name these unions or their representatives at the present time. It is known that Guild reps are Gerald Griffin, executive secretary; Veto Mellif, outdoor organizer; and Sam Kramer. There was a report that the guild, backed by allied

65,000 Sets Record For Lansing Show; Gross Is \$16,000

LANSING, Mich., April 5.—The largest gate in its five-year existence shot gross receipts from the annual Hospitaler Circus here to \$16,000, according to an estimate by Charles A. Stone, secretary of the circus committee of the Lansing Knights Templar Commandery, which sponsored the show. Last year's gross was \$15,000.

Big night of the event, held March 24-29 at Demonstration Hall on the Michigan State College campus, was Friday, when there were 7,500 admissions. Total attendance during the six days was 65,000. Orrin Davenport produced the show.

Groups of school children, totaling 7,040, attended during the week. Many were admitted free, as were 300 children from the Michigan State School for the Blind and occupants of an elderly ladies' home. The award of a door prize of a 1941 Oldsmobile climaxed the show.

A member of Harold Voise's Girl Flyers, Mrs. Elton Voise, 34, was kept out of the show through the week because of an opening night accident. She fell to the net while performing a blind act and received a dislocated left elbow.

Highlight of the show was the Kimris Duo, in which man and girl hang from bars dropped from a silver model airplane by insteps and jaws without a net. Other featured acts were the Weber Brothers and Chatis, wire walkers; the Aerial Solis and the Dots, comedy acrobats; the Loyal Dogs, Captain Tiebor's seals, and the Pallenberg bears.

Tickets were sold in books by commandery members at prices from 5 cents to 50 cents. Each book contained 50 tickets and brought \$16.50.

Revival of Main Title?

NEW YORK, April 5.—Latest rumor here has Walter L. Main title in the '41 picture area. A few years ago, if all knots are tied, Main himself would be connected. Mentioned also are Burns O'Sullivan, as manager, and Oscar Lowande, assistant. It all depends on financial support, says the grapevine.



IRA M. WATTS, who recently arrived at the winter quarters of Cole Bros.' Circus in Louisville, Ky., to assist Zack Terrell in the management of the show this season. Watts is a veteran circus man, having been with the Gollmar Bros., Patterson, Robbins Bros., Ringling-Barnum, Sparks, Hagenbeck-Wallace, Sells-Floto, and Al G. Barnes circuses. In 1937 he formed a partnership with the late Charles H. Parker to operate the Parker & Watts Circus, which he did not take out last year.

Ford and Kough Truck Show To Open May 3

AUSTIN, Minn., April 5.—A new truck show, the Ford & Kough Circus, will be out this season, opening here May 3. Owners and Managers L. B. (Doc) Ford and Garnett (Barnum) Kough have work at quarters here running ahead of schedule. The Chamber of Commerce and city officials are co-operating 100 per cent to give the show a successful opening.

The 80-foot big top, with three 40-foot masts, will house three rings. About 50 persons will travel with the show, and there will be 12 head of horses, and ponies, a troupe of performing dogs, monkeys, goats, and trained pigs. Four clowns and plenty of aerial and ground acts will be featured. The show will move on 10 trucks and trailers.

MENTION circus to Mayor Zeldner, of Milwaukee, and you have his interest.

are scenery and effects, with transfer union involved in both cases. Show appears uncommitted, however.

Union Demands

A hint of threatened action was published in *The Billboard's* March 22 issue (see page 46). It said that AGVA was prepared to ask for \$12 per week extra for performers during New York and Boston run, this amount being in lieu of room and board which artists receive on the road tour. Other demands which were being worked on include:

More than 12 performances weekly; shows beyond that to be paid on pro rata basis.

Minimum wages — \$60 per week for producing clowns plus transportation and board; \$35 for "working" clowns; \$32 for chorus girls and "general chorus," plus \$50 for "assisting" clowns (two years' experience or less), plus \$50 for aerial principals, acts, and principal acrobats, plus \$50 for "assisting" acrobats.

In case of troupes, acrobatic working ensembles (four or more people), head of act shall receive \$60, plus and other members \$32, plus. There shall be no charge for linen service on sleepers to performers, and transportation from trains to lot and return shall be provided at no extra charge.

John Ringling North arrived in Tuesday, two days ahead of the train from Sarasota winter quarters, and also on the scene early was Henry Ringling North. Press boys have been in for about two weeks, these including Roland Butler, Frank Braden, and Gardner Wilson, story men; P. Beverly Kelley, radio division head, and Allen Lester, contracting P. A. Blocks of seats for opening performance have been purchased by a committee in charge of Chinese Relief.

Barnum Is Still Alive!

THESE will be no 2,000-word exploration into the life and times of Phineas Taylor Barnum, the 50th anniversary of whose death is being observed this week. "Barnum" says the little boy to his mom, "I know him. He's the man who brings the circus every year." It just goes to show you.

It just goes to show you, if you can pardon the fake quotes, that there are untold numbers—of big and little stature and age—to whom Barnum is real and as big as life, rather than a fabulous showman who departed this wacky world on April 7, 1891, when he had almost reached 81.

The linking of his name with the circus gives him immortality, Barnum's achievements during an extraordinarily busy career in the show business some 30 years prior to his circus attachment represent his real bid for unending fame. The three unparalleled attractions in the Barnum book—Tom Thumb, Jenny Lind, and Jumbo—were typical examples of his genius as publicist and box-office agitator second to none. Barnum & Bailey, the label by which the public knows him and will continue to know him, perhaps even after the title is no more (cross your fingers!), was just one of those things: like Babe Ruth endorsing confections and bats; like Dizzy Lee the Cinema Queen going ga-ga for her alleged favorite soap.

Maybe not exactly that because, after all, P. T. was active on the show and interested in its finances. Indeed, as he lay on his deathbed, the one question

Tho the "Prince of Humbugs" Died 50 Years Ago This Week, His Deeds And His Examples Linger On

By LEONARD TRAUBE

which absorbed him was the circus receipts for that day. Or so the story goes, at any rate. It's a good anecdote—nice to believe and probably true.

Having fastened his distinctly magic name to that of shrewd, responsible James A. Bailey's at an age in life when he would almost have been eligible for federal pension had he been part of the New Deal population, he was no longer the adventurer and big-game hunter. "Game" means money, the amusing at which he was a past master; so good was he, in fact, that one of his well-known lectures was *The Art of Money Getting*. And while performing on the platform he continued to derive a small fortune thru that source alone.

This will be no couple-thousand word excavation into the life and times of the unexampled Mister Barnum because a guy is a sucker to stick his neck out when it comes to carbonizing a career that has had no counterpart in America and the world. Sucker—there's a word! Barnum is perpetuated thru that alone, making him come alive from his half-century grave. "A sucker is born every

minute"—an aphorism attributed to the showman and handed down to the present and perhaps eternally. Yet according to Herbert Asbury in his book *Gem of the Prairie*, which deals with the Chicago underworld, the originator of this picturesque piece of patois was one Mike McDonald, rackets boss of the Windy City from the time of the great fire until the middle Nineties.

Asbury would appear more correct than those who credit Barnum with the coining of the gem because sucker was a word which the great impresario and phenomenal detector of public taste would probably not have used even if it were available in its twisted form, which it probably was not. Records and documents he has left show no inclination to discredit the public which built his several fortunes. As a matter of fact, no showman worthy of the name casts aspersions on the ladies, gents, and brats who make up that fickle and elusive thing called the public. (The late Texas Guinan, with her characteristic "Hello, Sucker," is the exception who proves the rule. Her use of the word was a type of commercial candor practiced in an amusement industry—night clubs—not noted for its mass magnetism.)

Barnum could and did fool them as a showman—witness such harmless but mirth-provoking items as the Cherry-Colored Cat (which was black—black cherries!), and the Egress "attraction," designed to get the folks out of his crowded American Museum to make room for other hordes—we call that turnover today. But his technique in the matter of humbugging turned into a virtue.

To be sure, the public loves to be fooled, as Barnum often said, but after the customers had had a good laugh over the color of the feline, they remained to enjoy and to cheer his other fare.

Barnum must really be alive because when someone in the Ringling Bros. and Barnum & Bailey organization thought up the idea of mating Gorilla Gargantua with Gorilla Toto, he was stealing a page from the fertile book of Barnum, thereby becoming one in a veritable army of publicists and amusement caterers who continues to spread the humbug's gospel whether he knows it or not. A man may be influenced by a life without ever knowing much, if anything, about it.

But no Gargantua-Toto fuss—while productive and a swell focus for the box office—can be talked about in the same breath with one of Barnum's priceless pieces of legerdemain and his greatest contribution to his circus, vintage of the '50s. With Barnum good publicity and being talked about were based for the most part on suspense. Never put all your eggs in one basket. Save something for the next day's edition or the next week's weekly. What P. T. would have done with such a terrific medium as the radio is incalculable. Here was one gent who adapted himself, immediately, to conditions, situations, and publicity outlets.

So what is suspense? Barnum employed the suspense motif in the same manner as Director Alfred Hitchcock does in the movies. . . . Climax will take place any second now . . . wait for it . . . and meantime go drive yourself a little insane. Box office? Check and double-check that. Why? Because if you do not relate your suspense treatment to the turnstiles you are not a Class A showman. And don't forget, too, that your climax must be staged just the other

side of the entrance. Above all, don't allow the period between the scene of suspense and the actual unveiling of the climax to be more than a couple or so editions away.

The Big Show has done that sort of thing exceptionally well with the Gargy-Toto bridal affair, with fresh angles on the story every few days until the opening in Madison Square Garden on April 7.

The piece of pre-Gargantua legerdemain referred to was, of course, none other than Jumbo—maybe not the greatest pachyderm that ever came out of Africa, but far and away the most famous, the most heralded before arrival, and certain to be the most remembered. Barnum practically stole the big bull from the outraged Brits, and while an international controversy was going



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on the resultant heat of printer's ink hardly hurt the ticket sale. It is interesting to note the text Barnum used on a Jumbo pamphlet:

"The only mastodon on earth whose like the world will never see again. Leads far the largest herd of elephants. The universal synonym for all stupendous things. Steadily growing in tremendous height and weight. A feature crushing all attempts at fraud. The admired of millions. The gentle and historic lord of beasts. The prodigious pet of both England and America. A colossus of international character. The towering monarch of his mighty race."

And as if that weren't enough—"give the little ones a last ride on their giant docile friend." There goes that shrewd appeal to the grown-ups to take note for their offspring. Barnum was making sure that all conceivable angles were covered.

The foremost practitioner of the Barnum technique today is, and has been for some years now, Billy Rose, aptly called the Bantam Barnum, for he is as slight as his predecessor was huge. The one great difference between the two is that Rose is not quite—not quite, we said—the humbug and not quite the notoriety that Barnum was or made himself out to be. Their common denominator is that Rose gets himself talked about and has an instrumentality—the box office—to yield whatever returns become available from being discussed. They both went in for suspense—ah, coincidence!—Rose's greatest suspense motif was in the case of a circus musical which he produced some years ago after completely overhauling the now leveled Hippodrome in New York. The suspense was based on something supremely simple—postponement after postponement. The coincidence? The show was Jumbo.

Then, two years ago, Rose was the featured attraction in a tussle with Park Commissioner Robert Moses over such a weighty subject as the size and wording of a sign over the New York State Building. In the amphitheater of which he presented the Aquacade at the New York World's Fair. The well-exploited tilt occurred, of course, only a few weeks before the opening of the fair. Now turn to the department in this issue which gives the grosses. Over \$4,000,000 in about 50 weeks of 1939-40!

It is not to be assumed that mere newspaper stuff causes a clamor for tickets. You're got to have the attraction. And Rose, like Barnum, has always given the public his money's worth—and more. But maybe produces isn't the whole story. Replying to a query as to the qualifications of a good showman, Barnum once said: "He must have a decided taste for catering to the public, prominent perceptive faculties, tact, a broad knowledge of human nature, great savvy, and plenty of 'soft soap.'" That's a large order. It brings the number of genuinely major league showmen down to the proverbial irreducible minimum, but not all showmen are in the show business. One of the greatest showmen America has ever produced, one who fills Barnum's bill even better than himself, is—stop me if I'm wrong—Franklin Delano Roosevelt. Could it be that the President is an unconsciously wrought protégé of the Master? If the evil that men do lives after them, so do their virtues.

Contest promoters of our own day may think they are original, and some of them are, but it was Barnum who developed the contest into a work of art. He was a pioneer of the Baby Show. He also introduced the prize poem competition, always a forerunner to the introduction of an attraction on a large scale such as Jenny Lind and Jumbo.

He indulged in a long and almost un-interrupted series of feuds in which personal invective was the chief chain in the link—mostly at publishers. This was done in an age when personal journalism was really personal. For 1941 Barnum would have invented some other form of being talked—and written—about.

Gargantuan may feel superbly content amid his luxurious surroundings and air-conditioned cage, but Barnum thought

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Bands and acts playing indefinite engagements should let us know as soon as they leave a spot so that the listings can be kept up to date.

of "air-conditioning" 74 years ago. "I advised Mr. Ferguson" (Barnum's manager of the American Museum), he wrote, "to have a cage so constructed that no draught of air could pass thru it, and I further instructed him in methods of guarding against the gorilla's taking cold." It is unfortunate that the "gorilla" turned out to be a baboon.

Generations past and generations to come have associated and will associate Barnum with the circus, but he was more especially noted as an ambassador of culture, having introduced classical music on a monster scale to this country. He imported Jenny Lind, the Swedish Nightingale, and had the nation in dither about her practically overnight. It is difficult to name a single product or item of popular appeal that was not named after her. More important, he laid down and executed a route that was followed by other impresarios for many years after.

The receipts of 93 concerts, including 35 in New York, 12 in New Orleans, 8 in Philadelphia, 7 in Boston, and 5 each in St. Louis and Cincinnati, brought in the staggering amount of \$712,161, or an average of approximately \$7,500 a performance. Jenny Lind's share was over \$208,000 gross and \$178,000 net. Barnum himself took a gross of \$835,485. Prices scaled from \$7 to \$3, with promenade seats at \$1 and \$2.

The showman's U. S. and European tours with Tom Thumb attracted immense crowds, and the four years that the most famous midget attraction of all time traveled as the magnet of Barnum's Great Asiatic Caravan, Museum, and Menagerie were equally gainful. Come 1942, it will be 100 years since Barnum discovered Thumb, christened Charles S. Stratton. It happened because of frozen water, which today means Sonja Henie (etc.) and millions at the box office. It was a frozen Hudson that caused Barnum, who was on a business trip in Albany, to return by railroad, the old Housatonic, and he stopped for a night in Bridgeport with his brother, Philo F. Barnum, at the Franklin Hotel. Barnum heard of the under-sized boy and had him brought to him. He engaged him for four weeks at \$3 per day. The rest is history.

In his definition of showmanship, Barnum omitted aggressiveness and initiative. He should have included these—during his first visit to England he tried to purchase the house where Shakespeare lived, intending to transport it piecemeal to New York. British aristocracy interfered, checkmating the cheeky promoter by purchasing it for a Shakespearean association. Barnum had a practical sense of humor about this incident. He wrote: "Had they slept a few days longer, I should have made a rare speculation, for I was subsequently assured that the British people, rather than suffer that house to be removed to America, would have bought me off with 20,000 pounds."

Barnum never permitted the public the rare privilege of forgetting about him. A genius with highly developed "think-em-up" faculties, one of his "fillers" between major excitements was the Grand Buffalo Hunt, all free, not even high fencing. The revenue? From the ferries which the folks were forced to take to the scene of action. Need it be mentioned that Barnum had tied up the ferries on a percentage basis? It

was the old cut-in that show business is so full of.

Vaudeville—whatever remains of it—is in Barnum's debt, for it was P. T. who first saw the tremendous possibilities of the continuous performance. He accomplished this in a "mere" museum—never matched in layout and profits—Barnum's American Museum.

Barnum was never a success at anything but public catering wherein a box office was involved. He was a flop as a politician, serving in the Connecticut Legislature and as mayor of Bridgeport without particular distinction. He was defeated for the governorship. Had he tried to put the same type of showmanship into his politics as he did as an official amusement promoter, he might have been slated for a great career in public affairs, the he did amount to something in that bracket, too. As a politician he appeared to be essentially an idealist of the dreamer type, which interests the public only vaguely.

Credited with shrewdness in business, it was a business venture that liquidated his entire fortune, and it took him years to get back on his feet. This was the Jerome Clock Works entanglement. Yet it was not long before he recouped his losses, and when he died on April 7, 1891, his estate was valued at \$4,000,000.

He was no great shakes as a circus because he was either too old when he came to it or too egotistical to the point of eccentricity, which may have been the result of age itself. Yet it is the circus, to repeat, that will make him remembered. Had Barnum gone circus in his productive years, the sawdust picture in America might have been much different down to this day.

Altho it was 50 years ago this week that he passed on—"Will Barnum get to heaven? He certainly has a good show"—he is as alive today as if he were still presenting the Cardiff Giant, Joice Heth, the Sacred White Elephant, the Woolly Horse, and the phony whales which put money into his coffers and fodder in his scrapbooks.

In concluding one of his numerous autobiographies he hoped that his experiences, if not his example, would benefit his fellow men.

He needn't have worried. The half century which has passed since his death proves that his experiences and his example are still functioning.



What Was New in '31?

AS THE major theme of a slice of the amusement industry travels under the banner of *What's New for 1941!* in this week's special issue, with its accent on spring and the immediate future, *Out in the Open* goes back to 1931. For it was in April of that year that we were first mated to the column by that name. Here, then, without further fuss, is that year's memorabilia as gleaned from the first column onward.

The inaugural entry mentioned Dexter Fellows, Charles Kannelly, Alfredo Codomo, Clyde Ingalls, A. L. (Ollie) Webb, and John Ringling, now all gone to their Maker. Display 2 brought forward Charlie Hutchinson, Courtney Blyle Cooper, and Shorty Flemm, also claimed by heaven. Tom Killian, then on Ringling press corps, now on *The New York World-Telegram*, spoke of a cherished gift, cufflinks, given him by Lillian Lettlow, who had died in Copenhagen not long before. And talking of Lettlow, there was Hessera, aerialist, who was then appearing at fairs. Her mother (See *OUT IN THE OPEN* on page 128)

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By THE RINGMASTER

President **WILLIAM H. JUDD** Secretary **W. M. BUCKINGHAM**
 25 Murray St., New Britain, Conn. V. O. Box 4, Gales Ferry, Conn.
 (Conducted by **WALTER HOHNADL**, Editor "The White Horse" and Retired Training Officer, Reelsville, Ill.)

ROCHELLE, Ill., April 5.—Members of the Live Wire Club of the Binghamton (N. Y.) Chamber of Commerce were guests of the Pat Valdo Tent in connection with the annual Rotary Circus there. After an afternoon of billiards and bowling in the Binghamton Recreation Parlors, the club was served a turkey dinner in the Hippodrome room, with a circus backdrop on the stage forming a setting for the red-uniformed band. Joe Baule put his musicians thru the paces in all the traditional music of the big top and in addition played the accompaniment for Herb Peck, Live Wire soloist, who led the crowd in singing *The Men on the Flying Trapeze*.

One of the hit features of the evening was the singing of operatic arias and semi-classic songs by Mme. Canestrelli, a member of one of the Rotary Circus troupes. Stuart M. English, chairman of the Rotary Circus committee and president of the Pat Valdo Tent, was introduced by George H. Barlow III, host for the occasion. In turn, English introduced the professional circus stars. They included Torrence and Victoria, acrobats; the Canestrellis, Mr. and Mrs. Matthews and Mlle. LaTosca, sweetheart of the bounding rope. Following the dinner, movies of circus scenes were shown.

CFA Bob Zimmerman, of Madison, Wis., is in training at Fort Sheridan, Ill. He caught the Hamid-Morton Tripoli Temple Shrine Circus at Milwaukee on a week-end leave from camp. Bill Hillery, formerly of Baltimore, has purchased home in Orlando, Fla., and has issued a cordial invitation to all fans visiting there to look him up.

Hillery stated that this has been his busiest winter as far as outdoor amusement is concerned. Bill Reed, of Baltimore, recently spent two days at Hillery's new home.

CFA Jim Hoye, of Hartford, Conn., was host to an informal gathering at his home March 29 when he entertained three of the famed Wallenda family, Helen, Karl, and Martha. Also present were CFA's Bill Day and Bill McStagie. The first part of the evening was spent looking over Jim's collection of circustiana. Later Bill projected some interesting colored circus stills and Connecticut rural winter scenes.

Barney and Jimmy Arnesen With Lewis Bros.' Show

CANTON, O., April 5. — Barney and Jimmy Arnesen, comedy acrobats, have signed contracts to return to Lewis Bros.' Circus this season.

After several months in Albany, N. Y., where they worked winter dates and night clubs for the Karen Enterprises, they have returned here to await the start of the new outdoor season. In addition to their comedy acrobat turn, Barney will do his wire balancing act. They were with the Lewis show in 1939 and last year appeared with G. A. Klein's circus unit.

The Corral

(Communications to 25-27 Opera Place, Cincinnati, O.)

Finney Gen. Agent For Gatewood Rodeo

CHICAGO, April 5.—C. W. Finney has been appointed general agent for Col. A. L. Gatewood's Flying X Rodeo, now appearing at the Coliseum here. Finney was general agent for the 101 Ranch Wild West in its heyday and since then has been in various circuses and other attractions. He will handle all bookings and routing of the Flying X.

Johnson Band Booked for New York Rodeo 10th Time

CHICAGO, April 5.—Everett Johnson, leader of the Johnson Cowboy Band, announced this week that he will again provide the music for the Madison Square Garden Rodeo in New York which holds forth this year for 19 days. This marks the 10th consecutive year that Johnson has conducted the music for the show.

Deal was arranged by Frank Moore, Garden Rodeo manager, and calls for a band of 22 pieces plus Florence Vallucci, drum majorette, and Ted Erickson, drum major. Johnson also announced that he will play the Nashville fair this year.

EVERETT COLBURN has been signed to direct the five-performance rodeo, under Southwest Texas Rodeo Association auspices, at Corpus Christi, this summer. Events will include saddle bronk riding, steer bulldozing, calf roping, bareback riding, Brahma bull riding, and wild cow milking. Frank Galien is general chairman.

COL. A. L. GATEWOOD'S Flying X Rodeo at the Coliseum, Chicago, played to fair business the first week, the grosses were below those of last fall's engagement. Promotional stunts arranged by Frank Burke have helped swell attendance. One of the stunts was selection of king of Chicago's "kid cowboys," in which a tie-up was made with a large clothing firm. Following the engagement in Chicago, closing April 12, the rodeo will play other Midwest cities.

FINAL winners at the six-performance rodeo in connection with the Palo Pinto County Livestock Show at Mineral Wells, Tex., March 28-30, were: Bronk Riding, Ace Emory; roping, Elmer Reddie; wild cow milking, George Brown; and steer riding, Joe Hale. Trick ropers included Wayne McGill, and Glorine and Darlene Tindall. Emory Bardwell was the pick-up man, with Sam Chapman as arena director. Attendance was far above last year's event, drawing big patronage from Camp Wolters, near Mineral Wells.

Alexandria Rodeo Is Click
 FIRST CHAMPIONSHIP RODEO in connection with the Central Louisiana Fair Stock Show in Alexandria on March 20-23 proved highly successful de-

spite rainy weather at opening. Sponsored by the Central Louisiana 4-H Club, event drew an estimated 30,000 for the six performances. The Rapides Parish Cattlemen's Association, headed by J. M. McLemore, Ben P. Bradford, Jim Byram Jr., and W. A. (Bill) McLean, signed with T. E. Robertson, promoter, to direct the event for the next five years, Rand Barker reports. A factor contributing to the event's success was the advance ticket sale conducted by the Alexandria Junior Chamber of Commerce, under direction of Brooks Adams, Eric Harris, Pete Cocco, and Hershel Blackwood. Arena director and secretary Fred Alvord and Hughie Long, his assistant, kept the show moving at a fast pace, and George Mills and Clyde Kline, clowning, proved popular. Trick riders included Earl and Vendene Strauss, Don Wilcox, Mary Wilson, Cecil Cornish, Dick Griffith, Alice Sisty, Vaughn Kreig.

Results: Bareback Bronk Riding—First day (Thursday night and Friday matinee), George Mills; G. C. Shellenberger and Paul Bond split second and third; Bob Burrows and Hoyt Hefner split fourth. Second day (Friday night and Saturday matinee), Kid Fletcher, Vic Swartz; George Mills and Leo Crossland split third and fourth. Third day (Saturday night and Sunday matinee), Bob Burrows; Grant Marshall and Frank Finley split second and third; Cecil Henley and Kid Fletcher split fourth.

Lake Charles Show Fair Draw

GOOD WEATHER and fair-sized crowds turned out for the O. E. Robertson Rodeo in the high school arena at Lake Charles, La., on March 27-30, under Southwest Louisiana Livestock Show Association auspices. Time in the various events was fast and show was not marred by any serious accidents. Day money and final winners were: Bareback Bronk Riding—First day (Thursday matinee and night), Joe Mills; Grant Marshall, Potts Marshall; Jimmie Hazen and Paul Bond split fourth. Second day (Friday matinee and night), George Mills; Frank Finley and Paul Bond split second and third; Vic Swartz. Third day (Saturday matinee and night), Hoyt Hefner, Vic Swartz; Paul Bond and Hubert Taylor split third and fourth. Fourth day (Sunday matinee matinee and night), G. J. Shellenberger, Gerald Roberts, George Mills, Hoyt Hefner.

Calf Roping—First day (Thursday matinee), Everett Shaw; Glenn Harp and Buck Goodspeed split second and third; Ike Rude. Jess Goodspeed, Buck Goodspeed, Jack Skipworth, Ike Rude. Second day (Thursday night, Everett Shaw; Glenn Harp and Buck Goodspeed split second and third; Ike Rude. Third day (Friday matinee), Jess Goodspeed; Buck Goodspeed and Frank Hostley split second and third; Ike Rude. Fourth day (Friday night), Jess Goodspeed, Jack Skipworth, Gene Ross, Buck Goodspeed. Fifth day (Saturday matinee), Buck Eckols, Ike Rude, Everett Shaw; Jack Skipworth and Frank Hostley split fourth. Sixth day (Saturday night), Everett Shaw, Jack Skipworth, Buck Eckols, Buck Goodspeed. Seventh day (Sunday matinee), Jack Skipworth and Buck Goodspeed split first and second; Ike Rude and Everett Shaw split third and fourth. Eighth day (Sunday night), Everett Shaw, Ike Rude, Jess Goodspeed, Frank Hostley, Finalis, Buck Goodspeed, Jack Skipworth, Jess Goodspeed, Buck Eckols.

Saddle Bronk Riding

Saddle Bronk Riding—First day (Thursday matinee), Doff Aber, Vic Swartz; Gerald Roberts and Bill McLean split third and fourth. Second day (Thursday night), Burel Mulkey, Vic Swartz, Floyd Stillings; Gerald Roberts, Stub Bartemay, and Doff split fourth. Third day (Friday matinee), Floyd Stillings; Burel Mulkey and Stub Bartemay split second and third; Vic Swartz. Fourth day (Friday night), Vic Swartz; Frank Finley and Doff Aber; Burel Mulkey and Stub Bartemay split fourth. Fifth day (Saturday matinee), Doff Aber, Frank Finley, Gerald Roberts, Vic Swartz. Sixth day (Saturday night), Burel Mulkey and Stub Bartemay split first and second; Frank Finley, Floyd Stillings. Seventh day (Sunday matinee), Burel Mulkey and Stub Bartemay split first and second; Doff Aber; Tommie Wilson and Frank Finley split fourth. Eighth day (Sunday night), Floyd Stillings, Gerald Roberts, Vic Swartz, Tommie Wilson.

Steer Wrestling—First day (Thursday matinee and night), Norman Person, Gene Ross, Mike Fisher, Carlos Green. Second day (Friday matinee and night), Carlos Green and Norman Person split first and second; Hub Whiteman, Mike Fisher. Third day (Saturday matinee and night), George Mills, Mike Fisher,

Bruce Ross, Dick Truitt. Fourth day (Sunday matinee and night), Hub Whiteman, Norman Person, Gene Ross, Bruce Ross, Finalis, Mike Fisher, Norman Person, Tom Hogan, Carlos Green.

Bull Riding—First day (Thursday matinee and night), Hoyt Hefner, Dale Adams, Gerald Roberts, Alie Adams. Second day (Friday matinee and night), Jimmie Hazen, Dale Adams, Hub Martin, Potts Marshall. Third day (Saturday matinee and night), Paul Bond and Buck Killough split first and second; Jimmie Hazen, Hubert Taylor. Fourth day (Sunday matinee and night), Jim Whiteman, Hubert Taylor, Dale Adams; Grant Marshall and Paul Bond split fourth. Rodeo officials were T. E. Robertson, managing director; Fred Alvord, arena director and secretary; Pally Lawton, assistant; Peggy Long and Bud Spilsbury, timers; Leo Murray and Hub Whiteman, judges; Pete Adams, announcer, and Hughie Long, livestock superintendent.

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 George Singleton, Boss Canvasman
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Gainesville Circus Program Completed; Opening April 23



Circus Model Builders and Owners' Association

By RUSSELL T. WARNER
(Director of Publicity, 1418 Mulberry Street, Reading, Pa.)

GAINESVILLE, Tex., April 5.—The program for the third annual circus round-up, which will mark the opening of the 13th season of Gainesville Country Circus under the big top on the Cooke County fairgrounds here April 23-25, has been completed.

Highlights will be the pioneer days parade on opening day, when the circus will have all its performing stock, tableau wagons, and callopio in the line of march, and the crowning of the circus queen the third day.

Circus fans from four States have already made hotel reservations here for the three-day celebration.

Publicity is breaking nicely for the show. *The Radian* magazine will have a four-page layout of pictures in its next issue, and a feature story on the circus by Harold Rubin is scheduled for an early issue of *This Week*, magazine section of *The New York Herald-Tribune* and associated papers.

Representatives of Columbia Broadcasting System were here last Tuesday to work on the script for a dramatization of the show's history for an early Coast-to-Coast network broadcast.

Sunday was field day for photographers when all the performers donned costumes and worked in outdoor rings for the shutter snappers. Photographers on hand included Jimmy Laughland, Associated Press, Dallas; John Jeter, *The Dallas Morning News*; Leon Gilmore, Jr., Acme Newspictures, Dallas, and Kenneth Blanton and Jack Johnson, of *The Daily Register* staff.

Printing of the 1941 souvenir program is now under way and the four-color cover features A. W. (Uncle Ezra) Wells, troupe comic of the show.

For the picture making, the show's new combination dressing and ringstock tent, a 60 with two 30-foot middles, was set up for the first time, and is being fitted with dressing room and padroom equipment this week by Superintendent Alex Murrell and his crew.

The show will carry nine head of horses, 14 ponies, and six performing dogs. There are 138 people in the personnel this year, including 48 performers and clowns, and a 16-piece band and callopio player.

Davis Frontier Shows Opening April 28

HIRESTON, La., April 5.—With the opening date of the Davis & Sons Frontier Shows set for April 28, work at quarters here is well under way. New seats, chutes, and an arena fence are being built and all equipment is being painted silver with red trimming.

The show will carry eight head of Wild West stock and a personnel of about 15 persons. New canvas includes 500 feet of new side wall and two 30-foot canopies for the reserved seats. There will also be a 30 by 30-foot cooking top and a 40 by 60 side show top.

Staff includes Texas Jay Davis, owner and manager; Cal (Jakey) Davis, side show manager; Casey Jones, arena director; Mrs. Casey Jones, front door; Mrs. Marie Davis, big show ticket wagon; Raymond Morace, sound system, and Rio Grande Jack, boss hostler.

Reception for 40 Members At Canton Showmen's Club

CANTON, O., April 5.—A reception for 40 new members admitted since the first of the year was held by the Canton Showmen's Club at this week's meeting. After the business meeting, luncheon and refreshments were served.

An attendance of better than 500 is expected at the club's spring frolic at the Swiss Club April 17. George Pinehart, for many years with the big tops and in sandeville, is chairman of the frolic committee. Ten acts of vaudeville will be presented at the close of the banquet. Then dancing will continue until 2 a.m., with Roy Wild's orchestra playing.

PHONEMEN

PROGRAM, BANNERS, TICKETS
Bosses, and various other work
PATTERSON BROS' CIRCUS
General Delivery, Grand Rapids, Mich.

RB Expects To Hit West Coast; After Show Is Abandoned

SARASOTA, Fla., April 5.—The Ringling Bros. and Barnum & Bailey Circus expects to go to the Pacific Coast this season for the first time in three years. It will travel an estimated 18,000 miles, playing 150 cities on more than 200 show days before returning to quarters here next fall.

The circus press department has announced that the concert will be abandoned this year. Instead of the concert this year, the aide show, which usually was packed up as soon as the last performance was underway, will remain open for business until after everything else is closed up.

Looking better than it has in years, the Big Show pulled out of Sarasota via Seaboard Air Line Monday afternoon, March 31, for New York and the Madison Square Garden opening April 7.

As is their custom, hundreds of Sarasotans line the railway tracks as the long train, with its newly painted flatcars, boxcars, and passenger coaches, passed thru town.

Gargantuan and Toto were on board, their cages covered by bright new canvas.

WILMINGTON, Del., April 5.—Mayor Albert W. James has approved May 27 as the date for the annual appearance of the Big Show here. Performances will be on the grounds adjoining Wilmington Park.

READING, Pa., April 5.—The traditional home of the Big Show here at Kutztown Road and Hiesters Lane will be passed up this year in favor of the Reading Fair grounds. Booking of the Reading show for May 25 and 26 at the fairgrounds was announced by Charles W. Swayer, fair secretary. Because of the need for larger exhibition quarters, the circus acquired the fairgrounds instead of the Hiesters Lane tract, Swayer said. The show will come here from Philadelphia on Sunday (May 25) and exhibit on Monday.

Los Angeles

LOS ANGELES, April 5.—George Perkins, clown, has recovered from an automobile accident last December and was seen in the Yankee-Patterson Circus here March 29.

Larry Vall, known as Bozo the clown, recently purchased a new home at Venice, Calif. He's playing CCC camps and working in Sunny at the RKO lot.

Bob Thornton was seen about the Yankee-Patterson lot greeting old friends among circus folk. Mrs. Ova Thornton is treasurer of the Y-P show.

Cheerful Gardner walked his five trained elephants from Venice to Los Angeles, where they appeared in the Yankee-Patterson Circus.

Hugh McGill and Bill Hoffman, died-in-the-wool circus fans, welcomed Los Angeles' first 1941 circus by helping wherever they could.

Hugh Winston, owner of the seal Slicker and other seals, is readying a new home at Santa Monica, Calif.

Roy Chrolister, well known in circus circles, was seen about the Yankee-Patterson lot here.

Herman Ebert came down from his bird farm at Arcadia, Calif., to attend the Yankee-Patterson show and handle midway tickets.

Genaro Pina, head of the Pina Troupe, is anticipating a big fair season. Jack McAfee recently purchased a new trailer and is all set for 18 weeks of fairs under the direction of Barnes-Carruthers. Irene McAfee will also take her Hollywood Movie Star Dogs on this trek.

Leone Barie, dancer, is ill in Lincoln Hospital, Los Angeles. Claude Barie predicts a big year for side shows.

Ray Harris arrived in Los Angeles recently from Honolulu. He reports that he is well and hearty, discrediting reports that were circulating to the fact that he was ill. He visited the Yankee-Patterson show.

Ernestine Clarke, of the Clarke family of riders, is disbelieving the fact that she has chickenpox, which made it impossible for her to perform on the Yankee-Patterson show. She's confined to her home in Venice, Calif.

Cal Owens, who helped with the packing for Irma Dale's upside-down walk-

Circus Saints AND Sinners' Club

By Fred P. Pitzer
(National Secretary)

NEW YORK, April 15.—The Deems Taylor luncheon given by the Dexter Fellows' Tent at Hotel Astor March 28 was better and bigger than ever before. One wonders where these luncheons will stop in size and elaborate entertainment. The dais for this occasion was littered with musicians, all life-size cutouts, and when the fall guy was brought in they stood him on the top of a stairway and violet ray filter and Stroblites were turned on the set-up. A phonograph was then turned on with an introductory speech which was as cockeyed as everything else that followed. Prof. J. Hemmorrhoid Cherry was called on to read *The Life of Deems Taylor*. He started, but immediately the drawing for the door prizes took place and no further attention was paid to Cherry, tho he kept on reading for a half hour.

The Lamb's boys Evans, Gautier, Hertz, and Tomkins then recited *The Four De-Composers*, which brought down the house.

Entertainment on the stage was furnished by Freddy Werner, the Bessnows, and Walter Powell's band. The Quiz Kids brought lots of laughs, and a phonograph stunt done by Joe Laurie Jr. was a wow. He broke up the machine because it was playing one of Deems Taylor's tunes. He broke the record with a hammer, but the thing kept on playing. Finally, disgustedly, he threw the hammer out into the audience.

George Tonak and the Gay Blades gave a burlesque rendition of *Rigoletto*.

Willie Howard, who happened to be at one of the tables, got up and made a communistic speech to a stooge. The crowd roared.

A skit by Evans, Gautier, and Tomkins, in feminine roles, brought the luncheon to their feet. Then followed Tex O'Rourke with his burlesque biography of Taylor.

A sketch in which Taylor took part and the writer made his debut as an actor, continued the laughter. After this Deems was presented with a membership card and his club medal reading, Symp Phony De-Composers.

During the luncheon Sergeant Les Kramer received another police badge, making 14 to date. Charles Somma, of Richmond, Va., came up to present this badge from the Richmond Police Department.

MICKY (BUCK) KEAGAN, veteran whip cracker, who wintered in Lawrence, Kan., has a new wardrobe and is looking forward to a good season. He is near 80, but very spry.

In the Yankee-Patterson Circus, used to do this same act until he put on too much avoidance.

Eddie Conter reports that candy sales are good on the West Coast.

ROUTES

(Continued from page 32)

Midnight in Paris Revue (State-Lake) Chi. 5.
Mrs. Jackie (Leon & Eddie) NYC, nc.
Miller, LeRoy (Mike Way) Phils. nc.
Miles, Joseph "Taps" (Cafe Society) NYC, nc.
Mills, King & Ray (Lytic) Indianapolis, t.
Moffett, Adelaide (Walden) Astoria, nc.
Moore, Paul (Yacht Club) Pittsburgh, nc.
Morales Sisters (Onesio) Canton, O. h.
Morze, Leo (Chez Ami) Buffalo, nc.
Moston, Abira, (Mildred) Washington, Md. nc.
Muir, John & Mildred (Katie) Washington, Md. nc.
D. C. 1.

Murphy, Dean (Olympia) Miami Fla. t.
Murray, Senator Francis (Shubert) Cincinnati, nc.

Murray, Mae (Diamond Horseshoe) NYC, nc.
Naidl, Rita (Diamond Horseshoe) NYC, nc.
Na Pua (Lutetian) NYC, nc.

Nas, Pa. (Lynn State-Lake) Chi. t.
Nissen, Gertrude (Chez Paree) Chi. nc.
Nissen, George (Airport Inn) Hagerstown, Md. nc.

Nightingales (Shubert) Cincinnati, t.
Norman, Karyl (Philoche) Los Angeles, nc.
Norris, Mary (Jack & Bob's) Trenton, N. J. 26.

Novelle & Nola (Roosevelt) Jacksonville, Fla. h.
Nully, Elizabeth (Booby's) Cleveland, c.

Oakie, Joe (Yacht Club) Pittsburgh, nc.
Oldfield, Emmet & Co. (Strand) NYC, t.
Oman, Lester (Shubert) Cincinnati, t.
Orfila, Princess & Pets (Latin Quarter) Boston, nc.

Orioles, Rodia (Havana-Madrid) NYC, nc.
O'Sullivan, Barbara (Royal Hawaiian) San Francisco, nc.

Otis & Fields (Oog Rouge) NYC, nc.

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 1-10 h.p. mt., 690 r.p.m., 220 v., only 173
 1-100 h.p. 31V82, 720 r.p.m., 220 v., only 450
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Call or write **CLOYD McFARLAND**

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For

PREBLE COUNTY FAIR

Eaton, Ohio, August 5-8, 1941.

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P
 Palma, Billy (Cocanut Grove) Boston, ne.
 Palmer, Audrey (Walton) Phila. n.
 Palmer, Jay, & Doreen (Roosevelt) Jackson-ville, Fla.
 Parib, Deane (Versailles) Boston, ne.
 Park & Clifford (Lyric) Indianapolis, I.
 Parks, Barbara (Brown Derby) Chi. ne.
 Parson, Paul (Royal Hawaiian) San Francisco, ne.
 Payne, Frank (Bismark) Chi. h.
 Peaches Sky Revue (Shrine Circus) Providence, R. I.
 Pedro & Carmenita (Cuban Village) Chi. ne.
 Pedro & Rafael (El Morocco) Montreal, ne.
 Pendergast (Gay White Way) NYC, ne.
 Perla & Lucia (Havana-Madrid) NYC, ne.
 Pied Piper (Capitol) Washington, D. C., t.
 Plochemen (Three Cigars) Chi. h.
 Polk (Zoo Circus) Chi. t.
 Plawski, Joe (Yacht Club) Pittsburgh, ne.
 Ponti, Frank (Yacht Club) Phila. ne.
 Pope, Glenn (Palmer House) Chi. h.
 Prince, Jack (Colosima's) Chi. ne.
 Pritchard's Tuna Trassers (H-Bar-H) Chi. t.
 Profit, Clarence, Trio (Kelly's Stable) NYC, ne.

R
 Rae, Jimmy (606 Club) Chi. ne.
 Raeburn, Bert (St. George) Brooklyn, n.
 Ramirez, Carlos (La Martinique) NYC, ne.
 Ramos & Mamie (Montparnasse) NYC, ne.
 Rand, Robert (Club Savoy) Montreal, Can-ada.
 Rand, Barbara (Fido's) NYC, ne.
 Rattery, Marguerite (Kitty Davia's Airliner) Miami, Fla.
 Rays & Nardi (Piazza) NYC, h.
 Rays, Martha, & Heave (Marie) Washington, D. C., t.
 Raymond, Pen (Palumbo's) Phila. ne.
 Renon, Paul, & Toy Toys (Mike Todd's Theater Cafe) Chi. ne.
 Renaud, Francis (Sawdust Trail) NYC, ne.
 Reyes, Abel & Eva (Conley) Chi. ne.
 Richards, Cully (Yacht Club) Pittsburgh, ne.
 Richard & Carson (Royale) Detroit, ne.
 Richards, Adrienne Trio (Edgewater Beach) Chi. h.
 Richmond, Ruth (Chateau Moderne) NYC, ne.
 Rinnack, The Lyric Indianapolis, I.
 Ring, Baby (State Lake) Chi. t.
 Rivera, Andres (Le Montparnasse) NYC, ne.
 Roach, Mary (Holding's) Chi. e.
 Roberts & Farley (New Yorker) NYC, h.
 Roberts, Betty & Freddy (Roosevelt) New Orleans, h.
 Robinson, Bill (Marie) Phila. t.
 Rod, Lorraine (Renna) Syracuse, h.
 Rogers, Roy & Eva (Conley) Chi. ne.
 Rogers, Jimmy (Spa) Cincinnati, ne.
 Rogers & Spruce (3700 Club) Cleveland, ne.
 Rockwellers Trio (Leighton's) Ardley, N. Y., ne.
 Rollins & Adair (Cafe Royale) St. Paul 7-12, ne.
 Rosario & Antonio (Mark Hopkins) San Francisco, h.
 Ross, Al (Yacht Club) Pittsburgh, ne.
 Ross & Pierre (Shubert) Cincinnati, t.
 Rosenblum, Silas Maxie (Yacht Club) Pittsburgh, ne.
 Rossmann, Eth (Brown) Louisville, Ky., h.
 Rosini, Paul (Gibson) Cincinnati, h.
 Rowland, Diane (609) Chi. ne.
 Russell & Farrar (Harry's New Yorker) Chi. ne.

S
 Ryana, Three (Roosevelt) New Orleans, h.
 Sallers, Three (State Lake) Chi. t.
 Samoff, Vera (Spivy's) NYC, ne.
 Sarella, Princess (McGee's Club 18) Phila. ne.
 Schubert, Florence (Vashnet) Chi. ne.
 Scott, Hazel (Cafe Society Uptown) NYC, ne.
 Sharon, Olive (605 Club) Chi. ne.
 Shaw, Will (Beverly Hills) Newport, Ky., ne.
 Shayne, Edward & Charlotte Armstrong (Ma-Hed) NYC, ne.
 Shea, Bob (Gay White Way) NYC, ne.
 Sherman, Terry (2700 Club) Cleveland, ne.
 Sherman, Shavo (Clover Club) Fort Worth, ne.
 Shepard, Russ (Club Moderne) San Francisco, ne.
 Sheridan, Nora (Le Ruban Bleu) NYC, ne.
 Shore, Dinah (Paramount) NYC, t.
 Shubin, Frank (Spivy's) NYC, ne.
 Shutta, Etel (Yacht Club) Pittsburgh, ne.
 Sierra, Paco (Brevort) NYC, h.
 Sistrar, Frank (Capitol) Washington, D. C., ne.

South, Eddie (Cafe Society Uptown) NYC, ne.
 Spear, Harry (Latin Quarter) Boston, ne.
 Spencer, Kenneth (Cafe Society Downtown) NYC, ne.
 Stars Over Hollywood (Shubert) Cincinnati, t.
 Stefaniako (Casino House) NYC, ne.
 Stephanie & Craig (Hopkins Bathskeller) Phila. ne.
 Stealing, Allen (Cadillac Tavern) Phila. ne.
 Storey, Grayce & Evelyn (Kallner's Little Rathskeller) Phila. ne.
 Stuart, Gene (Club Lido) Camden, N. J., ne.

STATLER TWINS

ON TOUR WITH SAMMY KAYE

Par. Mgt., Jack Lonny, Herman Falkoff Agency

Sullivan, Joe (Button) NYC, h.
 Sullivan, Lee (Club Charles) Baltimore, ne.
 Sullivan, Maxine (Kelly's Stable) NYC, ne.
 Sumner, Helen (Frankel) Chi. ne.
 Swann, Russ (Waverly) NYC, ne.
 Swerney, Bob (Village Barn) NYC, ne.
 Sweet, Sally (883) Chi. ne.
 Swiffa, Three (Marie) Washington, D. C., t.
 Swing in Spring Neave (Oriental) Chi. t.

T
 Tate, Ted & Mary (Edgewater Beach) Chi. h.
 Tabor, (Yacht) Chi. t.
 Tera (Button) NYC, h.
 Tapa, Cesar (Havana-Madrid) NYC, ne.
 Tatum, Art (Cafe Society Downtown) NYC, ne.
 Theodora (Wonder Bar) Cleveland, h.
 Therien, Henri (State-Lake Theater) Chi. t.
 Thomas, Dolly (Detroit) 14-28.
 Thuman & Heine (Casanova) Detroit, ne.
 Timblin, Edna (Oriental) Chi. t.
 Tira (Colosima's) Chi. ne.
 Tolo (Rainbow Gardens) Little Rock, Ark., ne.

Trippoli Trio (606 Club) Chi. ne.
 Tucker, Sophie (Olympia) Miami, Fla., t.
 Turner, Maxine (16 Hat) Chi. ne.
 V
 Veles, Killi (Yacht Club) Washington, D. C., h.
 Victor & Ruth (Shoreham) Washington, D. C., h.
 Vilan & Kevin (Rainbow House) NYC, ne.
 Vincent, Rome (Beverly Hills) Newport, Ky., ne.

W
 Wade, Dick (Chateau Moderne) NYC, ne.
 Wakefield, Meri (Monte Carlo) Chi. ne.
 Waldron, Jack (Park Central) NYC, h.
 Walton & O'Rourke (Rainbow House) NYC, ne.
 Wayne, Mildred "Wacky" (606 Club) Chi. ne.
 Weaver, Doodles (Billmore) NYC, h.
 Wells, Billy, & 3 Pats (Beverly Hills) Newport, Ky., ne.
 Wenoes (Palmer House) Chi. ne.
 Whelan, Jackie (Crawford House) Boston, h.
 Whitson, Four (Palmer House) Chi. h.
 Wilbert, Ray (Mike Todd's Theater Cafe) Chi. ne.
 Wilen & Dare (Tower) Kansas City, t.
 Williams, Pearl (Porrett) NYC, h.
 Wilson & Mead (Jimmie Daniels) NYC, ne.
 Winton & Diane (Park Central) NYC, h.
 Wittens, Jerry (Dowry) NYC, ne.
 Wood, Eleanor (Park Central) NYC, h.
 Woodie & Betty (New American) Lowell, Mass., h.
 Wood & Bray (Lookout House) Covington, Ky., ne.
 Worth, Gayle (Gay White Way) NYC, ne.
 Wright, Judith (Mark Hopkins) San Francisco, ne.
 Wyes, Ross, & Co. (Paramount) NYC, t.
 Y
 Yar, Sonia (Casino House) NYC, ne.
 Yates, White Guards (Todd's Theater Cafe) Chi. ne.

Z
 Zephyrs, Two (State) NYC, t.
 Zerby & Wiere (Colosima's) Chi. ne.

BURLESQUE
 (Hirst Circuit Shows)

Brooklyn Scandals (Old Howard) Boston 14-19.
 Dore Devils (Gayety) Washington 13-19.
 Ferguson, Bob, Show (National) Detroit 11-17.
 Flurry Frolics (Colonial) Utica, N. Y., 17-19.
 Lid Lifters (Mayfair) Dayton, O., 11-17.
 Midnight Maidens (Garrick) St. Louis 12-18.
 Naughty Nifties (Gaiety) Norfolk, Va., 13-19.
 Racine (The Town) (Empire) Newark, N. J., 13-19.
 Saucy Semesters (Gayety) Baltimore 13-19.
 Sean Dicks (Trosadero) Phila 13-19.
 Speedsters (Blueston) Union City, N. J., 13-19.
 Slep Livey Girls (Casino) Pittsburgh 13-19.
 Tons of Fun (Lyric) Bridgeport, Conn., 14-19.

CARNIVAL
 (Routes are for current week unless notes are given. In some instances possible mailer points are listed.)

Alamo Expo: Preempt, Tex.
 Alhambra: Callon, Ark., 12-19.
 All-American: Temple, Okla.
 Antique Am. Co.: West Columbia, S. C.
 Arthur's Mighty American: Santa Maria, Calif., 7-12.
 B. & H. Am. Co.: Trenton, S. C.
 Barber: Cape Girardeau, Mo., 12-19.
 Barfoot: Toledo, O., 12-19.
 Baysinger, Al: Poplar Bluff, Mo.
 Big Old Reliable: Dickson, Tenn., 11-17.
 Blue Ribbons: Carrollton, Ga.
 Bright Lights Expo: McKinney, Va.
 Buckeye Show (Black Show) Forest, Miss.
 Block Show: Hattiesburg 14-19.
 Bullock Am. Co.: Kershaw, S. C.; Wimsboro 14-19.
 Burke, Frank: Carleth, N. M.
 Byers Bros.: Kennett, Mo.; Patus 14-19.
 Central Am. Co.: Yemassee, S. C.; Solida 14-19.
 Cole & Wilson: Petersburg, Va., 12-19.
 Colley, J. F.: Ada, Okla., 7-16.
 Cotton Bait: Oceanville, Mo.
 Crafts 20 Sign: San Diego, Calif., 7-13; Lynwood 14-20.

DOLLY LEWIS

Relative Lindemann, John Lawrence Show, Write SISTER HELEN.

WANTED
 RIDES — SHOWS — CONCESSIONS
 No Hobbies or Wheels. Also Outdoor Acts for Free Show

STRAWBERRY FESTIVAL

July 1-31, 1941, at Strawberry Hill, Va. Write fully to J. ROY McLENNAN, P. O. Box 340, Salisbury, Md.

KAUS EXPOSITION SHOWS
WANT

Ten-to-One and Posing Show, Blackie Holt, come on. Legitimate Commission. This week, New Orleans, N. C.; next week, Hazleton, Va.

FOR SALE

32 ft. Mangle Merry-Go-Round, 40 ft. Spiffon Merry-Go-Round, both in good running condition. Due to drift forced to sell both at a sacrifice. Make an offer.

SEYMOUR BROTHERS
 2324 Bryant Ave., BALTIMORE, MD.

CONVENTION SHOWS
WANT

Foreman for Eight-Car Whip and Log Wheel, also other Ride Help. Dave Logan, better contact me. Address:

CLAY MANTLEY
 Frederica, N. Y.

WANTED
 Several New Shows, Cons.

Partner for Bingo. Must know how to operate and manage same. Good opportunity for summer season. Investment \$200.00. Can place legitimate Grand Concessions available for season. For Sale—Set of Venetian Swings with eleven seats, a boy for \$100.00; also Kiddy Airplane with motor and prop. In good condition, ready to go for \$100.00. Advt. J. GLOTH, 235 Greenfield, Hertsford, Conn.

F. R. HETH SHOW WANTS

Fairly Wheel, Concessions of all kinds, Cookhouse—Rack, Donald Justice, Misher Dale, J. Williams Hineson, get in touch with Norfolk. This week Newark, N. C. Project areas from now on.

GOLDEN GATE SHOWS

Will open July 1st (Cincinnati). All mail and wires Philadelphia, Pa., till April 12. Have outfits for Cook, Athlete, Hawaiian, Jig Shows. Grand Shows with pure confits. Want Cookhouses, Bingo, Mug Gallery, Ball Games, Block and Grid Concessions, come on. Miss Clegg opera, Rude Hald had can drive truck, come on. Art's Concessions on **FRANK OWENS, MGR., Golden Gate Shows, Pensacola, Ky.**

WANTED FREEKS

For many travels, side shows, opening April 26 in Pennsylvania. Front Man and all Grid Grinders, with George (Shuttle) Sping, art. neg. Major Van, Dick Mason, Margue, Sam Sam, Sam Sam, Sam Sam, will write. Wanted Fire Eater, Second Showman, Tattooed Man, Midgets, Glass Blower and other weird people. Guide for Hineson—Write **LEW ALTER,** Congress of Living Wonders, 105 S. Third St., Reading, Pa., till April 19, then Gen. Del., Strasburg, Pa.

WANT

First-class Cook House. Will sell Bingo, fully equipped, or will book one.

Mighty Monarch Shows
 Atlanta, South Carolina

WEST'S WORLD'S WONDER SHOWS

WANTED

Ten-to-One Manager or Operator, either percentage or office show. Grid Shows, will furnish complete outfit. Freddie Robinson, wire; want you to manage Minutal Show, Concessions all open. Also help in all departments. Franco Sisters, Murphy's Middots, wire. Will Billposter with car, Electrician wanted. Must be good. Mr. Everett, At Rest, are you ready to come home? We Want—Truck Drivers, Bobby Mansfield wants Girls for Navas and Posing Show. Salaries out of office. All replies:

FRANK WEST, General Manager, this week, Dothan, Ala.; next week, Montgomery, Ala.

MIGHTY MONARCH SHOWS WANT

An American Legion Celebration, Matche Corner, South Carolina, Santos Cooper Project; 15,000 car working, with weekly pay roll. Place Concessions—Lead Gallery, Cook Gallery, Posh-to-Win, Ball Games, Photo, Hat Game, American Palmit, Penny-Pitch or any Legitimate Concession. Wash Rollplane, Octopus or any Flat Ride. Place one more Grid Show. Need for choice locations in real fields. Good proposition for Penny Arcade. We carry best Free Act in country. Address **N. P. ROLAND and GEORGE GOFFAS,** Atlanta, S. C.

WANTED—S AND M ATTRACTIONS—WANTED

Open April 19th, Emporia, Va.) then playing all defense project towns, including Portsmouth and Newport News this year. Want Foreman for No. 5 Wheel and Smith & Smith Chains—Write full or buy small Merry-Go-Round and Tilt-Whirl. Can place any other Ride not mentioning. Will book a venetian Show with own outfit, except Grid Show, if we do not carry Grid Shows or Grid Concessions. Notice! We are only looking one and two of a kind. Small, clean Cookhouse, \$30.00 in mail tickets; Bingo, \$35.00; Outdoor, \$30.00; Pepper and Salt, \$20.00; Bad Games, \$20.00; Lego, \$20.00; Rat and Pan Game, one-third, with \$35.00 guarantee; Fish Pond, Pitch-Tilt-Who-Win, Hoopla and American Palmit, \$20.00 each. All other wins. Good position for small Penny Arcade.

Write or Phone 197-M. **CHARLES HARLEY JR., S and M Attractions, Emporia, Va.**

ATTENTION
PARK MEN—FAIR MEN—CARNIVAL MEN
HARRY LEWISTON
 BOOKING FOR SEASON 1941

Can offer you extraordinary Side Show or two separate units, Side Show and Snake Show, consisting of 18 real acts, among them several Ripley features, Monster Snakes. Have Tents, Banners, etc., etc. Write or wire 247 E. Federal St., Youngstown, O., until April 13; then 144 Main, Alliance, Ohio, Care **WORLD FAIRS FREAKS, P.S.**—Please do not misrepresent. I don't.

IDEAL EXPOSITION SHOWS, Inc.

AMERICA'S BEST AMUSEMENTS

Can place Octopus and Ride-O Rides. Will book all Concessions, including Wheels, Grind Stores, Ball Games, Palmistry, Photo Gallery, Shooting Gallery, Rat Game, Pan Game, Hoops except Bingo. Buck Dummy, legal adjuster and business manager. Want Talkers. Help for Rides and Shows, come on; can place you. Have for Sale—Two closed Semi-Trailers, twenty-two foot long, in first-class condition; also one 72-foot Steel Box Car, equipped for passenger service, stored in Baltimore. Write or wire **WILLIAM GLICK**, this week, High Point, N. C.; week April 14th, Winston-Salem, N. C.

ENDY BROS.' SHOWS, Inc.

NEW STREAMLINED EDITION

OPENS RICHMOND, VIRGINIA, APRIL 21

Can place Snake Show Operator, Fun Show, Rocket, Unborn Show, Producer for Fat Show, Revue Girls. Office paid. Novelty Act for Minstrel Show, also White Revue. Minstrel Musicians and Performers. Semi-Truck Drivers, Wheel Foreman, Ride Help, Coupon Agents and Wheel Agents wanted. Legitimate Concessions open, including Long-Range Gallery, Novelties, Scales, Photos, Pennant Machine. **WANT CAPABLE MONKEY MAN WITH CHIMP FOR BEAUTIFUL OUTFIT.** All answer, Miami, Florida, until April 15.

WANT TO BOOK

Pit Show and Hillbilly Show. Have complete outfits for both. Open at Wichita, Kan., April 17.

ANDERSON-GRADER SHOWS
 Wichita, Kan.

WANTED FOR THE
A. W. GOODING AMUSEMENT CO.

Photo Gallery, Long Range Shooting Gallery, Root Beer and Snow Ball Stand. Opening May 1st at Barberton, Ohio. Address: **E. W. WEAVER, PARK-VIEW HOTEL, COLUMBUS, OHIO**

CRESCENT AMUSEMENT COMPANY WANTS

FOR FIREMEN'S SPRING FROLIC, BATESBURG, S. C., WEEK APRIL 14
 With an established proven position at this date. Galax, Va., 4th, July week, and 4th July spot in South. Four Celebrations, 10 Fall Fairs, starting Spruce Pine, N. C., September 2—out until November Day.
 Concessions—Small chain Conchobee or Grab (Ans. wire), Bull Games, Pitch Tea Wins, Con-Cola Bottles exclusive, Rat and Pan, Photos, long or short range Lead Gallery, No gift, no expense. Any contract two more Free Acts for Galax, Va., 4th July week, Longing Nations, write, consider Oyster Act, Frank Gooding, write, Bill Hise for Tig, Ride-O-Rides, wood drive seat trailer. Address Batesburg, S. C., N. B. For Sale—40x70 Jig Show top and wall, 24x12 Margosa.

JAMES E. STRATES' SHOWS, INC., LAST CALL

Show train leaves Savannah, Ga., Saturday, April 12. Want Midnets for Midget Show. Address **THOMAS BASS**, Fearless Eckert wants Riders for Drome, Joe Scintino wants Girls for Vanities and Peeping Show. On account of draft can place capable Drome Agent, Can place novelties. Any traditions that don't conflict, can place Gassembler and Tractor Drivers. Help on train crew. Ride Help and useful Show People. Can place Legitimate Concessions. What have you? Can place Office Helper. Have for mill dates the best route we have ever had and 14 real Fairs and Celebrations. Address Savannah, Ga., until April 11 and then as route.

FUNLAND SHOWS OF AMERICA

Nineteen Fairs and Celebrations, want Kid Merry-Go-Round, Spirlfire, Octopus, Roll-a-Plane, Ride Help in all departments. Concessions all open except Conchobee, Bingo, Photo, Penny Pitches, Camp, and Peppers. Can use Ten-in-One, Snakes, Monkey, Arcade or any show showing to all ages. **Want High Free Act.** All replies: **Columbus, S. C.,** this week; then industrial spots north.

W. C. KAUS SHOWS

LAST CALL LAST CALL LAST CALL
 Want for the Grand Opening in New Bern, N. C., April 14, featuring the Great Benelux. Want Legitimate Concessions of all kinds and Grand Shows, also Candy Apples and Pops. Any Walk Thru or Pit Show with own outfit. Complete Revue, Circus Side Show, with or without own outfit. Girls for Girl Show—salary \$20.00, guaranteed. Punks, who was with us last year, write. Bill Hise in all departments. Talkers and Getters, Henry wants Monkey Trainer and Talker.

- Crystal Expo: Camden, S. C., 14-15.
- Dudley, D. H.: Neona, Tex., 14-19.
- Edite Expo: Independence, Kan., 12-19.
- Eka Valley: Clifton, Tenn.
- Empire Am. Co.: Laredo, Tex., 7-13.
- Feder United: St. Louis, Mo.
- Fitzpatrick, Q. T.: Chase City, Va.; Culpepper 14-19.
- Fleming, Mad Cody: Ellaville, Ga.
- Florida Expo: Aiken, S. C.
- Foley & Burd: Fruitvale, Calif.
- Frank's Greater: (Foundry Lot) Macon, Ga.
- Prink Greater: Jonesboro, Ark.; Cape Girardeau, Mo., 14-19.
- Funkhous: Columbus, S. C.; Lancaster 14-19.
- Funfair's United: Batesville, Ark.
- Gold Medal: Columbus, Miss.
- Golden Arrow: Locksburg, Ark.
- Golden Boy: Paragould, Ark.; West Plains, Mo., 14-19.
- Golden State: San Fernando, Calif., 15-19.
- Grand Expo: Huntsville, Ala.
- Great Button: Cairo, Ill., 12-19.
- Greens Expo: Waynesville, Mo.
- Gruberg World Famous: Salem, N. J., 13-19.
- Hath, L. J.: Fort Payne, Ala.; Tallahoma, Tenn., 14-19.
- Hogman's Model: Tacoma, Wash., 14-19.
- Hughes & Gentch: Bruce, Miss.
- Ideal Expo: High Point, N. C.; Winston-Salem 14-19.
- Jones, Johnny J., Expo: Savannah, Ga., 13-19.
- Joyland: Visalia, Calif.
- Kaus Expo: New Bern, N. C.; Emporia, Va., 14-19.
- Keystone Modern: Milldegeville, Ga.
- Lang, Dee: Fort Smith, Ark.; Springfield, Mo., 14-19.
- Lawrence Greater: Charlotte, N. C.; Raleigh 14-19.
- Lewis, Art: Norfolk, Va., 11-19.
- M. & O. Am. Co.: Easton, Ga.
- Mac's Carnival: Highland, Mo.
- Maestri Empire: Pittsburg, Kan.
- Marka: Richmond, Va., 14-19.
- Martin's: Long Beach, Calif.
- Martin's United: Hoxie, Ark.
- Mighty Monarch: Altendale, S. C.
- Miller Am.: Forest Hill, La.
- Mimie World: Alexandria, La., 10-19.
- Motor City: Springfield, O., 11-20.
- Parada: Casey, Kan.; Bartlesville, Okla., 14-19.
- Paradise: Fortsavage, Mo.
- Patrick's Grand: Spokane, Wash.
- Pierce Greater: Alma, Ga.
- Pref's World's Fair: Fayetteville, N. C., 1-9.
- Reynolds & Wells: Arkansas City, Kan.; El-Garado 14-19.
- Royal Expo: Sylvan, Ga., 12-19.
- Santa Fe: Corcor, Tex.
- Book Expo: (Edgewood & Boulevard) Atlanta 14-19.
- Shesley Midway: Anniston, Ala.; Gadsden 14-19.
- Shugart, Doc: Stillwell, Okla.
- Sticks United: Potosi, Tenn.
- Stehrard Bros.: Lancaster, Calif.
- Smith Bros.: Pittsburg, Okla.
- Smith's Greater: McColl, S. C.
- Solt's Liberty: Champaign, Ill.
- South Texas Am. Co.: Coldspring, Tex.
- Southern: Louisville, Miss.
- Southern State: Pahokee, Fla.; Wauschula 14-19.
- Southern United: Cornelia, Okla.
- Sparks, J. F.: Bessemer, Ala.
- Steffens: Inglewood, Calif.
- Strates, James E.: Baltimore, Md., 15-19.
- Texas Expo: Temple, Tex.
- Texas Kidd: Mott Belvies, Tex.
- Texas Shows: (Stock Show) Harlingen, Tex.
- Tidwell, T. J.: Hobbs, N. M.
- Tivoli Expo: Webb City, Mo., 12-19.
- Tower Am.: Pomaria, S. C.
- Wallace Bros.: Paris, Tenn.
- Ward, John H.: Baton Rouge, La.
- West Coast Circus Shows: Sacramento, Calif.
- West, W. E.: Motorized: Fredonia, Kan., 12-19.
- West's World's Wonder: Dothan, Ala.; Monticello 14-19.
- Wolfe Am. Co.: Elberton, Ga.
- World of Fun: Ware Shoals, S. C.
- World of Myth: Elmwood, N. Y.
- World Today: Ardmore, Okla.
- Wright's United: Chester, S. C.
- Zacchini Bros.: Charleston, S. C.
- Zachary: Paragould, Ark.; West Plains, Mo., 14-19.

ATTENTION PLASTER USERS

Completed Stock—3c ast., 5c ast., 6c ast., 7 1/2c ast., 10c ast., 12 1/2c ast., 15c ast. Plaster and up.

Completed Stock of Fur Monkeys, Celluloid Dolls, Cooley Hats, and Flying Birds. China Head Canes, Swagger, Chesterfield, Bamboo Canes and Heavy Walking Canes, and Pennant Canes. China Pin Cushion, Ash Tray Novelties and Silver China, Beason Blankets, and Aluminum Ware.

All Orders Shipped Same Day. Send Deposit with the Order, Balance C. O. D.

G. C. J. MATTEI CO.
 927 E. Madison St., Louisville, Ky.



CARNIVAL MEN

We are ready with a new line of goods for BINGO, GRINDSTORES, FLAIRS, SLUM, PLASTER, BLANKETS, etc. Send for new 1941 catalog. It is free. Trade with us and save money. Prompt Service.

M. K. BRODY
 1110 So. Halsted St., CHICAGO
 In Business 30 Years

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Latest Designs in Novelties, Dolls and Animals.
 High Quality finished in lacquer, decorated with silver, also our Numbers with Oxidation Finish.
 We also carry a nice assortment of New Numbers at \$2.50 and \$5.00 per 100 pieces.

Lowest Prices — Send for Catalog
FLORENTINE ART STATUARY CO.
 414-15 E. 16th St., KANSAS CITY, MO.
 Phone: Grand 8982

FROZEN CUSTARD MACHINE

Built in trailer. First-class condition. Now operating. Good deal.

THE GRASK COMPANY, INC.
 1739 E. GRAND, DES MOINES, IOWA

WANTED RIDE HELP

Experienced No. 16 Ferris Wheel and Holo-Plane Operator. Must know how to erect and take down. Sober and reliable. Steadily work until Labor Day. No late age and lowest salary. Will book Ride-O-Rides, Day or any other good. Will not be conflicted. Have best location on the whole entire beach. Write or wire **GRIFIN AMUSEMENT COMPANY**, Box 43, Jacksonville Beach, Florida.

BARKER SHOWS

Opening Cape Girardeau, Mo., Saturday, April 12th, Upton, Tenn. Illinois and Iowa.

Can place Girl Show with or without own outfit. CONCESSIONS: Scales, Custard, American Palmistry, Pitch-Tin-You-Win, or any Legitimate 100 Stores. Address **BARKER SHOWS**, Charleston, Mo.

WANTED RIDE SUPERINTENDENT

Man that can handle 4 Rides. Also need Rider Foreman. No bookers tolerated. Salary cash only. Chas. Reed, Leroy Warr, Bill Allen, write.
 P. G. RUST
 21 S. 20th St., Belleville, Ill.

IMPORTANT NOTICE

HENNIKS BROS.' SHOW—Opens April 14

Show train leaves Birmingham, April 12. All Concessors holding contracts approve this call. See ad on Page 72 this issue for Agents and Help we want. **SAM GORDON**, Concession Manager.

Franks' Greater Shows

Want for five weeks Macon lets, Merchandise Concessions, Diggers, Ride Help, Agents for Pitch. Add. wire Bill Franks, Foundry Lot, Macon, Ga.

FOR SALE OR LEASE

70 head Wild and Domestic Animals. Also Free Acts.

LEW BLACK
 Perryville, Md.

Ray Wheelock Wants

Hill Down, Seeger, Noll Stars, Shum Skills and Wood Agents. Boxes and Wrestlers. Black Panther, come on Casey, Kan. this week; Bartlesville, Okla., April 14-19. **PARADA SHOWS.**

Late Carnival News

**Sheesley's Rides
In Click Preview**

ANNISTON, Ala., April 5.—Aided by ideal weather, Mighty Sheesley Midway's ride line-up chalked near capacity business at the opening of a two-week preview showing at City Park here last Saturday night. Because of the size of the lot shows were not erected, and all work on show paraphernalia and equipment is being rushed to completion for the organization's formal opening next Saturday at Gadsden, Ala. Topping the rides was William Zeitman's new Scooter, with the Silver Streak second and Tilt-a-Whirl and Rolloplane third. The rest of the 18 rides registered gratifying grosses.

William Hartley, Mrs. Mack McCrary, and Pauline Lennon are operating ball games; Rudy and Katherine Rivers have the cigarette shooting gallery, and George Jones a photo gallery. Frank Lichter has the scale stand, with Mrs. Minnie Pounds again operating the cafe and dining room. All concessions reported excellent business. Capt. John M. Sheesley is supervising final details of setting shows ready for official opening.

John D. and Dorothy Sheesley and their concession and Monkeyville crews arrived from Florida and are getting their equipment in shape.

Mr. and Mrs. E. C. May and Arthur Workman left for Gadsden. Mrs. William H. Rice is still visiting her son, Warren, here, but expects to leave for New York soon to return to her home in the Catskill Mountains. The new double Octopus arrived from the West Coast and will be ready for opening. The Octopus used last season was sold to John W. Davis. The Spitfire ride, as well as the cannon act, is expected in time for opening. Shows plan to have 16 shows, 18 major and 3 kiddie rides, 3 free acts, and about 30 concessions at the Gadsden date.

George Birdsey added another popcorn stand. He'll also operate two other concessions. He recently purchased a new truck chassis, on which he is building an all-steel body, to handle his equipment. Victor Canares, general contracting agent, reports that conditions in shows' territory look favorable.

**Lacey Killed, Huba Injured
In Crash Near Eugene, Ore.**

LOS ANGELES, April 5.—Funeral arrangements for Ralph Lacey, concessionaire, who died from injuries in an automobile accident near Eugene, Ore., were completed here today by the cemetery committee of Pacific Coast Showmen's Association, of which he was a member. According to word received here, Lacey was killed when the auto he was driving left the road. Otto Huba, who was traveling with Lacey, was injured. They left here Sunday noon for Seattle, where they were to pick up equipment stored with Higgins Model Shows in quarters there.

Altho only a few details are known, it was reported that Huba was asleep in the rear of the car when the accident occurred. He walked about five miles and obtained help. Lacey's body is being shipped here for interment on April 7 in Showmen's Rest, Evergreen Cemetery. Lacey worked out of Chicago and is well known in West Coast show circles. Name is not to be confused with that of Ralph Loey, well-known Western general agent.

Hodges Freaks to Gooding

SALISBURY, N. C., April 5.—Charles H. Hodges said he hopes this week that he again had booked his Hodges World's Fair Freaks on Gooding Greater Shows, his second season there. Unit will feature modernistic lighting effects and be presented under a 130-foot spread of canvas. Personnel includes Henry and Coy McGlothlin, frog boys; Joe Lewis, human pin cushion; Harry Davis, mechanical wonder; John H. Smith and J. D. Wiggins, fire worshippers and glass dancers; Rae Temple, brother and sister in one body; Olga, headless girl; Chief Red Cloud, Hopi Indian Family. Hodges and Calvin Bookman will handle the front, with Henry Adolph in charge of tickets. At conclusion of the season show will open at a permanent location in Detroit.

BELDING, Mich., April 5.—Tige Hale said here this week that he has again

booked his Circus Band with Gooding Greater Shows for 13 weeks, beginning on April 24. At conclusion of that contract, Hale's unit will join Jack Baum's Circus and Rodeo Revue for its falls in Michigan, Ohio, and Indiana.

Late Carnival News

Risk Group Meets

NEW YORK, April 5.—Insurance committee of National Association of Amusement Parks, Pools, and Beaches, headed by Norman S. Alexander, Woodside Park, Philadelphia, chairman, met at the New Yorker Hotel on Thursday to discuss conditions which will apply on policy contracts for 1941. Huddle is held annually in the spring following issuance of rates by the rating bureau. Associated Indemnity Corporation, carrier, was represented by Ralph Ingalls, vice-president, and Peter Campbell.

Also in attendance were Edward L. Schott, Coney Island, Cincinnati; Herbert P. Schmeck, Philadelphia Toboggan Company; Leonard B. Schloss, Glen Echo (Md.) Park, and John L. Campbell, NAAPEB insurance consultant.

Arnold B. Gurlier, Elitch Gardens, Denver, left for his home, but following several weeks here, in which he concluded casting and other details in connection with the Golden Jubilee of the famous theater.

Reading Coney Jump

NEW YORK, April 5.—With foundation work finished, Parachute Jump is in process of erection at Steeplechase Park, Coney, and opening is scheduled on or about May 15. Location is directly opposite Steeplechase Pier, about midway between 17th and 19th streets. Entrances will be available from within the park and from outside on Boardwalk side. Altho park operates on combo ticket plan, jump admission will be the same at either entrance, 28 cents, which includes the three-cent defense tax. Kid price 15 cents, however. Operator is Gordon L. Mott, president of International Parachuting, Inc., which had the attraction at the World's Fair.

S. P. Sets Gala Easter Bill

ATLANTIC CITY, April 5.—Steel Pier, in anticipation of the largest crowds in recent years, has set a gala program for Easter Sunday week-end. Tommy Dorsey and his orchestra will play in Marine Ballroom to start a procession of name bands. A first-run picture will be presented, with headliners in person from stage, screen, and radio. Educational exhibits are said to surpass former high standards. Alex Bartha and his band, signed for another season, will give out on Saturday in the ballroom and will alternate with Dorsey on Sunday.

Late Fair News

**Huron Fair Sec. in Chicago,
Confers on G. S. Attraction**

CHICAGO, April 5.—C. E. Hansen, secretary of South Dakota State Fair, Huron, conferred with leaders in the amusement field here yesterday regarding a new type of afternoon grandstand attraction.

He said he would have an important announcement to make after a meeting with his board in Huron next week. He was accompanied to Chicago by Mrs. Hansen and Mr. and Mrs. Thomas Graham, Sioux Falls, S. D.

**Truck and Trailer
Legislation**

PITTSBURGH, April 5.—Blgger trucks and trailers may be permitted on State highways as the result of bill now in hands of the Senate after being passed by the House. Measure would allow 25-foot truck-semi-trailer combinations. The bill also proposes to cut the fee on 2½-ton trucks from \$16.50 to \$16, on 3½-ton trucks from \$26 to \$23; on 13 and 14-ton trucks from \$155 to \$136, and on 15 and 16-ton trucks from \$175 to \$168. Present weight limitation on truck and semi-trailer combinations is 19½ tons.

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WANTS----J. F. SPARKS SHOWS----WANTS

ZAMORA TEMPLE SHRINE CEREMONIAL

NINE (9) BIG DAYS AND NIGHTS, APRIL 17-26, ONE BLOCK FROM POSTOFFICE IN DOWNTOWN BIRMINGHAM. 10,000 ADVANCE TICKET SALE

Concessions that work for 10c and put out merchandise. Sell exclusive on Candy Apples, Candy Floss, Long Range Gallery and American Palmistry. Any good Grind Shows except Snake Show. Will book Roll-Plane for this date or season. All replies to

J. F. SPARKS, J. F. Sparks Shows, Bessemer, Ala.

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FOR NEW PERMANENT AMUSEMENT PARK AT

GARY, IND.

MAY 15
TO
SEPT. 15

MAY 15
TO
SEPT. 15

The only Amusement Park in the Southern Chicago and Gary Area. This is the steel district and is enjoying boom times. No other Park within a 30 mile radius. Located where Highways 12 and 20 meet. These are the busiest highways in the world. Also the heart of "Vacation Land," one mile from the shores of Lake Michigan and beautiful bathing beaches. Food and Cold Drink Concession open—2 beautiful Restaurants. Heavy Max wanted. Concessions immediately with

20TH CENTURY ENGR. CO., SUITE 1452,

10 LA SALLE ST., CHICAGO, ILL. Phone: Randolph 0888

PAN-AMERICAN SHOWS

Opening Saturday, April 20, for eight days, west Rides that don't conflict. Will book Octopus, Pony Track with own transportation, Ward Ride Operators and Foreman for Eli Vernon, Tilt-a-Whirl, and Merry-Go-Round. Must be sober, Married Jennings, wire. Shows Will book Shows that don't conflict. Want Monkey Circuit, Snake, Mechanical, etc., with own transportation. Want Manager and People for Rides. Concessions: Can place Stock Concessions that work for dime. Have good proposition for Penny Arcade, Cookhouse, Dogger, Corn Game, Pop Corn and Photos are sold. Want Long and Short Range Galleries, High Striker, Custard, Floss, Mitt Camp. Good proposition for experienced Concession Man to take charge of several Concessions. Must be able to stock for stock and take complete charge. Want Concessionaire capable taking care of extras on show. Other useful people write. Address: 409 N. MAIN ST., ANDERSON, IND.

LIBERTY FAIR & AMUSEMENT CO., INC.

OPENING IN JERSEY CITY, N. J., THURSDAY, APRIL 24, 1941

WANTED: Concessions of all kinds. Penny Arcade, Novelties, Knife Rack, Fish Pond, Ball Games, etc. WANTED: to buy Eli Ferry Wheel No. 5 to main Dual Wheels. Must be in Metropolitan area. Also set of Kiddie Rides. What have you?

WANTED: Ride Help.

LIBERTY FAIR & AMUSEMENT CO., INC., 144-40 Van Winkle Ave., Jersey City, N. J.

WANT - - - WANT - - - WANT

TWELVE WEEKS OF BONA FIDE FAIRS, FOUR CELEBRATIONS AND THE BEST ROUTE OF STILL DATES BERT ROSENBERGER HAS EVER BOOKED. Are Concessions want one more good Show to feature. Also Couple to handle Snake Show. FUNNHOUSE MOTORDRIVE PENNY ARCADE Talkers and Grinders. Girls for Peeling and Expose Shows. Experience unnecessary (salaries from office). Musicians, Singers and Dancers for Plant Shows. Experienced Ride Help and Currier. Must drive auto. Concessions: Will sell exclusive on Outland and Palmistry. Can place Wheel and Grind Shows. All address

LAWRENCE GREATER SHOWS

CHARLOTTE, N. C. THIS WEEK - RALEIGH, N. C. NEXT WEEK

CENTRAL AMUSEMENT COMPANY WANTS

For Saluda, S. C., week April 14th, and balance of season. Shows with own outfits. Concessions, especially want small Cookhouse that cater to Show People and can stand prosperly. Privilege to tickets. Lead Gallery, Ball Game, Rat, Pea, American Mitt, Fish Pond, Penny Pitch, Candy Floss or any Concessions that work for 5c and not over 10c. No Rides wanted, as we have 5 office owned. We are going north fast, where the defense money is being spent and will have only limited Concession space to sell, so wire quick; so time to write. Ride Help that can drive semi. Want Grind Store Agents. Married couples preferred. Marie Gretsch, I answered your wire come on. Floyd Ashley, come on. All contact SHERMAN HUSTED, Manager Central Amusement Company, Vemazon, S. C., April 7th to 12th; Saluda, S. C., April 14th to 16th.

JOHN R. WARD SHOWS WANT

Shows: Hawaiian Show, Peeing Show, Have outfits with panel fronts for same. Will furnish outfits for capable Showmen. Front Talker, Inside Lecturer, Working Act, Amuse Attractions for Side Show, Place Stock Concessions. Want Caller and Agents for Bingo, Man and Wife to manage Cookhouse, West Tilt-a-Whirl, Chase-Pipe Foreman, Eimer Dig wire. Reliable Ride Help on all Rides who drive semi. Andy Donnelly, All Marks, wire Frank Peg Aytin. For Sale—Five Drive Yourself Cars, \$125.00. High Drive Outfit, Ladders, Bag and Tank, for fire drive, \$100.00. Now showing Baton Rouge, Louisiana, until April 20.

WANTED

Scoter Foreman, Ferris Wheel Foreman who understand Fordson Tractor. Trainmaster. Help in all departments. All address

J. M. SHEESLEY

Manager, Mighty Sheesley Midway, Anniston, Ala., Until April 12.

OPS MAKING HEAVY OUTLAYS

Pittsburgh Cost Totals \$100,000

Kennywood does much work for 43d year—West View expansion is on

PITTSBURGH, April 5.—More than \$100,000 will have been spent on the city's two amusement parks for new rides and remodeling when the season opens on April 13, expected to be one of the best in history. Beginning its 43d year, Kennywood Park will have an enlarged Penny Arcade, remodeled bandstand, and an outdoor seating area enlarged to two and a half times its former size.

West View Park will open a new 25-acre parking lot that will accommodate 5,000 cars, relocated open-air theater, remodeled dining hall, new refrigerating plant and a new Rocket Ride. Opening on May 4 and May 11 for general transient trade, West View will unshutter (See PITTSBURGH PARKS on page 51)

Vogel, in 33d Year, Adds Spokane Rides

SPOKANE, Wash., April 5.—Two and possibly three new rides will be installed in Natarium Amusement Park here for the season opening on May 10, said Owner Louie Vogel, beginning his 33d year at the spot.

He plans to replace an old Speedway with gas speedway cars for kiddies and is putting in a cement track to replace the wooden one. He is constructing an oval black-topped track for the Racer, midget gas auto.

Remodeling of the Jack Rabbit, with installation of a concrete foundation, is under way. Midget auto racing, which proved popular last season, will be staged every Monday night, eliminating Monday night dancing. Dancing will be on Tuesday thru Saturday.

Norman S. Alexander Talks Parks Before Harvard Body

PHILADELPHIA, April 5.—Practically every phase of amusement park operation was included in an address by Norman S. Alexander, general manager of Woodside Park here, before students of the Harvard Graduate School of Business Administration at Cambridge, Mass., on March 12. The talk was followed by a prolonged quiz period.

The school faculty contacted Adrian W. Ketchum, president of the National Association of Amusement Parks, Pools, and Beaches, during the group's annual December convention in the La Salle Hotel, Chicago. He was asked to select a representative of the industry who could speak on historical background, development, and operation of modern amusement parks.

Following the address Manager Alexander was entertained by the faculty. He made the jump to Cambridge from Boston, where on the previous day he attended the meeting of the New England Section of the NAAPP.

Ciney Coney Schedule Set

CINCINNATI, April 5.—Preview days on May 10 and 11 and May 17 and 18 are high spots in the calendar preceding opening of Coney Island here on May 24. In the operating schedule, announced by President and General Manager Edward L. Schott today, are nightly dance excursions for the steamer Island Queen, featuring Johnny Lewis and his orchestra, for April 12-May 9. There will be an afternoon cruise on April 13, and on the next three Sundays all-day sight-seeing excursions have been slated. From May 10-20 the boat will fill out-of-town engagements, returning here for nightly dance cruises on May 21-23.



SHOWN ABOVE are the 1941 officers of New England Section, National Association of Amusement Parks, Pools, and Beaches, named to their posts at the annual meeting in Boston recently. In the usual left-to-right order are Fred L. Markey, Dodgem Corporation, secretary; J. Mark Polakessich, Desert of Maine, second vice-president; Andrew A. Casassa, Revere Beach, Mass., treasurer; John T. Clare, Crescent Park, Providence, R. I., president, and Edward J. Carroll, Riverside Park, Agassiz, Mass., first vice-president. Annual summer gambol of the association is announced for July 15 in Riverside Park.

Chi Sector To Have New Park

CHICAGO, April 5.—A new amusement park is to be established here this spring by George R. Wright. It is to be known as Stratosphere Park and will be located at 55th Street and Cicero Avenue, adjacent to the Municipal Airport, just outside the city limits of Chicago.

It will have a frontage of about two and a half blocks and a depth of 1,000 feet. Wright states that he plans to install a number of rides, and the airplane motif will be carried out with various kinds of aeronautical displays.

A neon-lighted entrance will be constructed. Picnic grounds will be provided and trees will be planted to provide shade. Tentative opening date is May 30.

Stephan Feted on Birthday

CINCINNATI, April 5.—Sol A. Stephan, general manager emeritus of Cincinnati Zoo and widely known animal authority, celebrated his 62d birthday on April 3, receiving messages of congratulations and gifts from all over the country, reported his son, Joseph, present general manager of the zoo. His love of animals still as strong as it was in 1875, when he became general manager of the zoo, the elder Stephan visits the animals daily. He retired in 1939. Under his management the zoo acquired one of the best collections in the country. A celebration at the Stephan home was attended by many members of the family, including the younger Stephan and his daughter, Louise; two of three grandchildren, the other being stationed with the army in California, and a great grandchild.

Luna Name Not Good Enough; It's Now "World's Fair '41"

NEW YORK, April 5.—Luna Park claims sanction of Park Commissioner Robert Moses in billing it "New York World's Fair of 1941." Official announcement says there will be \$9,000,000 worth of exhibitions, rides, and shows from last year's fair, with exhibits "from countries as far distant as New Zealand." Entire layout "represents a complete investment of \$25,000,000."

Months back, when Bill Miller and Edward J. and Harry Lee Danziger first became interested with lessee Milton Sheen in the park's 1941 destiny, investment was given as a modest \$500,000. Later on this jumped to a very sharp \$3,000,000, but in a few days the leap was made to \$3,500,000. Total investment

Outing Feature Installed As Detroit Eastwood Need

DETROIT, April 5.—Eastwood Park management is adding picnic facilities in volume for the first time, said Manager Henry Wagner upon his return from Hawaii. New grove, to be completed in time for the opening, is 510 by 100 feet, will accommodate about 2,000, and will give the park a feature it has lacked.

Increasing importance of outings and parties is emphasized by opening of huge outdoor ballroom on May 24 with a dance sponsored by automobile workers. Formal opening of the Gardens will be on May 29, name bands to be booked.

A Bubble Bounce has been installed. Grand opening on April 18, with a probable preview on Easter Sunday, is scheduled.

Free-Act Array for Akron

AKRON, O., April 5.—In Summit Beach Park here beginning on April 14, plans are to operate the ballroom on Mondays and Saturdays until start of the regular season in May, after which a four-nights-a-week schedule will be maintained. Name bands will be presented several times monthly. At least two new rides will be added to the midway. Free-act policy inaugurated two years ago will be continued, most pretentious array of attractions ever to play the park having been contracted. Roller rink has operated thruout winter.

ATLANTIC CITY.—Philip E. M. Thompson, manager of Convention Hall, was recipient of the March award by the Chamber of Commerce as the "Citizen of the Month," in recognition of outstanding work in boosting the resort. Presentation was by F. Fisher White, chamber president, in studios of WBAB here.

Staton Active At Springlake

Oklahoma City spot going into 16th season with improved area and buildings

OKLAHOMA CITY, Okla., April 5.—On May 2 Springlake Amusement Park here, said Roy Staton, owner and operator, will enter its 16th season with improvements and additions to include additional landscaping, expanded and improved Casino Ballroom, remodeled interior of Ballroom, swimming pool exhibition beach that will seat 10,000, a number of general improvements, and one new ride in addition to 30 other rides and concessions and a program of name bands.

Casino, which now has outdoor seating capacity of 1,400, has been beautified with plants and extended lighting. On the inside a modernistic bandstand has been built and is ready for the coming of Russ Morgan and his orchestra on opening night. Band will play 11 days. Ted Weems has been booked to come in soon after for two weeks.

New ride is a Bubble Bounce, purchased from Custer Specialty Company. Springlake has no concessionaires, all rides and concessions being owned and managed by Staton and his son, Marvin, both of whom live in the park. The concrete pool, 100 by 150 feet, is enhanced by a grass beach and playground (See OKLA. PARK CHANGES on page 50)

Winnepesaukah Is Being Readied for Chattanooga Area

ROSSVILLE, Ga., April 5.—At Lake Winnepesaukah, amusement park which serves Chattanooga, Tenn., and surrounding country, carpenters and painters are renovating and installing new rides and concessions. Promotion department is combing angles of exploitation in an effort to make 1941 the season of all seasons, said Mrs. Minette Dixon, owner-manager, who is supervising activities. May 4 is scheduled opening date.

Evelyn and Charley White are building a new refreshment stand and dining room to take care for anticipated increased business. Hal Wilson and Raymond Arnold are installing a new Luse Bros' Auto Scooter to be housed in a new 40 by 60-foot building. Mrs. Dixon is erecting a new concession line, to be located on the dam, which is the park midway. Included will be new Evans automatic bowling alleys, new Evans shooting gallery, archery concession, baseball game, and ice cream stand, in addition to the regular line-up of concessions and rides. Bathhouse and roller-skating rink are undergoing cleaning and painting and miniature golf and badminton courts are being readied.

George Mitchley, vet park promotion executive, formerly of Springlake Park, Oklahoma City, Okla., and Jautzen Beach Park, Portland, Ore., has been appointed by Mrs. Dixon to handle promotion and publicity.

Among promotions planned is a comto strip parade on May 10, sponsored by The Chattanooga Daily Times and some of the largest department stores. Weekly Children's Day will be sponsored by Station WDOO and in a half-hour broadcast from the park scores of children will participate. A combination quiz and gag night will be featured weekly with cash prizes for contestants to be chosen from the audience. A bonernoon-trail event and a big bathing suit revue are set for June and July. A drive for picnics will be started early this month.

Paul Jones, who has been retained as recreational director, will have charge of swimming and other athletics. Thousands of selectees are at Fort Oglethorpe, three miles from the park.

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ARE MAKING FORTUNES FOR CONCESSIONAIRES!

BATTING PRACTICE

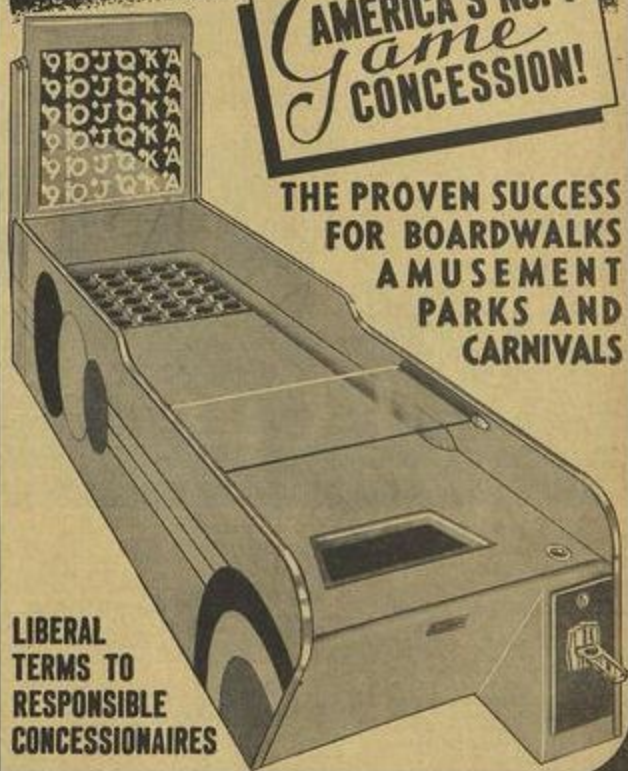
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FOR PENNY ARCADES



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X-RAY POKER

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CONCESSION!



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PARKS AND
CARNIVALS

LIBERAL
TERMS TO
RESPONSIBLE
CONCESSIONAIRES

"GROUP GAMES"

WHAT DO THESE WORDS MEAN TO YOU?

DO YOU REALIZE THAT A GROUP GAME CAN
PAY FOR ITSELF AND CLEAR \$10,000 FOR YOU—
IN A SINGLE SEASON?

THINK OF WHAT OUR KENTUCKY DERBY (Sport O'Kings) GROUP
GAME DID FOR BILL BEASLEY AT THE WORLD'S FAIR

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RIVERVIEW

CHICAGO'S FAMOUS AMUSEMENT PARK

The Pool Whirl!

By NAT A. TOR

(All Communications to Nat A. Tor,
Care New York Office, The Billboard)

Shower Problem

Outdoor pool operators complain about trouble in getting patrons to use showers between sand beach and swim tank. It seems swimmers just don't like to go thru such waterfalls and, if you have that problem, there's no use in my telling you that swimmers will often climb over fences to get away from them. Some natatoriums have tried giving swimmers heated shower water in the belief that many refuse to walk thru because of icy sprays usually used in such showers. In

some cases this change has worked wonders. Other pool men have installed foot baths instead of regular showers, feeling that sand from feet of sun bathers is eliminated in this fashion. And patrons don't mind walking thru a foot bath as much as they do a shower. But, of course, such foot baths don't eliminate sand from swimmers' suits, with the result that a lot of it is brought into the plunge.

One of the most effective showers is the type where water comes out from all sides. This is much more preferable than the ordinary horizontal variety, for it gets at sand and cleans bathers before they reach the pool deck.

Opposition to all types of showers on the part of patrons is understandable. When one finishes a swim he usually lies on the sand to dry his suit—and when that job is completed he certainly doesn't like to get wet all over again—especially if he is planning to call it a day and wants to take home a dry suit. Problem of pool owners is also understandable. Whether or not swimmers return to the tank, a certain amount of sand picked up on the beach is certain to fall around the pool and therefore the only way to eradicate it is thru showers.

How to reach that happy medium—where pool men and patrons alike will be satisfied? Best idea, of course, is to have an exit directly from sand beach to locker rooms, so that those who want to leave can do so without getting wet. And those who want to go in for another swim shouldn't mind getting a little wet before the plunge. But that requires alteration and construction, which is costly.

Next best thing, in the opinion of this department, is to educate the public on

the necessity of showers. Try to break down patrons' resistance thru clever and neat signs, giving the pool's side of the story. Don't just make it a rule for all persons to walk thru showers and let it go at that. You're creating bad will that way. Some kind of public relations is needed. And I'll wager that fewer and fewer swimmers will complain about your showers if you explain the situation to them in a nice way.

Novel Galveston Event

As you may have read in *The Billboard*, annual Splash Day signaling the opening of Galveston (Tex.) Beach season will get under way on April 22. Rosella H. Werlin, praise agent of Galveston Beach Association, tells about a featured event for Splash Day. It's to be a beauty contest to select—of all things—a Carhop Queen.

Miss Werlin writes, "As far as is known this is the first time that such recognition will be bestowed upon these maidens who have played no small role in glorifying that great American institution, the pig or drive-in stand."

Trimness of figure and brevity of costume will not be the only requisites for contestants in this unique pulchritude tourney. W. D. McMillan, head of the association, announces that poise, efficiency, and speed will play just as important a role in the deciding factors. In fact, every entry will be obliged to go thru the process of taking and serving a regular short order. Event will be held on the open beach, free to the public. An elaborate fireworks display will climax activities. The novel event should entice nationwide publicity, and hats off to whoever thought up the gag, for it's a good one.

Dots and Dashes

Bert Hinchcliffe, operator of Welkiffe Pool, Elmont, L. I., is getting a load of publicity on his roller rink, adjacent to the tank by tying up with *The New York Journal-American* roller skating championships. And did you ever see a prettier group of girl swimmers than those who competed recently in the nationals at Buffalo? "Twas like a Ziegfeld chorus! . . . Claire Bee, who just

coached Long Island U. basketball team into national champs, has signed as athletic director at Manhattan Beach, N. Y., for the summer. . . . Arnold B. Gurtler, former prexy of the NAAPPB, will celebrate the 50th anniversary of his Elitch Gardens, Denver, in August.

OKLA. PARK CHANGES

(Continued from page 48)

that bring the total area to 60,000 square feet. Exhibition beach overlooking it, built last year to seat 10,000, is used for crowds at swim meets.

Marvin Staton, assistant manager, is manager of all games, and the new general superintendent is Pete Pennell, succeeding O. W. Overly, yet superintendent who died last fall. Isaac Graves, appointed assistant superintendent, will be in charge of the Big Dipper and Funhouse, popular features. Paul Keen, of University of Oklahoma athletic department, will manage the pool.

Rides and concessions and their managers are: Motor boats, Jess Hightower; Merry-Go-Round, Henry Sterkle; Big Dipper, Ghost House, rifle range and Funhouse, Isaac Graves; Scooters, Wilson Martin; refreshments, William Ramsey; Casino, G. L. Frederick; Casino fountain, Kemp Thornton; Skee Ball, Chester Bolin; Roto-Whip, John T. Walker; photo shop, Billy Hill; Ferris Wheel, Buster Moore; miniature train, Walter Ralston.

Other games and rides, for which managers have not been appointed, include the Speedway, Tumble Bug, Bubble Bounce, Clippers, high striker, bat'em, lucky kick, pitch-till-you-win, fishpond, popgun, bottle throw, blower, and Penny Arcade. The arcade will have more than 100 coin-operated machines, Roy Staton said.

DALLAS—Monkey population in Marsalis Park Zoo has jumped to 82 with the birth of twins to a rhino, giving keepers added trouble over crowded conditions. A mild winter kept the birth rate high, reported Walter Aariton, superintendent.

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RIDES AND CONCESSIONS, GAMES, BINGO
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NEW MOXHALA PARK
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"Bafem" Baseball Game

IDEAL AMUSEMENT FOR ARMY CAMPS
120,000,000 People Can't Be Wrong
EVERY TRUE AMERICAN LOVES BASEBALL.
Has been endorsed at the Exercise for
amusement parks. All the thrills of a real baseball
game. Made portable. Can be installed
anywhere, under a tent. NEW LOW PRICE.
Manufactured exclusively by

JOE ARONOFF

Don't delay. Write today.
2935 Park Row, DALLAS, TEXAS



PITTSBURGH PARKS

(Continued from page 48)

its dance pavilion on May 17 and operate daily, beginning on May 23. Kennywood will begin its daily season on May 16, after holding dances every Saturday from April 19 and opening Sundays for concerts and amusements.

Both parks will present acts from opening day until Labor Day closing. Booking thru George A. Hamid, Inc., and Barnes-Carruthers Fair Booking Association, Kennywood has scheduled Ruston's Dogs, Torrence and Victoria, Bobby Whaling and Partner, Lorenzo and Vicki, Ermine's Royal Midgets, the Walkmrs. Dick Mayo and Company's Ferdinand the Bull, Peaches Sky Revue, Eric the Great, Four Sidneys, Five Canestrellis, Wilfred Mae Two, and Great Parody Troupe. Ticket budget, up between 10 and 15 per cent from last year, totals about \$12,000. West View entertainment line-up has not yet been completed. Neither park has released its band bookings, altho both are planning to have name bands to alternate with district orchestras.

Outing Schedule Biggest

Kennywood's expansion includes a Cuddle-Up, rechristened the Snapper; a new walk-thru funhouse, the Daffy Klub, and two kiddie devices, a Mangels Roto Whip and Pinto Rockets. Penny Arcade enlargement includes a new wing to accommodate six Skee Ball alleys, and other new machines installed by Exhibit Supply Company and International Mutoscope Company. Bandstand, redesigned in modern decor by Leo Kaethe, is snow-white stucco embellished with chromium trimmings, with a stage of severe simplicity. Neon and indirect lighting have been used elaborately.

Enlarged to accommodate 5,000, new seating area in front of the music stage is now the largest outdoor auditorium in the city except Pitt Stadium and Forbes Field. On Sundays and holidays the music stand is used for park concerts. Otherwise it is the meeting place for nationally fetes, conventions, and outings. Total cost of Kennywood changes approximately \$30,000. Park's school picnic schedule is the largest ever, altho the industrial outings usually held have not all been scheduled, primarily due to the factory boom in this area, which may change plans of former years because of overtime working hours for men whose families ordinarily make an outing one of the big events of their year.

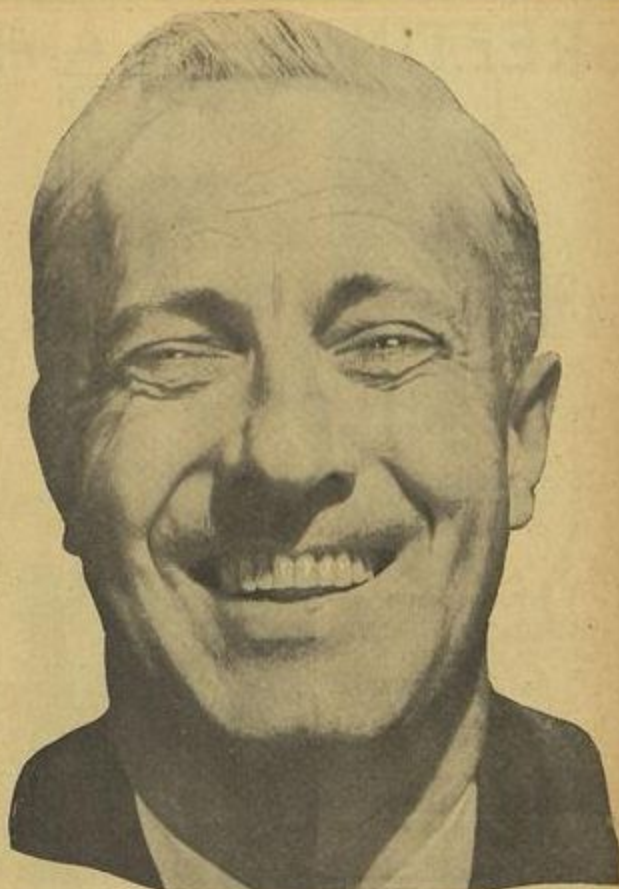
Added to the promotion department is a General Motors truck with a callopo installed inside, which will tour the towns for which outings are scheduled a few days before the gala days. Sides of the truck and front and back are colorfully decorated. Personnel changes announced by President A. Brady McSwigan include appointment of Carl E. Henninger as manager, succeeding A. J. Wyant, who has joined a transportation company here as assistant to the president, and of Frank Danahay as director of public relations and picnics. Formerly associated with Kennywood, Danahay comes here from Fred W. Pearce Enterprises. Jack Hollister is new publicity manager, succeeding Marie McSwigan.

Outlay in West View

Remaining in the same posts as last year are Harry Appleby, promotion director; J. P. McTigue, game concessions, assisted by Jess J. Reis; W. M. Wentz, refreshments, assisted by R. W. Comstock; Walter Chappie, superintendent; Erwin Vettel, mechanical superintendent; Roy W. Hoover, chief electrician; John M. McTigue, assistant in operation; P. E. Dixon, police chief; James Kennedy, dance pavilion. Frank Cervone handles free acts and the band. Laura Yost is secretary. Park executives, besides McSwigan, are P. W. Henninger, secretary-treasurer, and Harry Henninger, auditor and assistant treasurer.

West View's new parking lot, built across the road from the park, cost \$20,000, according to President C. L. Beares Sr. Rocket Ride cost \$12,000, the largest rebuilt open-air theater \$5,000, and the remodeled dining hall \$10,000. Dining hall, newly lighted, is enclosed in glass. New refrigeration plant will be used for storage and making ice cream. With 120 picnics now booked and all not yet in, the season is expected to be one of the best.

Officials include C. L. Beares Jr., treasurer, succeeding Walter Williams, recently retired secretary-treasurer, and C. O. Kane, secretary, formerly auditor. Beares Jr. is park manager. Edward A. Vettel is superintendent and Richard Reed is expected to return as games manager following recovery from an illness of last fall and winter.



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Nationwide Coverage of NAAPPB Risk Plan Foreseen by Campbell

BALTIMORE, April 5.—John Logan Campbell, official insurance consultant of the National Association of Amusement Parks, Pools, and Beaches, in an interview in his offices here, spoke of the success thus far achieved by the association in the solution of amusement men's public liability insurance problems and prophesied even greater results.

"A saving of more than \$180,000 to policyholders in five years, plus savings on contingent liability and excess coverage is, in itself, an enviable record of economy and efficiency," he said. "Pro-ratation seems to be one of the failings of outdoor showmen, be they owners, managers, or concessionaires. We have been conducting a strenuous campaign thru Secretary A. R. Hodge's office ever since the December convention in the Hotel La Salle, Chicago.

"It looks as tho we are going to show at least a 50 per cent increase over last year's premium volume, but I am frank to say that I am surprised to note how many, even of our biggest operators, delay such an important matter as arranging for public liability insurance until the last minute. After all, the mere sending of a questionnaire to the secretary involves no expense and no obligation and materially expedites the handling of those very important problems, such as rate quoting and inspection.

"I am confident that another year or two will see this plan in operation and working for the benefit of a vast majority of park, pier, and beach operators. We have been working for years in our association to do more for operators of smaller parks and individual concessionaires, and this public liability insurance plan offers the greatest benefit to them which we have been able to provide, and, while the response thus far has been most gratifying, it is not what I hope will be realized in the immediate future.

"We, of the association, have no quarrel with any other carrier or carriers. We have set out to provide the members of our industry with first-class coverage at moderate cost. This we are accomplishing, and on behalf of my fellow brokers and members of the public liability insurance committee, I extend a hearty invitation to all park, pier, and beach men and their concessionaires to join with us now to bring about at as early a date as is possible our proposed universal coverage for the industry.

"The public liability insurance committee, board of directors, and myself, as well as numerous of our larger operators, investigated the Associated Indemnity Corporation of California very thoroughly before our board of directors and our membership authorized the committee to enter into a contract with it. Best's

Insurance Reports have always given it a most exceptional rating, and on all sides where inquiry was made only the finest reports were received. Its inspection and claim service has far exceeded our fondest expectation and, after all, these services are the very foundation of the cost structure. Our five years of association and participation in this plan in co-operation with the Associated Indemnity Corporation have been most happy ones and most profitable to our policyholders."

Recognized brokers handling the plan are J. L. Campbell & Company, Baltimore; Fred S. James & Company, Chicago, and Cleveland Insurance Agency, Cleveland.

Park List

A list of amusement parks, piers, and beaches will be found in the List Section of this issue.

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4
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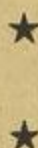
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American Recreational Equipment Association

By R. S. UZZELL

Coming thru rural Virginia, we saw a farmer plowing with oxen. He attracted far more attention than if he had been using horses or a tractor. Some of our old rides are sure to make a comeback. We now have a generation which never saw some of the old successful rides. We cannot name one unless we name all, so we shall have to refrain. Be on the alert this summer and you will see the answer. Some places are going to be over ambitious and open too early. What is the use of taking on a handicap of one or two weeks' losses before the real season gets under way? Year in and year out the season never opens until its opens. It cannot be forced.

Renewed agitation for deferring Labor Day later into the season is a laudable undertaking but is of barren hope, very largely because all school authorities and patrons will oppose it. This attitude was strongly expressed at the New England meeting of park men. They favor repeal of old blue laws, but not at one fell swoop. It is really seen that a complete revision, unless done with caution, would hurt the park business. Delaware did not have all of the blue laws of Massachusetts so did not have so much to repeal. The influence on amusements, Sundays and otherwise, will appear during the coming season. It is going to have its benefits with perhaps no unforeseen adverse consequences. Nevertheless, if too many liberties are taken an agitation for restraint will arise and if not held in check is sure to go too far. We should do our own censoring before the storm breaks. The pictures took a good beating by not putting on their own restraints.

Arcade Field Extending

Remember, boxing referees know when to stop a bout. Hockey penalizes its own players for scrapping and never allows a difference-to develop into a brawl. There is a gentler way of conducting a dance hall in an amusement park so as to avoid

complaints and interference. It is better to maintain that method voluntarily.

Rises in prices, delays in deliveries, and government priorities are making their drastic demands upon all of us now. It is the order of the day and cannot be helped. If your manufacturer does not have it in stock he is in the hands of fate and must act accordingly. Any of our old-timers will do their best as new difficulties confront us.

Penny Arcades are having a huge awakening. They are staging a comeback equaling roller skating or even better. Eighteen are to operate in the Greater New York City area this year. Anyone with a good outfit will surely have a lot of cents this year. No excuse for an Arcade failing to click this season. The foundation of the Marcus Loew fortune was the monster Penny Arcade conducted on 14th Street, running thru to 18th Street, in New York City.

Joseph Bonsignore, who purchased the L. A. Thompson property at Coney Island, N. Y., a few years ago, and the Stauch property this spring, made his start in St. Louis with a Penny Arcade.

Prospects for NAAPPB

Maurice Pressen, of Skee-Ball note, tells us that he is continuing in the amusement business and is looking to coin-operated machines, shooting galleries, etc., for the present. He is considering Luna Park, Coney Island, N. Y., at this time. Friends of Morris Goldberg will be glad to know that he is making a go of the Silver Baths at Coney Island. By constant application to business, he has built up a profitable enterprise at a considerable investment. Wise heads warned him that he was venturing too far when most bathing at Coney Island and elsewhere was slumping. Surely he deserves the success he is enjoying. We all commend him for keeping his chin up when the going was hard.

The National Association of Amusement Parks, Pools, and Beaches is coming thru with a businesslike administration that is making new friends, winning the respect of old friends, and presaging a fine career of usefulness during these troublesome days. Instead of relaxing or curtailing activities, it is striving to become more useful than ever before. The officers and board are to be commended.

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The Showman's Part in National Defense

By ADRIAN W. KETCHUM

President of the National Association of Amusement Parks, Pools, and Beaches

EVER since the latest convention of our great association in the La Salle Hotel, Chicago, week of December 2, I have reflected from time to time upon the address delivered by our executive secretary, A. R. Hodge, which caused so much comment at the time and ever since, and which, I am sure, so many others engaged in the show business, like myself, will agree pointed the way to all members of our industry how to best serve our country during these troublesome times.

It is not the purpose of this article to deal with any of the details of the war, with which the newspaper columns and the air waves are jammed daily, nor to go into the numerous proposals as to how America can best defend itself. The showman's part in the picture is, in my estimation, purely one of building and maintaining a high morale among the citizenry.

We read much these days of the work of saboteurs and the efforts being made to prevent or at least minimize their activities, but we hear little or nothing of the work of those who go about and deliberately or sometimes unconsciously sabotage the public morale thru constant preaching of fear, hopelessness, higher taxes, ultimate disaster, total collapse, etc. Fear of any of these things to me is just as fatal as an invading army.

"Where We Fit Into Picture"

Mr. Hodge put it so pointedly in his address that I am going to take the liberty of quoting briefly the following:

"Fear acts as a potent drug. It paralyzes partially and temporarily the human mind; it freezes the heart; it suffocates the soul and strangles the spirit, causing confusion, apathy, helplessness, hopelessness, despair, and, finally, disaster. We have under preparation in this country at this time perhaps the greatest defense program in the history of the world—a magnificent army, a superb navy, a marvellous air force. But I ask, what good are cannon without courageous hearts behind them? What good are dreadnaughts without dauntless souls to man them? Of what avail are peerless planes without patriotic pilots? In fact, of what value are any of the modern mechanized monsters of war without a magnificent morale both in the line and back of the line?"

"That is where we fit into the picture. It has long since been proved that perhaps the finest antidote for fear is fun, and that is our business. We are makers and purveyors of fun on a tremendous scale. Fun is a gloom chaser; fun drives out discouragement and despair; fun puts aside pessimism; it lightens the heart and lifts the spirit and brings sunshine into the innermost recesses of the human mind, making room first, for hope, then faith, then courage, then confidence, then determination, then achievement."

I have read these excerpts many times since the convention and I am thoroughly convinced that all members of the amusement industry, whether they be engaged in operation of parks, piers, pools, beaches, carnivals, circuses, fairs, or theaters, not only have a big and a real job ahead of them, but a great responsibility.

Special Bid for Servicemen

England long ago recognized the necessity for keeping its people properly entertained, whereas during the first World War amusement people were drafted just the same as members of other industries. It was not long before England learned that her amusement people were very important as a morale



ADRIAN W. KETCHUM, recently elected president, is one of the youngest chief executives in the history of the National Association of Amusement Parks, Pools, and Beaches. Born in Mason, Tenn., he began his business career in the banking industry in St. Louis, but forewent it for the more exciting life of an amusement park manager. His success is written in that of Forest Park Highlands, beginning his employment there in 1912. He has been manager since 1928. Following his return from 22 months' overseas service in the World War until 1926, he served as assistant manager of Forest Park Highlands and, in 1919 and 1920, he also was assistant manager of Fontaine Ferry Park, Louisville, Ky., dividing his time between the two enterprises. He has been a member of the NAAPPB since 1920 and has served as a director and, as first, second, and third vice-president.

builder and maintainer and hence certain exemptions were made, and now we read constantly how much is being done by the British in this second World War to keep the public entertained and contented as far as is humanly possible.

I believe, therefore, that it behooves all members of our industry to reach out into every nook and corner of our respective communities and induce the thousands who have never before patronized our establishments to become "amusement minded." We must call on various organizations, employers, churches, lodges, etc., and promote all possible picnics and outings, using as our argument the necessity for clean, wholesome entertainment.

As Mr. Hodge told us also, we must think less of profits and more of serving our country and, if we do a real job of promotion, our profits will be ample, even tho we may have to sacrifice many of them in the form of taxes as our share of the defense program.

We must call on those in charge of the entertainment of the soldiers and sailors all over the country and make special inducements to bring them to our establishments, and we must endeavor in every way to show them a good time when they visit us. I have been told that those officers in charge of the social activities are very willing to cooperate in placing amusement facilities within the reach of all the men in the camps. It may be well, however, where one is located fairly close to an army cantonment or a naval training station to arrange for military police, as in this way perfect discipline can be maintained, and such police have always been supplied in the past by the government representatives. This matter of maintaining a high morale is just as im-

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portant among the civilian forces as among the military and naval forces.

Approach Task Patriotically

The recent protracted discussions in the United States Senate over the Lend-Lease Bill have given lots of people the "jitters" and, to me, unnecessarily so. I believe one of the most effective means of keeping this nation out of war is to keep it united first of all, and to maintain a high morale throughout every phase of life. It is especially important among the factory workers, especially those who are subjected to constant bickering between labor representatives and employers. A contented mind is not a fertile mind for fear or false propaganda. A contented mind also produces better work, and a contented mind is most apt to recognize its responsibility and perform its job properly.

The great outdoors offers infinite opportunity for the staging of large events, such as pageants or other events in which large numbers can participate. In my judgment, such attractions offer an unusual opportunity for a great service to our country because we cannot drive home too forcibly nor too frequently the history of our country, which is marked with so many colorful events, which make ideal subjects for pageants, plays, drills, and so forth. I feel sure that the heads of public schools, Boy Scouts, Girl Scouts, American Legion, Veterans of Foreign Wars, and countless other organizations will be only too glad to participate in such events, and, needless to say, their participation will produce large attendances. The staging of such events need not necessarily be costly.

I believe, too, that fireworks with a patriotic touch should be used as frequently as possible. American flags should be conspicuously and prominently displayed, as well as other patriotic emblems, for decorative purposes as much as possible, as should our national colors, red, white, and blue. We should not follow our program for the next year or more in the same manner as in the past or, in fact, so long as the present emergency lasts, but rather we should go at it seriously and patriotically and study the psychological effect of everything we plan or stage.

Text Should Be Contentment

I believe that we should also educate our employees not only to be exceptionally courteous because of the many strangers who are going to come to our grounds but because such courtesy adds much to the pleasure of our guests. We should also discourage as much as possible the discussion of war in our establishments. We must discourage pessimistic talk and, in fact, we must strive to magnify the feeling of contentment on the part of everybody within our gates at all times.

Then there is the important subject of music which seems to have the magic quality of stirring one's emotions tremendously. Music can be used effectively and constantly as a stimulus to patriotism. I would use God Bless America and other patriotic tunes whenever and wherever possible and would encourage the community singing of patriotic and other typical American songs.

Band contests between neighboring schools, industrial bands, and other amateur organizations would also be very helpful and can generally be procured at little or no expense. Then, too, the Army and Navy bands are procurable free of charge in many localities and generally involve the mere entertainment of the members of the band.

Space has deprived me of the opportunity to go as much into detail regarding some of the suggestions which I have offered as I should like to have done, but as I have said previously, I am completely sold on the responsibility of every branch of the amusement industry, both outdoor and indoor, in our national defense program. I believe that this responsibility rests upon the shoulders of every individual in the business. I believe we must all do our part cheerfully and without grumbling despite additional taxes and other burdens, and I am confident that if we all do this our reward will be great, if not perhaps in monetary form in the unquestioned patriotism of all showmen. In conclusion I should like again to quote Mr. Hodge:

"And when at last this sad old earth shall again regain its equilibrium and the dove of peace shall again come down to earth we are going to enjoy a justifiable sense of pride in the knowledge that we, as members of this great amusement armada, have done a generous share in protecting our own land from the deadliest of all foes, in my judgment—that foe we call fear. This shall be our patriotic contribution to the defense of our beloved country. Remember, treason and terror are the twin tools of tyrants. Fearlessness, faith, fortitude, and a fighting spirit are the allies of freedom. Only fearless men can long remain free. Only free men are truly fearless."



SCOOTA-BOATS

1941 in their 1941 year and all but two fleets are still operating at original locations with 817 PROFFERS. (Many of these fleets was discontinued to city for new Hologated—after they moved to new Scootas a block away at Coney Island and located throughout new fleet for operation at old stand. THE MOST SUCCESSFUL NEW MAJOR HIDE IN THE LAST DECADE. Write for Circular.

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Nationals Will Pull Reps From Coast to Coast

CLEVELAND, April 5.—National roller skating champions of 1941 in all classifications will be decided in the Public Auditorium here on April 23-26 when the national roller skating championships will be held in connection with the annual convention of the Roller Skating Operators' Association of the United States.

Elimination tournaments have been run or are now being run off in cities in many States from Coast to Coast to determine the State champions who will compete in the nationals, which will attract about 1,000 of the top skating stars of the nation as competitors for medals and cups to be awarded national champions in the 16 classes of speed skating, figure skating, and skate dancing.

Many of the 1940 national champions are to appear as competitors and in exhibitions at the nationals, which will also include precision ballets and figure-skating teams to match the best that the ice skaters have been able to present, say officials of the RSROA. With a huge reservoir of talent from which to draw, the 1941 championships are expected to present some excellent performers in all classes of competition, according to Fred A. Martin, general manager of Arena Gardens Rink, Detroit, secretary-treasurer of the association.

It is expected that representatives will come from Maine, Ohio, Pennsylvania, Massachusetts, Missouri, New York, Washington, Illinois, Kentucky, Indiana, New Jersey, North Carolina, Michigan, Iowa, Utah, West Virginia, Connecticut, Tennessee, Delaware, California, and other States. On all four days competitions and demonstrations will start at 9 a. m. and run thru evenings, climaxed with a Carnival of Champions Saturday night, where all winners will perform and receive medals and trophies.

Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

Schaffer To Open New Spot for Chi

CHICAGO, April 5.—Chicago is to have a new ultra modern roller rink next fall, according to plans announced by Samuel Schaffer, former owner of Swank Roller Rink. It will be located at Washington and Aberdeen, on the near West Side and will be known as the Roller Bowl. Schaffer states that he intends to spend close to \$50,000 on the building and make it the most modern in the country. It will have a skating surface of 40,000 square feet, he states. Opening date is tentatively set for Labor Day. Schaffer opened Swank Rink, on the far Southwest Side, more than a year ago and it has proved very successful. Some time ago he sold out to his partner, Elmer Burns, who still operates the rink, with John Sciochitano as manager.

Work Starts on 30G Combo Ice-Roller Spot in Canada

LONDON, Ont., April 5.—Harry G. Law, owner-manager of London Skating Arena, on March 31 began a \$30,000 alteration program on the building to transform it into a combination ice and roller rink, ballroom, and hall for bingo, trade shows, conventions, and sports affairs, reported Will Lodder, assistant manager and publicity director. It is expected to reopen about May 20 and accommodate 6,000.

Changes call for a modern front, air-conditioning system, draped interior designed and executed by one of Canada's foremost decorators, built-in band shell with matching pianos and electric organ, and lounges. Pipes for the manufacture of ice will be covered by an 80 by 180-foot portable hardwood floor. Folding chairs will be included in new equipment.

N. J. Speed Meet Is Sporty Affair

TRENTON, N. J., April 5.—Race fans witnessed a fast and sporty finale to the New Jersey State speed championships in Skateland Roller Rink here on March 28, reported Manager M. Silvers. Competitions were sanctioned by the Roller Skating Rink Operators' Association of the United States. Team title went to Florham Park Arena, with 120 points. Other teams scoring were Paterson Recreation Center, 90; Hy-Way Arena, 50, and Skateland, 30.

Along with the crowning of State champions, fans were introduced to some former titleholders who acted as contest officials. They included Roland Coni, holder of the Harman Trophy; Leon Flake, a former one-miler, and Robert Ringwald.

Results: Juvenile boys, 850 yards, Joseph Kearns and Billy Turner, Paterson, time, 2:23; junior boys, 450 yards, Elmer Breakney, Trenton, 0:36; senior women, 440 yards, Janice Berry, Florham Park, 01:06; senior men, one-mile, Robert Pennington, Florham Park; Vincent Vasselli, Hy-Way Arena; Jack Redy, Paterson, 03:18; senior men, two-mile, Vincent Vasselli; Raymond McCaskey, Florham Park; James Pavalech, Paterson, 07:37; senior men, five-mile, Raymond McCaskey, James Pavalech, and Dominich Gotalano, Florham Park, 17:37:30.

OVER 250 boys and girls from two community centers in Springfield, Mass., attended a masquerade party in Rialto Roller Rink recently under auspices of Madrug Leo Doyle. Party was in charge of John L. Sullivan, director of the Kids Pleasure Club.

N. Y. Meets Stir Interest

CANANDAIGUA, N. Y., April 5.—Skaters have shown much interest in a recently announced interscholastic graceful skating contest to be held in Spinning Wheel Roller Palace here on April 14-20, evidenced by capacity crowds attending nearly every night, reported Manager J. H. Ambrose, who regards the promotion highly as a business builder. Winners of intramural contests for 14 district schools will be awarded gold medals. They will compete in finals for a silver trophy.

BONNIE and Joe O. Miller, known professionally as the Bonnie Miller Duo, exhibition skaters, report that since assuming management of Paradise Roller-drome, Huntington, Ind., on January 1, business has increased over 100 per cent. New skaters are patronizing the rink nightly, many coming from surrounding towns, and numerous private parties are a string of affairs. They will begin their tour following the summer close of the rink.

RICHARD DRENNAN, manager of Shonk Roller Rink, East St. Louis, Ill., and Mary Knau and Ray Kohlmeier attended the third convention of the Roller Rink Safety League in Moonlight Gardens Roller Rink, Springfield, Ill., on March 26. Program included an operators' meeting and safety talks and demonstrations by the Moonlight staff, which includes R. C. Dexeheimer, owner-manager; Bill Holshelmer and R. C. Dexeheimer Jr., floor managers; Carolyn Pelecia, checkroom; Noble Galligan, dance instructor; and Ethyl Dexeheimer and Laura Berriman, soda fountain. There was a dinner and a skating program at night.

CARROLL FAMILY, novelty roller skaters, are playing Eastern Ohio and Pennsylvania rinks. Troupe includes Lorraine, Marlene, Kitty, and Earl.

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NATIONAL CHAMPIONSHIP—Roller Skaters



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"ROCKER-ACTION"
DANCE SKATES

Classes and Carnivals --

How They Help Rink Business

By R. D. (BOB) MARTIN

WITH the advent of the International Style of roller skating came a new angle of matters to be considered by operators of progressive American rinks. For decades they had been presenting exhibitions by persons who had much talent to display, ranging from spinning acts to the old style of exhibition skating, which were even then fast disappearing from the American scene. First indication of improved skating to make its appearance was in classes and series of classes, conducted in some cases nightly and in others upon occasion. The great immediate need was then and still is professional teachers of roller skating, and altho many claimed their ability, only a few could qualify to teach the new order of skating in a comprehensive manner.

Many of the old-timers felt that their private stamping grounds were being invaded by a lot of upstart kids. It was perfectly true—but these so-called kids did not perform a one-foot toe spin on the seat of a chair or lift three people, with a combined weight of 620 pounds, and then spin at a furious rate of speed while balancing on toes on the top of a table.

On the other hand, these youngsters were breaking the ice for a completely strange technique insofar as roller skating was concerned. The International Style of figure skating and dances with their widely known group of 12V figures

and the beautifully interpretative dances have become known as the Test Series of the Roller Skating Rink Operators' Association of the United States.

That these were not immediately understandable by John Public was perfectly clear in the minds of those who tried to teach them, but in many cases an unfair attitude crept into the minds of older professionals and, yes, in many cases into the minds of rink operators, who felt that "a week of teaching on the



R. D. (BOB) MARTIN, 30, professional at Arena Gardens Rink, Detroit, turned pro in 1934 and was one of the first in the United States to adopt the International Style and teach it. He holds R.S.R.O.A. Bronze Figure and Silver Dance Test Medals, NSA of Great Britain Bronze Figure Test Medal, and Canadian Roller Bronze Figure Test Medal and Silver Dance Test Medals. He was born in San Jose, Calif., oldest of five children in a roller skating family, all of whom have been or are skating and three are now teaching professionally. He learned to skate in Riverview Rink, Milwaukee, in 1914 and learned to dance in White City Rink, Chicago, in 1924. His father, Fred Martin, general manager of Arena Gardens and longest former holder of the world's pro speed championship, moved the family from California to Milwaukee in 1914. Bob's father is a native of San Francisco and his mother, the former Clara Matilda Dornback, of Oakland, Calif. His education was received in about 15 cities, as Fred moved to different operations. Bob's wife skates "just for fun," and their two sons, Bob, 8, and George, 6, are learning to skate.

Bronze Medal Dances would be sufficient to give a full knowledge to 1,000 or more skaters at their home rink," and then "perhaps they would spend a month on the Silver Medal Dances so that everyone would be able to take a crack at the medal offered in the test."

Policy for a Lifetime

At the time this was as high as the schedule of dances went. Many operators visited Detroit and in 1938-'39-'40 saw the regular classes in skate dancing which had been conducted over a period of years even then. They saw skaters of an average age of more than 30 years and in numbers up to 400 seriously interested in class work on several of the dances. These operators naturally developed a yen for that style of dancing at their home rinks (where they mentioned everyone was still figure-bugging) and inquired as to the cost of professional teaching.

The fact that professionals were asking, in the case of real teachers, 650 or

more a week, plus their lessons and any commissions derived from handling private clubs, stunned them considerably. This immediate shock knocked out the desire for International Style in more than half of the cases. Others decided that they would give the thing a "chance" and immediately asked, "How long do you think it would take to have my rink dancing like this one?" I am not being unduly sarcastic when I give the answer, "Forever." The budget of Arena Gardens, Detroit, includes a set amount chargeable to professionals and another amount which is charged off to floor staff.

It is not a matter of a few months or a year. It is rather a matter which is carried on the year around and from year to year, and I might suggest that such a budget in a rink of 25,000 square feet floor is an expensive item. Others, R.S.R.O.A. members or not, who operate large rinks will certainly verify the statement that once you go into the matter of the International form of skating or any other form and attempt to standardize it, you must adopt a lifetime policy. Not one which might be a matter of a few weeks' duration; nor, shall I say, can you change professionals every two months and achieve your purpose, and in very few cases will you find it possible to use exhibitionist professionals for this purpose, for they are selling their talents and would be foolish to permit others to surpass them in that locality in their obvious ability to exhibit the beauty of skating. Then I shall say that it is necessary for a rink operator or for a family operating a rink to personally practice and conduct the supervision of classes.

Exaction Paying Dividends

I am not attempting to hide our light

under a bushel when it comes to the matter of public classes, for at the Arena we have developed an enviable position in that particular phase of roller skating. We know precisely what it has done, what it now means, and what the future will bring, and to say that we have been successful in the invasion of this field is to fully describe the situation as it stands today.

Let me give you a rather broad outlook of the demands on your personal self if you have a mind to teach and work. The day of four-hour rink operation out of 24 is gone. Others will bear me out in the statement that we work what has become known to the roller skating rink operator as bankers' hours (from 9 till 1). The only difference between the bankers and the roller skating rink operators is that even though they both start at 9 a.m. the banker goes home at 1 p.m. while the rink operator some time after 1 a.m. (if he is lucky). Skating becomes your one obsession in life. It is so exacting that it requires every waking moment and after you go to bed at night you still dream of technique, tempo, and execution. However, at present such exactitude of attention is beginning to pay dividends.

The class of skaters, their conduct in rinks, and the general atmosphere surrounding roller skating are growing cleaner, and this atmosphere can also be reflected in the minds of those who are engaged in the sport of roller skating. Since less time has to be used in controlling crowds, because they are going too fast, in arguing with the people who came there for pleasure, or in beating out some customer who shouldn't have been permitted to go so far as to get himself into difficulties, we find more time that we can devote to passing a few pleasant moments with this or that person who comes to the rink, and in answering questions pertaining to skate-



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ing. Perhaps if one person with whom you talked attends the rink two more times in the next week you will bring another dollar into the till.

Simple Instruction Not Easy

Our pattern for classes at Arena Gardens is simple and places the instruction and direction in the hands of one person, usually either dad (Fred Martin) or myself. We have worked with us the entire floor staff and professionals. The floor staff here consists of former employees of other departments who have worked up to that position after some time of service and, therefore, know the routine from experience. They must have at least a reasonable ability to skate the various dances and have an utmost desire to learn further. The professionals are the next branch of employees. After serving for a certain period and acquiring their test medals, they are checked on their technique and

ability to teach and, if satisfactory, are permitted to go into the first bracket of professional work. We have three grades of professionals: those who teach plain skating and simple dances; those who teach Bronze Medal Dances; and those who teach advanced skating. The range of prices of lessons corresponds to the above schedule in the case of private instruction.

During public classes all of the staff and the teachers are engaged in teaching as directed by the head professional or the operator. On some occasions a certain amount of demonstration is necessary. This is done by the entire group again and, naturally, one professional must not outskate another. They must look alike and skate according to the association rules. Each dance must be demonstrated correctly. Not only that, but when questioned by a skater on some point they must be able to answer in a comprehensive, polite manner, and avoid the condescending expression that I have seen used by numerous professionals. On no occasion must they feel that they are doing the rink or the patrons a favor in answering a question or showing them a point, for it is very plain that such an attitude would immediately discourage attendance. Their attitude toward patrons must be honest and convincing upon every point and, if a patron chooses the wrong time to ask certain questions, they must be able to induce him to wait until some other time.

Regarding classes, simple instruction is 100 to 1 the most popular with the public. Simple instruction is not the easiest of all the subjects to teach. It requires patience, it must be interesting, it must be brief, and, I repeat, it must be convincing. We teach our elementary classes to learn to skate all over again. Whether the lesson sticks with them is plainly a matter of their own frame of mind. If they accept the instruction as given they will have provided for themselves the equivalent of a series of lessons worth from \$50 to \$100. If they do not accept such instruction they will have just wasted that much instruction.

Classes Boost "Weak" Nights

If a skater accepts the elementary instruction and spends a reasonable

amount of practice, he will be well on his way to being a reasonably good dancer, for dances, simple or difficult, are based upon the correct technique of simple stroking edges. Each dance, as intricate as it may be, is merely a development, a routine of the four basic edges while skating with one's partner. This makes it sound easy, doesn't it? As a matter of fact, it is meant to be easy. However, a misinterpretation of instruction or a misapplication of one small bit of technique on only one of those edges will give a skater plenty of grief on some dances. I again stress the importance of the operator's interesting himself in the advancement of skating to the full extent of taking this work in hand personally, as many of us have done. We can thank our lucky stars for the assistance we have received from a number of persons, for they have given us the absolute utmost of material with which to work. Classes in skate dancing, I believe, will be found to boost, after a couple of seasons, certain nights of the week which otherwise would carry the term which many operators call "weak nights."

Midweek has almost always been a problem to the operator, and these classes certainly do stimulate what otherwise might be non-paying sessions. We have found that they draw a most desirable type of person, and they do appeal to a desirable type of woman. What more could we ask? At the time such instruction is being given constant control of the rink itself is necessary, for some skaters will attempt to go beyond bounds and turn some of the dances into free-skating programs or pair-skating programs, which, of course, have no place in public sessions. You will also be astounded to find that after a little while some of your prize pupils will learn how to read dance diagrams, and be who is today doing a very beautiful "Collegiate" will be attempting a very sloppy "Blues" tomorrow.

The Gold Medal Dances obviously have no place in a public session on a crowded floor. They are of the exotic type and meant for exhibition and test purposes. Certain of the Silver Medal Dances also fall in this class and it is necessary for you to decide which may be skated and which may not be skated and then adhere to your belief rigidly. As mentioned before, these classes will be a liability for a given time, but after a couple of seasons they will pay dividends. You will make up the loss and begin to actually make money from the International Style of skating. I have had the unique experience of having rink operators tell me that they tried instruction in skate dancing and couldn't "for the life of them" see why business dropped off. I investigated, only to find that they had transferred the budget which previously went into public relations and advertising to the professional teaching work and expected the advertising of this teaching to be carried by word of mouth and to draw more people than they had been getting before. That is impossible and plainly impractical. The advertising budget must be maintained just as before and again I remark that if you decide to teach these dances in classes you will be forced to spend more money than you are spending now.

Essentials of Carnivals

Now we come to that which is a joy in skating and which can provide one of the heartiest headaches ever developed. I speak of skating carnivals, a carnival in this sense consisting of a show. Here you run up against everyone's private temperament, including your own. Our carnivals at Detroit have been phenomenally successful. This is (See CLASSES, CARNIVALS on page 64)

Michigan Spot Incorporates

LANSING, Mich., April 5.—Articles of incorporation were filed here on March 17 for Ourvecrest Roller Rink, near Muskegon, Mich., by Perry B. Giles and George W. Garber. The former has been elected president and the latter is named as vice-president. Mrs. Perry B. Giles is secretary-treasurer. Corporation's capital is \$25,000 in common shares. Building occupied by the rink was completed in October and opened as a recreation center.

RECENTLY appearing at Jack and Bob's, Trenton (N. J.) night club, were Artie Brooks and Margie, novelty roller skaters.

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Shield Shaped Felt American Emblems with shoe skate emblem in center, large size, can be worn on sweaters and jackets. 10c ea. in 100 lots, 12c ea. in 50 lots, 15c ea. in dozen lots.

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\$2.50 per thousand four-color design, with a picture of your rink. Grade A Carbonized Steel Ball Bearings, the best for skates, \$1.00 per thousand. Full Endorsement, \$5.00 per thousand. SPECIAL No White Floor Powder sold here, keeps this down. 25 lbs., \$1.50; add 25¢ for container. Regular \$2.00 value. Write, give full name, P. O. or TYLER RINK SUPPLY, Highland Park, Mich.

Publicity

IT IS EVIDENT that fairs are not doing enough publicity planning. Each fair should have a publicity committee or agent charged with the responsibility of drawing up a program and executing it. The essential part of such a program is not the amount of money spent, but the wisdom with which it is prepared and the types of people it is directed to interest. The efforts of practically all fairs are directed toward getting people thru the gate—just people—anyone who pays an admission. The result is that the basis of attendance is founded on amusement and curiosity seekers. These admissions many times are necessary for support of the fair, but we should not overlook the necessity of pointing out the agricultural exhibits and their value to farming industries in the community, for, after all, these displays and educational values resulting therefrom is why we are holding a fair. Let us see if we can find the answer to the problem—how to get the farmers to the fair and then direct their attention to the merits of the agricultural exhibits. If we can give them some inspiration or some new thought to take home and profitably put in use on the farm, we can then say we are getting our job done.—*Maryland State Fair News.*

N. Y. Regional Bill Advance Pleases Him

Canaoharie, N. Y.

Editors The Billboard: I have noted with gratification your item in the March 29 issue of The Billboard, under an Albany date line, about the regional fairs bill in the Legislature. The bill was unanimously passed in the Assembly on March 28. It has still to clear the Senate.

I am also gratified that the realization of two years of work, publicity, and promotion finally has achieved the goal so far set.

The end is not yet and the real work has just begun. Now more available land must be acquired, a new and larger track built, buildings shifted about, new ones built, and then there is that more important item of all, new financing. I thank you for the space given the story. C. EVERETT DIEVENORP, Vice-President Fair Society.

Wirth's Eight Contracts

NEW YORK, April 5.—Seven fairs and a park have signed contracts with Frank Wirth Booking Association in the last two weeks, providing for acts, revues, music, etc., as follows: Hughesville, Pa., revue, thrill show, auto races; Huntingdon, Pa., revue, acts, thrill show; Stafford Springs, Conn., 9 acts; Danbury, Conn., band, four acts; Albion, N. Y., 8 acts, thrill show; Nassau, N. Y., thrill show; Cobleskill, N. Y., revues, 8 acts, band; Playland (park) Rye, N. Y., 14 acts, beginning May 17.

Texas in Line for Added Aid

Neb. State on Hunt For Added Revenue; Wants Budget Tilt

LINCOLN, Neb., April 5.—Nebraska State Fair board, seeking to increase its revenue, has set about a legislative investigation as to whether it is entitled to collect rental from Lancaster County Fair board, which holds annuals on the grounds ahead of the State Fair without charge. Contention is that the Lancaster Fair thus has an advantage over other county fairs because they bear the expense of upkeep of their grounds, which is not true of Lancaster.

County fair men believe that when the State Fair was moved from Omaha to Lincoln years ago it was granted the county fairgrounds with the understanding that the county fair could be held annually there in State buildings at no charge. So far the book said to carry the minutes of that transaction has not been found.

The State Fair board has appeared before the Legislature asking \$80,550 for the next biennium, of which \$4,000 would be for premiums, \$1,750 for organized ag meetings, \$25,000 for maintenance, \$15,000 for promotion of ag activities, \$12,000 for 4-H Club work, \$15,000 for operating expenses, \$5,000 to match WPA funds, and \$2,800 salary for grounds superintendent. Governor Griswold, in his budget message, recommended only \$62,950. Senator Greenway, quizzing Secretary E. J. Mill about finances and gate take, asked about use of passes and was told they were handled by the secretary and not given out promiscuously.

Teter Preps for 1941 Bows

PHILADELPHIA, April 5.—At Lucky Teter's Langhorne Speedway near here, scene of much activity, crews are putting the mile track in shape for its opening, and Teter's Hell Drivers are rehearsing for opening of their Southern tour in Birmingham, Ala., under auspices of a Veterans of Foreign Wars Post, reported Art Wright, publicity director. Teter said he will have the largest caravan of new autos and equipment in seven years. All drivers are back with him this year. An advertising crew is already in Birmingham. New type of auto racing will be introduced at Langhorne, Indianapolis and other ranking drivers will compete there, Teter said.

PARIS, Mo.—Monroe County Fair Association elected E. W. Rice general superintendent and Lon Jackson secretary.

Around the Grounds

COLUMBUS, O.—Closing of entries on April 1 for the eight stake races at the 1941 Ohio State Fair here brought 296 entries from 15 States and Canada, heaviest in history of the fair, exceeding the 1940 record by 14 horses, said Fair Manager Win H. Kinnan. Dr. H. M. Marshall, Urbana, O., five-time winner of the governor's cup, has two entries in that race, Perpetual and Wilomite, and each is also entered in the Hambletonian.

DANBURY, Conn.—Danbury Fair officials say that they intend to rebuild the main building that was destroyed by fire last month but have made no decision as to what type of structure will be erected. They have discussed construction of a large auditorium. Plans are proceeding for the 1941 fair.

COLUMBUS, O.—Appropriations may be made by county commissioners to pay for special deputy sheriffs appointed to maintain order at county fairs in Ohio, the attorney general has ruled. The ruling went to the prosecutor of Ashland County.

VANCOUVER, B. C.—J. J. Gibbons, Ltd., has been appointed to handle advertising for the 1941 Canada Pacific



PERCY W. ABBOTT, managing director of Edmonton (Alta.) Exhibition, who has returned to his home after an extensive trip in the Dominion, reports conditions which make for an optimistic outlook for the season of fairs. After a visit on the West Coast, he toured Ontario, and believes that greatly augmented purchasing power, with no labor shortage except in some special lines, will be evident this summer. He has held his exhibition post since 1927.

Defeat of Tail-Docking Bill Blow to Mass. Horse Shows

SPRINGFIELD, Mass., April 5.—Reversal of the State Senate on March 31 to extend for five years the moratorium on showing horses with docked or set-up tails will mean the end of horse shows in the State, J. Loring Brooks, Wilbraham, president of Massachusetts Horse Show Council, said. The bill, killed by a vote of 18 to 9, would have extended the moratorium on a bill passed five years ago and was calculated to enable Massachusetts horse shows to compete with those of other States.

Senate action is not final, however, since State Senator Donald MacDonald, Springfield, acting for Eastern States Exposition here, which would suffer severely, it was said, by the Senate's action, gave notice of reconsideration.

Brooks believes horse shows in Massachusetts will not be able to meet competition of shows in neighboring States where the legislation is not in effect. At Eastern States Exposition the horse show has been one of the drawing cards.

\$20,000 Dallas Need Is Studied By City's Heads

DALLAS, April 5.—Additional aid for the State Fair of Texas here thru assumption of about \$20,000 a year in expenses now borne by the State Fair Association will be considered by city councilmen "so that the civic institution can continue to expand its activities." City Manager James W. Aston said. Councilmen heard plans outlined last week by the fair's directors and, although Fair President Harry L. Esay asked no assistance, city officials expect requests to follow and so will begin reviewing the directors' report.

Immediate needs, as outlined, include assumption by the city of \$12,000 spent for police work on grounds annually, \$3,000 for maintenance of the Hall of State, \$2,000 for shrubbery and landscaping, and about \$3,000 for water bills. With co-operation from the city, the association plans to continue expansion by erecting new buildings for stock and hog exhibits, make other buildings more attractive thru proper maintenance, and extend other structures, directors said.

Iowa State Reserve Intact After Deluge, Final Report Shows

DES MOINES, Ia., April 5.—"The fair set a new all-time record—for the worst week of rainy weather in its entire history," reads the final report on the 1940 Iowa State Fair here. In spite of reduced attendance caused by the rain and loss of three afternoons of horse racing and part of the Turf Day program, the fair completed the season without having to draw on its reserve fund, it was reported.

Report also shows that the fair had final total attendance of 380,599, actually greater than average attendance for the past five years. If day after day of rain had not interfered, it is believed the fair would have broken all previous attendance records. As it was, on the last two days, when rain had stopped, attendance was about 10,000 per day greater than that of the corresponding day at the 1939 fair.

Report showed one of the largest livestock shows in recent years and 4-H Club and poultry shows set a new high in number of entries. Livestock herds were present from about 30 different States, with 5,595 head of stock on display. This included 2,673 swine, 2,167 cattle, 641 horses, and 1,114 sheep. In addition 5406 poultry, rabbits, and pigeons were shown in the poultry exposition.

Boys and girls 4-H Club show was largest on record, with 2,798 boy and girl contestants participating in eight days of competition and showing 3,196 head of 4-H Club livestock and poultry.

Adams With John B. Rogers

CHICAGO, April 5.—After 20 years of free lancing, Harrington Adams has signed to return to John B. Rogers Producing Company, Postoria, O. He was associated with Rogers for 13 years, leaving in 1922 to devote his time to managing outdoor attractions. Now he is going back to handle the business end of some of the larger attractions. Adams was business manager of Wings of a Century at a Century of Progress and held a similar job with Ed Hungerford's Railroads on Parade at the New York World's Fair.

ST. PAUL.—House of Representatives' general legislation committee approved a bill legalizing pari-mutuel betting on horse and dog races. It would require applicants to file \$25,000 bond and races would be permitted only on weekdays. No horse track could have over 60 racing days yearly. Dog races would be limited to 120 for any one concern. License fees would be \$5,000 plus 6 per cent of net profits. All revenue would be earmarked for State public relief, to be spent thru county boards.



LOUIS L. CAMPBELL, who has been re-elected to his tenth term as superintendent of Huntington (Conn.) Fair, has charge of publicity, concessions, and attractions. The 1941 fair will be the 85th annual and Gov. Robert Hurley is expected to attend.

Common Sense, Copper Cents, and Horse Sense in Fair Management

By G. R. LEWIS

THERE is nothing quite so common as common sense, copper cents, and horse sense, but the use of these common senses is one of the most uncommon things in fair management today. For 1,300 years before the Wise Men of the day hitched their faith to a star and started out across country to find that our Christ child had been born in a manger fairs had been born and were in operation, not because they had been a deliberately planned institution. Like government itself, but from the seed of economic necessity they grew, and since the history of the human race fairs in many and varied forms have existed.

Fair managers today are operating and managing fair units which go to make up the oldest agricultural, industrial, educational, and religious institutions known in the history of man. For over 3,000 years fair folks have held fairs and for exactly the same length of time we have had fair managers. I wonder how many who are managing fairs today know what a fair is? How many ever tried to find out where fairs came from and where they are going? How many fair managers

ever read the Bible? You may not be interested in it from a religious viewpoint, but I want to tell you it is one of the finest books of literature and history any fair manager has ever read and if you are in any way interested in the history and background of fairs just read the books of Genesis, Ezekiel, Esther, and several others, where you will find out more things about the origin of fairs than you ever knew before.

Best Opportunities Now

Fairs and fair managers have lived for many centuries. They have always been and are now the institutions that show the progress of any town, city, county, State, or nation by displaying and offering the visible proof of the benefits accruing from the adoption of new ideas in agriculture, education, religion, industry, finance, government, and entertainment. These seven departments are the units of raw material from which any fair manager can manufacture and build a well-balanced standard agricul-

tural and industrial fair, and you boys and girls who are trying to get somewhere and build a real community, district, or State fair have a greater opportunity and more ideal conditions to work under than any fair manager has had during the last 3,000 years.

Right here now, Mr. Manager, today and all the days of 1941 is your time to show your board of directors, your exhibitors, your patrons, and everyone connected with your fair that you know how to use your supply of common sense, copper cents, and horse sense. Today we are living in a world of men and women who are pace setters and record breakers. Fair managers are living in, among, around, and on top of an age of organization, where everything and everybody is organized.

Raw Material Plentiful

Let's analyze some of our raw material fair-building units and see what we have. Take agriculture, education, religion, and industry; all of these divisions are organized to the highest degree. Our United States and our State departments of agriculture have divisions with specialists in livestock, horses, cattle, swine, sheep, poultry, dairy, bees, seeds, plants, crops, marketing, experiment stations with many others, and most all have a division of county and district fairs.

Our State colleges all have a college of agriculture with county extension service thru which we have county agents, home demonstration agents, boys' and girls' 4-H Club leaders, and specialists direct from the colleges capable of working on and helping in any type of project pertaining to the upbuilding and development of agriculture, industry, and education in a community. Our public school system is a blue-ribbon winner; it is the finest in the world, and any fair manager who will use a handful of common sense can build a great fair thru our schools alone. In our schools we have vocational agriculture, manual training, Future Farmers of America, school bands and music clubs, parent-teacher associations with teachers and students thru which a fair manager can get the finest kind of co-operation, unless you, Mr. Fair Manager, are still living in the little old one-room red schoolhouse days and wearing your little leather boots with the brass tips. Horse-and-buggy-day fair managers have done one of two things. They have either graduated into air-and-rubber riders or died.

Success Up to Manager

With no intention to flatter or criticize any fair manager, it is my opinion that at least 77 per cent of the success or failure of a fair is due to its management. No matter how smart a man is, how good a lawyer, how good a banker, how good a doctor, or how good a farmer he may be, it does not mean that he will be a good fair manager or director, unless he will appreciate to the fullest extent the responsibility of the job and learn to live and give when he could take. He may fool himself by not putting quality into his service, but he can't fool the public.

Today we are spending many, many millions of dollars on our educational system of public schools and colleges. This money must come from the pocket of the taxpayer, who is him and her and you and me, and Mr. Taxpayer of this age and day wants to know what his money is being used for. The answer to Mr. Taxpayer is that your fair is the great university which teaches by object lessons. It is your State and county on exhibition. It is the great show of all methods and progresses by which a State or county has obtained its position in the sun and is the great show window of accomplishments. The fair is the com-



G. R. LEWIS, with wide experience in the field of fairs and agriculture, last year organized the Western North Carolina Agricultural and Industrial Fair Association in Asheville, N. C., and the annual is off to a healthy start with 23 counties participating. He is author of proposed new laws now in the North Carolina Legislature which are calculated to remodel the entire set-up of Tarheel fairs. He is a former Ohio State director of agriculture and during his service in the past was manager of Ohio State Fair, Columbus.

THE FLYING BEHEES

"Greatest Flying Trapeze Act in the World Today"

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Performing the most outstanding accomplishment of this generation:

The FIRST and ONLY aerialist over to perform a TRIPLE somersault to catch while BLIND-FOLDED.



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The Guernsey County Agricultural Society

is interested in billing attractions for night fair for the dates of September 18th and 19th. Address:

RALPH R. CASTOR, Cambridge, Ohio

CARNIVAL WANTED

BIG THAYER COUNTY FAIR
Deshler, Neb., August—12-13-14-15—August.
The Fair With a Broom Factory Parcel.
Grand Stand Show—G. Michaels Circus.
White HENRY BITTLER, Sec., Deshler, Neb.

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Celebration Committees, write for details today—
time available for early season dates.

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Care of THE BILLBOARD, CINCINNATI, O.

BLITZ BUGGIES BLARE 1942'S
SMASH-CRASH DRAMA DAREDEVILRY
HELL ON WHEELS
JUMBO THRILL SHOWS

CONCESSIONS WANTED

New Policy — Low Rates — Reduced Gate
Dates SEPTEMBER 1ST-8TH, INCL.
Write ELTON B. EDKIN, Secretary-Treasurer

LYCOMING COUNTY FAIR ASSOCIATION
HUGHESVILLE, PA.

HIGH POLE THRILLER

World's Highest Aerial Con-
cession Act. Also Two Different
Stunt Acts. Literature and
price at your request. Box D-55,
Billboard, Cincinnati, O.

MILFORD STREET FAIR

SPONSORED BY THE AMERICAN LEGION
AUGUST 6-7-8-9
GOOD CONCESSIONS WANTED
WILL SELL X ON BINGO
EUGENE W. FELKNER, Secretary, Milford, Ind.

Moose Jaw Changes Ducats

MOOSE JAW, Sask., April 5.—Season tickets for the 1941 Moose Jaw Exhibition will be sold under a new plan adopted by directors. Tickets, non-transferable, will allow three admissions daily for each of the four days, together with admission to the grandstand enclosure at afternoon and night grandstand shows. However, they will not be good for reserved seats in the covered grandstand. Tickets will go on sale soon, as the plan of selling season tickets early has proven successful for other Canadian fairs. Sale will replace the plan of selling advance one-day admission tickets in connection with automobile giveaways, which proved too costly. Midway will be furnished by Wallace Bros. Shows of Canada. Barnes-Carruthers will present Canada Stings on the grandstand stage.

Hemphill Contracts Program

OKLAHOMA CITY, Okla., April 5.—For the 1941 Oklahoma State Fair and Exposition here, 35th annual, Secretary-Manager Ralph T. Hemphill said Beckmann & Gerety Shows will be on the midway. Thearle-Duffield fireworks are set for seven nights. Racing Corporation of America will conduct auto races on two afternoons. Promotion and publicity have started on the fair's 29th annual Baby Health Conference and 200 entries have been received, a maximum of 600 having been set.

Fair Elections

HAYNESVILLE, La.—Chalborne Parish Fair Association elected R. H. Curry, president; T. W. Sherman, vice-president; Joe Jones, secretary-treasurer. Finance committee discussed plans for construction of permanent buildings on new grounds.

AKRON, Ind.—Akron Agricultural Fair Association elected Roy Morris, president; J. R. Emshiser, vice-president; F. A. Blackburn, secretary; Frank Madsford, treasurer.

Fair List

A list of fairs and expositions will be found in the List Section of this issue.

America's Greatest Flying Return Act
Incomparable and Inimitable

THE FLYING VALENTINOS

FEATURING — LA RAYNE — FEATURING

Positively the original and only girl in the world to perfect two and a half somersaults to catch by the feet WHILE ENCLOSED IN A SACK.

The only flying act in the world using all girl flyers who execute skillfully and daringly a two girl carrying trick, double, double twisting, and triple somersaults, and forward over passing leaps.

PERMANENT ADDRESS

GEORGE VALENTINE

Care The Billboard,

Cincinnati, Ohio

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Who Did What at Flushing

ONCE again this publication is privileged to reveal complete statistical information about the New York World's Fair 1940 which is available to no other medium. It will be recalled that final grosses of the first edition (1939) were published in *The Billboard's* Spring Number of 1940. In that year revenue from all known sources amounted to more than \$35,000,000. During the 1940 run, with 15 days less, the take of these sources was approximately \$10,000,000 less or a decline of about 30 per cent. This is to be judged against a gate attendance during 1940 which was about 25 per cent less than in 1939.

Four important departments managed to make a better record in the re-issues. These were restaurants, villages, games, and vending machines. Rides were only about \$75,000 behind the first year. As a result of the international situation, a setback was suffered by the foreign zone, whose '40 grosses were almost halved. Power pavilions were operating, of course.

Transportation also took a pasting, but the most severe bruising was given to "exhibitors with sales privilege" whose revenue of nearly \$4,000,000 in 1939 was lowered to a mere \$719,000.

The fair's share in the grab, \$4,479,000, appears to establish proof of good business management by boss Harvey Gibson. Participation by the fair in 1939 amounted to about \$4,000,000, hence the decline was only about 13 per cent.

Not figured in the results are the fair-operated American Jubilee spec, the PerspHERE show, and some minors. Income from these is not available. A reasonable guess would be that Jubilee drew around \$400,000 plus a good chunk of money from a partial sponsor-exhibitor, Stoddebaker. The other fair-fathered enterprise, the diorama in the spheroid, probably played to a couple million people at a quarter a pop.

Aquacade Again Big Leader

Billy Rose's Aquacade was again so far in the lead that its nearest competitor was enveloped in a cloud of telephone numbers. The water show's \$1,502,000 (about \$1,133,000 less than in 1939) just about equalled the first 22 attractions on the show-specs list. Of the other big production layouts where income is known, Mike Todd's Streets of Paris came next, followed by the railroad-operated Railroads on Parade. In the non-production class No. 1 revenue was taken by Frank Buck's Jungles, followed by Masterpieces of Art, which was in the exhibit section. Frank Zumbren's Ripley layout made a good showing with nearly 100Gs.

The Dufour & Rogers No. 1 show was Nature's Mistakes, managed by T. W. (Slim) Kelly. It was in the first spot for the combination in 1939, too.

Also the girl shows didn't fare so flourishingly. *Living Magazine* covers, a Jack Sheridan project, did \$23,000 better than in 1939 and was the leading revenue-getter among the lovely lass extravaganzas.

In the ride section, a good record was made by the Dodgem, which was only about \$1,000 off the '39 pace. While its total gross put it in fourth position, as a 15-center it rode many more people than any of the others. In 1-2-3, just as in the previous year, were the Parachute Jump, Cyclone Coaster, and Bobbed, each with well in excess of 100 million rides. In 1940, Dodgem attendance was about 70 million, but the Parachute Jump, Cyclone Coaster, and Bobbed, each with well in excess of 100 million rides. In 1940, Dodgem attendance was about 70 million, but the Parachute Jump, Cyclone Coaster, and Bobbed, each with well in excess of 100 million rides.

In the villages, Mike Todd's Gay New Orleans' \$188,000 topped this class. Todd's Dancing Campus was a complete flop. Winter Wonderland made a fair

Complete Breakdown of Revenues at New York World's Fair

By LEONARD TRAUPE

Shows and Specs

showing. Morris Gest's midget show made the best comparative record.

The game spots of 1940 almost doubled the '39 take. There were many more units of operation last year. Gilbert Noon's shooting galleries, etc., brought in about \$20,000 more. Dufour & Rogers, Murray Goldberg, and Slim Kelly were way ahead. So was International Mutoscope Reel Company, Chime Ball-Skee Ball dropped slightly, however. Vending machines did about \$52,000 additional business.

Some Restaurants Gain

Ballantine's led the restaurant parade, a spot enjoyed by Childs in '39. Upping their grosses were McGinnis (formerly Casino de Nations), Rondonio, Barbary Coast (formerly Midway Inn), and Archery Lodge. Restaurants operating within or as part of villages and the like are figured separately.

As expected, the eateries in foreign pavilions were way behind the 1939 records, but the French restaurant again stood first, leading all the way even after succumbing to Germany. Japan took a lacing, getting a mere \$17,000. There were setbacks all down the line. Even the expo's severest critics, who were considerably fewer in number during the Forty stretch, must own up and admit that had the European situation been normal the Flushing opera's important foreign zone would have been correspondingly better as to receipts. As it is, the records show that it was the greatest international representation ever collected. You could almost include the late League of Nations in that statement. It's interesting to note that Poland and Czechoslovakia did big with souvenirs.

With the total known gross at \$25,291,000, the biggest grab from a single type of age-old custom was about \$14,000,000, leaving but \$11,000,000 to be spread around for other customs and habits. The time-honored custom is none other than eating—refreshment stands and the like being included in making the composite figure.

Returns from State participation, which laid a big egg in '39, were better for the second run, but still small fry. Figures and charts follow:

Final Figures					
NEW YORK WORLD'S FAIR — 1939 AND 1940					
Pos.	Project	1940		1939	
		Gross	Fair's Share	Gross	Fair's Share
1.	Restaurants	\$ 8,223,288	\$ 991,102	\$ 7,826,450	\$ 649,508
2.	Shows-Specs	3,074,017	263,723	3,747,458	305,950
3.	Refreshment				
5.	Stands	2,890,796	714,538	4,444,212	679,466
4.	Foreign Pavilions	2,561,484	233,125	3,942,135	445,384
5.	Miscellaneous				
	Stands	2,002,647	360,306	2,608,000	532,958
6.	Transportation	1,978,202	414,185	3,350,547	439,017
7.	Villages	1,340,805	32,224*	1,906,494	195,828
8.	Rides	858,689	130,678	9,930,389	149,894
9.	Exhibitors' Sales	719,989	91,898	3,380,833	424,031
10.	Games	604,224	134,039	10,377,558	74,661
11.	Vending Machines	291,165	66,422	209,143	21,868
12.	Subcommissions at				
	Fair-owned operations	99,131	845†	not available
13.	State Participation	30,940	4,698	5,388	803
	Totals	\$25,291,767	\$3,423,375**	\$34,948,594†	\$3,940,169††
	*This is figured on so-called "Audit Basis"; fair's investment interest would alter amount designated.				
	**Revenue from "miscellaneous" brought fair's total to \$3,479,863.				
	†Gross from "Joint Ventures" (in 11th position in 1939) brought total to \$35,248,839.				
	††Flat-rate participation by fair in miscellaneous and other classes brought fair's share to \$4,024,224.				
	Note—Gross and Fair's Share brackets would alter upward if "unknown" sources of revenue such as fair-operated American Jubilee spec (1940 only), PerspHERE diorama (both years), etc., were available.				

1940	
Aquacade	\$1,502,234
Streets of Paris	306,338
Railroads on Parade	295,180
Jungles	151,158
Masterpieces of Art	102,653
Ripley Odditorium	99,948
Gardens on Parade	63,488
Living Magazine Covers	60,159
Why Do	
Nature's Mistakes (includes \$13,774 from blowoff)	52,900
Zorina Gardens	51,919
Infant Incubator	48,233
Glass Blowers	38,473
Hot and Cold	35,068
Dream of Venus	31,186
Palace of Wonders	30,188
Scroll of Life	30,071
Parade of Nations	29,278
Nyxos (New York Zoo)	28,296
Wall of Death	24,950
Magic Carpet	23,851
Hall of Inventions	23,177
Show Boat	20,449
Forbidden Tibet	
Crimson Tower	\$19,006
Grandstand seats	\$18,083
Bughouse	\$17,254
Live Monsters	\$17,003
1,000 Years Ago	\$16,496
Honales	\$15,337
War Museum	\$14,408
Whymoon Cottage	\$6,240
(closed in June)	\$3,914
Walking Charlie (opened midseason)	\$3,516

Additional Income

Aquacade—about \$70,000 from ads and sales privileges; \$152,549, cigs, etc.; \$12,477, popcorn; \$11,576, beer, drinks, Masterpieces of Art—\$45,791 from catalog sales.
Railroads on Parade—\$48,597 from Model Railroad show; \$18,670, programs; \$24,535, hustler operation; \$12,586 jewelry.
Odditorium—\$8,144, souvenirs.
Nyxos—\$2,000, souvenirs.
1,000 Years Ago—\$6,395, souvenirs.

Rides

Parachute Jump	\$139,896
Cyclone Coaster	116,824
Bobbed	85,689
Dodgem	78,272
Aerial Joyride	48,829
Midget Autos	47,094
Laff in the Dark	44,939
Serpentine	38,336
Carousel	32,459
Trip Around the World	28,014
Water Bug	27,571
Snapper	23,158

Flying Scooters	22,620
3 Giant Ferris Wheels	20,358
Whip	20,020
Observation Crane	19,099
Centipede	18,518
Over the Top	11,535
Ferris Wheel	8,788
Tally Ball game, classified as a ride due to previous status of location, grossed \$10,652.	
Parachute Jump—\$15,000 received from Life Saver Corporation.	

Villages

Gay New Orleans	\$188,450
Midget Town	183,683
Winter Wonderland	110,409
Dancing Campus	53,155
New Orleans—Main restaurant, \$183,264; Sazerac, \$95,698; Drugstore, \$90,290; Carle Du Best Inn, \$39,113 (includes dinner and village admission combination); Sandwich Shop, \$19,558; Abini's House, \$12,209; Cafe Louisiana (inside bar and counter), \$5,922; walkthru, \$2,374; souvenirs, \$1,572.	
Campus—Canterbury Inn, \$129,863; Red Lion Inn, \$85,878; Opera House, \$21,548; Campus Inn, \$18,243; Prat House, \$18,336; hot dogs-hamburgers, \$7,824; merchandise, \$6,951.	
Wonderland—Whitfield restaurant and bar, \$92,996; Muller restaurant and bar, \$33,371; lunch stores, \$11,216; souvenirs, \$6,262; soft drinks, etc., \$5,806; pretzels, \$5,484; Paul Russell Bradshaw, escape artist, \$3,704; candy stores, \$2,365.	

Games

J. Gilbert Noon—Shooting gallery, \$62,740; trap shooting, \$23,683; tommy guns, \$12,289 and \$8,313; cig shooting gallery, \$3,539; archery, \$2,084; shooting gallery, \$1,316; rag guns, \$1,290. Total, \$129,345.
Dufour & Rogers—Guess Your Age (with Murray Goldberg), \$81,838; scales (with Murray Goldberg), \$75,463; milk bottle game (with T. W. Kelly), \$19,671; barrel game (with T. W. Kelly), \$12,245; ball games (Ella Rogers and Ada Dufour), \$11,525. Total, \$202,742.
International Mutoscope Reel Company (William F. Reubin)—Penny Arcades, \$11,121; Sky Fighters, \$20,774. Total, \$132,565.

Beasley Games—Sport of Kings, \$44,904; poker tables, \$29,598. Total, \$74,490.
Chime Ball-Skee Ball \$61,357
De-Bunk-Her—Original unit, \$12,072; second unit, \$11,928. Total, 23,998
Outdoor Bowling 9,277
Gearart Archery 6,519
Frank Buck ball game 6,983
Lucky Kick 5,649
High Striker 2,622
Fisherman's Paradise 852
De-Bunk-Her—Gross of Newspaper
Headline concession adjoining second unit was \$2,015.

Vending Machines

Canteen Company	\$83,032
(Candy, nuts, gum)	
Faber, Coe, & Gregg	51,182
(Cigs, etc.)	
American Locker Company	40,683
(Parcel checking)	
Nik-o-Lok	29,250
(Coin-op toilets)	
International Muto, Reel Company	24,246
(Photomatic)	
Robert Hertinger	17,112
(Foot vibration)	
Int. Muto, Reel Company	12,639
(Penny scales)	
Dixie Vortex Company	2,806
(Paper cups)	

Restaurants

Ballantine's, \$659,395; Brasserie, \$638,378; Mayflower units, \$606,156; Schaefer's, \$586,940; Childs, \$576,142; McGinnis, \$415,219; Toffenetti's, \$377,421; YMCA, \$330,947; Schiltz, \$310,091; Rondonio, \$283,222; Borden's, \$270,456; C&B, \$257,750; Pharmacy Restaurant, \$233,338; Barbary Coast, \$216,282; Reineken's, \$188,177; Turf Tavern, \$179,235; Aleck G. Wabick, \$175,280; Carisio, \$154,891; Zombie, \$129,831; Court of Flame, \$123,877; Fabst, \$122,221; Continental Baking, \$104,670; Union News Co., \$93,200; Gray's, \$89,716; Butoni, \$84,714; Hoefe units, \$84,587; Scandia, \$77,731; Ming Toy, \$76,800; Confucius, \$68,800; World of Fashion, \$39,057; PIE Roof (See N. Y. WORLD'S FAIR on page 99)



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FRENCH ACES
OF THE AIR

The Originators of . . .
The Spinning Aeroplane
Sensation

We are proud of the honor
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Long Route Set for This Season.
Good Amateur will be considered.
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Decatur Free Street Fair
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Date

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Fair Bookers — Established 31 Years
ACTS — REVUES — THRILL SHOWS
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Kansas City, Mo.
Phone: Victor 6001

FAIR—RACING—HORSESHOW

West Kentucky Fair

PADUCAH, KENTUCKY

JULY 29, 30, 31, AUGUST 1

seeing the exhibits and entertainment, meeting and greeting old friends, new friends and enjoying yourself to the highest degree along with thousands of other just plain folks. He is a Class A manager.

Of a Class B secretary we just won't say so much. Nothing ever goes just right at his fair. Someone is always wrangling about his admission fee, his parking spot, or his location. His bull was entitled to a blue ribbon but got a red one. The boys and girls just don't care to work with this secretary because "he doesn't work with us." In other words, he just doesn't use common sense and horse sense. But wait a minute; Mr. Class B Manager may be Class A material. Maybe he needs just a little help, a few suggestions, a slap on the back, and someone to show him how to more closely work with folks. Remember, we all had to learn to walk before we could run. Let's help our Class B manager.

Help for the Co-Getters

Are you, Mr. Manager, running your fair for copper cents only, or are you using your copper cents, mixed with common sense and horse sense, to build an institution of education and entertainment? Many a fair manager will recall in his early school days the story of *The Father, the Seven Sons, and the Bundle of Sticks*, which taught the lesson that in union there is strength. Have you tried co-operating with the churches in your community? You have religious groups of all creeds and kinds, but your fairgrounds are the common meeting ground for them all. Men's Bible classes, Sunday school groups, preachers and teachers are all great workers for fairs, picnics, boys' and girls' clubs, and all community building projects. You need them; they need you.

Often we hear a fair manager say that he doesn't have any material with which to build a fair. Well, Mr. Manager, your front yard is full of material. Besides the other groups we have mentioned, have you paid any attention to industry, government, finance, and entertainment? Here they are, just waiting on you to ask them. You have county, city, and State governments, chambers of commerce, newspapers, radio stations, business men's clubs, civic clubs, Kiwanis, Rotary, Lions, Civitan, and many others. These are the folks who will help build community spirit and enthusiasm; they will help build roads, buildings, race tracks, fences, put on parades, make speeches, and give your fair publicity thru their papers and radios. They will help in all ways. It's up to you to get this help. Are you a go-getter?

Our entire financial system has had many changes in the last few years, and now we have a great many banks that want to participate in our fairs. Our Federal Farm Loan banks, our Livestock Credit Corporation banks, our Crop Credit Corporation banks, our regular banking organizations, savings and loan associations, and many others will be delighted to work with you when you show them you want them. Here is where 100 copper cents will, when properly planted, fertilized, and cultivated, grow into a bountiful harvest of full-sized, pure-bred, blue-ribbon-winner dollars.

Amusements—Keep 'Em Clean

A great many things can be, have been, and will be said about our amusements and other entertainment at our fairs. We have shows, carnivals, free acts, racing, bands, and many other forms of entertainment. There is only one thing along this line that will make all classes and masses in your community and State praise, appreciate, and wholly approve your fair, and that one thing, Mr. Manager, is up to you. Keep them clean. Keep your fairgrounds, like our American homes, so that your neighbors, your family, your wife, your son, your daughter, or your sweetheart will be happy to be there and go anywhere at the fair at any time. Fairs of this kind will do more to foster the growth of agriculture and industry than any other institution we have in our State or national government today.

We have living in America thousands

SENSATION OF 1941

SKY-LARKS

LAST WORD IN THRILL HIGH ACTS
Produced by Milo and Marion Linwood

ELLA CARVER

Internationally Known Lady High Diver
Featuring
SWAN DIVE FIRE INTO FIRE—90 Ft.

GREAT KNOLL

AMERICA'S CLASSIEST AERIALIST
Variety of Unusual Feats
120 Ft.

THREE MILOS

Miles in the Air
THE TALK OF THE NATION

4--AERIAL APOLLOS--4

The Demons of High Acts
Featuring
CRISS-CROSS SWAYING POLES

SENSATIONAL MARIONS

Originators of
BREAKAWAY FLAG POLE
Beware of Imitators

SIX CRESSONIANIS

Aristocrats
of
TEETER-BOARD

LA BLONDE TROUPE

Comedians
AERIAL BAR ACT

LOS AEROS

20th CENTURY AERIAL NOVELTY
Featured at
Japan's Exposition

RAJAH TROUPE

Fastest
TUMBLING ACT
in America

CAPT. DICK CLEMENS

JUNGLE BEASTS
THRILLS GALORE

NICK MACHEDON

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ACROBATS—COMEDY BARS

ALSO MANY OTHER
OUTSTANDING THRILL-CIRCUS-
COMEDY ACTS

UNDER
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CHARLIE ZEMATER

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WHILE THERE'S STILL TIME TO BOOK
THE ATTRACTIONS YOU MUST HAVE
TO GET BIG GRAND STAND CROWDS.

—IT'S BEST TO BE SAFE
WITH A BARNES-CARRUTHERS SHOW—

ACTS

REVUES

THRILL SHOWS

RODEOS

RADIO STARS

BANDS

BARNES-CARRUTHERS FAIR BOOKING ASSOCIATION

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Write or Wire
Some Time
Still Open

BOB FISHER, care of The Billboard, Cincinnati, O.

BOB FISHER'S

FEARLESS FLYERS

WORLD RENOWN FLYING TRAPEZE ARTISTS

Excellent routines including Double Somersaults, Pirouettes, Blindfolded Twisters, Passing Leaps, etc. Action every minute. The Flying Act that is different. Our world-wide reputation assures a high class attraction for your program.

DISPLAY FIREWORKS

FOR FAIRS AND OUTDOOR CELEBRATIONS OF ALL KINDS
DISPLAYED OR SHIPPED ANYWHERE FROM OUR FACTORY TO YOU
WE SPECIALIZE IN MODERN MECHANICAL FEATURES THAT DRAMATIZE UP-TO-DATE
OCCURRENCES, OR TO SUIT YOUR SPECIFICATIONS. WRITE—PHONE—WIRE.
EAGLE FIREWORKS MFG. & DISPLAY CO.
2015 MACKLIND AVENUE, ST. LOUIS, MO.
"Aerial and Ground Displays That Satisfy"

of "boys and girls" whose hair has turned gray in their service to agriculture and industrial fairs. These boys and girls are living monuments, first to remind us of our duties to our communities; second, to remind us of the estate and institution we have inherited; third, to remind us of the usefulness of our fairs and expositions, and fourth, to remind us that thru fellowship, fraternalism, consistent co-operation, and organization our fairs grow, serve, and succeed. So remember, Mr. Fair Manager, when you can get the other fellow, no matter what his station in life, to work for your fair and do the things you want done, then and then only are you using common sense, copper cents, and horse sense in fair management.

CLASSES, CARNIVALS

(Continued from page 58)
probably true because we have had knowledge of theatrical work and did not have to rely upon others for every bit of advice. Our plan is usually to scout thru the club and see what we have, arrange the material that is avail-

able in a rough carnival program, then write in what is necessary and assign the additional material. We check our own selection of music and then confer with our organist, Russell Rice, who offers his suggestions.

The best arrangement for preparation of a carnival is to begin rehearsals without music two months before show time and then start rehearsals to the accompaniment of the organ, if such is the case, one month before show time. It is a little more expensive, perhaps by \$100 or so, but it makes for a much smoother show, and gives a much more finished performance. In directional work I usually undertake two jobs, the active direction of the entire carnival and the personal direction of a couple of individual numbers. This season we were lucky in having seven choreographers. Consequently, the selection of themes and arrangement of the numbers were varied, and in addition to the numbers which were arranged by these seven people, we had numerous singles and pairs which were the result of the skaters themselves and their teachers.

We changed a few of the free-skating programs to suit the general run of the show, requesting some of the skaters to tone down their numbers and inducing others to peg them up and add more showmanship. This arrangement had a profound effect on the general routine and helped create a succession of climaxes and anti-climaxes, which, if not played to their full value, might break a show.

Seating arrangement for the public is extremely important also. We have a very valuable balcony at the east end of the Arena which accommodates almost 1,000. We are also fortunate in having a number of sections of special bleachers equipped with seat backs, not to mention chair sections. Our seating arrangement for the last carnival, Fun Valley, was set generally at the east end facing directly toward the stage, which occupied the entire west end of the rink from wall to wall. As the Arena has little aisle space on its lengthwise sides we were able to put only two rows of chair sections along the far sides. However, even with such arrangement of seating, we were still able to accommodate some 2,000. As to scenery, many operators feel that special lighting arrangements and stage sets are far beyond their wildest dreams and means. We have acquired ours, bit by bit, over a succession of six carnivals, the last being a complete set of footlights all the way round the skating surface. The arrangement now gives indirect lighting on the stage, a number of high-powered overheads, side lights equipped with faders, footlights, and a pair of high candlepower spots.

Costumes are another important factor; but we circumvented great cost by organizing, within our own club, an informal costume committee under the direction of my sister, Marjorie. As a result of the work of these skaters and mothers what would have cost about \$1,000 was ours for \$150. Importance of costumes cannot be too highly stressed. Flash, comfort, and light weight are extremely essential. However, in the costume field the sky is the limit and every person has his own definite ideas. Carnivals have a very impressive effect upon the public thru the medium of the press. Being of a show value and "showy" as a rule, this is material that newspapers crave. A well-conducted show under any normal circumstances will receive excellent response from press and public.

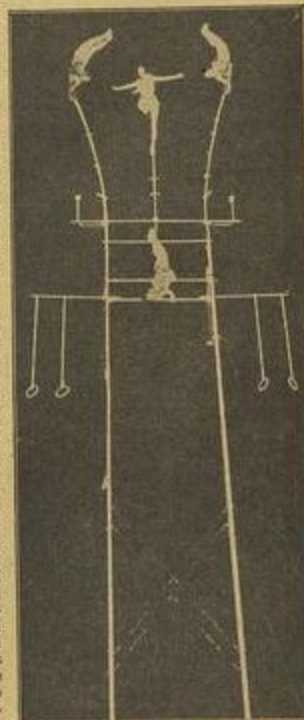
A carnival, as a whole, doesn't appeal to the skater. It appeals rather to the non-skater and usually to the class who attend hockey games, ice shows, and events of that type. Also the non-skater is not usually valuable to the rink from an income standpoint, but the word of mouth that he spreads does immeasurable good. A carnival must be planned with a fairly high degree of efficiency. Each department—cosmetics, scenery, props, electricians, master of ceremonies, and the many little things—must be in capable hands or else the entire affair is quite likely to collapse of its own weight. Added to carnival work, you may find yourself with considerable skater and "mamma trouble." Remember that in the case of amateurs particularly, everyone is a star in his or her own right in the eyes of the immediate family and friends. It is quite evident that not everyone can do solos or pairs or be the leading skater on the line, and there may be lots of pressure applied to improve little Lucy's position in the carnival and many other such distractions, but one very plain thing is that an understanding with the skaters and with their families must be established before the carnival begins and must be maintained until it is completed.

On Status of Amateurs

Regarding the financial angle, amateur carnivals, naturally, may not be conducted for profit by any rink, company, or individual. The usual practice in distributing profits is some sort of an affair for the skaters of the club and a substantial amount of the profits to charity or the amateur fund after full payment of expense has been made. The protection of amateurs from undue

commercialization by others under the BSROA rules is a prime objective of that organization. Under no circumstances will any personal gains be tolerated without application of pressure from the association. Many skaters, too, have asked whether participation in various so-called "amateur" theatrical and radio shows would impair their status. Investigation proved that the shows consisted of various semi-professional and professional acts, running the gamut from trained-dog acts to aerial acrobatics and that the roller skaters were just a part of a "variety" show. Participation in such so-called amateur shows gives no protection to the amateur. Without permission, or in cases where a cash prize is offered or money distributed, or anyone is paid, those who take part will cease to be amateurs in the eyes of the roller skating sport.

As to the future, amateur roller skating in the carnival field has immense opportunities. No one knows just how whether professional shows and carnivals will be arranged and opportunities organized for amateurs to turn professional and capitalize their fame, but there have been many rumors, and quite a number of ideas are understood to be in the process of arrangement. However good these may be and whatever the outlook on carnivals, they are unimportant when compared to the brilliant future of the International Style of teaching within rinks. Above everything else in our sport, dancing is going to make our roller skating future. Better see the light now, Mr. Operator, and align yourself with this movement, for those of us who have worked and planned can see on the horizon our long-hoped-for new day.



FOUR AERIAL APOLLOS

featuring
The Original and Only Double
Swaying Criss-Cross Perches

120 ft. high—top figures sway from side to side over girl in middle. A sensational feature attraction guaranteed to satisfy—write today.

JACK BRICK, Mgr., 1224 Princeton St., Alhambra, Cal.

CHARLIE ZEMATER, Per. Rep., 84 W. Randolph St., Chicago, Ill.

What's New for 1941!

... changing times and the public's craving for the unusual and different bring forth new or improved products for Show Business. Here is given a reference guide for those who are now considering purchases of such equipment and supplies or may be in the market later.

AMUSEMENT DEVICE

—SECTION 1—

A representative for Feltman's Machine Gun reports a new model of the device has been placed on the market. It is said to be streamlined and completely modernized. Fred Panaker, representative.

ANIMALS

Announcement is made of the recent arrival of a shipment of animals, birds, and snakes, some of which are reported to be rare. The firm said that despite adverse shipping conditions, shipments are being received with regularity. Property of Meems Bros. & Ward.

A rare animal, the Guar or Indian Buffalo, is a late importation by an animal dealer. The animal has been the subject of much comment by those who have seen it. Its rarity and present shipping conditions are said to be factors in making the specimen highly prized. Property of Louis Ruhe, Inc.

Shipments of animals are being received regularly by an animal dealer and several good specimens are reported available. New equipment for storage of wild animals has been perfected, including monkey storage zoos. Property of Henry Treflich.

ARCADE MACHINES

Three new coin-operated games are announced. Ten Strike, featuring a player-controlled manikin bowling on a miniature glass-enclosed bowling alley, offers five frames for 5 cents. An automatic device scores strikes, spares, and totals. A pin-boy device clears pins and returns balls for the second shot. Pins are reset automatically. The game is housed in a streamlined cabinet of maple with colorful trim. Its dimensions are 21 by 38 by 62 inches. Weight is 205 pounds. Another game, Tommy Gun, is finished in colored metal, with chrome-plated gun. Target is a picture of a sea battle, with ships, shore batteries, searchlights, and airplanes. An automatic registering device scores hits. A stand holds the game rigidly. In-the-Barrel presents the manikin and automatic action as in Ten Strike. The manikin, however, rolls balls into barrels revolving and over end. Game is controlled by the player and there is an automatic ball lift and return. Speed of barrels may be regulated by the operator, and a special feature permits continuous motion of barrels at no more power consumption than that used by a clock, providing continuous flash. Products of H. C. Evans & Company.

Several new items have been produced for arcades and sportlands. Voice-o-Graph, an automatic voice recorder, is available in standard and de luxe models. After recording the record is immediately played back and vend. A new Photomatic has been released with an animated third-dimensional advertising sign on the top. Six new series are available in the Illuminated post card line. There are also Love Pilot and Career Pilot, fortune-telling devices; Wizard Pen Writer, a pen that floats thru the air and writes a message on a vend card; Punching Bag, Lift-o-Graph, Hockey Game, Mutoscope, Selective Mutoscope, Pokeroll, Solar Horoscope, Gypsy Palmist, and a new football machine. Products of International Mutoscope Reel Company, Inc.

Announcement of Texas Leaguer, a new coin-operated game, is timed to coincide with the opening of the baseball season. It's a complete-type game and may be easily converted into a counter model. Models are furnished for 1 and 5-cent play. The player's ability determines the score. Balls are automatically elevated to a runway and released. The player manipulates the bat so as to knock the

AT THIS time of the year when people are preparing for the outdoor season the question of "What's New" is of paramount importance.

Important because the changes, improvements, and new offerings of products by manufacturers and distributors are a deciding factor in the successful operation of outdoor amusement enterprises. Often it is the types of equipment and supplies which represent the difference between profit and loss on the season. Here is presented Section 1, pertaining to equipment and supplies used in show business. Section 2, appearing in the Merchandise Department, lists a wide variety of premium, prize, and novelty items.

Outmoded equipment cannot hope to compete with modern, more inviting, and compelling devices, much less stand up under the terrific competition being offered by other amusements and diversions. The park, carnival, circus, fair, or for that matter, the smaller tent show, concession or what not, has a much better chance of going thru the season with a profit if it is streamlined and modernized to meet present-day demands. Show people and enterprises, like executives and organizations in other fields of endeavor, must keep in step with a changing world. They must realize that the public—those vast numbers of people who pay their way thru the gates—demands the new and different and refuses to countenance the old and worn-out.

This issue of The Billboard, the annual Spring Special-Number, has always been looked upon and regarded as a seasonal directory and buyers' guide. In the hope that this, the 1941 edition, will be of greater service to its readers, The Billboard has made a thoro study of the commercial market and listed in this section the products and supplies which are new or improved for 1941. Naturally, some of the good old "stand-bys," more or less improved, are listed too—because everyone knows that a worth-while and profitable item is good for years and years.

The wide variety and broad scope of the products used in show business would require a fairly large book to include a description of each and every item and space would not permit. However, the accompanying descriptions do include the most important new or improved products.

For further information about the products listed here, write to the advertisers represented in this issue, or to The Billboard, Buyers' Service Department, 25-27 Opera Place, Cincinnati, O.

ball into a high-scoring pocket. There is an automatic scoring device in the back-board of the machine. The model is 61 inches high, 17½ inches wide, and 28 inches deep. Product of J. H. Keeney & Company.

An electrically controlled miniature high striker, timed to take in \$6 an hour, is now being marketed for Penny Arcades and other coin machine locations. Two variable elements put uncertainty in the game. It depends upon vibration in the riser rod to retard the weight's ascent. A spring attached to the weight may assist or retard the weight's rise. Standard coin machine parts are used and a simple electrical circuit is easily traced by the color of wires. A varnish and lacquer finish withstand weather. The game is shipped in two boxes and is easily assembled. Product of J. C. Moore.

An arcade machine dealer has increased his space for showrooms and is now displaying a complete line of equipment, new and used. On display are punching bags, novelty card vendors, poker roll-downs, horoscope machines, Gypsy Palmists, Pike's Peaks, Texas Leaguers, view-scopes, and target games. Products of Mike Munves.

available in a heavy grade of pure latex made by the patented anode process. An opening in the head makes inflating or deflating easy. It is fitted with a detachable plug. The toys are made in three colors, with Mickey Mouse and Peter Rabbit heads. Other characters will be added soon, the firm reports. Company also has developed a new decorative technique which completely covers all-white balloons with red, blue, and green designs. Products of Oak Rubber Company.

A novelty feature for parades, ballyhoo, circus spees, clown walk-arounds, or any occasion calling for carnival atmosphere is a new line of large-size balloon figures. There is an assortment of at least 12 numbers, ranging in size from 3, 5, and 6 feet, and in some instances larger. The colorful and original line, executed by Tony Sarg, consists of clown and animal figures, including a grotesque object resembling a snake. They are specially processed and filled with helium, making them resilient. The manufacturer has available a folder describing how the figures are manipulated. Product of Toy Balloon Company.

BANNERS

Announcement is made of a new line of banners for side shows. Many new designs have been created in keeping with the trend toward streamlined effects. Product of Millard & Bulsterbaum.

BINGO EQUIP & SUPPLIES

A new line of bingo supplies, including a lap board which requires no markers, has been announced. As no tables are needed when the board is used, outdoor bingo operators are giving the item much attention. Since it allows more players in a given space, indoor operators, too, will find it beneficial in putting on games. Product of Daily Manufacturing Company.

A giant bingo cage, 50 inches in circumference, has been introduced. It uses 75 ping-pong balls and a large masterboard. Uprights supporting the cage are 12 inches high and made of wrought iron. The chute is 32 inches long; baseboard 8½ by 18½, and the masterboard 35 by 14. The cage already has received enthusiastic response, according to reports, and the manufacturer expects it to become an important item in his line, which includes blowers, merchandise, and supplies. Product of Morris Mandell.

Advance orders reported for a new bingo blower now in production indicate that it will be one of the most popular devices of its kind ever offered. It is said to be trimmed in attractive plastics and have changeable lighting effects. The blower is foolproof in operation and is guaranteed for one year. Product of Metro Manufacturing Company.

A new automatic bingo cage with master board assembly is being well received. Convenience for the operator is afforded by the equipment. It speeds up the game, making for increased attendances. The automatic chrome cage is 16 inches in diameter and drops a ball in the basket at each turn of the crank, the operator removing the ball from the bottom. The lay-down master board forms a base for the assembly. There is no gate to open or close. The color scheme of red lacquer and chrome blends well. A feature of the cage is that it picks up a ball at every turn of the crank. Product of the Reinhold Studio.

The jackpot bingo card is a new 25-number board. Nine numbers, including the free center position, are covered by a red J, winner being the first player to cover all numbers in the design. The card may also be used in cover-all games,

BALLOONS

Apart from a regular line of balloons, a manufacturer is placing emphasis upon a large and increasing selection of Tumbaloon tows-ups. They are packaged in envelopes of varied colors. When displayed in sets they produce a rain-bow effect. The story-book character Raggedy Ann is included in the line, and movie publicity centering about the character and her associates is expected to boom sales. Products of Barr Rubber Products Company.

A new development in inflated rubber toys, squeeze-me dolls that squeal when squeezed, has been introduced. They are

using the jackpot for secondary prize. Another use which has proved popular with players is the giving of a jackpot merchandise award to the player covering the nine numbers in the first 18 called. If the jackpot is not claimed in 18 numbers, the award is held over and given to the winner of the grand prize. Product of Universal Sales Company.

CAMERAS

(Also see Photos, Equip. and Supplies)

"Dime-Photographers" will be interested in a new photo machine now on the market because it contains a patented feature, a "vacuum-siphon" system which develops photos inside the camera. Although it takes large-size photos, 2½ by 3½ inches, the weight has been reduced to seven pounds. It also has a new focusing dial, making it possible to take sharp, clear photos at almost any distance—close-ups or portraits, three-quarter length, and full length or group photos. The camera takes and finishes black and white or sepia photos. The manufacturer has also perfected a simple method of attaching it to a booth, an operation of less than one minute, making it a portable or a photo-booth camera. Product of P. D. Q. Camera Company.

CANDY

All types of standard packaged candies are included in a line offered by a manufacturer who plans to answer all inquiries by personal letter this season. No printed price lists will be issued because of uncertain ingredient costs. Chocolates, hard shell candy, and taffy are featured in boxes of attractive design. Products of William C. Johnson Candy Company.

CANDY FLOSS MACHINES

A new duplex band and ribbon for candy floss machines, which it is claimed will increase machine output two-thirds or more, has been announced. The new accessory has the advantage of fitting any single spinner head. It may also be used as a replacement on regular double spinner heads and causes no more inconvenience in installing than the regular single band in use on most machines. Its installation makes a double spinner head out of a single for half the cost of a double. Installation of the duplex makes the use of inserts unnecessary. The duplex band and ribbons with adapter screws come ready for installation. Product of Concession Supply Company.

A new candy floss machine has been placed on the market. The machine greatly resembles the manufacturer's super model, costs have been reduced considerably by use of a single band head. It has a ¾-inch spindle which measures one-half inch where the collector head fits. The machine is self-aligning, has ball bearings that require oiling but once monthly, and a motor that needs greasing but once a year. It is said to run unusually true and fast. No heater or motor rheostat is used, but a heater rheostat may be had as special equipment on new orders. Strength and durability are claimed for the machine. Product of Electric Candy Floss Machine Company.

CANDY PULLERS

Attractive candy pullers trimmed with nickel are offered. Motor driven in various sizes and styles, the pullers have aluminum bases. The firm also handles rebuilt machines. Product of Hildreth Pulling Machine Company.

CANVAS

(See Tents and Canvas)

CONCESSION GAMES

(Also see Wheels)

Improvements are announced on Batem, a portable game that may be housed in a tent or store. It is played on a court surrounded by netting. A self-operating pitching machine delivers a ball to be swung at by the batter. At the opposite end of the court is an upright board with a baseball diamond laid out on it. The batted ball striking certain sections of the diamond counts as points, resulting in a competitive game. A 45 by 20 by 12-foot space accommodates the game. Product of Joe Aronoff Manufacturing Company.

A new item for concessionaires is the portable color game, a fast-working device for a number of players, which is said to be a good crowd-puller. Opera-

tors and players may stand on all sides of the table. It is equipped with a ball and three 12-foot heavy cloth laydowns and is also available in a three-ball six-color variation. The manufacturer also markets a bingo blower, 16 by 26 by 44 inches, in a wood-finished cabinet with detachable automatic tally board. The machine is especially adapted for indoor use where frequent moving is unnecessary. All operations are automatic and at finger-tip control. Product of Baker's Game Shop.

Designed especially for concessionaires, a new skill game, Electric Archery, said to possess plenty of action, flash, ease of operation, and a facilitated scoring system, is ready for marketing. Four or five targets are set up on a 20 to 25-foot range, and boys light enough for a child to bend are used. Arrows penetrating the soft targets cause lights, corresponding to rings on the pierced targets, to flash. After the player has shot his quota of arrows, a press of a button causes the target assembly to come forward on an overhead rail for removal of arrows. The mechanical device precludes the necessity of stopping play on other targets and the employment of boys to retrieve arrows. Product of Electric Archery Company.

A new electric penny game is announced for the concessionaire. Players toss pennies in an effort to place them on electrical contacts. When contact is made the board automatically rings a bell and flashes a light until the coin is removed. A suggested method is to use 2½-cent merchandise for each win and to feature coupons which may be saved and redeemed for larger prizes. The game is constructed of heavy plywood with a copper covering. Boards are built exceedingly strong and are said to last indefinitely. They are easily adaptable to portable use. Electric connections are sealed in the boards, each of which comes complete with a cord and operates on 110 volts, AC or DC. Two sizes, 24 by 36 and 36 by 48 inches, are available. Product of King Manufacturing Company.

A new ball game rack which, it is said, will stand perfectly rigid and require no bracing when erected, has been announced for 1941. Boards for each shelf are fitted into double slots in the double cleated end-jacks. The rack is 100 per cent portable and is erected and dismantled quickly and easily. It is built to withstand years of hard service. Three-shelf racks are built in heights to suit any size cart or doll and are furnished in any length desired. Product of George W. LaMance.

A new ball game, Clown Alley, and improvements on the hi-striker are announced for 1941. The ball game features one or more large open-mouthed clown figures with large eye-prizes are awarded for knocking out three teeth and a special award is given the person knocking out a gold tooth. Several changes have been made in the hi-striker. There is a polished chrome-silver reflector surrounding the gong. It is wired for seven lights. New rubber sockets in the front of the tower prevent light bulbs from becoming loose and falling out. A three-player outfit is also marketed in 20-foot size. Tower is nearly three feet wide, and the collectors are surrounded by a silvered reflector. Five mauls trimmed in chrome are supplied with the set. It weighs 900 pounds and is painted red, with aluminum and black trim. Standard single strikers are supplied in nine sizes. Products of Lapeer Hi-Striker Works.

Complete lines of high strikers and doll racks are carried by a firm widely known in the field. Products of Harry Nelson.

Two new portable ball games, Sink the Hoodoo Navy and Sink the U-Boats, are announced. Overall dimensions are 3 by 8 by 10 feet. Targets are 1 by 2-foot models of battleships and submarines and are reported unbreakable, having rubber facings. No mechanical devices are exposed, holding damage to working parts to a minimum. Art work conceals all framework and is done in 10 colors. The stands may be erected or dismantled in 30 minutes. Another new item offered by the manufacturer is the Lucky Star ring game. Products of Oriole Novelty Manufacturers.

CONCESSION STANDS

New Kwikup concession stands of modern design are announced for the

1941 season. Their handiness is said to be attracting the attention of the up-to-the-minute promoter. Flashy canvas in orange and black stripes is permanently attached to the frame parts. The roof is covered by a hood. They are made in many sizes and are said to have exclusive construction features, permitting speed in erection and dismantling. Product of the Monroe Company.

CONCESSION SUPPLIES

A wide assortment of new concession supplies is offered by a jobber. It includes aluminum and wooden milk bottles, darts; a line of balls, including rubber-cored and wooden styles two inches in diameter; cork, cork guns, admission tickets, hoopla rings and boxes, and a variety of rings for knife and cane racks. Products of Levin Brothers.

New cuplets for serving custard and frozen mints are ready for concessionaires. Built with high ridges inside, they keep the product near the top and make little scoops seem larger. The item appears to hold twice its actual capacity of 4 1/3 ounces. The firm claims customers will be attracted because of the seemingly large capacity of the cuplets. Product of National Biscuit Company.

CUSTARD FREEZERS

Featuring a ball-bearing chain drive, a new custard freezer has been introduced. All electric, self-contained, continuous, and fully automatic, the machine is said to produce custard in two minutes. Rigidly constructed with oil-less bushings and removable knives, it is attractive and operates with an outside clutch. It changes flavor without loss and passes health inspections. Product of Eagle Machine & Tool Company.

An improved type of frozen custard machine has been released on the market. It is similar to the standard Electro-Freeze except that it is smaller and is designed for localities where a large capacity machine is not necessary. Capacity is 10 gallons per hour. The machine is designed along modern lines and is said to be attractive in appearance. Product of Port Morris Machine & Tool Works.

DANCE CHECKS

Identification tags that may be worn on a woman's wrist or in a man's coat lapel are marketed by a novelty company. Once used they cannot be removed without tearing, thus preventing re-use and serving as a good pass-out check. Product of Gordon Novelty Company.

DANCE SUPPLIES

Many new items in the dance costume supply field have been developed. They include rhinestone G-strings, strip gowns, strip panels, rhinestone jewelry, Oriental skirts and G-strings, principal pants, and brassieres. Products of Paul's Dance Supplies.

ELECTRIC BULBS

(See Lighting)

ELECTRIC PENCIL

Concessionaires and engravers are looking forward to increased profits with a new electric pencil. It has an exclusive aluminum heat dissipator which insures long life and perfect comfort when in use and prevents burned fingers and burned-off handles. Because of this feature it may be held close to the engraving point. The pencil has an "off" and "on" switch mounted on a seven-foot asbestos insulated resistance cord. A supply of gold foil comes with the item. It works on 110-volt AC or DC current. Pencil is said to be dependable, efficient, and economical. Product of R. E. Stafford.

FIREWORKS

New modernistic fireworks displays are now ready for any type of outdoor festivity. Also available is a new catalogue of illustrations. Product of Illinois Fireworks Company.

New displays in fireworks have been perfected by a company and added to its standard line. The firm has supplied the trade for years. Product of International Fireworks Company.

FUNHOUSE EQUIPMENT

A new line of mechanical bally figures and equipment for funhouses and dark

rides has been prepared for the market. The figures, designed to produce laughs or thrills, are equipped with sound devices to intensify their effects. They include Blackie the Barker, a striking snake, laughing man and woman, large animated heads, barking dog, lively corpse, Jack in the box, blow-up ducks and pigs, Sniffy Snooper, and a rat and cheese, a pop-out feature. Also available is a magic carpet and sirens for various rides. Products of Philadelphia Toboggan Company.

GAMES

(See Concession Games)

HOSE

Something new in the way of opera hose has been devised by a supply house. The hose are sewn to two-way stretch trunks, giving the effect that the performer is wearing skin tight. They are recommended for dancers and acrobats. Product of Herbert's Theatrical Shoe Company.

JUGGLERS' EQUIPMENT

Improved models in juggling apparatus are now available to the profession. Much of the work done by the manufacturer is of the custom-built variety. He has supplied the trade for many years and is now working on a new line of props which he expects to announce soon. Products of Harry H. Lind.

JUICES

Three new juice products for which are claimed a minimum of work in preparation and refreshing qualities have been placed on the market. Concentrated orange juice, containing true fruit flavor and packaged in sizes for home and commercial use, is said to make a delicious drink when mixed with water and sweetened to taste. A concentrated vanilla compound, also sold in sizes for home and commercial use, makes a standard strength drink when mixed with water. Super-strength root beer concentrate, sold only for commercial use, is said to be an improved product that produces a drink exceeding many well-known brands. Products of Ohio Products Company.

Two new drink compounds for making cherry and apple cider are now available to concessionaires. When diluted according to formula the products make non-alcoholic beverages that are indistinguishable from real ciders, according to the manufacturer. The apple compound is said to be made from pure apple stock by a newly developed process which gives true flavor appeal. The imitation cherry preparation makes a tart drink. Little equipment is necessary for handling the lines. Products of Purity Extract Manufacturing Company.

JUICE DISPENSER

Beverage concessionaires will be interested in learning of a new portable tomato juice dispenser. The manufacturer, long a supplier of soft drink and frankfurter equipment to concessionaires, claims it keeps juice at an even temperature. Nine inches in diameter and 18 inches high, the dispenser has one-gallon capacity. It is finished in stainless steel and is cork insulated and of modernistic design. Ice will keep all day in a compartment accommodating 10 pounds. A stainless steel drip cup below the faucet keeps the bar clean. It is said that the dispenser will sell quantities of juice because of its attractive appearance. Product of William Kestbaum, Inc.

LIGHTING

To a standard line of spotlights, hand and motor-driven revolving color wheels, and portable mirrored crystal ball chandeliers has been added a new group of weatherproof outdoor lighting fixtures especially adapted for use in amusement parks, parking lots, and gardens. Among the new products are under-water fixtures in the form of illuminated fish pads for pools, illuminated lawn sprinklers in colors, portable rainbow fountains, and weatherproof low-cost fluorescent lighting units. Another new product is a flowerium, an illuminated flower and fish bowl. Double all-rubber water-tight sockets and wiring are used. Lily pad lights consist of authentically colored aluminum shields which hide the light source and diffuse the rays downward, illuminating plants and fish. Fluorescent lights are finished in aluminum and

come with universal-type mounting bracket and spike. Products of Best Sales Service.

A complete line of fluorescent lighting fixtures is available. The lights are said to do much to moderate amusement enterprises and cut current costs. The firm uses General Electric lamps and parts and maintains that purchasers may save as much as 75 per cent by doing wiring and installation themselves. Illustrated price lists are available. Product of Chicago Fluorescent Industries.

New ideas in portable floodlights have been adopted for a 1941 line and a wide assortment, including equipment for theatrical previews, is carried. Lighting plants for carnivals and circuses are among products in which firm specializes. Products of Night Illuminations.

A new formula for fusing silicates to the exterior of incandescent lamps now makes possible the filtering of light rays which attract insects. Harder than glass, the coating is impervious to atmospheric or chemical reactions and may be washed with soap and water. It produces an efficient yellow light which repels insects. Research has proved its use in place of ordinary frosted lamps of equal wattage provides 92 per cent relative freedom from insects. Product of Sava Electric Corporation.

To meet increasing demand for spectacular lighting effects a complete line of new Strobite colors has been developed for costumes, darkened stages and rides, night clubs, theater murals, etc. The Strobite method combines invisible ultra-violet light and specially prepared luminescent colors, which glow brilliantly in the dark in any desired color. The colors are said to be harmless to persons using them. They are easily applied with brush or air spray and are furnished as transparent liquids and opaque paints. Ultra-violet light necessary for producing glowing color effects is obtained from regular spotlights by using them with special ultra-violet glass filters or by use of special ultra-violet lamps. Products of the Strobite Company.

Development of neon tubing to withstand rough usage has done much in recent years to make such lighting popular with traveling shows. Special care is taken by the manufacturer to strengthen each bend and weld, eliminating much breakage formerly encountered when moving from town to town. Work is now in progress on a rubber or bakelite mold which, it is said, will eliminate 90 per cent of breakage. It will be made in various lengths, with a groove fitted with tubing. Units will be held in place on show fronts by clamps and when installed will appear as one continuous tube. Molds will be easy to dismantle and will be packed in special crates, each to hold several dozen units and consuming less space than light bulb boxes. Product of Harold W. Vogel.

LIGHTING PLANTS

New facilities to raise production and increase shipping efficiency are reported by the manufacturer of small lightweight lighting plants. During the winter employees were kept busy preparing plants for quick handling at the opening of the season. Product of Edward Samara, Inc.

MAGIC AND MENTAL SUPPLIES

Free developer coupons are supplied by a firm furnishing simply operated Buddha papers in clear-cut script. Product of S. Bower.

A new line of tricks and magical effects has been perfected. Several new side-show tricks are included in the line. Products of Hornmann Magic Company.

Aware that newness is the keynote of 1941, completely rewritten astrological charts are being presented to the trade by a supply house. The firm says each page will be different from those offered heretofore. The company also publishes Madama LeNormand's Gypsy Fortune Telling Cards and Hindu Fortune Telling Cards. Each pack consists of 36 cards printed in two colors. Products of Joseph LeLoux & Son.

Finishing touches are being put on a group of books devoted to the fields of hypnotic tricks, scientific magic, magician's patter, and illusion and levitation acts for vaudeville and side-show

use. The book *100 Hypnotic Tricks* is a 50-page volume in typescript style. Embracing the field of scientific magic is *40 Dry Ice Experiments*. The *Encyclopedia of Magician Patter*, compiled by Nelmar, contains nearly 1,000 routines and volumes are *How To Make The Headless Lady Illusion* and *How To Make One-Man Levitation of Any Spectator*, giving inexpensive methods, with photos, blue prints, and patter. Products of the Nelmar System.

Buddha papers, horoscopes in 14 styles, display charts, apparatus for mindreaders, books, crystals, and mental magic, spirit effects, and graphology material are offered in a recently issued 164-page illustrated catalog. Products of Nelson Enterprises.

MONEY-METERS

Consistent demand for the portable hand money-meter encouraged its manufacturer to develop three new types, bringing the total number of meters available for amusement parks and carnivals to 12 and rounding out a complete system of cash control for any operation. The new ER model is an electrical type. It is a small compact unit which may be quickly placed into any position for speedy collection. Although all receipts are automatically counted and registered, as inserted by the patron, payments remain visible to patron and attendant. It registers nickels, dimes, and quarters. The new TM-2 unit functions as the ER type except that it is non-electrical. It is designed for use in locations where electricity is not easily available. The third new unit is non-registering. It is designed for use on concession stands, etc., replacing the cash register, yet giving tighter cash control. All equipment is designed to operate for one aim—instantaneous audit by the patron. Besides eliminating tickets, the units relieve for other duties the person who formerly sold tickets, yet offer better money control, since attendants handle only registered cash. Products of Money-Meters, Inc.

MOTION PICTURE FILMS AND EQUIPMENT

A combination film-projector plan has been devised to aid in servicing roadshow districts. It enables newcomers to enter the field without investing in sound equipment. The firm rents film and sound equipment, part of the rental fee being applied toward the purchase of sound equipment. Established roadshowmen may also benefit by the plan by adding more circuits. A catalog describing over 1,000 films and the film-projector plan is available. Products of Arrow Film Service.

A supplier of films and equipment reported it will continue in 1941 the policy started last year of furnishing suggestions and supplies to non-theatrical roadshowmen promoting merchant-sponsored free shows. The policy is reported to have resulted in more efficient operation by roadshowmen using the company's films and that the great majority of sponsors have renewed contracts with operators for 1941. Products of Dennis Film Bureau, Inc.

A new 16mm. sound-on-film projector, housed in two lightweight durable airplane luggage carrying cases, is being marketed. Its features include a device to permit showing of single film frames as stills, a motor rewind which rewinds films at high speed without changing belts or reels, reverse switch, 12-inch speaker housed in a separate case, and an amplifier in the projection unit having output sufficient for an audience of 500. The unit also projects silent films. Another model is made without clutch-control mechanism. Also offered are facilities for developing and printing of films, sound-proof studio and equipment for recording, and service on sound and silent commercial, educational, comedy, and Western films. Products of DeVry Corporation.

Many new sound programs have been added to the line carried by a home movie library. The firm also allows roadshowmen to test films on the road prior to purchase, a plan offered with most of the available programs. A new release said to be drawing attention is *Democracy of Work*, a one-reeler running 10 minutes. In it are scenes from the third-term inauguration of President Roosevelt. Arrival in the United States of Lord Halifax, Wilkie in England, and the national defense program. Products of Harris Home Movie Library.

A new roadshow department of a film service is reportedly making big strides in serving roadshowmen. It began operations several months ago and now services over 100 exhibitors regularly. A new catalog lists over 100 sound features for the roadshow field. Many subjects are new prints, and Western actors are featured in a number of the releases. Product of Institutional Cinema Service.

A company specializing in 16mm. sound films has added several action and Western pictures to its already large library. As it has found such films especially in demand by summer roadshowmen. Products of Manse Film Library.

Many new features in the 16 and 35mm. film line are reported for 1941 by one of the pioneers in the field. Among the wide assortment to draw from are religious films, long recognized as a popular type of picture for roadshow use. Products of Otto Marbach.

Old-time movies with stars of comedy and action drama, silent or synchronized with musical effects and commentary, are to be found in a rapidly growing list of 16mm. films offered for sale. Product of Irving K. Megginis.

Three new articles, a projector, portable screen, and projector stand, are available to roadshowmen. Projector is equipped for 16mm. sound-on-film, with 2,000-foot capacity, and may also be used for silent films. Standard equipment is a 150-watt projection lamp (1,000-watt optional) and 12-inch speaker. Projector is equipped for AC operation, but a converter is available for DC. Other features are an 11.65 lens, heavy sound-densifying blimp case, microphone and turntable outlet for public address, and spare reel. The projector is licensed under ERPI American Telephone & Telegraph, and Western Electric patents. Screens come in sizes varying from 4 by 8 to 12 by 15 feet and may be folded and kept in a zipper bag when not in use. Their high-contrast weave cuts down translucency. They may be laundered without damage to the high-luster surface. Binding is in duplex tape, with loops for stretching and enameled rings for hanging. All-metal projector stands

are built to hold a 150-pound weight. The mahogany-colored top is 13 by 17 inches and the height is adjustable to 37 inches. It is equipped with silent casters. A collapsible shelf may be had for a small extra cost. Products of McGull's, Inc.

A sale of 16mm. sound equipment is announced by a camera exchange handling new and used goods, including reels, sound or silent splicers, projection lenses, films, amplifiers, microphones, turntables, and speakers. The company lines include Bell & Howell, Victor, and Webster equipment. Products of National Camera Exchange.

A new catalog which should be of interest to libraries and roadshowmen has been compiled. It lists all releases, and indicates the fair rental fees which should be charged for the product. Firm has an exclusive contract with any producing company, preferring to select films which it believes are suitable for non-theatrical distribution. Present product includes releases from practically all major companies, and subject matter covers a wide field. Product of Nu-Art Films, Inc.

Scheduled for early release is a group of 38 16mm. films, including 20 Westerns, representing a producer's 1940-'41 output. The firm also has the 16mm. distribution rights for the producer's



HOOPS
for
HOOP-LA
and
RING-TOSS
Games

Smoothly Finished Wood Hoops... All Sizes
Flare wood, or enameled in bright colors to protect the Hoops
from moisture. Handled by leading jobbers everywhere.
Write for samples and prices.

Order Now Your Jobber
and ask about wood repairs

THE GIBBS MFG. CO.
CHICAGO, ILL.

Get the Drop on Competition

This flasher display - animated so that bugs appear to pass before you - will be on sale at nearly every retailer's. Your summer evening patrons will expect freedom from insects. For Pavilions - Concessions - Carnivals - Pools - Marquees - Cafes - Road-side Stands - anywhere people meet outdoors.

Beat your competition to this boon to summer show business. Insect Repellent Lamps will bring YOU added patronage.



INSECT REPELLENT LAMPS
Repel Insects - Attract People

ACT NOW - See Your Jobber or Write
SAVE ELECTRIC CORP. OF TOLEDO, O.

1941-42 output. Products of Pictorial Films, Inc.

A new catalog containing a complete list of products for the non-theatrical field has been issued. Line includes Westerns, dramas, musicals, comedies, educational, traveltogs, and cartoons in 16mm. and 8mm. sound and silent. All releases are done thru exclusive contract with producing firms. Product of Post Pictures.

A new library containing at present 75 nine-reel feature 16mm. pictures has been organized to supply roadshowmen. Types of films are so varied that it is said the need of every roadshowman may be served. The films are divided into two economical price classes and may be rented by the day or week. Equipment, including 750-watt projector lamps, is also said to be offered at attractive prices. Product of Thrifty Film Service.

Publicity material, including five-color 14 by 22-inch placards, are offered by a 16mm. library to roadshowmen singing merchant-sponsored shows. The placards are so arranged that handbills advertising next week's attraction may be displayed on them. Product of Twyman Films, Inc.

A complete rental service for roadshowmen, schools, and churches on a daily, weekly, or monthly arrangement is reported. All types of subjects are available in 16 and 8mm. sound and silent films. The 16 and 8mm. silent department is a new service by the firm. Product of Verograph Film Corporation.

MUSIC

A new program of cardboard music for organ, organ has been prepared. It includes some of the latest songs. Only those appropriate for the organ were recorded. Product of B. A. B. Organ Company.

A new assortment of records suitable for skating rinks has been prepared. The firm has over 100 numbers from which to choose. Some current favorites are available in the proper tempo. Product of Skatin' Tones.

NON-THEATRICAL FILMS

(See M. P. Films and Equipment)

NEON LIGHTING

(See Lighting)

PADDLES

(See Printing)

PEANUTS AND SUPPLIES

New and more efficient methods of roasting peanuts have increased the service facilities of a food products concern which has been supplying concessionaires for years. Product of Interstate Food Products.

PHOTOS, EQUIPMENT

AND SUPPLIES

(Also see Cameras)

New and enlarged facilities to render better service to the theatrical clientele are announced by a photo service. Studios are reported modern in every detail and equipped to handle any photographic assignment and furnish reproductions promptly in any size and quality. Acqua Photo Service.

A wide assortment of new frames for one-minute and four for a dime cameras is offered. With the scope for particular items in mind, frames have been made up with red, white, and blue borders. Blue portions are studied with white stars. Frames range in size from 5 by 7 to 2 by 3 inches. Smaller frames bear patriotic inscriptions. Products of Benson Camera Company.

Featured by a firm is a new assortment of patriotic and comical mirror frames, folders, mounts, and leatherettes for four for a dime operators. Also carried is a complete stock of film, enlarging paper, chemicals, improved cameras, and lenses. A free catalog has been prepared. Product of M. K. Brody.

Booklets of gummed and perforated photographs of yourself or product in postage-stamp size, ready to be placed on stationery or in album, have gained wide acceptance in recent months. Their cost is low and special prices are offered agents and individuals who order in quantity. Also available are facilities

for reproduction of postcard-size group pictures, souvenir views, enlargements, and cuts and mats. Products of William Pillins.

New photo mounts for one-minute cameramen are the newest item featured by a camera company. Mounts are finished in red, white, and blue, with patriotic inscriptions, and are reported to be popular with cameramen working military areas. Products of Freedman Dry Plate Camera Company.

A variety of patriotic frames are on the market. The supply includes frames for glass view easels and flag sayings. Suitable for one-minute cameramen are the patriotic frames and folders. Easel view frames are also supplied for four-for-10-cent cameramen. Product of H. Gershoff.

A manufacturer of cameras and booths announces a new camera which takes direct positive photo strips in three sizes, 1½ by 2, 2½ by 3½, and 3¼ by 5 inches, and is said to be unobtainable elsewhere. Larger and more expensive lenses and special heavy-duty self-cocking shutters are included in specifications. The outfit will take close-up, three-quarter length, or full-length group pictures. Makes 12 machines which take two-size strips is also furnished. Standard and deluxe booths are available. The latter come in an assortment of modernistic and streamlined patterns. They are trimmed in chrome and are made of pressed leather board which will not tear. Knock-down construction is featured. Wing nuts are used as fasteners when erecting the booth. Product of A. Hassan.

A photo enlarging-reducing machine which, it is said, will do its work better and faster has been placed on the market. It accommodates copy from 1½ by 2 inches up to 3 by 4 inches, enlarging to 10 by 12 inches, or reducing the copy to any desired size down to three-eighths of an inch for photo novelty jewelry. Some of its features are all-metal construction and facilities for removal from or attachment to a dark-room wall in five seconds, copyholder, lightweight insulated all-metal lamp house, built-in focusing switch, separate exposure switch which permits precision timing, two-inch telescoping lens tube with reducing attachment, anastigmat 1.6:3 enlarging-reducing lens, raising-lowering mechanism which gives the table a 25-inch space in which to travel, lever to lock focusing table, white-topped all-steel non-warp focusing table, and precision self-aligning vitilite focusing scale. Product of Marks & Fuller, Inc.

A new line of glass photo holders with patriotic frames and accompanied by a new-type easel is announced. Included in the line is the Sure-Lock photo holder. It has a die-cut opening in the back for insertion of photos and a non-slip easel. Purse mirror frames and a circular listing all items in the line are also supplied. Products of Midway Products Company.

Preferred customer cards have been made available by a photograph studio which has been under new management since October. Work is done in wholesale quantities and all sizes. Samples are available. Product of Oroajo Photo Art.

PLAYS, SKITS, MONOLOGUES, ETC.

Recently announced by a playwright is a complete minstrel show, 60 parodies, 120 gags, 48 comic recitations, 96 bits, and 100 monologs. Product of E. L. Gamble.

Latest in the comedy field are a ventriloquist act and monolog, both of which are based on army camp life. The vent act contains cross-fire gags, which the author claims will get plenty of laughs. The monolog is prepared for an emcee. It is made up of comic song titles and new wisecracks for introducing performers. Numerous delights about army camp activities are embodied in the material. Product of Harry C. Pyle.

PLUMES

New dyeing methods are reported to have greatly improved the appearance of a line of circus and pony plumes offered by a firm that has been supplying the amusement field for over 50 years. New sources of supply are being sought because the war has cut into the supply of feathers. Product of H. Schembs.

POPCORN MACHINES

Announcement is made of a new cabinet model in popcorn machines. Constructed of solid electrically welded stainless steel, it is said to be of advanced design and the first of its kind in the field. Corner posts have wide beveled faces, with upper sections cut out and translucent plastic inserted to provide illumination and color. Construction assures a lifetime unit that will remain attractive even if neglected. It is offered in two models, rotary dry and all-electric wet types, both having capacity of \$14 to \$18 an hour. Product of Dunbar & Company.

A new electric machine is said to pop a batch of corn, wet or dry, in three minutes. Its features include a mahogany-finished plate-glass case trimmed in nickel and polished aluminum. Self-dumping and electrically lighted, the machine is furnished with a complete set of instructions, bags, and sales plans. Product of Excel Electric Manufacturing Company.

Four types of self-seasoning popcorn machines are announced in a new catalog. They may be had with eight or 12-quart kettles. Rotary type and caramel corn machines are manufactured and a line of used poppers is handled. Product of Northside Manufacturing & Sales Company.

POPCORN & SUPPLIES

Improved service in 1941 to insure sufficient supplies for concessionaires at all times is reported by a firm which has been handling popcorn and other supplies for years. Product of the Bradshaw Company.

Cone-shaped paper popcorn containers, said to be an attractive and economical item for concessionaires, are available to the trade. The manufacturer has wide distribution, since paper jobbers in all parts of the country are reported to be handling the cones. Product of Britulus Manufacturing Company.

An improved line of popcorn, imported from South America, has been announced for the 1941 season. It is reported that popping results show a gross take of \$120 per 100 pounds of the improved corn, which costs no more than average lines on the market having an approximate gross of \$80 per 100 pounds. The firm supplies customers with free bags and cartons and handles salt, cones, popping oil, seasoning oil, and popcorn equipment. Products of C. B. Frank.

South American, Japanese, hull-less, baby golden, white pearl, white rice, and yellow pearl popcorn is offered by a company which also supplies seasoning salt, cartons and cones in seven colors. Product of H. B. Hulsting.

A free sample line of popcorn is offered by a dealer to concessionaires requesting it and inquirers' names will be placed on a mailing list to receive notice of new developments in the firm's line of merchandise, which includes seasoning and popcorn receptacles. Products of Indiana Popcorn Company.

Greater returns are reported for a dwarf hull-less genuine hybrid type of popcorn furnished by a firm which also handles South American, yellow pearl, Spanish white, and standard dwarf hull-less types, in addition to a line of coconut dressing, popping oil, salt, cartons, cones, bags, and salted in the shell and fresh peanuts. Product of Midland Popcorn Company.

A new popcorn carton which remains sealed after being filled and is opened by the customer pulling a perforated flap has been announced for 1941. It eliminates the necessity of the operator handling popped corn during rush hours and complaints of customers who dislike getting their fingers greasy. Another new product is an improved drum for shipping popcorn seasoning, one of numerous other articles furnished the trade, including five types of corn, peanut, salt, oil, coloring, cones, standard cartons, five types of bags, and popcorn machines. Product of Trunty Seed & Grain Company.

PORTABLE FLOORS

(See Sink Equipment and Supplies)

POSTERS

A process has been perfected whereby a five-color poster or card may be pro-

duced about as economically as an ordinary two-color job. Ink makers have contributed much to the success of the process by manufacturing brighter and more durable colors than have heretofore been possible. Paper of any size may be used. Product of Central Show Printing Company.

Five new lithograph designs are available to carnival owners of 1941. There are two half-sheets, two eight-sheets made of six-sheet pictorial, and two-sheet streamer, and a combination 24-sheet stand made of 12-sheet pictorial, four-sheet streamer top, and an eight-sheet date. All are of colorful design, showing a maze of riding devices, crowds, lighting effects, etc. Products of Donaldson Lithographing Division, United States Printing & Lithograph Company.

PRINTING

(Also see Stationery)

In addition to a regular line of tickets, a printer is supplying the trade with hectograph sets, re-fill composition and supplies for low-cost duplicating of sheets and circulars. The device is reported simple to use and economical. It may be used for flash announcement circulars. Product of American Ticket Company.

Forms of all kinds for printed matter used with shows and in advance have been filed by a printer who for several years handled all matter, except lithographed posters, for two circuses. Over 125 forms are in type, ready to print but for the change of name, including contracts, reports, and special forms. Product of Barnhart-Van Trump Company.

Any small work up to 12 by 18 inches, including heralds, window cards, and passes, is handled quickly by a company having new equipment. Product of Black Show Print Company.

A new line of flashy window cards in 14 by 22, 17 by 26, and 22 by 28-inch sizes are available. The firm also handles bumper cards. Product of Bower Show Print.

Printed matter for showmen is offered by a company established since 1905. The firm features quick service. Product of Curties Shoprint.

New and larger printing facilities are announced by a firm specializing in serial paper paddles and bingo cards. New equipment makes it possible to turn out higher quality merchandise in greater quantities, assuring prompt shipment. Product of Schulman Printing Company.

PRINTING EQUIPMENT

Streamlined since its introduction in 1940, the gag headline outfit is reported still to be making big profits wherever crowds gather. It comes complete with a professional press, type, and full instructions. Its operation is simple and the manufacturer claims that two good days' business will pay for the outfit. Product of American Wood Type Manufacturing Company.

With the outdoor season opening, concessionaires working from an auto or in stores should be interested in a portable printing outfit recently placed on the market. It is light enough to be taken anywhere and permits raised printing similar to engraving. Product of Kelsey, Inc.

Recently placed on the market is a device which prints announcements on postcards. The manufacturer reports it is easy to operate because it uses standard stencils and inks. The firm also makes machines capable of handling legal-size stencils for circular and form letter work. They may be had with automatic feeds. Product of Professional Products Corporation.

PUBLIC ADDRESS

SYSTEMS

(See Sound Systems)

RIDES

Artistic and mechanical refinements are reported to be incorporated in the 1941 Moon Rocket. A nationally known designer was hired to beautify the ride, with the result that the moon Moon Rocket sign now extends 27 feet in the air. Under it is an attractive background, highlighted by indirect lighting effects. Decorations have also been added to

the revolving dome. The ride is offered with a Diesel engine as optional equipment. Regular power unit is a heavy-duty International engine for traveling shows and a slip-ring electric motor with drum-type controller for permanent installations. Air-foam rubber is used in upholstery on the 22 stainless steel cars. This year a new ride, the Skydive, will be introduced at Coney Island, N. Y., and the manufacturer expects to exhibit it at several other locations. Before offering it to the general trade tests will be made to learn its earning power and to remedy any mechanical deficiencies which may arise. Products of Allan Herschell Company, Inc.

Improvements on a 1941 line of Ferris Wheels are designed to give more comfort to patrons, increase operating efficiency, and make them more adaptable to requirements of motorized transportation. They include Airtex rubber upholstery cushions, electrical fixtures mounted on conveniently handled sections that pack into crates without removal of lights, all-metal base frame of structural steel to replace bulky baseboards, all-steel erecting derrick with A-frame and prop poles of square steel tubing, new fiber pinion gear with two keyways for quieter operation, a wider big gear, two-piece automotive type expanding brake for smoother control of the wheel, and a smaller, lighter and easier handled V-belt power unit having the same power of previous models. Improvements are designed for installations on older models. Product of Eli Bridge Company.

Following the success of the Loop-o-Plane, Octopus, and Rolloplanes, their manufacturer introduced the Fly-o-Plane at the National Orange Show, San Bernardino, Calif. It is made up of eight cars which are said to rise to unusual height as they swing around their axis. The device loads on a 26-foot semi-trailer. Product of Eyerly Aircraft Company.

New carousels, streamlined and attractively decorated, are offered by a firm that also reconditions used machines. The company has been in business many years. Product of Joseph O. Ferrari Carousel Works.

A manufacturer's representative reports several new rides now passing thru test stages will be placed in production in a month or two. Details are available. The representative is also devoting considerable time to a frozen custard machine which is reported to embody many new features. Bertha Greenberg, manufacturer's representative.

The Spiffline, introduced at the Tampa (Fla.) Fair and San Bernardino (Calif.) Orange Festival, is reported to have gone thru its routine of inside and outside loops, barrel rolls, and upside down and rightside up maneuvers in a satisfying manner. Product of Frank Hubertz & Company.

Many improvements have been announced for 1941. Auk Skooters and Water Skooters. Principles in the former are streamlined radiator ornaments, deeply cushioned upholstery to lend safety and comfort; front wheel driving unit, embodying simplicity and ruggedness; vertical ball-bearing motor mounted stationary and self-centering to assure perfect alignment, automatic centrifugal free-wheeling clutch to protect gears from shock and the motor from stalling because of overloads, direct geared transmission encased in grease-filled dust-proof housing, double tractor wheels for increased positive traction and withstand years of service; stabilizing fin, incorporating pole bracket and lighted tail light; soft rubber safety steering wheel, and flexible steel facing on the rubber bumper, eliminating replacement of rubber and the necessity of attendants' releasing jammed cars. Skooter Boats, constructed of cedar and oak, are streamlined, with rounded hull design. Standard equipment now includes chromium bronze hardware; four-cycle water-cooled engine with roller bearings, which operates three hours on a gallon of gasoline; automatic centrifugal clutch; stainless steel propeller shafts in oil-less bearings; bronze skag to protect propeller, positive geared steering, bow bumper; metal faced bumper belt, with inserted rubber rollers, assuring quick getaway from sides of channels, drip pans under carburetor and engine, and quick-action auxiliary rudder. Products of Lusse Bros., Inc.

Miniature circus wagons in which children are hauled by ponies are a recent development. They come in four

styles, animal cage, band wagon, seal wagon, and chariot, the group having capacity to seat 24 children. Each wagon, weighing about 500 pounds and well upholstered, is 30 inches wide and six feet in length. Wheels, axles, and tongues are of sturdy construction. The animal cage has half-inch bars and is attractively decorated with carved molding. The band wagon has carved decorations and cut-outs, while the seal wagon, displaying much scenery, may also be used for advertising purposes. The chariot is finished in aluminum and bronze, with appropriate scenes. Products of Midget Circus Wagon Manufacturing Company.

Several improvements are incorporated in 1941 model Chair Swings. After considerable time spent in experimenting, V-belt drives have been made standard equipment, with either water or air-cooled Le Roy engines or electric motors. Both gasoline and electric motor units now carry an improved clutch, first used in 1939. It is easily adjusted and its shoes may be replaced without removing the clutch from the shaft. The manufacturer calls special attention to construction of the tower mechanism, which is built to withstand many times a capacity load. Swings are built of two steel angles riveted together, each supported by two 1/2-inch rods from which seats are suspended. Two sets of lock rods with turnbuckles hold sweeps in place. The top support is a steel plate having a large factor of safety. Product of Eldred Manufacturing Company.

After thorough testing in 1940, an overall heavy dark green canvas trimmed in red to cover the center portion of Tilt-a-Whirls has been made standard equipment on 1941 models. Not only is it a safety device for patrons who might stumble into the center, formerly a pit with traveling sweeps and other exposed work, but it adds greatly to the appearance of the ride. The cover is reinforced with heavy roping underneath to keep it in shape. When installed there is a chromium-surfaced dome in the center, 24 inches wide and 40 inches high, wired for 29 lights. Besides being an attractive ornament, the dome serves as a floodlight for the ride because of its highly polished surface. Product of Sellner Manufacturing Company, Inc.

The manufacturer of a new streamlined model Aerial Joy Ride is urging operators to cash in on the air-minded attitude of the public. Every rider is a pilot, each car having a steering wheel that controls three aluminum rudders which give full directional flight control in a floating ride free from jerks. Cars are suspended from a free-running lightweight center with V-belt drive. The ride is portable. Product of Spillman Engineering Corporation.

Streamlined rocket cars in keeping with the modern trend are a late development. They are made of rust-resisting steel tubing and stainless steel sheathing for futuristic effect and long life. Cars hold eight passengers, whereas the old ones held four. Product of R. S. Uzzell Corporation.

RINK EQUIPMENT AND SUPPLIES

Roller skates, shoes, public address equipment, grinders, and fiber, wood, and precision wheels are offered by an equipment concern organized four months ago under the direction of Harris Santi, who for years was engaged in the exclusive manufacture of wood and fiber wheels. With increased demand for rink equipment came the decision to expand production of the new company, leading to the March 1941 launch of equipment of the Omaha Fiber Products Company. Products of Ak-Bar-Ben Skate Equipment Company.

New styles in roller skating shoes, with colors and trims to match costumes, are offered by a manufacturer. Shoes that match costumes are said to greatly improve the appearance of skaters in competitions and revues. The firm also handles lines of bowling shoes and house slippers. Products of Jacobs & Bruno Shoe Company.

In a recently issued roller skate and equipment catalog many improvements which resulted in improved appearance, action, durability, comfort, lightness, speed, and economy of three illustrated models are listed. Particular emphasis is placed on unbreakable action screws, oversized round rubber cushions, non-stralip and non-breakable tool steel axles, duraluminum shoe plates, and forged steel case-hardened hangers. The Com-

mander Model is furnished in 45 or 10 degree action, while the Model A, featuring 10 degree action, is built chiefly for dance and figure skating by the professional and advanced amateur. The Clipper, a low-cost skate built to facilitate beginners in learning fundamentals, possesses 45 degree action and is made to withstand abuse. Also listed are a variety of shoes, parts, and wheels. Product of Roll Away Skate Company.

After experimenting for some years, a weather-repellent composition floor for outdoor dancing and roller skating has been developed. An undersurface locking device enables the manufacturer to produce a floor free of nails or screws. A girder system is so constructed that the floor remains level though the ground below may be uneven. Locking sections measuring 4 by 6 feet or 4 by 12 feet are available, and flooring is furnished in any multiple of those dimensions. Sections are constructed so that they may be closely packed, making transportation by truck easy. Girders and frames are treated with water-repellent. Product of Trammill Portable Skating Rink Company.

SEATING EQUIPMENT

Because of increased production, prices have been substantially reduced on 35-2 Seat Ends, to which boards are held under metal clamps to form strong, comfortable, and inexpensive seating facilities for large numbers of people. Facilities for installation of a backrest accompany each piece of equipment. Lumber is not cut or injured in any way in assembling or dismantling seats, which may be done by inexperienced help with a special wrench furnished with orders. Ends are made of die cut and formed steel iron, electrolytically welded. They are provided in black finish and weigh but nine pounds, making transportation charges cheap. The manufacturer also furnishes them on a rental basis. Tents and awnings are included in the complete line. Products of the Smith Manufacturing Company.

New folding chair is announced by the manufacturer of outdoor specialties. It follows the style of camp stools which have been popular in recent years, but has the added advantage of a back. It is made of hardwood and is covered with a durable and attractive duck. Seat size is 14 by 14 inches. Product of Tucker Duck & Rubber Company.

SHOES

A new line of shoes for women, with heels 4 1/2 inches high and in sandal or opera pump style, has been introduced. They are obtainable in patent leather or oeskin finishes. Special colors are available on order. Product of Paradise Bootery, Inc.

SHOES (Skating)

(See Rink Equipment and Supplies)

SHOOTING GALLERIES AND SUPPLIES

Said to overcome objections to ordinary shooting gallery operation, Arrow-Made Rifle Ranges are reported to be gaining in popularity. A precision-made compressed air rifle using accurately machined steel balls is used, eliminating noise, smoke, and odor. It is balanced like an ordinary rifle and is said to shoot with the same accuracy. Because the balls and cartridges containing them are used many times, ammunition costs are low. Ranges may be operated the year around indoors or outside. Units are offered in series of three and six rifles. Air fittings, facilities for air supply, and special targets to absorb impact and prevent ricocheting accompany the sets. Cartridges hold 30 balls and a special tray facilitates loading. Three and six-rifle ranges require about 4 and 12 feet respectively, with 35 to 50-foot depth. Product of A. B. T. Manufacturing Corporation.

A new attraction for midways is a shooting gallery in which machine guns shoot a stream of water. There are background targets, sidewalls, and a tank of water in the center of the danted floor. Spent water from guns drains back into the tank. An electric timer shuts off device after a period of time and it cannot be operated again until the attendant releases a mechanism controlled by concealed button. Product of W. P. Mangels Company.

Synthetic bullets used in Kant-Splash 22, designed for shooting gallery oper-

ators, insure greater safety. Ricochets and splash-backs are reduced to minimum, bullets disintegrating into small particles upon striking iron targets or backstops. Fewer pits and craters make targets last longer. The bullets help reduce gallery insurance. They may be obtained with grease or wax coatings. Special packages for galleries speed up loading. Product of Western Cartridge Company.

SHOW CARDS

(See Printing)

SIGNS

A new patented illuminated sign display has been perfected. Display employs a unique whirling disk the action of which is said to produce brilliant colors in various patterns. It may be had with or without a message for indoor or outdoor use. Unlike most signs, pattern changes or message changes are simply made. It combines three attention compellers in one compact display. Sizes range from six inches to 12 feet. Product of Moto-Color Displays.

SKATE SHOES

(See Rink Equipment and Supplies)

SKATES

(See Rink Equipment and Supplies)

SOUND SYSTEMS

A completely co-ordinated 33-watt sound system is now available. It is said to produce tremendous volume under practical working conditions and have two highly efficient electro-dynamic speakers that produce better results than the average 50-watt amplifier. Other features include a seven-tube amplifier, using three beam-power 6L6Gs, heavy duty motor, independent control of record and microphone volume, and compactness. Two matched luggage cases house the unit. System is recommended for auditoriums, ball parks, bingo games, carnivals, dance, and demonstrations. Set comes equipped with 55 feet of microphone cable, and 50 feet of cable for each speaker. Product of General Electronic Labs.

A completely co-ordinated system, designed especially for bands and orchestras, is a late contribution to the sound-system field. Said to be de luxe equipment suited to requirements of the largest hall, it is supplied with two carrying cases for components, including microphone on telescoping floor stand and cables and plugs. Heart of the system is a 13-tube amplifier with 45-watt output, which rises to 63 watts for distortionless reproduction of instantaneous sound peaks. Its studio-type control panel provides for individual control and mixing of five input channels, including four microphones (either standard or contact types) and a record player, in simultaneous operation. Separate bass and treble equalizers offer quality control and a master volume control permits precise over-all adjusting of output volume. An output level meter, an optional refinement. Other equipment includes two heavy-duty permanent-magnet loud-speakers mounted in separable halves of the carrying case which serve as baffles. To this standard system may be added other loud-speakers, microphones, contact microphones, and foot controls for individual instruments. Product of Lafayette Radio Corporation.

Development of a base reflex acoustic chamber to bring out low and high notes has been announced by a manufacturer of amplifying equipment. Lines available for any type of indoor or outdoor function include a unit for demonstrations and bingo games, a portable unit that embodies features of a door locking in front to cover controls and make a convenient carrying case, permanent speaker chambers for auditoriums, a master amplifier which is installed out of sight, and a microphone and remote control unit which is operated by the speaker by setting a dial. Equipment may also be rented. Products of Ray-Lab, Inc.

STATIONERY

(Also See Printing)

A variety of stationery, said to possess much attractiveness, is now available for show managers and performers. Much of the work done by the printer, a supplier to the theatrical profession for many years, represents the near-gravure-embossed process in high and (See What's New for 1941 on page 118)

Conducted by CLAUDE R. ELLIS, ROBERT DOEPKER, Associate. Communications to 25 Opera Place, Cincinnati, O.

Wallace Bows With Its Largest Combo At Milan Get-Away

MILAN, Tenn., April 5.—With clear, but cool weather, Wallace Bros. inaugurated the season to fair crowds in this little boom city last Saturday, under Junior Chamber of Commerce auspices. Many out-of-town showmen attended and congratulated Owner-Manager Ernest E. Farrow Sr. on the appearance of the 1941 edition, his largest since joining the managerial ranks. Organization has two more weeks in Tennessee before crossing the Ohio River. Staff includes Ernest E. Farrow Sr.; A. R. (Stub) Wadley, general agent; Walter B. Fox, assistant manager; Glenn Osborne, business manager; Treaste G. McDaniel, special agent; Mrs. Margaret Miller, secretary; Ross Crawford, lot superintendent; L. S. Miller, mailman; Earl Buskin, chief electrician; Roy Edison, assistant; Gordon Adams, transportation manager; and James L. Reed, ride superintendent.

Rides

Tilt-a-Whirl, Powell Kellen, foreman; Everett James, assistant; Chairplane, H. Hardy, foreman; double Loop-o-Plane, Harry Zimmerman, foreman; Ferris Wheel, James L. Reed, foreman; Willie Mitchell, assistant; Merry-go-Round, George Tipton, foreman; Sam G. Pyas, assistant. John Porterwood and son have contracted three kiddie rides, which will join May 1.

Shows

Mabel Mack's Hippodrome and Wild West, Lynn M. Dunn, manager; Mabel Mack, owner and first openings; Alice Foster, treasurer and No. 1 ticket box; Walter Roth, second openings and No. 2 ticket box; Pete and Trenell Smith, Jimmy Foster, and Roy and Helen House, performers. Side Show, Mary Webb, manager; Cora Mae Wilson, feature; Mae Joe Arnold, annex; George Ryan, iron eyeglasses; Professor Clendenin, mentalist; Doc Le Roi, human ostrich; Logella Hardin, electric chair; A. W. Black, magician; Mrs. Le Roy, illusionist; Mary Webb, fat girl, and John Dean, tickets. (See BOW OF WALLACE on page 72)

Ensley Debut Gives J. F. Sparks a Good Start on '41 Jaunt

ENSLEY, Ala., April 5.—J. F. Sparks Shows successfully opened their 1941 season here on March 29 at a downtown location near the big plant of the Tennessee Coal & Iron Corporation. Midway presented an attractive appearance and Lot Superintendent Harry Harris did a capable job of locating the attractions to good advantage. Line-up here includes 6 rides, 5 shows, 20 concessions, and a free act and band. Sponsored by the local Kiwanis Club, shows obtained good co-operation from the committee and special credit was given Doc for Ray, of Birmingham, for his efforts to make the opening one of the best in show history. Roster includes J. F. Sparks, owner-manager; James H. Timmons, secretary; Harry Harris, lot superintendent; Ray Hamblin, superintendent of transportation; Charlie Gordon, construction superintendent; John Linton, chief electrician.

Rides: Twin Ferris Wheel, Bill Dunn, foreman; Leroy Trautman and Richard J. Seyfert, second men. Tilt-a-Whirl, Hugh J. Henry, foreman; Glenn McKay and George Holley, second men. Octopus, Charles Botta, foreman; James Day, second man. Ray E. Portin, tickets. Chairplane, Charlie Hendon, foreman; Edison Harvey, second man. Merry-go-Round, Blackie Sherwood, foreman; Leo Stevenson, second man. Kiddie Ride, Robert Nolan, foreman.

Shows

Funhouse, Joe Steen; Lee's Society Circus Side Show, Lee Houston, owner-operator; Clifford Townsend, ticket seller; Russell Ginter, ticket taker; Elzora, Turtle Girl, Van Watkins, operator-owner; Big Snake, Mrs. Harry Harris, owner-operator; Judy Mack, mechanical wonder girl, C. L. McClain, owner-operator; Minstrel, Harry Harris, manager; Pluto Brown, stage manager; Tank Brantley, trumpeter; Joe Brantley, bass; Arthur Brantley and B. J. Smith, trombones; Spark Plug Hall and Pee Wee Mac, comico; Johnny Temple, Teddy Porter, dancers; Billy Porter, Mary Brown. (See J. F. SPARKS START on page 72)



FORMER AGENT with Cole Bros. and other circuses, L. B. Greenhaw recently joined the staff of the Amusement Corporation of America to handle the billing for Royal and American, Bookmann & Gercy, and Hennessy Bros. shows, and Rubin & Cherry Exposition, the four ACA units. Advance is being organized and Greenhaw will direct the corporation's largely increased billing program.

L. J. Heth Closes On Right Side at Birmingham Dates

NORTH BIRMINGHAM, Ala., April 5.—Despite rain, which hampered operations on opening night, L. J. Heth Shows, under direction of Joe J. Fontana, registered their best stand of the local engagements at their Vanderbilt Road location here. Date, which ended on March 29, gave the shows, rides, and concessions good business. It was the first time the location was worked behind a pay gate and, with Bob Fisher's Fearless Flyers as the feature, it developed into a real gate spot.

Stand marked shows' third week of exhibiting on the current season and Manager Fontana is gradually working off the rough edges. S. W. Lake came in from Milwaukee with his Penny Arcade and Anti-Aircraft Guns and worked to good results. Pearl Parker is doing a good job on the front gate tickets, and Roy Smith came in from Breckenridge, Mo., to assume his night watchman's job. Mr. and Mrs. Curly Rivers are working on wardrobe for their girl show, and George Harris has his Harlem Revue cast lined up.

Among showfolk visitors were Hugh and Raymond Hill, Clint Shuford, Harry W. Hennies, Ralph Clawson, Jack V. Grimes, Virdie Stewart, and Elmer C. Velare. Earl Slesser closed with his cookhouse here and Doc Baldorf replaced him.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DE BELLE

Ice Plot, Que.

Week ended April 5, 1941.

Dear Editor: The past week found the Century of Profit Show playing on Hudson Bay and not on its shores. To keep our route hidden no advance publicity was given the date but, now that we have made it all and gone and the ice has melted, let all and gone who may. Annually the citizens follow of Ice Flow celebrate the passing of winter and the coming of spring. The event is known as Hudson Bay's Last Big Freeze and Annual Eskimo Frolic. To go into details regarding the show's long move to the spot would enlighten our competitors as to how to get there, so they will be omitted.

Arriving here early Sunday evening, the train was met by our committee holding thermometers which then registered 10 degrees above zero. Watching the mercury drop slowly, the bosses and committee were jubilant and when it

Optimistic Outlook In Casey's Camp as Org Maps '41 Plans

WINNIPEG, April 5.—Work of overhauling Casey's All-Canadian Shows got under way here as Owner-Manager E. J. Casey announced that most of the contracts for dates on this year's tour, which he believes will top last year's 51 stands, are on hand. Season opens on May 15 in Truro, Man., under auspices, and shows will spend most of the time playing Manitoba towns of the unorganized Class C circuit of agricultural fairs. Organization holds contracts to play a few Saskatchewan towns, however.

Casey is looking forward to a good season, basing his hunch on the fact that there are more nickels and dimes in his territory (coming from soldiers and trainees) than there have been in years. He is apprehensive about direct and indirect effects of war taxes on the nut, however. Casey is holding a May week open for the Lord Mayor's fund committee. Concessions are to be augmented this year by Donald Fielding's three Sky Fighters and Jack Neill's eight dinger stands, bringing the total to 16. John Chornby, seal boy, will operate the Tun-in-One Side Show.

Rides include a Merry-go-Round, Ferris Wheel, Airplane Glider and Kiddie Ride. All rides and concessions are office operated. Shows are transported on nine trucks and a bus. Altho 20 former employees are in the Canadian army, Casey anticipates no trouble manning his show. Personnel totals 50, and among those returning will be Percy LaBelle, assistant manager; Ernie Willis, electrician; Mr. and Mrs. Joe Lewis, Merry-go-Round and tickets; Mr. and Mrs. Joley, billed Carl Cannell, hoop-la; Jack Bailey, Emil Ludwig, Bob Kerlake, and Joe Carter.

Dee Lang Beats Weather At Corsicana, Kilgore

KILGORE, Tex., April 5.—Altho hampered by cold weather thruout the stand, excepting the last day, Dee Lang's Famous Shows chalked fair business at their local engagement, March 23-29, under American Legion Post auspices. First trucks, which attempted to get on the lot were mired so badly that another location was sought, and Business Manager Noble C. Fairly and Special Agent Lester Hutchinson were successful in obtaining a higher and drier lot. With the aid of caterpillar tractors, the shows were located and opened in time.

Cold nights knifed attendance, but with more moderate weather on Saturday, matinee and night business was big. Vern Smith, Nell D. Armstrong, and C. O. Alinworth, of the sponsoring committee, distributed 18,000 free tickets in local schools, and Saturday's matinee resulted in one of the best of the season so far. Earl R. Keating's Miniature Railroad is proving popular. Leon Bhoplin sold his chimp, Patsy, to Earl Chambers, of the Beckmann & Gercy Shows. Buster (See Lang Beats Weather on page 72)

200 Attend NSA Hick-Town Dance

NEW YORK, April 5.—Over 200 members and their guests crowded into the National Showmen's Association club-rooms last Saturday night to participate in the association's first Barn Dance. Rooms were decorated for the occasion by Brothers James Davenport, Sam Berk, and Claude West, and the event scored such a hit that at 2 a.m. it was still going strong. Admission was 50 cents and about \$100 was realized for club's fund.

A "county jail" held a number of prisoners who were let out after being "heavily fined." Zach claimed charges against him were "crumped up," but no one paid them heed. Club was turned over to officials who included Sam Rothstein, mayor; Harry Kaplan, sheriff; Leo Poovrin, county clerk; James Davenport, constable; Jack Lichter, jailer; Si Aurillo, turnkey; Joe McKee, fire chief; Jack Garr, justice of the peace; Ike Weinberg, keeper of general store; Fred Murray, chancellor of exchequer; D. D. (Daddy) Simmons, supervisor of community dance hall; Harry Rosen, Sam Berk, Paul Spitzer, Morris Finkelstein, Eddie Elkins, Murray Spitzer, Jack Capria, Dada King, Sam Finkel, Red Faber, and Ross Manning, deputy sheriffs; Fred Phillips, Nate Weinberg, and Sam Levy, selectmen.

Dorothy Packman, Harry Kaplan, and Jack Lichter were awarded prizes for best costumes. In mock marriage ceremonies Ethel Gross and Fay Finkel received awards for getting hitched the most times. Fruits and vegetables were distributed to everyone and general gaiety reigned during square dances and vaudeville entertainment. George A. Hamid and Art Lewis took turns with Jack Carr at sitting on the bench and imposing fines.

Frisk Little Rock Inaugural Scores; Midway Enlarged

NORTH LITTLE ROCK, Ark., April 5.—Presenting an enlarged and attractive midway, Frisk Greater Shows formally bowed in their 1941 trek here on March 22 under auspices of the Missouri Paving Boosters' Association, at Boosters' Park in the heart of the city. Attendance and business for the week's stand was big and management was complimented on the numerous improvements made on the organization this year. Midway features plenty of illumination, juice for which is supplied by shows' recently purchased power plants.

Staff includes George B. Hoeschen, general manager; Grace Hoeschen, treasurer; Frank Evers, office manager; Elmer Brown, general agent; F. C. Halbert, special agent; Blackie Adams, assistant lot man and sound truck; C. C. Art, The Billboard sales agent and mailman. Organization carries two sound trucks.

Show line-up and managers are Midget Village, Harry Williams; Hawaiian Nights, Joe MacNamara; Fosting, Fred Grant; Athletic, Irvin McChese; Wild Animal, Joe Sims; Crime, Fernist Lowe; Wax, Snow Forest; Pinhouse, James H. Kelly; Penny Arcade, Lee Moss.

Rides and foremen are Ferris Wheel No. 1, Carl Agwar; No. 2, I. G. Fletcher; Loop-o-Plane, Tom Joseph; Bolloplane, Scotty Scofield; Kiddie Auto, Forest Lundin; Tilt-a-Whirl, Bob Jones; Octopus, Lyle Anderson; Merry-go-Round, Ray Nash.

Concessions: Ceffron Coleman, two; J. W. Wheeler, long-range gallery; W. F. Eien, fishpond; Nelson Wells, palmistry stand; Bill Murray, three; Christine McGehee, ball game; Betty Parks, photos; Frank Schimmonsky, corn game; Freida Merritt, penny pitch; Earl Parks, cookhouse, and Harry Wellington, two. Chester Fischer is transportation master and Diesel engineer. Neal Lannigan is electrician.

Progressive Debuts in S. C.

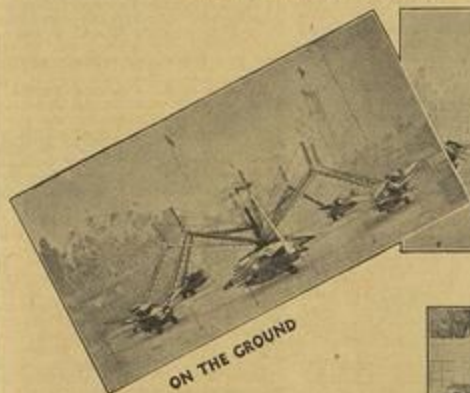
AYNOR, S. C., April 5.—Progressive Shows opened the season with a week's stand, which ended here last Saturday night. Shows were said to be the first to play a local spot in three years and all attractions did well. With three rides and two shows the line-up will be augmented and shows the showmen "Virginia." Mr. and Mrs. W. T. McClean visited here, as did Mr. and Mrs. Jo Ann Kilonia, William Koford reported.

(See BALLYHOO BROS. on page 72)

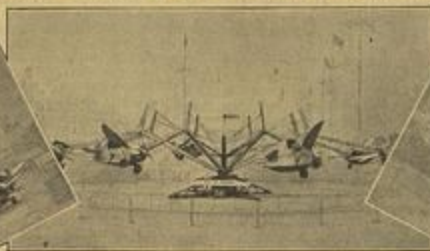
New for 1941

THE FLY-O-PLANE -- TOP MONEY RIDE

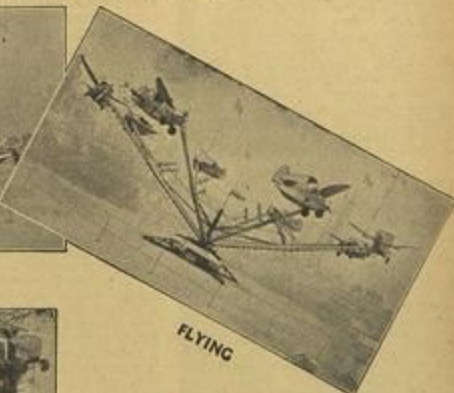
AT THE NATIONAL ORANGE SHOW, SAN BERNARDINO, CALIF.



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Chalfont, Bucks County, Pa.

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ABNER K. KLINE
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European Suppliers

LUSSE BROS., LTD.
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SURE YOU CAN MAKE MONEY

with an old model or with a second-hand Tilt-a-Whirl

BUT YOU CAN MAKE MORE WITH

A SMART NEW 1941

TILT-A-WHIRL



The Time To Buy Is RIGHT NOW

Sellner Mfg. Co., Inc.
FARIBAULT, MINN.

Weather Hits Alamo Grosses; Staff and Personnel Lined Up

AUSTIN, Tex., April 5.—Bad weather encountered by the Alamo Exposition Shows the first six weeks of their current tour has played havoc with organization's gross receipts, Larry Mullins said upon shows' arrival here. He added, however, that all members are optimistic over the season's outcome. This year's staff and personnel, Mullins said, includes Jack Ruback, owner; Benny Hyman, general manager; Hymie Ruback, concession superintendent; Charlie White, business manager; Rose Ruback, secretary; Doc Snow, special agent and publicity; Louis Ringol, general agent; Tony Pelligrini, lot superintendent; Bill Tank, assistant; Harry Ault, billposter; Herman Reynolds, transportation; Bob Mays, Andy Twinning, electricians; Bobby Hyman, *The Billboard* sales agent and mailman.

Concessionaires include Bill Aldrich, Hypo Denecke, Benny Fields, Tony Kitterman, Blacky McPete, Ray Gorden, Bill Bass, Cecil Baker, Mickey Goldberg, Maury Miller, H. Guyton, O. Henry, Chet and Jewel Nichols, George Trotter, H. Williams, Lillian Parker, Bernice Kitterman, Martha Rogers, Norville and Margaret Miller, Dick Haven, and Blacky Tarkington.

Rides

Merry-Go-Round, Red Hughes, foreman; Willie Best, helper. Ferris Wheel, W. Duggan; Mix-Up, Wilford Oliver; Scooter, U. Smith, foreman; Jack Jackson, J. Hewitt, assistants. Bullet, Bill Carr, foreman; Al Steffen, assistant. Ride-O, Perry Faulkenstein, foreman; O. Rodgers, assistant. Thriller, Curly Parker, foreman. Tilt-a-Whirl, Jack Oliver, foreman; Leland Wright, assistant. Kiddie Rides, Lyle Harbor, owner; J. Summersall, foreman.

Shows are Hawaiian Village, Joe Murphy; Snake and Nudist Show, Eddie Boothman; J. T. Hutchen's Side Show; Monkey Circus, Bill Williams; Athletic; Dutch Cantrell; French Casino, Lorraine Bass; Funhouse, Fred Miller. Ticket sellers line-up has Emma Carr, Bee Hughes,

Snow Denecke, Tillie Miller, Opal Faulkenstein, Irene Oliver, Peggy Duggan, Fay Reynolds, Bertha Williams, Mrs. Eddie Boothman, Eileen Miller, and Sophia Mullins.

The Flying Millers, free act, proving popular, and Slim Russell and Tilton Roberts are doing a good job with the sound car. Concessionaires also include Tommy Davis, Kenneth Smith, and Helen Fields.

Rain Dogs Texas Expo; Beaumont Is Below Par

PORT ARTHUR, Tex., April 5.—With rain still dogging them, Texas Exposition Shows arrived here on March 30 and were unable to locate for three days because of poor condition of the lot. Management reported that the shows have encountered rain on all except nine days since leaving quarters five weeks ago.

Business Manager N. L. Dixon said that because of the weather here the shows would remain over another week. Organization came here from Beaumont, Tex., where it played to below-par business, with rain again causing the loss of three days of the eight-day stand. Concessions did fair there, but rides and shows played blanks.

Capt. Lee Simon joined with his fire dive, giving the shows three free acts. The others are Capt. Ben Mouton and Edw. LeRoy.

YOU

... can get the addresses of the firms listed in the "WHAT'S NEW FOR 1941" Sections 1 and 2 by writing to ...

BUYERS' SERVICE DEPT.

THE BILLBOARD

25 Opera Place Cincinnati, O.

- ★ Bigger Assortments
- ★ Faster Service
- ★ Fresher Stocks

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Located in the heart of the photographic industry, this most experienced photographic house is best equipped to fill your Direct-Positive needs.

Marks & Fuller, Inc.

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SHOW TENTS AND CONCESSION

Fulton Bag & Cotton Mills

Manufacturers Since 1870

ATLANTA ST. LOUIS DALLAS NEW YORK

MINNEAPOLIS NEW ORLEANS KANSAS CITY, KAN.

CONCESSION TENTS CARNIVAL

Our Specialty for Over 40 Years

UNITED STATES TENT & AWNING CO.

701 North Sangamon Street, Chicago, Ill.

Midway Finishes PAINTS — ENAMELS

(We Pay Freight Charges)

PAINT AND SAVE

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2000 Milwaukee Ave., CHICAGO, ILL.

ALWAYS IN DEMAND

There are never enough ELY WHEELS to fill all the spots where they are wanted. That's why more and more experienced Ride-Men are buying more ELY WHEELS. It's no trouble to keep them profitably busy.



ELY BRIDGE COMPANY

Builders of Dependable Products

800 Cass Avenue, JACKSONVILLE, ILL.

CALL—LAST CALL—CALL

GET YOUR ORDER IN NOW

MOTORIZED

Before the New Price Rains Takes Effect

CHAS. T. GOSS

Don't Wait Until It Is Too Late

Write for Showman's Standard Chevrolet Co. Finance Plan East St. Louis, Ill.

INDOOR **GET ACTION!** OUTDOOR

ELECTRIC ARCHERY

Revolutionary New Ideas in BOW AND ARROW GAME with

BIG MONEY MAKING FEATURES

PARKS, RESORTS, CARNIVALS, LOTS, STORES, ROADS

Jam-packed with crowd-attracting and REPEAT BUSINESS APPEALS

Thrills • Skill • Luck

ARROWS ZIMMING!
LIGHTS FLASHING!
TARGETS SWINGING!

Color • Lights • Action

Write or Wire
ELECTRIC ARCHERY CO.
Dept. 21, Sweetland Bldg., Cleveland, O.

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicates cards. Put up in the following size and prices:

88 cards, \$2.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$6.00; 150 cards, \$8.25; 200 cards, \$11.00; 250 cards, \$15.75; 300 cards, \$18.50; remaining cards, \$8.00 per 100.

No. 140 — Extra Heavy Green Both Sides. Per 100, \$9.50.

3000 KENO

Made in 20 sets or 100 cards each. Played in 2 rows across the cards—no cut down. Keph-weight card. Per set of 100 cards, tally card, adding machine, \$2.50.

All Bingo and Keno sets are complete with wood markers, tally and direction sheet. All cards size 3 1/2" x 5 1/2".

LIGHT WEIGHT BINGO CARDS

Black on white. Wood and bakelite. Can be returned or discarded. 3,000, size \$47, per 1,000, \$1.25. In lots of 1,000, \$1 per 1,000. Calling machine, extra, 80c.

Automatic Bingo Shaker. Real Glass ... \$12.50
500 Jack Pot Bits (strips of 7 numbers), per 1,000 ... 1.25
Lightweight Lancers, 6x10, Per 1,00050
5,000 Small Thin "Reverend" Bingo Boards, 7 colors, pads of 25, Size 4 1/2" x 9", per 1,000 ... 1.25
5,000 Flashweight Bingo Boards, 5 1/2" x 8", Lanes, \$1.25 per M. Stuffed in pads of 25, Per M. ... 1.50

Package extra on these shows.

Dino Card Markers, in strips, 25,000 for ... 1.25

Dino boards and tags, washable checks, coupon books, subscription books, music, songs, Pat. and sample cards free. You pay for O. O. fee. No personal checks accepted. Tasty delivery.

J. W. SIMMONS & CO.
19 N. Jackson Blvd., Chicago

CARNIVAL BOOTHS, RIDES

Will rent complete unit, consisting of Ferris Wheel, Chair-O-Plane, Kiddie Ride; 12 Booths (new cases), 6x14, including Bingo, Ball Game, Refreshment Stand, Wheelie, Electric Equipment, Decorations. Reasonable net cost \$10.00; \$15.00. Good proposition for Opa Shows. Two more seconds on Rides and Concession Agents. Write G. B. Bockelmann and Frank Brown to get week May 11 to White Hall, Ill. RAY WILSON, Astoria, Ill.

MOLLY'S GREATER SHOWS

NOW BOOKING FOR SEASON 1941

Can show Cookhouse, American Mill Camp, Legitimate Grand Concessions of all kinds. No girls. Ride Help on all Rides, Truck Drivers, Athletic Show, 16 to 1 Show, Girl Shows. Have Fun, JAMES YORK, 37 Lancaster St., Portland, Me.

WILSON SHOWS

OPENING MAY 5, PETERSBURG, ILL.

Want Cork Gallery, Lead Gallery, American Painters, Fish Pond, Wheel-La on my Leadstone. Concession net cost \$10.00; \$15.00. Good proposition for Opa Shows. Two more seconds on Rides and Concession Agents. Write G. B. Bockelmann and Frank Brown to get week May 11 to White Hall, Ill. RAY WILSON, Astoria, Ill.

BINGO CARDS

100 to 3000 CARD SETS

WRITE FOR BULLETIN

AMUSEMENT INDUSTRIES, Box 2, DAYTON, OHIO

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., April 6.—Certificates of membership for the current year have been mailed to all shows in good standing. Members are requested to preserve their certificates, as many have found them convenient documents for establishing identification and similar purposes.

In each instance title of the member show has been set forth in the certificate from such information as is on file in this office, and we ask each recipient to examine its certificate for the purpose of checking the name as it appears on it with the title of the show as at present. In the event of any discrepancies, upon return of a certificate a duplicate corrected one will be issued. All members are requested to acknowledge receipt of certificates.

This office is in receipt of further information on cost of electric current and there is available to members upon request complete tables of rates and pertinent data from all of the States.

We are beginning to plan our visitation program for the coming season and will greatly appreciate it if members interested in the program will give their preferences as to date and place for such visitation.

Crafts Okeh at San Diego; Midway Line-Up Attractive

SAN DIEGO, Calif., April 5.—First week of a scheduled two-week engagement on the waterfront showgrounds here, under American Legion Post auspices, ended satisfactorily for Crafts 20 Big Shows on March 29. The midway, featuring plenty of neon and 10 light towers, impressed, as did the new chromium neon entrance arch with mirrored ticket boxes and fluorescent illumination. An additional 12 semi-towers placed between each front added to midway's attractiveness.

New Athletic Show front, with cut-out figures of animated wrestlers, came in for much comment, as did the Topsy-Turvy Funhouse. Captain Curt's new Wall of Death features moving figures of motorcycle stunt riders, looping the loop in a neon circle, while the Glamour Girl attraction sports a special neon and chromium wagon front, with a group of 12 cut-out figures of girls turning around in the center high over the entrance in a blaze of neon circular tubing. Twin Ferris Wheels, Rocket, Flying Scooters, and Octopus rides carry special illuminated tubing. The new Fly-A-Plane continues popular.

Among recent visitors were Harry W. Hennies, Abner K. Kline, James Simpson, Doc Clayton, H. C. Chapman, Clyde Houston, Ernest Middleton, Steward Meigs, and Henry Churchman. Glass Blowers' Show is being managed by Harvey Quackenbush and H. D. Landaker, designer and builder of the new fronts, is in quarters in North Hollywood. The Aerial Berattis joined here as a free attraction. J. E. Berret is in charge of Mary Ann, performing elephant. Frank Warren has his mother's Penny Arcade in good shape.

BOW OF WALLACE

(Continued from page 70)

Penny Arcade, Happy Hooper, manager; Douglas Casey and John Dubola, attendants. Pan American Revue, Roy Cushman, manager; Eva Marina, Vivian Wilson, Ruby Lang, Dorothy Hall, Janice Hyde, and Pearl Rogers, performers. Snake Show, John McKinnie, manager; War Show, Charles (Ginger) Hutchinson, manager; Minstrel, James L. Reed, manager; Charles Q. Troop, talker. Athletic, Teddy Bitt, manager. Russ-in-Village, Charles Russ, manager; Florence Bryant and Margaret Butzier, performers. The Fearless Falcons are the free attraction with Orville La Rose, manager.

Concessions

Cookhouse, Frank Sparks, manager; Mrs. Frank Sparks, assistant manager; Ellis Campbell, chef; Roy Hawkins, griddle; Nestor Eldstrom and Francis M.

WANTED

Experienced Floor Manager, Bingo Game. Neat appearance, references. Enclose photo. Gentle.

BOX 2232
Jacksonville, Florida

Cupps, waiters; grabstand, Frank Sparks, owner; Benny Bergen, manager. Corn game and hoop-la, Mr. and Mrs. Abe Frank, owners; Paul Williams, Lena Ruskin, and Ruby Zimmerman, clerks. Frank also operates the sound car. Diggers, Mr. and Mrs. Ernest Collins, photo gallery, Mr. and Mrs. James M. Barber, popcorn and peanuts, Mr. and Mrs. D. T. Thomas, Cunningham and Osborne operate six concessions; Mrs. Frank Sparks, three, and the following have one or more: E. A. Kelly, Gordon Adams, Larry Reese, Margaret Miller, A. J. Hill, Mrs. W. B. Fox, Jack Beard, Mrs. E. E. Farrow, and Jack Beard.

Visitors included Frank Sutton and party, from Osceola, Ark.; Harry L. Small, Rogers Greater Shows; Mr. and Mrs. Dale L. Hall, Memphis, Tenn.; Mr. and Mrs. B. L. (Cotton) Grissom; Mr. and Mrs. Newell Taylor, and H. (Jew) Swartz.

J. F. SPARKS START

(Continued from page 70)

Sally Thompson, chorus; Viola Steptoe, singer.

Concessions: Cookhouse, Gus Glenn, owner; Harry Glenn, and Luther Oxford, waiters; Clint Stitchee, dishwasher. Corn game, Mrs. J. F. Sparks, owner; Mrs. Joe Sparks, assistant. J. T. Sparks has five concessions, including pitch-hill-you-win, Itoy Farmer, agent; Kenny Franklin, ring game; Jimmie Sherod, balloon game; Mrs. Sherod, cigarette game, and Martha Fraser, penny pitch. Joe Sparks has five concessions with set stand, R. S. White, agent; lucky buck, Johnny Glamorous, agent; Bob Meadows, cigarette gallery, and Mary Carter and Francis Smith, ball games. Sam Weintraub, three concessions, and Mr. Bradley has popcorn, peanuts, and fish-pond.

LANG BEATS WEATHER

(Continued from page 70)

and Hazel Shannon visited, as did Elizabeth Anderson.

CORNICANA, Tex., April 5.—This city gave Dee Lang's Famous Shows variable weather but fair business at the stand on March 15-22, under American Legion Post auspices. Shows came from Austin, Tex., where they remained four days over the original schedule because of bad weather the previous week. Saturday's opening brought moderate weather and good business. Sunday was an off day and members of the show spent the day at the various hobbies.

Norma and Dee Lang and Viola and Noble C. Parly attended Southwestern Exposition and Pat Stock Show, Fort Worth; John Sweeney and Gus and Mary Foster went to Waco and visited friends on Reynolds & Wells Shows, and Mr. and Mrs. Carl E. Martin visited relatives in Dallas. Bad weather hampered activities on Monday, and poor business resulted. Saturday matinee and night all attractions were exceptionally well attended, but Sunday afternoon sessions proving home, Bill Kemp and family visited, as did Colonel Hutton and Jerry Edwards.

BALLYHOO BROS.

(Continued from page 70)

were used and holes for the stakes soon appeared. The stakes were placed in the sand and by pouring water around them, they soon froze solidly enough to hold up the tops. Where longer stakes were used we merely drilled clear thru and had some of the boys dive under the ice and drive big stakes in the ends to hold the stubs from pulling back up.

The opening was the largest in history of the show. To say that all former gross records were smashed and that attendance skyrocketed to a turnaway peak is unnecessary, as the bookmakers in the area had vouch for our previous work. We return, on Friday a thaw let the lot a bit slushy, but when our ice-freezing apparatus from the ice-skating show was put into operation we soon had it back in good shape for the night. (It was rumored that some fifth columnists from our competitors had sabotaged the lot with anti-freeze fluid.)

Saturday gave the show its greatest one-day gross of all time. The kiddies' matinee found the lot packed with fun-loving youngsters, who skated from ride to ride and from show to show. The night was fun, terrific with some 50,000 paid admissions thru the front gate. (All spenders; no cheap skates.) After the lot had been cleared of patrons at midnight ice plows cut the ice peninsula loose from the banks, leaving the show on an ice island which was floated down the bay to Ice Pack, Que., where our train was parked. There the show was torn down and loaded, saving a return hauling bill. **MAJOR PRIVILEGE.**

BUILT TO "TAKE IT"

With ordinary care an ELI Power Unit will give you such more than in its cost in a dependable power source—no reason why it should be any more expensive than any other power unit.



ELI BRIDGE COMPANY
Builders of Dependable Products
N. West Street, JACKSONVILLE, ILL.

SELL MORE POPCORN

HYCOL Golden Yellow



(Formerly Called "Wool")

Added to popcorn, so that when popcorn is kettle-popped it comes out a delicious and appetizing golden yellow. **TRY THESE SALES.** Cost very small for it goes so far. Send for a bottle of recipe. Will be mailed on receipt of 10c cash or postage to cover handling expense.

THE DYKEM COMPANY 2201 N. 14th St., ST. LOUIS, MO.

RIDES WANTED RIDES

FOR ENTIRE SUMMER SEASON
FINE BEACH LOCATION ON
NEW BOARDWALK AT
SOUTH BEACH, S. I.

Communicate **SOLLER**

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High Diving Troupe

WANTS SEASON'S WORK FREE HOT OR WATER SHOW ALL AMERICAN DIVERS
General Delivery, Miami, Fla.

CANDY BUTCHERS WANTED

For one of the largest shows having the best lineup of offers. I am only interested in men who are reliable and capable of getting results. To those who can offer a good season's work. Those that have worked for me before get in touch with me.

HARRY GREEN, Philadelphia, Pa.

725 W. Montgomery Ave., Philadelphia, Pa.

INDEPENDENT SHOWS & CONCESSIONS WANTED

For Ten Day Fair for the Knights of Columbus, Council No. 428, Princeton, N. J., May 28th to June 7th. This is one of the best Democratic Day shows in New Jersey. Can use one Harry-Gro-Round. All other rides booked. Address R. H. MINER, JR., 20 Heckman St., Philadelphia, N. J.

CHIMPANZEE COMING

Four party trained, Trailer, cased, 6x12; open, 10x12; 40 Ft. Front, Pictures. Priced for quick sale. Want to buy? Call Dick.

JACK ARCHER

Silver Spring Pier, Long Beach, Calif.

Side Show People Wanted

Proks, Midgets, Working Acts, Magician that pitch and lecture, Tailor, Front Talker, Slide picture and state salary. With Columbia Bros.

GILBERT TRACEY

47 Marley St., Baltimore, Md.

Melvin's United Shows

WANT RIDES: Chair-O-Plane, Rolo-Plane and Kiddie Rides. **SHOWS:** Pil. Mechanical, Life or What have you? **CONCESSIONS:** Fishpond, Oysters, American Mill Camp, Corn Game, etc. No racket. **HOKIE, ARK., 7 TO 12.**

WANTED MONKEYS

Trained or untrained for Monkey Circus, we will buy groups of Trained Monkeys. Also want to handle them. Write: **FRANK WARD, 410 Pleasant St., Mahan, Minn.**

FIDLER UNITED SHOWS

—FAIR SECRETARIES AND CELEBRATION COMMITTEES—

Investigate this Show before you engage your Carnival for this year.

We have many new presentations to offer . . . Attractions that will help you to draw large Crowds every Day of your Celebration . . . Our large, new, modern insured Midway with its fast mobile fleet of insured transports is at your Disposal.

WANT SHOW PEOPLE IN ALL LINES FOR ONE OF THE BEST ROUTES IN OUR HISTORY. We will be in many industrial towns in Illinois, Indiana and Michigan, where mills and factories are working full capacity, as well as playing in cities where defense projects are tantamount in size to any now under completion.

SHOWS: Will furnish Outfits for People who have something worth while putting in. Want Manager for Flashy 120-Ft. SIDE SHOW, with Nieman banner line. Need Dope Show, Monkey Circus, Glass and Fun House, and other Grand Shows that do not conflict.

CONCESSIONS OF ALL KINDS THAT WORK FOR 10c. NO "X". Will sell Modern Cookhouse to reliable party and book same on Show. Want Agents for Ball Games and Grind Stores.

THIS SHOW STAYS OPEN UNTIL NOVEMBER 15

Address All Communications to: S. FIDLER, Mgr., 4217 N. Florissant Ave., St. Louis, Mo.

C. W. NAILL SHOWS

OPENING AT CROSSETT, ARK., MAY 1

Want the following Shows—Athletic Show, Fat Girl, Working World, neatly framed Snake Show or any Show of merit. Ride Help—Sobor, reliable Man to operate Wheel. Also Second Man: Want Kiddle Ride Foreman, Whip Foreman and Man on Mix-Up. Also Men Ticket Sellers. All Ride Help to be able to drive semi-trailers. Concessions—Fish Pond, Game Rack, Siding Game, Dart Gallery, Cigarette Gallery, Photo Gallery, Lead Gallery, Ball Games or any legitimate Concession working for low cents. Ex sold on Bingo, Cookhouse and Pop Corn and Peanuts. Write or wire

C. W. NAILL, 705 B. THIRD ST., MONROE, LA.

P.S.: Harold Ashenbust, wire Harold Jennings this address. Also Slim Lasker, wire.

WANTED! WANTED! WANTED!

Corn Game Help, Counterman and Galers. These working for Tommy Arger last year, let me hear from you. Ball Game Workers, Wash-La, Fish Pond, Dart Score, Cigarette Shooting Gallery, and any other Show Store Agents who can get money. Also Help of all kinds in the Concession Dept. Would also like to hear from a good Scale Man, Candy Apples and Floss, and any other Novelty Concessions.

SAM GORDON, Manager of Concessions, Hennies' Bros.' Shows, Winterquarters, Birmingham, Alabama, until April 24

BYERS BROTHERS' SHOWS

Want Bannerman with Sound Car (Art Sorrell, answer). Want American Palmistry, String Joint, Cork Gallery, Fish Pond, Pitch-Till-You-Win, Ball Games. Shows with own equipment. Dancers for Girl Shows.

Address all mail to JIMMIE BYERS, Malden, Missouri, Week April 7.

FREE BAGS OR CARTONS TO OUR CUSTOMERS

SOUTH AMERICAN POPCORN (Large Yellow) \$4.50 PER 100 LBS.

(Gross Take-In) \$20.00 per 100 Lbs. and over

Please remit One-Half Deposit with all Orders

POPCORN — SEASONING — SALT — POPPING OIL — BAGS — CARTONS —

CONES — PEANUTS

C. R. FRANK, "Popcorn Grower & Distributor"

4310 DELMAR BLVD., ST. LOUIS, MO.

EVERYTHING IN BRASS AND COPPER

Quick Shipments from Warehouse Stock

BRASS — COPPER — ALUMINUM — NICKEL — SILVER

Sheets, Circles, Bars, Tubes, Wires, Nuts, Bolts, Screws, Washers, Gutter Pins

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4 FOR 10c PHOTO OPERATORS

Before placing your orders for Mirrors and Frames write for our Illustrated Circular. We manufacture a complete line for the Photo Trade.

If You Are Out To Save Money, Answer This Ad

For Quality and Artistry Our Line Cannot Be Duplicated. We Are Known From Coast to Coast.

AUTOMATIC MIRROR CO. 98 PRINCE ST. NEW YORK CITY

FLOSS OPERATORS

INCREASE PRODUCTION

NOW you can make a DOUBLE out of your old single spinnerhead at small cost. Our NEW DUPLEX and adapter screws do the trick. Merely remove old band and ribbon, adjust DUPLEX band in place and you have at least 50% again as much production at a fraction of the cost of a double spinnerhead. Fits all makes. Pat. Appl'd for.

\$14.50 Prepaid in U. S. A. New and Used Candy Floss Machines, Parts, Kettle Poppers, Keweenaw Molds, etc.

CONCESSION SUPPLY CO. 1405 W. Bancroft St., Toledo, Ohio

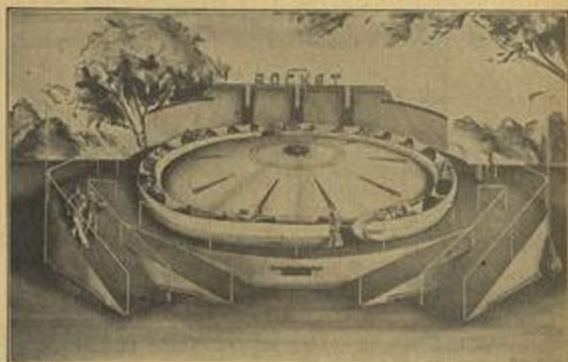
CONCESSIONS FOR SALE

COMPLETE BLOWER CONCESSION — 12'x10' green top, red and green sidewalls, blowers, balls, enamel chairs. Fr. portable frame (used only 6 weeks), \$90.00. COMPLETE STRING JOINT — 10'x14' green top, red and green sidewalls, fr. portable frame, table, 120 strings (used one season), \$60.00. 30 HORSE EVANS RACE TRUCK (not crashed), \$28.00. POP BAKER WHEEL (never used), \$22.50. 4 BAKER ROLL DOWNS (like new), \$6.00 each. Must have 1/3 Cash with orders. A. N. RICE, 2501 Worthington Ave., Lincoln, Neb.

RIDES, CARNIVAL BOOTHS

Complete Units to Rent. Big Bingo Tents. All new cones. Rent part or all. Purchase additional Rides. Want Ride Help. D. J. VAN BILLIARD, North Wales, Pa. Ph. 589

MOON ROCKET



LAST CALL FOR BIG PROFITS!

Many ROCKETs are being shipped this spring to folks who "wish they had bought" last year. Don't YOU be one who'll regret later on! We anticipated a busy year—we went into the market and bought materials which couldn't possibly be obtained now. The "SOLD OUT" sign will soon be hung—hurry with your order—now!

There's big money to be made this year—let the MOON ROCKET make it for you.

ALLAN HERSCHELL CO., Inc. NORTH TONAWANDA, N. Y.

LIVE BETTER AND MORE COMFORTABLY IN A SCHULT

New, 1941 Schult Trailers are far roomier than any previous models. By re-shaping the coaches and re-designing their interiors, a great deal of new head room, floor space and storage area has been added.

Schult Trailers are now finished in genuine Armco Steel or the famous, long-lasting Kromeite.

New, 5mg mechanism beds are the finest to be found. Larger, better insulated, high-door refrigerator, oven stove, toilet, shower and delightful new refinements for greater comfort and livability at low low prices put them in a class by themselves. Double floor, super-insulated walls and new, better heating system for greater comfort.

See them at your Schult dealer's or write for FREE literature. Don't buy till you've seen these bigger values by the world's largest manufacturer of trailer coaches.



SCHULT TRAILERS, INC. Dept. 204, Elkhart, Ind.

Write for Big New Free Catalog

4 STAR EXPOSITION SHOWS

WANT

OPENING SPRING HILL, LA., APRIL 21

Concessions—Custard, Popcorn, Spaghetti Strings, Watch-La, Candy Floss, Diggers. Jimmie Larue wants for Side Show, Freaks and Useful Show People. Wire or come on. I pay, you pay. Fair Secretaries Illinois, Iowa, Missouri, Tennessee, have few open weeks. Also 4th of July. Wire.

CENTRAL STATE SHOWS

Want Concessions of all kinds that work for 10c. Also Long Range Gallery and Mick Camp, Pop Corn. Want Cook House Help. Want Mechanical Show, Also Show People. All Shows open. Special proposition to Athletic and Side Show People. We have fare and transportation. Want Foreman for Wheel, Tilt and Kiddle Ride. Must drive trucks. Want all once—Special Agent with car who can post and sell advertising.

P.S.: Here for Sale—Chair-a-Plane, 25-Foot Tower. Also several Tops and Banners. Show opens April 25th.

Address: MGR. CENTRAL STATE SHOWS, HAZELTON, KANSAS

ENGLISH ARMY TENTS

SPECIAL CLOSE-OUT PRICE

\$75.00 EACH F. O. B. POLES IF DESIRED
L. I. CITY \$15.00 EXTRA

Circus and Carnival Showmen
Will Find These Tents Useful for Many Purposes



THESE TENTS HAVE NEVER BEEN USED

These Linen Tents were made in England for Tropical Use. Linen will outwear cotton 3 to 1 and offset heat instead of absorbing it. Weighing more than 12 oz. per square yard. All guy ropes are 4 strand hemp rope. Explorers and those who understand tropical atmospheric conditions will use nothing but LINEN. Suitable for Mess Tents, Recreation, Infirmary, Administration, and Group Shelters. Cool—Eight Ventilators at ridge and two windows are on each side (see illustration). Size 16x30x5 ft. Walls, oblong shape. Walls are made in 4 sections with sod cloth attached, separate from top, hooked on every 6 inches. Entrance can be made at any desired location.

DIAMOND BRAND CANVAS PRODUCTS CO.
BORDEN AVE. & 21ST ST., LONG ISLAND CITY, N. Y.

TELEPHONE—STILLWELL 4-3250

CANVAS  CRAFT

CANADA

17th SEASON 17th
WANT

BILL LYNCH GREATER EXPOSITION SHOWS

Owing to disappointment, want Side Show. Will supply complete outfit to reliable showmen. Can place Monkey Show, or any other Show with earning power. Will furnish complete outfits, also transportation to Canada. Showmen wanting a profitable season, write or wire. Address
W. P. LYNCH, P. O. Box 582, Halifax, Nova Scotia, Canada

16TH ANNUAL TOUR

MARKS SHOWS

Mile Long Pleasure Trail

Season Opens—Richmond, Va.—Monday, April 14
East End Ball Park, Church Hill
followed by route of the best Munition and Defense Still Dates, and Southern Fairs.

CAN PLACE LEGITIMATE CONCESSIONS—Platform Shows—Ride Help who can Drive Semi-Trailers—Useful People.

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Maybelle Kidder wants Attractive Girls for Girl Revue and Posing Show.
Eddie Hollinger wants Cooks and Waiters.

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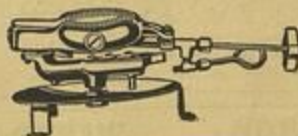
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WRITE FOR OUR COMPLETE WHOLESALE CATALOG P-100

AMERICAN GAS MACHINE CO.

ALBERT LEA, MINN.
ESTABLISHED IN 1896

Conklin Adds Caterpillar; Innovations Being Planned

HAMILTON, Ont., April 5.—J. W. (Patty) Conklin, head of the Conklin Shows, this week concluded negotiations with Spillman Engineering Corporation for a new Caterpillar, which will be added to shows' rides. Plenty of activity prevails at local quarters and crews are building nine new show fronts and other new equipment.

Almost all new canvas will be used this year and a number of innovations are being planned, Conklin said. Harry A. Illions is here supervising construction of five new fronts, and the management expects Harry Seber to arrive soon to assume management of two girl shows and another attraction. Conklin said plans are being mapped for the shows to present a water show this year.

Poster Printing Merger

CHICAGO, April 5.—Merging their sales and printing last week, Jake and Morris Shapiro will henceforth be known as the Shapiro Bros. Poster Printing Company, with headquarters in this city. The firm has begun operations from the new address. Jake, who formerly operated the Triangle Poster Printing Company here, will handle the sales end of the new company.

DARE-DEVIL OLIVER

WORLD'S PREMIER HIGH DIVER, AT
LIBERTY FOR 1941

A guaranteed grandstand attraction. Outfit and wardrobe the best. Write or wire Gen. Del. G. Jacksonville, Fla. until April 15th; after that Tennessee, N. Y.

FOR SALE SIX KIDDIES RIDES

Complete, Ready to Operate
RAFF
100% South Texas Attr. Atlantic City, N. J.

ALHAMBRA SHOWS WANT

Legitimate Concessions, \$1.50; Corn Gasso and Dippers, \$10.00; Shows, 25-75. Will book Kiddie Ride, Want Eli Operator, South & South Chicago. Please Operator, Capt. Jack O'Malley, Elber John, Billie Dick, come on. Celebrations start May 2nd. Show opens Calumet, Ark., April 12.

ALHAMBRA SHOWS, Galien, Ark.



ECHOLS
HIGH
SPEED
ELECTRIC
SHOWER
SHAVES

\$39.50

S. T. ECHOLS
1337 Walton
Avenue
St. Louis, Mo.

TENTS-BANNERS

3 Tangley Gallipies, Newly Reconditioned,
CHARLES DRIVER—BERNIE MENDELSON
O. HENRY TENT & AWNING CO.
4011 North Clark Street, CHICAGO, ILL.

Zimdar's Golden Bell Shows WANT

Will buy or book Odysseus, Bull-o-Plains, Chair-o-Plains. Can place Shows: Motor Circus, Life or 40Y Show that does not conflict, Concessions; Will sell X on following: Lead Gallery, Custard, Penny Arcade, High Striker, Also can place Ball Games, Fish Pond, Gazette Gallery, Hoop-La, Wild-La, Pitch-Tip-You-Win, or 50Y Ten Cent Show (60 Wheels or Compost). Wanted—Girls for Girl Shows, also Minnetted Show People, Ride Help for eight Rides. Address: This week, Paragould, Ark.; next week, West Plains, Mo., or per route in The Billboard.

WANTED BILLPOSTER

With Car or Sound Truck. Concessions all open.

BLUE RIBBON SHOWS

Carrollton, Ga., this week

FOR SALE NO. 5 ELI FERRIS WHEEL

Used Two Weeks, White Seats, Gold Letters. Stored in Long Island. Take loss. Address BEN MERSON, 1225 Glenmore Ave., Brooklyn, N. Y. Telephone: AP 7-7283.

Tivoli Exposition Shows

Opening April 12th, Webb City, Mo.
Want Girl Show and legitimate Concessions of all kinds. Want Merry-go-round Foreman and other Ride Help who can drive trucks. Wire or write
N. V. PETERSON, Joplin, Mo.

Toccoa Stand Good Starter for Wolfe

TOCCOA, Ga., April 5.—Wolfe Amusement Company's season got under way here satisfactorily on March 28. Spotted on a good downtown street location, shows got a weather break and rides, shows, and concessions worked to good business the first half of the week. John Rogers reported.

Line-up included four rides and about 20 concessions, two of which are operated by E. C. Evans. Bill Pinkston has the Penny Arcade and four concessions, and Bill Reed, Homer Scott, and Harry Harrison have two each. Harvey Devine has the photo gallery; Spot Baisner, bingo, and Clarence Holcombe, cookhouse. City Manager E. P. Bridges was a visitor and complimented Man-

ager Ben Wolfe on the shows' appearance.

Bowen Biz Shows Hike Over '40; Glendale Date Clinks

GLENDALE, Calif., April 5.—Playing this territory for the first time, Hugh Bowen's Joyland Shows closed a successful 10-day engagement here last Sunday. Shows have been out six weeks and receipts are well over last year's figures for the same period, Bowen said.

Show is featuring Marlo and LeFors as free attraction. Bowen listed the Merry-Go-Round, Whip, and Octopus as his three money-making rides for this portion of the season. Increased receipts were attributed to defense projects in this section. Local stand was under auspices of Veterans of Foreign Wars Post.



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- 8 Sheet
- 1/2 Sheet

DONALDSON

DIVISION OF THE UNITED STATES PRINTING & LITHOGRAPH CO.

Selective Service Mail for These Men at The Billboard's Offices

CINCINNATI, April 5.—The following men have Selective Service mail at The Billboard's various offices. In some instances the mail consists of questionnaires and in others order number cards. The order numbers are given in parentheses where known. All of these men are requested to send forwarding addresses immediately:

CINCINNATI OFFICE, 25-27 OPERA PLACE

- | | | |
|--|--|---|
| Adams, Gordon E.
Aldre, Edw. V.
Albright, Roy Jos.
Allen, Clarence Powell
Andrews, Clifford T.
Archer, H. L.
Ballie, John B.
Balwin, Geo.
Balwin, H. M.
Bartosavitch, C. A.
Batt, William
Beaver, Clarence C.
Begg, J. Francis
Ber, Frank Aldoug
Bigoun, Roger Emerson
Bilder, Herman S.
Blake, Delbert Sam
Blankenship, Walter
Bowers, Wayne W.
Bowman, Chas. R.
Bresley, Chas. Clarence
Bright, James Harvey
Briggs, Willard Carson
Brown, Gilman E.
Brown, Lester Lee
Brown, Roland O.
Bujnowski, Joseph Steve
Burns, Charles Bell
Bussell, John
Butler, Edw. W.
Byrd, Tony Albert
Cain, Jas. L.
Cameron, Louis Chas.
Carter, Andrew M.
Cecelaur, Chas. T.
Cee, Creston (456)
Cook, Winston Ralston
Cowell, Arthur Benj.
Cox, Walter R.
Cramer, Robert Paul
Dobbs, Francis Jos.
Daniel, Norman L.
Daniels, Raymond
Dartlett, Rudy P.
Davis, Bonnie Jack
Davis, Eli
Davis, Harvey S.
Davis, Robt. Lewis
Davis, Earl W.
Dobbs, Earl C.
Dossert, Edw. W.
Down, Leslie Gaston
Eakin, Rodory O.
Eckhart, Harry A. (142)
Edwards, Gerald Sayman
Edwards, Herman Douglas
Ella, James Eric
Farmer, Lewis E. (572)
Fashing, John Marlon
Felix, Chas. T.
Fee, John Leonard
Fleming, Frank K.
Florence, Elmo
Flynn, Alvin M.
Fogle, Chas. H.
Force, Harold Willis
Fox, Bennie
Frisbo, Alfred L.
Garner, Robert A.
Gee, Robt. Henry
Gibson, Bert Dale
Olis, Donald D.
Grand, Anthony Jos.
Grice, Frank Charles
Graz, Louis E.
Graham, P. W.
Grant, Harry Lee
Gray, Clifford
Greaves, Wm. F. (257)
Green, Wm. Thomas
Greene, Lewis
Gripp, James M.
Grubb, Marion Earl
Guilarte, Curtis A.
Hale, Chas. Walter
Hambright, Albert Clarence
Hammerschmidt, Geo. John | Hammond, Carl J.
Harper, Eugene A.
Harris, Luma Edw.
Hector, Frank
Herman, Herman
Henley, Arvil F.
Henry, Chappo
Hilborn, Clarence Edwin
Hiller, Thomas J.
Hodges, Cecil Clay
Hoeflick, Maynard A.
Hoffman, Woodrow Wilson
Hudspeth, Fred Ward
Hugh, William Oscar
Humphreys, Arlee
Hurd, Edw. C.
Jackson, Herman
Jackson, Ralph
Jackson, Fred Randall
Jackson, Melvin Thomas
Jacob, Wesley LeRoy
Janecak, Stephen J.
Jensen, Ralph Palmer
John, Frank E.
Johnson, Jerrid F.
Johnson, Morris
Jones, Harold Henry
Jones, Freddie William
Jones, Jas. C.
Jones, Roger Lee
Kaber, Carroll
Keith, Perrell Edw.
Kenny, John Linton
Kilmer, Alan R.
Kemper, Perry Martin
Kenny, Henry P.
Kessler, Robert
Kessler, Sydney
Knight, Dallas C.
Krause, Walter Inwood
Kushala, Jos. A.
Lalore, Wm. Watson
Lamb, Charles
Lanes, Clarence Roosevelt
Larson, Thorman A.
Lee, Edward
Lewis, Isaac Newton
Lewis, LaVerne Paul
Long, George Wayne
Lord, Jack Delbert
Lordlaw, John Miller
McCumber, Leslie Curtis
McDonald, Reid Leroy
McEneaney, Richmond
McLaughlin, Wm. Garrett
McPeak, James Monroe
Mackey, Chas. Lester
Mackley, Wilson P.
Malley, Richard P. (184)
Malone, Paul Wesley
Martel, Camille Jos.
Mason, Adolfo F.
Mathews, Robert P.
Mathews, James
Medley, Thomas
Meech, Ben H.
Meyers, Joseph
Miller, Ralph Arnold
Miller, Harvey A.
Miller, John L.
Miller, Richard R.
Miller, Cole
Mills, Madison Emory
Mitchell, Alfred Emmer
Mitchell, Bob Dick
Montello, James T.
Moore, Ralph Everett
Moore, Thomas
Moran, Richard H.
Mozley, Donald V.
Morris, James Millie
Morrison, Robert P.
Morrow, Matthew Jas.
Mrofczak, George Jerome
Mullany, John
Myers, Lucky Vee
Nagle, Michael Andy
Nicholas, Jake Green | Nobson, Elmer Theo.
O'Brien, Jas. Pat
O'Neil, Patrick John
Oakley, Julius Leroy
Oswald, Jos. Dolans
Own, George (69)
Painter, Robt. Stanley
Palmer, James
Park, George
Peterson, Harry R.
Payne, Raymond Lee
Pfeifer, Wilfred E.
Peterson, James
Peltus, Wm. Randolph
Pias, Stanley Jos.
Polk, Milton R.
Pompononi, Anthony
Pomprent, Ari B.
Poole, Forrest O.
Poplin, Chas. Marlon
Porter, Earl C.
Posely, Jas. Henry
Price, Wm. John
Purser, John Wm.
Quincy, Howard Walter
Ragland, Phillippe Thomas
Ray, Clarence
Reeves Jr., Johnnie
Renfro, Ozle Lee
Reuter, Lawrence
Reynolds, Ralph
Ristick, Louis
Roberts, Gerald H.
Rogers, Clem (13)
Rosenwald, Charles Elmo
Rosenover, Harold Earl
Shepherd, Woody
Shure, Hyman
Shure, Albert H.
Smith, Dave
Smith, Willis C.
Smith Jr., Geo. Edward
Sperz, Jos. Frank
Stacy, Michael J. (248)
Stacy, Mack M.
Stanley, Frank (539)
Stanley, Chas. W.
Stanley, Steve
Stiller, Eugene Rufus
Stratton, Wm. H.
Streeter, Jas. W.
Struck, Edward Al
Sullivan, Kokono
Sutton, Kenneth
Swain, Sam Lee
Szymak, Leonard S.
Tan, Alex
Taylor, Henry C.
Taylor, Howard Ray
Taylor, Wesley Allen
Terry, Henry Carroll
Thomas, Arthur
Thompson, Roy E.
Thompson, John Jos.
Trotter, Pat Ambrose
Usher, Wm. Thomas
Valentine, Hoy O.
Wagner, Howard Robt.
Wagner, Nathan
Walt, Clyde Geraldus
Ward, Wm. P.
Washburn Jr., Nelson
Watts, Herman Hartwell
West, Alfonso Boris
Western, Maloney John
Western, William Franklin
Wilson, John Edw.
Whitney, James John
Wiggins, Roy
Wilk, Richard Lee
Wilk, Thos. Jos.
Williams, Lewis Henry
Wilson, Alfred J.
Wilson, Clark Douglas
Wilson, Harry Jno.
Wolbars, Robert Leo
Woodard, Russy W.
Woolsey, Floyd |
|--|--|---|

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MAKES THREE SIZE PHOTOS, 3 FOR 10c—3 FOR 25c—3 FOR 50c
MAKES FULL LENGTH AND CLOSE-UPS

IMPROVED
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Makes 2 Six Photos
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You are urged to join now for only **\$10.00**

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Call, Joseph
Rizzins, Raymond Clark
Hosse, Lee Jackson

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Dobbs, William David
Lukka, George

CHICAGO OFFICE, 155 NORTH CLARK STREET

Payne, Raymond Lee
Gree, John

ST. LOUIS OFFICE, 390 ARCADE BLDG.

Lewis, Sammy
McGowan, Winser Leo
McKay, Ghim Eldrick
Melville, Frederick Edward

NEW YORK OFFICE, 1564 BROADWAY

Payne, Raymond Lee
Sreann, Lewy M.

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Tulley, Clifford Barnell
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SURE FIRE WINNERS FOR EVERY PURPOSE

Evans' HIGH STRIKER

Tops the field in flash, quality, durability and money-making! Tough and sturdy from base to bell. Built of finest materials, brightly finished. Stands exposure and hard wear. Quickly set up, easily transported. A steady money-maker—legal everywhere.

2 SIZES
28 Ft. and 36 Ft.



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Evans' ELECTRIC BALL RECORDER available. Maintains accurate record of each ball as called and eliminates any questions.

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Always a fast money-maker. Built of warp-proof kiln-dried wood stock. Standard size, 48"x48". Available with 1 jackpot in center, or with 5 jackpots; 1 in center and 1 in each corner. Also without jackpots. Get our large catalog for full information at once.



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Tops in flash and appeal! Built by America's leading manufacturer of Amusement Equipment. Proven the world over. Evans' attractions draw the spending crowds and make your concessions the live, money-making spots. Write at once for complete information and prices!

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100% LEGITIMATE
GETS THE TOP MONEY



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A sensational new attraction, hailed as the ace hit of the day! Anti-Aircraft machine gun and target, entirely self-contained. Realistic gun, streamlined, highly-polished chrome plated. Target presents a gripping sea battle with battleships and shore batteries firing broadsides, searchlights piercing the heavens, dive bombers and pursuit planes zooming, maneuvering, gyrating, etc. 6 hits possible on each flight of each plane. Each hit automatically registers 100, highest score 9900. Machine has time-limit control, adjustable by concessionaire. Gun height adjustable by player. Simple mechanism, easily accessible. Smooth unflinching operation. Built to operate on 110 volt 60 cycle A.C. Evans' standard parts used throughout. Sturdy stand. Write for full details today!

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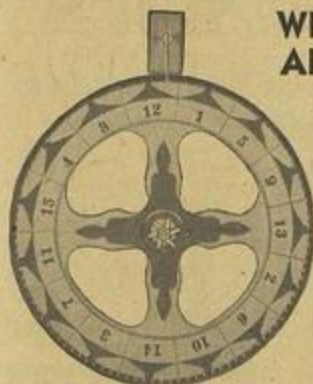
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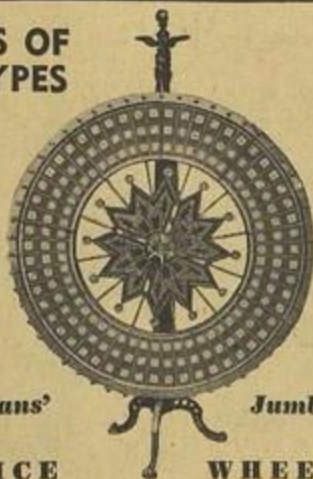
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Extra strong wheels, designed for the professional concessionaire. Beautifully painted in oil paint, attractively decorated. Perfectly balanced, mounted on hardened steel axles. Uniform percentage. Made in all standard sizes and combinations.



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Years of service have proven this wheel one of the greatest favorites. Offers Chuck-Luck in most popular form. Affords operator a very attractive percentage. Beautifully built, brightly finished. Face of wheel covered with glass and ornamental metal. Available in 60" diameter or junior size, 32" diameter.



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Attractions that made big money last season!

- WALKING CHARLEY
- CANDY RACE TRACKS
- COUNTRY STORE WHEELS
- DEVIL'S BOWLING ALLEY
- FISH PONDS



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A real winner with plenty of flash! Ideal for disposal of merchandise, particularly candy. Live monkeys actually racing in the miniature automobiles form a continuous bally. Consists of 3-track saucer-shaped speedway, 24 ft. outside diameter, and 3 miniature, electrically driven automobiles. Write for details.

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Sound like falling glass when knocked over. Create their own bally. Far superior to the old wood kind, these improved bottles are always a great favorite.



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PENNY PITCH GAMES
Size 48x48", Price \$25.00.
Size 48x48", With 100-Player Boards, Price \$35.00.
Size 48x48", with 5 Jack Pots, \$40.00.

PARK SPECIAL WHEELS
50" in Diameter, Beautifully Painted. We carry in stock 12-15-20-24- and 30 number Wheels. Price \$12.00

BINGO GAMES
75-Player Complete \$5.00
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Full of New Games, Blankets, Della, Lamp, Aluminum Ware, Cans, etc.

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124-126 W. Lake St., Chicago, Ill.

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Single Sheets, 2 1/2 x 14, Typewritten, Per M., 5.00
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Samples of the 4 Readings, Four for 25c.
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Gazing Crystal, Oculi Boards, Planispheres, etc.

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120 Pages, 2 Sets Numbers, Clearing and Pac.
100 Dreams, Bound in Heavy Gold
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HOW TO WIN AT ANY KIND OF SPECULATIVE
GAMES, 24-Page Booklet, Beautifully Bound,
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Graphology Charts, 9x12, Sam. 50c, per 1000 \$9.00
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"WHAT IS WRITTEN IN THE STARS," Folding
Booklet, 12 P., 25c. Contains all 12 Astrograms.
Very Well Written, Per Doz. 50c; Sample 10c.
Shipment Made to Your Customers Under Your
Label. No checks accepted. C. O. D., 25c. Deposits
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Instant Delivery, Send for Wholesale Prices.

Lighting Plants \$250

Mfg. By UNIVERSAL MOTORS CO.

45 K.W.
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Small 4-
Oyl. Sets,
Capable
Lighting
100 50-
Watt
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LIGHT,
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KWIKUP CONCESSION STANDS

MANY SIZES. Quickly erected or taken down. You are the first to set up and to get away. Our exclusive principle of construction in a 1/2 speed. Curves permanently attached to frame parts except roof, which is a hood. A beautiful stand—its fluted Orange and Black Stripes from the covers. Circular and canvas samples free. THE MONROE CO., 35 Bridge St., COLFAX, IA.

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NEW FLASHY COLORS
HEAVILY FINISHED
Lowest Prices
Phone: RALEIGH 4856
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METHOD, N. C.

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GOLDEN—Jumbo (Dynamite), O-HI-JAP (ball-size). White King, Golden PEARL, 100-lb. bags, JAP-ON-NET BUTTER (golden color) for "buttered" corn, including varieties, etc. Packed 10, 25 and 50-lb. sizes. GLASSINE CORN (7 Colors), also Bags and Cans for "buttered" corn. Corn from 125 to 150¢ per bushel, plus 10¢ per bushel, etc. Cash only, with orders. (Est. 1902.)

BRADSHAW CO. 31 JAY STREET NEW YORK CITY

POPCORN

All varieties — Full Line Supplies — Quick Service — Write for our Latest Price List

EMBRO POPCORN CO.
1020 N. Fourth, ST. LOUIS, MO.

Midway Confab

(Communications to 25-27 Opera Place, Cincinnati, O.)

CARNIVALS' curtain call

PEGGY SWELE will have her Neoma Show, which features her African Python, on Clyde's United Shows.

SUE ROGERS, with her Oh Susanna Girl Revue and Miss America Revue, will open on Convention Shows on May 3.

SOME work delayed while bosses attend other openings.

J. E. STEARNS, concessionaire, has left the road and is operating a service station in Amboy, Calif., he reports.

TAKING OVER the sound system on Mighty American Circus Shows in Paso Robles, Calif., was Thomas Williams.

TRUTH on a bally often is stranger than fiction.

W. D. PAUL, New York, contracted his Midget Village with Bantly's All-American Shows. Attraction was at the 1940 New York World's Fair.

W. L. FULLER JR., Parkersburg, W. Va., will furnish sound equipment and



SIDE-SHOW operator and in charge of other attractions on the Bill Lynch Shows of Canada for the last seven years, Pvt. Artie Sternhardt is now with the 60th Coast Artillery (Anti-Aircraft), Battery H, Second Battalion, Camp Hulen, Tex. Artie, who also had shows with the O. C. Truck Shows in 1933, was inducted into service at Camp Upton, L. I., N. Y., on February 12. He plans to return to the Lynch combo at the end of his year's hitch.

sound car at still dates on Bantly's All-American Shows' tour.

A midway lawsuit is usually only a matter of suspense.

JOHN DONZELLI recently took over the privilege car on Arthur's Mighty American Shows, Walton de Pellaton reports from Paso Robles, Calif.

AL AND PAV PROHMUTH, who wintered on their farm near Preetown, Ind., have signed their cookhouse with Dale Bros.' Midwest Shows.

BOOM times—with the blasting and booming soon to start.

MONDU, European Sensation, has been signed with the L. B. Lamb Side Show on West Bros.' Shows this season, his sixth with Lamb.

ARRIVING in quarters of Pioneer Shows in Towanda, Pa., was Sam Berlin with his cookhouse, W. Mulholland reports.

ANSWERING Midway patrons' questions should not be handled from the post angle.

ACCORDING to reports current around Chi. Joe Redding plans to leave for China this month and will go to work in June moving munitions on the Burma-Road.

VISITORS to M. E. Arthur's Mighty American Circus Shows in Paso Robles,

Calif., included Harry and Billie Cohen, digger operators, and Mr. and Mrs. Everett W. Cox, of White City Shows.

STILL-DATE booking certainly never has been anything to hurt the aspirin market.

GEORGE CONKLING and Walter Geroline have augmented the Side Show on Arthur's Mighty American Shows with several new acts which are proving popular, Walter de Pellaton reports.

AFTER five weeks with Mighty Monarch Shows in Florida, Buddy Brock, human pin cushion, is with World of Today Shows, which opened in Orange, Texas.

MANY are the midway workers who start saving for next winter during the closing week.

H. B. (DAD) LIST advises from Waycross, Ga., that he will be with a camera store on Hennies Bros.' Shows and will join the organization at quarters on April 17.

FORMERLY with T. J. Tidwell, Evergreen, and Bill Hames shows, N. (Happy) Wightman quit the road recently and is operating a photo gallery and Penny Arcade in El Paso, Tex.

WARNING to truck shows playing China! Most of the Burma Road is closed.—Milo McGee.



IRVING BERK, for the last three years a concessionaire with F. E. Gooding Amusement Company, attached as truck driver in the flying school in San Angelo, Tex. Prior to Gooding, he was with World of Mirth Shows. Berk is the first member of the National Showmen's Association to be inducted into service. His brother and partner, Sam Berk, will take care of their interests with three concessions on the Gooding midway this season.

AFTER wintering in Hot Springs, Ark., Skeet and George McAllen, cookhouse owners and operators, left recently for Webb City, Mo., to begin their third consecutive season on the Tivoli Exposition Shows.

W. L. McVEY has been signed as special agent for Sunset Amusement Company, replacing R. C. Pfister, who resigned because of illness of his wife, which will keep him off the road this season.

WHEN facts prove otherwise, press agents can always say they were misquoted.—John Onezyer.

ONE of The Billboard sales agents at the 1940 New York World's Fair, Thomas C. McGee, was inducted into the army recently and is stationed at Fort Knox, Ky., with the Second Section, 11th Company Replacement Center.

IT isn't too many cooks who spoil the broth; it's the guy who gets the makings for the mulligan stew.—Oscar the Ham.

H. S. (CURLY) CLARK has signed as manager of Virginia Laughlin's corn game on West Bros.' Shows, his fourth

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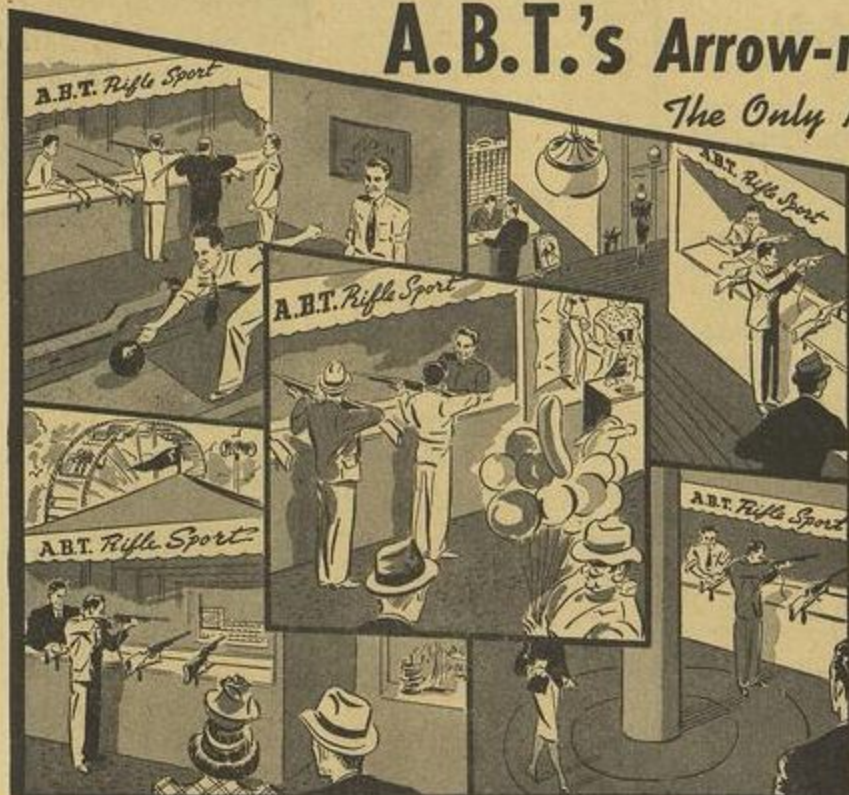
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year in that capacity. His wife, Trizie, will resume her duties as bookkeeper, her second consecutive year in the office.

TEXAS CLIFF will have the Ten-in-One Show on the Happy Attractions this season, he pens from Fremont, O. He says he has already signed Powder River Ben, knife thrower and escape artist; Madame Ruth, mentalist, and Arizona Slim and the Montana Kid.

CAST of Sparkplug's Southern Serenading Revue on Sicket's United Shows includes William (Sparkplug) Goodman, owner-producer; Billie Peppers, Kid Sloppy, Bluch Melanson, comics; Viola Warner, Mary Jean, Sadie Bradley, James Smith, and Tom Johnson.

BIG wages paid to trouper on many defense projects during the winter didn't seem to affect those with visitations of itchy feet.

GEORGIE SPEARS JR. has booked his Stella Mae, three-armed, double-bodied girl attraction with Lowry Bros.' Side Show on Hennies Bros.' Shows. In his line-up will be Raymond Lee Franklin, talker; Andrew Johnson, and Anna Elaine, nurse.

OUTDOOR trouper Ned Rao and Martha Wheeler advise from Cape Girardeau, Mo., that they have been operating a business in Houston, Tex., to successful results. They are en route to the home of Martha's mother, Mrs. Blanche Wheeler, Indianapolis, where they will be married soon.

IT isn't a matter of how long you can talk in making an opening that counts. It's how much of your talk is sticking with the listeners.

PLANNING to leave their home in Alta Loma, Tex., for quarters of the West Bros.' Shows are Mr. and Mrs. Stanley A. Schmidt. They recently booked their concessions with the shows this year and Schmidt again will handle the electrical department, his eighth in that capacity.

AFTER a 10-week stand in Washington, Mona Vauschn is vacationing in San Diego, Calif., and recently visited Crafts

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20 Big Shows there. She will open with Golden State Shows soon.

TED LEWIS, who has wintered in Mechanicville, N. Y., since closing the 1940 tour in South Carolina, will return to Heller's Acme Shows as lot manager. He says he's booked the shows into a few New England spots and that he'll leave soon for quarters to start refinishing work on rides and show fronts.

A midway has its ups and downs, but when it has its big "ups" then something often happens to take it for a real "down."—Cousin Pleg.

O. C. (JACK) LYDICK writes from Ward 4, U. S. Veterans' Hospital, Dayton, O., where he has been for the last 12 months: "Have received many letters cheering me up during my lengthy stay here. Latest X-rays reveal that my both legs are healing and I will probably be discharged by May 1. I hope to be back on some organization by June."

"FOLLOWING a successful winter in Norfolk, Va., Claudette and I came here, where we are painting new scenery for our Sexations of 1941 attraction." Billie (Kay) Burke penells from Petersburg, Va. "We recently purchased all new wardrobe and we'll again be annex attraction with Carl J. Lauther's Oddities on the Cetlin & Wilson Shows."

CARNIVALS should have plenty of good cooks and tractor drivers after selections are discharged, but we'll have to put up with what is left until what we did have return with more new talent.—Colonel Patch.

GILBERT TRACEY, of Tracey Bros.' Side Show, left Tampa on March 29 for Baltimore after an eight-week tour of Florida fairs with Crescent Amusement Company. Show has been signed with Coleman Bros.' Shows, and Jack (Red) Lang, former talker with the unit, has joined Blue Ribbon Shows with his own side show.

HAVING booked his rides and concessions with Bright Lights Exposition Shows, J. G. Bake, Bake's Midway Attractions, is in quarters in Wintersville, O., readying equipment for opening. His roster includes James (Tex) Taylor, who will have charge of the Chairplane; Mrs. Matilda Littleton, Kiddie Autos; George Littleton, photo gallery, and Jack Courtney, who will have charge of a show.

AFTER vilifying former attaches from Dan to Dorothy, it is amusing at times to see the FirstMate's with arms wrapped around the same attaches when they come to attend the show's opening.—Cat Rack Annie.

NOTES from World of Fun Shows by Roy Sharpe from Bath, S. C.: Mr. and Mrs. Wiley McMurdo arrived from Florida with their concessions. Dan Leslie and son, Robert, with rides and concessions, came from their home in Indiana. Al Beresoff booked his sound truck, and Mrs. Hereford signed her concessions. Moon Birchman joined with her Animal Show.

NOTES from Heller's Acme Shows' quarters in West Orange, N. J., by Harry Heller: Earl Lee contracted his long-range shooting gallery and photo gallery. O. Floyd Sammons booked his Athletic Show. Free acts include Billy Segrist Troupe and Captain Lee, human torpedo. Shows were awarded the contract for the New York and New Jersey Firemen's Convention in Garfield, N. J.

WITH many openings in the office, the Cookhouse General Agents' Society will soon have rent-free quarters where the sixth assistant general managers and ministers will-

Anatomical

WHEN a tall, lanky, rawboned hill boy was hired to lecture and work on a whale show he rehearsed his talk for hours but was not prepared to answer any questions other than on the points in the lecture. As he drawled, "A whale has no teeth," a patron spoke up with, "How does he masticate his food?" "Sex which?" asked the hillbilly. "How does he chew his food?" repeated the patron, seeing that the boy was stumped. "Wa-s-all," said the lecturer, his Adam's apple jerking up and down, while he took time out to spit over the side of the pit and to switch his cud of eatin' tobacco to the other side, while thinking deeply, "I'll tell yo'. Yo' see, he has a gizzard like a goose."

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out portfolio will be able to pan the staffs as usual.—Mrs. Upshaw.

HENRY DAVIS letters from Elman Shows' Milwaukee quarters: "For the first time in their history the shows have booked a number of early dates for their Wisconsin fair circuit, with the first getting under way at Platteville. Shows will then play fairs in the State for more than a month. Among those contracted in addition to Platteville are Darlington, Stoughton, Pond du Lac, Slinger, Shawano, Sturgeon Bay, Black River Falls, and Clinton."

QUARTERS NOTES of Bremer's Consolidated Shows by E. F. Myers from Rochester, Minn.: Work is rapidly nearing completion and shows will begin the tour bigger and better than last season, with new panel fronts, light towers, eight rides, and 10 shows, six of which will be directed by Bill Chalkias, well-known showman and concessionaire. With a strong route booked until early November, all with it are expecting a prosperous season.

WE read a lot about construction in every industry in the country nowadays, but some carnival press agents don't seem to have any midway construction to write about or else they just haven't taken time out for the job.—Six Syllable Webster.

"HAVE BEEN SPENDING several weeks in the Rio Grande Valley," letters William E. Lamb, co-owner of the Curl & Lamb Combined Shows, from Brownsville, Tex. "Visited a number of midways and all personnel seem to be satisfied with their early season's work. There seems to be a considerable amount of money in circulation in this section. Met former U. S. Senator Vic Donahey of Ohio, who has been vacationing here several months. Plan to leave soon and return to shows' quarters in London, O., after making stops in Eastern Texas, Illinois, and Indiana."

ACQUISITION of a site on the Maullon-Canton, O., Highway U. S. Route 30, by the U. S. Housing Authority for a 300-unit federal defense housing project, is causing concern among carnival agents scouting that territory in anticipation of including Canton on their 1941 itinerary. Site was used last summer by Dodson's World's Fair Shows, which spotted its midway adjacent to this acreage and used the proposed housing site for parking. Set-up was ideal and permitted shows to avoid a \$100 a day tender because not was outside Canton's corporate limits. Fairgrounds, next best bet for carnivals, is inside city limits.

SHOWFOLK ACTIVITIES around St. John, N. B.: Jimmy Sweeney, vet concessionaire, wintered here, and Gerry Sudsbear, concessionaire and staff worker with several carnivals, is now in the Canadian Army. . . . Eddie Weeds, printer, also known in Canadian carnival and fair circles, joined the Canadian Army as a bandsman and is stationed at Sydney, N. S. George Baird is operating his business for him. Domingo Manning, concessionaire, is wintering here. Bill Steen, erstwhile bingo stand operator, is employed at a local film exchange. Joe Goldie, refreshment stands operator with the Bill Lynch Shows, has his concessions at the Halifax Forum Rink for the ice skating and hockey seasons. Eddie Ramsey, formerly with carnivals and now blind, is custodian of the new St. John Institute for the Blind.

ABOUT the time when everybody in winter quarters is fed up with bacon and beans, the show hits the road and the spring rains—and again they are squawking about the bacon and beans in the boss's trailer.—Whitney Cooks.

TORONTO, ONT. NOTES: With American currency on the prohibitive list, Canadian showmen must be content with the hospitality of the Ford Hotel here instead of making their annual treks to Florida. All have stood the ravages of winter well and are patiently awaiting their shows' openings. Most of their time

Really Loaded

TWO RIDE BOYS from opposition shows were arguing as to which had the largest midway. Said one, "Our train is loaded, what I mean, with the wagons jammed against one another and the wagons' sides bulging out." "Our too, ours too," replied the other. "We are so heavily loaded that the office has ordered 'possum bellies built under the stake pullers to carry the excess stuff."

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is spent in the hotel rotunda or at 110 Dundas Street, where they have taken club quarters, with Joe Harris, concessionaire with Wallace Bros' Shows, as chief custodian. Among showfolk hibernating here is Jimmy Sullivan, owner Wallace Bros' Shows of Canada. A birthday party was held in his honor on March 17. Doc Froelich, also with that organization, is casting a new version for his Nights in Paris Show, but since the blackout over there he is looking for a new title. Luke Kosack will have the bingo stand on the Queen City Shows again this year. Bill Graff, bannerman, is expected to leave for Ottawa to work under the direction of Omer J. Kenyon on the advance staff of Hamid-Morton Circus. Frank Conklin and Neil Webb, executives of the Conklin Shows, came in recently from quarters in Brantford, Ont., for a one-day stay. Phil Cronin, concession superintendent on the Wallace Bros' Shows, has a new layout. Merrick Nutting, general agent Conklin Shows, and Mrs. Nutting, who have been wintering here, left recently for Quebec to visit friends and relatives. Bill and Bob Garden, Garden Bros' Attractions, have signed with the Toronto Business Men's Association to present a six-day indoor circus at the University Stadium in May. Al Brown will take out a carnival this year under the title of Brown's Empire Shows. Organization will carry 4 rides, 4 shows, and 15 concessions.



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Popcorn is one thing you will like about the EXCEL. No trick mechanics whatever. Comes complete with coat and plug, ready to connect. Fill the scoop and in 3 minutes you have the corn and seasoning. Makes a batch of popcorn in 3 minutes—the quickest of any popper on the market. Easy to clean. Requires no constant repairs. The brilliantly lighted case and visible corn popping, thru the screen cover attracts the crowd.

FULLY GUARANTEED.

Above the 31 features—beautiful mahogany finished plate glass case, trimmed in gleaming nickel and polished aluminum; electric lighted and beautifully decorated with multi-colored flame patterns. Occupies small space. 17 1/2" x 22" x 14". Weight, 35 lbs. Easily moved. Uses less current, only 850 watts, less heat in 3 to 7 minutes. Heating element guaranteed for a year—and many more features too numerous to mention here.

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- Topped Midway Canadian National Exhibition
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 - Grossed \$1,320.00 in One Day
- Portable—Permanent—Low Priced**
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Legitimate Concessions of all kinds. No grill. Beans, Candy Floss, Apples, Fozzom Custard, Photos, Shooting Galleries and Diggers open, Ball Games, Cookhouse, Pop Corn taken. Will book or buy Loop-O-Plane. Want Ride and Shows not conflicting. Certain Jack Valley wants Yaller for Monkey Show; and Girls for Water Show. Want Foreman to take care of the Ride. Want Ride Help. Top wages. Prefer show who drive trucks. Also Concession Help. Want Licensed Electrician. Show opens May 12 in a large, busy device working city. Want Sensational Fire Act. Send pictures and lowest salary for season's work.
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10,000	\$6.95	50,000	\$12.75	90,000	\$18.55	250,000	\$41.75
20,000	8.40	60,000	14.20	100,000	20.00	300,000	49.00
30,000	9.85	70,000	15.85	150,000	27.25	500,000	78.00
40,000	11.30	80,000	17.10	200,000	34.50	1,000,000	150.50

Above prices for any wording desired. For each change of wording and color add \$3.00. For change of color only, add 50¢. No order for less than 10,000 tickets of a kind or color.

STOCK ROLL TICKETS

ONLY 5c, 10c, 15c & 20c

1 ROLL.....50c

5 ROLLS.....2.50

10 ROLLS.....5.00

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IF ADMISSION IS OVER 20¢ NAME OF THEATRE AND TAX MUST BE PRINTED ON TICKET—FEDERAL TAX 15 CENTS (10¢ CENT FOR EACH TEN (10¢) CENTS

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The Greatest Repeat Ride on the Midway—From seven to seventy they all ride and ride—It's the Automatic Banking permitting high sustained speed on rubber tires that brings them back over and over again—An Ultra Modern Capacity Ride—Investigate and you'll invest.

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Portable Stages - Rides-O - Auto Speedway - Carousels - Light Towers - Aerial Joy Ride - Hi-De-Ho Fun Houses - Dodgem and Scooter Bldgs.

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NOW BOOKING FOR 1941 SEASON

SHOWS — Fat Girl, Snake Show, Monkey Circus, Glass House, Motor-drome, String Show, Fun House, Penny Arcade, or any other Show capable of making money with or without outfit. No Girl Shows. Jolene Biedak wants Musicians and Shows Girls for Minaret Show.

CONCESSIONS — All Legitimate Concessions open except Cookhouse, Corn Game, Popcorn and Good Gallery.

This Show holds contracts for 12 straight County Fairs and a big Fourth of July Celebration. All capable show people that want to make money get in touch with me.

Will pay cash for 7 Top Tills or any other Ride that does not conflict. If prices are right. But no junk. Opening date and place will be published later. Address all mail and wires to
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of all
FROZEN CUSTARD MACHINES

Capacity 30 gallons per hour — 50% to 60% overrun. ELECTRO-FREEZE is easy to keep clean because it is constructed of **STAINLESS STEEL**. Cleaned and Sterilized in 5 minutes. Passes the most rigid health inspection in all States.

PATENTED — **ALL ELECTRIC ★ AIR-COOLED COMPRESSOR**

The ELECTRO-FREEZE speaks for itself with over 250 satisfied users both in the United States and in Foreign Countries. It has been proven that where other machines have failed to produce a quality product, the Electro-Freeze has been handling the job satisfactorily under all conditions and traffic. Some of its outstanding records: Coney Island 95% equipped 140 machines, most of these machines operate continuously 15 hrs. per day; Palisades Park 100% equipped; Ringling Bros.; Flayland; New York State Fair, and most traveling carnivals. Write, Wire or Phone Today

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OPENING INDIANAPOLIS, IND., APRIL 25

Can place legitimate Concessions of all kinds excepting Bingo, Pop Corn, Cracker Jack and Ball Games. Want Long and Short Range Galleries, Cork Galleries, Hoopla, Photo, Snails, Darts, Country Store, Glass, Striker, Novelties, Fish Pond, Bumper, Pitch to Win, Grab and Outward. Shows—Illusion, Snake, Magic, Athletic, Glass, Freak or any Educational Shows. No Girl Show. Address: W. C. WEHRLY, 710 KING AVE., INDIANAPOLIS, IND.

HAPPYLAND SHOWS, INC.

Due to disappointment CAN PLACE A-1 SIDE SHOW, WITH OR WITHOUT OUTFIT. Can also place UNBORN, FUN HOUSE OR GLASS SHOW.

For Sale—RO-LO Fun House. Price reasonable and will book on show.

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RIDES—Can book any Rides except Ferris Wheel, Chair-Plane, Kiddie Auto Ride and Kiddie Swing. Good proposition for Merry-Go-Round, Whip, Loop-Plane. **SHOWS**—Can place Minstrel Show, Athletic Show, Tennis—One or Two—Ons. Any good Show considered. Excellent proposition. **CONCESSIONS**—Need good Cookhouse, privilege fee. Also can book Pitch-Till-It-Starts, Fish Pond, High Sticker, Mill Camp, Candy Asstles, Peanuts, Long or Short Range, Snails, Rat Game, Photo Gallery. **Best Concessions \$12.** Theodore Termini and M. L. York, write. Preparing for big season of Western Pennsylvania celebrations in communities that have plenty of work and money. Committees, contact us a few open weeks. Opening May-3rd. Write or wire **PAUL E. FULLER, 514 MAIN STREET, MEYERSDALE, PA.**

Call **To All People Holding Contracts** Call

BREMER'S CONSOLIDATED SHOWS

Opening April 28th at Fairfield, Iowa, Followed by Atlantic, Waterloo and Decorah, and Ten Outstanding Fairs and Celebrations Starting in Early June.

THIS DOES NOT INCLUDE OUR SOUTHERN ROUTE

We can book a few more Concessions that work for class. One more Ride Ride with or without transportation. Also Pony Ride with well flushed feed. **SHOWS:** Whip or without equipment, Mechanical Wax, Crime, Minnet, or any good attraction. Need M.G.R. and Chaperone Foreman, capable Show People in all lines. Want Novelties that Shows V. Eighty at once. Address all correspondence to **BOX 22, Rochester, Minn.**
P. S.—Show leaves quarters for Fairfield April 28th.

aged, Laughlin and Reed sustained only slight injuries. Ray D. Jones, Cotton States Shows, came in on business on March 20. Bridge toll charges here remain about the same, price for crossing the new Ohio River bridge being 75 cents for cars. A book of tickets good for five crossings can be obtained for \$2.50. On the Mississippi River bridge the cost is \$1 for a single crossing, or a book of five tickets for \$2.50. Trucks are charged a bit over the \$1 figure for single crossings. Brookport-Paducah Bridge, some 30 miles up river, reduced its toll to 15 cents for cars. At Cape Girardeau, Mo., toll is about the same as that at the Mississippi River bridge here. The writer has disposed of his rides, but will be active as usual with some organization. W. L. Francis, ride operator with John Francis Shows, stopped here for a few days while en route to quarters in East St. Louis, Ill. Mr. and Mrs. Bert Arey, cafe and amusement operators for a long time, recently moved into their new building here. Vera Hancock, of Mark Twain Tavern and Cafe, is in St. Louis with her husband, Bob, who is still receiving treatment for a broken leg he sustained in an accident last August while in Canada with Royal American Shows. Mabel Bristol, formerly with Maybelle Kidder as an illusion worker, is vacationing at her home here, Patricia Hardy, Wickliffe, Ky., and her sister, were in town for a few days.

ARRIVING in quarters in early spring, a number of trouper who were troubled with the shorts would mightly leave the berth cars and congregate in the lobby of the leading hotel to out-load one another with big-money jackpots. Annoyed by the noise, a guest asked the proprietor who they were. "Huh," snorted the boniface, "they're just a bunch who come in here to clip coupons and declare dividends."

Paso Robles Gives Arthur Successful Six-Day Stand

PASO ROBLES, Calif., April 5.—Good business, despite two days of rain, prevailed for M. E. Arthur's Mighty American Circus Shows at their six-day stand, which ended here on March 30. Located at 101 Highway and 10th Street, under L. L. L. auspices, shows lost opening night because of a late arrival from Fillmore, Calif. Attendance was good Tuesday and increased nightly until Friday, which was lost to rain. Crowds on the whole were the best so far on the season, however. Saturday night, with 5,000 passing thru the marquee, broke previous marks chalked up by the shows this season.

All reported satisfactory business, with the 10 circus acts proving highly popular with patrons and the local press. William Groff's cookhouse did well, and Bud Crose's Holloplane topped the rides. Mr. and Mrs. Charles Greiner's Zaza Show was best among shows, with Arthur's Double Circus Side Show second. Jack Dyke added a Penny Arcade, with Mrs. Jack Dyke as assistant. George Dixon remodeled his Bobo Show, and Mr. and Mrs. Joseph Ryan were busy all week entertaining friends and relatives. Mrs. Clyde McCahn, who has been on the sick list, was taken to a hospital in San Luis Obispo.

Mrs. Ed Ferguson sustained a broken wrist when she tripped over a wire and fell on shows' final night in Fillmore. Harry Grieve suffered a stroke on the midway and fell, striking his head against a concession, necessitating seven stitches in his scalp. Mr. and Mrs. Ralph Balcom made a hurried trip to San Francisco on business. General Agent H. W. Campbell returned from Los Angeles recovered from ivory poisoning and Mr. and Mrs. John Donnell entertained a group of showfolk at an Italian spaghetti dinner. Mr. and Mrs. Al Fine made several trips to San Luis Obispo on business, and Mr. and Mrs. Vic Davis commuted daily from San Miguel, Calif. Glenn Henry Duo was popular here, as was Anna Velde Metcalf's elephant act. Mr. and Mrs. Ivan Carter and Mr. and Mrs. Bud Carter and Mr. and Mrs. John Douglas, Special Agent Ed Smithson, after a brief visit, left for San Luis Obispo. Mr. and Mrs. Marvin Harding did fair with their ball game.

NO BREAKAGE NO SPOILAGE NO SHIPPING WORRIES



**FAST-SELLING
REAL CAKE CONES
DELIVERED FRESH
at every stop on
your route**

No matter where the season's bookings take you, you're not far from one of the National Biscuit Company's 250 selling agencies. That means you can have a fresh supply of Real Cake Cones delivered right to the lot at every stop, in any quantity you wish. It saves you the bother and expense of carrying large stocks of cones from place to place. And don't forget that N. B. C. Real Cake Cones draw the crowds on any midway. Their crisp freshness makes ice cream taste better and sell faster than ever! Mail us your route list today, and we will send our agency list and full information about this convenient, economical cone service.

NATIONAL BISCUIT COMPANY
449 W. 14th St., New York, N. Y.

WANTED

Counter Men for Bingo, Bingo Caller, Agents for Ball Games, Men to take charge of Fun-house, able to drive semi-trailer, Louis Brash, Charles Lester, write.

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118 N. Street St., BALTIMORE, MD.





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Gives personal attention to make sure the proper insurance is bought by the customer.

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Only show business is carried on our books, no other business.

It is to the showman's advantage to deal with someone who knows and understands their requirements.

Over \$100,000.00 paid in claims of every description through this agency for members of the outdoor show-world.

At Your Service

CHAS. A. LENZ A738 Insurance Exchange
CHICAGO, ILL.

HENRY FINNERAL'S MERIT SHOWS

Opening at Fall River, Mass., May 8. Can place one or two clean Shows. Also a few legitimate Concessions that do not conflict. No grift. Wanted—Ride Men, experienced Chairplane Operator and several Helpers. No fakirs or loafers wanted. Address all communications to HENRY FINNERAL, Gen. Mgr. 215 Lincoln St., Lowell, Mass. Tel., Lowell 27981.

FLASH—CALLING ALL CONCESSIONERS, PARKMEN, CORN GAME OPERATORS

The Hit of 1941—Large Fruit Pies, 14" x 12", natural colors. A dollar value for Bottom Shell Bites, or Ice Flash, packed 12 to a shipping carton. Only \$4.00 per dozen. Smaller Pies, 8" x 8", packed 12 assorted to a carton, \$2.00 per dozen. All this popular items—Dolls—Horses—Dogs—Vases—packed 12 to a carton, \$1.50 per dozen. Our Baby's assortment is the largest and best. 8 assorted items, packed 30 to a carton, only \$3.00 per carton.

Give us a trial and be convinced—Prompt Service. Terms: 1/3 down with order, balance C. O. D.

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Club Activities



National
Showmen's Assn

Palace Theater Building
New York

Showmen's League
of America



Sherman Hotel
Chicago

NEW YORK, April 5.—Brother Frank Miller is back in town after a vacation in Miami, as is Brother William Lash, after his honeymoon there. Lew Lange has left for Norfolk, Va., where he will join the Art Lewis Shows. Treasurer Jack Greenspoon has been kept on the jump traveling to Riverside Park, Agawam, Mass., and to Canada. Lining up his concessions for the season, Vice-President Art Lewis is a regular visitor to the rooms while in town. Brother Matthew J. (Squire) Riley is around once again after a long absence. Members were glad to hear that Counselor Max Hofmann is back home again after a week's stay in the hospital due to a slight relapse from his pneumonia attack. Brother Robert White Jr. is confined in the Burriss Memorial Hospital, High Point, N. C., where he has been receiving transfusions. Members and friends are reminded that letters and personal calls are always appreciated by those who are bedridden.

Brother Arthur Campfield has been traveling to the Poconos to fix up his cottage there. The Paer brothers, Milton and Archie, are rarely seen apart, and members are having fun punning with their last name. Notify the office what shows you are going out with this year. Brother Elias E. Sugarman is up and around again after being ill at home with a severe cold.

Birthday congratulations to Richard Lucas, William T. Lenhart, April 9; Sam Lawrence, W. J. Bloch, Harry Shepard, Harry A. Manley, Lloyd D. Serafas, 10; Alex Nahhas, 11; Manny Cohen, 12; Jules Laures, 13; George Schurr, Fred C. Murray, 14; Italo Pantino, Louis Stern, Lloyd L. Coffey, Samuel Silver, 15.

Ladies' Auxiliary

Secret Pals Party will be held on the night of April 9. After a short business session members of the Membership Committee, headed by Mrs. Hess Hamid, chairman, will act as hostesses. Members are reminded that the Annual Strawberry Festival will be held early in May. Sister Ida Rosoff has recovered from her recent sick spell and will leave soon for Florida. Members' sympathies were extended to Sister Anna Lager on the death of her mother-in-law.

The Barn Dance in the club was well attended by Auxiliary members.



Michigan
Showmen's Assn

156 Temple Street
Detroit

DETROIT, April 5.—All officers were present at the last meeting excepting Louis Margolis, third vice-president, who was detained by business. President Harry Ross presided for the first time since last January. A letter from Brother Robert Cohen, now stationed at Camp Haan, Riverside, Calif., was roundly applauded. He was appointed by the War Department to head a Theater Group for the six regiments in his area.

Harry Wish, entertainment committee chairman, reported that the advance ticket sale for the club's Spring Party on April 15 is big and it probably will double last year's event. Brothers Abe Levine, John Fox, Frank Hamilton, Harry Hamilton, and Louis Asher arrived last week. With the daily arrivals of members and visiting showmen, clubroom activities are increasing, and H. Sobel, house committee chairman, is making plans to expand the facilities of the rooms by a rearrangement of the furnishings. He also states several other improvements are in progress.

Brother Louis Wish, who did a swell job in other years, was selected as chairman of the Moonlight Boastride committee. Altho the event will not be held until late in July, plans are already under way.

CHICAGO, April 5.—Past President Ernie A. Young was in the chair at the March 28 meeting and with him at the table were Treasurer William Carasky, Secretary Joe Streibich, and Past President C. R. Fisher. Application of William L. Humphrey received favorable action. Al Rossman reports that Vice-President Harry W. Hennies sent in two more ads for the Outdoor Amusement World Directory. Brother Judd Goldman is slowly recovering from illness, and Brother John S. Stone is able to be about. Maxie Herman advises he is doing nicely and continuing with his regular work. Jack Lydick, Tom Bankind, James Murphy and Harold Dabrow are recuperating. Al Rossman reports he will soon have ready some neat publicity folders for the Outdoor Amusement World Directory. Brother Fred Donnelly is confined in his home. Paul Oleky and Alec Lobban were in town for a few days while en route to Canada.

L. C. Kelley was in town for a few days and called regularly at the rooms, as did George Hegon. Mr. and Mrs. Ed Quigley, Tulsa, were Chicago visitors recently with Maurice Hanauer doing the honors during their stay. Walter Hale is getting ready to leave for Canada to open with the Conklin Shows, and Benny Howard is still in Chicago. Ralph A. Anderson stopped over en route to join the Beckmann & Gerety Shows. Spooky Gilson accompanied him. Nate Eagle is still here. On September 1, 1941, the League's initiation fee will be raised to \$25. This means that a remittance of \$35 must accompany all applications after that date, the extra \$10 being for dues to September 1, 1942. Until September 1, 1941, applications will be accepted with an accompanying fee of \$20 and a membership card issued to September 1, 1941.

Recent visitors to the rooms in the Hotel Sherman were Jack Hawthorne, Walter Hale, Dexter Howard, John Lempert, Jack Pritchard, Charles H. Hall, J. C. McGaffery, L. C. Kelley, Rudolph Singer, Leo Berrington, John Lorman, Sunny Bernet, George W. Johnson, S. T. Jessop, Nate Hirsch, Vinos McCabe, Jack Benjamin, Lou Kelleher, Sam Bloom, William Carasky, Max E. Brantman, Oliver Barne, Tony Brodsky, Alex Lobban, Maurice Ozm, Ray Cokes, Frank Eklens, John Alexander Pollock, Mel Smith, Albert Sweeney, M. J. Doeljan, Julius Wagner, Maurice Hanauer, Edna Quigley, Walter P. Driver, Leo Overland, Hube Liebman, Dave Tennesson, Peery Piver, Zebbie Plesher, William A. Young, Eddie Murphy, and Elmer Byrne.

Ladies' Auxiliary

Club held its regular bi-weekly meeting on March 28 with Mrs. Joseph L. Streibich, president, presiding. Attendance totaled 21, and Esther Mae Wetner and Alice Barth were elected to membership. Sister Nan Rankin is back in town from a trip to Florida, and members were pleased to have sister Ross Page in attendance again.

Sister Lucille Hirsch is still on the sick list, and Virginia Laughlin is recuperating splendidly at Hot Springs, Ark. Mrs. Charles Driver is seriously ill. Correspondence from Rachel Collins III. Coffee and cake was served at adjournment. Next regular meeting will be held on April 11.

Honest Bert's Shows

Want Ferris Wheel Operator and Chair-Plane Shows and Concessions that don't conflict. Address:

BERT CARHAN

2104 Fourth Ave., Rock Island, Ill.

Heart of America Showmen's Club

Reid Hotel
Kansas City

KANSAS CITY, Mo., April 5.—Regular weekly meeting was called to order by Second Vice-President Neal Walters, with G. C. McGinnis, secretary, and Harry

Altshuler, treasurer, also present. Vernon J. Willett, showmen's friend and a law enforcement officer at Hannonsville, Mo., was elected to honorary membership. A letter of appreciation was received from the wife and daughter of Jimmy Porter, well-known showman, who underwent an operation recently at Trinity Lutheran Hospital, for club's floral offerings. Brothers George Carpenter and Frank Lehman went to the Lake of the Ozarks on a business trip last week.

Brothers Chester I. Levin and Slim Johnson are still in Little Rock, Ark. Brother J. W. Laughlin visited last week, as did Ed Brewer. B. E. Spencer, in charge of the Honey Rides, is leaving on April 5 for Champaign, Ill. John Gallagan, ride owner, was a recent visitor, as was Mr. Garman, Sunset Amusement Company. Sam Benjamin left this week to join the World of Today Shows. Ray Woolsey purchased several trucks and will be with Kansas City Amusement Company this season, as will James Errod. Plans are rapidly being formulated by Brother Art Brainerd, banquet and ball committee chairman, for an intensive drive to publicize the annual event which will be held at the Hotel Continental on New Year's Eve. Membership Committee is hard at work. Secretary G. C. McGinnis asks that members advise him of their summer address.

Ladies' Auxiliary

Since March 28 was a regularly scheduled social night no business was transacted. Members gathered in the clubroom and enjoyed a night of cards. About 25 attended. Night's award, a pair of pillow slips, went to Sally Stevens.

After the men's meeting was adjourned members were invited to partake of refreshments, provided and served by the men. Members then returned to the clubrooms to finish their card games.

Pacific Coast Showmen's Assn

623 1/2 South Grand Ave., at Wilshire
Los Angeles

LOS ANGELES, April 5.—A small but select group attended the March 31 meeting, which was presided over by Vice-President John R. Ward, flanked by Secretary Pop Ludwig. Communications were read from the National Orange Show management, *The Billboard*, Dan Meggs, Sammy Dolman, and Past President C. F. (Doc) Zeiger, who advised that Brother Leland Garland is now in the army and stationed with Company F, 158th Infantry, 45th Division, Camp Barkley, Tex., and that Jack de Salvo is with the Third Battalion, G Company, Fort Monmouth, Red Bank, New Jersey.

Sam Abbott, *The Billboard's* West Coast representative, visited the rooms and will be elected to membership at the next meeting. Joe Krug left for Arizona to join the Corey Bros.' Shows after recovering from a heart attack that laid him low for five weeks. Jim Gallagher reported that Bert Warren is on the road to recovery, and Charlie Albright is reported to be improving all the still confined at Merritt Hospital, Oakland, Calif.

Lion's head parade netted the Christmas dinner fund a good sum, and Vice-President Ward won the weekly award. Club meetings have gone on a summer schedule, with the next meeting set for April 14. Until fall, meetings will be held the second and fourth Mondays of each month. Clubrooms will be closed at 8 p.m. daily, except on meeting nights. Ben Beno served lunch and refreshments at adjournment.

Ladies' Auxiliary

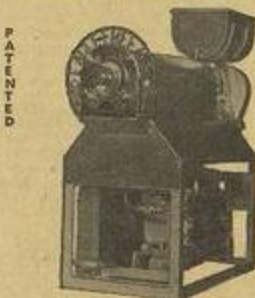
March 31 meeting was called to order by President Allerita Poster, with all other officers present. Members were pleased to learn that Sister Vera Downie is recovering from a recent illness. Leonie Marie is still seriously ill. Bank night award went to Nina Rodgers. This was her last meeting until fall, and all wished her a successful season. Chaplain Minnie Fisher was the recipient of numerous congratulations on her birthday.

During the spring and summer, meetings will be held every other Monday, hence the Easter party will be postponed until April 14. Hostesses will be Mora Bagby, Vivian Gorman, Stella Linton, Maybelle Bennett, Rose Rosard, Inez Alton, and Vivian Horton.

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Custard to sell two minutes after starting

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FEATURES:
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Wash Manager for Adhesive Shows, Manager for two Girl Shows. Must have wardrobe and talent. Hat and Hair for Side Show. Concession Agents for Buckets, Stringers, Roll Down, Also Stock Shoes, Caller for Corn Game. Man to handle Photo Machine, Help for Wheel and Loop Foreman. Come or wire, don't write.

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Can use legitimate Concessions of all kinds except Bingo, Popcorn and Lead Shooting Gallery.

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Andy Gump wants Freaks and Novelty Acts for a Beautifully Framed Side Show; also Talkers. Address **ANDY GUMP**, care of Traver Chautauqua Shows, Chatham, New Jersey.

GEORGE W. TRAVER, Mgr.
43 No. Summit Avenue, Chatham, New Jersey

Missouri Show Women's Club

Maryland Hotel
St. Louis

ST. LOUIS, April 5.—Mildred Laird was hostess on March 20 to members. Bridge and rummy were played. A swell lunch, to which members of the International Association of Showmen were invited, was served. The blind award went to Grace Goss. All prizes were donated by Beatrice Guilliana.

A March 27 business meeting was presided over by First Vice-President Nell Allen, with Secretary Grace Goss and Treasurer Gertrude Lang also at the officers' table. Vera Hancock, an out-of-town member, and Margaret Knox, new member, were present. Marie Jones, of Dee Lang's Famous Shows, was reported on the sick list. Daisy Davis left to join the J. J. Jones Exposition. Ruby Francis returned from Florida. Blind award, donated by Viola Blake, was won by Daisy Davis. Attendance prize went to Vera Hancock. Grace Goss contributed to the Birthday Box.

What Can Be Done With the Proper Colors On Carnival Midways

By H. C. LANDAKER

THE main gate of a carnival, the front door, so to speak, is where the first impressions of a show's midway are gained. It is to a show what a show window is to a store. The show window must have appeal to create a desire to buy merchandise. No prospective buyer could be made to believe he was being sold a \$100 suit for \$50 unless the store had a quality atmosphere. That is the purpose the main gate of a carnival has to serve before a prospect enters the midway—a prospect who is accustomed to looking at beauty in automobiles, furniture, homes, etc., every day.

So we ask: Does your main entrance have clean, crisp colors in paint and light? Is it modern or streamlined? Is it possible to see inside so as to work up a natural curiosity to enter the midway? Or is the entrance small and cramped, with a lot of ads for somebody's bread, or what have you, tacked all over? If banners are used on the entrance, does the money received from them mean more than the bad impression they make on the public?

After passing thru the main gate we see a line of concessions—stores with a lot of merchandise on display, but what is there to tie up a beautiful front entrance of a show with all the color in back of its Merry-Go-Round? To our notion, from the main entrance we should carry this same festive feeling thru the concessions to the show line-up, putting concession row in harmony with the rest of the midway. The simplest way to do this would be to make an

"avenue of flags" thru this part of the midway. If pipe poles were mounted between the concessions on which to suspend a large colorful pennant that would come within six feet of the ground, or a socket mounted thereon to take a large draped banner to hang on an angle out over the midway, immediately the bareness of the concession stores would disappear. Decorations could also be used in this manner around the corn game or other stores placed in the center of this section. These pennants would not necessarily have to be flags, but any brightly colored materials, which could be sewed on any show's canvas machine and be of any size or shape that would hang or drape to the best advantage. This I think would help the appearance of concession



SHOWING the use of ornamentation in color in neon on a Boomerang turntable.

row both day and night and, because of its gala atmosphere, would hold the people longer at the front end, which is now considered merely as a walk-thru to the show sector.

Now, consider the Merry-Go-Round from the customer's viewpoint. Is it light enough? If it isn't, it can be helped by the use of small floodlights mounted on top of the fence posts. This would give the horses proper illumination. The customer then could plainly see them instead of being hindered by glaring overhead lights. These overhead lights merely light up the inside scenery and the horses have to depend on midway lighting, which is usually too high in the air to have much effect. The horses would have to be clean to stand this direct illumination on them. Dark horses with all the jewels in the world wouldn't look clean because the customer couldn't actually see that they

fashioned, remember some ride concerns now can make a new ride out of an old one in appearance merely by replacing these parts instead of trying to accomplish something with the old that would be impossible to do under any circumstances.

The masking around the rides in many instances is made of striped awning cloth. This always looks fairly good when it is first put up, but after a few months of bad weather and bleaching out it might as well be three or four years old as far as color is concerned. A ride can be changed in appearance by buying plain banner cloth and having it painted in a modernistic way by a show's own painter, but here again the rule applies to keep it high in key, using pure, brilliant colors and nothing pastel in effect. This is more for a big splash of color on what otherwise is the dark, uninteresting part of the ride and leads



ANIMATED figure in a simple bright color on a Pinhead.



ONE THOUSAND FIVE HUNDRED FORTY FEET of neon on a front that is footproof against breakage, used in conjunction with brilliant colors and figures.



DRESSING up the monkey show background with neon and a large number of figures to get the eye appeal.

are clean. Using nothing but creams, light dapples, and colors high in key will make a Merry-Go-Round snap up right away and look a great deal larger than it did before by using dark colors improperly lighted. If the sweeps are painted no darker than orange, instead of the customary dismal red, a lot more light would be reflected from the top. The inside scenery then, to be in keeping with the rest, should have a great deal of white, and if pictorials are used, they should have a lot of white space around them to keep everything fresh looking. If the outside cretings are old-

to the belief that the whole ride is modernized. Cars naturally are in bright colors, and the more they can be broken up with brilliancy and variety in paint, the greater effect of speed and motion is obtained. Light arches can have neon on them, or even have ornamental plates that fit over the arch itself, with colorful designs to carry out the same general scheme employed in the banner cloth at the bottom. If this were carried out on the various iron rides all around the midway, immediately the whole midway would be a riot of color if the colors were applied properly. This is the catch on most midway paint. White, yellow, orange, brilliant red, pale green, sky blue, with an occasional touch of black, dark blue, or maroon, would be the most suitable colors to use on this type of decoration. These must be pure colors and used simply enough so that at any time anything is to be retouched or repainted, it would not involve any complicated color mixing.

Where a Ferris Wheel has an arch, remember that keeping it low and not too heavy in design will create the illusion of more height in the wheels. However you look at it, a heavy, cumbersome front not only would exclude the eye from seeing the wheels, but would make them look too spindly for the type

(See PROPER COLORS on page 37)



CLOSE-UP of panel showing the relation of sunburst in neon against pictorials.



A STREAMLINED bally platform to set off modernistic panels and Venetian "teasers" on an illusion show. Blinds regulate amount of "look-thru."

Winter-Quarters News and Gossip

As Reported by Representatives for the Shows

Miner Modern

PHILIPSBURG, N. J., April 5.—The writer and Harry Mutchler are the only ones now at quarters. Because all shows and rides that are owned by the management are stored in New Holland, Pa., where the shows closed their 1940 tour, work will start there on May 5. R. H. Miner Jr. returned from a two-week booking tour with contracts for stands in Princeton, N. J., Frenchtown (N. J.) American Legion Post Pair, Hampton (N. J.) Firemen's Fair, Morrisville (Pa.) American Legion Post Pair, Kimberlin (Pa.) Firemen's Fair, Port Providence (Pa.) Firemen's Fair, and Alpha (N. J.) Old Home Week. Concessionaires signed are Mickle Vagell, 4; Burt Miller, 3; James Brown, 2; Harry Arnold, 3; Meyer Pimentel, 2; Mike Levenson, 2; James Shine, 1; Billy Moore, 1; Norman

Littlefield, 2; Bob Coleman, 2, and Morris Watnick, 1. Miles Bloom will have two shows, and Claude E. Vimes one. Four new tents arrived. Meyer Pimentel will be show electrician, and the writer will be in charge of the front gate when it's used. Aerial Cowdens and the Flying Romas are the free acts.

KENNETH C. WHITEHEAD.

Celvin & Wilson

PETERSBURG, Va., April 5.—I. Celvin and John W. Wilson, co-owners, have been busy preparing the enlarged 1941 edition, which opens this month. Many new rides and attractions have been added. Keith Sutton and Tony Marino, who will operate Bus Cross's new Spitfire and Twin Rolloplanes, arrived, and Mike Bowman, who will have a larger cookhouse, is living here and preparing for opening. E. K. Johnson, advance agent, came in from Philadelphia, and Mr. and Mrs. Carl Lauther and members of their Side Show, including Persella, the Monkey Girl; Alligator-Skin Boy, Claude Claudette, Mr. and Mrs. Woodrow Olson, Josie Frank, Ida and Duke are expected in from Norfolk, Va., soon. Mrs. I. Celvin and Mrs. John W. Wilson have created some new costumes for the Paradise Show. Harry Dunkel, general agent, is assisting Owners Celvin and Wilson. Mr. and Mrs. Porter Van Ault and son, Burr, completed their new Penny Arcade front. Recent visitors included Walter D. Nealand, Starr DeBelle, and Willard Klames. Charles Cohn arrived from Miami and with his crew is building a new hingo stand. RAYMOND D. MURRAY.

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Motor City

MARYSVILLE, O., April 5.—With opening scheduled for April 11 at Springfield, O., Owner Vic Horwitz reports he is pleased with the progress made in local quarters and the condition of all equipment. Since the motorized units are one of Horwitz's special interests, he has spared neither time, effort, nor money to put them in top shape. Personnel seems satisfied with the route arranged by General Representative R. S. (Bob) Brenson. He recently booked the four-day Dexter (Mich.) Centennial. The writer will spend a few days in quarters going over advance details with Owner Horwitz before proceeding to Springfield to complete final arrangements for opening there. Showfolk and concessionaires are arriving daily and quarters is humming with activity. JAMES DEWEY.

Goodman Wonder

LITTLE ROCK, Ark., April 5.—Work in quarters at City Park here is in full swing, with more than 200 at work. Shows will be ready with all improvements for opening on April 25. Dave and Nancy Miller's Gay Pares will feature a large neon-illuminated stage and new wardrobe is being designed and created for the revue. Dr. Samuel Freidman is here and has assumed charge of the building of his Life Show. This season it will use a full-length motion picture feature as an extra added attraction. Louie Yofo is readying concessions and equipping all concessions with fluorescent lighting. Zeechin's cannon act is

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Have a Tent, size 20 by 30 feet, which would be suitable for a Fat Girl Show, or Snake Show, complete with Banners, Banner Line, and Pit. Party booking same must supply the inside. Our Show will consist of five Rides, four Shows, a Penny Arcade and about 19 Concessions. Have opening for a few more Legitimate Concessions. Want Workmen for the Rides. Mr. Eddie Hollinger, have opening for you in the office. Get in touch with me.

Opening Date April 26th, at Welland, Ontario.
FRED W. SIMS, General Director, P. O. Box 85, Toronto, Ontario

Prudent's Amusement Shows

WANT TO BOOK—Frozen Custard, Bingo, Novelties, Bowling Alley, Knife Rack, Photo Gallery, Pan Game for 50¢.
FOR SALE—Bingo Top Frame and Seats and etc.
WANT—FOREMAN and SECOND MAN FOR RIDE-O-RIDE.
MICHAEL A. PRUDENT, 124 Cedar Ave., Patchogue, N. Y.

the free attraction. He's also building a new Penny Arcade, Arthur Sharp, formerly of Rubin & Cherry Exposition, came in to assume his duties as secretary.

C. W. FRANKLIN.

W. E. West

CHERRYVALE, Kan., April 5.—Mr. and Mrs. L. D. Crandell, who have had there Modern Midway Cafe with the shows the last several years, have purchased all new equipment for their cookhouse. Their son, Duain, will assist them. W. W. Collins advises from Texas that he is recovering from a recent illness and will arrive in time for opening in Fredonia, Kan., on April 12. The writer, with sound car and a new line of paper, left on April 3 for Fredonia. Quarters work is nearing completion and equipment is being loaded. Shows will carry 6 rides, 7 shows, and 20 concessions. A free gate will prevail. General Agent James White has the shows routed thru new territory. Mrs. W. E. West was ill with the flu, but is now able to supervise quarters work. Owner W. E. West assisted the Cherryvale Metro Club in the promotion of their successful indoor show. C. G. Cleham has rebuilt all concession frames. Remainder of new banners and canvas arrived and Artist Joe Cunningham has some good work on the show fronts and ticket boxes. EDGAR L. MEEKS.

Dixie Bell

MOUNT VERNON, Ind., April 5.—Work at quarters here is almost completed and the finishing touches are being applied by the decorators. Ride motors have been overhauled and trucks are out on the lot being cleaned and repainted. Diesel light plant is working perfectly and Manager Riley is planning to have the midway well illuminated this season. Shows recently were contracted to play the July 4th Celebration in Bloomfield, Ind., on the streets. Frank Hess, electrician with the show the last three years, will not return to the road this season, as he is employed at the government powder plant, Charlestown, Ind. JOHN C. BROWN.

Bortz Midway

ANCELL, Mo., April 5.—Mae and Leo Bortz have been operating their new night club here to good results. Quarters activity is scheduled to begin next week when all equipment is to be moved here from Doniphan, Mo. Most of last year's personnel have written they will arrive in time for opening, which will be held in this territory about the middle of May. Everything will be painted and put in first-class condition. Organization will again carry 5 rides, 5 shows, and 15 concessions. Owner-Manager Leo Bortz is now on a booking tour. The writer and husband successfully exhibited their Python in Mississippi and Tennessee this winter. DORIS WILSON.

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Want man to take charge of Snake Show. Also will look any Show not conflicting.

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Acts Program Set For Twin City Show

MINNEAPOLIS, April 5.—Over 200,000 are expected to attend the eighth annual Northwest Sportsmen's Show in the Auditorium here, said General Manager F. W. (Nick) Kahler. This is an anticipated boost of 15,000 over the 180,000 all-time high of the 1940 show.

Manager Kahler bases his expectation on the fact that people are more sports-minded, that he has the best entertainment bill in eight years, and that the American Bowling Congress in St. Paul will draw added thousands to the Twin City area.

Show will feature Mark Hulling's trained seal; Tom Whitted, cowboy singer; Ken and Walt Wilhelm, archers; Mansfield, rifle marksmen; Frank Hogan's retrieving Labradors, including Tyke, high-diving dog; Dave Irwin's Eskimo Village; Anders Haugen, indoor ski jumping; log rollers, and Indian singers. For the first time an orchestra will be introduced for dancing between floor-shows.

More exhibit space has been sold than

for any previous show and about \$3,000,000 in exhibits will be on the floor. Promotion of the show follows the same lines that Kahler has found successful in other centers. Minneapolis papers are sponsoring some of the events, and the playground department sponsors a few events which can be promoted in recreation centers.

Maple Festival Pulls 75,000

CHARLTON, O., April 5.—Annual Geauga County Maple Festival here on March 27-30 drew an estimated 75,000, reported Secretary Paul E. Denton. Weather was good. Twins', 50th wedding anniversary, and wood-chopping contests were featured. Daily entertainment was offered in the Opera House by the Griffin Accordion Gypsies and Curt McCreland and his suitcase circus. Concessionaires reported visitors were in a spending mood. Their takes were the heaviest in recent years.

Shorts

CLEVELAND'S American-Canadian Sportsmen's Show on March 22-30 in Public Hall drew a record total attendance of 143,973. Closing-day attendance was 16,835. Last year's total was 125,000.

EAST LIVERPOOL (O.) Post, Veterans of Foreign Wars, contracted Bantly's All-American Shows for a Decoration Day celebration.

AT THE successful sixth annual Atchison (Kan.) Fellowship Exposition on March 26-29, marked by attendance of 6,500, acts included Rich Barnsdale, tight wire; Great Ricardo, acrobat; Pangano Dancers, chorus; Giles Shelton, troubadour; Mary Vard, drum major; Peggy Ann, dancer; Monague and Morgan Craddock, and Jack Collins, emcee.

MIDWAY, free acts, and a parade will be featured at three-day Baltimore (O.) Volunteer Firemen's Home-Coming.

FREE ACTS and fireworks are slated for six-day Shelby (O.) Volunteer Firemen's Summer Festival.

PRO talent will be used at an Independence Celebration, sponsored by Park River (N. D.) American Legion Post.

ST. LOUIS National Horse Show, last year attended by over 85,000, will again be held this year for benefit of the Shriners' Hospital for Crippled Children, Moolah Temple, A.A.O.N.M.S. It will run eight days instead of the usual six, with a feature attraction and following policy of last year: a name band will play during performances and after shows for dancing.

MIDWAY features are slated for the annual six-day Newell (W. Va.) Volunteer Firemen's Festival. Vernon Betteridge is general chairman.

ALL-PROFESSIONAL musical extravaganza has been signed for the 1941 eight-day Canaanus Festival in Jackson, Mich., replacing the amateur type of show staged in past years.

POR Rolla (N. D.) Summer Celebration Barnes-Carruthers Fair Booking Association will furnish stagewalks, including an Ernie Young Revue, and Al Baysinger Shows will be on the midway.

ACTS booked for eight-day Dayton (O.) Sport and Outdoor Show under auspices of the Dayton Chapter of the Isaac Walton League of America, reported Manager W. C. O'Neil, include Four Girards, log rollers and canoe tilters; Ora Kale's 10 Retrieving Spaniels; Chief W. L. Collier, bait caster; Bill Cook, fly caster; Slingshot Charlie, and Chief Crazy Bull, emcee and archer. There will also be conservation and wild life exhibits.

MINNEAPOLIS Aquatennial began active planning for the 1941 summer festival on April 1 when headquarters were opened. Lyle Wright, 1940 business manager, was reappointed by W. R. Stephens, general chairman. Wright heads the Minneapolis Arena. Hal Paris is office manager. There is an eight-man executive committee.



JAYDEE the GREAT

Amazing High Trapeze

★ COMEDY — STAR — THRILLS ★

World's Highest and Only Act of Its Type Aging the Ape atop trapezes on rigging 100 ft. high. No nets or safety devices.

AVAILABLE—Season 1941, for Parks, Fairs, Carnivals, Celebrations.

ATTENTION—Managers and Secretaries—this act will not be drafted for services in 1941. So assure yourself of no substitutions or disappointments. Book now. Address

JERRY D. MARTIN

New England Address: 231 Pearl Street, Somerville, Mass., Box 3123
Home Address: P. O. Box 54, Rochelle Park, N. J.

OR care of The Billboard, Cincinnati, Ohio

WANTED—Season 1941, man to assist in aerial work. Must have experience, drive and be dependable. 20 weeks' work. State all and salary expected in first letter.

P. S.: This act can also be booked through Times Square Amusement Enterprises, Box 25, Station G, New York, N. Y.



ANNUAL HOME COMING, DESHLER, OHIO

AUGUST 4 TO AUGUST 9 INCLUSIVE

Deshler Community Fire Dept. Sponsors.

Want Concessions all kinds. X on Bingo, Carmel Corn (Note: C. W. Pence) and Candy, Grab Joint, Lead Gallery, Diggers.

Want Girl Show, Athletic Show; must be first-class. Want RIDES and CONCESSIONS, SHOWS ALL KIND. Write

R. C. DISHONG, Chairman, Deshler, Ohio. FREE ACTS.

Union Fire Co.—Shamokin, Pa.

Annual Night Fair and Carnival

WEEK OF JULY 13TH TO 20TH

Now booking Independent SHOWS and CONCESSIONS. Free Acts. Free Gals. Parades. Can use one more Free Act. Write to

DAVID ARNOLD, CHAIRMAN, UNION FIRE CO., SHAMOKIN, PA.

CELEBRATIONS, JUBILEES, OLD HOME WEEKS, CONVENTIONS, CENTENNAIS

A full season of community sponsored events that feature free acts, parades, other special promotion. FREE GATE ALWAYS. Unit 1 opens May 8; Unit 2, May 26. Want Chain-o-Piano, Merry-Go-Round or Adult Ride other than Wheel and Tire. ASSURE BIG SEASON for shows of all kinds wanting to play celebrations. Concessions—Coke Gallery, Short or Long Range Lead Gallery, Hoop-La, Pitches, Fish Pond, Photos, Scales, American Patriotism, String Game, Burque, Penny Pitch, Penny Arcade, Outdard, Guess Age, Jewelry, Novelties, High Striker, Fish Pond, Floor, Cookhouse, Joe Shopwell, electrician, job open. WRITE or WIRE M. A. BEAM, WINDBER, PA.

WANTED

Rides, Shows and Concessions for July 4th American Legion Celebration
Rockport, Mo., July 2-3-4.
Largest in N. W. Missouri.
No Carnival. O. A. LOOMIS.

WILL SPONSOR

GOOD CLEAN OUTDOOR CARNIVAL
Would like to entertain Central Community who will play Northern Minnesota during the summer. Prefer preliminary equipment. (Community consists of about 12,000 population.)
PETER GRAHAM POST V.F.W.
International Falls, Minn.

WANTED

STOCK CONCESSIONS AND GAMES
For Hendricks County 4-H Club
Round-Up, August 7-8-9
Write C. R. BAKER, Danville, Ind.

TALKERS---ELEPHANT

Can place two Talkers for Circus and Girl Revue. Must be able to turn people. Want book Elephant from May 8 to August 2 for small circus playing week stand celebrations. Also, see Atlanta. Write or wire M. A. BEAM, Windber, Pa.

WANTED

ACTS, CONCESSIONS, SHOWS
SYCAMORE, OHIO
Homecoming Week, August 4
Seccaium-Rides
TOD GOLLING, Secy.

53RD ANNUAL REUNION & HOMECOMING

ENGLISH, IND., JULY 21ST TO 23TH
Sponsored by English Community Club, Inc.
Rides and Bingo already conceded.
No Copies or Flats wanted.
Write C. H. EASTRIDGE, English, Ind.

WANTED

RIDES AND CONCESSIONS FOR
FIREMEN'S HOMECOMING
AUGUST 14-15-16
Write H. STEVENS, Clio, Mich.

CARNIVAL WANTED

Any time in June or July.
60 men and permit available. Will be sponsored by Niagara Fire Co., 51, Inc. Contact R. BAKER, 3221 Frontier Ave., Niagara Falls, N. Y.

Minnesota, Wisconsin, Iowa Event Committees, Look

5 Rides, Free Acts, 20 Concessions, 4 Shows, Cookhouse, Amusement Show, Round Up, 1. A. Sponsors for supplies. What are your dates? Want to book or buy Loop-o-Piano, Ferris Wheel, Concessions wanted. E. J. MARDELL, MIDWAY OF FUN, 2309 Girard Ave., So., Minneapolis, Minn.

SLIM BRYANT & HIS GEORGIA WILDCATS

OR

TRI-STATE BARN DANCE SHOW at KDKA

Breaking records in Pennsylvania

NOW BOOKING FIREMEN'S FAIRS FOR SUMMER

Write SLIM BRYANT, care Sta. KDKA, Pittsburgh, Pa., for particulars

WANT CARNIVAL

For

NEWTON STATE DAIRY SHOW

The Week of September 22nd
Write W. A. BELL, Sec., Newton, Miss.

WANTED

FOR

HENDERSON'S SAUERKRAUT DAYS

FREE Gals—SEDS, 5, 6, 7—FREE Kraut, Eight High-Cheer Rides, Eight Shows. Must have plenty of flash. Open for All Legitimate Concessions. No Girls. Address ELMER BRAND, Henderson, Minn.

WANTED

HIGH-CLASS CARNIVAL

or RIDES, ACTS, CONCESSIONS, SHOWS for

GOOD WILL CELEBRATION

AUG. 28th-29-30, MYSTIC, IOWA

WANT

CONCESSIONS, SHOWS, ENTERTAINMENT for AMERICAN LEGION REUNION and HOMECOMING

Biggest and Best Event in Northwest Missouri.
JULY 25-26-27, CRAIG, MO.
R. E. LIPPS, Sec.

MT. OLIVE HOMECOMING

MT. OLIVE, ILL., JULY 24, 25, 26

WANT SHOWS AND CONCESSIONS

Address: JOHN J. FEDOR, Chairman Concession Committee, Mt. Olive, Ill.



1941 FAR DATES

Alabama

Alvander City-East Ala. Fair Assn. Oct. 14-15 Lewis B. Dean.
Athens-Limestone Co. Negro Fair Assn. Oct. 4-6, Maxie Aliso.
Autauga-Bowling Co. Fair Assn. Sept. 23-27, F. O. Logsdon.
Birmingham-Alabama State Fair. Sept. 23-29, Oct. 4 Douglas K. Baldwin.
Canton-Cherokee Co. Fair & Livestock Assn. Week of Oct. 13. Dr. B. C. Talbot.
Covadilla-Lawrence Co. Fair Assn. Oct. 6-11, C. C. Horton.
Dahlgren-Houston Co. Fair. Oct. 23-25, Mrs. L. J. Longsted.
Huntsville-Madison Co. Fair & Tenn. Valley Expo. Sept. 18-20, Marj Dickson.
Jasper-Walker Co. Fair Assn. Sept. 23-27, Ed Pierce.
Lexington-Lexington Fair Assn. Oct. 2-4, Pearl Lanier.

Arkansas

Batesville-Independence Co. Fair Assn. Sept. 30-Oct. 4, Miss Robt. Ella Case.
Bentonville-Benton Co. Fair Assn. Oct. 1-2, Harry H. McKee.
Canton-Dairy & Livestock Show, Probably Oct. 1-2, Nelson B. Kite.
Dumas-Dumas Livestock Show, Oct. 18-19, Pat H. Meelis.
Fayette-Calloway Co. Livestock Stock & Fair Assn. Oct. 1-4, George Baunou.
Haltersville-Haltersville Fair Assn. Aug. 7-9, Hal F. Johnson.
Hempstead-Co. Fair Assn. Oct. 13-18, H. P. Bowen.
Magnolia-Columbia Co. Fair & Livestock Show, Oct. 1-11, W. A. Jamison.
Malvern-Hot Spring Co. Fair Assn. Sept. 6-11, D. H. Montgomery.
Melrose-Melrose Co. Fair Assn. Oct. 2-4, Polly Clem.
Ozark-Franklin Co. Fair. Sept. 27-27, Robert L. Primes.
Pike-Logan Co. Fair Assn. Oct. 20-23, B. E. Ellis.
Rosedale-Pop Co. Fair Assn. Oct. 6-10, C. R. Turner.
Searcy-White Co. Fair Assn. Oct. 1-4, Doyle Kelo.
West Helena-Phillips Co. Fair Assn. Oct. 1-4, L. C. Nease.

California

Anderson-77th Dist. Agri. Assn. Sept. 11-13, Dudley Beiler.
Angels Camp-Calaveras Co. Fair. May 18-19, Carl T. Mills.
Antelope-Columbia Co. Fair. Aug. 8-9, Alden Button.
Auburn-Flacior District Fair. June 20-22, Ray Carlisle.
Bakersfield-Job District Agri. Assn. Sept. 18-21, Emory Og Hoffman.
Calistoga-Calistoga Fair Assn. July 4-6, Frank Jones.
Cederville-Mojo Co. Fair. Sept. 4-7, J. Hay Golden.
Chico-Butte District Fair. May 22-23, Sylvia Cooke.
Crescent City-Aris District Agri. Assn. Sept. 21-21, C. A. Cronkrite.
Del Mar-San Diego Co. Fair. Oct. 4-12, D. Noble.
Dixon-Selma Co. Fair. May 16-18, M. E. Morgan.
Dustin-Butte Co. Fair. Aug. 21-24, V. W. Tuil.
Eureka-Ninth Dist. Agri. Fair. Sept. 24-28, Handoggs J. Remick.
Fresno-Humboldt Co. Fair. Aug. 13-17, Dr. Joe N. D. Hindeley.
Fresno-Fresno Dist. Fair. Sept. 30-Oct. 3, A. Dodge.
Galt-Sacramento Co. Fair. July 30-Aug. 2, Eugene Kenefick.
Gram Valley-Tuolumne Dist. Agri. Fair. Sept. 26-30, Leoyle Peterson.
Hayfork-Trinity Co. Fair. Aug. 23-24, Leonard M. Morris, Waverly, Calif.
Holtville-San Diego Co. Fair. Agri. Assn. Oct. 10-11, Roy A. Hubbard.
Lakeport-Lake Co. Fair. Aug. 30-Sept. 1, William R. McNair.
Mariposa-Sierrita Co. Intermountain Fair. Sept. 6-9, Mrs. Frances Gowanoy, Phyllis, Modesto-21-A District Agri. Assn. Oct. 9-12, H. J. Bunce.
Mariposa-Mariposa Co. Fair. May 30-June 1, George W. Johnson, Merced, Calif.
Marysville-Butter-Tuba Fair. Sept. 11-14, J. A. (Jack) Predecka.
Merced-38th District Fair. Sept. 11-14, J. J. Uhle.
Monterey-Monterey Co. Fair. Sept. 25-28, V. W. Zimmerman.
Oakdale-Stanblaux Co. Fair. Aug. 1-3, E. W. Zimmerman.
Orland-Glenn Co. Fair. Sept. 16-20, George P. Caldwell.
Petaluma-Sonoma-Marin 4th District Agri. Assn. July 25-27, Dolph Young.
Pleasantville-Eldorado Co. Fair. Aug. 22-24, J. A. Winkelman.
Punamont-Santa Clara Co. Fair Assn. July 2-12, Ernest W. Schween.
Plymouth-Amador Co. Fair. Sept. 12-14, Mrs. Goula Way.
Pomona-Los Angeles Co. Fair. Sept. 12-23, C. B. Affersbaugh.
Quincy-Pumas Co. Fair. Aug. 14-17, W. P. Covarr.
Rock Hill-Tehama Co. Fair. June 13-14, Jens C. Petersen.
Roseville-Placer Co. Fair. Aug. 8-10, Don L. Bick.
Sacramento-California State Fair. Aug. 29-Sept. 7, Kenneth B. Hammarik.
San Jose-Santa Clara Co. Fair Assn. Oct. 1-11, Russell E. Pettit.
Santa Barbara-Santa Barbara Fair. July 28-Aug. 3, E. R. Kraster.
Santa Maria-Santa Barbara Co. Fair. July 23-27, Jesse H. Chambers.
Santa Rosa-Sonoma Co. Fair Assn. Aug. 2-8, Harry A. Barst.
Santa Ana-Orange Co. Fair. June 6-9, Mrs. Katherine Irvine.
Somers-Tuolumne Co. Fair. Sept. 18-21, Mrs. Frances M. Graham.
Stamilton-Sacramento Co. Fair Assn. Aug. 16-24, R. O. Veltman.
Susanville-Lassen Co. Livestock Show. Aug. 20-24, W. W. Fay.
Tahoe-Tahoe-Kings Co. Fair. Sept. 23-27, A. J. Elliott.
Turlock-Stanblaux Co. Fair. Aug. 11-16, Dr. A. J. Rossac.

Oklah-13th Dist. Agri. Assn. Aug. 22-24, Norman O. Babin.
Verona-Haskell Co. Dist. Fair. Oct. 5-12, John Logsdon.
Wainwright-Santa Cruz Co. Fair Assn. Oct. 16-19, W. J. Delno.
Woodland-14th District Agri. Assn. Sept. 13-21, Harry B. Crego.
Yreka-Siskiyou Co. Fair. Aug. 30-Sept. 1, W. L. Kleaver.

Colorado

Akron-Washington Co. Free Fair. Aug. 13-15, Ross W. Binks.
Cortez-Montezuma Co. Fair & Rodeo, Amer. Legion. Sept. 4-6, George A. McArthur.
Woodland-Lafayette Co. Pioneer Fair. Aug. 12-13, James M. Graham.
Pueblo-COlorado State Fair. Aug. 23-29, Frank H. Meeks.
Rifle-Grand Co. Fair & Rodeo. Sept. 1-3, S. E. Ogley.
Rocky Ford-Arkansas Valley Expo. & Fair. Sept. 2-5, Carl Holder.

Connecticut

Avon-Cherry Park Fair. Sept. 26-28, Howard M. Bennett, Winsted, Conn.
Broad Brook-Union Agri. Soc. Oct. 1, B. R. Grant, Meriden, Conn.
Chester-Chester Agri. & Mech. Soc. Aug. 23, Willie G. Skinner.
Danbury-Danbury Fair. Oct. 5-11, George M. Neveu.
Durham-Durham Fair. Sept. 26-27, John Will Jackson.
Goshen-Goshen Agri. Soc. Sept. 1, Mrs. Louise W. Blackman.
Haddam Neck-Haddam Neck Fair Assn. Sept. 1, Leonard J. Holden, R. D. J. E. Hampton.
Harwinton-Harwinton Agri. Soc. Oct. 4, Eliot Johnson, R. D. E. Torrington.
Lyme-Hamburg Fair. Aug. 27, Curtis D. Clifford.
Meriden-Meriden Grange Fair. Sept. 13-20, Mrs. Esther W. Ryan.
North Stonington-New London Co. 4-H Club Fair. Aug. 29-30, Catherine Beckwith, Yantic, Conn.
Northampton-Norwich Grange Fair. Sept. 12-13, Mrs. Lucilia P. Browning.
Riverton-Riverton Fair. Oct. 11, H. P. Dennis, R. R. 2, Wrentham.
Stafford-Stafford Fair. Oct. 2-4, Clarence D. Benton.
Waterbury (near Waterbury)-Wolcott Fair. Oct. 2-4, W. Perriport.
Woodstock-Woodstock Agri. Soc. Sept. 9-10, Freeman R. Nelson, Pomfret, Center.

Delaware

Harrington-Kent & Sussex Fair. July 29-Aug. 2, Ernest Raubrey.

Florida

Jacksonville-Duval-Jacksonville Fair. Nov. 6-10, E. Ross Jordan, Box 729, Macon, Ga.
Panama-Panama Interstate Fair Assn. Oct. 20-23, J. E. Prentel.

Georgia

Atlanta-Southeastern Fair. Sept. 26-Oct. 2, Virgil Meigs.
Augusta-Exchange Club Fair. Nov. 3-6, H. H. Moss.
Hainbridge-Deaton Co. Fair. Oct. 13-14, T. E. Rich.
Roanoke-A. S. Doyett Jr.
Carrollton-Carroll Co. Fair. Sept. 29-Oct. 3, Frank J. Reary.
Columbus-Miller Co. Fair. Oct. 13-18, Arthur Sloan.
Covington-Hickdale Co. Legion Fair. Oct. 6-9, C. S. Summers.
Eastman-Dodge Co. Legion Fair. Nov. 3, Jim Gary.
Ellijay-Oliver Co. Fair Lions Club. Sept. 13-20, Robert W. Smith.
La Fayette-Walker Co. Fair Assn. Oct. 8-11, C. W. Wheeler.
Macon-Georgia Southern Agri. & Indust. Fair. Oct. 20-25, P. V. Kelley.
Macon-Georgia State Fair. Oct. 13-18, E. Ross Jordan.
Macon-Thomas-Tri-County Fair. Sept. 22-27, Welby Griffin.
Marietta-Cobb Co. Fair Assn. Sept. 23-27, H. H. Hefner.
McDonough-Middle Co. Fair Assn. Oct. 7-11, Mrs. P. W. Hendrickson.
Thomasville-Thomas Co. Fair. Oct. 13-18, E. B. Calaway.
Trenton-Dade Co. Fair. Oct. 10-11, A. J. Emby.

Idaho

Blackfoot-Eastern Idaho State Fair. Sept. 15-19, Eric Beauguint.
Boise-Western Idaho State Fair. Aug. 26-30, Ben Wood.
Caldwell-4-H and FFA District Fair. Aug. 5-9, Chas. J. Laurens.
Flora-Twin Falls Co. Agri. Fair & Rodeo. Sept. 9-12, Thomas Parks.
Jerome-Jerome Co. Fair Assn. Sept. 16-19, Floyd O. Bedall.
New Plymouth-New Plymouth Community Fair. Aug. 29-31 (tentative), Harold White.
Preston-Franklin Co. Fair. Aug. 21-23, M. M. Reeves.

Illinois

Anna-Southern Ill. Fair Assn. Aug. 23-29, J. F. Norris.
Arcola-Homestead Fair. July 31-Aug. 2, Thomas Honahan.
Arthur-Arthur, Moultrie-Douglas Co. Fair. Aug. 12-14, H. E. Hood.
Augsburg-Augsburg Community Livestock Assn. Sept. 2, W. J. Hooyer.
Bellville-St. Clair Co. Fair Assn. July 29-Aug. 3, John R. Kamper.
Benton-Franklin Co. Fair Assn. Aug. 4-8, Harry W. Nelson.
Brees-Canton Co. Agri. Fair Assn. Aug. 6-10, A. W. Gruns.
Breezespur-Lawrence Co. Fair. Aug. 25-29, Sam L. Irwin.
Browns-ton-Fayette Co. Fair Assn. Sept. 2-6, L. A. Truce.
Canton-Hecory Co. Fair Assn. Aug. 12-13, Harry M. Johnston.

Carmel-White Co. Fair Assn. Aug. 19-23, Max Beaudou.
Champaign-Coles Co. Fair Assn. Aug. 3-9, R. E. Hoesbraugh.
Chicago-Internat'l Livestock Expo. Nov. 29-30, H. B. Helle, Union Stockyards, Chicago.
Dixon-Lee Co. Fair. Aug. 23-24, Charles R. Lake.
Du Quoin-Du Quoin State Fair Assn. Sept. 1-6, H. E. Strong.
Eglin-Eglin Agri. Fair. Aug. 3-6, W. D. Sissall.
Fairfax-Wayne Co. Fair Assn. Aug. 27-29, Ralph C. Finley.
Farmers City-Farmers City Fair Assn. Aug. 1-3, E. S. Wagnam.
Flowers-Gay Co. Agri. Fair Assn. Aug. 23-29, Edgar Bosker.
Galesburg-Pope Co. Fair. July 22-26, Philip Schofield.
Greenup-Greenup-Cumberland Co. Fair Assn. Aug. 11-17, Fred Jennie.
Griggsville-Western Illinois Fair. July 29-Aug. 1, John F. Napier.
Harrisburg-Galena Co. Agri. Assn. July 28-Aug. 2, Mrs. Nellary Peterson.
Hartsville-Hartsville Fair. Sept. 9-12, R. H. Mosier, Sparland, Ill.
Highland-Highland-Madison Co. Fair. Aug. 27-31, Harold C. Hanson.
Holtville-McDonough Co. Fair. Aug. 25-28, E. Lloyd Rich.
Kankakee-Kankakee Fair Assn. Aug. 12-15, F. H. Hirsch.
Knoblox-Knox Co. Fair Assn. Aug. 3-6, Robert M. Esau, Galesburg, Ill.
La Fayette-La Fayette Fair Assn. July 29-Aug. 1, Martin H. Orman.
Levanston-Fulton Co. Fair Assn. Aug. 8-8, Arthur D. Young.
Lewistown-Fulton Co. Fair Assn. Aug. 10-13, Wilbur E. Layman.
McLeanboro-Hamilton Co. Fair. July 1-4, H. Meade.
Marion-Williamson Co. Fair Assn. Aug. 29-30, Ray Miller.
Marshall-Clark Co. Fair. Aug. 11-14, H. R. Bamsberger.
Mason-Richland Co. Agri. Fair. Aug. 29-Sept. 1, W. F. Carter.
Monticello-Pike Fair Assn. Aug. 29-29, Marion L. Bennett, Ill.
Morrison-Whiteoak Co. Fair Assn. Sept. 2-5, William Desiring.
Mount Carmel-Mt. Carmel Fair Assn. Aug. 1-4, E. C. Taylor, W. Salem, Ill.
Mount Vernon-Mt. Vernon State Fair Assn. Sept. 2-12, N. K. Bond.
Newton-Jasper Co. Fair Assn. July 14-15, Ben D. Lowe.
Newport-Olney Co. Fair Assn. Sept. 1-5, O. B. Price.
Oregon-Richland Co. Farm & Fair Assn. Sept. 16-19, W. H. Shullis.
Oregon-Ole Co. Fair. Aug. 30-Sept. 1, E. L. Landers.
Painesville-Co. Agri. Assn. Aug. 26-29, P. S. Henry.
Peatonies-Winnebago Co. Fair. Aug. 7-10, W. R. Jones.
Perry-Will Co. Fair Assn. Aug. 26-29, Henry B. Werner.
Pontiac-Livingston Co. Agri. Fair Assn. Aug. 6-7, Mrs. Jessie Hanson.
Princeton-Bureau Co. Fair. Aug. 26-29, Wayne Steitz.
Sandwich-Sandwich Fair Assn. Sept. 1-4, C. H. Deever.
Springfield-Illinois State Fair. Aug. 9-17, William V. Jake Ward.
Strongsville-Rensselaer Co. Fair Assn. Aug. 27-29, Ralph Butler.
Taylor-Taylor Co. Fair. July 20-23, C. C. Bunter.
Urbana-Champaign Co. Fair Assn. July 29-Aug. 1, Carl A. Parks.
Vincennes-Johnson Co. Fair. Aug. 19-22, George Gray.
Warren-Warren Fair. Aug. 20-23, J. W. Richardson.

Lyons-Lyons Community Club Fair. Sept. 10-12, Arthur Foster.
Mendota-Mendota Fair Assn. Aug. 20-23, J. A. Ritter.
Milford-Milford Street Fair. Aug. 6-9, Eugene W. Tolson.
Muncie-Muncie Fair. July 27-Aug. 2, A. C. Nerrie.
New Albany-Floyd Co. Fair. Aug. 4-9, Frank Rivers.
Osgood-Ripley Co. Fair. July 30-Aug. 2, H. L. Jenkins.
Portland-Ray Co. Fair Assn. Aug. 3-4, Orlean Hobapple.
Princeton-Ogden Co. Fair Assn. Aug. 23-28, Charles A. Stevie.
Hennsville-Ogden Co. Fair. Aug. 30-30, George M. Reed.
Reynolds-Reynolds Fair. Sept. 3-6, Albert Oler.
Rockers-Spencer Co. Fair Assn. July 23-26, P. J. Fella.
Rockville-Rock Co. Fair Assn. Aug. 18-23, George Schw J.
Rothville-Park Co. Agri. Assn. July 27-Aug. 1, Ernest E. Privett.
Spencer-Owen Co. Fair. Aug. 15-16, Don Kaufman.
Sunman-American Legion Fair. Sept. 4-6, Ernest W. Howrey.
Wabash-Wabash Co. Fair Assn. Sept. 23-27, John Hols.
Washington-Graham Farms Fair Assn. July 4, Robert C. Graham Jr.

Albion-Knoxville Co. Fair. Aug. 15-20, E. L. Vincent.
Almon-Buller Co. Fair Assn. Aug. 13-16, Virgil E. Scroggs.
Alton-Buena Vista Agri. Soc. Aug. 12-13, G. A. Rodriguez.
Atlantic-Cas Co. 4-H Fair. Aug. 13-18, Lester C. Brown.
Audubon-Audubon Co. Fair. Sept. 1-3, W. G. Wilson.
Avesa-Franklin Co. Fair Assn. Sept. 6-11, E. F. McKinley.
Bedford-Taylor Co. Fair. Aug. 4-9, Mary Swaner.
Bloomfield-Davis Co. Fair. Aug. 12-15, C. C. Nichols.
Boone-Boone Co. Achievement Show. Aug. 18-20, C. E. Kuhl.
Burlington-Burlington Tri-State Fair. Aug. 9-9, A. L. Bikes.
Cedar Rapids-All-Iowa Fair. Aug. 10-15, C. D. Moore.
Central City-Linn Co. Fair. July 31-Aug. 2, P. O. Butler.
Clarksburg-Page Co. Fair Assn. Aug. 13-15, C. H. Brown.
Coeon Hagoods-Four-County Fair Assn. Sept. 6-12, Dennis Brantley.
Dorning-Adams Co. Fair. Aug. 19-22, A. L. Gauthier.
Coydon-Wayne Co. Fair. Aug. 18-21, E. J. Hawthorn.
Cresco-Howard Co. Fair. Aug. 26-29, C. C. Nichols.
Davenport-Messalapp Fair & Expo. Aug. 18-20, E. E. Kuhl.
Decorah-Winneshiek Co. Agri. Assn. Aug. 14-17, Leon Brown, Cresco, Ia.
Deer-Derby District Fair. Sept. 2-5, O. W. Meyer.
Des Moines-Iowa State Fair & Expo. Aug. 20-29, L. H. Cunningham.
Dennison-Den Co. Fair Assn. July 23-25, W. A. Krehl.
Eagle Grove-Eagle Grove Dist. Junior Fair. Aug. 16-20, M. K. Prew.
Edson-Wapello Co. Agri. Fair Assn. Aug. 18-21, W. Hall.
Hosco-Hardin Co. Fair. Aug. 4-3, C. W. Hesse.
Hudson-Elkader Fair. Sept. 3-6, Pat O'Brien, Funda-Pocahontas Co. Agri. Assn. Aug. 3-4, B. F. Barber.
Greenfield-Adair Co. Fair. Aug. 11-14, H. W. Crooka.
Grundy Center-Grundy Co. Fair. Sept. 2-5, C. E. Macy.
Guthrie-Guthrie Co. Fair. Sept. 16-20, M. L. Branson.
Hampton-Franklin Co. Fair Assn. Aug. 18-21, Glenn D. Criglington.
Hamburg-Havahado Co. Fair. Aug. 29-28, W. E. Crissey.
Independence-Buchanan Co. Fair. Aug. 18-19, H. O. Kato.
Iowa Falls-Central Iowa Agri. Assn. Sept. 24-25, James K. Campbell.
Knoxville-Van Buren Co. Fair. Aug. 5-8, Art Wallace.
Knoxville-Marion Co. Fair Assn. Aug. 19-17, A. C. Milner.
Lorimer-Lorimer Agri. Fair. Aug. 18-21, W. L. Meany.
Malvern-Mills Co. Fair Assn. Aug. 13-14, D. M. Kline.
Manchester-Delaware Co. Fair. Aug. 8-8, E. W. Williams.
Manson-Calhoun Co. Fair. Aug. 28-31, Sara S. Kiola.
Marshalltown-Central Iowa Fair. Sept. 18-19, O. B. Reilly.
Mason City-North Iowa Fair Assn. Aug. 28-30, R. E. V. Wilkinson, Red Park, Ia.
Missouri Valley-Harrison Co. Fair Assn. Sept. 9-13, Frank C. Burke.
Monticello-Jones Co. Fair Assn. Aug. 19-22, Fred C. Hagan.
Moyville-Woodbury Co. Fair. Sept. 4-7, Clyde Hery, Brown.
Neosho-Big Four Fair Assn. Aug. 19-22, Norton R. Hinkle.
Northwood-Worth Co. Fair Soc. Aug. 11-13, Coustney Sawyer, Manly, Ia.
Onawa-Monona Co. Fair. Aug. 15-13, Sanford Wallace.
Orange City-Slox Co. Agri. Assn. Aug. 19-22, Gerrit Verthland.
Ottawa-Moscow Co. Agri. Soc. Aug. 23-24, C. T. Juhl.
Oxakosoo-Southern Iowa Fair Assn. Aug. 4-9, Clyde A. Hanna, New Sharon, Ia.
Pocahontas-Pocahontas Co. Fair. Aug. 29-Sept. 1, A. S. Burdick.
Rock Rapids-Lyon Co. Fair. Aug. 26-28, W. H. Shierman.
Roquemore-Chap Co. Fair. Sept. 8-13, J. H. Peterson.
Tipton-Cedar Co. Fair Assn. Aug. 5-8, C. S. Milby.
Union-Benton Co. Fair. Aug. 5-8, W. J. Campbell, Jessup, Ia.
Waterloo-Dairy Castle Congress. Sept. 29-Oct. 3, E. B. Starck.
Webster City-Hamilton Co. Expo. Sept. 1-5, L. E. Lytle.

Indiana

Anderson-Anderson Free Fair. June 30-July 5, Earl J. McCord.
Bicknell-Knox Farm Fair. Aug. 12-15, Robert Harrison.
Boonville-Bonville Fair Assn. July 29-Aug. 2, Albert C. Deer.
Bowling-Bowling Co. Fair. July 3-5, Edgar Burnett.
Bourton-Bourton Fair Assn. Sept. 18-20, P. E. Oood.
Centerville-Old Settlers & 4-H Fair. Aug. 5-10, Elizabeth Hatfield.
Chalmers-Chalmers 4-H Club Fair. Aug. 28-29, J. A. Carroll.
Coltsville-Ellettsburg Co. Fair Assn. July 15-18, P. M. Overstreet.
Connersville-Fayette Co. Free Fair. Aug. 12-15, J. L. Kennedy.
Corydon-Mt. A. Fair. Aug. 19-23, D. E. Warnock.
Corydon-Harrison Co. Agri. Soc. Aug. 18-22, Dr. L. B. Wolf.
Covington-Covington Free Fair. Aug. 30-30, Frank Service.
Decatur-Decatur Free Street Fair & Agri. Show. July 28-Aug. 2, Glenn Hill.
Farmers-Orient Co. Agri. Fair Assn. Aug. 24-28, John A. Segel.
Frankfort-Cinton Co. Fair. Aug. 10-15, Will C. Ross.
Goshen-Ekhardt Co. Fair. Aug. 26-28, Walter M. Crisp.
Hartford City-Merchants & Farmers' Agri. Assn. Sept. 16-20, Robert Newbauer.
Hanschberg-Delco Co. Fair Assn. Aug. 6-9, C. M. Day.
Indianapolis-Indiana State Fair. Aug. 29-Sept. 5, P. B. Dann.
Kendallville-Kendallville Fair. Aug. 11-15, D. C. Bross.
Knoxville-Indiana Co. Fair. Sept. 9-12, A. M. Schuh.
La Porte-La Porte Co. Fair. Aug. 19-22, J. A. Terry.
Linton-Community Fair & Exhibit Show. Aug. 18-23, Lexie Smith.

West Liberty—Union District Agr. Soc. Aug. 18-21. Ray Wustenberg.
 West Union—Fayette Co. Fair. Aug. 19-23. Ed Hauber.
 Wheeling—Kootuk Co. Fair. Aug. 16-18. E. P. Laly.

Kansas

Ableton—Central Kan. Free Fair Assn. Aug. 15-17. Travis Rosecrance.
 Allen—Northern Lyon Co. Fair Assn. Sept. 4-6. J. A. Wilson.
 Ashburn—Aspen Grange Fair. Oct. 3-4. Mrs. Tina DeWitt.
 Barnes—Washington Co. Fair. Sept. 17-18. D. Linn Liver.
 Belleville—North Central Kan. Free Fair. Aug. 31-32. Homer Alkire.
 Beloit—Mitchell Co. Fair Assn. Sept. 8-13. Frank L. Hill.
 Big Springs—Douglas Co. Fair Assn. Aug. 27-28. Pete Bahmwater. Leception, Kan. Blue Mound—Blue Mound Fair. Sept. 18-20. Harry E. Morrow.
 Blythe—Blythe Community Fair Assn. Oct. 30-Nov. 1. J. A. Johnson.
 Burden—Eastern Cowley Co. Fair Assn. Aug. 10-12. Dick Alexander.
 Burlington—Coffey Co. Free Fair. Aug. 4-8. Carl A. Kirsage.
 Coffeyville—Montgomery Co. Fair Assn. Aug. 1-4. Elton Weeks.
 Columbus—Thomas Co. Free Fair. Aug. 12-13. J. B. Kuska.
 Columbus—Cherokee Co. Legion Fair Assn. Aug. 25-28. Cooper Outenberg.
 Dighton—Ottawa Co. Fair Assn. Aug. 20-23. J. S. Olds.
 Dodge City—Great Southwest Fair. Sept. 1-6. Tim Duntz.
 Edmanham—Atchison Co. Fair Assn. Aug. 19-22. C. J. Hegarty.
 Garden City—Finney Co. Fair. Oct. 2-3. Ben Grimes.
 Garnett—Anderson Co. Fair Assn. Sept. 3-6. Fred L. Coleman.
 Girard—Girard Co. Fair Assn. Aug. 26-30. Leon Hartman.
 Glasco—Cloud Co. Fair. Sept. 2-3. H. M. Sawhill.
 Goodland—Northwest Kan. Dist. Free Fair Assn. Aug. 19-22. H. R. Raincell.
 Greensburg—Klowa Co. Free Fair Assn. Aug. 26-29. C. A. Cochran.
 Harford—Harber Co. Fair Assn. Aug. 26-29. J. M. Mola.
 Harper—Harper Co. Agr. Fair Assn. Oct. 17-19. R. E. Dresser.
 Harvey—Harvey Free Fair. Sept. 1-10. Walter K. Thomas.
 Hiawatha—Hiawatha Fall Fair & Dairy Show. Aug. 26-28. Al Smith.
 Hildreth—Cassity Fair Assn. Sept. 3-5. F. J. Henney.
 Hubertown—Kansas State Fair. Sept. 14-19. S. M. Mitchell.
 Independence Co. Fair Assn. Aug. 25-29. A. A. Holdeman.
 Kingman—Kingman Co. Fair Assn. Oct. 8-11. Arthur Goemler, Zeanah.
 Lansing—Lansburg District Fair Assn. Oct. 8-9. E. E. Dabbsen.
 Minneapolis—Ottawa Co. Fair Assn. Aug. 27-29. J. Zakar.
 Norton—Norton Co. Fair. Sept. 1-3. W. W. Isaac.
 Olathe—Pottawatomie Co. Fair Assn. Aug. 27-29. Howard Hawkins.
 Oswego—Labette Co. Free Fair. Aug. 23-30. Joe A. Carpenter.
 Parsons—Tri-State Fair Assn. Sept. 1-4. C. E. Beckins.
 Richmond—Richmond Free Fair Assn. Aug. 21-23. John H. Roekers.
 Rush Center—Rush Co. Fair Assn. Aug. 11-13. H. S. DeWitt.
 Salina—Saline Co. 4-H Club Fair. Aug. 27-29. H. N. Eller.
 Sedan—Cherokee Co. Free Fair. Oct. 1-4. Ward Armstrong.
 Stafford—Stafford Co. Fair. Aug. 26-29. E. B. Wells.
 Stockton—Hooker Co. Free Fair. Aug. 26-29. W. McCullin.
 Syran Grove—Lincoln Co. Fair. Sept. 9-12. Ira C. McKay.
 Tipton—Kansas Free Fair. Sept. 6-13. M. W. Jencks.
 Uniontown—Bourbon Co. Fair Assn. Sept. 2-4. W. A. Stroud.
 Valley Falls—Jefferson Co. Fair Assn. Aug. 27-29. Bert W. Booth.
 Wakeeney—Trego Co. Free Fair. Aug. 19-22. Lew H. Galoway.
 Westboro—Merced District Free Fair. Sept. 10-13. V. B. Howey.
 Winfield—Coville Co. Fair Assn. Oct. 7-10. G. B. Woodford.

Kentucky

Alexandria—Alexandria Fair. Aug. 26-Sept. 1. W. S. Shaver. Newport, Ky. Bowling Green—Warren Co. Fair Assn. Aug. 27-30. W. H. Richeson.
 Breathitt—Broadhead Fair. Aug. 13-16. W. O. Yaffoo.
 Edmonson—Metairie Co. School & Agr. Fair. Sept. 19-20. James M. Emsle.
 Falmouth—Falmouth Fair. Aug. 6-9. D. B. Clay.
 Germanantown—Germanantown Fair. Aug. 14-16. D. D. Ashby. Augusta, Ky. Harrodsburg—Mercer Co. Fair. July 28-Aug. 2. C. T. Coleman.
 Harford—Ohio Co. Fair. Sept. 4-6. Robert Hudson.
 Hazard—Larue Co-Operative Fair Assn. Aug. 26-29. Berra M. Morris.
 Irrington—Breckinridge Co. Fair. Sept. 18-20. R. J. Cain.
 Lexington—Lawrenceburg Fair. Aug. 29-29. F. E. Martin.
 Lebanon—American Legion Fair. Aug. 20-23. R. E. Spaulding.
 Louisville—Kentucky State Fair. Sept. 6-13. Robert B. Jewell.
 Paducah—West Kentucky Fair. July 29-Aug. 1. Clay Kist.
 Paducah—Johnson Co. Fair Assn. Sept. 18-20. Mrs. Carlos Ooble.
 Russell Springs—Russell Co. Fair Assn. Aug. 6-9. W. O. Wenter.
 Shelbyville—Shelby Co. Agr. Assn. Aug. 6-9. T. R. Webber.
 Springfield—Washington Co. Fair Assn. Aug. 1-3. E. J. Polle.
 Stamping Ground—Stamping Ground Community Fair. Sept. 18-20. V. E. Lucas.

Louisiana

Alexandria—Rapides Parish Fair Assn. Oct. 2-4. B. W. Baker.
 Coshattia—Red River Parish Fair Assn. Sept. 24-27. W. J. Andrews.
 Donaldsonville—South La. State Fair. Sept. 28-Oct. 1. H. E. Andrews.
 Doyline—Livingston Parish Fair Assn. Sept. 19-21. H. A. Merrill.
 Etoile—Tri-Parish Fair. Oct. 16-19. H. B. McManis.
 Haynesville—Claiborne Parish Fair Assn. Oct. 8-11. Joe B. Jones.
 Louisiana—Interstate Free Fair. Sept. 24-27. G. J. Moore.
 Leitcher—St. James Parish Fair. April 18-21. E. L. Roussel.
 Mansfield—DeBouso Parish Fair Assn. Oct. 1-4. Mrs. Margaret B. Holcomb.
 Marksville—Avoyelles Parish Fair. Oct. 10-12. Earl Edwards.
 Monticery—Concordia Parish Fair Assn. Oct. 10-11. M. M. Barry.
 New Roads—Pointe Callee Parish Fair Assn. Oct. 2-3. J. Wade LeBlanc.
 Oak Grove—West Carroll Parish Fair. Oct. 5-7. R. E. Benton.
 Oberlin—Allen Parish Fair Assn. Oct. 2-4. G. C. Meaux.
 Palm Delisle—Eossier Parish Free Fair. Oct. 3-11. Mrs. J. B. Turnley.
 Port Allen—West Baton Rouge Parish Fair Assn. Sept. 25-28. A. E. Camma.
 Shreveport—Webster Parish Fair Assn. Oct. 3-4. C. F. Darley.
 Shreveport—Louisiana State Fair. Oct. 18-27. W. H. Hirsch.
 Sulphur—Calcasieu-Cameron Fair. Oct. 27-Nov. 1. Mrs. A. B. Lafarge.
 Tallulah—Louisiana Delta Fair Assn. Oct. 7-10. P. O. Benjamin.

Maine

Albany—Wesserunnett Valley Fair Assn. Sept. 23-24. Lee W. Frost.
 Bangor—Bangor Fair Assn. July 28-Aug. 2. John W. Moran.
 Blue Hill—Blue Hill Fair. Aug. 28-Sept. 2. E. O. Williams.
 Cherryfield—Cherryfield Fair. Sept. 16-18. C. H. Small. Addison, Me.
 Cornish—Cornish Agr. Assn. Sept. 23-27. Leon M. Ayer.
 Damascus—Lincoln Co. Fair. Aug. 26-28. Russell Knowlton.
 Embden—Embden Agr. Assn. Sept. 13. Leila Case. North Andover, Me.
 Fryeburg—Fryeburg Fair. Sept. 20-Oct. 2. O. Myron Kimball.
 Gorham—Gorham Fair Assn. Aug. 4-8. F. E. Spangher.
 Leeds—Leeds Agr. Assn. Oct. 2. Mrs. Beatrice Stafford. N. Leeds.
 Lewiston—Maine State Fair. Sept. 1-6. Malcolm Phillips. Auburn, Me.
 Presque Isle—Northern Maine Fair. Aug. 23-26. Clayton H. Steele.
 Norway—Norway Fair-Norway & Paris Fair. Sept. 8-13. Sidney Verrill. S. Paris.
 Skowhegan—Skowhegan Fair. Aug. 10-16. George M. Davis.
 Unity—Unity Fair Assn. Sept. 9-10. E. S. Farwell.
 Windsor—South Kennebec Agr. Soc. Aug. 29-Sept. 1. E. H. Hayes.

Maryland

Bel Air—Harford Co. Fair Assn. Aug. 26-29. Gladden Davis.
 Chesapeake—Cumberland Fair. Aug. 11-16. Harry A. Manley.
 Frederick—Great Frederick Fair. Oct. 7-10. Guy K. Moller.
 Hagerstown—Capital Hagerstown Fair. Sept. 23-27. C. W. Wolf.
 La Plata—Charles Co. Fair. Sept. 23-26. W. Mitchell Davis.

Massachusetts

Blanford—Union Agr. & Hort. Soc. Sept. 1-2. G. R. Ripley.
 Brockton—Brockton Agr. Soc. Sept. 7-13. Frank H. Kingman.
 Cambridge—Middlesex Agr. Soc. Sept. 23-24. James A. Stevens.
 Greenfield—Franklin Co. Agr. Soc. Sept. 9-11. Whitman B. Wells.
 Hingham—Hingham Fair. Aug. 26-Sept. 1. Horace C. Keene.
 Middlefield—Highland Agr. Soc. Aug. 29-30. Willard A. Pease. Chester, Mass.
 Northampton—Hampshire, Franklin & Hampshire Agr. Soc. Sept. 4-7. John L. Banner.
 Springfield—Eastern States Expt. Sept. 14-20. Charles A. Nash.

Michigan

Adrian—Lenawee Co. Fair. Sept. 15-20. F. A. Belding.
 Allegan—Allegan Co. Agr. Soc. Sept. 15-20. E. W. DeLano.
 Alpena—Alpena Agr. Soc. Sept. 1-4. R. J. Rustay.
 Ann Arbor—Washtenaw Co. Fair. Aug. 26-29. Frank W. McAnee. Ypsilanti, Mich.
 Bad Axe—Bad Axe Fair. Sept. 9-12. Frank J. Mantley.
 Cadillac—Northern District Fair Assn. Sept. 22-26. P. B. Bieschdelmer.
 Caro—Ypsilanti Co. Fair Assn. Aug. 18-23. Carl J. Mantley.
 Centerville—St. Joseph Co. Orange Fair. Sept. 10-21. Lester R. Schrader.
 Charlevoix—Charlevoix 4-H Agr. Soc. Aug. 28-30. Hans Karded.
 Detroit—Michigan State Fair. Aug. 27-Sept. 7. Bernard J. Yeatsblood.
 East Jordan—Charlevoix Co. Agr. Soc. Sept. 9-12. Lawrence O. Isaacs. Ellsworth, Mich.
 Escanaba—Upper Peninsula State Fair. Sept. 3-7. H. P. Lindsay.
 Hildreth—Barren Co. Agr. Soc. Sept. 20-Oct. 4. Paul F. Richter.
 Hastings—Hastings Co. Fair. Aug. 5-8. O. A. Seyler.
 Hillsdale—Hillsdale Co. Agr. Soc. Sept. 21-27. H. R. Kelley.
 Inlay City—Lapeer Co. Agr. Soc. Aug. 4-8. James Dunn.
 Ironsboro—Free Fair. Aug. 11-16. Rose Searle.
 Ironwood—Ogemog Co. Fair. Aug. 18-20. W. B. Faulstich. Bennington, Mich.
 Jackson—Jackson Co. Fair Assn. Aug. 26-29. E. R. Hively.
 Ludington—Western Michigan Fair Assn. Aug. 1-3. L. Wittrock.
 Marne—Berthel Fair. Aug. 26-29. Mrs. Harvey Walcott. R. R. 2. Coopersville, Mich.
 Marshall—Calhoun Co. Fair Assn. Aug. 18-23. Leonard C. Geiger.
 Milford—Oakland Co. Fair. Aug. 6-9. W. B. Loreley.
 Northville—Northville Wayne Co. Fair Assn. Sept. 18-19. Fred W. Lyke.

Minnesota

Ada—Norman Co. Fair. June 16-18. A. C. Federan.
 Aitkin—Aitkin Co. Agr. Soc. Aug. 15-20. T. H. Arons.
 Albert Lea—Preshorn Co. Fair. Aug. 18-22. Andrew O. Hanson.
 Alexandria—Douglas Co. Fair Assn. Aug. 29-30. H. Carlin.
 Anoka—Anoka Co. Agr. Soc. Aug. 11-14. E. J. Bell.
 Appleton—Swift Co. Fair Assn. Aug. 21-24. G. Anderson.
 Austin—Mower Co. Agr. Soc. Aug. 8-10. P. J. Holland.
 Bagley—Casswater Co. Agr. Soc. Aug. 21-24. H. R. Renne.
 Barnesville—Clay Co. Fair Assn. June 23-25. P. O. Solum.
 Barnesville—Houston Co. Agr. Assn. Aug. 13-17. H. Dalbe.
 Baudeville—Lake of the Woods Co. Fair Assn. July 31-Aug. 2. John P. Clark.
 Bayport—Washington Co. Agr. Soc. Aug. 15-17. Monty Charlen. Stillwater, Minn.
 Bird Island—Renville Co. Agr. Soc. Sept. 4-10. Paul Kolbe.
 Blue Earth—Faribault Co. Agr. Soc. Sept. 11-12. L. B. Erdahl. Prosser, Minn.
 Breckenridge—Wilkin Co. Fair Assn. July 29-30. E. H. Mead.
 Cambridge—Houston Co. Fair Assn. Aug. 28-30. Ed Zimmerthal.
 Cambridge—Isanti Co. Fair. Sept. 3-6. L. O. Carlson.
 Canby—Leamondine Co. Fair Assn. Aug. 25-27. J. L. Thibbsen.
 Detroit Lakes—Becker Co. Fair. Aug. 14-16. George W. Raynesd. Cloon.
 Farmington—Dakota Co. Agr. Soc. Aug. 14-18. A. H. Ehlers.
 Fergus Falls—Otter Tail Co. Fair. Aug. 27-30. H. Hanson.
 Glenwood—Pope Co. Agr. Soc. Sept. 11-14. J. A. Leedah.
 Grand Marais—Cook Co. Agr. Soc. Sept. 10-12. J. Hanson.
 Hallock—Kittson Co. Agr. Soc. June 26-28. Duffie Larson.
 Herman—Grant Co. Agr. Assn. Aug. 23-25. O. J. Hansen.
 Hibbing—St. Louis Co. Agr. Fair Assn. Aug. 7-10. George C. Pauley.
 Jackson—Jackson Co. Fair Assn. Aug. 21-24. Andrew G. Geiger.
 Jordan—Scott Co. Good Seed Assn. Sept. 11-13. Hubert G. Stralk.
 Kasson—Dodge Co. Fair. Aug. 16-21. O. A. Erickson.
 LeCenter—LeBouef Co. Fair Assn. Aug. 15-17. W. J. Baker.
 Little Falls—Marshall Co. Agr. Co-op. Soc. Aug. 8-10. Warren Gibson.

Mississippi

Forest—Scott Co. Colored Fair Assn. Oct. 6-11. Ananias Ware.
 Hazlewood—Ochlocknee Co. Fair Assn. Sept. 18-20. W. B. Alford Jr.

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Long Prairie—Todd Co. Fair. Aug. 4-7. Logan O. Boon.
 Laverne—Rock Co. Agr. Soc. Aug. 21-24. J. V. Conroy.
 Marshall—Lyon Co. Agr. Soc. Sept. 2-3. Hoy W. Williams.
 Monticery—Chippewa Co. Fair Assn. Sept. 13-17. Carl Engstrom.
 Mora—Kanabe Co. Agr. Soc. Aug. 10-20. Victor Ekstrom.
 Marsden—Steele Co. Agr. Soc. Aug. 29-31. Daniel Stang.
 Moleys—Morrison Co. Agr. Assn. Aug. 1-3. E. O. Haymaker.
 Nevis—Hibbs Co. Agr. Assn. Sept. 4-6. Mrs. John Avenson, Park Rapids, Minn.
 New Ulm—Brown Co. Agr. Soc. Aug. 14-17. William A. Lindemann.
 Oronoco—Steele Co. Agr. Soc. Aug. 12-17. C. A. Fischer.
 Perham—Perham Agr. Soc. Aug. 2-5. C. W. Lotterer.
 Pillager—Cass Co. Agr. Assn. Aug. 19-20. P. H. Borg.
 Pine City—Pine Co. Agr. Soc. Aug. 11-16. Frank P. Gottry.
 Preston—Fillmore Co. Agr. Soc. Aug. 21-24. Charles H. Uley.
 Princeton—Miller Co. Agr. Soc. Aug. 21-24. R. C. Angstrom.
 Roseau—Roseau Co. Agr. Soc. July 21-23. Charles Christanson.
 Rush City—Chicago Co. Fair. July 30-Aug. 3. George W. Larson. North Branch, Minn.
 St. Charles—Winona Co. Fair. Aug. 16-17. L. M. Dixon.
 St. Cloud—Saint Rapids—Benton Co. Fair. Aug. 13-17. O. H. Varner. St. Cloud.
 St. James—Watonwan Co. Agr. Assn. Aug. 16-20. E. C. Velum.
 St. Paul—Minnesota State Fair. Aug. 23-Sept. 1. Raymond A. Lee.
 St. Peter—Nicollet Co. Agr. Soc. Aug. 21-24. Hilton E. Miller.
 St. Vincent—St. Vincent Union Industrial Assn. Sept. 18-19. L. C. Ward.
 Sauk Center—Stearns Co. Agr. Soc. Aug. 14-17. J. A. Schoenberg.
 Sartown—Murray Co. Agr. Soc. Aug. 28-29. W. M. Leebens. Pillsbury, Minn.
 The River Falls—Pennington Co. Agr. Soc. July 26-Aug. 2. George M. Wilcox.
 Two Harbors—Lake Co. Agr. Soc. Sept. 2-3. Fred W. Thias.
 Tyler—Lincoln Co. Fair Assn. Aug. 11-14. Jens B. Bolson.
 Wadena—Wadena Co. Agr. Soc. Aug. 11-24. Whitney Murray.
 Warren—Marshall Co. Agr. Assn. June 30-July 7. O. M. Mathson.
 Waseca—Waseca Co. Agr. Soc. Aug. 8-10. E. H. Smith.
 Wheaton—Traverse Co. Agr. Assn. Sept. 4-7. A. W. Ryd.
 White Bear Lake—Ramsey Co. Agr. Soc. Aug. 7-10. Robert Freeman, 1845 Court House, St. Paul.
 Worthington—Nobles Co. Fair Assn. Aug. 18-20. W. W. Brammer.

Norway—Dekinson Co. Fair Assn. Aug. 29-Sept. 1. Art Lonsdorf, Iron Mountain.
 Saginaw—Saginaw Co. Agr. Soc. Sept. 7-12. Clarence H. Harnden.
 Sault Ste. Marie—Chippewa Co. Agr. Soc. Aug. 28-Sept. 1. O. O. Walker.
 Stewart—Stewart Agr. Soc. Sept. 23-26. Robert B. Crawford.
 Traverse City—Northwestern Michigan Fair. Aug. 28-29. Arnel Engstrom.

Norway—Dekinson Co. Fair Assn. Aug. 29-Sept. 1. Art Lonsdorf, Iron Mountain.
 Saginaw—Saginaw Co. Agr. Soc. Sept. 7-12. Clarence H. Harnden.
 Sault Ste. Marie—Chippewa Co. Agr. Soc. Aug. 28-Sept. 1. O. O. Walker.
 Stewart—Stewart Agr. Soc. Sept. 23-26. Robert B. Crawford.
 Traverse City—Northwestern Michigan Fair. Aug. 28-29. Arnel Engstrom.

Jackson—Mississippi State Fair, Oct. 6-11.
Mabel L. Biree.
Kosciusko—Central Miss. Fair, Sept. 29-Oct.
4. Nelson Siegrist.
Lafayette—South Miss. Fair, Sept. 29-Oct. 4.
Carroll Gartin.
Meridian—Mississippi Fair & Dairy Show,
Sept. 22-27. Hildman Taylor.
Oxford—Lafayette Co. Fair Assn. Oct. 9-11.
John Lee Gainsay.
Philadelphia—Neshoba Co. Fair, Aug. 11-16.
Hoccee Ray.
Tusculoo—Mississippi-Alabama Fair, Sept. 20-
Oct. 4. James M. Beverly.
Yazoo City—Yazoo Co. Fair Assn. Sept. 23-
27. J. N. Ballard.
Yazoo City—Yazoo Negro Fair Assn. Oct. 13-
18. K. J. Pierce.

Missouri

Appleton City—Appleton City Fair Assn. Aug.
27-29. A. N. Brownberger.
Aurora—Troy County Fair, Sept. 16-20. Harry
E. Rihoharth.
Canton—Lewis Co. Fair, Aug. 27-30. Harry
M. Ward.
Hale—Hale Free Fair Assn. Sept. 16-19. Elmer
O. Hunt.
Jasper—Jasper Free Fair Assn. Sept. 11-13. N.
M. Todd.
Kahoka—Clark Co. Agrl. Assn. July 30-Aug.
1. Lynne Gregory.
Kansas City—American Royal Live Stock &
Horse Show, Oct. 18-23. A. M. Paterson.
Manfield—Osark Summit Expo. Aug. 5-9.
W. G. Coday.
Marshfield—Webster Co. Fair, Sept. 4-6. C.
W. Beattie.
Mexico—Audrain Co. Fair Assn. Aug. 13-15.
Ross C. Ewing.
Paris—Montee Co. Fair, Aug. 5-7. Lora
Jackson.
Perryville—Perry Co. Fair, Sept. 13-17.
Fratie Home—Fratie Home Fair Assn. Aug.
6-9. Dr. A. L. Meredith.
Sedalia—Missouri State Fair, Aug. 17-24.
Charles W. Green.
Shelbina—Shelby Co. Fair Assn. Aug. 20-23.
Ernest E. Key.
Springfield—Osark Empire District Fair, Sept.
7-13. G. B. Boyd.
Versailles—Morgan Co. Fair, Sept. 24-27.
Gene Hartman.

Montana

Baker—Fallon Co. Fair, Sept. 11-13. George
B. Beverson.
Billings—Midland Empire Fair, Aug. 11-15.
H. L. Pritton.
Deer—Phillips Co. Fair, Aug. 14-17. E. E.
Kodalen.
Ekalaka—Carter Co. Fair & Days of '85, Aug.
2-3. A. T. Mackay.
Forsyth—Rosebud Co. Fair & Rodeo, Sept.
8-10. Frank Burman.
Fort Benton—Chouteau Co. Fair, Sept. 5-7.
L. R. Leonardson.
Glendive—Dawson Co. Fair Assn. Aug. 31-
Sept. 7. Claude Uterback.
Great Falls—North Mont. State Fair & Rodeo,
Aug. 4-9. H. F. DePue.
Havre—Hill Co. Fair, Aug. 19-21. Earl J.
Bronson.
Kalispell—Northwest Mont. Fair, Aug. 27-29.
Roy J. Edin.

Lewistown—Central Mont. Fair, Sept. 1-6.
Hall Clement.
Missoula—Northern Mont. Fair, Sept. 4-4.
J. H. Bohling.
Shelby—Bozeman Fair, Aug. 22-24. O. C. Hoyt.
E. Griggs.

Nebraska

Arlington—Washington Co. Agrl. Soc. Sept.
16-19. Howard Rhea.
Auburn—Nebraska Co. Fair, Aug. 5-9. O. E.
Geisler.
Aurora—Hamilton Co. Agrl. Soc. Aug. 25-28.
H. E. Tool.
Barnes—Wesley Co. Fair & Rodeo, Aug.
3-7. Owen J. Boyles.
Beatrice—Gage Co. Agrl. Assn. Aug. 12-15.
Bob Latta.
Beatrice—Dundy Co. Agrl. Soc. Aug. 11-13.
Joe W. Laeghlin.
Blomfield—Knox Co. Fair, Aug. 17-19. Henry
F. Kohl, Plainville, Neb.
Bridgeport—Morrill Co. Fair Assn. Sept. 3-4.
J. Cedric Coover.
Broken Bow—Custer Co. Agrl. Soc. Sept. 16-
19. F. O. Richardson.
Chadron—Dawes Co. Fair, Sept. 16-19. Wal-
lace Critzer.
Chappell—Deuel Co. Fair Assn. Aug. 25-27.
W. E. Marietta.
Concord—Dixon Co. Agrl. Soc. Aug. 27-29.
Roy S. Johnson.
Deshler—Thayer Co. Agrl. Soc. Aug. 13-15.
Deshler—Thayer Co. Agrl. Soc. Aug. 13-15.
Dunning—Blaine Co. Agrl. Soc. Sept. 11-13.
Pete Whitesarter.
Elwood—Custer Co. Fair, Sept. 17-18. M. R.
Morgan.
Eunice—Frontier Co. Agrl. Soc. Sept. 3-5.
Ralph E. Ladgard, Stockville, Neb.
Furness—Furness Co. Fair & Rodeo, Aug. 16-21.
E. M. Black.
Geneva—Yutan Co. Agrl. Soc. Aug. 13-21.
Howard W. Hamilton.
Gretna—Scotts Bluff Co. Fair & Rodeo, Sept.
3-5. Bill Mery.
Harrison—Box Butte Co. Agrl. Assn. Aug. 25-29.
W. E. Marietta.
Hartington—Cedar Co. Agrl. Soc. Sept. 6-9.
Edgar Hoar.
Humboldt—Richardson Co. Agrl. Soc. Sept.
18-21. J. A. Harris.
Hyannis—Grant Co. Agrl. Soc. Aug. 26-28.
B. W. Bornfield.
Kearney—Buffalo Co. Fair Assn. Aug. 25-27.
B. A. Wilson.
Leigh—Colfax Co. Fair Assn. Aug. 21-24.
F. Rabber.
Lexington—Dawson Co. Agrl. Soc. Aug. 26-
29. Nelle D. Kiffin.
Lincoln—Nebraska State Fair & Expo, Aug.
21-Sept. 5. E. J. Millie.
Mitchell—Scotts Bluff Co. Agrl. Soc. Sept.
10-11. O. P. Burrows.
Nelso—Nuckolls Co. Fair Assn. Aug. 27-29.
J. E. Portwood.
Norfolk—Pawnee Co. Agrl. Assn. Sept. 1-3.
10-12. L. E. Turner.
Oakland—Burt Co. Fair, Aug. 17-20. C. H.
Walton, Lyons, Neb.
Omaha—Acacia Home Live Stock & Horse
Show, Oct. 5-11. J. J. Isaacson.
Orleans—Hartan Co. Junior Fair, Sept. 13-15.
20. W. A. Hammann.
Oxford—Pierce Co. Agrl. Soc. Aug. 12-13.
Cecilia Paul.
Louis A. Hastert, Shelby, Neb.
Pierce—Pierce Co. Agrl. Soc. Aug. 23-26. E.
Petersen.
St. Paul—Howard Co. Agrl. Soc. Sept. 2-3.
Charles Dohy.
Scribner—Dodge Co. Fair, Sept. 10-12. W.
H. Hartsbrook.
Stanton—Stanton Co. Agrl. Soc. Sept. 2-3.
Ervin E. Font.
Stockville—Frontier Co. Agrl. Soc. Aug. 26-
29. Ralph E. Ladgard.
Wallbridge—Thurston Co. Fair, Sept. 4-6. Al-
fred D. Mann.

Nevada

Elko—Elko Co. Agrl. Assn. Sept. 12-16. Don-
ald Drown.

New Hampshire

Centocook—Hopkinton Fair, Sept. 23-25. A.
A. Nelson.
Kennebec—Cheshire Fair Assn. Aug. 25-27. Clif-
ford H. Perkins.
Lancaster—Lancaster Fair, Aug. 20-Sept. 1.
Carroll Houghton.
Plymouth—Union Orange Fair Assn. Sept.
9-11. W. Neal, Meredith, N. H.
Rochester—Rochester Fair, Sept. 16-20. Ralph
E. Cline.

New Jersey

Dunham Corner—Middlesex Co. Fair Assn.
Sept. 19-21. Fred C. Hoyt, R. F. D. 1, New
Brunswick.
Flemington—Flemington Agrl. Fair Assn. Aug.
26-Sept. 1. Major E. B. Allen.
Haddonfield—New Jersey State Fair, Sept. 21-27.
Harry E. LaBregue.
Troy Hills—Morris Co. Fair Assn. Aug. 19-23.
Harry W. Wambold, Morristown, N. J.

New Mexico

Alamogordo—Otero Co. Fair, Sept. 13-14.
Burray Morgan.
Albuquerque—New Mexico State Fair, Sept.
21-23. Leon H. Harm.
Lordsburg—Socorro N. M. Fair, Oct. 25-
27. Dr. Harlan Black.
Newcastle—Santa N. M. State Fair, Oct. 1-4.
E. E. Patterson.

New York

Afton—Afton Fair, Aug. 12-16. Harry O.
Horton.
Albany—Albany-Schenectady Co. Fair, Aug.
18-22. Roy F. Peugh.
Batavia—Genesee Co. Agrl. Soc. Aug. 11-16.
Glen W. Grindell.
Bath—Warren Co. Fair, Sept. 9-13. J. Victor
Fausett.
Boonville—Boonville Fair Assn. Aug. 4-9. E.
H. Hartway.
Brockton—Madison Co. Agrl. Soc. Sept. 1-4.
C. O. Crane.
Caledonia—Caledonia Fair, Aug. 5-9. O. H.
Collins.
Cambridge—Cambridge Valley Agrl. Soc. Aug.
27-30. P. J. Houton, Houdouk Falls.
Chatham—Columbia Co. Agrl. Soc. Aug. 20-
23. J. William Adams.
Cokeville—Cokeville Agrl. Soc. Sept. 15-20.
William H. Golding.
Cortland—Cortland Co. Agrl. Soc. Aug. 18-
23. Harry B. Tanner.
Dundee—Dundee Fair Assn. Sept. 16-18.
Lewie R. Hammer.
Dunkirk—Chautauque Co. Agrl. Corp. Sept.
1-8. C. O. Oak.

Elmhurst—Chard Co. Agrl. Soc. Aug. 17-24.
H. W. Kinley, Hoffshanda, N. Y.
Genoa—Montgomery Co. Agrl. Soc. Aug. 30-
Sept. 3. Edward Rohlmeier, Tribes Hill.
Governour—Governour Fair, Aug. 13-16.
Bligh A. Dodds.
Hamburg—Erie Co. Agrl. Soc. Aug. 18-23.
J. C. Newton.
Herknock—Herknock Lake Union Agrl. Soc.
Sept. 3-4. Glenn C. McNeill, Genesee, N. Y.
Ithaca—Tompkins Co. Agrl. Soc. Aug. 11-16.
Leon C. Rothersheim.
Kingston—Ulster Co. Agrl. Soc. Aug. 22.
Albert Kurdy.
Louis Valley—Cattaraugus Co. Agrl. Soc. Aug.
27-30. J. W. Watson.
Lockport—Niagara Co. Agrl. Assn. Aug. 25-
30. Elwood Taylor.
Lowville—Lewis Co. Agrl. Soc. Aug. 19-22.
Cyril Bessner, Turin, N. Y.
Palmyra—Ulster Co. Agrl. Soc. Aug. 18-23.
H. Bernard Kelley.
Middlestown—Orange Co. Fair Assn. Aug. 11-
13. Alan C. Medden.
Mincola, L. L.—Mincola Fair, Sept. 9-13.
Fred D. Baldwin.
Naples—Naples Union Agrl. Soc. Aug. 26-29.
Ed. D. Johnson.
Nassau—Hempstead Co. Agrl. Soc. Aug. 6-9.
Harry M. Pockman, E. Schoedack, N. Y.
Northampton—Orange Co. Agrl. Soc. Aug. 6-8.
E. B. Littlefair.
Owego—Tioga Co. Fair Assn. July 30-Aug. 2.
Leon Finch.
Palmyra—Ulster Agrl. Soc. Sept. 24-27. W.
Ray Converse.
Penn Yan— Yates Co. Agrl. Soc. Aug. 20-22.
Ulmer Wilcox.
Rhinebeck—Dutchess Co. Fair, Aug. 26-30.
Benson R. Frost.
Schaghticoke—Hempstead Co. Agrl. Soc. Sept.
19-21. Carl Lehner.
Syracuse—Syracuse City Fair, Aug. 34-29.
Paul Smith.
Tribuneburg—Ulster Agrl. & Hort. Soc. Oct.
1-4. Harry E. Hart.
Verdon—Verdon Agrl. Soc. Sept. 9-13.
Charles Warren, Oneida, N. Y.
Walton—Delaware Valley Agrl. Soc. Aug. 19-
21. Carl Williams.
Waterloo—Seneca Co. Agrl. Soc. Aug. 13-15.
Mrs. Nellie Douglass.
Watkins—Cattaraugus Co. Agrl. Soc. Sept.
9-12. Milo Hitchcock, Odesa, N. Y.
White Plains—Westchester Co. Agrl. Assn.
Sept. 17-20. Mrs. John McAllister, Scars-
dale.

North Carolina

Albemarle—Stanly Co. Fair Assn. Oct. 6-11.
F. B. Patterson.
Angier—Harnett Co. Fair, Week of Sept. 29.
N. O. Bartlett, Kinston, N. C.
Apex—Apex & Pausay Free Co. Fair, Week
of Sept. 22. Dr. Sam H. Baldwin.
Asheboro—Standsop Co. Fair Assn. Sept. 23-
27. Waldo C. Check.
Asheville—Swain Co. Dist. Agrl. & Home-
coming Jubilee, Aug. 25-30. E. W. Pearson.
Beaufort—Carteret Fair, Oct. 20-23. C. Z.
Chappell.
Burlington—Burlington Community Fair, Sept.
15-20. G. E. Love.
Carthage—Moore Co. Fair, Week of Oct. 13.
Mrs. H. E. G. Galt, Kinston, N. C.
Charlotte—Southern States Fair, Oct. 27-
Nov. 1. J. S. Dorton.
Cherokee—Cherokee Indian Fair Assn. Oct.
7-11. J. W. Walters.
Elenboro—Catawba Free Fair, Sept. 4-6. Cur-
tis Price.
Enfield—Fleming's Agrl. Fair, Sept. 29-Oct.
4. George B. Gray.
Farmington—Farmington Fair, Sept. 1-5. E. C.
(Jack) Baffins.
Gaston—Gaston Co. Fair, Oct. 13-18. F. A.
Whitehead.
Goldsboro—Wayne Co. Fair, Week of Oct. 4.
W. D. Denmark.
Henderson—Goldsboro Belt Fair, Oct. 20-24.
C. M. Hight.
Henderson—Vance Co. Colored Fair, Oct.
27-Nov. 1. Brooks Hawkins.
Hendersonville—Henderson N. M. Agrl. & Indust.
Fair, Sept. 23-27. O. R. Lewis.
Hickory—Catawba Fair Assn. Oct. 7-11. John
W. Robinson.
High Point—High Point Fair Assn. Sept. 22-
27. A. C. Ingram.
Kinston—Newse-Atlantic Fair, Week of Oct.
13. N. O. Bartlett.
Lenoir—Rockingham Co. Fair Assn. Sept.
9-14. Karl K. Massey.
Littleton—Littleton Tri-Co. Fair, Week of
Oct. 27. T. T. McDevett.
Leisure—Franklin Co. Fair Assn. Oct. 6-
11. A. H. Fleming.
Reidsville—Reidsville Agrl. Assn. Sept. 29-
Oct. 4. Aron Weinstein.
Shelby—Cleveland Co. Fair, Sept. 29-Oct. 4.
Dr. J. S. Dorton.
Shelby—Cleveland Co. Colored Fair, Oct. 8-
13. H. G. W. W. W. W.
Spartanburg—Rutherford Co. Fair, Sept. 23-27.
F. E. Patton, Rutherfordton, N. C.
Spring Hope—Nash Co. Fair, Week of Sept.
27. Hobart Brasley.
Statesville—Greedy Co. Agrl. Fair, Sept. 29-
Oct. 4. George Neal.
Warsaw—Duplin Co. Agrl. Fair, Nov. 10-15.
Washington—Beaufort Co. Fair Assn. Oct.
12-18. T. T. McDevett.
Williston—Martin Co. Agrl. Fair, Sept.
29-Oct. 5. W. E. Dunn.
Wilson—Wilson Co. Fair, Oct. 20-25. W. H.
Dunn.
Wilmington—Robeson-Chowan Fair, Week of
Oct. 13. T. R. Walker, Littleton, N. C.

North Dakota

Bothman—Bothman Co. Agrl. Soc. Sept.
26-27. Dr. J. C. Jinkovic.
Plaxton—Burke Co. Fair, July 9-11. B. B.
Jamestown—Stuteman Co. Fair Assn. July
3-5. E. W. Musler.
Mandan—Mandan Agrl. Co. Fair Assn. Week of
July 20. J. J. Rawie.
Minot—North Dakota State Fair, June 30-
July 3. H. L. Finke.

Ohio

Ashland—Ashland Co. Agrl. Soc. Sept. 17-18.
Jason S. Atcherber.
Ashtabula—Ashtabula Ind. Agrl. Soc. July 19-19.
Harry B. Wigton.
Attica—Attica Fair, Oct. 1-3. Carl B. Car-
rington.
Bellefontaine—Lorain Co. Agrl. Soc. Sept. 16-
19. Carl G. Kirk.

Belleville—Belleville Ind. Agrl. Soc. Sept. 18-
19. E. O. Kochbauer.
Berne—Cuyahoga Co. Agrl. Soc. Aug. 14-17.
William H. Krossem.
Burton—Geauga Co. Agrl. Soc. Aug. 20-Sept. 1.
Charles A. Riley.
Cadiz—Crawford Co. Agrl. Assn. Oct. 1-3.
Lance N. Barger.
Candlesh—Mahoning Co. Agrl. Soc. Aug. 29-
Sept. 1. E. R. Zenger, Youngstown, O.
Canton—Shelby Co. Agrl. Soc. Sept. 1-4. Ed
S. Wilcox.
Carrollton—Carroll Co. Agrl. Soc. Sept. 24-27.
Leslie G. George, Youngstown, O.
Celina—Mercer Co. Agrl. Soc. Aug. 10-15.
C. W. Vele.
Garthage—Cincinnati—Hamilton Co. Agrl. Soc.
Sept. 2-4. Dr. R. Van Alta, 419 Quirt
House, Cincinnati.
Circleville—Pickaway Co. Agrl. Soc. Oct. 9-
11. G. W. Croy, Dresden, O.
Columbus—Franklin Co. Agrl. Soc. Aug. 23-29. Win
H. Kinnan.
Coshocton—Coshocton Co. Agrl. Soc. Oct. 7-
11. Dayton—Montgomery Co. Fair, Sept. 1-4.
H. C. Hazes.
Delaware—Delaware Co. Agrl. Soc. Sept. 16-
19. Arthur G. Grier.
Delphos—Allen Co. Agrl. Soc. Aug. 19-23.
Art O. Wulfford.
Edon—Edon Agrl. Soc. Agrl. Soc. Aug. 3-8. A.
H. Morton, Camden, O.
Elria—Lorain Co. Agrl. Soc. Aug. 29-Sept. 5.
I. H. Beldi, Robert Arata.
Fremont—Sandusky Co. Agrl. Soc. Sept. 3-5.
Russell B. Hall.
Georgetown—Brown Co. Fair, Oct. 1-3. Wil-
liam M. Gentry.
Hamilton—Hamilton Co. Agrl. Soc. Sept. 23-27.
John W. Cochran, Seven Mills, O.
Hillsville—Defiance Co. Fair, Aug. 19-21.
M. H. Reynolds.
Jefferson—Ashabula Co. Agrl. Soc. Aug. 12-
15. E. W. Lammson.
Lancaster—Fairfield Co. Agrl. Soc. Oct. 18-
19. H. H. Galt, R. H. I. Baltimore, O.
Lebanon—Warren Co. Agrl. Soc. Sept. 16-19.
John T. Gorman.
Lebanon—Scioto Co. Agrl. Soc. Aug. 19-22.
H. H. Reynolds, Portsmouth, O.
McConnelsville—Morgan Co. Agrl. Soc. Sept.
10-13. Ray O. Smith, R. 1, Blue Rock, O.
Marietta—Washington Co. Agrl. Assn. Sept.
1-3. L. E. Apple.
Marion—Marion Co. Agrl. Soc. Aug. 18-22.
James W. Hunsage.
Marysville—Union Co. Agrl. Soc. Sept. 23-26.
H. A. Taylor.
Medina—Medina Co. Agrl. Soc. Sept. 3-5.
Jay V. Binkart.
Millersburg—Holmes Co. Fair, Sept. 3-4. H.
C. Logsdon.
Montpelier—Williams Co. Agrl. Soc. Sept. 15-
19. H. H. Galt, R. H. I. Baltimore, O.
Mount Gilead—Morrow Co. Fair, Sept. 23-
26. O. E. Smith.
Mount Vernon—Knox Co. Agrl. Soc. Aug. 5-8.
H. H. Reynolds.
Napoleon—Henry Co. Agrl. Soc. Aug. 27-30.
James D. Murray.
Norwalk—Huron Co. Agrl. Soc. Sept. 9-12.
Mrs. Hilda G. Hart, R. H. I. Baltimore, O.
Oressville—Clermont Co. Agrl. Assn. Aug.
12-15. J. W. Evans.
Parisville—Lake Co. Agrl. Soc. Aug. 19-22.
Mrs. E. C. Duggan, Perry, O.
Richwood—Richwood Tri-Co. Fair, July 23-
25. Ralph B. Vestal.
Saint Clairsville—Washington Co. Agrl. Soc. Sept.
11-13. William R. Butcher Jr.
Sidney—Shelby Co. Agrl. Soc. Sept. 9-12.
Ben O. Harmon, Lima, O.
Snyder—Snyder Co. Ind. Agrl. Soc. Sept. 25-
27. H. M. Fitch, Morefield, O.
Tiffin—Seneca Co. Agrl. Soc. Aug. 19-22. C.
R. Baker.
Tolledo—Lucas Co. Agrl. Soc. Sept. 11-14.
Charles Glenn.
Troy—Miami Co. Agrl. Soc. Aug. 12-15. E.
O. Ritter.
Upper Sandusky—Wyandot Co. Agrl. Soc.
Sept. 9-12. H. A. Hudson.
Urbans—Champaign Co. Agrl. Soc. Aug. 4-8.
John W. Velt.
Van Wert—Van Wert Co. Agrl. Soc. Sept. 1-5.
N. E. Stuekey.
Wapakoneta—Aughsie Co. Agrl. Soc. Aug.
24-29. H. H. Galt, R. H. I. Baltimore, O.
Washington C. H.—Fayette Co. Agrl. Soc.
July 27-29. George L. Gossard.
Watson—Fulton Co. Agrl. Soc. Oct. 1-3.
G. A. Ackland.
Wellston—Jackson Co. Agrl. Soc. Aug. 13-17.
Charles N. Gaskill.
West Union—Laguna Co. Agrl. Assn. Aug.
8-9. Charles S. Kirker.
Westington—Clinton Co. Agrl. Soc. Aug. 5-
8. H. D. Pennington.
Woodsport—Warren Co. Agrl. Soc. Sept. 8-13.
W. J. Busa.
Xenia—Greene Co. Agrl. Soc. July 29-Aug.
1. Mrs. J. Robert Bryson.
Zanesville—Muskingum Agrl. Soc. Aug. 13-15.
Perl D. Elliott, New Concord, O.

Oklahoma

Altus—Jackson Co. Fair, Probably Sept. 15-19.
Lant Duke.
Anadarko—Caddo Co. Free Fair Assn. Sept.
10-13. J. Cook.
Apache—Apache District Fair, Aug. 27-29.
O. H. Goff.
Arapahoe—Custer Co. Free Fair Assn. Sept.
Arnett—Ellis Co. Fair Assn. Sept. 11-13. C.
A. Null.
Beaver—Beaver Co. Free Fair Assn. Sept.
10-13. Alce Barby.
Blackwell—Kay Co. Free Fair Assn. Sept.
8-10. W. B. Hudson, Foyair, Okla.
Carnegie—Carnegie Tri-Co. Fair Assn. Aug.
27-30. Dr. J. C. Stafford.
Cherokee—Alfalfa Co. Free Fair, Oct. 14-18.
J. A. Schumock, Tulsa, Okla.
8-11. Neva Scott, Bartlesville, Okla.
Coven—Deer Community Fair, Aug. 28-30.
Deer—Deer Co. Fair Assn. Sept. 8-13.
Duncan—Stephens Co. Fair Assn. Sept. 8-13.
Murray Co.
Durant—Bryan Co. Fair Assn. Sept. 8-13.
Alton Hill.
Ende—Garfield Co. Free Fair Assn. Oct. 21-
23. J. B. Hurl.
Hennessey—Hennessey Free Fair, Sept. 1-3.
Art Walters.
Hidalsville—Hughes Co. Free Fair, Sept. 5-8.
James W. Rodgers.
Okeah—Okeah Co. Fair Assn. Sept. 4-6.
C. R. Humphrey.

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CARUTHERSVILLE, MO. BOX 223

Darlington-Lafayette Co. Fair, July 24-27. F. P. McConnell.

De Pere-McCorm Co. Fair, Aug. 20-24. William S. Kline.

Elkhorn-Walworth Co. Agr. Soc. Aug. 29-Sept. 2. F. M. Porter.

Ellsworth-Pierce Co. Fair, Sept. 3-5. O. A. Bask.

East Ellsworth-Ellsworth Fair Assn. Aug. 22-24. H. M. Evans.

Fond du Lac-Pond du Lac Co. Fair, Aug. 14-15. R. H. Casperson.

Friendship-Adams Co. Fair Assn. Sept. 13-14. Robert W. Roseberry.

Greenbush-Trempealeau Co. Fair, Aug. 8-11. F. M. Smith.

Oays Mills-Crawford Co. Fair, Sept. 4-7. Leonard M. Feldmann.

Prairie du Chien-Prairie du Chien, Wis.

Olenwood City-Olenwood Inter-Co. Fair Assn. Aug. 11-13. M. E. Frazer.

Oranburg-Butts Co. Fair Assn. Aug. 21-23. Ray O. Latham.

Iron River-Bayfield Co. Fair, Aug. 23-24. R. J. Halverson.

Jacobsville-Moore Co. Fair, Fair Livestock Expo. Aug. 11-14. R. T. Glasco.

La Crosse-La Crosse Interstate Fair, Aug. 15-16. Harlan J. Fryhol.

Ladysmith-Racine Co. Fair, Aug. 14-15. F. J. Manning.

Luxemburg-Kawneer Co. Fair, Aug. 20-Sept. 1. Julius Cahn.

Maitland-Manitowoc Co. Fair, Aug. 13-17. George W. Kiss.

Marshfield-Central Wis. State Fair Assn. Aug. 11-Sept. 4. R. E. Williams.

Mosinee-Mosinee Fair Assn. Aug. 16-21. R. I. Pierce.

Milwaukee-Wisconsin State Fair, Aug. 14-24. Ralph E. Adams.

Mineral Point-Southwestern Wis. Fair Assn. Aug. 29-Sept. 1. C. L. Winn.

Monroe-Green Co. Fair, July 31-Aug. 2. R. J. Druwid.

Nellville-Clark Co. Agr. Soc. Aug. 16-19. Harold Husted.

Oshkosh-Winnebago Co. Fair & Expo. Aug. 29-Sept. 2. Taylor E. Hoyle.

Phillips-Price Co. Agr. Soc. Aug. 29-Sept. 1. Earl Mess.

Platteville-Big Badger Fair, July 16-21. W. F. Price.

Frymouth-Sheboygan Co. Agr. Assn. Aug. 29-Sept. 1. W. H. Eldridge.

Rhineberg-Columbia Co. Free Fair, Aug. 23-27. H. Harce Johnston.

Rutledge-Onesida Co. Fair, Aug. 21-24. J. M. Reed.

Rice Lake-Barren Co. Co-Op. Agr. Soc. Aug. 9-11. Sam O. Haugen.

Richland Center-Richland Co. Agr. Soc. Sept. 9-12. H. J. Goebener.

Richmond-Boothby Fair Assn. Aug. 29-Sept. 1. Dr. W. A. Jensen.

Saint Croix Falls-Polk Co. Fair, Aug. 14-17. F. T. Kildow.

Somerset-Washington Co. Jr. 4-H Fair, Aug. 11-13. W. H. Daugherty.

Stoughton-Stoughton Festival Assn. & Jr. High Co. Fair, Aug. 14-15. Carl W. Thompson.

Sturgeon Bay-Sturgeon Bay Fair Assn. Aug. 21-24. John H. Miles.

Superior-Tri-State Fair, Aug. 11-17. M. H. Lavine.

Union Grove-Racine Co. Agr. Soc. Aug. 26-28. E. A. Polley, Rochester, Wis.

Waunakee-Marquette Co. Fair Assn. Sept. 15-16. E. H. Dreyer, Marinette, Wis.

Wautoma-Waushara Co. Fair, Aug. 21-24. Elmer Wandry.

Westby-Central Burnett Co. Fair Assn. Sept. 4-6. R. E. Krause.

Westfield-Margate Co. Agr. Assn. Sept. 3-5. W. P. Pauber.

Weyauwega-Washtata Co. Fair, Aug. 7-10. Frank Hoffner.

Wilcox-Kenosha Co. Fair, Aug. 9-10. E. V. Ryall.

Wyoming

Douglas-Wyoming State Fair, Sept. 5-8. Lena Carnin.

Fossil-Big Horn Basin Fair, Aug. 27-30. R. A. Allan.

Terrington-Goshute Co. Fair & Rodeo, Sept. 1-2. K. P. Perry.

Worldand-Washakie Co. Fair Assn. Aug. 22-24. W. F. McClure.

Canada

ALBERTA

Calgary-Calgary Exbn. & Stampede, July 7-12. J. Charles Yule.

Edmonton-Calgation Exbn. Assn. July 14-18. P. W. Albert.

Lacombe-Lacombe Agr. Soc. July 21-22. J. Stewart Fraser.

Red Deer-Red Deer Agr. Soc. Fair, July 13-Aug. 2. D. W. Robertson.

Vegreville-Vegreville Exbn. Assn. July 28-29. J. Pittalant.

Yamhill-Fernhill Agr. Soc. July 24-26. S. C. Heckbert.

BRITISH COLUMBIA

Cornwall-Cornwall & Inland, Assn. Sept. 2-3. H. P. Alberry, Sandwick, B. C.

Invermere-Windermere Dist. Farmers Institute & Agr. Assn. Aug. 29-30. N. M. Milsom.

Mission City-Mission City & Dist. Agr. Assn. Sept. 9-11. Mrs. Victor Ogil.

Vancouver-Vancouver Exbn. Assn. Aug. 23-Sept. 1. M. G. McArthur.

Victoria-E. C. Agr. Assn. Sept. 6-13. W. H. Means.

MANITOBA

Brandon-Provincial Exbn. of Manitoba, June 30-July 4. Miss B. Benson.

Carberry-Carberry Agr. Soc. July 15-16. H. J. McNeil.

Carman-Dufferin Agr. Soc. July 20-July 2. A. Larson.

Dauphin-Dauphin Agr. Soc. July 10-12. Jessie A. McGarr.

Gilbert Plains-Gilbert Plains Agr. Soc. July 23-24. E. P. Brown.

Oak River-Oak River Agr. Soc. July 18-19. H. Hays.

Portage la Prairie-Portage Indust. Exbn. Assn. July 7-9. Keith Stewart.

Ranched-Russell Agr. Soc. July 14-15. R. Newton Barry.

Swan Lake-Swan Lake Agr. Soc. July 17, G. O. Cosch.

NOVA SCOTIA

Middle Musquodoboit-Halifax Co. Exbn. Sept. 23-24. Ira White.

New Brunswick-Cape Breton-Cape Breton Co. Exbn. Sept. 1-3. Charles Munn.

ONTARIO

Aberfoyle-Punelish Agr. Soc. Oct. 7-8. D. A. Sisson.

Alliston-Alliston Agr. Soc. Sept. 18-19. G. M. Lawrence.

Atwood-Elms Agr. Soc. Sept. 29-30. E. H. Evans.

Beachburg-North Renfrew Agr. Soc. / Sept. 23-24. B. H. Brown.

Beaumont-Clinton & South Agr. Soc. Oct. 3-5. Fred Harselough.

Beaverton-North Ontario Agr. Soc. Sept. 19-20. Fred R. McMillan.

Brimley-Brantford Agr. Soc. Sept. 23-24. C. Reddon Devill, R. R. 2, Hurstons.

Brockville-South Muskoka Agr. Soc. Sept. 18-19. Jerry Ditch.

Caledonia-Caledonia Agr. Soc. Sept. 19-20. Charles Barrett.

Carp-Carp Agr. Soc. Sept. 26-27. A. C. Cavanaugh.

Coldwater-Coldwater Agr. Soc. Sept. 17-18. Chester Martin.

Collingwood-Nottawasaga & Great Northern Counties-Clinton & O. Bernhard.

Cookstown-Cookstown Agr. Soc. Oct. 3-5. T. J. Dawson.

Drumbo-Drumbo Fair Agr. Soc. Sept. 23-24. J. G. Cookburn.

Durham-Durham Agr. Soc. Sept. 4-5. W. G. Bayley.

Elmira-Elmira & Woolwich Agr. Soc. Aug. 29-Sept. 1. H. W. Zillias.

Elmvale-Flos Agr. Soc. Sept. 23-24. Thomas E. Smith.

Ennisco-Ennisco Agr. Soc. Sept. 23. Dr. H. B. Atkinson.

Fort William-Vest Arthur-Canadian Lakes Exbn. Assn. Aug. 11-14. W. Walker, Port William.

Dornton-London Township Agr. Soc. Sept. 24. Ed Douglas.

Kenna-Kenna Agr. Soc. Aug. 14-15. E. L. Curtis.

Landownde-Landownde Agr. Soc. Sept. 11-13. S. C. E. Dixon.

Leamington-Leamington Dist. Agr. Soc. Sept. 29-Oct. 4. Miss E. Adams.

Lindsay-Lindsay Central Exbn. Sept. 10-13. W. E. Agnew.

Listowel-Listowel Agr. Soc. Sept. 17-18. James Christie.

London-Western Fair, Sept. 6-13 (tennis). W. D. Jackson.

Morley-Morley & St. Vincent Agr. Soc. Probably Sept. 29-30. Walter H. Chappell.

Niagara-on-the-Lake-Niagara Town & Township Agr. Soc. Sept. 19-20. Kathryn Barback.

Oshawa-South Ontario Agr. Soc. Sept. 5-10. H. B. Faith.

Oshawa-Central Canada Exbn. Assn. Aug. 27-31. H. H. McMillan.

Owen Sound-Owen Sound Agr. Soc. Sept. 27-31. Otto Johann.

Parkville-Parkville Agr. Soc. Sept. 26-27. H. C. O'Neill.

Renfrew-South Renfrew Agr. Soc. Sept. 12. H. A. Jordan.

Rexdale-Rexdale Agr. Soc. Sept. 23-25. J. D. Hren.

Rodney-Rodney Fair, Oct. 7-8. J. A. MacLean.

Sault Ste. Marie-Central Algoma Agr. Soc. Sept. 9-11. J. C. Noble.

Beverly Bridge-Morrison Agr. Soc. Sept. 26. Albert Forgy.

Sheburn-Queen Central Agr. Soc. Sept. 16-17. George E. Foster, Honeywood.

Springfield-South Dorchester Agr. Soc. Sept. 17-18. E. Ward.

Stratford-Stratford Agr. Soc. Sept. 16-17. James Stewart.

Thorold-Thorold Town & Township Agr. Soc. Sept. 17-18. T. A. Thompson, Box 63, Merritt.

Toronto-Canadian National Exbn. Aug. 23-Sept. 6. Erwood A. Hagler.

Wardens-Whitby Agr. Soc. Sept. 23-24. Leona Dugas.

Welland-Welland Co. Agr. Soc. Sept. 11-13. A. A. Archibald.

Williamstown-St. Lawrence Valley Agr. Soc. Sept. 16-17. Maudie A. McLennan, Lanester.

QUEBEC

Ayers Cliff-Stanislas Co. Agr. Soc. Aug. 21-22. H. G. Currie, Stanstead.

Coteau du Lac-Federation of Agr. Soc. and Farmers' Clubs, Sept. 1. Laurier Leger, Coteau Landing.

Gravelly-Societe d'Agriculture & Nicollet, Aug. 23-25. Achille Foubert.

Oranby-Oranby Hort. Agr. Soc. Sept. 4-6. J. J. B. Payne.

Maniwaki-Agr. Soc. of County of Gatineau, Div. Aug. 19-17. Palma Jostin.

Quebec-Quebec Provincial Expo. Aug. 30-Sept. 6. Emery Boucher.

Richmond-Richmond Co. Agr. Soc. Aug. 18-20. William R. Stevett.

Rougemont-Rougemont Agr. Soc. Aug. 26. C. E. Levesque.

St. Alexander-Alexandre d'Everville Agr. Soc. Aug. 9-9. Gerard Sampson, St. Jean.

St. Francis du Lac-Y Yamaska Agr. Soc. Aug. 25-27. Albert Trudaine.

St. Julien-St. Julien Co. Agr. Soc. Sept. 16. Jean Durand.

Sherbrooke-Eastern Township Agr. Assn. Aug. 29-Sept. 1. J. D. D. D.

Watrous-Shefford Co. Agr. Soc. Aug. 14-16. R. H. Bachand.

SASKATCHEWAN

Abernethy-Abernethy Agr. Soc. July 23. Ben Lavey.

Crak-Crak Agr. Soc. July 23-25. H. W. R. Atkinson.

Edmonton-Alberta Industrial Exbn. June 20-21. Irwin Dean.

Kelvington-Kelvington Agr. Soc. Aug. 5. H. Thoms.

Lloydminster-Lloydminster Agr. Exbn. Assn. July 21-23. Gordon M. Cook.

Melfort-Melfort Agr. Soc. July 17-19. J. H. Stewart.

Moose Jaw-Moose Jaw Exbn. June 25-28. George D. Mackie.

North Battleford-North Battleford Agr. Soc. Aug. 10. H. H. McMillan.

Prince Albert-Prince Albert Agr. Soc. Aug. 7-9. John P. Carror.

Regina-Regina Agr. Soc. July 19-20. T. E. Ederkin.

Saskatoon-Saskatoon Indust. Exbn. July 21-23. Ed W. Johns.

Weyburn-Weyburn Agr. Soc. June 23-24. Fred C. Zabel.

Yorkton-Yorkton Agr. & Indust. Exbn. Assn. July 14-16. W. J. Cowan.

Alabama

Mobile-Grand View Park, Inc., Arthur Pond, mgr.; has three rides, six concession games, pool, coin machines, books, orchestras, free acts.

Oxford-Oxford Lake Park, J. A. Huley, owner-mgr.; has two rides, eight concession games, pool, coin machines, books, pay and free attractions on special occasions.

Arizona

Phoenix-Jordan Park, F. A. Jones, owner; B. Wayne Lamborn, mgr.; has six rides, 11 concession games, pool; books acts.

Phoenix-Riverside Park, Paramount Public, Richards & Sons, Inc., Carl W. Kitchner, mgr.; has four rides, five concession games, pool, penny arcade, coin machines; books, orchestras, pay and free attractions.

Phoenix-Central Phoenix Park, J. Weber and W. P. Geis, owners-mgrs.; has four rides, 12 concession games; books or orchestras, pay and free attractions.

Arkansas

Hot Springs-Fountain Lake Park, Dr. H. D. Ferguson, owner-mgr.; has one concession game, pool, penny arcade, coin machines; books, orchestras.

Little Rock-Wildow Springs Park, J. A. Jacobs, owner; J. C. Smith, mgr.; has 12 concession games, pool, rink, penny arcade, coin machines; books, orchestras, pay attractions.

California

Balboa-Balboa Fun Zone, Al Andrus, mgr.; has three rides, 15 concession games, penny arcade, coin machines.

Castroville-Castroville Village, Bartlett and West, owners; J. A. Baiden, mgr.; has two rides, 12 concession games; books pay and free attractions.

Long Beach-Virginia Park, Pacific Mutual Life Ins. Co. owners; mgr.; has 12 rides, 11 concession games, pool, rink, penny arcade, coin machines; books, orchestras, pay attractions.

Los Angeles-Oldenwest Amusement Park, Chas. B. Chrysler, mgr.

Ocean Park-Ocean Park Amusement Pier, Ocean Park Pier Amusement Corp., owners; Jefferson W. Barber, mgr.; has 12 rides, 88 concession games; penny arcade, coin machines; books pay and free attractions.

Pismo Beach-Pismo Pier House, C. T. Johnson, mgr.; has three rides, three concession games, rink, penny arcade, coin machines.

San Francisco-Playland-on-the-Beach, O. K. Whitney, owner-mgr.; has 18 rides, 20 concession games, penny arcade, coin machines.

Santa Cruz-Santa Cruz Beachside Co., J. H. Williamson, mgr.; has 16 rides, 20 concession games, pool, penny arcade, coin machines; books, orchestras.

Santa Monica-Santa Monica Amusement Pier, Walter D. Newcomb Jr., mgr.

AMUSEMENT PARKS

District of Columbia

Washington-Glen Echo (Md.) Park, Glen Echo Park Co. owners; Leonard B. Schloess, gen. mgr.; has 10 rides, pool, penny arcade; books acts occasionally.

Colorado

Denver-Elitch's Gardens, A. B. Guttler, owner-mgr.; has 10 rides, 13 concession games, penny arcade, coin machines; books, orchestras.

Denver-Lakeside Park, Lakeside Park Co. owners; Benjamin Krasser, mgr.; has 14 rides, six concession game, pool, penny arcade, coin machines; books, orchestras.

Connecticut

Bridgeport-Pleasure Beach Park, City of Bridgeport, owners; John G. Molloy, mgr.; has 18 rides, eight concession games, pool, rink, penny arcade; books, orchestras.

Bristol-Lake Compounce, Pierce & Norton Co. owners; E. E. Pierce, mgr.; has seven rides, three concession games, pool, rink, penny arcade, coin machines; books, orchestras.

Middlebury-Lake Quansappug Park, M. J. Leon, owner-mgr.; has three rides, 10 concession games, pool; books free acts.

Milford-Walton Beach Park, John Langins, owner-mgr.; has six rides, 24 concessions, rink, penny arcade, coin machines.

New Haven-Savin Rock Park, Savin Rock Park Co., Inc. owners; Frederick E. Levere, mgr.; has 28 rides, 290 concession games, two rinks, two penny arcades, coin machines; books, orchestras, pay and free attractions.

Rockville-Standy Beach Park, Crystal Lake, George Bokis, owner; William O. Bokis, mgr.; has one ride, six concession games, lake, rink, penny arcade, books, orchestras, pay and free attractions.

South Norwalk-Roton Point Park, Roton Point Park, Inc. owners; Harry Von Dwingelo, mgr.; has five rides, seven concession games, penny arcade; books, orchestras.

Waterbury-Lakewood Amusement Park, owned by City of Waterbury; has two rides, three concession games, rink; books acts.

Winsted-Highland Lake Park, L. O. Connell, owner; Dr. A. Connell, mgr.; has two rides, four concession games, lake, rink, coin machines; books, orchestras, acts.

Delaware

New Castle-Dermer Beach Park, Dermer Beach Corp. owners; E. A. Lamson, mgr.; has six rides, 15 concession games, pool, rink, penny arcade, coin machines; books, orchestras, pay and free attractions.

Florida

Jacksonville Beach-Griffen's Amusement Park, P. A. Griffen, owner; Y. A. Griffin, mgr.; has 10 rides, 10 concession games, penny arcade, coin machines.

Starke-Southland Park, Phil P. Vitky, operator; William C. Smith Murray, bus. mgr.; Sulphur Springs, Tampa-Sulphur Springs Park, Gordon C. Hunt, mgr.; has two rides, concessions, pool, coin machines; books acts.

Georgia

Atlanta-Sunset Amusement Park, Sunset Corp. owners; E. E. Spodee, mgr.; has three rides, 10 concession games, penny arcade, coin machines; books, orchestras, acts.

Atlanta-Lakewood Park, Southeastern Park Assn. owners; Mlle. Benton, mgr.; has 12 rides, eight concession games, rink, coin machines.

Savannah-Gold Star Beach Park, W. C. Savannah, owner-mgr.; has six rides, six concession games, rink, coin machines; books pay and free acts.

Idaho

Boise-White City Park, R. L. Hull, mgr.; has four rides, six concession games, rink, penny arcade; books, orchestras.

Illinois

Aurora-Exposition Park, Frank Thielon, owner-mgr.; has rides, concession games, pool.

Chicago-Chicago's Navy Pier, Kenneth H. Ross, mgr.; has 12 rides, 24 concessions.

Chicago-Riverview Park, Riverview Park Co. owners; George A. Schmidt, mgr.; has 48 rides, 60 concession games, rink, penny arcade, coin machines; books, orchestras, acts.

Paris-Twin Lakes Park, owned by City of P. P. Crose, mgr.; has three rides, six concession games, beach, coin machines; books, orchestras, pay and free attractions.

Round Lake-Avon Park, George P. Renahan, owner; has three rides, five concession games, pool, rink; books, orchestras, pay and free attractions.

Indiana

Indianapolis-Broad Ripple Park, Warner A. McCurry, mgr.; has 12 rides, 18 concession games, pool, rink, penny arcade; books acts.

Indianapolis-Blue Bird Amusement Park, Coleman & Celler, owners; J. E. Parker, mgr.; has 18 rides, 20 concession games, rink, penny arcade; books, orchestras, free acts.

Knox-Bryndon's Bass Lake Beach, Bass Lake Beach Improvement Co. owner; Ray Marsh Brydon, mgr.; has 11 rides, 13 concession

games, rink, penny arcade, coin machines; books, orchestras, free attractions.

Michigan-City-Washington Park, Lakeside Amusement Co. owners; H. K. Barr, mgr.; has four rides, 13 concession games, penny arcade, coin machines; books, orchestras, pay and free attractions.

Monticello-Ideal Beach Resort, T. E. Spackman, mgr.

South Bend-Playland Park, Peter Redden, owner; has seven rides, 12 concession games, pool, rink, penny arcade, coin machines; books, orchestras, acts.

Iowa

Arnolds Park-Bentli's Amusement Park, E. M. Bentli, owner-mgr.; has 10 rides, 29 concessions, rink, penny arcade; books pay and free attractions.

Clear Lake-Bayside Amusement Park, John J. Brown, owner; has seven rides, 19 concession games, lake, rink; books pay and free attractions on special occasions.

Des Moines-Riverview Park, Robert A. McElroy, mgr.; has 18 rides, 10 concession games, rink, penny arcade, coin machines; books, orchestras, pay and free attractions.

Port Dodge-Port Dodge Park, Armstrong Estate, owners; Jay Longstaff, mgr.; has one ride, pool, rink; books pay attractions.

Rathven-Grand View Park, Ross Hancock, owner; has 12 rides, 15 concession games, rink, penny arcade, coin machines; books, orchestras and acts occasionally.

Sioux City-Riverview Park, Roy M. Wardell, owner-mgr.; has 10 rides, 20 concession games, rink, penny arcade; book, orchestra, pay and free acts.

Storm Lake-Lakeside Park, J. L. Figg, owner; Walter Lawrence, mgr.; has five rides, 14 concession games, rink, penny arcade, coin machines; books, orchestras, pay and free attractions.

Waterloo-Electric Park, C. E. and R. E. Peterson, owners; C. E. Peterson, mgr.; has four rides, 10 concession games, penny arcade, coin machines; books, orchestras.

Kansas

Banner Springs-Lakewood Park, L. D. Ward, owner-mgr.; has four rides, 12 concession games, pool, rink, penny arcade; books, orchestras, pay and free attractions.

Kentucky

Bowling Green-Beech Bend Park, William H. Hirsch, owner; W. H. Mack, McClinton, mgr.; has 18 concession games, coin machines; books, orchestras, pay and free attractions.

Dayton-Delmas Park, Mrs. T. A. Gesser, owner-mgr.; has three rides, two concession games, pool, rink, penny arcade.

Lexington-Joyland Park, Joyland Am. Co. owners; J. W. Bauer, mgr.; has three rides, 24 concession games, free acts.

Louisville-Pontiac Park, B. G. Brinkman, mgr.; has 16 rides, 15 concession games, pool, rink, penny arcade, coin machines; books, orchestras, free acts.

Louisiana

Alexandria-Park Camp Chalbert, Forest Hill, Ralph R. Miller, mgr.

New Orleans—Poncechartraine Beach, Playland Amusement Co., Inc., owner; Harry J. mgr.; has eight rides, 12 concession games, penny arcade, coin machines; books free attractions.

Maine

Carmel—Auto Best Park, Leo Wise, owner-mgr.; has three rides, one concession game, rink, penny arcade, coin machines; books free attractions.
Old Orchard Beach—Uten Amusements, Inc., Chas. W. Uten, mgr.; has eight rides, 4 concession games, penny arcade, coin machines; books free attractions.
Old Orchard Beach—Whiteway, Whiteway Am. Co., Howard A. Duffy, mgr.; has four rides, 12 concession games, penny arcade, coin machines; books free attractions.

Maryland

Baltimore—Carlton's Park, John J. Carlton, mgr.; has 12 rides, 26 concession games, pool, rink, penny arcade, books, coin machines, acts.
Baltimore—Thompson's Sea Girl House, James Thompson, owner; John T. McCaslin, conc. mgr.; has four rides, 20 concession games, beach, penny arcade, coin machines; books acts.

Baltimore—Gwynn Oak Park, Gwynn Oak Park, Inc., owners; J. L. Whittle, mgr.; has 12 rides, five concession games, penny arcade, coin machines; books free attractions.
Baltimore—Bay Shore Park, Bay Shore Amusement Park, Inc., owners; C. P. Keller Jr., mgr.; has 12 rides, eight concession games, pool, rink, penny arcade, coin machines; books pay and free attractions.
Bradock Heights—Bradock Heights Park, E. W. Poole, mgr.; has 12 rides, 12 concession games, coin machines; books, coin machines, pay and free acts.

Baltimore—Crystal Park, Thomas G. Gibson, owner-mgr.; has two rides, four concession games, rink, books, coin machines, acts.
Baltimore—White Crystal Beach, Alfred E. Crigler, mgr.; has 12 rides, eight concession games, penny arcade.
Marshall Hall, near Washington, D. C., Marshall Hall Park, Marshall Park, Inc., owners; C. G. Atchison, mgr.; has six concession games, penny arcade.

Massachusetts
Aburndale—Norwobega Park, Norwobega Park Co., Inc., owners; H. P. Murr, mgr.; has 14 rides, 20 concession games, penny arcade; books, coin machines, acts.
Brookton—Highland Park, Chas. F. Keller, mgr.; has 12 rides, 12 concession games, penny arcade, coin machines; books, coin machines, acts.

Fall River—Sandy Beach, Laurent O. Dubois, owner-mgr.; has two rides, penny arcade, books, coin machines.
Ware—Walden Park, P. & L. St. Ry. Co., owners; H. D. Gilmore, mgr.; has five rides, 12 concession games, pool, rink, penny arcade, coin machines; books, coin machines, free acts.
Leominster—Lunenburg—Whalom Park, Whalom Park Amusement Co., owners; H. D. Gilmore, mgr.; has 12 rides, 12 concession games, pool, rink, penny arcade, coin machines; books, coin machines, free acts.

Mendon—Lake Nipmuck Park, Rudolph Mainini, owner; Fred J. Decker, mgr.; has two rides, eight concession games, pool, rink, penny arcade, coin machines; books, coin machines, pay and free attractions.
North Attleboro—Pine Point, David and Joseph Stone, mgrs.; has 15 rides, two concession games, rink, penny arcade, coin machines; books, coin machines, free acts.
New Bedford—Acushnet, Inc., Desi E. Bauer, owner-mgr.; has six rides, 10 concession games, rink, penny arcade.

Revere, Boston—Revere Beach, Revere Beach Am. Men's Assn., Mr. Sabin, chairman; has 25 rides, 20 concession games, two rinks, penny arcade, coin machines; books attractions at times.
Salem—Willows Park, Nicholas Kanchaky, mgr.; has five rides, 10 concession games, pool, penny arcade, coin machines; books, coin machines, free attractions.
Salisbury—Maltby Beach, Chamber of Commerce; has 10 rides, 10 concession games, pool, rink, penny arcade, coin machines; books, free attractions.

Springfield—Riverside Park at Agawam, Edward J. Carroll, owner-mgr.; has 12 rides, 13 concession games, rink, penny arcade, coin machines; books, free attractions.
Worcester—White City Park, Park Enterprises, Inc., owners; Henry Bergen, mgr.; has eight rides, 10 concession games, pool, rink, penny arcade, coin machines; books, coin machines, free attractions.
Wrentham—Lake Pearl Park, E. R. Rnegren, owner-mgr.; has four rides, penny arcade, coin machines; books, free acts occasionally.

Michigan

Bay City—Paraleon Park, H. W. Jeunior Jr., mgr.; has three rides, concession, coin machines; books, coin machines.
Bay City—Winnons Beach, Winnons Beach Co., O. J. Bolter, mgr.; has six rides, 11 concession games, rink, penny arcade; books, coin machines, free acts.
Detroit (48)—State-Spartan-Jefferson Beach Amusement Park, has 24 rides, 23 concession games, penny arcade, coin machines; books, coin machines.
Dearborn—Edgewater Park, Edgewater Park, Inc., owners; Paul Heinze, mgr.; has 16 rides, 28 concession games, rink, penny arcade; books, free attractions.

Detroit—Stanton Welsh Park (P. O. Utica, Mich.), Stanton Welsh, owner-mgr.; has seven rides, 12 concession games, pool, penny arcade; books free attractions.
Eastland Park—Steeplechase Amusement Park, gen. mgr.; has nine rides, concessions, pool, rink, penny arcade, coin machines; books, coin machines, free acts.

Flint—Flint Park, Flint Park and Amusement Co., owners; E. E. Berger, mgr.; has 16 rides, 10 concession games, beach, rink, penny arcade, coin machines; books, coin machines, free attractions.
Grand Haven—Holland Gardens, R. Haynes, mgr.; has 12 rides, rink, penny arcade, coin machines; books, coin machines, free acts.
Grand Rapids—Hamona Park, O. R. Motor Bus Co., owners; L. J. Delamarter, mgr.; has six rides, eight concession games, lake, penny arcade, books, coin machines.

Hastlet—Lake Lansing Amusement Park, W. A. and R. E. Sprague, owners-mgrs.; has seven rides, 12 concession games, penny arcade; books, coin machines, acts.
Jackson—Lake View Park, Ed. C. Bealthe, owner; U. B. Dexter, mgr.; has four rides, 12 concession games, pool, rink, penny arcade; books, coin machines, pay and free attractions.
Lake Orion—Park Island Amusement Park, Carl Rosenthal, owner-mgr.; has 10 rides, 12 concession games, pool, rink, penny arcade, coin machines; books, coin machines, acts.

Minneapolis
Excelsior, near Minneapolis—Excelsior Amusement Park, The Fred W. Pearson Corp., owners; has nine rides, eight concession games, penny arcade, coin machines; books, coin machines, pay and free attractions.
Interlaken Park, John Erickson and son, owners; R. A. Erickson, mgr.; has three rides, six concession games, beach, rink, penny arcade, coin machines; books, coin machines, free attractions.
Sherburne—Fox Lake Park, K. A. Nelson, mgr.; has rink; books, coin machines, free acts.

Minnesota

Excelsior, near Minneapolis—Excelsior Amusement Park, The Fred W. Pearson Corp., owners; has nine rides, eight concession games, penny arcade, coin machines; books, coin machines, pay and free attractions.
Interlaken Park, John Erickson and son, owners; R. A. Erickson, mgr.; has three rides, six concession games, beach, rink, penny arcade, coin machines; books, coin machines, free attractions.
Sherburne—Fox Lake Park, K. A. Nelson, mgr.; has rink; books, coin machines, free acts.

Missouri

Excelsior Springs—Lake Meaurer Amusement Park, Maurer Bros., owner-mgrs.; has four rides, eight concession games, pool, penny arcade; books, coin machines, pay and free attractions.
Kansas City—Fairland Amusement Park, John Tummolo, mgr.; has 18 rides, 15 concession games, pool, rink, penny arcade, coin machines; books, coin machines, free acts.
Newport—Oak Amusement Park near Port Leonard Wood, Rex Howe, mgr.

St. Joseph—Lake Contrary Amusement Park, L. P. Marshall, owner-mgr.; has nine rides, six concession games, penny arcade, coin machines; books, coin machines, free acts.
St. Louis—Bunker's Park, Noble O. Parsons, mgr.; has 12 rides, 12 concession games, pool, rink, penny arcade, coin machines.
St. Louis—Gray's Grove, Gray's Grove, Inc., owners; Wm. Gray, mgr.; has seven rides, eight concession games, pool, rink, penny arcade, coin machines.
St. Louis (Robertson)—Lakeside Amusement Park, Frank Amusement Co., owners; Joe Reeves, mgr.; has 14 rides, eight concession games, pool, rink, penny arcade, coin machines.
St. Louis—Parkview Amusement Park, Joseph Reytmann, mgr.; has nine rides, 10 concession games, pool, penny arcade, coin machines; books, coin machines, free acts.
St. Louis—Palace Investment Co., owners; A. W. Ketchum, mgr.; has 15 rides, 10 concession games, pool, penny arcade, coin machines; books, coin machines, free acts.
St. Louis—Sylvan Beach Amusement Park, L. W. Peters, prex. and mgr.; has three rides, eight concession games, pool, rink, penny arcade, coin machines; books, coin machines, free acts.
Springfield—Dolling Park, owned by city; W. Morrison, mgr.; has five rides, five concession games, pool, rink, penny arcade; books free acts.

Nebraska

Creté—Tuxedo Park, H. I. Blust, mgr.; has rides, concession games, pool, coin machines; books, coin machines, pay and free attractions.
Hastings—Lib's Park, L. Phillips, owner-mgr.; has two rides, two concession games, pool, rink; books, coin machines, free attractions.
Lincoln—Capitol Beach, Central Realty & Investment Co., owners; H. R. Hevins, mgr.; has five rides, 12 concession games, pool, rink, penny arcade, coin machines; pay and free attractions occasionally.
Omaha—Krupp Park, Louis Krupp, owner-mgr.; has 15 rides, 20 concession games, pool, rink, penny arcade, coin machines; books, coin machines, acts.

New Hampshire

Lochmere—Gardner's Grove, Silver Lake, Mollie Lumber, owner-mgr.; has one ride, eight concession games, pool, rink, penny arcade, coin machines; books, coin machines, pay and free attractions.
Manchester—Pine Island Park, Public Service Co., owners; Harvey J. Williams, mgr.; has eight rides, 10 concession games, beach, rink, penny arcade, coin machines; pay and free attractions at times.
Manchester—Crystal Lake Park, Mrs. John Kilbata, mgr.; has three rides, eight concession games; books free attractions.

New Jersey

Atlantic City—Steel Pier Amusement Pier, A. C. Steel Pier Co., owners; F. P. Gravatt, gen. mgr.; books, coin machines, vaude, circus acts.
Atlantic Highlands—Atlantic Beach Park, Samuel Van Poemak and Mrs. Imbriet, owners; Fred H. Pooty, mgr.; has seven rides, eight concession games, penny arcade, coin machines; books, coin machines, free acts.
Atlantic City—Hamid's Million-Dollar Pier, George A. Hamid, owner; R. W. Gumpert, mgr.; has 10 rides, eight concession games,

rink, penny arcade, coin machines; books, coin machines, free attractions.
Atlantic City—Steeplechase Pier, Mary A. Kiddie Co., owners; Edward J. Ryan, mgr.; has 16 rides, 16 concession games, pool, penny arcade.
Riverdale Am. Co., owners; J. W. Bayes, mgr.; has four rides, 20 concession games, penny arcade.
Clifton—Clifton Lake Park, Theo. W. and E. G. Gibbs and A. R. Eldred, owners; Theo. W. Gibbs, mgr.; has 14 rides, eight concession games, lake, rink, penny arcade; books free acts.
Keansburg—Belvidere Beach Amusement Park, Thomas H. Ryan Jr., mgr.; has five rides, 16 concession games, pool, penny arcade; books pay acts.

Mableswood—Olympic Park, Olympic Park, Inc., owners; Henry A. Gontier, mgr.; has 10 concession games, lake, rink, penny arcade, coin machines; books free attractions.
Mays Landing—Lanape Park, Lanape Park Co., Inc., owners; Eugene Lelling, mgr.; has six rides, eight concession games, beach, rink, penny arcade; books pay and free attractions.
Palisades—Palisades Amusement Park, Jack and Irving Rosenthal, owners-mgrs.; has 42 rides, 11 concession games, pool, penny arcade, coin machines; books, coin machines, free acts.

Pennsville—Riverview Beach Park, L. K. Christman, mgr.; has 14 rides, six concession games, lake, rink, penny arcade, coin machines.
Pitman—Alcyon Park, Alcyon Park, Inc., owners; Joe Applebaum, mgr.; has five rides, 10 rides, 22 concession games, pool, rink, penny arcade, coin machines; books free acts.
Seaside Heights—Seaside Heights Casino, Seaside Heights Casino, Inc., owners; J. Estel Moore, mgr.; has seven rides, six concession games, pool, rink, penny arcade, coin machines; books pay and free attractions.

Seaside Heights—Freeman's Amusement Center, Mrs. Belle Freeman, owner; J. Stanley Tunney, mgr.; has six rides, eight concession games, penny arcade, coin machines.
West Orange—Crystal Lake Park, D. Mauro, mgr.; has four rides, one concession game, pool, penny arcade.
Wildwood—Garden Arcade Park, Carl & Ramogio, Inc., owners; E. B. Ramogio, mgr.; has 12 rides, 26 concession games, rink, penny arcade, coin machines; books acts.
Wildwood—Hunt's Ocean Pier, Wildwood Corp., owner; Robert J. Kay, mgr.; has 12 rides, three concession games.
Wildwood—Hunt's Ocean Pier, Wildwood Corp., owner; Robert J. Kay, mgr.; has 12 rides, three concession games.

New York
Auburn—Enna Jettick Park, Coruga Amusement Co., Inc., owners; W. B. Macferrer, mgr.; has eight rides, 23 concession games, pool, rink, penny arcade, coin machines; books, coin machines, free acts.

Bemus Point on Chautauque Lake—Bemus Point Park, Arnold Lomborn and Frank Wildwood, owners; has two rides, 10 concession games, beach, coin machines; books, coin machines, free acts.
Canandaigua—Horseland Park, William W. Maier, owner-mgr.; has six rides, six concession games, penny arcade, coin machines; books, coin machines, free acts.
Colton—Colton Park, J. O. Colton, owner; George Carr, mgr.; has 12 rides, 20 concession games, rink, penny arcade, coin machines; books, coin machines, pay attractions.

Colton—Arden Lake—Palace Amusement Park, M. O. Wall, owner-mgr.; has two rides, six concession games, beach, rink, penny arcade, coin machines; books, coin machines, acts.
Coney Island—Steeplechase Park, Steeplechase Amusement Co., owners; James J. Onorato, mgr.; has 21 rides, concession, pool, penny arcade, coin machines, circus.
Coney Island—Luna Park, Coney Holding Corp., Milton Sheen, lessee; has 29 rides, pool, rink, penny arcade, coin machines; books, free acts.
Cuba—Oliverast Park, J. F. Olive, mgr.; has two rides, lake, rink.

Harmon—Groom Point Park, Myron Alpert, mgr.; has three rides, concessions, penny arcade, coin machines; books acts occasionally.
Massena—near Syracuse—Suburban Park, Fred W. Searle, owner-mgr.; has seven rides, six concession games, penny arcade, coin machines; books, coin machines, free acts.
New York—Coney Island—W. & N. W. Ry. Co., owners; Wm. O. Johnson, mgr.; has two rides, 14 concession games, lake, rink, penny arcade, coin machines; books, coin machines, free acts.
Niagara Falls—Cocoanut Grove Beach, Joseph F. Paces, owner-mgr.; has six rides, 11 concession games; books, coin machines, pay and free attractions.

Oloott Beach—Oloott Beach Park, Theo. Merrot, mgr.; has four rides, 10 concession games.
Perry, near Batavia—Silver Lake Park, Silver Lake Am. Co., owners; John Skorski, mgr.; has one ride, concessions, beach, penny arcade, coin machines; books, coin machines; free acts occasionally.
Poughkeepsie—Woodliff Amusement Park, Seven Gables Realty Corp., lessee; Nicholas P. Dryatt, mgr.; has 11 rides, 27 concession games, pool, rink, penny arcade, coin machines; books, coin machines.

Rochester—Sea Breeze Park, Street Railway Co., owners; George W. Long, lessee; has eight rides, six concession games, penny arcade, coin machines; books, coin machines.
Rockaway Beach—Rockaway's Playland, Playland Holding Corp., owners; Louis Meinel, mgr.; has 15 rides, eight concession games, penny arcade, coin machines.
Rye—Playland, H. F. O'Malley, mgr.; has 24 rides, 22 concession games, pool, penny arcade, coin machines; books free acts.

Schenectady—Woodliff Amusement Park, Wm. E. Cross, owner-mgr.; has four rides, 12 concession games, beach; books free acts.
Shenandoah—Meadowbrook Park, Meadowbrook Co., owners; Daniel W. Leonard, mgr.; has six rides, 10 concession games, pool, penny arcade, coin machines.
Syracuse—Long Branch Park, Bertram P. Maurer, mgr.; has seven rides, 10 concession games, penny arcade, coin machines.
Syracuse—Hawthorn Park, Emory Savva, owner-mgr.; has five rides, 14 concession games, penny arcade, coin machines.

Tyrone—Long Branch Park, Bertram P. Maurer, mgr.; has seven rides, 10 concession games, penny arcade, coin machines.
Williamsport—Olen Park, Harry Altman, owner-mgr.; has four rides, nine concession games, rink, penny arcade; books free acts.

North Carolina
Asheville—Recreation Park, owned by city; R. E. James, mgr.; has five rides, three concession games, pool, rink; books pay and free attractions.
Grainbow—V. F. W. Amusement Park, B. R. Holt, mgr.; has four rides, 10 concession games, pool, rink; books, coin machines, acts.

Wililmington—Carolina Beach, Norman L. Mintz, mgr.; has three rides, concessions, penny arcade, coin machines; books, coin machines, free acts.

Ohio

Akron—Summit Beach Park, Miller Estate, owners; Frank Bafler, mgr.; has 11 rides, concession games, pool, rink, penny arcade, coin machines; books, coin machines, acts.
Akron—Sandy Beach Park, W. W. Bradford, owner-mgr.; has five rides, five concession games, pool, penny arcade.
Alliance—Lake Park, E. D. Williams, mgr.; has two rides, five concession games, pool, penny arcade, coin machines; books, coin machines, pay and free attractions occasionally.
Arcadia—Midway Park on Route 12, Henry Marchese, owner-mgr.; has one ride, six concession games, pool, rink, penny arcade; books pay and free attractions.

Bascom—Meadowbrook Park, The Meadowbrook Co., owners; H. L. Walter, mgr.; has four rides, pool, rink, coin machines; books, coin machines, pay and free attractions.
Brazz Lakes—Brazz Lakes Park, D. M. Wilson (Hennons, O.), mgr.; has six rides, 10 concession games, lake, rink, penny arcade, coin machines; books, coin machines, free acts.
Buckeye Lakes—Buckeye Lakes Park, J. J. Carlin, owner; A. M. Brown, mgr.; has 15 rides, 22 concession games, pool, rink, penny arcade, coin machines; books, coin machines, acts.

Cincinnati—Beecham Park, R. A. Jolly, mgr.; has 28 rides, 10 concession games, pool, penny arcade, coin machines; books, coin machines, pay and free attractions.
Canton—Meyers Lake Park, Carl M. Sindler, mgr.; has seven rides, concessions, beach, rink, penny arcade, coin machines; books, coin machines, free acts occasionally.
Celina—Edgewater Park, Grand Lake, B. A. Myers, mgr.; has two rides, pool, rink, penny arcade, coin machines; books, coin machines, pay and free attractions.

Chippewa Lake—Chippewa Lake Park, Parker Beach, owner-mgr.; has 18 rides, 21 concession games, pool, rink, penny arcade; books, coin machines, free acts.
Cincinnati—Coney Island, Coney Island, Inc., owners; Edward L. Scheit, mgr.; has 23 rides, six concession games, pool, penny arcade; books, coin machines, free attractions.
Cincinnati—Zoological Garden, Joseph A. Shepley, gen. sup.; has Kiddie Land rides; books, free attractions.
Cleveland—Puritas Springs Park, Puritas Springs Park Co., owners; Mrs. Pearl Vlosky, mgr.; has 25 concession games, pool, rink, penny arcade; books, coin machines, free attractions.

Cleveland—Beard Beach Park, Harvey J. Humphrey, mgr.; has 22 rides, concessions, pool, rink, penny arcade; books, coin machines, free acts.

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Colombus-Zoo Park, The Zoo Park Co., owners; key and minor G. Hasler, mgrs.; has nine rides, seven concession games, rink, penny arcade, coin machines; books orchestras.

Concho-Lake Park, F. D. Johns, mgr.; has two rides, concessions, lake, penny arcade, coin machines; books orchestras, acts.

Dayton-Franklin Park, F. J. Schaefer, owner-mgr.; has 11 rides, eight concession games, penny arcade, coin machines; books orchestras, acts.

Dayton-Lakeside Park, Lakeside Park Co., owners; Gerald Niemman, mgr.; has 14 rides, six concession games, penny arcade, coin machines; books orchestras, acts.

Defiance-Power Dam Park, Chas. Murphy, owner-mgr.; has two rides, three concessions, rink, penny arcade; books orchestras, free acts.

Diamond-Craig Beach Park, Art Mallory, mgr.; has five rides, 10 concession games, beach, penny arcade; books orchestras, acts.

Findlay-Riverside Park, owned by city, O. L. Goodman, mgr.; has four rides, eight concession games, pool, rink; books pay and free attractions.

Geauga Lake-Geauga Lake Park, Aurora Amusement Co., owners; W. J. Kuhlman, mgr.; has 15 rides, 10 concession games, coin machines, books orchestras, pay and free attractions.

Genoa-Forest Park, G. J. Tilhof, owner-mgr.; has five rides, 10 concession games, rink, penny arcade, coin machines; books orchestras, free attractions.

Haskins-Volmar Park, Mrs. Ella Volmar, owner; G. C. Bouchard, mgr.; has four rides, eight concession games, penny arcade; books orchestras, pay and free attractions.

Mansfield-Cedar Point, W. C. K. Smith, mgr.; has four rides, six concession games, pool, penny arcade, coin machines; books pay attractions.

Milwaukee-Beardsville Lake, Don Dazey, mgr.; has 11 rides, four concession games, pool, penny arcade; books orchestras, pay and free attractions.

Muskegon-Forest Beach Park, Lou W. Greiner, owner; Mitt L. Tarloff, mgr.; has 12 rides, 22 concession games; pool, rink, penny arcade, coin machines; books orchestras.

Russell Point-Russell Point Miniature World's Fair, French L. Wilgus, owner; Jack Bone, mgr.; has four rides, three concession games, rink, penny arcade; books orchestras, free attractions.

Sandusky-Cedar Point on Lake Erie, The C. G. Boyd Co., owners; Ed W. Smith, mgr.; has 30 rides and attractions, 20 concession games, penny arcade, books orchestras.

Tocco-Walbridge Park, H. P. Corvado, mgr.; has eight rides, concessions, penny arcade.

Vermilion-Crystal Beach Park, Josephine I. Blanche, owner-mgr.; has 11 rides, 43 concession games, pool, rink, penny arcade, coin machines; books orchestras, pay and free attractions.

Yonkopolon-Idora Park, Charles Deibel, mgr.; has 13 rides, 7 concession games, pool, rink, penny arcade, coin machines; books orchestras, free acts.

Oklahoma

Emel-Lake Hellums Park, has two rides, six concession games, pool, rink, penny arcade; books orchestras, acts.

Oklahoma City-Springlake Amusement Park, Roy Slaton, mgr.; has 11 rides, concessions, pool, penny arcade, coin machines; books orchestras, free acts occasionally.

Tulsa-Crystal City Park, John C. Mullina, owner-mgr.; has seven rides, 19 concession games, pool, rink, penny arcade; books orchestras.

Oregon

Portland-Oaks Amusement Park, United Am. Co., owners; E. H. Bollinger, mgr.; has 10 rides, five concession games, rink, penny arcade; books acts, orchestras.

Portland-Jantzen Beach, Hayden Amusement Co., owners; Paul H. Hunderphal, mgr.; has 14 rides, 10 concession games, four pools, penny arcade, coin machines; books orchestras, pay and free attractions.

Pennsylvania

Allentown-Central Park, C. P. Am. Co., owner; has 13 rides, 16 concession games, rink, penny arcade, coin machines; books acts occasionally.

Allentown-Torney Park, R. L. Plarr, mgr.; has 15 rides, concessions, pool, rink, penny arcade; books orchestras, acts.

Altoona-Lakefront Park, County Commissioners, owners; E. J. Free, mgr.; has four rides, pool, rink, penny arcade; books free acts.

Barnesville-Lakeside Park, J. Tomat, mgr.; has eight rides, nine concession games, rink, penny arcade, coin machines; books orchestras, pay and free attractions.

Bellefonte-Hecla Park, W. F. Stockman, owner-mgr.; has two rides, six concession games, pool, rink, penny arcade; books orchestras, free acts.

Bellevue Springs-Belling Springs Park and Pool, William M. Baebler and Gilbert Malcolm, owners; William M. Baebler, mgr.; has three rides, concession games, pool.

Carbondale-Newton Lake Park, Franklin E. Wagner, owner-mgr.; has eight rides, 13 concession games, beach, coin machines; books orchestras, free attractions.

Chambersburg-Lake Park, C. & R. Railway Co., owners; Mrs. E. P. Coets, mgr.; has three rides, three concession games, pool, rink; books pay and free attractions.

Chalfont-Forest Park, Forest Park Co., owners; Richard F. Lasse, mgr.; has eight rides, four concession games, pool, penny arcade; books pay and free attractions.

Connell Lake Park-Connell Lake Park Hotel, Connell, Inc., owners; T. C. Foley, mgr.; has 21 rides, 18 concession games, rink, penny arcade, coin machines; books orchestras, acts.

Dallas-Peruorok Park, Les Instalco (Pitts- Pa.), owner-mgr.; has five rides, six concession games, rink, penny arcade, coin machines; books orchestras, acts.

Easton-Shankill Park, Thomas V. Long, mgr.; has two rides, concessions, pool, rink, penny arcade, coin machines; books acts.

Easton-Willow Park, Daniel Shlubo, owner-mgr.; has two rides, five concession games, pool, penny arcade; books free attractions.

Elwyn-Kneebell Grove, H. H. Kneebell, owner; Knobeel, mgr.; has six rides, 13 concession games, pool, rink, penny arcade, coin machines.

Erie-Waldner Beach, F. P. W. A. Moeller, mgr.; has 10 rides, 10 concession games, penny arcade; books orchestras, pay and free acts.

Hallam-Hill Park, P. E. Dodson, owner-mgr.; has two rides, six concession games, penny arcade, coin machines; books pay attractions.

Harrisburg-Park, A. Karst and son, owners; A. Karst, mgr.; has nine rides, 13 concession games, rink, penny arcade, coin machines; books orchestras, pay and free attractions.

Hamilton-Hate Park, E. J. and Caleb Williams, mgrs.; has five rides, four concession games, rink, penny arcade, coin machines; books orchestras, acts.

Hershey-Hershey Park, Hershey Estates, owners; J. B. Bollinger, mgr.; has 15 rides, pool, rink, penny arcade; books or- chestrations.

Johnstown-Ideal Park, Milan Dillich, mgr.; has two rides, two concession games, pool, rink; books orchestras, pay and free attractions.

Lake Ariel-Lake Ariel Park and Beach, Lake Ariel Park & Amusement Co., owners; F. B. Derby, mgr.; has 15 rides, eight concession games, penny arcade; books pay and free attractions.

Lancaster-Maple Grove Park, Ralph W. Cobo owner; W. E. Bouchard, mgr.; has four rides, rink, penny arcade; books orchestras.

Lancaster-Rocky Springs Park, Joseph Pizarri, owner; James Pizarri, mgr.; has six concession games, pool, rink, penny arcade; books orchestras, pay attractions.

Lewistown-Klischonquillas Park, Jim Mores, mgr.; has eight rides, eight concession games, pool, rink, coin machines; books orchestras, pay and free attractions.

Ligonier-Idelwild Park, Idelwild Management Co., owner; C. C. Macdonald, mgr.; has 12 rides, pool, penny arcade; books free acts.

McKeesport-Olympia Park, B. E. Atkinson, owner; H. E. Hampe, mgr.; has 20 rides, 19 concession games, pool, rink, penny arcade; books orchestras, pay and free attractions.

Mahanoy City-Lakewood Park, R. Quinn, owner; Howard Hobbs, mgr.; has 20 rides, 40 concession games, pool, rink, penny arcade; books orchestras, books orchestras, pay and free attractions.

Mechanicsburg-Williams Grove Park, R. E. Ruchling, owner-mgr.; has 13 rides, 25 concession games, pool, penny arcade, coin machines; books orchestras and free acts.

Mechanicsburg-Willow Mill Park, A. L. Sunk, mgr.; has six rides, 10 concession games, pool, rink, penny arcade, coin machines; books orchestras, free acts.

Monaca-Idora Park, Greina Park and Beach, owners; H. P. Oltis, mgr.; has four rides, nine concession games, rink, penny arcade, coin machines; books free attractions.

Moriah-Idora Park, Greina Park and Beach, owners; H. P. Oltis, mgr.; has four rides, nine concession games, rink, penny arcade, coin machines; books free attractions.

North Easton-Idora Park, Greina Park and Beach, owners; H. P. Oltis, mgr.; has four rides, nine concession games, rink, penny arcade, coin machines; books free attractions.

Perkasie-Idora Park, Greina Park and Beach, owners; H. P. Oltis, mgr.; has four rides, nine concession games, rink, penny arcade, coin machines; books free attractions.

Philadelphia-Woodside Park, N. S. Alexander, mgr.; has 29 rides, pool, rink, penny arcade.

Philadelphia (Willow Grove)-Willow Grove Park, Willow Grove Park Co., owners; Z. E. Platt, mgr.; has 20 rides, six concession games, rink, penny arcade; books pay and free attractions.

Philadelphia (Bentonsville)-Bentonsville Springs Park, Robert M. Platt, owner; Vernon D. Platt, mgr.; has one concession game, pool, rink, penny arcade, coin machines; books orchestras, pay and free attractions.

Pittsburgh-Burke Glen Park, Burke Bros., owners; William Burke, mgr.; has seven rides, four concession games, pool, rink, penny arcade, coin machines.

Pittsburgh-West View Park, T. M. Horton Co., Inc., owners; C. L. Beares Jr., mgr.; has 21 rides, 18 concession games, pool, penny arcade; books orchestras, pay and free attractions.

Pittsburgh-Kennwood Park, Kennwood Park Corp., owners; A. S. B. Jones, mgr.; has 24 rides, 19 concession games, pool, penny arcade; books orchestras, free acts.

Pottomac-Sanaloga Park, Robert H. Albright, mgr.; has three rides, three concession games, pool, rink, penny arcade; books acts occasionally.

Reading-Carson Park, Joseph Blag, mgr.; has eight rides, concessions, pool, rink, penny arcade; books orchestras, acts.

Reading-Socialist Park, William C. Park Corp., owners; George M. Rhodes, mgr.; has 11 concession games, pool, rink; books orchestras, free acts.

Scranon-Romey Glen Park, between Scranton and Wilkes-Barre on Route 11 at Mooie, Benjamin Sterling Jr., owner and mgr.; has 15 rides, 19 concession games, pool, rink, penny arcade; books orchestras, pay and free attractions.

Shamokin-Edgewater Park, Shamokin and Trevorton Bus Line Co., owners; George H. Rogers, mgr.; has five rides, nine concession games, pool, rink, penny arcade; books orchestras, pay and free attractions.

Sunbury-Rolling Green Park, R. M. Spangler, owner-mgr.; has 8 rides, six concession games, pool, penny arcade, coin machines.

Wilkes-Barre-Bans Bout Park, L. S. Barr, mgr.; has 15 rides, 11 concessions, penny arcade, coin machines; books orchestras occasionally.

Rhode Island

East Providence-Crescent Park, Crescent Park Am. Assn., Inc., owners; John T. Clare, mgr.; has 10 rides, 10 concession games, penny arcade, coin machines; books orchestras; acts occasionally.

South Carolina

Idle of Palms-Idle of Palms Seaboard Realty Co., owners; K. J. Klumpp, mgr.; has three rides, three concession games, books orchestras, pay acts.

Spartanburg-Camp Croft Amusement Park, T. C. McCarter and American Legion operators.

Tennessee

Chattanooga-Warner Park, owned by city; P. R. Ogilvi, mgr.; has eight rides, 15 concession games, pool, rink.

Chattanooga-Lake Winnepesaukee (P. O. Rosville, Ga.), Mrs. Minnette Dixon, mgr.; has 25 rides, 15 concession games, coin machines; books pay and free attractions.

Knoxville-Guilhove Park, owned by city; Charles A. Brakebill, mgr.; has eight rides, 10 concession games, pool, rink.

Memphis - Fairgrounds Amusement Park, MGS-South Park, Inc., owners; Henry W. Bradson, mgr.; has 15 rides, two concessions, pool, penny arcade; books free acts occasionally.

Texas

Corpus Christi-North Beach Amusement Park, North Beach Bath House Co., owners; John S. Mosser, mgr.; has five rides, 10 concession games, pool, rink, penny arcade, coin machines; books acts occasionally.

Dallas-Kidd Springs Park, Carl Steinmann, mgr.; has seven rides, penny arcade, coin machines; books orchestras; acts occasionally.

Dallas-Fair Park, State Fair of Texas, owners; Roy Edwards, secy.; has seven rides, 15 concession games, pool, rink; books orchestras, pay and free attractions.

El Paso-Washington Park, G. W. Wilson, mgr.; has four rides, pool, rink, penny arcade, coin machines.

Galveston-Beach Amusement Park, Beach Am. Park, Inc., mgr.; has eight rides, penny arcade, coin machines; 15 concession games, penny arcade, coin machines; books free acts.

Houston-Boyvan Beach Park, W. E. Crain, mgr.; has five rides, five concession games, pool, penny arcade, coin machines; books orchestras, free attractions.

McComb-Pleasure Pier, Fred McFall, mgr.

Utah

Farmington-Lagoon Park, Julian M. Bamberger, mgr.; has six rides, pool, penny arcade, coin machines; books orchestras.

Salt Lake City-Dalton Beach, Thomas M. Wheeler, mgr.; has four rides, six concession games, penny arcade; books orchestras, pay attractions.

Virginia

Buckroe Beach-Buckroe Beach Park, Va. Public Service Co., owners; T. M. McCumb, mgr.; has seven rides, seven concession games, penny arcade; books orchestras, free acts.

Danville-Luna Lake Park, J. K. Withcher, pres.; H. H. Vidal, mgr.; has three rides, 10 concession games, pool; books orchestras, pay and free attractions.

Norfolk-Ocean View Park, Ocean View, Inc., owners; Cecil T. Duffie, mgr.; has 20 rides, 19 concession games, penny arcade; books orchestras, free attractions.

Roanoke-Lakeside Park, H. L. Roberts, owner-mgr.; has 10 rides, 16 concession games, pool, rink; books orchestras, pay and free attractions.

Virginia Beach-Seaside Park, Seapines Improvement Corp., owners; Rex D. Billings Jr., mgr.; has 10 rides, 10 concession games, pool, rink, penny arcade, coin machines; books orchestras, acts.

Washington

Bainne-Birch Bay Resort, Melvin T. Cook, mgr.; has seven rides, 10 concession games, pool, rink, penny arcade, coin machines.

Redondo-Redondo Beach Park, W. J. Betts, owner-mgr.; has three rides, eight concession games, rink, penny arcade, coin machines.

Seattle-Playland Park, Playland Am. Co., owners; R. E. Phelan, mgr.; has five rides, nine concession games, rink, penny arcade, coin machines.

Supplementary List

(The following are not completely equipped amusement parks, but have pools, coin-operated machines, rinks and book orchestras and acts.)

Alabama

Florence-Pair Park, North Ala. Fair & Park Assn., owners; C. H. Jackson, mgr.; has pool, books, pay and free attractions.

Tusculum-American Legion Park, owned by city; R. H. Harris, mgr.; has pool, rink, books orchestras, acts.

Colorado

Estes Park-Riverside Amusement Park, T. C. Jelison, owner-mgr.; has 10 concession games, pool; books orchestras.

Connecticut

Killingly-Wildwood Park, Alexander's Lake, R. F. J. Wildwood, owner-mgr.; has beach, rink, penny arcade, coin machines; books orchestras, free attractions.

Meriden-Hanover Park, The Connecticut Co., owners; J. C. Burns, mgr.; has rink, coin machines; books orchestras occasionally.

Waterbury-Hamilton Park, owned by city; James J. Curtin, supt.; has pool, rink; books orchestras, acts.

Delaware

Port Penn-Delaware Beach, Delaware Beach Amusement Co., owners; C. W. Williams, mgr.; has pool; books orchestras, pay and free attractions.

Pennsacola-Pennsacola Beach, Pennsacola Bridge Corp., owners; Russell J. Hart, mgr.; has five concession games; books orchestras, acts.

Georgia

Macon-Skate Park, W. C. Hagan, mgr.; has 14 acts, coin machines; books orchestras.

Spokane-Natatorium Park, Louis Vogel, mgr.; has eight rides, two concession games, pool, penny arcade; books orchestras.

West Virginia

Chester-Rock Springs Park, C. C. Macdonald, owner; B. L. Hand, mgr.; has 11 rides, 15 concession games, pool, rink, penny arcade, coin machines; books orchestras, free attractions.

Huntington-Canaan Park, E. G. Via, owner-mgr.; has eight rides, six concession games, pool, rink, penny arcade; books orchestras, pay and free attractions.

Wisconsin

Appleton-Waverly Beach, Howard Campbell, owner-mgr.; has one ride, five concession games, beach, rink, penny arcade, coin machines; books orchestras.

Chippewa Falls-Wisota Beach, Winota Beach Co., owners; E. C. Cole, mgr.; has two rides, three concession games, books orchestras, pay and free attractions.

Hilditch-Highgate Park, Park Am. Co., Inc., owners; Lothar Kemp, mgr.; has two rides, three concession games, penny arcade, coin machines; books pay and free attractions.

Milwaukee-Waukecha Beach, Theo. M. Toll, owner-mgr.; has 10 rides, 11 concession games, penny arcade, coin machines; books free attractions.

Milwaukee-State Fair Park, State Fair Park, Inc., owners; C. S. Rose, mgr.; has 15 rides, 12 concession games, penny arcade; books orchestras; free acts occasionally.

Muskego-Muskego Beach, Muskego Beach, Inc., owners; William J. Bosthardt, mgr.; has 10 concession games, penny arcade, coin machines; books orchestras, free acts.

Canada

Aldershot, Ont.-La Salle Park, City of Hamilton, owners; Jay Miller, mgr.; has four rides, three concession games, rink, penny arcade; books orchestras, pay and free attractions.

Crystal Beach, Ont.-Crystal Beach Park, Crystal Beach Co., Ltd., owners; J. H. Nagel, mgr.; has 15 rides, 20 concession games, rink, penny arcade, coin machines; books orchestras, pay and free attractions.

London, Ont.-Springbank Amusement Park, Victor Amusement Co., owners; D. H. Walsh, mgr.; has four rides, three concessions, pool, penny arcade; books orchestras, pay and free attractions.

Montreal, Que.-Belmont Park, Belmont Park Co., owners; Rex D. Billings, mgr.; has 15 rides, 20 concession games; penny arcade; books pay and free attractions.

Port Stanley, Ont.-Port Stanley Amusement Park, Mr. Broderick, mgr.; has two rides, 10 concession games, penny arcade, coin machines; books orchestras, pay acts.

St. Catharines, Ont.-Lakeside Park, Port Dalhousie Canadian National Railway, owners; R. H. Brookings, mgr.; has eight rides, 13 concession games, beach; books free attractions.

Toronto, Ont.-Hanlan's Memorial Park, owned by city; H. Reid, mgr.; has four rides, 38 concession games, beach, rink, penny arcade; books acts.

Toronto, Ont.-Sturdee Beach, The Toronto Harbour Commissioners, owners; has eight rides, 18 concession games, pool, rink, coin machines; books orchestras, acts.

Vancouver, B. C.-Happlyland Hastings Park, Pacific Coast Am. Co., Ltd., owners; John K. Matheson, mgr.; has 15 rides, 33 concession games, rink, penny arcade; books free acts.

Windsong, Man.-Windsong Beach Amusement, Ltd., Equitables Trust Co., owners; H. G. Gair, mgr.; has six rides, seven concession games, penny arcade, coin machines.

Windsong, Man.-River Park, River Park Am. Co., owners; N. Passaniti, mgr.; has five rides, 19 concession games, penny arcade; books attractions.

Illinois

Havana-Riverside Park, L. A. England, mgr.; has three concession games, rink; books orchestras, pay and free attractions.

Kankakee-Avon Park, Harry A. Yeates, mgr.; has concessions, beach; books orchestras, acts.

Pekin-Mineral Springs Park, Pekin Park District, owners; A. G. Kedar, secy.; has pool; books pay and free attractions.

Quincy-Baldwin Park, Tom Baldwin, owner-mgr.; has rink, coin machines; books orchestras, pay and free attractions.

Brestor-Illis Beach, Andrew F. Brix, mgr.; books orchestras, pay and free attractions.

Cambridge City-Wehl Lake Park, Egan Wicks (Peraling, Ind.), owner; has concessions, pool; books acts.

LOOK

IN THE WHOLESALE

MERCHANDISE SECTION

for the

LATEST NOVELTIES, PRIZES

PREMIUMS AND SPECIALTIES

Selective Service Mail

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

Evansville—Mesker Park and Zoo, owned by city; Max H. Ritter, supt.; has three rides, Hamilton-Circle Park, H. G. Waterhouse, owner; D. R. Watson, mgr.; has two rides, beach, rink, penny arcade; books orchestras, pay and free attractions. Indianapolis—Longacre Park, Edwin E. Thompson, owner-mgr.; has pool. Lafayette—Maple Point Park, E. C. Dennis, mgr.; has rink, coin machines. Montpelier—Blue Water Park, H. L. Kelley, mgr.; has two concession games, pool, rink. Ray—Terrace Garden, Deulah Keeney, owner; has 12 concession games; books orchestras, attractions.

Iowa

Boone—Spring Lake Resort, Robert McFarlane, owner; has one ride, one concession game, pool, rink; books orchestras, pay and free attractions. Bluff Park, Walter Phillips, owner-mgr.; has beach, rink. Osceola—Woodland Park, J. O. Brownell, owner; LaVern T. Loubser, mgr.; has coin machines; books orchestras.

Kansas

Marysville—Caban Park, Frank Chasen, owner-mgr.; has pool; books orchestras, acts. Wichita—Sandy Beach, N. B. Stauffer, owner-mgr.; has pool, rink; books pay and free attractions.

Kentucky

Owentown—Rube's Pleasure Park, R. R. Sands, owner-mgr.; has one ride, five concession games, pool; books free acts.

Maine

Skowhegan—Lakewood Park, Lakewood, Inc., owners; H. L. Sweet, mgr.; has lake; books orchestras.

Massachusetts

Bellevue—Elgion Park, E. C. Hayden, owner-mgr.; has lake, rink; books free acts.

New Bedford—Lincoln Park and Fort Phoenix Riding Beach, Union Street Railway Co., owner; C. P. Wilson, mgr.; has one ride, concession games, rink, penny arcade, coin machines.

Northport—Phun Island Beach, J. M. Kelleher, mgr.; has concessions; books orchestras, acts.

Michigan

Benion Harbor—House of David Park, House of David Park, owners; Edmund Douglas, supt.; has pool, rink; books orchestras, pay and free attractions.

Detroit—Eskra Beach, W. J. Snyland, mgr.; has five concessions, penny arcade, coin machines, books free acts. Detroit (P. O. Sans South)—Tashmo Park, Wm. C. Harsh, mgr.; has one ride, one concession, pool, coin machines.

Minnesota

Battle Lake—Camp Balmoral, C. J. Matthews, owner-mgr.; has lake, rink, coin machines; books orchestras, pay and free attractions.

Fairmont—Hand's Park, E. R. Hand, owner-mgr.; has beach; books orchestras, attractions. Lake Lindenwood Park, D. J. Lamphere, owner-mgr.; has pool, rink, coin machines; books orchestras, pay and free attractions.

Missouri

Chillicothe—Campbell's Park, Dr. T. K. Campbell, owner; Hollis Campbell, mgr.; has pool; books orchestras, pay, free acts. Hannibal—Hanna Park, C. P. Hickman, mgr.; has pool, rink.

Montana

Miles City—Leon Park Amusement, Leon Eros, owners; D. P. Leon, mgr.; has concession games, coin machines; books orchestras, pay and free attractions.

Nebraska

Alma—Alma Park, C. G. Battin, owner; Harold Sims, mgr.; has pool, rink; books orchestras. Beatrice—Riverside Park, owned by city; has pool, rink; books orchestras, pay and free attractions.

Beaver City—Horion's Park, D. G. Oxford, owner-mgr.; has pool, rink; books orchestras.

Crete—Tuxedo Park, R. I. Blust, mgr.; has pool, coin machines; books orchestras, pay and free attractions.

Leop City—Jenny's Zoo Museum Park, Henry Jenner, owner-mgr.; has one ride, five concession games. Omaha—Lakewood Park, H. P. Muschhoff, mgr.; has four concession games, rink, penny arcade; books orchestras, pay and free attractions.

Verona—Oak V. Park, John Propeshil, owner; Albert Propeshil, mgr.; has pool, rink; books orchestras.

New Hampshire

Bradford—Massachusetts Casino Park, Max Israel, owner-mgr.; has penny arcade, coin machines; has rink. Dover—Central Park, L. E. Lynde, owner-mgr.; has penny arcade, coin machines; books orchestras, free acts.

North Strathroy—Willow Recreation Park, C. L. Wyman, owner-mgr.; has rink, coin machines; books pay attractions.

Porter—Lake Spofford Recreation Park (Stratford, Vt.), and Keene, N. H., William R. March, owner-mgr.; has one concession game, beach, rink; books orchestras.

New Jersey

Berlinton—Byivan Lake Park, Ed Ruth, owner-mgr.; has four concession games, pool, rink; books orchestras; pay and free attractions occasionally.

Walston—Lake Worth Park on White Horse Pike, 12 miles from Philadelphia; Royden Haines, mgr.; has beach, roller rink.

New York

Amsterdam—Mohawk Mills Park, Wallace McQuatters, mgr.; has rink; books orchestras. Biondi—Wal-Cliff Sporting Club, Wal-Cliff Pool, Inc., owners; W. Hirschfield, mgr.; has one concession game, pool, rink; books attractions.

Gardenville—Gardenville Grove, George Pinzel, owner-mgr.; has one ride, 10 concession games, coin machines; books acts.

Geneseo—Long Point Park, Harry W. Berry, owner; has 10 concession games, lake, penny arcade, coin machines; books orchestras.

New Rochelle—Woodmont Park, Bill Jarkins, mgr.; has pool, sports coliseum. Richfield Springs—Canadago Park, Joe Massee, owner-mgr.; has lake, rink; books orchestras, free acts.

Sea Cliff—Stevenson's Pavilion, R. C. Stevenson, owner-mgr.; has pool, penny arcade, coin machines; books attractions. Saratoga Springs—Kayaderos Park, E. A. Walker, owner-mgr.; has one ride, beach, rink, penny arcade, coin machines.

Saratoga Falls—Lake State Park, owned by State; has pool, rink. Silver Creek—Sunset Bay Park, William Burgess, owner-mgr.; has one ride, coin machine.

Syracuse—Boysen Day Park, Gerson Rubenstein, mgr.; has concessions, beach, rink, coin machines. Watkins, L. & Jones Beach State Park, State of New York, owners; S. J. Polek, mgr.; has concession games, pool, rink; books orchestras, pay and free attractions.

North Carolina

Morehead City—Atlantic Beach, Atlantic Beach & Bridge Co., owners; has several concession games, rink; books orchestras, pay attractions. Wilmington—Lumina, Wrightsville Beach, Wrightsville Beach, mgr.; has concessions; books orchestras.

Winston-Salem—Crystal Lake Park, R. T. Davis, owner-mgr.; has one concession game, pool; books orchestras occasionally.

Ohio

Brockfield—Yankee Lake, Paul Jerko, mgr.; has pool, coin machines; books orchestras. Canal Winchester—Edgewater Park, Chas E. Gerling, owner-mgr.; has five concession games, coin machines.

Cleveland—Brookside Park and Zoo, Capt. Curley Wilson, mgr.; has concessions, pool. Dupont—Franconia Park, W. S. Myers, owner-mgr.; has three concession games; books acts.

Lakewood—Lakewood Park, Lakewood Park Co., owners; C. D. Neisley, mgr.; has pool, coin machines; books orchestras, acts. Mentor—Beacon Park, Ed E. Santec, owner-mgr.; has two rides, four concession games.

Milersport—Summerland Beach, Milersport Beach, Inc., owner; George Harbridge, mgr.; has concession game, lake; books orchestras, free acts.

Minerva—Minerva Lake Park, Fred J. Brown, owner; has pool; book attractions. Mount Orab—Star Lake Park, G. B. Courts, owner; has five concession games, pool, penny arcade, coin machines; books vaude acts.

New Philadelphia—Tuscora Park, owned by city; W. E. Geiser, mgr.; has pool, rink, penny arcade; books orchestras.

Newton—Beacon Park, Ed E. Santec, owner-mgr.; has four concession games, pool, penny arcade, coin machines; books tent shows.

Uncharleston—Riverside Park, W. G. Maner, owner; books orchestras; pay and free attractions on special occasions.

Venice, Cincinnati—Meadowbrook Amusement Park, Route 27, Venetia, Berth County Club, Inc., owners; M. J. Gutzman, mgr.; has two rides, pool; books orchestras and acts occasionally.

Pennsylvania

Berwick—West Side Park, C. A. Rastley, owner-mgr.; books orchestras, pay and free attractions.

Bloomberg—Columbia Park, Elmira Steiler, owner-mgr.; has one ride, two concession games, pool, rink.

Hanover—Willow Beach Park, D. M. Wilmer, mgr.; has one concession game, pool, rink; books orchestras, attractions.

Houston—Willow Beach Park, Don and Caesar Barlow, owners; has pool, books orchestras.

Indiana—Dreamland Park, J. J. Cicero, owner-mgr.; has four concession games, pool, rink; books orchestras, pay and free attractions.

Mauch Chunk—Flagstaff Mt. Park, Stewart E. Evans, owner-mgr.; has penny arcade, coin machines; books orchestras.

New Lebanon—American Legion Park, N. J. Refiner, mgr.; has rink; books orchestras, free attractions.

Newmarket—Sandy Beach, W. D. Mantz, owner; W. D. Yarger, mgr.; has 13 concession games.

Pottsville—Dream City Park, Joseph A. Poger, owner; has two concession games, rink; books orchestras.

St. Marys—Eik Casino Park, Cyril Van Lander, owner; has concession games, coin machines; books orchestras.

Spring Mount—Spring Mount Park, Walter A. Legler, mgr.; has four concession games, pool. Sunbury—Island Park, Island Amusement, Inc., owners; A. J. Chamberlain, mgr.; has pool, rink; books orchestras, acts.

Trevose—Pemb Valley Park, M. L. Walsh, owner; George W. Webb, mgr.; has lake, concession games, pool, penny arcade; books orchestras, attractions.

Union City—Maracras Beach Park, E. P. Lee, owner; Max Lee, mgr.; has two rides, four concession games, pool.

Williamstown—Sunset Park, Baumgart Butlers, owners; Henrietta Baumgart, mgr.; has rink, coin machines; books orchestras. York—Grand View Park, Grand View Park Co., owners; Jack Fitzcharles, mgr.; has one ride, three concession games, pool, penny arcade; books pay and free attractions.

South Carolina

Charleston—Riverside Beach Park, E. A. Hamilton, mgr.; has one ride, concessions, coin machines; books orchestras, acts.

South Dakota

Siox Falls—Neptune Park, Archer Ballroom Co., owners; Jenn R. Abel, mgr.; books orchestras, free attractions and floor shows occasionally.

Tennessee

Memphis—East End Park, Harris Scheuerer, owner; has pool, rink. Memphis—Hainbow Lake, E. Bellanti, owner; has pool, rink.

Texas

Cisco—Lake Cisco, Lake Cisco Am. Co., owners; P. G. Berry, mgr.; has pool, rink; books pay and free attractions.

Vicksy—Vicksy Park, Dr. H. T. Huguley, owner; has lake, concessions, pool, penny arcade; books orchestras.

Wichita Falls—Rockside Amusement Park, Roy C. Hyatt, owner-mgr.; has one ride, pool; books orchestras, pay acts.

Virginia

Virginia Beach—Playland, A. W. Salkys, mgr.; has pool, penny arcade, coin machines; books orchestras, acts.

West Virginia

Maidenridge—Riverside Park, B. C. Reynolds, owner-mgr.; has five concession games, pool, coin machines; books free attractions.

Martinsburg—Hillsdale Lake Park, H. M. Fox, mgr.; has pool, rink; books free acts.

New Cumberland—Mineral Springs Park, C. B. Pease, mgr.; has pool, rink, coin machines. Princeton—Lake Shawnee Park, C. T. Binkow, mgr.; has concessions, pool; books orchestras, acts.

Wisconsin

Beaver Dam—Crystal Lake Beach, Lewis Payne, owner-mgr.; has one concession, pool; books orchestras, pay and free attractions.

Beloit—Waverly Beach, W. H. Munger, owner-mgr.; has four concession games; books orchestras; pay and free attractions occasionally.

Lake Welson—Lake Welson Beach, Lake Welson Development Co., owners; R. M. Hines, mgr.; has three concession games, beach, penny arcade; books pay and free attractions.

Oshkosh—Tweco Park, Charles R. Maloney, owner-mgr.; has two concession games, pool; books orchestras, pay and free attractions.

Racine—Beachland Park, Reg. Freeman, owner; Mr. and Mrs. Reg. Freeman, mgr.; has concessions, lake, beach, rink, penny arcade, coin machines; books orchestras.

St. Croix Falls—Tipperary Park, Thomas Ziegert, owner-mgr.; has books orchestras, pay and free attractions.

Wild Rose—Silver Lake Resort, E. E. and H. H. Parker, owners; H. H. Parker, mgr.; has beach, penny arcade; books attractions.

Canada

Port Perry, Ont.—Point Park, owned by city; D. Muckle, mgr.; has lake; books orchestras, pay acts.

Raynes Beach, N. B.—Dominion Park, Bud Tippet, owner-mgr.

Timmins, Ont.—Riverside Park, W. P. Wilson, mgr.; has pool; books orchestras.

Vancouver, B. C.—Exhibition Park, S. C. Molloy, mgr.; has rink; books orchestras, pay attractions.

Wallaceburg, Ont.—Mirwin Park, M. J. Irwin, owner-mgr.; has pool; books orchestras, pay and free attractions.

PROPER COLORS (Continued from page 86)

of entrance arch used. A little chromium on the outside of the seats would catch and reflect more light than any amount of gold-leaf carving used. Neon on Ferris Wheels is purely optional, but used with white seats trimmed with chromium, a marvelous effect could be had, using fair-sized colored floodlights mounted on the back of the arch to throw different colors on the seats as they come around.

Now for the show fronts. Starting at the Side Show, the bally platform of this should have some appeal to the eye because it is as much a part of the midway as anything else. Use colors as brilliant on this as you would on the front itself. As for the banners, it is hard to make people believe that there are real attractions on the inside if the pictorials are poor. Better quality in the banners may mean a few more dollars when buying them, but it will mean a great many more dollars in return when selling the banners to the public because, after all, the banners sell the show. Here, too, color and modernization are needed badly. The average banner hasn't changed in the last 20 years and if so much thought is given to streamlining the rest of the midway and making it colorful, why stop at the banners? This opens a big field for the use of cut-outs, with proper lighting effects gained by the use of neon, floodlights, etc. The proper use

of colored floodlights is going to make a great deal of difference in the midway. A white panel can be made any color of the rainbow, depending on what is done in the way of lighting for this panel. The time will come when the use of rotating colors to give different effects on show fronts will be as common as it already is with traveling grandstand attractions. Their settings are usually very simple in design, but variety is gained thru their lighting effects and they make something beautiful out of a minimum of paint and metal. All of these grandstand props have to be handled fully as much as the average show front.

But, to get back to the banners. They are a great deal easier to handle than venter panels, but at the end of six months most banners produced today have lost their color and brilliancy, and at the end of the second season they are a total loss on the investment. This amounts to quite an item in the show manager's overhead. If panels were used, however, the paint would last for about three years with proper handling, and any time the inside of the show was changed, the pictorials could be repainted, thus saving the cost of new banners. These panels also harmonize with the fronts of the type as used today and give a much neater appearance on the midway. Of course, in territory that is subject to any great amount of wind, provisions should be made for a fold-down feature, or cut-out in the panel itself to allow for these strong "blows." Where performers have a solid show front for their background, always take into consideration that breaking up the colors in the background too much detracts from the wardrobe and the performers out there for the public to see. All of the browns and dark greens in color have a tendency to kill the appearance of the wardrobe and performers on any show front either day or night.

Colors used on a Funhouse should be the same type of brilliancy found in children's toys and kept in simple, large masses to produce a feeling of gaiety instead of the dignity or rhythm that might be expressed on the other fronts. Large animated figures can serve here to great advantage. A Funhouse cannot draw people like this a large bally show does unless it has the type of animation to get the people up to the platform, and, of course, the more ridiculous and laugh-provoking the effect, the easier the customer is to sell. Do not put anything on the front, however, to scare the prospective feminine customer. It is rather a hard proposition to put a lot of neon on a Funhouse, but lime-line or fluorescent lighting is easy to handle and could be used as a background for any animation or cut-outs and would modernize the appearance of the whole front. However, before going into any heavy use of fluorescent lighting, get all of the information from a local dealer as to what can be done concerning the lighting with low voltage and cold climatic conditions. Lime-line lights, although they do not have the variety of color, are as usable in any place as the ordinary light globe. For brilliancy in illumination, rather than decoration, I prefer fluorescent lighting to any of the others because the fluorescent light throws a great deal of light ray for the actual wattage consumed. In cases where their use is desired, these are very easily replaced locally and are a great saving over neon where breakage is concerned. This takes us pretty well around the midway and, although there are many individual problems which I have overlooked or hesitated to write about, it should give a fairly comprehensive idea as to what can be done with the right colors, both in paint and lighting effects, to enhance the appearance of a midway.

LOOK IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES, PREMIUMS AND SPECIALTIES

MAIL ON HAND AT CINCINNATI OFFICE

Parcel Post

Arthur, Billie K. Adams, J. C. 106
Amkings, Clarence 25c
Beavell, W. H. 25c
Eagle Eyes, Geo. 6c

Olara, Pat
Overs, Dolly
Parr, Mrs. J. J.
Perr, Mrs. Mary Ross



NOTE—Mail held at the various offices of The Billboard is classified under their respective heads—Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

Women

Almet, Mrs. Jos. Bennett
Allen, Mrs. Milford
Allen, Mrs. Peggy
Auber, Annetta
Acker, Charabette

Lovella, Frances
Lorel, Ethel, 3c
McLean, Doris, 6c
Macon, Mrs. Babe 14c
Mitchell, Thomas 10c
Sparks, Mary, 6c
Waderick, Jos. A., 5c

Turnward, Loda
THURKAY
MRS. MOLLY
TUNER, Mrs. MARY
Tracy, Terry
Traylor, Jack
Traylor, Jack
Traylor, Jack

Doyle, Dan
Doyle, Fred
Doyle, Fred
Doyle, Fred

Letter List
Dinsok, E. T.
Dinsok, E. T.
Dinsok, E. T.

Edwards, Gerald
Edwards, Gerald
Edwards, Gerald

Ferry, Fred
Ferry, Fred
Ferry, Fred

Kenney, Bob
Kenney, Bob
Kenney, Bob

Notice, Selective Service Men!
The names of men in this list who have Selective Service mail at The Billboard offices in Cincinnati, New York, Chicago, and St. Louis are set in capital letters.

Men

Barr, Chas.
Abelwit, Hassan
Acherbach, L. H.
Adler, A. V.

Barthman, O. Y.
Berk, Roland O.
Berk, Roland O.

Edwards, Gerald
Edwards, Gerald
Edwards, Gerald

Ferry, Fred
Ferry, Fred
Ferry, Fred

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

CLASSIFIED RATE

10c a Word

Minimum \$2 Cash With Copy

Forms Close in Cincinnati

(25 Opera Place)

Thursday for Following
Week's Issue

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in case of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore, when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

AGENTS & DISTRIBUTORS

AGENTS, CONCESSIONAIRES — SUPER-SENSATIONAL Portable Collapsible Seat. Everyone hates standing. Ideal parades, fairs, local fair advertisers. Baseball, 100 different uses. Weighs 11 ounces. 200% profit. Sample 25c. SCOUT BOYS COMPANY, 245 W. 144th St., New York.

AGENTS, JOBBERS, NOVELTY STORES, NEWSSTANDS—Sell Novelty Fun Cards, Novelties, Fans, Razor Blades, Handkerchief Cards, etc. Write for cheap list. NATIONAL SUPPLY CO., Box 307, Cincinnati, O.

AGENTS — CLEAN UP WITH OUR LINE! Cartoons, Books, Photos, Novelties, Sundries. Lowest prices; prompt service. WHOLESALERS, Box 820, Fayetteville, Tenn.

AGENTS, PITCHMEN, CANVASSERS, DEMONSTRATORS—Write today, amazing new 10c quick seller. Big profits, many repeats. LOVELY, 1734 E. Washington, St. Louis, Mo.

AGENTS — 300% PROFIT SELLING GOLD Leaf Letters stores, offices. Free samples. METALLIC LETTER CO., 439 N. Clark, Chicago, Ill.

AMAZING ZIPPER CLOTHINGLINE—ZIP garments on or off instantly. Easy demonstration, sure sale every home. Big money. DUNN MFG., Hempstead, N. Y.

ARMY CAMP SOLUENERS—SNAPSHOT ALBUMS, Cigarette Cases, Wallets, Leather Novelties with Army Emblems attractively hand-painted, including name of army post. American made, fast-selling souvenirs. Catalog. EDN MICHAEL, 39 East 20th St., New York City.

BASEBALL AND HEAVYWEIGHT CHAMPIONSHIP Fight Jackpot Cards—Real money-makers. Markets best sellers. Big profits for salesmen. Three samples sent prepaid for 75c. NED SALES CO., Dept. 45, 332 E. Franklin Ave., Minneapolis, Minn.

BYO PROFIT BUSINESS — FEW DOLLARS starts fifteen sources of profit. Send stamp for details. R. E. MCDOWORTH, Box 176, Rensselaer, Ind.

BIG MONEY TAKING ORDERS—SHIRTS, TIES, Hosiery, Underwear, Pants, Jackets, Sweaters, Uniforms, etc. Sales Equipment Free. Experience unnecessary. NIMROD, 4922-A Lincoln, Chicago.

CONCESSIONAIRS! WHEELMEN! BINGO Operators! Fair Workers! Perfumed Hawaiian Lei, 1941 sensation! Low priced! Particulars free. MISSION, 2320W Pico, Los Angeles, Calif.

CONCESSIONAIRS! WHEELMEN! BINGO Operators? Fair Workers?—Novelties made of pen shells, Lamps, Ashtrays, Dolls, Flower Pots, etc. Lowest prices. No Catalog. Samples prepaid, \$2.00. RED'S NOVELTY SHOP, Boca Raton, Fla.

DEMONSTRATORS, PITCHMEN, AGENTS — Embroidery Guide, sample, 10c; Darners, 25c; Rug Attachment and Hemstitcher, 25c; all 50c. A. W. DOWNS, Marshall, Mich.

DEMONSTRATING COMB PRICES REDUCED—Write for price list or send 25c for five different samples. OHIO COMB CO., Orville, Ohio.

DISTRIBUTOR FOR OHIO BY MANUFACTURER of color-operated Traveogue Picture Machine. Motion picture film, natural color. List at \$22.50 including three film changes. MAP SANDERS, 2837 W. Pico, Los Angeles, Calif. my10c

DISTRIBUTORS—LOWEST PRICES ON DRUGS, sundries, toilet preparations, medicines, bulk goods, private label brands, deals, etc. BURTON PRODUCTS, Richmond, Va.

EARN WHILE TOURING — SELL IMPROVED, original Changeables Religious 18 Blue Stock Signs cost \$3; retail 25c. KOEHLERS, 355 Coates, St. Louis, Mo. ap26x

EARN \$10-\$15 DAILY APPLYING BEAUTIFUL, gold-leaf Sign Letters. Cost 1c. Sell for 25c. Free samples. HURRY, MODERNISTIC, C-3000 Lincoln Ave., Chicago. x

ELGIN-WALTHAM R.G., \$1.75-7.15 JEWELRY—modernized American Wrist Watches, \$2.75. New illustrated catalog. NATIONAL, 382 Wilson Ave., Brooklyn, N. Y. x

FIELD CLASSES—TREMENDOUS SELLER, just beginning. Sell for \$5.00; large profits. Sample, \$1.00. FELICIA, 2 East 23d St., New York.

GIVE AWAY VALUABLE COUPONS WITH Windoline, the window spray in crystal form. Makes gallon for 25c. Guaranteed quality. Big profits, slick demonstration. Exclusive details free sample 10c. ATKINSON, 756U Carpenter, Akron, O.

"GOD BLESS AMERICA" PIN — PATRIOTIC Specialties. Big demand! Rush done 1000 for sample and plan. UNITED, Dept. 14, Smithboro, N. Y. ap12

GOOD SIDE LINE FOR PRINTING AND ADVERTISING Salesmen—Decalcomania Name Plates in small quantities. Great demand. Also make money applying Initials on automobiles. Free samples. "RALCO," 727 Atlantic Ave., Boston, Mass. x

HAVE YOUR OWN STORE RUDY — SELL Sievers Carded Specialties. Profitable, fast selling merchandise. Exclusive territory obtainable. Write SIEVERS SALES CO., Fort Wayne, Ind.

"HELL WITH HITLER"—RED-HOT 10c Auto Stickers. Sweeping America like wildfire! 50¢, Sample, 10c. SOUTHWEST SALES, 799 College, Beaumont, Tex.

KY CHECK STAMPING OUTFITS — BIG profits stamping Checks, Name Plates, Social Security Stamps. THE ART MFG. CO., 303 DeGraw St., Brooklyn, N. Y. my3x

MED, PITCH MEN — ITCH REMEDY THAT never fails. Three applications give permanent benefit. Price \$3.00 for formula. Address J. N. GILMORE, Clarksville, Ark. x

MEDICINE MEN—2 GOOD PROPOSITIONS; stores and direct; say which you prefer. ADAMSON CO., 147 North St., San Antonio, Tex.

NOVELTY — WORLD'S GREATEST SENSATIONAL novelty generation. World's wonderful trick cards. Sample, 10c coin. JOSEPH CURIN, 1807 Carpenter St., Chicago.

ART PAINTINGS ON CARBOARD, CANVAS, etc. Popular prices. Art Novelties. Also lessons in oil painting. ENTERPRISE-F, 2321 N. 36th, Milwaukee. x

OPERATE OUR TRADE STIMULATORS IN spare time. Place in stores, then collect profits. \$10.00 will start 30 locations. Make \$50.00 to \$100.00 weekly. No selling. FLECK NOVELTY SALES, Box 306B, Columbia City, Ind.

PITCHMEN AGENTS—DOT-DASH SYSTEM Show and Win! sells 10c, costs \$1.25 per 100. Sample, 10c coin. BATHGATE, 54 Clinton St., Newark, N. J.

PITCHMEN — ASTOUNDING SENSATIONAL Magazine tells everybody's life story thru fingerprints, signature deductions. Also \$13 gift, both copyright, prepaid, \$1.00. RAD, 6247 Blackstone Ave., Chicago, Ill.

PITCHMEN—150%-200% PROFIT. MAGIC Razor Strapper sells quickly, durable, hood stores. Sample prepaid 25c. Refunded. CEMET, 89 Allen, Rochester, N. Y.

RESURRECTION PLANT—UNIQUE NOVELTY, Miracle of Nature. Costs below 2c; sells for 75c. C. E. LOCKE, 7 Ro St., Mesilla, New Mexico. x

SALESBOARD OPERATORS FOR FAST MONEY Making deals—Send for our latest bulletin of brand new ideas in fast moving deals. Our deals are framed to they will sell and make you money. Get the facts at once. TRI-STATE SPECIALTY COMPANY Annards Park, Ia.

SELL MERCHANTS WALL SIGNS — COSTS 1c to sell 10c. Send 15c for samples. RICHARDS, 127-B E. New York St., Indianapolis, Ind. ap12

SELL BEAUTIFUL RELIGIOUS CARDS—Cost 1c to sell 10c. Information free. Samples, 25c. Selling Kit, \$1.00. TAYLOR PRINTERY, Diney, Ill.

SELL MEXIHOT BARBECUE HAMBURGER Machines — \$28.50. Commission, \$8.00. Prospects willing to buy. DICKERSON MANUFACTURING CO., Department 2, Springfield, Mo.

SELL NAME PINS—FOUR POPULAR STYLES. Low factory prices to dealers and agents. THE AUTOMY COMPANY, Division 21, Joplin, Mo.

SUMMER RESORT SOLUENERS—BURNT AND Hand-Painted Leather Novelties for your tourist trade with name of resort or park imprinted styles. Finest quality. Exceptional commissions. Line free. HOOVER, 251 W. 19th St., Dept. SK-4, New York. ap26x

UNLIMITED MARKET FOR OUR PRODUCT—Demonstration sells individuals, also large users. Brilliant results assure repeat orders, high profits. HEDALL LABORATORIES, Box 7320, Pittsburgh, Pa.

WANTED — PERMANENT REPRESENTATIVE for Hoover Uniforms, Smocks, Aprons, Frocks, Nurses', Doctors', Waitresses' Uniforms, Sportswear. Finest quality. Exceptional commissions. Line free. HOOVER, 251 W. 19th St., Dept. SK-4, New York. ap26x

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. MAYWOOD B. PUBLISHERS, 1107 Broadway, New York. ap26x

"WHIZZER" BICYCLE MOTOR—QUIET 4-cycle 1 1/2 h.p., bicycle structure not weakened. Center of gravity unchanged. Looks like motorcycle. Easily installed. Further help and nearest place to see write GREENE-TAYLOR ENGINEERING CORPORATION, 7016 McKinley, Los Angeles, Calif.

SALESMEN WANTED

EVERY BUSINESS MUST BUY PRINTING, ADVERTISING Specialties, Book Matches, Tags, Pricing Sets, etc. Take orders for the pioneer line; 1,000 necessary items at 50% price saving. Free deals. 40% advanced commission, bonus. Experience unnecessary. Office free. WILLENS, 2150 Gladys, Dept. 54, Chicago. x

MEN AND WOMEN TO SELL THEATRE PARTIES to conventions, business clubs, churches, etc. Locations furnished. BOX 235, Billboard, 1564 Broadway, New York.

SEASIDE-MOUNTAIN TOP AIR FOR OFFICES, stores, home. Portable equipment. Cost \$12.50 to \$17.50—profit \$7-\$12. Salesmen's year around gold mine! NATIONAL DEVICES, 75 East Wacker, Dept. P-1, Chicago. x

SELL HOISERY FOR BIG PROFITS—MEN'S Rayon Anklets, 40c dozen; Children's Anklets, 60c dozen; Ladies' Rayon Hose, 75c dozen; Men's Slightly Imperfect Anklets, 25c dozen; Ladies' Socks, 50c dozen. Minimum order 1/2 dozen per number. Complete price list submitted with shipment. SOUTHERN MERCHANDISING CO., Chesterfield, S. C.

FORMULAS & PLANS

INSTANT DEMONSTRATING, GUARANTEED Formulas—Easily made. Low cost. Highest efficiency. Mystic Rug Cleaner, \$1.00. Mostly all profit. Lists. ASSOCIATED CHEMISTS, Indianapolis, Ind.

PITCHMEN'S NEW 624 PACE MONEY MAKING Bible—Contains 10,000 Formulas, Recipes, Secrets for easily making fast sellers and bigger profits. Complete book \$1.50 postpaid, or C. D. O. ADAMS BROWNS COMPANY, Chestnut Hills, Mass.

BUSINESS OPPORTUNITIES

CARNIVAL AND ROAD SHOW SITE—Between city and prosperous village. Running water, electric, bus service and ample parking space. JOHN CALLAGHAN, R. D. 1, Hudson, New York.

COLISEUM ROLLER RINK—SALE OR LEASE. Roller rink, skating equipment cost \$4,000, including \$500 organ. \$2,200.00 takes Rink, Garage, and equipment. 1/3 cash. Close estate. J. S. CULP, 3309 C St., Canton, Ohio.

DON'T WORK, BE ALERT—START MAIL Order Business. Send 25c for idea and item catalog containing 1000 ways to make money. STANDARD PRODUCTS COMPANY, Howell, Mich.

FOR RENT — THE MARINE BALLROOM, about 6,000 sq. ft., cottage in connection. In resort Michigan. Suitable roller rink. WALTER JACOBSEN, Box 252, Frankfort, Michigan.

ICE SHAVERS—FAMOUS SNOKO JR. SPECIALTY ice bars, \$42.50 here; 1/4 with order. Buy direct and save. This bargain for other days and will not appear again. Circular free. SNOKO MFG. CO., Santa Cruz, Calif.

NATIONAL CANDY FLOSS MACHINE CO.—and Concession Specialty Co. for sale. Long established. Sacrifice 100% profit. \$1,500 stock for \$1,000 cash. RICHARD KUEHNER, B Ridgeland Manor, Rye, N. Y. my3x

NECKWEAR MANUFACTURER OFFERS JOBBERS and distributors exceptional values in New Spring-Summer Ties. Write for prices. KEYSTON MFG. CO., Atlanta, Ga.

PENNY ARCADE FOR SALE—SIXTY MONEY getting machines. Complete outfit ready for road. Loaded on truck and trailer. Stored Camden, S. C. Also Popcorn Machine, RALPH BOUCE, 149 E. Cypress St., Burbank, Calif.

REAL MONEY-MAKING BUSINESS STARTERS dollar book now only 25c. Full spare time. Little capital, no experience. NORM COMPANY, Englewood, N. J. ap26x

REPRESENTATIVE OF ROT-SLIDE ANIMATED Color Projector Co. making trip around United States. If interested in franchise, write for demonstration. Approximately \$1,000 month profit on 100 machines at average rental of \$2.50 week. 845 SO. WABASH, Chicago, Ill.

RUBBER MOLDS TO CAST YOUR OWN Plates or sell to others. A good business of your own. Molds made of one-piece file rubber. Sample, 10c. A. W. DOWNS, Marshall, Mich. x

SENSATIONAL SPARE TIME BUSINESS—FREE particulars. Unlimited earnings. Clip this advertisement. Don't miss this CHAMBERLAIN COMPANY, Professional Building, Pittsburgh, Pa.

SENSATIONAL MAIL ORDER PLAN—PROVEN success. Operate anywhere. Big profits. Permanent business. Send dollar bill. STERLING PRODUCTS CO., Springfield, Ill.

START MAIL ORDER BUSINESS—PLENTY of mail selling, local opportunities. Ask for opportunities big mail. KATZ, 4254 No. Kimball, Chicago.

STOP CRUMBLING! START CROWING! I got my Business Plans. Work hours, part or full time. Surprise literature free. ERLE PUBLICATIONS, Box 25, Nutley, N. J. x

START ELECTRIC ENGRAVING BUSINESS!

Engrave on keytags, jewelry, mirrors, steel tools. Astonishing earnings reported. Small investment. Details free. MOORE MANUFACTURING COMPANY, 651 South State, Chicago, ap19x

"WHY WORRY ABOUT MONEY" — The latest money making opportunities, offers, plans, samples. Details 10c. MAIOW PRESS, 2048 East 82, Cleveland, Ohio.

500 CIRCULARS UP TO 6 X 9, HONESTLY mailed for only 50 cents, silver. Key-Address WILSON, P. O. Box 30, Harris, Tenn.

INSTRUCTIONS BOOKS & CARTOONS

BE YOUR OWN BOSS—LEARN CARTOONING. A course with new treatments. Details sent free. MICS CARTOON SCHOOL, Box 892, Springfield, Mass.

CARTOON BOOKLETS—NEW EDITION, 35 pictures, clever novelties, stories. 24 cartoon books, \$1.00; 100, \$3.50. STRALEY, 10717 Mulberry, Springfield, O.

HYPNOTISM — INSTANTANEOUS METHOD. Hypnotize anyone instantly. Send for this amazing new method. Guaranteed \$5.00. ACADEMY OF PSYCHIC & OCCULT SCIENCES, Box 175, Obolens, Pa.

YOU CAN ENTERTAIN FOR ALL OCCASIONS with our Trick Drawings, silver. Price List Catalog 10c. BALDA ART SERVICE, Oshkosh, Wis. ap12x

PERSONALS

ONTOLOGY SOLVES PROBLEMS, HELPS YOU gain influence, friends, happiness, prosperity, confidence, health. Free details. ALEXANDER KEENE, 651 S. State, Chicago, ap19x

WORLD OVER GET MAIL FROM EVERYWHERE. Trial 10c. Letters, cards, photos. What's your hobby? UNITED, 1058 S. Halsted, Chicago, Ill.

MISCELLANEOUS

BARBECUE SPICES MAKES SENSATIONAL come back sauce, added to catsup. Introductory offer, \$3.00. PERFEX DIST. CO., New York and Union Sts., Aurora, Ill.

COLORADO BLUE SPRUCE TREES—2 YEARS old, extra strong, 25 prepaid for \$1.00. ROCKY MOUNTAIN EVERGREEN CO., Dept. A-2, Evergreen, Colo. my3ix

EMERGENCY BOOKING SERVICE (Musicians-Orchestra)—Save this address, 12113 Woodward Ave., Detroit, Mich. Phone Townsend 8-1357

FINE DIAMONDS AT OUT-OF-PAWNS PRICES — Liquidating unredemmed loan pledges and big cash buying power enable us to offer genuine Diamonds, prices far less than cost. 1/2 carat Ladies' Diamond Ring, 6 Side Diamond Rings, \$45.00; 1/4 carat Ladies' Blue White Diamond Ring, Platinum Mounting, 69.50; 1 carat Ladies' Blue White Diamond Ring, \$98.50; 1 carat Man's Diamond Ring, \$89.00. Hundreds more beautiful Diamond offerings, unbelievably low prices. Shipped free for inspection and approval by any bank or exchange agency. Send for free list. Lloyd J. Burley, President, PRUDENTIAL LOAN ASSOCIATION, Pawnbrokers, 133-MA North Clark St., Chicago.

INDIAN RELICS, MINERALS, MINIATURES. Glassware, Dolls, Books, Fossils, 10 Bird-nests, etc. Fine Arrowheads, 10c; catalog. JUNE'S ANTIQUES, Northbrook, Kan. x

KNIFE RACKS AND SUPPLIES—12-FT. KNIFE Rack with 15 Peps, 50 Daggers, 100 Rings, 1,000 Assorted Knives, \$170.00. 7-ft. Rack with 10 Peps, 30 Daggers, 100 Rings, 800 Assorted Knives, \$120.00. Those Racks have high panel backs, finished in beautiful mahogany, framed with gold, all packed in trunks. A. W. DOWNS, Marshall, Mich. x

LADIES USE IT—MEN LIKE IT. YOU'LL be pleased. Dime brings it with magazine, ARNOLD, 109 S. Halsted, Chicago, Ill.

SHOOTING GALLERY THINGS HOLDING 15 Shots—New, \$6.00 hundred; used, \$3.00 hundred. Also, for order. O. D. MORRIS GOLD, 2842 W. 27th St., Brooklyn, N. Y. ap12

TEN THOUSAND SALES BOARDS — SELL 1/2 price. Write for list, DIXIE BOARD CO., Box 2549, Beaumont, Tex. ap19x

PRINTING

DATED HERALDS — ALL 16MM. RELEASES (5 date changes) 1M, \$1.25. Quantity discounts. Also Chicago Herald. NONPAREIL (Hingham) 1101, Pa. x

EXCELLENT SPECIAL PRINTED ROLL TICKETS, 1 1/2x2, 20,000; \$5.10; 100,000; \$14.90; Stock 40,000; \$5.80; 100,000; \$12.50. K. C. TICKET CO., Dept. C, 1717 Wyandotte, Kansas City, Mo.

FREE — SAMPLES OF OUR NEW DESIGNS in Flashy 3 Color Window Cards, 14x22, 90c hundred; \$2.00 hundred. TRIBUNE PRESS, Box 551-B, Fowler, Ind. ap19x

HALFTONES, LINE CUTS—PEP UP YOUR advertising with pictures. Low prices on engravings and creative art work. MARK TWAIN ENGRAVERS, Haverhill, Mo.

LETTERHEADS, STATEMENTS, ENVELOPES, Dodgers, 1,000, \$1.50; Business Cards, \$1.50 Palmist Cards, 10,000, \$15.00. PRINT SHOP, 1004 Washington, Charleston, W. Va.

MUSIC PRINTED—FIFTY COPIES YOUR SONG. "Stylotype" Artist Prints, \$6.00; sample sent. GIL FRIAR, 401 Kambach St. (11), Pittsburgh, Pa.

PREPAID \$1.30—100 8 1/2x11 WHITE BOND Letterheads and 100 envelopes, 4 1/2x9 1/2; six lines allowed. Mail orders only. COOR, 730 W. Gift, Peoria, Ill.

SONG BOOKS—MUSIC—WE PUBLISH YOUR books by offset, beautiful color effects, using your photographs without cuts. Samples free. LITTO-ENGRAVERS, INC., Parkersburg, W. Va.

SPECIAL—300 6 1/2 ENVELOPES PRINTED, \$1.00; 500, \$1.50; 500 Business Cards, \$1.00 prepaid. Prompt service. PRESS, 1417 N. Clybourn, Chicago, Ill.

THOUSAND BUSINESS CARDS, \$1.00—ALL Types Commercial Printing and Mimeographing. Low prices, good quality. Free Samples. EATON PRESS, 2002 Main, Gardner, Kan.

WINDOW CARDS—ESPECIALLY DESIGNED and Engraved for Dance Bands and Radio Entertainers. \$3.00 per 100, dated. CATO SHOW PRINT, Cato, N. Y.

WINDOW CARDS—14x22, ONE COLOR, 100, \$2.50. 50% deposit, balance C. O. D., plus shipping charges. THE BELL PRESS, Winton, Penn.

100 LARGE ENVELOPES AND 100 LETTERHEADS, \$1.00; 500 6x9 Handbills, \$1.25; 100 Cards, 4x6. Stamp samples. CROWN PRINT, Adelphi, O.

100 8 1/2x11 WATERMARKED BOND LETTERHEADS and 100 6 1/2x9 Envelopes, both printed to your copy, only \$1.00. VICK'S PRINT, Exeter, N. H.

100 8 1/2x11 BOND LETTERHEADS, 100 ENVELOPES, both postpaid, \$1.00; or 250 both, \$1.00. EVANS PRINT, 448 North Tenth, Reading, Pa.

125 STREAMLINED LETTERHEADS, ENVELOPES, Cards, Printed in Two Colors, \$1.00 postpaid. Quick Service Samples, 10c postage (unfunded). JOHNSON, 939 Windsor, Chicago, Ill.

125 LETTERHEADS, 125 ENVELOPES, \$1.00 postpaid; Cards, Tickets, \$1.00 thousand; 5,000 9x12 Hand Bills, \$7.50; 6x9, \$4.75. HUBBARD'S, Reclor, Ark.

500 ATTRACTIVE 3-COLOR BUSINESS CARDS \$1.60. Samples free. COLORPRESS, 2025-B Temple, Detroit, Mich.

1,000 BUSINESS CARDS, 1,000 3x6 1/2 HANDBILLS, 250 Letterheads, 250 Envelopes, each \$1.00. 1,000 5 1/2x8 1/2 Letterheads, \$1.65 (4 lines). 100 Letterheads or Envelopes, 50c. Everything postpaid. BOOSTER PRINTING, Adams, Pa.

500 6x9 ASSORTED HANDBILLS, \$5.00; cash with order. "Largest Producers of Printed Handbills Exclusively." LIBERTY PRESS, Box 493, Indianapolis, Ind.

COIN-OPERATED MACHINES, SECOND-HAND

NOTICE

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

BALL GUM, 5/8" FACTORY FRESH, 12c BOX; Tab, Stick, Midget Chicks, every Vending Gum, AMERICAN CHEWING, Mr. Pleasant, Newark, N. J. np-apr12.

DOUBLE PACE DUCK PIN ALLEYS—FULLY automatic, like new. Cost \$1,200.00, used less than two months. For immediate sale, \$675.00. AMUSEMENT GAMES CO., Louisville, Ky.

FOR SALE—34 CHICAGO-BUCKLEY DIGGERS, cheap. Apply ARCADE MANAGER, Riverview Park Company, Western and Roscoe, Chicago, Ill.

FOR SALE—FIFTY-TWO IMP, \$500.00 EACH; one Bally Sweepstake, \$60.00, or will trade for Sky Fighter. Other machines. A. J. COMEAUX, Lake Charles, La.

FOR SALE—A REAL BARGAIN. FIVE BALLY Beverage Venders with Central Blending Unit, complete with Ten Barrels and Ten Water Cans, \$1,250.00 cash. Might consider trade for Wurlitzer Phonographs. State what you have. RAMSEY VENDING COMPANY, 638 North Green, Wichita, Kan. x

FOR SALE—ROUTE OF 50 PHONOGRAPHS and 50 Pin Balls, late models, all on good locations in booming territory in and around Burlington, Ia.; \$3,000.00 cash, balance payable. See ALVIN CHILDERS, Fort Madison, Iowa.

IN A-1 CONDITION—PAGES PAGES, BROWN Cabinets, \$70.00; Race Times, \$42.50; Tanforn, \$17.50; 1940 Race Meet, \$137.50; Ray's Track, \$25.00; Royal Road, \$125.00; Scott's Square Bell, \$65.00; Saratoga, \$65.00; Scott's Specialties, \$75.00; Grand Nationals, \$72.50; Track Record, \$82.50. 1/2 with order, balance C.O.D. WM. MORGAN, 927 E. Broadway, Louisville, Ky. x

Show Family Album



MEMBERS of Park B. Prentiss's Sells-Floto band, snapped season of 1908. In the rear, left to right, are Robb West; Fred A. Holtz, now president of the Martin Band Instrument Company and president of the National Association of Band Instrument Manufacturers; Jack Willrich, Lloyd Elwyn, Park Prentiss, George Darling, Ed Mott, Fred Stuckey, and "Doc" Gates. Left to right in the center row are Gene Gerth, "Pop" Marcusson, Fritz Spaethe, a Mr. McGrano, Frank Griffith, Tommy Fallon, and Earl Dickson. Left to right in the front row are Jake Coy; W. A. Moore, now Iowa State director of federal music projects; Glen Cutler; Henry Moore, now solo clarinetist of the Long Beach (Calif.) Municipal Band; "Ten Big" Smith, "Heinie" Krause, "Pop" Canterbury, and "Pop" Ewing.

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 accepted. They will be returned to the desired address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

JOHNSON COIN COUNTER, \$20.00; COIN Wrappers, 50c per 1,000; Penny or Nickel Coin Stackers, 50c; postpaid; Peanut Machines, \$3.00; Ideal Scales, \$15.00; Mills Scale, \$10.00. HEINEMAN, 656 Selden, Detroit, Mich.

KIRK GUSSER SCALES—CABINETS REFINISHED, mechanism excellent condition, \$30.00 each; Evans Roll-Elite, automatic, extra good, \$40.00; Exhibit Shoot the Moon, automatic cash and ticket, like new, \$20.00. Fourth deposit, balance collect. A. M. BERKEY, 619 No. Lorraine, Wichita, Kans. ap12

MUTOSCOPE HOCKEY, \$35.00; PHOTOGRAPHIC, \$50.00, condition excellent. Gabel Selective Phonographs, \$50.00. A. T. SNYDER, Rowayton Conn.

OPENING PENNY ARCADE—NEED ALL types legitimate money making machines. Experienced operator, so junkies save stamps. GEORGE NORWOT, Jacksonville Beach, Fla.

OPERATORS—WE WILL BUY YOUR USED Phonograph Records. Advise how many you have and lowest price. BIRMINGHAM VENDING CO., 2117 3d Ave. N., Birmingham, Ala. tfr-x

PHONO TITLE STRIPS—PERFORATED 20 PER sheet; 125, \$1.00; 500, \$2.25; 1M, \$3.50; postpaid. CLASS PRINTING, 608 N. 12th, Vincennes, Ind.

PHONOGRAPH CABINETS—SEEBURG VOGUE Model, used, first class condition, \$30.00. MUSKOGON MUSIC CO., 704 Reynolds St., Muskogon Heights, Mich.

SEND FOR BADGER'S 32-PAGE COIN MACHINE Catalog. Over 1,000 reconditioned Machine Buggy Accessories, Parts, and Supplies. BADGER NOVELTY, 2546 N. 30th, Milwaukee, Wis. lu14

SPECIAL—50 STEWART MCGUIRE NUT, \$3.50; 25 Advance No. 11x, \$3.75; 50 1c Snacks, \$6.95. Also machines bought and traded. CAMEO VENDING, 402 West 42d, New York.

THREE GEMCO BANK ROLLS, FIFTY DOLLARS untraced. Want Novelty High Score Bumpers, Ray and Machine Guns. BOX C-73, Billboard, Cincinnati.

TWO MILLS WELTON BELLS, LIKE NEW, \$30 each; two Wurlitzer Futurities, A-1 shape, \$20 each. Third down, balance C. O. D. WILLIAMS AUTOMATIC MUSIC, Calvert, Tex.

WANTED—MILLS 4 BELLS, JUMBO P.P. AND Cash, Fruit Reels, Keeney's Pastime, Super Track Time, Triple Entry, and Track Time. Place 1940 Saratoga, Convertible and Cash Play Fruit Reels. Mills Bonus, Brown Fronts and Chrome Bells. Wurlitzer 500 and 600 Model; Seeburg Classics; state serial number and price in reply. BOX C-60, Billboard, Cincinnati.

WANT ANY NUMBER VENDING MACHINES or parts, also Counter Games, Grippers, Pistol Machines, Scales, Electric Phonographs. BOX 9034 Tampa, Fla.

WANTED TO BUY—100 SLOT MACHINES, any make. Write BLUE GRASS DISTRIBUTING COMPANY, 1312 N. Lime St., Lexington, Ky.

WANTED—ARCADE MACHINES, KEENEY'S Air Raisers, Token Payout Counter Machines. State price and condition. H. & H. NOVELTY CO., Pontiac, Ill.

9 1938 SKILL TIMES, \$75.00 EACH; 6 RED Head Track Times, \$40.00 each; Late model Triple Entry and 1 Super Track Time, \$125.00 each; 1 1940 Saratoga at \$80.00. All machines in perfect mechanical condition. One-third deposit. PAUL SPEER, 210 South Davis Street, Santa Rosa, Calif. Phone 3146. x

10 1c Mason Mint Machines, \$7.50 each; 15 1c Mason Mint Machines, \$4.00 each; 10 1c Snappy Breath Flavor Machines, also for cigarettes, \$5.95 each. JANITUS, Box 102, Russell, Mass.

16 ART MODEL F, BLUE CABINET, \$15; 1 Challenger, \$10; 10 Holly Grip Testers, \$5; cabinets and mechanisms guaranteed to be in perfect condition. BEN MCCONNELL, P. O. Box 4011, Albuquerque, N. M.

25 CYCLE MACHINES, BARGAINS—FREE play payouts, novelty. One Galloping Dominoes, black cabinet, \$50.00. Write for list, prices. NOVELTY, 2262 Falls, Niagara Falls, N. Y.

61 WURLITZERS, LIKE NEW, \$70.00, 1/2 certified deposit, balance C. O. D. Will buy 700 and 800 Wurlitzers for cash. Price must be right. McDANIEL MUSIC COMPANY, 711 N. Independence, Okla. ap26

95 PENNY PEANUT MACHINES, SINGLE column type, good condition. Take all \$175.00 cash. L. E. TYLER, Jr., Malvina, Miss.

250 PORCELAIN MASTER NOVELTY VENDERS, perfect, \$4.95; 40 Northwestern Peanut Venders, porcelain, \$14.95; 50 Bluebird Ball Dum Venders, \$1.25. BLACK NOVELTY CO., 1127 Kinney Ave., Corpus Christi, Tex.

FOR SALE SECOND-HAND GOODS

ALL KINDS POPCORN MACHINES—BURCH, Long Eakins, Peerless, guaranteed. Peerless twelve quart geared aluminum Popping Kettles. NORTHSIDE CO., Indianapolis, Iowa. my31x

CORN POPPERS, GEARED KETTLES, CRIDDES, stoves, lanterns, burners, tanks, tubing, repairs. Lowest prices. IOWA LIGHT CO., 111 Locust, Des Moines, Iowa. my31x

POP CORN MACHINE—POTATO CHIP OUTFIT. Dry Popper, Wet Popper. LONG EAKINS, 1976 High St., Springfield, Ohio. my31x

EVENING, BRIDAL AND WRAPS—SAMPLES from fashion show. Values up to \$75.00; now selling for \$2.00 and \$3.00. Sizes 11 to 18. Spring Coats, \$3.95. Send size and money order, plus 25c in stamps. SOCIETY SHOPS, 1053 Third Ave., New York. ap12

POTATO CHIP OUTFIT, COMPLETE, INCLUDING Slicer, Cooker, Oil-Extractor, Pressure Tank, etc. Will sell cheap. REX VAN HORN, Augusta, Ill.

POWERFUL PORTABLE AMPLIFYING SYSTEM—Latest type, like new, \$35.00, complete with Dynamic Microphone. Free trial. Write DON KENNEDY, Shelbyville, Ind.

TEN YEAR ACCUMULATION OF STONES removed from jewelry, Opals, Garnets, etc. 200 assorted, \$2.00. B. LOWE, Box 523, Chicago, Ill.

5 USED RUNNING POCKET AND WRIST Watches, American and Swiss, our assortment, \$7.50. B. LOWE, Box 523, Chicago, Ill. ap12x

FOR SALE—SECOND-HAND SHOW PROPERTY

ABOUT ALL DIFFERENT MAKES POPPERS; twelve quart geared Popping Kettles, \$7.50 each. CARAMEL CORN EQUIPMENT, 122 S. Halsted, Chicago, Ill.

BALLROOM, STAGE AND FREE ACT LIGHTING Crystal Showers, Spotlight, etc. NEWTON, 253 W. 14th St., New York, N. Y.

BARGAIN—50 KNOCK DOWN BOOTHS, 8x10, for food and other shows; backs, counters, and lattice. HUTCHINSON AWNING CO., Elmira, N. Y.

BLOWING MACHINE—BIG FLASH, MONEY getter, all profit. Built for traveling. Circulation, BACH, 400 East 9th St., New York City.

CALLIAPHONE, 10x14 SHOOTING GALLERY, one on truck, 6 volt for auto and 110 volt Public Address, white canvas 40 ft. Round Top, 12x18, 16x28 Top only, 3 Sleeping Tents, three Midget Auto Racers. WHITTAKER, 5404 Wentworth, Chicago.

CARROUSELS—ONE 50 FT. GALLOPING Horses, one 42 ft. Excellent for park or beach. BARGAIN PAUL, 3122 N. Park Ave., Philadelphia, Pa. x

DELCO PLANT, 1500W, 32V, COMPLETE, bargain. Hoopla J. P. Wherry Pitch, Skills, Arrows, Over-Under, Wheel, other games. Stamp, W. W. KENNELL, Union, Station, Fayetteville, Ark.

DUAL LOOP-O-PLANE, \$950.00; NO. 5 ELI Wheel, complete, Galloping Miniature Train, 1,300 ft. track, \$1,000.00; Frozen Custard Machine, \$150.00; new High Striker Machine, \$4.50. J. B. Aley, Rt. 4, Anacostia, D. C.

EIGHT BEAUTIFUL PONY ROBES WITH Hoods. They are the flashiest Robes in this country. WATKINS TRAINED ANIMALS, Box 1618, Orlando, Fla.

ELI WHEEL NO. 10—WITH GOOD RELIABLE show, 25 per cent of gross receipts. Prefer Iowa, Nebraska, Kansas, Missouri, Oklahoma, Colorado. Reference with cash bond required. Wheel to be delivered to owner at Abilene, Kan., at end of season. W. A. LANDES, Abilene, Kan.

ELI—SEATS AND CRATES (4). FAIR CONDITION; Wurlitzer Music, Style 150; some stools, 18 Rolls, enclosed. Eli Ticket Box Electric Flag. Make offer. C. COLSON, 690 Park Ave., Brooklyn, N. Y.

EZEWAY CUSTARD MACHINE JOINT—GOOD equipment. Chevrolet Truck. Good condition. \$375.00 cash. MRS. R. L. HOWE, 3103 Magnolia, St. Louis, Mo.

FIFTY FOOT ROUND TOP WITH THREE Twenties, used one season. Five thousand used Universal Light Plant, cheap for cash. M. H. ALLEN, 306 Valley St., Du Bois, Pa.

FIVE CAR KIDDIE AIRPLANE RIDE, 5 adults or ten children. Runs with a 1/2 horse power motor, \$400.00, or will trade for Arcade Machines. DOC MILLERHAUS, 1016 Central Ave., Cincinnati, O.

FOR SALE—SKATES, BALLBEARING, ONE hundred fifty pairs, now in service, excellent. Two Hundred Forty Dollars, at St. Louis, Mo. HART, 2929 Locust.

FOR SALE—COMPLETE PENNY ARCADE equipment. LEE JAMES PEARSON, Penny Arcade, Venice Park, Calif.

FOR SALE—DUAL LOOP-O-PLANE, \$1,200.00. Kiddie Wheel, \$750.00. Both excellent condition. DE WA CORP., 1817 Ford Bldg., Detroit, Mich. ap12x

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THIRTY YEARS' ACCUMULATION, TATTOO Material, Designs, Machines, Stencils. Re- tiring from business. E. J. MILLER, 433 Main, Norfolk, Va.

ANIMALS, BIRDS, REPTILES

ANIMALS, BIRDS, AND SNAKES FOR SHOW folks. Now contracting Trained Wild Animal Acts for coming season. SNAKE KING, Brownsville, Tex. maxx

BACK AND ARAB SOMERSAULT DOGS—Chow, Doberman Pinscher, Spitz, Fox Terriers. Will buy monkeys. WICK LEONARD, 3209 Sullivant Ave., Columbus, O.

BEST VALUES, LOWEST PRICES, DIRECT from exporters—Pacas, Agoutis, Coati- munda, Kinkajous, Monkeys, Bears, Raccoons, Parakeets, Canaries, Finches, Peafowl, Box Constructors, Dragons, Crocodiles, Alligators, Lizards, Frogs, Turtles, Native Snakes. Write us your needs. WILD ANIMAL RANCH, St. Petersburg, Fla.

BOSTON TRICK DOGS—WALK TIGHT ROPES, Walk on Hind Legs, etc. Also cheap pets. BIBBENS, 8246 Woodland, Kansas City, Mo.

CHAMELEONS, FRESH STOCK, PROMPT SHIP-ments. Concessions supplied over 50 years. Write for terms. PET SHOP, 127 Camp, New Orleans, La.

ENGLISH LLEWELLIN SETTERS AND POINT-ers—Trained Puppies for sale all times. Some well started on trial. WILLIAMS KEN- NELS, Calvert, Tex.

FOR SALE—HAIRLESS BULL, 19 MONTHS old. Write for particulars. PHELPS BROS., Pottersville, N. Y. X

FOR SALE—PICK-OUT DOG, GOOD GET- away, other acts suitable. PROF. J. P. HART'S ANIMAL ACADEMY, Locust Grove, Ark. X

FOR SALE—MINIATURE MULES, SHETLAND Ponies, large size Polka Dot Mules, Wolves, Horses. Will trade. LEX WATSON, Columbia, Tenn.

FOR SALE—A 5-LEGGED CALF HEIFER, 10 months old, extra leg growing out of middle of back, leg normal. Owner took in \$50.00 of 2 to 4 home coming. Write for pictures and price. C. E. DILLER IMPL. CO., Princeton, Ill.

FOR SALE—LIVE PORCUPINES. \$4.00 FOR one, or \$7.00 a pair. Shipped express col- lect. IVAN C. KIMBALL, East Stoneham, Me.

FOR SALE—AMOS 'N' RUBY, SMALLEST, best educated Mules in United States. Mules and equipment, \$500. CLIFTON FEWEL, Calhoun, Mo.

GUARANTEED ANIMALS, BIRDS, REPTILES—Large, free, all new 1941 Spring Catalog ready. See display advertisement in Circulation Section this issue. MEEMS BROS. & WARD, Ooltmanside, New York. X

HATCHING EGGS FROM TWENTY BREEDS—Quail, Pheasants, Partridge, Benfams, April. May List ready. OAKWOOD GAME FARMS, Box B492, Ada, Okla.

HAVE FIVE-LEGGED CALF—AM INTERESTED in good man to show him. P. D. SEWELL, Murrensboro, N. C. X

LOOK! EITHER 3' BOA CONSTRUCTOR OR NORTON IGUANA FROM HONDURAS, \$6.00. New Reptile and Curio Catalogue free. QUIVIRA SPECIALTIES CO., Winfield, Kan.

MIDWEST CIRCUS STOCK—SMALL TYPE pure-bred Shetlands, any color. Missouri Mules that are real midwests. Matched pairs and drill teams. FRID WILMOT, Richards, Missouri. X

PALOMINO PONIES—REGISTERED AND Grade Shetlands, Indian Ponies and Western Horses. Fall colors. Write your wants. COL- LEEN ROBINSON, Dunkirk, O. X

PLENTY SNAKES, ARMADILLOS, BOAS, CO- lars, Fresh Dragons, Coati-munda, Monkeys, Kinkajous, Pacas, Porcupines, Agoutis, Pumas, Ocelots, Ringtail Cats, Mice, Rats, Peafowl, White Doves, Parakeets. Write OTTO MARTIN LOCKE, New Braunfels, Tex. ap12x

RATTLESNAKES FIXED OR NOT, OTHER poisonous and harmless Snakes, Gila, Arma- dillos, Alligators, Chuckwallas, Mexican Beaded Lizards, Mixed Snake Dens, Mixed Reptile Dens, Pure Snake Fat for Med Workers. Special low price on quantity lots of Texas and California Red Rattlesnakes (Crotalus ruber). Can supply any reptile native to Texas, Mexico, and California. Shows, show, collectors, dealers, experimental laboratories write your needs to ROBERT, THE REPTILE MAN, 450 Soledad St., San Antonio, Tex. X

TEN GIANT RHEUS, \$17.00 EACH; LARGE Male Sphinx Baboon, \$100.00; Male Lince, \$250.00; Female Chimpy, \$300.00; Tame Female Annabiss Baboon, \$40.00. Other stock. WARREN BUCK, 420 Garden Ave., Camden, N. J.

WANTED—THREE HIGH SCHOOL HORSES. State all. HORSES, Box 234, The Billboard, 1564 Broadway, New York. X

YOUNG SPOTTED PICK-OUT PONY. TWO Sets Circus Pony-Diving Harness. EWALT AMUSEMENT COMPANY, Geneva, Neb.

HELP WANTED

ACTS OF ALL KINDS—NOVELTIES, GIRL Lines, singles, master ceremonies, comedians, also strollers, entertainers for bills. Care Manager, CLARK'S OASIS CLUB, 161 Seneca St., Buffalo, N. Y.

FERRIS WHEEL FOREMAN—STEADY AND sober, for beach job. No Sunday work. Answer by mail. DAVID GILLIAN, 1136 Gar- field Ave., Manoa, Upper Darien, Pa.

ALL AROUND PEOPLE FOR MED SHOW—Singles and doubles. Change two weeks. People that play their own accompaniment preferred. Salary sure. Long season. State age. Lowest salary. Boy and Margaret Mc- Lain write. LITTLE BEAVER JR., Box 307, St. Louis, Mo.

GIRL MUSICIANS—TRUMPET, DRUMS, SAX. Young, attractive, modern reader, only. Airmail details, photo, if "takeoff." Quick. DAVE SCHOOLLER'S 15 SWINGHEARTS, Palisade Ave. and 256th, New York.

HIGH DIVERS—MALE AND FEMALE, ALSO Water Clowns. Season's work. FRANCIS BURR, Gen. Del., Buena Vista Sta., Miami, Fla.

MAN TO DRIVE TRUCK AND TAKE CARE ponies. Want to buy ring mat. WATKINS TRAINED ANIMALS, Box 1618, Orlando, Fla.

SIX WEEKS' WORK—GIRLS AND NOVELTY Acts preferred. Clubs extra. Send photos. DON RUNK AGENCY, 306 13th, Atlanta, Pa. Phone 2-0087.

TWO ALTO AND TENOR MEN—BAND agency booked. Steady work. State bands played with. Wire PHILLIPI, 1435 Se. E., Cedar Rapids, Ia.

WANT ROLL-O-PLANE FOREMAN—WOULD like to hear from A. C. Davis at once. FRANK JOSEPH, Gen. Del., Charlotte, N. C.

WANTED—HIGH CLASS ACTS AT ALL TIMES for The Ranch nite club, opening April 12th near Cedar Rapids, Iowa. One week or more. C. SCHLESSELMAN, Mgr., Swisher, Iowa. ap12 Can break your jump going East or West.

WANTED—GAG WRITER TO COLLABORATE with established magazine cartoonist. State terms and qualifications. Write SHARPE STUDIO, Nursery Road, Anderson, Ind.

WANTED—EXPERIENCED MOTORCYCLE and Car Stunt Men for thrill show. Write A. W. CHURCH, Business Agent, 2816 Martha St., Hammond, Ind.

WANTED—DRAMATIC PEOPLE, ALL LINES, for summer stock. Photo, details, first offer. Can place few paying students. ELLA KRAMER, Bath, N. Y.

WANTED—MUSICAL ACTS, NOVELTY ACTS, and comedians. Show opens May 12th. State all in first letter. JERRY FRANTZ, Slatton, Pa.

WANTED—MAN NOW CONTACTING THEA- tre to handle our non-conflicting sideline. Commission on repeats. Should report weekly. All replies confidential. BOX C-66, Billboard, Cincinnati.

WE WANT REED OR BRASS MEN—MUST BE young, neat, reliable, single, no habits. A. C. Reginier band. BILL WILSON, 173 Kingston, Caledonia, Minn.

LOCATIONS WANTED

STEAM MINIATURE TRAIN—PAINTED, overhauled, long track; money maker; parks, beaches, road stands in New England. Write for photo. FRANCIS LECLAIR, 6 Wil- son St., Keene, N. H.

WANTED TO BUY

BUY OLD PISTOLS, MUSKETS, SWORDS, DAG- gers, Armo—Opportunity. Customer liked our service. Call ROBERT ABBEL, 850 Lexington Avenue, New York. ap19x

COMPLETE SHOOTING GALLERY EQUIPMENT with Rifle. Will buy or take on consig- nment. New or Used. E. LIEBMANN, 1524 Fourth, Columbus, Ga.

GENERATOR—110 VOLT A. C., ABOUT 1,500 Watt with Gas Engine or one to mount on car engine. BUTLER MOVIE SERVICE, Danville, Ill.

PORTABLE TOP AND FLOOR, 50x120. NO Junk. State condition, age first letter. Op- tion to buy considered. E. O. SMITH, 605 Kan., Hroen, S. D.

SMALL SIZE MERRY-GO-ROUND HORSES, Low Range Lead Gallery and Double Milk Bottle Ball Game. PETER G. RUST, 21 South 20th, Belleville, Ill.

WANTED TO BUY—GOOD USED ELECTRIC Candy Floss Machine. TURNER'S CONCESSIONS, Petersburg, Ill.

WANTED TO LEASE OR RENT—NO. 5 ELI Wheel in good order. State all condition, model, terms. BOX 253, Belair, Md.

WANTED FOR CASH—TO CAR ALLAN Marshall Middle Ride. No Junk. Must be in A No. 1 shape. JAMES P. MADIGAN, 820 No. Parkside, Chicago.

WANTED—PENNY ARCADE MACHINES of all kinds for park. Reasonable. State what have you. YABROUDY, 1327 Fulton Ave., Evanston, Ind.

WANTED—SMALL MOUNTED FREAKS. Strange Animals, Birds and Reptiles; also Circus that are worth looking at. BOX C-70, Billboard, Cincinnati.

WANTED—OLD TIME OBSOLETE SLOT MA- chines, Music Boxes, Slot Piano, Band Or- gans, Arcade Machines, Wooden Indian Dancers. BOYER, 2700 Wabash, Chicago.

WANTED—RINK EQUIPMENT, OR Will lease Roller Rink, Rides, Speed Boat, Games, Candy and Popcorn. MOXAHALA PARK, Zanesville, O.

2 ABREAST MERRY-GO-ROUND—GOOD CON- dition. Price must be right for sale. 3 8x4 Concession Tents, Frames, Wheels, one com- plete Radio Wheel, all in good condition. TONY SANTO, 1779 East 9th St., Cleveland, O.

At Liberty Advertisements

We a Word (First Line Large Light Capitals) To a Word (First Line Small Light Capitals) To a Word (First Line Small Light Type). Figure Total of Words at One Rate Only

MINIMUM 25c CASH WITH COPY

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Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

AT LIBERTY ACROBATS

AERIALISTS—YOUTH MARRIED COUPLE DO Rings, Traps, Teeth Swivel, Perch, Muscle Grinds. Man also does Handstands, Levers. Ages 22-23. BOX C-77, Billboard, Cincinnati. ap19

At Liberty—The Monitor for hand to hand ground tumbling. Also on Trampoline, Bed Work and Flying Acts and Tether Board Art. Can do Hobbies, Trivolt, Backs. Have been with Klosek's return act. I would like to join some act or troupe. John A. Brown, Billy Stan Brown, 22 Second St., New York, Conn. ap12

Two Boys Doing Tumbling—Black Wire, Ages 15 and 17. Price and photo on request. Enzo Bros., 8705 Florida Ave., Tampa, Fla. ap21

AT LIBERTY AGENTS AND MANAGERS

ADVANCE AGENT FOR CARNIVAL OR MAN- ager of concessions for park or show. Sober, reliable, experienced. I am not looking for advances and will only work for reliable parties. Can join at once. Write or wire. BOX C-76, Billboard, Cincinnati.

MANAGER OR FLOOR MANAGER FOR ROLLER rink wants job. Experienced, well qualified, good ideas. Interested in international style skating. Go anywhere, would like job in a permanent rink on East or West Coast. Would consider part-time. Single, young, honest. Ad- dress BOX C-71, Billboard, Cincinnati, O.

Advance Agent—About May 1st. Thoroughly ex- perience, bookish, precise, exactitudes; all types show business. Appearance, ability, reliable and dependable. A-1. Birth: 1910. Can include Kaitian Art. (they follow Get Art in U. S. Itay Lenhart, Gen. Del., San Antonio, Tex.

AT LIBERTY BANDS AND ORCHESTRAS

FAST COLORED ORCHES-tra available for engagements in New York and States. Bookings, for particulars write EDDIE ROBERTS, 181 W. 135th, New York. Phone AUduion 3 0820.

AT LIBERTY—FIDDLIN' JOE AND HIS ROVIN' Ramblers, professional hillbilly entertainers, to travel with any reliable organization. Further details, write FIDDLIN' JOE, Woods- field, Ohio.

AVAILABLE APRIL 18—OUTSTANDING UNIT. "Mr. and Mrs. Rhythm" and Their Orchestra, 4 pieces, complete 20 weeks present loca- tion. Line up features two Pianos, Double Bass, Celeste, Sol-o-Vox, Sax, double Clarinet, Drums, 4 feature voices, one sings in Spanish. Library includes classics, pops, oldies, all specials. Cut shows, units intimate style; best, suited hotels, cafes, cocktail lounges. Have photos, pub- licity. Agents, bookers, take notice. ORCHESTRA, Hotel Powell, Calverton, Tex.

AVAILABLE FOR SUMMER LOCATION—OR- ganized Twelve-Piece Orchestra, Vocalist, large library, novelties, amplifier, good appear- ance, all essentials. Bookers, write DON RICH ORCHESTRA, care D. M. I., Warren, O.

EIGHT PIECE ALL GIRL ORCHESTRA—YOUNG, refined, attractive, uniformed. From July 1st on. FRANK ROBERTSON, Manager, 161-20 Northern Blvd., Flushing, N. Y. Ind. 3-0478. ap12

EVERETTE LOOSIER & HIS ORCHESTRA—15 pieces, including Vocalist and Front. Com- plete library, wardrobe, sound, transportation. Average age 20; neat, congenial. Will sell anywhere. Radio, stage, club hotel experi- ence. Available June first. Write EVERETTE LOOSIER, Club Plaza, Biloxi, Miss.

FIRST CLASS THREE PIECE BAND—PIANIST, SAXOPHONIST, DRUMMER. Booking 5 way shows or more in radius of 100 miles from Pittsburgh due to radio work. We all double sing. We give a first class floor show with our music. A sure drawing attraction. Managers, write for more particulars. **RAY SHANK,** 1758 Tuscarora St., Pittsburgh, Pa.

GLEN WATSON AND HIS ROYAL SCOTS ORCHESTRA—A ten piece orchestra; 3 way sections and a front. A versatile organization with wide experience. All college men; superb, union, dependable. Equipped with the latest modern accessories. P. A., fronts, etc. Well stocked library of special and stock. Talented male vocalist; female vocalist, optional. Available after June 1, 1941. Ideal for hotel, summer resort, or night club. Write or wire, care The Billboard, 390 Arcade Bldg., St. Louis, Mo.

Colored Club Orchestra—Big variety, high class, modern, union, suitable for hotels, clubs, night spots, etc. Band colors big reputation; years of experience, ability of class, style and showmanship, combined with ability. In the field of smaller units. A reasonable little, well contained, complete library (play all requests), electric fronts, etc. Band has 100 and features attractive and talented soloist. Available for engagements. P. A. fronts, etc. Well stocked library of special and stock. Talented male vocalist; female vocalist, optional. Available after June 1, 1941. Ideal for hotel, summer resort, or night club. Write or wire, care The Billboard, 390 Arcade Bldg., St. Louis, Mo.

Jimmy Cochran's Orchestra— Available in May for summer location. Go anywhere, preferably park or resort. 14 men, 10 singer, 10 soloist, special arrangement, sweet and spicy, modern, Jimmy Cochran, 1832 No. 22nd St., Philadelphia. ap12

"The Broadway Playboys Orchestra"— Available for engagements within New York and New Jersey city limits. Having completed 14 successful weeks booking, this fine dance band, just available dance style desired connections with clubs, cafes and hotel booking agents. Complete information upon request. Write to: **WALTER WATERS, 622 West 170 Street, New York City.**

AT LIBERTY BILLPOSTERS

2-AA BILLPOSTERS— Thoroughly experienced, capable, sober and reliable. Handle any equipment, do any type construction. Can work anywhere, together or separately. **BOX C-78, Billboard, Cincinnati.** ap19

AT LIBERTY CIRCUS AND CARNIVAL

OFF-HAND GLASS BLOW- er—Make Shies and Small Vases. Travel with show, winter and summer. **JAS. FINNIGAN, 1276 Broad St., Augusta, Ga.**

SCENIC ARTIST AT LIB- erty—Non-union. **JACK PLATZER, 326 Main, Natchez, Miss.**

AT LIBERTY—BOSS CANVASMEN, 20 YEARS' experience. Exempt from draft. My salary your limit. **W. H. BYRD, Coats, N. C.** ap19

DOR-ACE TROUPE—DANCING STILT WALKER. Robes, Producing Clowns. Indoor or outdoor events. **DOR-ACE TROUPE, care Billboard, St. Louis, Mo.** ap19

THREE CLOWNS—5 ACTS. CO ANYWHERE. Great in units. Address **RIDICULOUS TRIO, Billboard, Chicago.** my3

AT LIBERTY COLORED PEOPLE

ACCORDION PLAYER — PIANIST, SONG Writer, for shows or orchestra. Eight years with Ringling Bros. **JOHNNY WOODARDS, 304 4th Ave., S., Nashville, Tenn.** ap12

JITTERBUG JAMBOREE — FINEST COLORED Revue, 18 people. Just finished theatre tour. Will play midways, theatres, night clubs. **JUDY FARRINGTON, P. O. Box 1597, Durham, N. C.**

Want—Job with Club Men. Circus as Porter or Walker. **William A. Royter, 2916 34th St., Detroit, Mich.** ap12

Want—To work for small outfit. Can do Ringling Bros. and other shows, male or female. **Vaughn Dell, 80 Penna Ave., Indianapolis.** ap12

AT LIBERTY DRAMATIC ARTISTS

FOR DRAMATIC REPERTOIRE OR SUMMER stock—Woman, age 30; height 5-5. Good appearance and wardrobe. Good Singing Voice. Will work as cast, leads, general business, or characters. Fifteen years' experience in repertoires, stock musical, Must be a responsible show address. **R. SAWYER, General Delivery, Iowa City, Ia.**

Ten—Lady, gen. inv., characters, Mus. gen. inv., characters, Good appearance, ability, personified, socialites. R. Lewis, 64 W. Ontario St., Chicago, Ill.

AT LIBERTY MAGICIANS

AT LIBERTY—ALL AROUND MAGICIAN. A-1 Presentation. One hour show—halls, schools, theaters, etc. Short act for vaudeville, units or floor shows. Also an entirely different program for midnight spook show. Own transportation, advertising and photos. **1632 N. E. MIAMI COURT, Miami, Fla.**

AT LIBERTY MISCELLANEOUS

GOVERNMENT LICENSED Radio Operator, Expert Electrician and Projectionist for showboat or tent shows. State all. **BOX C-74, Billboard, Cincinnati.** ap12

PROF. L. LEE-WITCH, WORLD'S MOST EX- pert scientific Palmist, at liberty after April 15 for night clubs, large department stores, or lobby of theaters. Work for straight salary of \$75.00 per week. Work 6 hours day, divided to suit you. Do not give any readings outside of theaters or clubs. Go anywhere if transportation is furnished. **Billboard, Cincinnati.**

Intelligent, educated young man desires contact with lady soloist or entertainer, good taller and can sell her some hair. Quite tall and receive plenty of attention. Only if you mean business and in line with me at once. **Yessou, 56 Rockland St., West Roxbury, Mass.**

Woman with 6 Feet of Hair—Demonstrate for some big hair tonic manufacturers. Eastern territories preferred. Have car and trailer. Will give details by letter. Address: **Mrs. Isabel Sawyer, 4925 V St., Sacramento, Calif.** ap26

AT LIBERTY M. P. OPERATORS

MOTION PICTURE OPERATOR, EXPERIENCED on R.C.A. unit, will take position as operator or assistant anywhere. **JOHN McDONOUGH, 38 Clinton St., Yonkers, N. Y.** ap26

Professionals—Young, 5 years' experience, dressed, can service any sound. Will operate on personal basis for anyone in U. S. Good, good connections. **Tony Mayer, 8523 South Flower St., Los Angeles, Calif.** ap12

AT LIBERTY MUSICIANS

ALTO SAX, CLARINET—PLAY FIRST OR Third. Experienced, young, sober, reliable. Good reader, tone take off. Go anywhere. **ANDREW BARBERELIS, 560 Lafayette St., Baton Rouge, La.** ap19

ATTENTION—HOTELS, TAVERNS, COCKTAIL lounges, Plants and Sex, both Vocalists. Good entertainment our specialty. Consider all deals. **ZELDA AND ROY, 2-11 Club, Winona, Minn.** my3

BUSINESS MANAGER, LEADER, VOCALIST— Wants organized band or cocktail ensemble to manage and front. Vocalizing the best, sweet and hot, double on Trombone and Piano. Six years' experience managing large hotel night club. Well acquainted in hotel circles. Young, good appearance, personality, showmanship. Own car. Answer **BOX C-80, care Billboard, Cincinnati.**

CLARINET—CONCERT BAND, CIRCUS OR chestra. Experienced all lines. Union. **GLEN DANDO, Bronson, Mich.**

CONCERT BASS DRUMMER—FORMERLY OF famous Armo Band, desires locating in good industrial band. Age 35. **JOHN BALLY, 1728 Columbia Ave., Middletown, Ohio.** ap19

CORNET — CONSCRIPTION FREE; UNION; single, reliable, consistent, young. Prefer nice club. Well acquainted in hotel circles. Young, good appearance, personality, showmanship. Own car. Answer **BOX C-80, care Billboard, Cincinnati.**

CORNETIST—CIRCUS, CARNIVAL OR REP. **THOMAS GARDNER, 821 1/2 N. Rampart St., New Orleans, La.**

DRUMMER—AGE, 20; EXPERIENCE, SINGLE —sober, reliable, non union. Will join week's notice. State at **KASPER AND MISLUND, 803 West 3d St., Ashland, Wis.**

DRUMMER—READ, CUT SHOWS, EXPERI- menced, fine appearance; car, 80 anywhere. Low draft number. **UNION. KELLY DRESSLER, 94 Maple St., Homell, New York.**

PREMIER ORGANIST OF THE WEST — FEAT- ured artist, dependable man for radio, theatre, hotel, etc. Composer, Emcee, Pianist. All essentials. Not subject draft. Strictly high class. Reliable managers, address **BOX 802, Alameda, Cal.**

STRING BASS, GUITAR, BANJO, PIANO, COL- lege graduate. B. A. in music, all range, union, young, sober. Experienced in all type combos. Just completed five months Florida season. **WILLIAM LENZ, 107 West 13th St., Dubuque, Ia.**

TENOR AND CLARINET—ALL ESSENTIALS. Age twenty-six, experienced, single, no habits, fair or large band. Cut or pack. **DOC SMITH, Topeka, N. C.**

TRAP DRUMMER—TWO AND FOUR BEAT Consider anything sure. Young and out of draft. **CHARLIE SUGGS, Box 2495, Charlotte, N. C.**

TROUPER — EXPERIENCED TROMBONE. Would like to hear from circus or carnival. Need transportation. **WALTER R. COOK, Orpheum Hotel, St. Louis, Mo.** ap12

TRUMPET — READ, FAKE, GOOD RANGE, good appearance. **UNION. GEORGE CLEMENTS, 717 Cotton St., Shepovort, La.**

VIOLIN DOUBLING STRING BASS. EXPERI- enced. **BOX C-81, Billboard, Cincinnati.** O.

Organist/Pianist—Also experienced Novichard. Scholar. Diverse music and modern styles. Diverse talents. No library requests. Personable. **WILLIAMS, non-draftable, serious conductor, (clubs, hotels, taverns, contact. Long experience, full particulars. Now in Syracuse, N. Y. Box C-79, Billboard, Cincinnati.**

String Bass—Puls, rare, fine tone and bow work. **UNION, reliable. Write B. J. Steffen, Gen. Del., Joliet, Ill.**

Trombonist—Twenty years' experience, all lines read and sang; also organ, fair range. **UNION, sober, reliable. Travel or locate. Consider applying. Box 100, 44 Commercial St., Methuen, Mass.** ap12

AT LIBERTY PARKS AND FAIRS

BALLOON ASCENSIONS for all occasions. **JACKSONVILLE BALLOON CO., Jacksonville, Ill.** ap12

BALLOON ASCENSION furnished parks, fairs and celebrations. Two Parachute Drops each Ascension. Have some open time. Decoration Day and July Fourth open. Terms reasonable. Established since Ten Seventeen. Write or wire, **"DARE-DEVIL" REYNOLDS, care Billboard Co., Jerseyville, Ill.**

FOR FREE ACTS — BOB FISHER'S FEARLESS FLYERS, Billboard, Cin- cinnati. my17

HIGH POLE AND ARTS 6226 Act. **DE POLO, 1810 Parkinson Ave., Reading, Pa.** ap19

LA-BLONDE AERIAL BAR Act—America's outstanding attraction. Address **CHARLES ZEMATER, 34 W. Randolph St., Chicago, Ill.**

FOUR HIGH CLASS ACTS — WORLD'S BEST Wire Act, real Comedy, Tramp Juggling Act, Novelty Troupe Act, Hand-Balancing and Acrobat Act. **BIRDS' CIRCUS ATTRACTIONS, Route 1, Cudahy, Wis.** ap26

HIGH POLE AND TWO STAGE ACTS — **BOX C-75, The Billboard, Cincinnati.** O. ap12

JAMES COGSWELL—CLOWN STILT WALKER, for parks, celebrations, etc. For prices, write 1433 Rose St., Lincoln, Neb. ap26

THREE CLOWNS—LAUGHING SUCCESS TWO Comedians. Work anywhere. Address **RIDICULOUS TRIO, Billboard, Chicago.** my3

Aerial Cyclists — Lady, Gen., Three stumpy Foo- dy. Double Troupe, Comedy, Revue Leader, Singing Leader. Flashy appearance. Literature, price on request. Address **Billboard, Cincinnati.** ap26

AT LIBERTY PIANO PLAYERS

EXPERIENCED PIANIST — PREFER SHOW, Teaching Conservatory graduate; vaudeville and teaching experience. Will go anywhere. Very good appearance. Male, single. **IRVING THOMPSON, Smoaks, S. C.**

PIANO MAN—PLAY ANY STYLE, GOOD reader, good rhythm, strictly modern fake-off. Plenty of boogie-wobble and Duchin if desired. No booze. Available immediately. **MUSICIAN, 202 Jackson St., Winchester, Ky.**

Florida—Single, young man from the North, new in Florida. Draft exempt. Prefers hotel, concert, dance orchestra opening now or summer. Talented musician. Wide professional experience all lines. Good appearance. State particulars. **Ros 0-31, Bill-board, Cincinnati.**

Florida—Double cellist. Prefer reliable musical work; consider others. Experienced all lines. Read, fake, trombone. No drink or agitator. Not subject to draft. State best offer for disposition. musician. Must have transportation. Trust me with same and will positively not disappoint you. **LEAMONTH, 404 Logan St., Leamouth, Kansas.**

Florida—Northern, now in Florida, desires open- ing in first-rate resort, dance, hotel, orchestra; also vaudeville. Experienced in all type professional experience. Single, young man, draft exempt. Prefer best, go anywhere. Must be reasonable. State particulars. **Box C-81, Billboard, Cincinnati.**

AT LIBERTY SINGERS

SINGER — EXCELLENT TENOR. CONCERT, stage, radio, club experience. Very large repertoire in four languages. No swing. Anything considered. Will sing in Gypsy or Alpine costume. **MARTIN E. WILLESCHE, 2150 W. 83, Cleveland, O.** ap12

Stuam—Age 28, Great Artistic type voice. Good soloist, 5 years radio exp. Go anywhere. Prefer radio station. **Dan Teeter, 216 Leona St., Toledo, Ohio.**

AT LIBERTY VAUDEVILLE ARTISTS

MAN—CAN WORK BITS or Acts. Have 35 MM. Sound on Film complete, week's program. Have transportation. Percentage, with small tent outfit, week stands. **GRAHAM, 55 Charles St., Toronto, Ont., N. J.**

STEVENS & MACK NOVELTY MUSICAL ACT at liberty. Have Ford car. **Perryville, Mo.**

YOUNG GOOD LOOKING FAT GIRL COMIC— Excellent Blues Singer, Comedy Tap and Knoch. **Call, 741 South Union Avenue, Los Angeles, Calif.**

H. R. Gray's Attractions—Twelve Vaudeville and Circus acts. Five act for year. **Travelling Star Act, Rolling Globes, Contortionist Roman Ladies, Skating Act, Comedy Ambats, Springing Ladies, Slack Wire, Dog Act, Acting Act, Fencing and Larkling. Can be booked as a unit or separately. Address Home and Kirk Ave., Bensenville, Ill.** ap26

Mid Team—Change of ten. Will consider single or team on percentage basis. We have complete outfit. **Good circus specialties. Golden West-Grand Delivery, Syria, Ohio.**

"Kapitan"—World's Most Highly Educated and Beautiful Police Dog Act. Real dog show. A publicity and exploitation natural. Highest net. 100% Professional, and fine. Information on setting. Address agents note. **Ray Lambert, Gen. Del., San Antonio, Tex.**

Attention—Dandler's Punch-Judy Show—also Clown Act. This is a good act. **Address 1421 York Park, Chicago, Ill. Reasonable terms. Dandler, North Ave., Mt. Clemons, Minn.**

Clown Cop—Bingo Symbion. Ring Circus of Circus King, for parades, celebrations, fairs and shows. Good circus specialties. Address **1421 York Park Ave., Cudahy, Wis.** ap26

Outfit 2. Thomas and Company Presenting Their Biggest and Best Mystery Show—Flashy appearance. Well trained in modern methods for fairs, parks, theatres, schools, colleges and camps. That is guaranteed to please. Endorsed by some of the leading associations. Ten to thirty minutes of unexcelled entertainment. **featuring "The Arabian Tent," "The Shadow Illusion," and "The Mystery of the Hidden Key." Escape, the most talked of act of the kind today. For time and terms write Catherine W. Thomas, The Billboards, Cincinnati, Ohio.**

Misplaced and Trick Pony—Good looking, wonder- ful performer, work anywhere without harness. For particulars, **Geo. E. Roberts, Manager Panaschak's Studio, 3504 N. 8th St., Philadelphia, Pa.** Telephone **NA 6009 5338.**

Four Acts—Mumbo Control and Strong Man Act 1,000-pound horse supported by a 150-pound man. Good circus specialties. Address **1421 York Park Ave., Cudahy, Wis.** ap26

James' Attractions — Two outstanding features. Ambassadors on High Stills Parade, Walkaround; top-notch and best of its kind. **Address 1421 York Park Ave., Cudahy, Wis.** ap26

"Kapitan"—World's Most Highly Educated and Beautiful Police Dog Act. Real dog show. A publicity and exploitation natural. Highest net. 100% Professional, and fine. Information on setting. Address agents note. **Ray Lambert, Gen. Del., San Antonio, Tex.**

Lady Frets, That Wonderful Pony—When you see Lady Frets, you just can't help enjoying her work. She is so different from other stunts. Write **Geo. E. Roberts, Manager, 3504 N. 8th St., Philadelphia, Pa.**

Mr. Manager, Notice, Head—If you want what is a real attraction, one that entertains all ages, here it is! It is a new act. **Address 1421 York Park Ave., Cudahy, Wis.** ap26

Panaschak's Society Circus—Dog, Pony and Movers, featuring the Act Beautiful, Geo. F. Moore, White Cocktails, Military Mascots. Presented by the only original Prof. Panaschak's Circus Headquarters, **Geo. E. Roberts, Manager, 3504 N. 8th St., Philadelphia, Pa. Telephone NA 6009 5338.**

Panaschak's Dog, Pony, Monkey Circus—Beauti- fully classed and presented. Best of its kind. Address **Geo. E. Roberts, Manager, 3504 N. 8th St., Philadelphia, Pa. Telephone NA 6009 5338.**

Panaschak's Society Circus—Dog, Pony, Monkey and Movers, featuring the Act Beautiful, Geo. F. Moore, White Cocktails, Military Mascots. Presented by the only original Prof. Panaschak's Circus Headquarters, **Geo. E. Roberts, Manager, 3504 N. 8th St., Philadelphia, Pa. Telephone NA 6009 5338.**

Panaschak's Attractions—Dog, Pony and Movers Novelty and Animal, Best All-Reductives for Parades and Shows. **Address 1421 York Park Ave., Cudahy, Wis.** ap26

Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by MIKE KAPLAN — Communications to 1564 Broadway, New York

WHAT'S NEW IN MERCHANDISE

Section Two of What's New in '41

EDITOR'S NOTE: Premium, prize, and novelty items are listed here. For information pertaining to equipment and other supplies refer to Section 1 of "What's New for 1941" immediately preceding the Carnival Department.

PATRIOTIC BANNERS

Attractive four-color hand-painted silk banners are available to salesmen and distributors who sell to clubs, stores, factories, and homes. They bear the inscription: "I Am an American," and are said to sell on sight. Banners come in two sizes, 9 by 12 inches and 18 by 30 inches. The manufacturer is closing out a line of "God Bless America" banners at reduced prices. Products of Lawes & Mills Company.

IDENTIFICATION WATCH STRAP

An expanding metal wrist watch strap, with plate bearing military insignias and having sufficient space to permit the engraving of identification data, is the latest in a line of military jewelry items. It is especially appropriate for training camp workers. Expanding links permit the watch to be slipped on over the hand and it may be pushed up the arm when washing hands. The bracelets are furnished in a variety of widths for all watches and are reported to be as attractive as gold-filled styles. They are offered at new low prices in polished steel, white, yellow, and new pink gold finishes. Product of Harry Pakula & Company.

PILLOW TOP

The new process pillow top designed for sale at military camps is proving a big number, and indications are that its popularity will increase during 1941. Top is 18 by 18 inches, made of rayon silk and fringed. It is available in two colors, red and blue, with service insignia designs and a sentimental poem. Lettering and insignia are applied by a new special process that resembles embroidery. Individual camp names are also printed on the item. Product of Carnival Novelty Company.

MINI AUTO TAGS

Key chain workers and concessionaires are reaping large profits with a new line of miniature auto license plates. They are accurate reproductions and are furnished for every State. Also available are initials and Social Security, telephone, and draft numbers on tags. New colors are offered and workers are anticipating one of the biggest seasons on record. Product of Irving Green.

CIG DISPENSER

The improved jackass cigarette dispenser is said to be claiming many sales for merchandise users. Demand for them has been so great in recent months that it has been necessary to increase the production force. Item consists of a cut-out of a donkey. When the donkey's head is nodded, a cigarette is produced. Design shows a hillbilly sitting on the animal with a glass of corn whiskey. Product of Kelly Sears.



shows a hillbilly sitting on the animal with a glass of corn whiskey. Product of Kelly Sears.

New Items, Improvements in Old, New Sales Methods, Keynote of New 1941 Merchandise Season

Manufacturers, jobbers, and distributors of items used in the concession, bingo, salesboard, pitch, demonstration, and premium fields have done themselves proud in presenting to the trade scores of new items, ingenious changes and improvements in old stand-bys, and developments of new sales angles and techniques which will mean bigger profits to operators this season.

In the adjoining columns and running thru the Wholesale Merchandise Department will be found items comprising Section 2 of the widely acclaimed "What's New in 1941" feature which The Billboard presents for the first time.

Concessionaires working parks and resorts or planning to go out with carnivals will find many items of interest. Salesboard and bingo operators will discover, among the scores of products, many which may be used to good advantage in their spring and summer operations.

Pitchmen, demonstrators, and house-to-house and store workers will also find listed numerous items which will meet with good reception wherever offered.

It will be noted that addresses of wholesalers are not included in the articles on the items. The Billboard, however, maintains a Buyers' Service Department, which will be glad to send genuinely interested parties the addresses of any firms listed in the "What's New in 1941" feature. Address your inquiries to the Buyers' Service Department, The Billboard, 25 Opera Place, Cincinnati.

CANDY WARSHIP

The Novelty Candy Warship is a new item on the market that fits well into the spirit of the times. It is filled with salt water taffy and was only recently announced to the carnival and concession trade. Ship is a replica of new war vessels and is sturdy and attractive. The salt water taffy caramel fruit kisses are processed to resist heat and prevent running. Product of Delight Sweets, Inc.

RUN MENDER

Improved run menders are making inroads into cash registers and doing a good job for those who handle them. The item takes runners out of silk hose and lingers. It is simple to operate and uses no thread. Stockings are reknitted with the same stitch as the original. During mending the material is stretched over a water glass or embroidery hoop. Product of Run Mender Works.

AIRPLANES

A late item in the novelty airplane line is a streamlined toy mounted on a stick. It is expected to be a sure-fire hit at parks, fairs, and airports. There are no strings to tangle. Plans come in flashy colors with whirling propellers. When arranged in squadron formation the display is certain to attract attention. They make a novel ornament for bicycles and scooters. Product of Ogden Manufacturing Company.

FILL-O-MATIC PENS

Featuring a filling mechanism previously found only in more expensive pens, a new line of low-priced fountain pens has been placed on the market. The line "maintains its reputation of 13 years' standing for the highest quality in the popular-priced pen field." Product of Argo Pen-Pencil Company, Inc.

PATRIOTIC FLASHLIGHT

A new patriotic flashlight has been placed on the market. It has a 500-foot beam, operates on two cells, and is equipped with a nickel-finished adjustable focusing head, detachable end cap,

and heavy-duty slide switch. Genuine Mazda bulbs are used. It is of streamlined style and is attractively decorated with the stars and stripes. It also bears the Oath of Allegiance, an eagle, and pictures of Washington, Lincoln, and the Spirit of '76. The flashlights come boxed in individual red, white, and blue cartons. Product of the United States Electric Manufacturing Corporation.

MIRROR FRAMES

Mirror frames with religious subjects have been improved and new designs are available. Frames are 6 by 8 inches. While religious subjects are generally used, any picture may be inserted. When the frames are placed on stand they make a flashy display that is certain to command attention. Product of J. Davidson.



SUN-MAGNET

A device called the Sun-Magnet, involving the use of no chemicals, cosmetics, or lamps, has been developed for those desiring a sun tan. The fan-shaped Sun-Magnet is held under the chin a few minutes each day while facing the sun. It intensifies the sun's rays, giving an even and painless tan. It may be used indoors, facing an open window. Product of Sun-Magnet Company.

4-IN-1 FINISHER

Demonstrators and house-to-house canvassers are reported to be welcoming the new scientifically prepared Four-in-One Finisher. It is said to remove scratches on furniture, clean, wax, and polish in one operation. It is easy to use and does the job quickly. Product of Ohio Products Company.

GLASS CUTTER KNIFE

Demonstrators and agents are said to be making money with a recently introduced glass cutter knife. It is reported to be the only knife of its kind made in this country. The blade is highly polished and the ends are nickel

Biggest Season Ever, Say Experts

NEW YORK, April 8.—With parks and resorts anticipating the greatest season in years, concessionaires, novelty and souvenir workers, salesboard operators, and other merchandise users are expected to profit materially. Experts believe the 1941 season will be the greatest ever experienced due to the great amount of money being spent.

National defense activity, which has been building for several months, has been heightened by passage of the lend-lease bill and the \$7,000,000,000 appropriation requested by the administration. The spread of money reaches every section and millions of persons will benefit, directly or indirectly.

Carnival and fair workers are expected to experience their biggest season in some time as a result of the increased spending facilities and the general public inclination to spend on entertainment. Carnivals, circuses, fairs, and sponsored events are expected to find more opportunities this year, and merchandise users will benefit. Many new and novel items have been developed to appeal to the public and insure more business. Manufacturers have turned out many patriotic items or have added patriotic twists to stand-by items. In addition, there are a host of new items, including novelties and souvenirs, which should prove profitable to workers. Streamlined designs of old items are also expected to add to their appeal.

It is expected that more people will be in a position to spend more money this year than at any time during the past decade. Coupled with the fact that there is more incentive to spend money for entertainment and novelty merchandise, this is expected to make 1941 a boom year.

Special introductory prices are offered. Product of E. P. Fitzpatrick.

HEALTH PRODUCT

Demonstrators, pitchmen, and agents are reported to be enthusiastic over the new and fast-selling Mar-o-Vel herb package. Its formula, printed on a flashy cellophane wrapping, is said to conform with State and federal requirements. Pamphlets and coupons are furnished with orders. Shipments are made the same day orders are received. Product of the Mar-o-Vel Company.

PHOTO MOUNTS

The use of new and modern mounts is proving a boon to one-minute photographers. With the summer season soon getting under way, indications are that those who turn out attractive work will get additional profits. Such lines of improved miniature easels as Trins, Sunbeam, Hubert, White, Scout, and June are in demand. Cutouts are of the latest design. Product of Gross Photo Supply Company.



MINI GLASS URNS

A new development in glass making that renders the product almost unbreakable makes possible a line of miniature urns at low cost. They are 2 1/2 inches high. Dark urns are decorated with white flowers and green leaves, the

OFFER A BIG VALUE pay an **ECONOMY PRICE!**

EVEREDY'S
Speedy-Clean
ELECTRIC BROILER

Here's flash—and easy-to-see utility in a kitchen utensil that'll turn heads, draw crowds and open pocketbooks! It boils, broils, toasts, fries . . . right on the table. Both units are of heavy-gauge steel, triple-plated and finished in NEVER-NEEDS-SCOURING chrome. Works on A.C. or D.C. high or low beats. Handles are cool, chonized wood.

ON DISPLAY AT
11TH ANNUAL NATIONAL PREMIUM EXPOSITION
BOOTH 64 - PALMER HOUSE - CHICAGO - APRIL 28 TO MAY 2, 1941

Send today for Speedy-Clean and Brown Betty Catalog!

The
EVEREDY
Company

EAST STREET - FREDERICK, MD.

NEW YORK BRANCH - 20 FIFTH AVE.



dark background making the flowers stand out in high relief. Also offered are orchid vases with delicately shaded pink roses, the tint of the roses as delicate as the background of the vases. Three different flowers are offered against varying backgrounds. Products of Leo Kaul Importing Agency.

toned, and shipped 24 to the case; a medicine for nervousness and seasickness, a compound emulsion with creosote for coughs and colds; a preparation for burns and cuts in three-ounce bottles, an ointment for athlete's foot in one-ounce jars, an antiseptic and soothing ointment, and an oil liniment. Products of Standard Medicine Company.

HOUSE-BROKE PETE

For those who don't want smoldering cigarette butts left in ash trays, House-Broke Pete comes along as an item to eliminate the evil. Pete does the work of extinguishing cigarettes in a naughty but hilarious manner. Although his aim isn't good and he misses the fire hydrant, he quickly extinguishes the cigarette.



SMOKERS' SAFETY KIT

The safety smoking kit, designed to snap on steering posts of automobiles, is reported to be a good item for prize use and pitchmen. It is made of tenite and comes in rose, wine, gray, and walnut finishes. Included in the kit is an ash tray, receptacle for cigarettes, and an accommodation for a pad of matches. Its utility and beauty are said to be strong talking points in making sales. Product of Von Gunten Enterprises.

MERCHANDISE DEAL

A new deal in which the buyer selects his purchase by pulling one of 80 tabs, indicating the package he is to receive, has been announced. It is said to be exceptionally well suited for restaurants, inns, clubs, hotels, and stores. The unit is put up in cabinet form. It is printed in red, yellow, blue, and green, with an over-all varnishing giving it striking appeal. Product of Spors Company.

PATRIOTIC PREMIUM

A late and timely premium suitable for home, office, or classroom is a framed picture called "Bill of Rights." Bordering the item are the pictures of

SPORTS JEWELRY

A new line of novelty and sports jewelry is said to be claiming big sales at roller and ice rinks and other sporting events. Line includes brooches, fobs, pins and guards, tie holders, bracelets, and lapel buttons. They are electroplated and have an un tarnishable finish. Lines for all types of sports are available. They make a flashy display, commanding attention. Products of George T. Barton & Company.

MEDICINES, ETC.

Med showmen are eyeing a recently announced line of medicines. It includes a non-alcoholic herb tonic packed in eight-ounce bottles, labeled, car-

Cash In on the
\$10,000,000,000.00
DEFENSE PROGRAM
OUR SPECIALLY DESIGNED
PILLOW TOPS

For the
ARMY—NAVY—AIR CORPS
ARE RAPID-FIRE SELLERS

Also Complete Line of Pennants, Kerchiefs, Kodak Albums. Write for Free Catalog.

WESTERN ART LEATHER CO.

* P. O. BOX 484

(Manufacturers Since 1914)

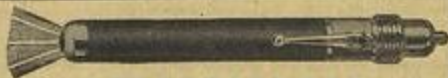
DENVER, COLO. *

FULL CHROME
PENLITES
(VEST POCKET
FLASHLIGHTS)

\$31.50 Per Gr.

Complete with Batteries, f.o.b. Cleveland

Sample 25c, Postage Paid



FOR FLASHLIGHTS OF ALL TYPES — KEE-LITES — PROGRAM LITES, ETC., WITH OR WITHOUT ADVERTISING COPY

Write

THE UNDERWOOD BATTERY CO.
1250 Ontario St. Cleveland, Ohio

NOW IN OUR NEW HEADQUARTERS
3333 LINDELL BLVD.

"At the Triangle"—Main Cross Roads of St. Louis

WHERE OLIVE, LINDELL AND LOCUST STREETS CROSS
GREATLY ENLARGED SPACE—IMPROVED MODERN FACILITIES. Quicker and More Efficient Handling of Your Rush Demands. FEATURING THE NEWEST IN NOVELTIES—PREMIUMS—CONCESSION GOODS. We Appreciate and Solicit a Continuance of Your Valued Patronage.



ACMC

PREMIUM SUPPLY CORP.

3333 LINDELL BLVD. ST. LOUIS, MO.

BULOVA-GRUEN-HAMILTON
ELGIN-WALTHAM-ILLINOIS

Wrist and Pocket Watches

Prices From **\$2.95**

Money Back Guarantee. Write for Free Catalog.

DEARBORN WATCH CO.

5 South Walsh Ave., CHICAGO

LIKE NEW



7th House of GELLMAN Brothers
Novelty and Fashion
Manufacturing from
NEW HAVEN
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U.S.A.

The Largest
Novelty Store
in the
Northwest

Wholesale Sales
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for
Northwest

GELLMAN BROS.
119 No. 4th St. Minneapolis, Minn.
Established over 100 Years

ANOTHER SMASH HIT

OUR NEW 1941 CATALOG

WILL BE READY ABOUT
APRIL 25th
SEND FOR YOUR FREE COPY TO-DAY

• Concessionaires • Parkmen
• Pitchmen • Novelty Workers

Again we present to you—for the 1941 Season—a Bigger and Better Catalog than ever before! Upwards of 400 illustrated pages! Jammed with the "cream" of the World's Merchandise Market! The newest and flashiest Concession Items! The latest and fastest selling Novelty creations! Premium merchandise and specialties of all kinds! You'll find everything that's new and popular in our new 1941 General Catalog!

GLASSWARE . . . CHROME GOODS . . . BEACON BLANKETS AND SHAWLS . . . BRIDGE TABLE SETS . . . LUGGAGE . . . TOURIST CASES . . . NEWEST PLASTER GOODS . . . STUFFED DOLLS AND TOYS . . . HASSOCKS . . . GAMES . . . WHIPS . . . BALLOONS . . . CAMERAS AND FLASHLIGHTS . . . STOOLS . . . RIFLES AND SHOTGUNS . . . SPORTING GOODS . . . FISHING TACKLE.

If you want to see the greatest array of Concession and Premium Merchandise that 1941 has to offer—then don't fail to send for your FREE COPY of our big 1941 General Catalog! You'll find hundreds of illustrated pages in it—featuring thousands of clever, original Novelty Creations! It's truly a catalog as "New as Tomorrow"! Tailor-made to make money for you in 1941! Act now!

SEND FOR YOUR FREE COPY TODAY!

GELLMAN BROS. MINNEAPOLIS, MINN.
119 NORTH 4TH STREET.

FURS of DISTINCTION SMART SPRING JACKETS

New 1941 Styles. Skill Maintaining Our Low Price Levels. Sealers, Beaverets, Garçons, Obokloms, Foxes in all shades. Kid Skins, Bunks and every other Fur from \$5.25 Up

WRITE immediately for our illustrated catalog and price list, full of the best. No obligation.

ANDREW PAUL & E. ARKAS
Manufacturers Furriers
154 W. 27th St., Dept. B, New York, N. Y.

all former Presidents of the United States, with their signatures in Inocsmite. In the center is a portrait of President Roosevelt, with the American flag, the Bill of Rights, and "Liberty and Justice to All." The flag is done in colors in a break-of-day setting. Surrounding the glass covered 12 1/2 by 16 3/4-inch picture is a half-inch black frame. Product of N. Shure Company.

MARMALADE DISH

A new premium recently placed on the market is a chromium plated marmalade server. Special efforts were made to turn out a piece of merchandise of beauty, usefulness, and low price, three



indispensable characteristics a premium must have in order to gain its objective, according to the manufacturer. A breakfast tray will accommodate the dish. Product of Rohde-Spencer Company.

SEA SHELL NOVELTIES

Additions to a line of picture frames and sea shell novelties suitable for gifts, premiums, and concession prizes have been announced for the 1941 season. Each year new numbers are added to the line, which has been manufactured for the past four years. Twenty items are now available, including mirrors and wall plaques with religious subjects, and key chains, necklaces, and bracelets with shell ornaments. Products of Bella Products Company.

SEA SHELL ITEMS

Demonstrators and concessionaires are offering two sea shell items which are reported to be fast sellers wherever ex-

FUR ANIMALS
SURE FIRE MONEY GETTERS

LOOK OUR **SCOTTIES** OVER

A Real De Luxe Item

- They Are Made of Assorted Colors
- Real Fur
- Assorted Colors

23"x17" with Harness & Leash, Each \$1.00
13"x12" with Collar & Leash, .75
Each 25¢. With Order, 25¢ Additional for Sample Scotties.

FOX FUR TAILS

8 Inch...Ea. 5c
12 Inch...Ea. 5c
16 Inch...Ea. 7c
20 Inch...Ea. 10c

With Snappy Baylins on Assorted Colored Cards (as illustrated) 25¢ Each with Silk Tassels. Prices quoted are in 100 lots. Sizes are average tail length. Size quoted does not include tag size. All come complete with tag and tassels attached. Two different sizes on each tag. Send 50¢ for 4 samples (we pay postage). Remits 25% deposit with quantity order.

CARNIVAL NOVELTY CO., INC.
New York, N. Y.
We Manufacture Both Advertised Items

FRAMING A JOINT! HERE'S WHAT YOU NEED

B6481—Aluminum Milk Bottles, Each, \$.85
B5151—Wood Pint Milk Bottles, Each, .35
N5148—Throw Darts, Gross, 3.25
B5152—Worth Speed Ball, Doz., 1.40
N5156—Rubber Covered Balls, Doz., .85
N3384—2-Inch Wood Balls, Per 100, 4.50

VARNISHED RACK RINGS
N5382—Knife Rack Rings, Per 100, \$2.10
N5410—Cane Rack Rings, Per 100, 2.10

Wheels, Novella Rings, Novella Boxes, Corks, Cork Gums, Admission Tickets, Etc.

Write for Prices on Items Not Listed.

LEVIN BROTHERS
TERRE HAUTE, INDIANA 25% Deposit Required With All C. O. D. Orders

ENGRAVING JEWELRY

and Supplies at Prices That Can't Be Beat. New Army Automobile, Airplane, Cannon, Large Bomber with Bomb Hanging with Pin and Guard, Army, Navy, Aviator, Embroid with Pin and Guard, Rings with Official Military Emblems, also Pins with Sport Icons bearing. The usual line of Engraving Jewelry \$4.50 up. Bulk. Send for catalog. 20% Deposit with Order, Balance C. O. D.

DEXTER LACQUER & ENAMEL CO.
107 Harrison St., Providence, R. I.

BINGO GAMES AND SUPPLIES
CARNIVAL SUPPLIES PREMIUMS
NOISEMAKERS HATS BALLOONS
WRITE FOR OUR **No 50 CATALOG**
BE SURE AND MENTION YOUR LINE OF BUSINESS.

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1006 BROADWAY
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Wholesale Jeweler

801 SANSON ST. PHILADELPHIA, PA.

We Lead For Price and Quality
Wrist & Pocket Watches For Ladies and Gents
Reconditioned, Guaranteed Like New. 1941 Styles now available. Write for Free Catalogue.

New! P. D. Q. AUTOMATIC PHOTO MACHINE

Today's Big Money Maker!



Takes and Finishes Beautiful Black and White or Sepia Photographs in one minute—Day or Night—Inside or Outside.

NEW 1941 MODEL

Lighter in weight. Perfected focusing dial for close-ups, three-quarter or full figure photos of individuals or groups. Many other improvements.

P. D. Q. FACTS

- No Films—No Dark Room.
- Direct Positive Photos, Size 2½x3½ inches.
- NOT TINTYPES, but real black and white or sepia photos.
- No experience required. Easy to operate. Simple instructions show you how.
- Big attraction! Watch photos develop in the open—IN ONE MINUTE! Guaranteed not to fade.
- Carnivals, Picnics, Beaches, Parks, Back Yards, Porches, Street Corners—Big money everywhere.
- About \$60 starts you with complete outfit.

Don't Wait! Act Now!
Write or Wire

P. D. Q. CAMERA CO.

109 E. 35th St., Dept. BB-40, Chicago, Ill.

The boys are makin' \$\$\$

Joseph Hoy, Ark., wrote: "I grossed \$39.20 worth of photos and frames Saturday. My wife can operate the machine as good as I can. I rigged up a little booth with lights and I do more business at night than I do in the daytime."
Ray Zeller, Mass., says: "I did \$20.00 Sunday with my P. D. Q."
Seymour, Penn., wrote: "I operate Saturdays and Sundays only and run about 400 photos in 2 days."

You can do likewise



No. 6754
Table Lamp
Doz. (no less sold)
\$5.40

'41 WINNERS

a few of the hundreds of items from our General Catalog... state line of business.



No. 6611
Bomber Lamp
Each \$3.25



No. 6616
Vanity-Lite
Each \$0.85

CONTINENTAL PREMIUM MART

822 N. Third St.

Milwaukee, Wis.

EXCEL MDSE. & NOVELTY CO.

1316 Farnam, Omaha, Nebraska

LARGE SELECTIONS AND REAL VALUES FOR CORN GAME OPERATORS, CONCESSIONERS, AND NOVELTY WORKERS.
ALL ORDERS SHIPPED SAME DAY.

Max A. Wasserman, Mgr.

OPERATORS IN CHURCHES—HALLS—LODGES

A NEW KIND OF SPECIAL GAME TICKET

JACKPOT BINGO

PLAYERS WANT SOMETHING NEW—HERE IT IS!

14 DIFFERENT WAYS TO BINGO

The Jackpot has a fascination for every player. This is the real knockout for Bingo Players. More chances to win means more players. THE JACKPOT ALLOWS TWO PRIZES ON EVERY SPECIAL GAME.

UNIVERSAL SALES CO.

Detroit, Mich.

313 E. Jefferson Ave.

BINGO SUPPLIES OF ALL KINDS

hibited. The telma suns shell is offered in brooch-pin style, with a person's name in raised coral-colored letters. It is put together with Duco cement in 30 seconds. The other novelty is a sea shell vase bearing names. A conch shell is used as the vase, with straw flowers inserted. It is appropriate for Mother's Day. Products of J. A. Whyte & Son.

SILK HOSE

A new line of women's full-fashioned silk hose in the latest shades is offered. The company has a special deal, including sales help and advertising copy, for coupon workers. Other items it offers are a lawn mower sharpener with replaceable stone, boxes of styptic powder in sets of 34 on two-color display cards, cards of license plate holders which eliminate bolts, and convenient expense record books. Products of Dean's Specialty Sales.

MED SHOW SUPPLIES

A line of soaps, said to be made of pure coconut oil and coming in cakes varying in weight from 1½ to 3½ ounces, is marketed for medicine showmen. The soap is furnished in bulk or in individual cartons bearing a variety of trade names. Also available is a stock of blank cartons which are furnished with soap and printed to the customer's order. Liquid shampoos and shampoo jelly in any quantity, with or without trade name labels, are also supplied. Products of Indianapolis Soap Company.

CONCESSION & NOVELTY GOODS

Scheduled for early publication is a catalog containing over 400 illustrated pages listing concession, pitch, premium, and novelty items. The book will offer descriptive matter on glass and chrome ware, blankets and shawls, bridge table sets, luggage, tourist cases, new plaster goods, stuffed dolls and toys, hasecocks, canes, whips, balloons, cameras, flashlights, stools, rifles, athletic equipment, and fishing tackle. Product of Gellman Bros.

PATRIOTIC TIES

Tying in with the trend toward patriotic items, Phillip's Neckwear has announced a new line of patriotic neckwear. Line is complete and includes ready-made and slide-on ties, tie and handkerchief and boutonniere sets, leather, bow, and knitted ties. They are in solid colors of blue, maroon, brown, and green, and numbers include "America First" and "I Am Proud To Be An American." The workers are finding the line in demand and a good margin of profit is allowed.

CHEWING GUM

New assortments of chewing gum are on the market. Boxes containing 20 packages having a retail value of 5 cents per package are offered at a low price to enable agents a good profit. Packages are wrapped in cellophane to preserve freshness. Product of American Chewing Products Corporation.

DECLARATION OF INDEPENDENCE

An item that is in keeping with the spirit of the times is a copy of the Declaration of Independence. Printed on high-grade parchment in script, it closely resembles the original. Carrying out the patriotic theme, red, white, and blue borders surround it. Pictures of all Presidents of the United States are shown. Parchment measures 17 by 22 inches, and metal binders are at the top and bottom. A ring for hanging is affixed to the top binder. Product of Century Art Company.

FLAG HOLDERS

A new type of suction flag holder for automobiles is listed in a recently issued catalog. The firm reports the holder is improved in many ways over old suction-type holders. It holds three flags. Product of Gordon Manufacturing Company.

REBUILT WATCHES

New designs for men and women are featured in a catalog offered by a specialist in rebuilt watches. The firm also carries a standard line. Product of N. Seidman.

Rebuilt and new watches in all popular makes are offered by a firm special-

GENUINE FOUR LEAF CLOVER



"IT'S IN THE BAG"

On original, Self-Mailing Novelty Folder containing Indestructible Crystal-Like Case with a Genuine Four-Leaf Clover.
Everybody wants a FOUR-LEAF CLOVER GOOD LUCK CHARM for pocket or purse. Size of folder 2½" x 3½". Price: 88¢. Post, F.O.B. Chicago. Your name, city or resort imprinted at no extra cost on gross lots. Our other original Novelty Self-Mailing Folders are:

"IT'S IN THE BAG" "JUST IN CASE"
"WALKING THE DOG" "I NEVER FORGET"
"TILL WE MEET AGAIN"
"CASE OF EMERGENCY"
"A COMPLETE WASHOUT"
"THE SECRET OF KEEPING FRIENDS"

Order from your jobber, or direct to:
Jackson Publishing Co.

(Business Trust)

4021 Carroll Ave. Chicago

The Greatest Premium Item in a Century!

ALL-AMERICAN SET

5 Pieces—complete with ELGIN or WALTHAM Rebuilt Wrist Watch \$4.95

(2) Knife, (3) Key Chain, (4) Tie Clip and (5) Collar Pin—in beautiful reticulated Gilt Box



TUCKER-LOWENTHAL, Inc.

5 So. Wabash Ave., Chicago
Write for Catalog

SMOKERS' SAFETY SMOKING KIT

FOR YOUR CAR MADE OF BEAUTIFUL TENITE



VON GUNTEN ENTERPRISES
999 COPLEY RD., AKRON, OHIO
Dept. X
DISTRIBUTORS WANTED

Jackas Cigarette Dispenser

Just load his head and a cigarette slips out—under his tail. Selling faster than ever—especially for quantity orders.
Sample, \$5; Sample Dozen, \$4.00 prepaid.

KELLY SEARS
SILER CITY, N. C.

WATCHES and RINGS WHILE THEY LAST!

WALTHAM & ELGIN—7 Jewel—with New Chrome Railroad Roadster Cases. In Lots of 6, Each \$2.25

10K SOLID GOLD LADY'S DIAMOND RING SPECIAL. Lots of 3, Each \$3.25

Special Prices for Quantity Users. 20% Deposit. Balance C.O.D. Sample 50¢ Extra. Send for Catalog.

N. SEIDMAN 473 Canal Street, New York, N. Y.

AT YOUR SERVICE--WITH THE LATEST PREMIUM AND NOVELTY MERCHANDISE

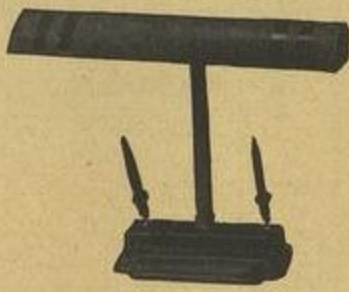


No. 09363

"OLD GLORY"

Amazing action display. Flag waves under its own power. Universal 110 Volt AC-DC Motor. 80x Flag 12x18 inches. Chromium plated flagstaff. Black enamel base 8 inch diameter. Height over all—36 inches. Guaranteed against workmanship and materials. Weight 7 1/2 pounds each. List price \$12.00.

Each\$9.50
Each, Lots of 3's 6.50



No. 02059

FLUORESCENT DESK LAMP

Wired for one light, 15 watt bulb. Bakel finish, two-tone Morocco becase, complete with fountain pen and automatic pencil, bakel white enamel reflector. Height 14 1/2 in., shade 18 in., base 9 1/2 x 3 1/2 in. Weight each 8 1/2 lbs. Individually packed.

Each, Complete With Fluorescent Lamp.....\$6.75



No. 5505

MUSICAL MARINE LIGHTER

This unique combination of Marine Lighter with musical box is available in all chrome finish. When lighter is lifted, an appropriate and pleasing song is heard. As soon as lighter is set down, music stops. Available with the following songs: "Anchors Aweigh, God Bless America, Blue Danube, Brevelle, Marine Hymn," etc. Packed one to a box. Shipping weight 1 1/2 lbs. Size 9 1/2 x 2 1/2 in.

Each\$4.25

Each (Dozen Lots)\$4.00



No. 9650

1946 ticket American Eagle Jar Deal. \$2.00 Label.

Taken in\$7.30

Pays out 6.00

Definite profit\$31.30

Each\$1.00

Each in Doz. Lots90

Glass Jar \$.25 extra

Write for complete list.

We have a complete line.

This year, of all years, you should consider from whom you purchase your merchandise, to get prompt and efficient service. There is no use evading the question as to how manufacturers will be able to supply sufficient stocks and still produce the Government requirements. It has already been proven that there is a shortage of raw materials.

If you were a manufacturer and had just a limited amount to produce, who would you favor—a firm just starting or one that has been established for 22 years as we have? Certainly we will be favored, and for that reason we believe that we will be in a better position to give you the same service that has always been linked with our name.

Our stocks are complete, and we are always adding new numbers to our tremendous line. We carry a complete line of Punchboards and Jar Deals, Blankets, Chenille Spreads, Watches, Clocks, Lamps, Fans, Electrical Appliances, Luggage, Aluminum, Enamelware, Motor Jugs, Glassware, China Dishes, Silverware, Fishing Supplies, Games, Stuffed Toys, Dolls, Novelties, Joker Items, China Novelties and Slims, and items of all descriptions. We take pride in stating that we have had the pleasure of serving carnivals, parks, independent concessions, novelty workers, premium users, board operators and wagon dealers.

The Management wishes each and every one of our accounts, as well as others, a most profitable season.

WRITE FOR OUR NEW PRICE LIST FOR OUR NO. 40 CATALOG

WISCONSIN DELUXE CORP., 1902 No. Third St., Milwaukee, Wisconsin

TIE MEN! Here is an invention which will bring you lots of money. The tie with the **EXTRA HEAVY KNOT PROTECTOR**. This **HERCULEAN BUILT TIE** HAS these features:

- Extra heavy knot protector.
- Full shape
- Elastic topings.
- Tipings are **GOLD STAMPED**.
- Reinforced interlining.
- Water tight on each tie.

This tie is superior to any tie you had before. Sample Dozen—\$2.75 postage paid. Two Dozen—\$5.00 postage paid.

In our regular line we have price ranges from \$3.00 per gross for Washable Neckwear, \$1.50 per dozen, to Hand Made, \$2.50 per dozen. Combination of various types of goods—\$19.50 per gross. \$1.75 sample dozen post paid. All goods are in new spring shades, pastels, leats, etc.

Cash with Order, or 25% Dep. Bal. C. O. D.

Catalog and Punchboard Free on Request.

HERCULES NECKWEAR MFG. CO.
125 Vermont St., BROOKLYN, N. Y.

GENUINE FUR CHUBBYS

\$5.50 ADVANCE 1941-42 FASHIONS

The Direct from mill known New York manufacturing firm. Mead Seal Dated Outer Chubbys, black or brown colors, finest quality, all lined. Sizes 12-20, \$1 deposit, balance C. O. D., money returned within 3 days if not satisfied. Also Ladies Variety of Genuine Fur Coats in the Advance 1941-42 Fashions at Attractive Low Prices. While They Last. Write for free 1941-42 catalog on our Coats and Chubbys.

GENERAL FUR MFG. CO., 152 W. 24 St., N. Y.

PITCHMEN CANVASSERS BINGOMEN

LOOK! IT'S NEW!

I have the Seal seller found in years! Three-Piece Boulder Knife Set, nationally known firm make. Regular \$3.95 seller, cost you \$12.00 down. Same low price to everyone! Sell for \$1.75, and they eat them up everywhere shown. Send for sample, \$1.00. You have been crying for something new John Public will buy them don't wait until the idea has been worked to death. IT'S NEW! 25% with order. balance C. O. D. Prepaid if each with order. **RUNH! KIEHL SALES ASSOCIATION**, Baltimore, Maryland
KIEHL SALES ASSOCIATION, 1815 St. Paul Street, and
103 Canal St., Dept. 4, N. Y. City

WALTHAM-ELGIN

Make extra money! Send for free 1941 Catalog of Watches, Diamonds, Jewelry, Novelties. Lowest prices.

PLYMOUTH JEWELRY CO.
103 Canal St., Dept. 4, N. Y. City

ling in the line. Styles for men and women are varied and in keeping with the trend toward streamlined design. Products of Plymouth Watch Company.

New prices on rebuilt watches are offered in a recent announcement. The firm has featured rebuilt watches for years and is now showing new watches in addition to standard brands. Sizes and shapes vary and are suitable for men or women. Product of Frank Pollack.

Jewelry workers, pitchmen, and specialty salesmen should be interested in a new line of new and rebuilt watches offered for the coming outdoor season. The line includes Elgin, Waltham, and other noted makes in many shapes and sizes. The dealer has specialized for years in rebuilt watches. Products of M. Friedman.

New designs in rebuilt watches are shown in a catalog recently offered the trade. In addition to a number of standard makes, a new line is offered. Men's and women's watches are available in various styles. Products of Kane Watch Company.

PLAQUES

A new service involving the manufacture of plaques from individual sketches is announced. The firm reports special orders accompanied by a drawing of the type of plaque desired receive prompt and careful attention. A large assortment of plaques, especially of fruit displays, is included in the line. Product of Turidell Art Products.

FLUORESCENT LAMPS

The only fluorescent line completely equipped with tubes, is the claim for a new line. They are said to give a clearer, almost daytime light, and produce little heat. The fluorescent adapter lamp is said to be the only one made that works on AC and DC. It is available in four models. Kitchen units and clamp-on, desk, and bed lamps are included in the line. Produced of Masterlite Lamp Company.

FUR JACKETS

A fur dealer has been spending the past few months getting a line together for

the spring. It includes a complete assortment and features jackets and chubbies, popular item in the spring. A wide variety of sizes and models is available. Products of Andrew, Paul, & E. Arkas.

A new line featuring jackets and boleros has been prepared for the spring trade by a furrier. Production facilities have been increased, and the company is reported to be making every effort to make prompt deliveries. A new feature, Sta-Rite, is said to protect the garments from rips and tears. Products of S. Angell & Company.

NOVELTIES

A new method of marketing novelty merchandise has been announced by a subsidiary of a company which handles volume business and occasionally has surplus merchandise, including discontinued numbers. In order to dispose of the goods, quantity packages are marketed. Products of Capitol Merchandise Company.

Opportunities for sales are offered agents by a novelty company. The firm has many items suitable for pitchmen and house-to-house workers. Included in the line is the X-ray Illusion. Tie forms and elastic bands are also handled by company. Products of Yankee Novelty Company.

A complete assortment of colored balloons, hats, canes, and whips is announced by a firm specializing in merchandise for circuses, carnivals, and fairs. Products of Harry Keimer & Sons.

A complete line of military and patriotic novelties is available for camp workers and pitchmen. Firm features many items of costume jewelry, including a red, white, and blue rhinestone lapel pin. Others have insignias of service branches. Compacts and pillow and handkerchief holders are also furnished with military emblems. Products of Mills Sales Company.

FURS

Publication of a 1941 spring fur catalog is announced. It contains the latest styles. Large scale production and sales reportedly have offset the sharp price rise in the industry. Fox tails are expected

MOVIEMATIC

16 MM MOVIE CAMERA

ONLY \$2.50

FIVE FOR \$11.25

BB9542

The only fully automatic movie camera that takes movies for projection on screen—and also takes 10 individual snapshots. Complete operation instructions included. There is no charge for developing or printing. Has strong spring motor, on 1/8 in. and 1/32 in. shutter speed.

Size 2 1/2 x 3 1/2 x 1 1/2 inches.

BB 9542
Each\$2.50

ROHDE-SPENCER
223 W. Madison Chicago

AMERICAN BLOWN CRYSTAL MINIATURES

1 1/2" x 2" Jugs with tiny sail boats inside—\$2.00
Dozen, 2" Tea Pot Perfessor, colored handle, good and stopper, glass dispenser—\$3.00 Dozen.
Tea Pot, Harpmaster, serves as good weather forecaster, with directions—\$3.00 Dozen. High Hat and Case Salt & Pepper—\$2.50 Dozen.
Pair, 2 1/2" Police Makers, colored handles, 1 piece—\$3.00 Dozen. Prices P. O. B. Miranda City, Tex. 1 Sample each above sent, prepaid for \$1.00. Late reply returns both crystal & colored—10¢.

GUS A. BECKER, Miranda City, Tex.

BINGO SPECIALS

MARKERS Certified MOVIE BINGO Adm. Tickets

SERIAL PADDLE TICKETS

Attractive colors for all the leading wheels.

SCHULMAN'S 11 East 19th St., New York, N. Y.

IF IT'S NEW-IF IT'S DIFFERENT-SEE HAGN'S



6 Pk. Shot-Gun Wedding. Novelty statistics of paper mache. Set consists of Hill-Billy figure, Bride and Groom 4 1/2", 184 5 1/2", 184 5 1/2", Grandpa 5 1/2", Minister 6 1/2". Each set in carton, Wt. 1 1/2 lbs. #B016991, Per Set \$69. Per Doz Sets \$6.70.



THE SENSATIONAL HOUSE-BROKE PETE

This Liquid Extinguisher Ash Tray is smart and naughty, of beautiful plastic construction and finished in four different colors. Made in the U. S. A. Packaged in a box. Each Ash Tray is furnished with a unique story of the origin. Cash in now. An ideal item for novelty stores, taverns, hotel news stands, cigar stores, saloons, and gift shops. #B31919, Per Doz. \$3.75. Per Gr. \$42.00, 2 samples postpaid for \$1.00. 3 Gr. Lots—Shipping Charges Prepaid.



Indian Design Blanket of soft American cotton. Size 80x90". Wt. 2 lbs. #B4719, Each \$1.60. Carton of 25, Each \$1.49. Jacquard Blanket, 70x90". Wt. 2 1/2 lbs. #B51721, Ea. \$1.90. Lot of 25 in Carton, Ea. \$1.45.

A FLASH FOR CARNIVALS SALESBOARDS PRIZES AND PREMIUMS



Red Cross Nurse Doll, 9 1/2" High. Dressed in rayon satin nurse's outfit. Real eyelashes. Unbreakable head, hands, and feet. Available in assorted color tops. Each doll packed with display stand. #B918310, Each \$2.50. Do. Lota, Each \$2.33.

- FAST SELLING SPECIALS**
- #B21867—Jumbo Fl. Pens. . . . Per Doz. \$1.35
 - #142023—Cotton Buttons. . . . Per Gr. 1.50
 - #B21822—Cutl' Buttons. . . . Per Doz. .49
 - #B212248—Bigs. Heart Charms. Per Doz. 1.80
 - #B21444—Aish. Celluloid Charms.49
 - #B23012—Opera Glasses. . . . Per Doz. 1.75
- Per Gr. \$18.00.
- #B29093—Sunglass Kit. Per Doz. 4.75
 - #B41611—8 Pk. Chrome Cocktail Set, Ea. 2.99
 - #B53838—Horse Shoe Ash Tray with Horse Ornament. All chrome or chrome and yellow horse. Per Doz. \$1.08. Per Gr. \$21.05.
 - #B22360—Win. Rogers Ice Tea Spoons. Doz. \$1.35. Per Gr. \$21.50.
 - #B29204—Red, White and Blue Rhinestone Lead Buttons. Per dz. \$1.00.
 - #122108—American Eagle Tie Holder, Per Doz. \$1.00.
 - #B32—Drum Major Brooch, Per Doz. \$1.40.
 - #B26308—Gee. Mother Pearl, 2 Picture Lead Buttons with Military Insignia. Per Doz. \$4.50.
 - #15881—Mech. Ballet Dancer, U. S. A. Gross. \$22.00
 - #11389—Mech. U. S. A. Gross. \$1.20
 - #15877—Mech. Elephant, Gross. \$4.00
 - #15878—Mech. Dancer, Gross. \$4.00
 - #15880—Mech. Monkey & Comb, Gross \$2.50

Containing 406 of 612 pages of quality merchandise, local for premiums, coast and awards, contents listed on request. Mention your business. We do not sell retail. Prices less 2% cash. 25% deposit on C. O. D.

JOSEPH HAGN COMPANY
"The World's Bargain House"
217 & 223 W. MADISON ST., CHICAGO, ILL.

to be popular this year. Product of H. M. J. Fur Company.
All types of popular-priced furs styled especially for spring are offered in a new catalog now available to the trade. The line includes coats, jackets, and chubbies. Products of Al Feder.

Advance 1942 fashions in fur chubbies are announced by a dealer. Pieced seal-dyed cone is available in brown or black. Also on hand is a large assortment of fur coats. Product of General Fur Company.

FOUNTAIN PENS

A new fountain pen combining features of the push-on-nose and plunger-type pens is being prepared for early release. Product of Sam F. Sullivan.

New features on Banker Fountain Pens are announced by a firm that has been serving pitchmen many years and is noted for its introduction of distinctive features in pens. The latest product embraces a variety of sizes and colors suitable for men and women. Product of James Kelley.

New designs in fountain pens are offered by a manufacturer. They are tastefully colored and made in sizes to satisfy all demands. Product of Modern Pen Company.

JEWELRY

A new and elaborate department featuring military trinkets has been installed by a novelty company. The department is said to feature many exclusive items. Many standard items such as enamel compacts, rings, and cigarette cases have been embellished with military insignias. Products of Epstein Novelty Company.

New in the costume jewelry field is an item bearing the seal of the United States. It is studded with imitation precious stones. The firm also handles embroidered handkerchiefs with the emblems of the various service departments woven into them. Products of Knickerbocker Handkerchief Company.

A new line featuring many exclusive items in the military jewelry field is announced by a supply house. The firm also handles patriotic rings finished in 14-k gold. Many other items in the slum jewelry field are carried. Products of Feldman Bros.

A new catalog lists many new items which have been prepared for the period of general prosperity expected in the jewelry business. Product of Louis Perloff.

A recently issued catalog lists a wide variety of photo jewelry for photographers who sell four for 10 cents. Current interest in pictures is expected to lead to a good season for workers. The firm's line includes rings, bracelets, charms, and tie clasps. Product of Medallion Novelty Company.

Many new items, especially in watches, are presented in a new catalog. Featured is a rose-gold finish for watches, which is expected to create a new trend. Special features are reported for many standard lines of jewelry. Products of Norman Rosen.

To take care of the anticipated increase in business, many new specialty items in the jewelry line are listed in a recently issued catalog. Product of Quaker City Jewelry Company.

A new line of jewelry items featuring some military specialties and items for engravers has been announced. It includes bracelets and rings. Several items suitable for sale at roller-skating rinks also are available. Products of Jack Rooten.

ELECTRIC IRON BRACKET

Hang-It, a holder in which the hot electric iron is hung after use, is a

ELGIN, WALTHAM BULOVA, GREN

Famous make watches re-built by fine watchmakers. Every one GUARANTEED. Lowest wholesale prices. Write for FREE illustrated catalog.

KANE WATCH CO.
105 CANAL ST., NEW YORK



Sensational Opportunity AMAZING NEW ELECTRIC "WIENIE-CHEF" At Lowest Price In Field!

Lowest Priced Real Electric Hot Dog Cooker on Market! Needed by Thousands of Taverns and Eating Places Eager to Increase "Hot Dog" Profits

PROFITS UP TO 85 PER CENT
Just show Wienie-Chef, name the amazing low price—and pocket up 85% PROFIT for yourself. Write for details!

Men! Look! WIENIE-CHEF cooks 4 "hot dogs" a minute—up to 2.50 in an hour! And what frankfurters! Because cooked from **INSIDE OUT** by electricity, they taste utterly different. You never also enjoy anything else. Guaranteed Wienie in your life. Take WIENIE-CHEF around and pass how SHIELD and NEW TAKE-THILL combine to increase profits fast for restaurants, taverns, hotels, bars, drug stores, tourist camps, and hundreds of other places.

BIG BUSINESS—Big Earnings for You!
You can show any tavern or eating place how to make back the low cost of Wienie-Chef the first week, with profits rolling in for months and years thereafter. J. E. Burke, of Iowa, sent in 28 orders in three days—over \$40.00 in profits. J. F. Caldwell, of California, took one look at his sample and rushed an order for one dozen. At the lowest retail, efficient, GUARANTEED Hot Dog Machine on the market—capable of producing 2000 to 2500 per hour—you have a story for any eating place that will BRING BUSINESS, MAKE MONEY FOR YOU.

RUSH POSTCARD FOR DETAILS!
Just make the amazing one-minute demonstration of WIENIE-CHEF—cook a hot dog and let your prospect take into his home—tell him how the WIENIE-CHEF can MAKE MONEY for him, and you tell a dramatic sales story that wins everything else. Try It—once for yourself. Our MONEY-BACK GUARANTEE OFFER makes it easy for you to taste the profits of WIENIE-CHEF without risk. Rush name and address on postcard for details NOW.

WIENIE-CHEF MANUFACTURING CO., 2249 W. Oakdale Ave., Dept. D-14, Chicago

Ring the Bell! "KNOCKABOUT" BILLFOLD!

A rich, "quality-folks" billfold that sets you back only 12 1/2¢; looks like a million—wears like iron. Genuine leather—black, bold seal grain. Send 25¢ for a pre-paid sample TODAY. "Ring the Bell" with Hagerstown premiums and specialties of genuine leather!

\$18.00 per gross, f.o.b. Hagerstown. Packed one gross to carton. Shipping weight 13 pounds per carton.

Terms: 2% 10 Days, Net 30 to rated concerns. To all others: 25% deposit, balance C. O. D.

Hagerstown LEATHER
THE HAGERSTOWN LEATHER CO., HAGERSTOWN, MARYLAND



See us at National Premium Exposition, Booth 63, Palmer House, Chicago, April 28 to May 2.



AMERICA'S GREATEST BOXED SUMMER CANDY VALUES—FROM 1c up
For Corn Games! Stock Wheels! Ball Games! Guess Your Weight and Age! Shooting Galleries! Humidor Packed, Collophane Wrapped. Conform With Pure Food & Drug Act.

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CASH for YOU! MAKE THESE ARTICLES

CASH for YOU! \$30 \$40 \$50
A WEEK AT HOME! FLEXIBLE INDIA RUBBER MOLDS!
MAKE YOUR OWN PREMIUMS, PRIZES, GIFTS, NOVELTIES

See 40 to 80% Made perfect premiums, Prizes, Gifts, Novelties, Toys, Animal Figures, etc. Copy your name, shop or company. Manufacturers for whom you sell 25¢ per piece, or 50¢ per piece, or 1.00 per piece, or 2.00 per piece, or 3.00 per piece, or 4.00 per piece, or 5.00 per piece, or 6.00 per piece, or 7.00 per piece, or 8.00 per piece, or 9.00 per piece, or 10.00 per piece, or 12.00 per piece, or 15.00 per piece, or 20.00 per piece, or 25.00 per piece, or 30.00 per piece, or 40.00 per piece, or 50.00 per piece, or 60.00 per piece, or 70.00 per piece, or 80.00 per piece, or 90.00 per piece, or 100.00 per piece. Write for FREE illustrated catalog.

MOLDS READY-TO-ORDER
We make molds of your own articles. Perfect flexible India rubber molds furnished at only 10¢ each. Each mold guaranteed to hold its impression.

ORDER ONE OF THESE MOLDS NOW
4¢ Horse Delivery
NEW ERA MANUFACTURING CO.
4823 N. Greenway, Chicago, Illinois

Each 25¢ with Order, balance C. O. D.

- #1 25¢ Vase of Boats, Prizes \$ 10.00
- #2 25¢ Boats, Prizes \$ 10.00
- #3 25¢ Boats, Prizes \$ 10.00
- #4 25¢ Boat, Prizes \$ 10.00
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- #99 25¢ Boat, Prizes \$ 10.00
- #100 25¢ Boat, Prizes \$ 10.00

Attain Slenderness, Maintain Health with

EX-ER-CI-SO

Patent Pending



STREAMLINE
HIPS



ROW AND RELAX



ABDOMINAL
REDUCTION

ABOVE IS AN EXACT DUPLICATION OF THE COVER OF A BEAUTIFUL BASIC WHITE CARTON IN TWO COLORS ENCLOSING EX-ER-CI-SO

**PHYSICAL FITNESS IS THE NATIONAL PSYCHOLOGY TODAY
EVERY WOMAN DESIRES--"A STREAMLINED FIGURE"**

The Portability of This Item is a Great Selling Feature — It Requires Only Small Space in the Overnight Bag — In the Home — In the Office — On the Beach — It Appeals to Both Men and Women.

AGENTS—MERCHANTS—CONCESSIONAIRES—PITCHMEN—CONTACT US QUICKLY

RETAILS NATIONALLY AT A PRICE TO REACH THE MASSES—EXCELLENT PROFIT TO THE TRADE

SAMPLE POSTPAID \$1.25

THE NEWARK SPECIALTIES MANUFACTURING CO., 55 HUDSON AVENUE, NEWARK, OHIO

INVENTORS SHOULD NOTE—WE MANUFACTURE AND MERCHANDISE NEW IDEAS

ARMY CAMP NOVELTIES

GENUINE MOTHER OF PEARL NECKLACE

Metal insignia of all service branches swastika on. Shaped like a heart or book. Each in box with plush lining.

DOZEN \$2.00
GROSS \$22.00

U. S. ARMY PILLOW COVERS with inscriptions to MOTHER, SWEETHEART, WIFE, FRIENDS. Many colored emblems and figures. Comes in 2 sizes.

18x18 (Including Fringe), Doz. \$3.75
12x12 (Including Fringe), Doz. 1.80

U. S. ARMY KERCHIEFS. Beautiful colored emblems and soldier figures in action. 24x24, Doz. \$3.50

U. S. ARMY HANKERCHIEF SQUARES. Many colors. Inscribed with poetry to MOTHER - SWEETHEART - WIFE - SISTER. Packed 1 to Box. DOZEN, \$2.00; GROSS, \$21.00

RED, WHITE & BLUE RHINESTONE LABEL PINS. Large Stones. 1.50

GROSS ARMY, NAVY & MARINE LABEL PINS. Gross 2.40

ARMY INSIGNIA NECKLACE. Individually carded. Good 25¢ retail value. 9.00

GROSS COMPACTS WITH ARMY EMBLEM. 3.25

1.75 Dozen. Balance 12. SEND \$2.00 FOR 12 BEST SAMPLE ASSORTMENT

HAMMER BROS. NOVELTIES, INC.

114 PARK ROW, NEW YORK CITY

Late development offered specialty salesmen. The cadmium-plated device, designed to keep hot irons out of reach of children and minimize fire hazard, may be fastened with enclosed screws at a convenient height to walls of the broom closet or laundry. It is rust-proof and is said to keep irons clean. Product of Hang-It Manufacturing Company.

AUTOMATIC SPATULA

The automatic spatula is an item for demonstrators that is as new as 1941. It is said to have instant sales appeal and enables housewives to flip foods like experienced chefs. It is made of durable nickle-plated steel. Product of Coradon Company, Inc.

IDENTIFICATION PLATES

Stamping outfits are offered pitchmen for the making of draft number plates near military camps. The firm also handles a Social Security number line. Product of Reliable Sales Company.

Quicker service is offered by a manufacturer of identification items from new and enlarged quarters, and wider production facilities have led to the establishment of a more complete line of identification items, such as Social Security plates, miniature license plates, bar pins, and club identification plates. Products of Identification Plate & Machine Company.

ROCKING TOYS

A new line of stuffed animals on rockers has been added to a group on wheels. It includes a horse, dog, and bear. Items are large enough to support a child and are made of plush. Another addition is a 30-inch bear with arm spread of 28 inches. It has movable eyes. Products of Arrow Fur Company.

MECHANICAL ITEMS

A new large mechanical turnover dog has been introduced. Item is realistically made and is covered with white plush. It has plenty of action and is described as being attractive. Other mechanical items are a running mouse

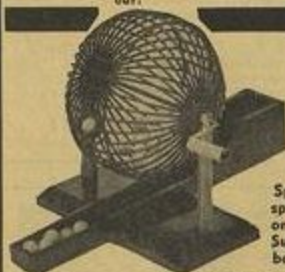
NEW RUBBERIZED SOUND-PROOF BINGO CAGES

2 Types of Cages, with or without chute. IMPORTANT: Rubberized cup of cage guaranteed not to fall out!

300 BINGO BLOWERS

delivered to our jobbers since November 7th!

We thank our jobbers for their co-operation.



Special spring prices on all Bingo Supplies for Jobbers only.

1123 BROADWAY **MORRIS MANDELL** NEW YORK CITY

COMPLETE LINE OF CONCESSION GOODS

For Bingo—Ball Games—Pitch-Till-You-Win—Skee-Balls — Dart Games — Wheels and Roll Downs

AND SLUM

Large Selection of Cans—Dolls—Whips—Monkeys—Balloons—Stuffed Animals—and Large Assortment of Hats

FAST SERVICE . . . Low PRICES

HAMMER BROS.' NOVELTIES, INC.

114 PARK ROW, NEW YORK

AMERICA'S LEADING MANUFACTURERS OF

FELT RUGS

Lowest Prices. Sample, \$1.35. Postage Prepaid. EASTERN MILLS, EVERETT, MASS.

NOW SPECIAL VALUES

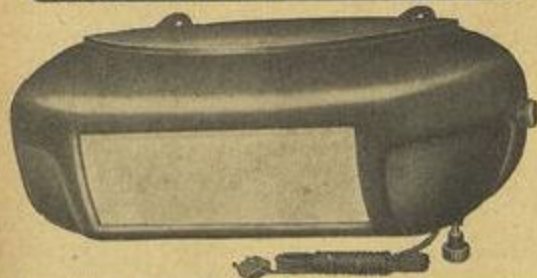
Waltham-Elgin and other famous makes Write for Price List!

18 SIZE ONLY IN LOTS OF 50 \$1.50 EACH Sample 50¢ Extra

M. FRIEDMAN - 74 FORSYTH ST. - N.Y.C.

HOLD EVERYTHING!

GET THE NEW SENSATIONAL

Mell-O-Beam
SIGHT-CONDITIONED BED LAMP

THE PREMIUM EVERYONE WANTS AND NEEDS: Clear the decks for action! Mell-O-Beam will shatter your records for sales and profits! Thousands sold at \$1.95 . . . and now for the first time offered at a new, sensationally low price! Everyone wants this scientifically engineered lamp that throws a soft, glareless light . . . perfect for reading in bed. Clean up with Mell-O-Beam . . . now!

- New Type Diffusion Shield Eliminates Harsh Glare.
- Adjustable Rubber Clamps Easy to Adjust. Won't Scratch.

- Walnut PLASTIC Case.
- Easy-to-reach Switch.
- 6-Ft. Underwriters Approved Cord and Plug.

Individually boxed. Packed 12 or 24 to shipping cartons. F. O. B. Chicago.

Rush Your Order Now by Wire or Letter. 25% Deposit on C. O. D. Orders.

M. H. JACOBS COMPANY
MERCHANDISE MART, CHICAGO, ILL.

YOUR COST
60¢
EACH

with sparkling eyes and a felt covering, turnover pusey, acrobatic monkey, and barking and bounding dogs. Products of Cohen Bros.

SERVICE BANNERS

New service banners for army camp workers are a recent introduction. They are made of blue satin and measure 9 by 12 inches. Attractive shields, with a blue star and red, white, and blue stripes, are emblazoned on them. At the top of the shield is the inscription "A Member of This Family Is Serving His Country." Product of Abbott Company.

MILITARY SOUVENIRS

A firm reports installation of an entire department devoted to military souvenir work. A new item which is said to have great possibilities at army camps is the Garrison rubber hat protector, used by soldiers to preserve their regulation hats in stormy weather. Product of J. Holts.

NECKLACES

Genuine mother of pearl necklaces are now available with a metal insignia of service branches. Items are made for workers who concentrate on military bases. The pearl background is shaped in heart or book form. They come one in a box. The firm also handles other army camp supplies and novelties. Product of Hammer Bros. Novelties, Inc.

PEARL NOVELTIES

A new line of imitation pearl items of the type popular with workers has been placed on the market. A variety of shapes, including leaves, eagles, and ships, are available. Items are manufactured from small shells. Many exclusive shapes and designs are offered. Products of Zaharoff.

SOAP

Pitchmen, wagon jobbers, route men, and crew managers are offered 40-cake boxes of honeysuckle soap at a price said to be a bargain rate. Product of Aco Soap Company.

ENGRAVERS' JEWELRY

A new line of military numbers made especially for engravers is reported to be going well near military bases. There is a large assortment of the items listed in a catalog. Product of Edw. H. Morse & Company.

SOUVENIRS

A wholesaler of American-made and imported Mexican souvenirs offers a wide variety of articles. In the Mexican line are miniature models of pottery, baskets, quilts, lariats, saddles, shoes, boxing gloves, baseball gloves, sarapes, dolls, rugs, book ends, neckties, tablecloths, steer horn eagles, sailboats, airplanes, and art goods. In the American line are a wide assortment of blown glass miniatures. Also supplied are albums, trays, plaques, salt and pepper sets, sewing kits, pen and ink sets, and banks made of cactus wood; rattlesnake ash trays, cactus bowls, toiletries packed in miniature jugs, and Western souvenirs. Products of Gus A. Becker.

THE LATEST IN BINGO

We manufacture the
AUTOMATIC CHROME CAGE

with described in the "WHAT'S NEW FOR 1941" section of this issue.

Send for circulars describing Cages, Blowers, Flashboards, Cards, etc.

THE REINHOLD STUDIO

8 Upham St., Revere, Mass.

WE SERVE THE JEWELER SINCE 1912

To celebrate the occasion of this special issue, we offer an assortment of 12 Wrist Watches, each of a different design, 5 to 15 jewels, reconditioned, new lenses, new dials, straps, etc. Ready to sell to your customer for \$35. Only one assortment to each address. Deposit required to honor the order. On request will ship single samples in order to save correspondence and cost of catalogue, which you must ultimately pay.



ZUSSMAN'S
207 W. Girard Ave., PHILA., PA.

VACUUM CLEANERS, \$4.48 up

Apex, \$4.48. Air Way, \$4.98. Bee Vac, \$6.98. Cadillac, \$6.75. Electro-Vac, \$5.45 (with attachments). Eureka (as illustrated), \$6.48. Federalist, \$4.98. Hamilton Beach, \$6.48. Hoover, \$9.75. Power Duplex, \$8.75. Regina, \$4.98. Royal, \$6.98. Bilt. Rite. Rubum Vacuum Cleaners Work and Look Like New. New cord, plus big wheels, brushes, belt, nickel finish—making left, underside.

Guaranteed One Year

NEW FLUOR-O-MASTER, \$4.09

New Fluorescent Daylight Fixture. Good for home, office and factory. Manganese, sturdy design. Finished in white enamel and chrome. 2 light all purpose, will fit any 4" or 6" fixture or holders and permanent mounting. Flasks two 7-12, 20-Watt Fluorescent Tubes for A-C only. List price \$6.95. Wholesale price \$4.17, less 2% net—\$4.00. Net, \$1.10 each.

NEW TROUBADOR RADIO, \$5.85

AC-DC 4 tubes super-heterodynes. Beautiful plastic cabinet. Size 9 1/2" w, 6 1/2" h, 6 1/2" deep, white. 7 lbs. \$4.00 without (wholesale price). \$4.49 each. Lots of cheap, \$5.97 each, less 2%—\$5.85 each. 1401 V. 1000. Lots of these, \$6.95, less 2%—\$6.71 each. All Merchandise Guaranteed. 25% deposit on all C. O. D.'s, or cash with order.

Write for Catalog
CHICAGO WHOLESALE ELECTRIC CO.
1614 West Madison St. (Dept. 6)
Chicago

NEW LOW PRICE FLASH PENNANTS

For outdoor decorating
ATTRACT ATTENTION To Shows, Roller Rinks, Fairs, Carnivals.

12 x 24 inch Design as shown 25 pennants—\$10.00
Foot Sewed on a strong tape

\$1.00

Also LETTERED PENNANTS for Gas Stations, Gas Fills, Used Car Lots

COMMERCIAL ART PRODUCTS
7645 E. Jefferson Ave., Detroit, Michigan

HOOPS FOR DARNING OUTFITS

BRIGHT SILVER METAL THREE INCHES IN DIAMETER WITH SMOOTH ROLLED EDGES

MADE ESPECIALLY FOR MACHINE DARNING KITS

1¢ EACH
WHOLESALE IN QUANTITIES
WRITE FOR FREE SAMPLE
THE GIBBS MANUFACTURING CO.
CANTON, OHIO

Greatest Money Making Opportunity in All History

Amazing New Machine Engraves FIDUCIA Four dies on machine. No selection. ENGRAVE STAMP SLUGS. ENGRAVE LETTERS. PROBABLY UNDISCOVERED. CHECKS AND MANY OTHERS. Write for Circular. Made in America. **TORPICAL MANUFACTURING CO.** 400 N. W. 12th Avenue, Miami, Florida

MIDGET BIBLE

(Over 200 pages, size of postage stamp, completely legible) And 10¢ 25¢ Pocket Prayer Books on HYPNOTISM, JU JITSU, LUCKY NUMBERS, MAGIC, DANCING, WINNING CONTESTS, PALMISTRY, VENTRILOQUISM, MIND READING & IMITATIONS, etc. etc. Over 100 books on unusual subjects. For premium and big profit selling. Write for prices. This profitable side line!

JOHNSON SMITH & CO.
Wholesale Dept. 1, Detroit, Michigan

AMBER COLORED COMBS

For concentrating purposes. Send for price list.
PETER MORRONI
248 7th St., LEONISTON, MASS.

CHIEF RU-BOW
THE SENSATION OF ARCHERY
A GOLD MINE FOR CONCESSIONAIRES
"HURRY"
GET IN ON THIS MONEY MAKING, FASCINATING SPORT
Send for detailed information, or better still, send \$6.00 for sample and complete instructions for operating a concession.
Cordrey Mfg. Company
CHULA VISTA, CALIF.

IT'S HERE
AMERICAN MADE SLUM
LOVER DOGS, BEARS, SOMERECOS, SWANS, CATS, TOOTHACHE DOGS, WISE MONKEYS, ELEPHANTS, CAT AND BALL, WADES and Many Others.
\$1.00 GROSS
Get Our Big New 100 Page 1941 Catalog
HEX MANUFACTURING CO.
408-470 GENEVA ST., BUFFALO, N. Y. (Est. 1923)
America's Largest Exclusive Carnival Supply Jobbers

BINGO SUPPLIES
"EVERYTHING IN THE BINGO LINE"
"WATCH NEXT ISSUE FOR THE ANNOUNCEMENT OF OUR SENSATIONAL NEW 'METRO' BINGO BLOWER"
Jobbers—Write For Confidential Price List
METRO MFG. CO. 28 W. 15 ST. NEW YORK

Put more "PUNCH" in your SALESBOARD DEALS



Plastic Molded PURSE & POCKET SPOTLIGHT

A "Salesboard natural." Low in cost—irresistible in eye-appeal. Has hundreds of uses. Only 3" high; 1 1/2" wide. Throws most powerful light of ANY pocket spotlight. Completely molded of modern durable plastics in rich, lustrous colors—Ivory, Maroon, Black. Equipped with translucent dome, Mazda bulb and smartly styled plastic switch. Uses 2 Usalite Penlite batteries. Mounted on colorful display specially for Salesboard trade.

Nothing else like it anywhere! Most compact, beautiful and powerful pocket spotlight ever built. Judge it for yourself! Write for sample and quantity prices today!

MAKERS OF RED HEAD SAFETY FLASHLIGHTS
U. S. ELECTRIC MFG. CORP.
222 W. 14th ST. N. Y. • 323 W. 90th ST. CHICAGO



CUTLERY SET

To users of prize merchandise a three-piece butcher knife and cleaver set is offered. The articles are said to be made of drop-forged high-carbon steel and have a high polish and excellent cutting edges. Knives have eight-inch blades and the cleaver is of household size. They bear the stamp of the Good Housekeeping Institute. Salesboard workers are reported to have used the set to advantage in working factories and it is also a good canvassing item, since many people desire a complete set. Route men contacting homes often carry the set for a small commission. Bingo operators have found it a good item because of its appeal. Product of Kleihl Sales Association.

WORLD'S FAIR VIEWERS

New angles for increasing business with World's Fair viewers are offered. They are supplied with 16 World's Fair subjects. It is possible to take pictures of any city, reduce them in size, and place them in the viewers for sale in the city as a souvenir. Product of Bengor Products Company.

WALL PLAQUES

New items that are expected to appeal to the bingo trade are 12 by 14-inch plaster wall plaques bearing colored pictures of fruit. They are reported to be flashy and good items for the bottom shelf of bingo games. Products of St. Louis Art Novelty Company.

TIES

Improvements in the knotting section of ties are announced by a manufacturer. It is claimed that the new tie will wear longer and better as a result of a heavily constructed material put into the tie. The material resists tight knots and prevents creasing. Other features include gold-stamped tipplings, reinforced interlinings, and hand-tailored forms. Product of Hercules Neckwear Manufacturing Company.

A complete new assortment of ties is announced by a firm equipped to furnish any number in any style. Product of Seymour Citrin.

SPARK INTENSIFIERS

Spark intensifiers, items that increase the spark which bridges the gap between spark plugs in automobiles, are offered. Like features the Circuit Master, which is equipped with a red cup, new top, and machine screw bottoms. Product of United Automotive Manufacturing Company.

CLOTHESLINE

Canvassers are offered rubber clotheslines for sale to people living in small quarters. They are said to be especially handy for trailer dwellers. The line, coming in five colors and cellophane wrapped, will stretch to any length up to eight feet and will support 15 pounds.

AMERICAN NURSE
31 inches tall, dressed in Nurse's Uniform with Cape and Cap. Never in the history of doll making has one been designed that has brought such great interest among the trade. Since recently presented, telegrams are pouring in, long distance phone calls and letters are received daily demanding immediate shipments of this most Gorgeous Nurse everybody's friend.
\$27. DOZ.
Packed in individual cartons.
Doll Stands, Each, 20c.

MISS VICTORY
33 inches tall, elaborately dressed in an appropriate patriotic costume. Be among the first to display this most timely, sure-fire, flashy doll. Miss Victory will exceed in sales any patriotic doll now on the market. Good quality satin used in costume and workmanship of the finest.
\$27. DOZ.
Packed in individual cartons.
Doll Stands, Each, 20c.

GOD BLESS AMERICA PILLOW TOPS
Size 16 in. by 17 in., colors Red, White, and Blue. A marvelous number to sell at military training camps and a wonderful bingo sales board or premium number to sell in a m. b. o. Get this while it's new.
\$5. DOZ.
With fillers \$6. Doz.

BOUDOIR DOLLS
Dozen
\$12, \$18, \$24, \$30, \$36

CASH IN on these new original numbers. Manufactured by an old reliable company serving the trade for the last two decades. 25% deposit with orders. Bal. C.O.D.

STANDARD DOLL CO. 36 EAST 22ND STREET NEW YORK CITY

FURS FOR SPRING AT LOWEST PRICES
Great the New Season With a Line of New
FUR JACKETS and BOLEROS
Buy direct from Manufacturer and Save. We have Skunks, Foxes, Thibbles, Kid Skin, Caracul, Lapins, Coon, and many other types.
Up Ask for our Special Price List and Catalogue.
S. ANGELL & CO., Manufacturing Furriers
236 West 27th St., New York, N. Y.

LARGEST, BUSHIEST, GENUINE Fur Fox TAILS
\$5.00 PER 100
\$45.00 A THOUSAND SIMPLY!
Men, Fur, Carnival and Premium Workers' Stock Now this best seller for the most promising season. Tails include 2 strong cords to the top, mohair, bicycles, etc., with colorful silk red, white & blue streamer, or "scented saying" cards. Fluffy accessory & luck charm.
25% Deposit. Balance C. O. D.
H. M. J. FUR CO., 150-B W. 28th Street, New York City

GENUINE FURS: SPRING
Now Ready! 1941 Spring-Summer-Fall line of Boleros, Jackets, Coats, and Scarfs.
NEW BEAUTIFUL FREE CATALOG! The very latest, top-of-the-artistic styles. Nationwide fur price rise has not as yet affected our low price list, due to our large scale production. Must satisfy or money back.
LOWEST PRICES

NEW POST CARD PRINTER \$2.45
Complete with Stencils, Ink and Brush.
Save money printing your own messages on post cards. Easy to write or print ads, notices, announcements in 12 1/2 inch Duplicate. Order direct or write for free literature. Satisfaction guaranteed.
Professional Products Corp.
Dept. 560, Cincinnati, Ohio

Plastic Hearts for Bracelets
Beautiful, sensational new jewel-like Plastic Hearts, in a variety of colors, including the patriotic red, white, and blue heart. Easily engraved. Opens a new field for pitchmen and store workers.
Order your sample dozen now.
1 Dozen, \$1.25
1 Gross, \$9.75
One-third cash with order, balance C. O. D.
ART PRODUCTS CO.
723 Kress Bldg., Houston, Texas

U. S. MILITARY SOUVENIR MERCHANDISE
We carry the largest variety of Jewelry - Leather Goods - Flashlights - Compacts - Pen Sets - Pillow Tops - Belts - Rings - Garrison Rubber Hat Protectors and a complete line of Saleable Souvenir Merchandise, all with Army or Navy insignia.
We Have No Catalog - Write
JAY HOLTZ CO.
Army and Navy Souvenir Specialists
689 BROADWAY NEW YORK CITY

SENSATIONAL OFFER JEWELLED LADIES' BAGUETTE WATCH
With 50 Sparkling Fac-Simile Diamonds
\$4.75
SPECIAL: No. 150—HIGH GRADE JEWELLED Brand New Movement. Guaranteed to keep accurate time for 3 years. Modified from a \$200.00 watch. In Lots of 3. Each sample 50c Extra.
25% Deposit, Balance C. O. D.
SEND FOR CATALOGUE CONTAINING COMPLETE LINE OF WATCHES AND JEWELRY.
FRANK POLLAK
72 DOWERY, NEW YORK CITY

A Headline for HEADLINE PRINTERS
Do you operate a Personalized Headline press? We've just edited and published a new 3-page—3-column Blank Headline Newspaper. New copy. The paper itself is worth the price you will get for it. Genuine laugh-getter.
Your own masthead and dates lines available at no extra cost. Send for proof and read it yourself.
1000 Min. Order \$20.
Each 1000 add \$15.
F. O. B. Wheeling.
Morning Call
P. O. Box 387
Wheeling, W. Va.

BOOST YOUR SALES! JUST OUT! LATEST REAL MONEY-MAKER
COLORFUL Varnished Cabinet
The inter-bleeding of the 4 colors—red, yellow, blue and green—is most striking. These colors combined, with an overall varnish, further enhances the beautiful color tones, thereby magnifying the sales appeal. You get your money back if not the fastest seller you ever handled.
Brings in \$8.00
Sells to Dealers for \$6.00

Year 'Round Appeal
No. D298. The subject—Surprise Bargain Store. It has wide appeal. Spring or Summer, Fall or Winter. Has 80 tabs on front of cabinet. At 10c a cube brings in \$8.00. Perfect for Restaurants, Bars, clubs, hotels, cigar stores, etc. Shipped express or freight, shipping charges collect.
Costs You \$3.95
Lots of 10, \$3.75 Each

SPORS CO. 341 Bijou, Le Center, Minn.

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A BIG SHURE WINNER 1941 CATALOG

It Will Be New From Cover To Cover

This Buyer's Guide for All the Show World
Will Feature the Latest Merchandise
At the Prices You Want to Pay

Watch for Our Mailing Announcement

200 West Adams St., CHICAGO, ILL.
THE WORLD'S LARGEST NOVELTY HOUSE
IS STILL THE MOST PROGRESSIVE

CONCESSIONAIRES! Make Easy DOUBLE PROFITS

With this NEW Double-Seater

CASH IN! Rental operators are being so keen everywhere with the marvelous new "Ranger Scooter." A small initial investment brings quick, sure returns in the right location. In most localities we can arrange to finance you for \$300 or less which will start you with a fleet of Rangers and the profits come rolling in. Rent for \$1.00 per hour (\$2 per hour to couples), also sell to messengers, mechanics, factory employees, stores for delivery! 8 great models, up to 120 miles per gallon and 95 miles per hour. X-membrane all steel frame, 2-speed gear, 1 1/2 or 2 1/2 H.P. Bolo models, sandbars, delivery or sidocar.

Rent for \$2.00 Per Hour to COUPLES



Send for FREE Colored Circular, wonderful low prices, full details on cashing in with Ranger Scooters!

HURRY!
Write for Free color folder, marvelous offers and terms!

CYCLE CO

Mead

Dept. G-7, Chicago, U. S. A.

America's Most Famous Cycle Name for Fifty Years

HI! LOOK! BIG MONEY FOR YOU!

CONCESSIONERS, AGENTS, PHOTOGRAPHERS

New Game, New Merchandise, BIGGER Money MAKERS will keep you out in front all season. The New 127 Way Block-Space, the New Hoop Game, our New Automatic Whirl Pool, and our New ZIG-ZAG Penny Pitch. Nothing like them. And here is a winner for Artists and Photographers. YOUR PHOTO LAMP, beautifully designed with openings for 35 and 127 mm. lenses. Send stamp for illustrated circular and prices. Address: MONARCH NOVELTY CO., 3446 S. State St., Chicago, Ill.

FLASHY PLASTER NOVELTIES

ATTENTION — PARKMEN — CONCESSIONERS — BIG USERS
NOW BIGGER THAN EVER

Incorporate Novelty Extends the Very Best Wishes for a Prosperous Season to All Their Good Friends and Customers. One Day Service At Usual, 25% Deposit On All Shipments. Write for Price List of "Best Plaster." Many New Items.

INCROCCI NOVELTIES

31 PRIDE ST.,

Allegheny 3225

PITTSBURGH, PA.

STREET PHOTOGRAPHERS

FULL LINE OF CAMERAS AND SUPPLIES

We carry the largest assortment of attractive mounts that have ever been made, 25-75 Mounts—Baby pictures—the Aristocrat—city style—city design. Popular, new and popular. Black Backs, fresh and perfect. Developer, our own secret formula. AMERICAN starting at \$22.50; guaranteed perfect. Most attractive Mounts and Frames for the "Post for a Disc" Studio. SERVICE PROMPT and EFFICIENT. Catalogue and Sample of Our Mounts Sent on Request.

KEYSTONE FERROTYPIC CO.

734 SOUTH STREET,

PHILADELPHIA, PA.

Big Flash 4 to 6
Novelty 144 Pieces
Assortments 6-95
Dolls

White Discs, 4 to 6 inches, consists of 12 different numbers, such as Flowers, Book Ends, Ash Trays, Ships, Banks, Statues, etc. A total of 144 pieces, assorted articles. A large selection of popular merchandise for a small investment.

HAWAIIAN NOVELTIES, 1952 Irving Park, Chicago.

Plastic attachments are at each end and plastic hooks coming with the line are reported non-injurious to the faintest clothing. Ordinary clothespins may be used on the line. The outfits come in colorful display cartons. Product of Herschel Lander Company.

WOMEN'S RAZOR

Workers are offered a woman's razor that will sell in drug stores and in dress and beauty shops. It is designed for removal of hair on arms and legs and will also sell in men's shops, since it is handy for trimming mustaches. The item is displayed on an attractive card. The manufacturer also handles a line of safety-razor blades, strope and honers, and strope dressing. Products of Wallenbeck-Moland Manufacturing Company.

NOVELTY FLASHLIGHTS

Two new models of the illuminated key case and pocket flashlight are announced. The key case comes in calf skin and its double-post style permits the carrying of 8 to 10 keys. The small battery and flash bulb embodied in the item may be replaced at a low cost. The pocket flash resembles a pen and is equipped with a snap for the breast pocket. It is now furnished with a pointed Mazda bulb and in five color combinations with nickel trim. Products of Underwood Battery Company.

SKATERS' JEWELRY

A new line of roller skaters' jewelry has been developed. It includes brooches and bracelets in patriotic design, with the roller-skate charm attached. All are designed with safety catches. Products of Heskren Silver Plate Manufacturing Company.

SPEEDY-CLEAN SKIDDLE

A new member of the Speed-Clean family of chrome cookware is the Skiddle, a combination skillet and griddle which housewives have found useful in frying a variety of foods. It is made of heavy gauge steel, thickly plated with chrome. Because of its flat design it clean easily, as there are no sharply upthrust sides forming hard-to-clean corners. Its chrome finish also facilitates ease of cleaning. Prize users predict the item will be one of the most popular on the market this season. Product of the Everedy Company.



Agents are now offered the new Ex-er-ciso Health Builder. Made of soft rubber, it is used to develop or relax tired muscles and is recommended for reducing. The item may be used by sitting on the floor and placing it in the instep, holding the handles near the hips. By rolling the foot back and forth the instep is massaged. Exercise similar to that obtained when bicycling may be secured in the same position by thrusting the feet outward and inward with a rotary motion. Product of Newark Specialties Manufacturing Company, Inc.

EX-ER-CISO

Agents are now offered the new Ex-er-ciso Health Builder. Made of soft rubber, it is used to develop or relax tired muscles and is recommended for reducing. The item may be used by sitting on the floor and placing it in the instep, holding the handles near the hips. By rolling the foot back and forth the instep is massaged. Exercise similar to that obtained when bicycling may be secured in the same position by thrusting the feet outward and inward with a rotary motion. Product of Newark Specialties Manufacturing Company, Inc.

MECHANICAL DOG

A new mechanical dog, equipped with a patented heavy spring motor mechanism which works all four legs in a natural canine walk is offered demonstrators. It is available in sheepskin and in a new fabric, the latter being a recent development. The new fabric resembles sheepskin but enables the manufacturer to produce the item more economically. Product of Casterline Manufacturing Company.

VEGETABLE PEELER

New combination peeler, shredder, and slicer is offered pitchmen and demonstrators. A natural grip handle makes the item faster and easier to use than a knife, and a swiveling blade follows the irregular surfaces of all types of vegetables. Each peeler is mounted on a two-color display card with complete instructions. The firm reported it is well supplied with materials, and production facilities have been stepped up to insure fast, efficient service. Product of Acme Metal Goods Manufacturing Company.

Jobbers, Attention!

The New Arrow Fur
SUMMER LINE
NOW READY



Complete Line of Attractive STUFFED DOLLS & ANIMALS Priced to Make LONG PROFITS.

Write for Complete Information.

ARROW FUR CO., INC.
142 W. 24th St., NEW YORK CITY

JUST DIFFERENT WOODEN WALL PLAQUES



With fruits, flowers, birds, animals, fishes, colonial figures, all beautifully colored, in high relief, so high that the figures stand out as much as 3 inches from the background. Sizes from 5 1/2 inches to 9 1/2 inches. Prices ranging from \$3.00 to \$15.00 per set. Tremendous assortment of designs. Completely illustrated price list mailed on application.

Leo Kaul
Importing Agency
115-119 K South Market St.
CHICAGO, ILL.

Genuine Sea Shell & Mirror Frames

with Religious Subjects. Line includes various sizes and shapes: 2 1/2" x 3 1/2", 3" x 4", 4" x 5", 5" x 6", 6" x 8", 8" x 10", 10" x 12", etc. Complete assortment of self-selling big profit religious pictures. Any picture can be mounted in frames. Send \$1.00 (refundable) for samples. Write

BELLA PRODUCTS CO.

41 Union Sq., N. Y. City

NEW ITEMS!

"Bella" sea-shell medallions, sea-shell key chains, sea-shell brooches, sea-shell plaques, and other novelties. Inquire!

BULOVA—ELGIN WALTHAM—HAMILTON

GUARANTEED LIKE NEW
SEND FOR 1941 CATALOG

BERMAN GREEN CO.
801 Sansom St., Philadelphia, Pa.

CANDY DEALS

"HERSHEY'S"—"BABY RUTH BARS"—"ROCKWOOD'S"—"SUNNYSIDE"—AND OTHER FAMOUS CANDIES! FREE GIFTS! ANDERSON'S 2nd ORDER. \$250.00. Sell Wholesale to Grocers, Candy Stores, Drug Stores, Taverns and Stands —ALL Big Profits! New long profit deals best all we have had in the past and they were the best of the times. You make double profits now! Attractive free gifts. Self-selling counter display vendors, bulk and deal candies. Fast, quick, repeat. Dealer can't remove from shelves but you. Our deals pay up to \$8.00 net profit to you on a single sale. Send for FREE details of our "Mundo Business" New Plan—a gold mine for salesmen and distributors.

CATERLINE BROS.
Dept. 704, 2030 Sunnyside, Chicago

PATRIOTIC DOLLS

In keeping with the vogue for items relating to national defense, two new dolls are being offered, Miss Victory and American Nurse. The former is 33 inches tall and has a patriotic costume. The latter is 31 inches tall and is dressed in a nurse's uniform, complete with cap. Both are reported to be of good quality. Several new boudoir dolls are also available. Products of Standard Doll Company.

LEATHER GOODS

New line of leather goods designed for servicemen is offered by a concession supply house which reports it has a wide range of items priced to meet soldiers' pocketbooks. Included among the items are wallets with army and navy insignias stamped in gold. They are available in different grades of leather. Products of J. C. Margolis.

RAZOR BLADES

A new line of razor blades furnished on attractive display cards is reported. Blades are honed in oil and samples are furnished free for sampling of the trade.

Money-Makers!



"Defense" Auto Plates

Going bigger than ever! Embossed metal plate, 6 1/2" x 10". Each in envelope with fasteners.
 Trial Dozen, Postpaid, \$1.75
 DOZEN LOTS \$1.30
 GROSS LOTS, Per Gross \$15.00
 Prices F. O. B. Chicago

Live Baby Turtles

Fastest souvenir seller today! Bright water-proof colors. Name of city or attraction hand-lettered free.

WALT DISNEY CHARACTERS—Mickey Mouse, Pinocchio, etc., licensed exclusively for turtles by Walt Disney Enterprises. In lots of 100, each, 11c
 FLORAL DESIGNS, SCOTTIE, 10c
 etc. In lots of 100, each, 10c
 SAMPLE DOZEN, Postpaid, \$1.50

WONDER TURTLE FOOD
 10c Seller, Per 100 Envelopes, \$2.80
 All Prices F. O. B. Chicago. 25% deposit must accompany G. O. D. Orders.

COMING MAY 10TH!

A new collection of Central Hills including Army and Navy Novelties. Get on our Mailing List. Write today!

H. Fishlove & Co.
 714 N. FRANKLIN STREET, CHICAGO

NEW! LARGE MECHANICAL TURNOVER DOG

Very Attractive—Full of Action
 Chewed With White Fish.
 Gross \$21.00
RUNNING MOUSE



Runs along the ground very realistically. Man marking eyes, and is covered with natural fur, which makes it look like a real live mouse. American made. Per GROSS \$6.00
 Send 10c for Sample Postpaid.
MECH. PLAYFUL TURNOVER \$24.00
PUSSEY, Original, Gross
LARGE MECH. ACROBATIC CIRCUS MONKEY, Gross, 20.00
BARKING DOG—Barks like a real dog, American made, Gross, 8.50
LARGE MECH. BOUNCING DOG, 22.50
 Gross
 Send 25c for any 1 sample postpaid, 1/3 Deposit, Balance C. O. D. on All Orders. No C.O.D.s.

COHEN BROS.
 108 PARK ROW, NEW YORK, N. Y.

Direct-from-factory purchase is said to reduce selling costs. Product of Ace Blade Company.

PLASTER NOVELTIES

Newest items offered in a large line of plaster novelties for the concession trade are the Flag Boy and Flag Girl. They are 14 inches high, colored, and come with tinsel trimmings. Sample cases of the items are available. Product of Illinois Plastic Products.

PORCELAIN

Concessionaires who had difficulty in obtaining imported porcelain and china figures last year because of the war will be supplied in 1941, a manufacturer in this country reporting development of a similar line. Most of the items formerly imported have been reproduced and many new numbers are being designed. The manufacturer offers a complete list of the figures and also handles whips, trays, pillows, noise-makers, paper hats, serpentine, confetti, novelties, and notions. Products of Hex Manufacturing Company.



JEWELRY SETS

A five-piece jewelry set is offered for premium use. It includes a rebuilt Elgin or Waltham wrist watch, knife, key chain, tie clip, and collar pin, furnished in a velvet-lined gift box. Product of Tucker-Lowenthal, Inc.

SUN GLASS KIT

The manufacturer of a popular-priced sun glass kit reports the use of Crooke's lenses for the first time. Heretofore the lenses were used only in expensive glasses. Product of Imperial Merchandise Company.

SELF-MAILING FOLDERS

A variety of self-mailing folders with many novelty features are offered in a new line. Included are "It's in the Bag," "Just in Case," "Walking the Dog," "I Never Forget," and "Case of Emergency." Folders contain a crystal-like case, with a four-leaf clover. Name, city, or resort can be imprinted on folders. Products of Jackson Publishing Company.

COSTUME JEWELRY

A new item in costume jewelry is a replica of Gargantua, the gorilla. Made in plastic and realistically colored, it stands two inches high and shows the gorilla in a characteristic crouching position. Product of Goldfarb Novelty Company.

MEDICINE

Announced for the med show trade is a new laxative and anti-acid preparation which is said to be mild and pleasing to take. It is called Sal-I-Lax and comes in eight-ounce bottles packed 24 to a case. Product of Cel-Ton-Sa Medicine Company.

Recently announced is a 1941 catalogue listing tonics, oils, salve, soap, tablets, and herbs for medicine show use. Liability insurance is reported to be carried on the merchandise. Products of General Products Laboratories.

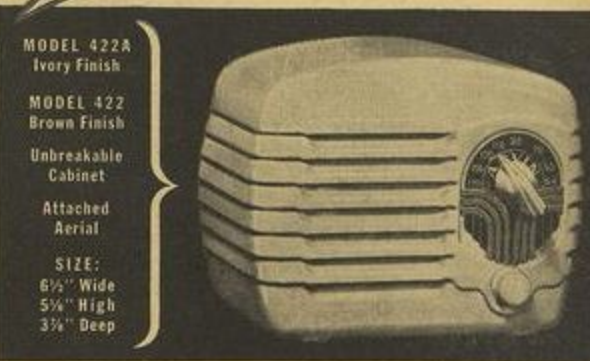
SUNSHINE INTENSIFIER

A new device for obtaining a sun tan in your home is announced. All that is necessary to get a tan is to sit at an open window and let the sun's rays, reflected from the highly polished surface of the item, play upon the face or arms. It is said to do the work in 1/3 the time ordinarily required. Product of Tropical Tan Products Company.

ANGLERS' DEALS

Two new salesboard deals, designed to catch the interest of the horde of enthusiastic anglers, are reported. They

ARVIN Radios
Premium
NEW 4-TUBE SUPERHET VALUE SENSATION



MODEL 422A
 Ivory Finish
 MODEL 422
 Brown Finish
 Unbreakable Cabinet
 Attached Aerial
 SIZE:
 6 1/2" Wide
 5 1/4" High
 3 3/4" Deep

● Here's the value sensation of the year in a low-priced radio for premium trade.

It's a 4-tube AC-DC superhet—a fine-performing little radio in an attractive unbreakable cabinet, ivory or brown finish. And it's backed by a one-year service guarantee from factory to user... So small it tucks away in luggage—so

attractive it wins the admiration of everyone who sees it—so efficient it surprises everyone who hears it. And it's offered by a company that built hundreds of thousands of radios last year.

This distinctive new model is but one of many low-priced radio premium values Arvin offers. See your local Arvin jobber or write direct for catalog and prices.

NOBLITT-SPARKS INDUSTRIES, INC. • COLUMBUS, INDIANA
 AT THE PREMIUM SHOW... BOOTH 34... PALMER HOUSE... CHICAGO
 APRIL 28 TO MAY 2



ELGIN
 SLINGER
 EVOLVA
 WALTHAM
 HANLTON

1941 CATALOGUE NOW READY DIAMONDS AND WATCHES AT LOWEST PRICES

A penny postal will bring you our Watch and Diamond catalog illustrated with the best deals in the country. Write now. Don't delay. Your Order Filled by Return Mail.

QUAKER CITY JEWELRY CO.
 8th & Walnut Sts., Philadelphia, Pa.

DISTRIBUTORS

DEMONSTRATORS—We have developed several new SPECIALTY ITEMS. Send today for Distributors' List.
JUICE MEN—We manufacture a complete line of CONCENTRATED FLAVORS AND FRUIT JUICES. Rush your name and address for new price list.
OHIO PRODUCTS CO.
 903 TROY, N. W., CANTON, OHIO

NEON SUPPLIES

While on the road... make us your Headquarters for NEON SUPPLIES.
 ★ Rush Service to any part of the country.
 ★ Write or wire for FREE 68 page catalogue.

NEON SIGN SUPPLY INC.

2020 W. Walnut Street - Milwaukee, Wis.

FURS

Complete line of FUR COATS, JACKETS, CHUBBIES, etc., in all furs at LOWEST PRICES. Satisfaction Guaranteed. Write for Free Price List. up \$5.50
 AL FEDER, 151 W. 20th St., N. Y. C.

offer nationally advertised equipment. One deal features a Heddon bait casting outfit in a seamless 36-inch steel box. It includes a two-piece split bamboo rod, Lone Eagle level winding reel, Dogwaine line, stringer, and three artificial baits. The Heddon fly-casting outfit comes in a 48-inch display container. It is comprised of a four-piece 12-foot split bamboo rod, extra rod tip, automatic reel, D weight line, 72-inch gut leader, six flies, cloth rod case, and waterproof case carrier. Products of Friedmann-Klein Sales Company.

ARTIFICIAL FLOWERS

Many varieties of artificial flowers for any holiday or event are offered by a specialist in the field. Also available are spray of imitation leaves, vines, ferns, grass, plumes, sheet moss, grass mats, easels, tissue paper, wreaths, Christmas decorations, miniature birds, automobile flag holders, a variety of flower receptacles, and artificial flower making outfit. Products of Frank Gallo.

PATRIOTIC PICTURES

A new item in the patriotic picture field is offered. A battleship is pictured, with the Statue of Liberty in the background. Ship is portrayed as going full speed ahead. It is finished in four colors and carries the slogan "America—Love It or Leave It." Product of S. T. Novelty Company.

CARNIVAL SPECIALS

401 Men's Bamboo Walking Canes.....	Gr. \$4.25
402 Medium Bamboo Canes.....	Gr. 5.50
403 Heavy Bamboo Canes.....	Gr. 6.60
404 Art. O. H. S. Head Canes.....	Gr. 6.00
405 Strap-on Canes with Tassel.....	Gr. 4.50
406 Drum Major Silver Batsos, Bill, Cors and Taper.....	Gr. 8.50
407 Beach Bouncer Balls.....	Dos. 1.00
408 Rubberized Covered Ball.....	Dos. .95
409 Round Balloons for Dart Game.....	Gr. .50
4010 Flying Birds.....	Gr. 2.75
4011 Winking Paper Snakes.....	Gr. 2.50
4012 Large Size China Slum.....	Gr. .80
4013 Fur Monkey.....	Gr. 3.00
4014 Cat Balloons.....	Gr. 2.50
4015 Running Biscuits with Glass Eyes.....	Gr. 6.00
4016 Micky Mouse Squeeze-Mo Dolls (New).....	Gr. 9.50
4017 Micky Mouse Toy.....	Gr. 4.00
4018 Lamp.....	Gr. 4.00

4018 Men's Gill Railroad Watches with Engine on Back—High Fly, Per Doz. \$11.75

WE CARRY A COMPLETE LINE

Featuring Watches, Clocks, Chronometers, Lamps, Smoking Stands, Aluminum Ware, Leather Goods, Fountain Pens, Umbrellas, Cans, Electrical Appliances, Chinaware, Toilet Sets, Beach Blankets, Knives, Opera Glasses, Candy, Flashlights, Zipper Tooth Sets, China Slum, Patriotic Goods and a complete line of Oak Balloons. A 25% deposit is required on all orders.

M. GERBER, INC.

"Underwriting Streetmen's Supply House"

305 Market St., Philadelphia, Pa.

ELGIN, WALTHAM, BULOVA

Renewed Quartz Men's Wrist and Pocket Watches. STARTS AT \$2.95. Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG. LOUIS PERLOFF. 729 Walnut St., Philadelphia, Pa.

All Exhibit Space Sold for Chicago Premium Exposition

CHICAGO, April 5.—Despite the fact that exhibit space was increased 20 per cent this year, all space at the National Premium Exposition has been sold, said Howard W. Dunk, secretary of the sponsoring Premium Advertising Association. The exposition opens at the Palmer House here April 28 and continues thru May 2.

Secretary Dunk said that to date little effect has been felt in the industry because of war priorities and that use of premium advertising in all forms has shown a marked increase this year over previous years.

On April 20 the Premium Industry Club of Chicago will have a luncheon meeting, with M. H. Richards, vice-president of the Premium Advertising Association and premium buyer of the Colgate-Palmolive-Pet Company, as speaker.

Two features are slated for the association's Wednesday round-table session opening at 9:30 a. m., an address by Charles Wesley Dunn on "Premium Law Progress," and the Premium Buyers-Sellers Forum. Dunn is general counsel of the association, the Associated Grocery Manufacturers of America, and the American Pharmaceutical Association. The Premium Buyers-Sellers Forum, in-

augurated last fall at the Atlantic Coast Premium Exposition round-table meeting, is being repeated by demand with a new cast. It takes the form of questions and answers.

Buyers who will take part in the forum are John L. Willett, Burke Famous Foods, Cleveland; Jane E. Condit, Nestlé's Milk Products, Inc., New York; K. K. Lillian, Jewel Tea Company, Chicago; J. A. Vandenberg, Skinner Manufacturing Company, Omaha; Neb.; C. H. Gless, Independent Grocers' Alliance, Chicago, and J. M. Sherwood, Swift & Company, Chicago. Sellers: A. D. Benedict, Barr Rubber Products Company, Sandusky, O.; H. A. Somers, Chicago; E. A. Kreamer, West Bend (Wis.) Aluminum Company; F. L. McCabe, Chicago, and B. J. Audette, Bennett Organization, Chicago. Advertising agency executives: Louise Tiedeman, Compton Advertising, Inc., New York; Coralie Schaefer, Lord & Thomas, Chicago; R. M. Watts, H. W. Kaster Advertising Company, Chicago; Albert Evans Jr., Evans & LeMay, Inc., Fort Worth, Tex.; W. J. Jost, Blackett, Sample & Hummert, Chicago, and Syd Bolinger, Rutnau & Ryan, Chicago.

Wednesday night the premium exposition dinner-dance and entertainment will be held in the Grand Ballroom of the Palmer House.

What's New for 1941!

(Continued from page 69)

subdued gloss, dull finishes, and metallic gold, copper, and silver finishes. Many colors and grades of paper and styles of type are available. Products of the Sullidays Printing Concern.

Letter-Gram stationery, for use in writing brief letters which require carbon copies, has been placed on the market for busy executives and people who occasionally have to write business letters. It is made of 20-pound bond paper in white, cream color, or blue stock, perforated and coded to measure 8½ by 5½ inches, with the printed name and address of the person or firm at the top. Accompanying the stationery is carbon paper. All that is necessary is for the writer to insert carbon paper between the halves of the perforated sheets. When a letter is completed the sheet is torn in half and the copy is placed in a file furnished with the set. A treatise on how to write concise letters is also sent. Product of Valley Printing Company.

STOVES

A one-burner stove is offered the trade. Its specifications call for instant lighting; non-clog, rust-resisting burner; chromium-plated brass fount holding a quart of gasoline sufficient for seven to nine hours' operation; high-carbon steel top grill; brass generator tube; lock-type positive shutoff; built-in pump; separate filler plug; overall dimensions of 7 by 7 inches and shipping weight of five pounds. Product of American Gas Machine Company.

TENTS AND CANVAS

A new two-pole linen tent, the English tropical, is a recent offering. It measures 16 by 30 feet and is supported by two uprights, one ridge, and 18 walpoles. The tent will outwear cotton three to one, according to the manufacturer. Eight ventilators are located along the ridge and two windows are on each side. Walls are made in four sections, with snap cloth attaches. Entrances may be made at any desired section. Product of Diamond Brand Products Company.

Heavily depreciated because renters are demanding new products, huge savings in used tents and allied equipment are offered outdoor showmen in a 1941 catalog. Were tents to be purchased new this year, advancing labor and raw material costs would represent increases in prices of 33 to 50 per cent, according to the manufacturer. Detailed descriptions of sizes, material, workmanship, and condition are given for a wide variety of tents, together with individual prices for tops, poles, stakes, rigging, and sidewalls. The catalog also offers portable dance floors and stage equipment. Product of W. M. H. Vanderherchen, Inc.

TICKETS

Complete lines of tickets and numbered matter of a similar nature are available to showmen. Lines include single roll tickets for admission pur-

poses, double roll tickets for drawings and premium distributions, book tickets of various styles for advance sale promotions, complementaries, and miscellaneous forms required by any type of amusement enterprise. Products of Watson, Williams, & Lick, Inc.; National Ticket Company, American Ticket Company, Elliot Ticket Company, Toledo Ticket Company, Keystone Ticket Company, Daly Ticket Company.

TIGHTS

Changes in specifications have resulted in new designs for tights. While color effects in tights have appeared before, the latest method of combining color and harlequin effects, created by Norman Bel Geddes for Ringling Bros. and Barnum & Bailey Circus, makes them outstanding. New method involves painting the tights, thus producing a startling color scheme. Product of Kohan Manufacturing Company.

TRAILERS

Wide use of trailers by showmen as temporary homes has led a manufacturer to redesign a 1941 line to provide more comfortable living quarters. Five new models are on the market. Their new shape enlarges the floor area by 14 square feet without adding to the length. Double floors and de luxe beds are among other new features. The company reported stepped-up production to handle numerous orders. Product of Schult Trailers, Inc.

A dealer announces delivery of the 1941 line of Schult Trailers and a stock of reconditioned coaches on hand. Product of Sioux Tire & Battery Company.

A de luxe model trailer for year around occupancy featuring an exclusive air circulating principle, "dubi-warm" construction is available to showmen. The principle is said to eliminate drafts and frosty walls and floors, equalizing temperatures from floor to ceiling. Walls and floors are heated by warm air passing continuously between them and outer walls. The system operates by taking air near the ceiling and drawing it between walls and floor by suction of the oil-burning heater. It then passes into the combustion chamber of the heater and out thru the vent pipe. Air on the inside of the coach is circulated by a special principle built into the stove. Another model, recommended for summer use and year around living where climatic conditions are mild, is the same as the de luxe model except that double construction and the heating system have been eliminated. Products of Trowood Trailers, Inc.

Simplification of production and variety of design have been combined in a 1941 line of coaches now in production. Use of four master models simplifies manufacturing, thus maintaining low cost and high quality, yet a wide variety of interior styles is available. In each master model there is a choice of six body colors of five-coat work, giving a finish good for years. In a tandem wheel style there is a choice of nine interior arrangements. All styles may be divided into three separate rooms. Variety of arrangements include dinette in rear or at side, wheelchair bed in rear, permanent bed in rear, lavatories of different arrangements, and three designs

ARMY CAMP MDSE.

AUTOMATIC CIGAR LIGHTER.....	\$2.00
REG. WHITE & BLUE RHINESTONE LAPEL PIN.....	1.25
ANY. NAVY OR MARINE LAPEL PIN. Great Green.....	2.25
GILLETTE SHAVING CREAM.....	.95
Laube or Brushing 25¢ Size.....	.95
TRENCH MIRRORS—3½ inches.....	.60
TRENCH MIRRORS with Stand—5½ inches.....	1.50
ANY. NAVY OR MARINE CAP COVER, Dress.....	2.00
ARMY NAVY OR MARINE RINGS. Ladies. Silver. Plated or Gold Finish. Will not tarnish. Dot.....	1.50

BENGOR PRODUCTS CO. 575 BROADWAY, NEW YORK, N. Y.

ORIGINAL SLIP-NOTIES. New SPRING Style, \$2.50. Dol. Postpaid. Full Sample. Reposters. Send for Sample. Order on Receipt. Free Catalog.

GILT-EDGE MFG. CO. Original Patented 13 N. 13th St., Phila., Pa.

ATTENTION, CONCESSIONERS



Get off to a fast start this season with our new line of MINIATURE STATUES and colorful fruit and flower WALL PLAQUES. Plenty of flash and appeal, large assortment, at NEW LOW PRICES.



NEW SERVICE We make Wall Plaques from YOUR SKETCH OR DRAWING carefully and quickly. Write today for details.

WRITE TODAY for full description of new 1941 wall plaques and statues. NEW LOW PRICES.

TURIDDI ART PRODUCTS 2420 N. Third St. Milwaukee, Wis.

FLASHY-PLASTER

HERE ARE JUST TWO OF OUR MANY ORIGINAL CREATIONS YOU'LL APPRECIATE THE QUALITY OF THE FINISH OF OUR PRODUCT

OUR 1941 PRICE LIST NOW READY

IMMEDIATE SERVICE AND ATTENTION GIVEN ON ALL ORDERS WHEN RECEIVED BY US

2101 "FLAG BOY," 14 inches high, in natural colors and finished. Sample cost \$2.40 per dozen. Cash with order. C. O. D. orders not accepted.

2102 "FLAG GIRL," 14 inches high, in natural colors and finished. Sample cost \$2.40 per dozen. Cash with order. C. O. D. orders not accepted.

DROP IN TO SEE US WHEN COMING THRU ST. LOUIS, MO. WE'LL BE PROUD TO SHOW YOU OUR LINE OF PLASTER NOVELTIES. Illinois Plastic Products. Phone: Grand 9335. A. C. Gullian, Owner. 2130-32-34 Gravois Ave., St. Louis, Mo.

EVERYTHING

Wagon Jabber, House Conversers, Pressing & Baking, Drug Operators, BIG PROFITS, Bug Items, GOGGLES, Lollies, Napoleons, Carded Goods, Sideline Merchandise, SET A F. L. A. G. LABEL BUTTONS, 100 for 95¢. Free Catalog.

SPRING ITEMS: Mink Oakes, Book Inset Cards, Fly Swatters, Beach Towels, Window Cleaners, Etc.

KNIFE & PEN DEALS

Nudors, Patriotic, Midget, Hunting, Jackmaster, 12 to Deal with 1c to 37c Card. Per Deal..... \$1.50. FLASHLIGHT-PENCIL DEAL—12 With Push Card—Takes in 94—Your Cost \$2. Includes Dep. and Postage.

CHAMPION SPECIALTY CO., 814-B Central St., Kansas City, Mo.

having shower baths of large size. All models are divided into at least two rooms. An important convenience is re-designing of refrigerators, either ice or electric, enabling them to be placed in normal position and allowing more cupboard room below. All models have shaving cabinets with mirror and basin. There is additional storage space and rearers are designed so that full headroom extends to the end of coaches. Interior finishes are done in fir, gum, or birch. Other improvements are more galley deck space, improved tables, duo-seat beds, new lighting fixtures, 16-gallon water tanks, new upholstery and drapery cloth, refinements of interior decoration, heavier axles, and electro-galvanized steel rub rails, enhancing the streamlined effect. Products of Vagabond Coach Manufacturing Company.

TRICKS

(See Magic and Mental Supplies)

UMBRELLAS

Brilliant colors in giant umbrellas, with automatic tilting devices, are offered concessionaires wanting protection from sun and rain. They come in red, white, and blue with chromium-finished parts. The manufacturer also distributes a special line of umbrellas for beaches and parks. Product of Amusement Industries.

UNIFORMS

A line of floral designs for cowboy costumes announced this year is reported to be entirely new. Other new features for parade clothing are available. Product of Ben the Rodeo Tailor.

VACUUM CLEANERS

Complete line of rebuilt vacuum cleaners are offered the trade. They represent standard brands and are said to "work and look like new." The firm guarantees them for one year and reports they come with new cord, plug, bag, wheels, brushes, belt, and nickel finish. The company also markets a line of fluorescent lighting fixtures and AC-DC midget radios. Products of Chicago Wholesale Electric Company.

WARDROBE RECONDITIONER

Perma-Metalglow, a preparation for all types of stage shoes, has been placed on the market. According to the manufacturer, the preparation reconditions shoes, giving them a glistening appearance under footlights. It is easy to apply and simple directions accompany the preparation. It is also said to be excellent for hats, gloves, etc. Product of Dorothy Rehearsal Romper & Shoe

WHEELS

(Also see Concession Games)

New lines of aluminum wheels, featuring made-to-order combinations, flash, and trouble-free operation are announced. Sizes range from the popular wheel 20 inches in diameter up to the 36-inch model, the latter an aluminum center wheel of substantial construction. Another 36-inch wheel of glass-faced design comes complete with post and metal-finished base. A two by eight-foot folding dart game is another new item. All necessary signs are painted on the game, which may be played by more than one person at the same time. Improvements are reported on other standard games. Products of French Game & Novelty Manufacturing Company.

A new idea in concession wheels has been supplied. It is known as the Jack Pot Wheel and comes painted in colors instead of numbers. A rubber ball is supplied. The wheel measures 40 inches. Item is one of many in the equipment line handled by the firm. Product of William Rott.

WHEELS (Skate)

(See Rink Equipment and Supplies)

20" ALUMINUM WHEEL



TWO SIDES PAINTED TO ORDER \$13.50

THE POPULAR AND WELL-KNOWN "French" ALUMINUM WHEEL For Merchants, P. & C., Coast Look MUTUAL HORSE RACE WHEELS Write for FREE Catalogue of Wheels and Games NOW!

FRENCH GAME & NOVELTY MFG. CO.
1437 No. 10th St., MILWAUKEE, WIS.

MAKE BIG MONEY

BUY THESE HOT NUMBERS
No. 1500
SUN GLASS KIT
Consisting of Fine Quality Coagile Lens Sun Glass, Comb, Mirror and File, put up in flashy Plaque & Painted Case.
Dress Sets \$1.50
Gross Sets \$16.50

Easy Money * Fast Seller *
3 Pcs. FAMILY COMB SETS
Gentlemen, Pitchmen make big money with our sets. Consist of fine quality Dressing, Greeting, and Pocket Comb. Attractive colors. On Attractive Display Card. Made in U. S. A. 25% deposit with order.
Dress Sets 72c
Gross Sets \$8.40
IMPERIAL MERCHANDISE CO.
895 BROADWAY, NEW YORK CITY

HANDEE
Tool of 100 Uses

A WHOLE TOOL SHOP IN YOUR HAND
Does just about everything on metal, wood, alloys, plastics, horn, bone, glass, etc. Use 100 accessories to grind, drill, polish, root, cut, carve, saw, file, sharpen, engrave. Plug in AC or DC socket.
Save Hours of Work

FREE 64-Page Catalog describes Handee Products and their use in metal & industry.
Order on 10 Days' Money-Back Trial
Five year own, hobby equipment set as a gift. Deluxe Model weighs 12 oz. Speed 25,000 r.p.m., \$18.50 with seven accessories.
Chicago Wheel & Mfg. Co., 114 WEST MONROE ST., DEPT. 99 CHICAGO, ILL.

Yes... Something ENTIRELY DIFFERENT in Radios!



the NEW BABY GRAND PIANO RADIO
New appeal... New design... New profits! Never anything like it. A gorgeous hand finished genuine Walnut or Blond Prima Vera two tone inlaid wood cabinet—authentic reproduction of most expensive grand pianos. Hinged cover and music rack. Patented-feature unexposed dial and knobs. 5 full working tubes, AC-DC radio with patented "Syncto Tenna." Sensationally novel and attention compelling. Get in on this LIVE ONE NOW! Order a sample today.

Get there First!
ORDER SAMPLE TODAY... \$16.95
(Special Quantity Discounts)
Don't wait. Be first in your territory to show this new Baby Grand Piano Radio. It's a sure winner. Order sample NOW!

Exclusive National Premium Distributors
EVANS NOVELTY CO.
A Division of Premium Sales Co.
DEPT. D-2, 800 W. WASHINGTON STREET, CHICAGO, ILL.

WIGS AND SUPPLIES

A large variety of wigs for professional purposes, including modern, historical, and comic characters, is offered in a new catalog. Human hair wigs for civilian use also are available. Accessories include a variety of foundations, spirit gum, etc. Products of Grand Wig & Novelty Company.

Wider varieties in the Arranjay line of wigs, suitable for professional purposes, masquerades, dolls, etc., are offered in a recently issued catalog. They are available in modern, historic, fantastic, comic, and character styles. Also manufactured are human hair wigs, suitable for civilian use, which may be combed and dressed. They are light in weight, form fitted, and made under the most sanitary conditions. Accessories such as beards and mustaches, wig foundations, spirit of gum, etc., are also available. The manufacturer also redresses old wigs. Products of Rosen & Jacoby.



7-12-40-60-120-Watt Sound Systems and Accessories. LATEST IN MODERN DESIGN BUILT TO SHOWMEN'S SPECIFICATIONS for hard and continuous service. We have systems that have been in continuous service for EIGHT YEARS with leading carnival operators. Send for latest catalogue and special net prices to showmen.

RAY-LAB, INC.
Grand Central & 11th Street, Elmira Heights, N. Y.

Akron Official Boosts Bingo; Advocates Legalizing Game

AKRON, O., April 5.—Bingo was thrust back into the political spotlight here as Ben F. Graves, councilman, started circulation of petitions to legalize and license the game. Long a proponent of legalized bingo, Graves said his plan would raise \$200,000 annually in revenues and would eliminate the need of new taxes.
The councilman will seek 10,000 signatures for his petition, which will be submitted to council at the same time Graves introduces an ordinance legalizing bingo and providing for the licensing.
At the same time Council President Edward O. Flowers asserted that he would make bingo one of the planks of his mayoral platform. Under his plan it would be up to the mayor to decide where the game could be played. Flowers suggested a 50-cents-a-game fee for fran-

ternal organizations and \$1 for other places. The money would be paid to the city finance department and be split equally between the license holder, charity, and the city's general fund.
Graves disclosed that he had found 116 cafe operators in the city willing to pay as high as \$10 a week for a bingo license. There are 50 others who would pay as much as \$5, while a small number of establishments with limited seating capacities are agreeable to fees up to \$2.50, he said.
Assistant Law Director Harold Mull held that council cannot license bingo because it is nothing more than a variation of keno, specifically outlawed by the State statute. Such authorization could only come from the Legislature, he said. Bingo in Akron has been under ban for more than a year.

SELL TIES-OVER 100% PROFIT
IT STARTS YOU IN BUSINESS
Six Line Tie, Sample 15c, Doz. \$1.50; Side-On Tie, Sample 25c, Doz. \$2.40; Curteen Made Tie, Sample 20c, Doz. \$1.50; Hand-Made Tie, Sample 35c, Doz. \$9.60. 25% deposit, balance C. O. D. **PHILIP'S** Wigs for FREE Wholesale Catalog. **PHILIP'S HATWEAR, 20 W. 22d St., Dept. 8-20, New York**

CHERRY LLE BED SPREADS
Deluxe Spreads, Beach-Capes, Topcoats, Maccoats, Children's Robes, Rugs for better class resort and novelty shops. In-statement sets. State business fully. **GA. BED SPREAD CO., 8-6, Nelson St., Ga.**

25 YEARS of LEADERSHIP

OAK HYTEX BALLOONS

A QUARTER CENTURY of making balloons reaches a climax in 1941 in a line that is truly bigger and better than ever.

Each year Oak has produced the leaders—the big money getters. In this, our 25th anniversary year, OAK-HYTEX superiority is even more pronounced. This year, as usual, it's more profitable to sell OAK.

SQUEEZE-ME DOLLS

AN EXCITING NEW line—different—popular—fast selling.

Not balloons, but inflatable toys made of thick, strong, pure latex rubber. Fitted with device that makes them squeal when squeezed.

They're the sensation of 1941. And they'll get you a lot of money. Ask your jobber, or write us for full details.

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ANOTHER NEW and outstanding creation. Flashy "all-over" designs, produced by exclusive Oak process. Gorgeously colorful.

Four different center designs, and broad stripes above and below (in 3 colors) completely encircle the balloons. You have never seen anything like them. They're a tremendous hit.

MICKEY MOUSE HEADS

ALWAYS a reliable money getter. Inflatable head and ears. One of Oak's many fast-selling Walt Disney novelties.

Sold by the Leading Jobbers

Safeguard profits. Get OAK-HYTEX balloons in the Blue Box with Yellow Diamond Label.

The **OAK RUBBER Co.**
RAVENNA, OHIO

For PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

FRANCIS MITCHEL . . . and Jack Beard are in Oklahoma City, working in a paint factory, but are ready for the road. They ask for pipes from Toby Johnson, Elmer Kain, Soapy Williams, George Ward, Les Williams, and Charley Williams.

THE OUTDOOR SEASON in the North is almost at hand.

PROF. JACK SCHARDING . . . opened on the beach at Long Beach, Calif., last November in the same store he had the two previous winters and closed there week before last to go to Texas and Oklahoma. He is still pitching health charts and horoscopes to fair business. He says visitors at Long Beach recently were Mary Ragan, Hero Johnson, Doc Sage, and Johnny Valte.

JACK ELWITE . . . is reported to have opened his jewelry stand at Long Beach, Calif., and the Wilson brothers are there with rug needles.

MEMORIES: Remember the time Bill Devero was riding at night between towns with a middle-aged man who had a few days previous purchased the car and didn't know much about it? While en route a coupling on the gasoline tank broke and the gasoline began to leak. Bill, the better acquainted with automobile mechanism, began an investigation. While both were on the ground Bill asked the owner of the car if he had a light, meaning a flashlight. Excitedly, the fellow quickly struck a match, with the result that they left the remains of the car by the side of the road and went into town with a passing motorist.

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Get the Pen That Makes You Money

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New Push-Filler Pens—Lever Pens—Combinations.
The new Waltham all-pearl package gets you the real money. Write for price list on all types Waltham pens.
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Draft and Order
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Die Set and Stamping
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The Newest and Best Low-Priced Line of
PENS—SETS—COMBINATIONS
New Push-Filler (Illustrated) and Lever-Filler
Types Backed by ARGO'S Reputation
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Get a territory, Patriotic Calendars, Holiday "Living
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OF WAR" thrilling stories by wounded soldiers;
"5th Column Exposure," by J. Edgar Hoover, list 50¢
communist in government job. Will Rogers strip-
ping John Birch. Flag Respect, Robin, Oct.
27-28, all 10¢-25¢. Samples 10¢ with copy U. S.
2nd Cl. Linc. **VETERANS' SERVICE MAGAZINE**,
768 Duane St., New York.

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Write today for new wholesale catalog of Tonics, Oil,
Salve, Soap, Tablets, Herbs, etc. (Product Liability
Insurance Carried).
GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmacists
137 E. Spring St., Columbus, Ohio

DOC HAAS . . . and Doc Paul Hunt are still pitching in Jack Malone's store in Long Beach, Calif.

GY YOUNG . . . is doing well in New York with your-name-on-a-sea-shell brooch. Says he had the best winter in years with this item and that he has booked a spot with it in Atlantic City. Boys working here

NEW LINE 1941 JEWELRY NOW READY

Military Jewelry
Signed Pink
Rings, Bracelets,
suitable for en-
gravers; Mother-
of-Pearl Lockets,
Cameo and White-
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Complete samples, \$2.
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N. Y. 41

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SELLS FOR 25¢—COSTS 5¢
The sample and full information, send 25¢
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Supplies and Equipment for Miniatures

X-RAY ILLUSIONS \$2.50 PER 100

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75 CENTS PER GROSS
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Either Sample for a Dime
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help you to get quick 100% to
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Write for price list on Paper Soap, Tissues, Lubri-
cants, Tablets and Salves. Under your own label
if you wish. We also carry fast-selling Hero
Packs on the market, formula attached. Price
right; plenty margin for you.

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ROLLED GOLD PLATED WIRE
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Exact colors, designs for every state, in size-like frame and beaded key chain. Exclusive with us—

FREE LOST KEY SERVICE!
A tremendous success in 1940's big sale at \$5.00 Per 100

For lowest prices on complete outfits, stamping machines, etc., write us today!

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When out in the Western States—Colorado, New Mexico, Arizona, Utah, Nevada, Montana, Wyoming, Western Nebraska and Western Kansas, write the leading agriculture publication in the West. Make yourself more money and easier. State experience and give name of some of the publications worked for. R. SHAVLIK, The Western Farm Life, Denver, Colorado.

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7 Jewel, 18 Size, in G. H. Engraved Cases, at

Send for Price List. Money Back If Not Satisfied. CRESCENT CITY WATCH MATERIAL CO. 113 N. Broadway, St. Louis, Mo.

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Write for Price List

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MILITARY JEWELRY! BEST SELLING STYLES

Ready for delivery now—a big line of Military Insignia Rings, Identification Bracelets, Lockets, Combs, Billfolds, Pins, Costume Jewelry. Catalog now being prepared. Meanwhile, contact us by letter. (State your business.)

HARRY PAKULA & CO., 5 N. Wabash, Chicago

NEW 1941 STYLES ENGRAVING JEWELRY

"Coming Up"—A bigger 1941 line of "Engraving Pins"—new designs, new ideas! All "1941 styles" will be ready for delivery by Decoration Day. Meanwhile write for Catalog No. 24. (State your business.)

NATIONAL DEFENSE

Has brought aviation up in front as never before. Our new model streamlined Aeroplane set will be a top selling item at Airshows, Parks and Fairs. Dazzling new colors with spinning propeller. Planes come packed one gross to carton, priced now at \$7.50 per gross. 25% with order, balance O. O. D. Samples prepaid 25c. No catalog.

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ENGRAVERS

New numbers? Of course. Military, Sports, Resorts, Parks, Carnivals, Fairs, Shows, Store dems. No matter where you work, we have merchandise to fit your needs. 10c to \$5.00 retails. Electric Engraving Equipment.

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Hand Painted on silk in 4 colors. Sells on sight to Clubs, Stores, Factories and Homes. Hustlers making big money now.

Size 9x12 per gross . . . \$18.00
Sample doz. 5.00
Size 18x20 per hundred . . . \$45.00 with Gold Fringe
Size 18x30 per doz. 6.00 with Gold Fringe

Sample of each size mailed prepaid for 75c. Also closing out stock of "God Bless America" Banners at Half Price all state.

Lawes & Mills, Mfrs.
811 MADISON AVE., PITTSBURGH, PA.

are Mike and Ike and one of the Ragan girls. He says cops are not so hostile since the close of the World's Fair.

DON'T FORGET that when you're an aid to the pitch profession, you're materially helping your own interests.

JACK DILLON . . . is pitching oil at Ocean Park, Calif.

BOB POSEY . . . is still on the sick list at Abilene, Tex., and will not be able to move for possibly 10 days. The weather has been wet and cool, he says, and no pitchers in sight. He will head north when he is able. Al and Ann Decker, Al and Ann Stein, and A. L. (Needles) Richards are asked to pipe in.

IT'S ABOUT TIME the boys begin following the warm weather north, isn't it?

R. E. LEE . . . tips that Buffalo downtown streets can be worked and that plants there are running 24 hours daily. Pitchmen seen there were Charlie Gow, cement; Irish O'Leary, of candy fame, and Jack Smith, sea-shell brooches. All were reported doing well.

SLIM RHODES . . . and his partner, Bills, of jam fame, are reported making week-end spots around Birmingham, Ala. They are leaving soon for Nashville, Tenn., and St. Louis.

A NUMBER of Northerners report their feet are itching.

JAMES ROWAN . . . typewrites from Texarkana, Ark.: "I recently ran across the two aces of pitching in Texas, Tommy Adkins and George

DEMONSTRATORS: Always Get Money with these PEELER WORKERS: Popular Sellers

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SAFETY GRATERS **ROTARY MINCERS** **SPIRAL SLICERS**

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Season's Best Sellers!! Engravers Jewelry

Hollowed Hearts Charms with various designs. Can be had as charms as shown or as bracelets, pendants, etc.

No. 14
The neatest and best looking Mother Pin made. Heavily gold plated. Guaranteed to wear. \$12.00 per gross.

No. 40
Hand made rolled gold wire genuine Ocean Pearl Mother Pin. Always a good seller. \$15.00 gross. Best grade, \$24.00 gross.

Catalog ready first week in May—Write us for a copy.

AMERICAN JEWELRY MFG. CO., 19 WASHINGTON STREET, PLAINVILLE, MASS.

MILITARY JEWELRY
14 KT. GOLD FINISH

Each Pin on Tissue Card—Cellophane Wrapped

12 Outstanding Souvenir Pins, Each With Army Eagle Insignia in Beautiful Hard Enamel, Such as Crossed Rifles—Sabres—Tanks—Aeroplane—Etc.

Assortment Consists of 12 Designs. Special Price—1 Dozen of Each Number (Regular 50c Value) . . . \$18.00 Gross

In 3 Gross Lots. Name of Camp or Fort Can Be Included on Shield at No Extra Cost.

Send \$2 for 1 DOZEN SAMPLES—POSTPAID. We Carry a Complete Line of Souvenir Bracelets—Lockets—Leather Brooches—Etc. With Insignias for All Branches of Service.

NO CATALOG. Send Deposit If You Want Additional Samples.

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TUMBALLOON

TOSS HIM UP STANDS TO HIGH

BY HAND OR BY AIR

STANDS 27" HIGH

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TOMMY TOSS-MOUSE
TUMBALLOON

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STANDS 27" HIGH

WE LAUGH ON HIS FACE!

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TOTO THE CLOWN
TUMBALLOON

CHEAT AT EVERY SHOW

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"BLINKER"
The Wise Old Bird!

ANOTHER CLEVER BARR TUMBALLOON

STANDS 32" HIGH

THE BARR RUBBER PRODUCTS CO., SANDUSKY, OHIO

Selective Service Mail

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

A. Sauerwein, Tommy was at a sale in Douglassville and George at the first Monday trade day in McKinney. Both were garnering the mammas. George, with drops, had the biggest tip I ever saw on a trade lot and he held them for over an hour until he made the passout, and when he made it I thought the Texas would never stop buying. I have been writing sheet for 14 years and I want to say it was a sight to behold the way this man works. Why is it that such topnotchers seldom pipe in? Seeing Adkins and Sauerwein work has inspired me with the determination to make Texas my winter headquarters every year from now on.

JERRY, THE JAMMER, SEZ: "May flowers will be appreciated, but pitchmen who are on route during April will be satisfied if the showers of rain are exceptionally light."

JIMMY ARCO . . . working in tinment and corn med, recently arrived in Pittsburgh. He ran into Doc Mitt Bartok there. Jimmy is leaving soon for the auto factories of Michigan.

ARE YOU PREPARED to ramble, boys and girls? The season is on, you know.

UNUSUAL . . . Stanley Naidrett is in this lengthy pipe: "There are plenty of good pay-day spots for outside boys in Birmingham. Also I am enjoying my third week here in Silver's on the juicers. There is a worker in the S. H. Kress store here with a nice layout of juice and glass knives. When I was in Columbus, Ga. (Fort Benning), recently I ran into Phil Sloan, jewelry purveyor, wearing Uncle Sam's uniform. He had been married only a week when the draft caught him. I would like to

SPRING SPECIALS AND Army Camp Merchandise

RED, WHITE & BLUE RHINESTONE BAR LAPEL PINE	Gross \$1.25
TRENCH MIRROR—3 1/2 inches, Extra fine finish	Dozen .60
ARMY, NAVY & MARINE RINGS—Very special price	Gross 1.25
ARMY & NAVY & MARINE EMBLEEM LAPEL PINS, Gift finish	Gross 2.20
GENUINE LEATHER WALLETS with embossed Army and Navy insignia	Dozen 1.85
CIGARETTE BOXES, Glass—Army & Navy insignia	Dozen 3.60
TWO PACKS	Dozen 3.60
COMPACTS, with Army & Navy Design, Beautiful	Dozen 1.95
SILK HANKERCHIEF HOLDER with Emblem, "To Mother" or "Sweetheart. A Beautiful	Dozen 1.95
NOSEY PILLLOW TOP, made Navy Silk with Ringed Edge; Army & Navy Insignia	Dozen 1.95
WALL PLAQUES, an extraordinary new item, patriotic, religious, or scenery subjects, made with artificial flowers, glass enclosed, Dozen in box	Dozen 1.85
Depot of 25¢ with all C. O. D. Orders 1,000 Items. Buy. Send all orders to N. Y. only. Catalog Free on Request.	

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Our Only Mailing Address
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WORLD'S LOWEST PRICED WHOLESALE

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Make Money With Leading Poultry Paper. Every farmer is prosperous. A thousand \$1.00 each. Do not need any wasted East of Mississippi River and North of Tennessee and Carolina. Write for details. H. G. Genshoff, 44 Main St., Mount Morris, Ill. Room 301, Sandstone Bldg., Mount Morris, Ill.

4 FOR 10¢ PICTURES!
ONE MINUTE PHOTOS
Something New—Make Money. Patriotic Folders & Mounts. Glass View East FRAMES for 4 for 10¢. Pick-Ups from Stock Mounts. All Sizes. Folders, Post-Card, 2x2, 2x3, 2x4, 2x5, 2x6, 2x7, 2x8, 2x9, 2x10, 2x12, 2x14, 2x16, 2x18, 2x20, 2x24, 2x28, 2x32, 2x36, 2x40, 2x44, 2x48, 2x52, 2x56, 2x60, 2x64, 2x68, 2x72, 2x76, 2x80, 2x84, 2x88, 2x92, 2x96, 2x100, 2x104, 2x108, 2x112, 2x116, 2x120, 2x124, 2x128, 2x132, 2x136, 2x140, 2x144, 2x148, 2x152, 2x156, 2x160, 2x164, 2x168, 2x172, 2x176, 2x180, 2x184, 2x188, 2x192, 2x196, 2x200, 2x204, 2x208, 2x212, 2x216, 2x220, 2x224, 2x228, 2x232, 2x236, 2x240, 2x244, 2x248, 2x252, 2x256, 2x260, 2x264, 2x268, 2x272, 2x276, 2x280, 2x284, 2x288, 2x292, 2x296, 2x300, 2x304, 2x308, 2x312, 2x316, 2x320, 2x324, 2x328, 2x332, 2x336, 2x340, 2x344, 2x348, 2x352, 2x356, 2x360, 2x364, 2x368, 2x372, 2x376, 2x380, 2x384, 2x388, 2x392, 2x396, 2x400, 2x404, 2x408, 2x412, 2x416, 2x420, 2x424, 2x428, 2x432, 2x436, 2x440, 2x444, 2x448, 2x452, 2x456, 2x460, 2x464, 2x468, 2x472, 2x476, 2x480, 2x484, 2x488, 2x492, 2x496, 2x500, 2x504, 2x508, 2x512, 2x516, 2x520, 2x524, 2x528, 2x532, 2x536, 2x540, 2x544, 2x548, 2x552, 2x556, 2x560, 2x564, 2x568, 2x572, 2x576, 2x580, 2x584, 2x588, 2x592, 2x596, 2x600, 2x604, 2x608, 2x612, 2x616, 2x620, 2x624, 2x628, 2x632, 2x636, 2x640, 2x644, 2x648, 2x652, 2x656, 2x660, 2x664, 2x668, 2x672, 2x676, 2x680, 2x684, 2x688, 2x692, 2x696, 2x700, 2x704, 2x708, 2x712, 2x716, 2x720, 2x724, 2x728, 2x732, 2x736, 2x740, 2x744, 2x748, 2x752, 2x756, 2x760, 2x764, 2x768, 2x772, 2x776, 2x780, 2x784, 2x788, 2x792, 2x796, 2x800, 2x804, 2x808, 2x812, 2x816, 2x820, 2x824, 2x828, 2x832, 2x836, 2x840, 2x844, 2x848, 2x852, 2x856, 2x860, 2x864, 2x868, 2x872, 2x876, 2x880, 2x884, 2x888, 2x892, 2x896, 2x900, 2x904, 2x908, 2x912, 2x916, 2x920, 2x924, 2x928, 2x932, 2x936, 2x940, 2x944, 2x948, 2x952, 2x956, 2x960, 2x964, 2x968, 2x972, 2x976, 2x980, 2x984, 2x988, 2x992, 2x996, 2x1000, 2x1004, 2x1008, 2x1012, 2x1016, 2x1020, 2x1024, 2x1028, 2x1032, 2x1036, 2x1040, 2x1044, 2x1048, 2x1052, 2x1056, 2x1060, 2x1064, 2x1068, 2x1072, 2x1076, 2x1080, 2x1084, 2x1088, 2x1092, 2x1096, 2x1100, 2x1104, 2x1108, 2x1112, 2x1116, 2x1120, 2x1124, 2x1128, 2x1132, 2x1136, 2x1140, 2x1144, 2x1148, 2x1152, 2x1156, 2x1160, 2x1164, 2x1168, 2x1172, 2x1176, 2x1180, 2x1184, 2x1188, 2x1192, 2x1196, 2x1200, 2x1204, 2x1208, 2x1212, 2x1216, 2x1220, 2x1224, 2x1228, 2x1232, 2x1236, 2x1240, 2x1244, 2x1248, 2x1252, 2x1256, 2x1260, 2x1264, 2x1268, 2x1272, 2x1276, 2x1280, 2x1284, 2x1288, 2x1292, 2x1296, 2x1300, 2x1304, 2x1308, 2x1312, 2x1316, 2x1320, 2x1324, 2x1328, 2x1332, 2x1336, 2x1340, 2x1344, 2x1348, 2x1352, 2x1356, 2x1360, 2x1364, 2x1368, 2x1372, 2x1376, 2x1380, 2x1384, 2x1388, 2x1392, 2x1396, 2x1400, 2x1404, 2x1408, 2x1412, 2x1416, 2x1420, 2x1424, 2x1428, 2x1432, 2x1436, 2x1440, 2x1444, 2x1448, 2x1452, 2x1456, 2x1460, 2x1464, 2x1468, 2x1472, 2x1476, 2x1480, 2x1484, 2x1488, 2x1492, 2x1496, 2x1500, 2x1504, 2x1508, 2x1512, 2x1516, 2x1520, 2x1524, 2x1528, 2x1532, 2x1536, 2x1540, 2x1544, 2x1548, 2x1552, 2x1556, 2x1560, 2x1564, 2x1568, 2x1572, 2x1576, 2x1580, 2x1584, 2x1588, 2x1592, 2x1596, 2x1600, 2x1604, 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Pitchdom Five Years Ago

Harry Woodruff was in Marion, O., still selling pens. He and his wife were working toward the West Coast, where they planned to settle down. Many coupon men were in Marion. . . . George Richard had been laying off in Miami. Many med men were there, including Doc Harold Woods, Doc Bert Cayton and wife, Doc Paul Ballard, Doc Jack Moulton; Clarence Gehrue and wife, Sonia; F. L. Purgerson, and Doc Ross Dyar. . . . D. J. Lambert found Dallas spots scarce. . . . Ellwyn Sprout was in Richmond, Va., en route north from Florida. . . . Mack-Murray Players, med show, after playing school auditoriums all winter with "Tom," were ready for the new season at Marion, O. Nelson Edwards, part owner, had recovered from an illness. . . . George J. (Heavy) Mitchell saw Frenchy Thibaut and Al Rice working X-rays and rad to good biz in Gary, Ind. He also met Otis (Sooty) Scott there working blades. Mitchell was working med. . . . Mrs. E. R. Street, owner of the Reagan Bros' Show, was in Clarksville, Tex., and the show was doing ok. . . . Tipton's Show was getting good play in Georgia. . . . Earl Hunter and H. L. Crumpton were in Chattanooga, Tenn., winning some fair money with blades and watches. . . . Tate McAllister was in Wolf Point, Mont., after working watches in North Dakota and Minnesota. The territory was tough because of much snow. . . . Doc Earnest was working med to poor business in Asheville, N. C. Doc B. T. Berugas had his med store going all winter in Asheville and was set to open his med platform April 15. . . . Milton Botwin, of the National Health Association, New York, was operating a pitch health store in Miami. Business was so good that he planned to continue the store for several months. . . . That's all.

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This is the outstanding fastest selling lamp in the country, and THE ONLY LAMP OF ITS KIND MADE. This is the only lamp that works on both AC and DC without special installation. Comes in two sizes, 15 inches and 24 inches, both single and two tubes.

JUST PLUG IN AND USE
Fits any light socket
Fits all currents—AC & DC
No expensive installation
No adjustment
Comes ready to use

BUILT FOR LIFETIME SERVICE
THE ONLY FLUORESCENT FIXTURE THAT WORKS ON BOTH A.C. AND D.C.

FOUR TIMES AS BRIGHT AS ORDINARY ELECTRIC LIGHT

LOWEST PRICE ON MARKET
Salesmen, agents and canvassers are making big money selling direct to stores, restaurants, garages, print shops, hotels, offices, and homes. Individual salesmen are selling hundreds of lamps. They are making a profit of \$3.00 to \$4.00 per lamp and at that price are able to sell below the regular electric supply houses because we sell direct to salesmen at regular wholesale jobbers' price and because other fixtures require service, wiring or installation charges. This is the fastest selling real money maker on the market.

- Model 1. Holds one 24" tube. Retail complete for \$9.00. (Lamp retails for \$7.00; tubes for \$1.25).
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- Model 4. Holds two 18" tubes. AC only. Retail complete for \$10.20.
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PRICES INCLUDE TUBES!
UTILITY 6 UNIT



MODEL 7. 18" long for 4" holder.
MODEL 8. 24" long for 6" holder.
Holds two tubes. AC only. Retail complete for \$11.20. COST (with tubes), \$5.95

PRICES INCLUDE TUBES!
Write for full information and for free catalog of full line of lamps.
MASTERLITE LAMP COMPANY, Dept. F
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BIG MONEY QUICK



HONOR ROLL
I Pledge Allegiance
I Entered
I Dedicate

Copyrighted 1941 U. S. Pat. & Eng. Co.
HONOR ROLL CERTIFICATE
Size: 9x12 inches. 3 Beautiful Colors.

Sheet Writers, Banner Men, Agents, Salesmen, MUG JOINT OPERATORS.
Biggest money-maker since World War. Every mother, wife, sweetheart, employer, soldier, sailor, marine & ready customer. Beautiful 3-color Honor Roll Certificate. Get in on ground floor. Write today.

Quantity	Each	Wholesale Price	Total	Each	Retail Price	Total	PROFIT
50	.15	\$ 7.50	.25	\$ 12.50	\$ 4.00		
100	.12	12.00	.25	26.00	13.00		
250	.11	27.50	.25	62.50	38.00		
500	.10	50.00	.25	125.00	76.00		
1000	.09	90.00	.25	230.00	190.00		

Send order today and start making money, or send 25¢ for sample and details. Selling Like Hot Cakes—You'll Have to Hurry.

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1640-42 CENTRAL STREET KANSAS CITY, MO.

Events for Two Weeks

TRADE SERVICE
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April 7-13
ALA.—Birmingham, Dog Show, 6.
COLO.—Denver, Dog Show, 7-8.
FLA.—Daytona Beach, Fair, 5-12.
GA.—Atlanta, Dog Show, 10-11.
MASS.—Boston, Dog Show, 9-10.
MINN.—St. Paul, Dog Show, 8-9.
MICH.—Ann Arbor, Livestock Show, 5-11.
N. Y.—Hempstead, Sportsmen's & Boat Expo., 4-11.
TENN.—Memphis, Dog Show, 6.
TEX.—Houston, Dog Show, 6.

April 14-19
ALA.—Attalla, Legion Carnival, 14.
CALIF.—Red Bluff, Rodeo, 19-20.
San Diego, Flower Show, 19-20.
CONN.—Hartford, Dog Show, 19.
GA.—Atlanta, Fat Cattle Show, 15-16.
MO.—Kansas City, Fair, 14-19.
ILL.—Chicago, Greater Olympia Circus, April 18-May 4.
MICH.—Escanaba, Smeit Jamboree, 17-19.
MINN.—Minneapolis, Northwest Sportsmen's Show, 12-20.
Nantesburg, South Miss. Livestock Show, 15-17.
MO.—St. Joseph, Food & Industrial Show, 14-18.
St. Louis, Indoor Circus, 17-20.
Springfield, Metro Better Homes and Food Expo., 14-19.
NEB.—Omaha, Better Homes Building & Electrical Expo., 15-19.
N. J.—Teaneck, Dog Show, 20.
N. C.—Asheville, Dog Show, 17-19.
O.—Dayton, Sportsmen's Show, 13-19.
OKLA.—Bartlesville, Knights of Pythias Fiesta, 14-19.
Sd. Ind. Tri-State Band Festival, 16-19.
Oklahoma City, Dog Show, 19.
S. C.—Columbia, Dog Show, 15.
Greenville, Dog Show, 18-19.
TEX.—Plainsville, Fat Stock Show, 17-19.
Raymondville, Onion Fiesta, 18.
WIS.—Madison, Eagles Kiddie Encampment, 17-19.



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YOU TOO—

You too can profit with the line featured at the N. Y. World's Fair and Treasure Island.

We have just introduced the sensational Black Tom toss-up, the Uncle Sam toss-up and Military Park Special Balloons.

Consult your jobber or send direct for illustrated price-list.

ANDERSON RUBBER CO.
Akron, O. Established 1907



The most popular Mother's Day number



Beautifully hand made of rolled gold wire and mounted on genuine ocean pearl. Can also be had in other designs and shapes. We also sell wireworkers' materials and supplies.

AMERICAN JEWELRY CO.
PLAINVILLE, MASSACHUSETTS

SERVICE BANNER

Thousands of homes will want to display these banners—work Army, Navy and Marine Corps Posts and Camps. Every Man Will Send One Home.

DESCRIPTION

A Beautiful Shield in full color—Blue Star & Red, White and Blue stripes on Blue Satin background. Size 9x12 inches.

PRICE

• **\$16.50 Gr.**
• **\$1.50 Doz.**

Sample Banner 25c. No orders accepted without 25¢ deposit. Write for Prices on Army Pillow Tops, Pennants, etc., including Regulation Army Insignia.

THE ABBOT CO. 76 Spring St., New York City

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Embroidered with Coat of Arms and Inscription, Mother, Sister, or Sweetheart, (Baltimore Sta.), Size 11"x10 1/2", Assorted Colors. Doz. \$2.25. Gross \$24.00.

Design, \$1.50 Doz. \$18.00.

COAT OF ARMS BROOCH PIN—2 1/2"x2 1/2", Gold Plated and Crested with Beautiful Colored Jewel Stones. Glass Back. A High-Class Gift Item. Individually Boxed. 50¢ each, \$8.00 Dozen.

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Same Buttons, with Button Back, 35¢ Doz., \$3.50 Gross.

25¢ Deposit With Order, Bal. C. O. D.

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It's new. Some are making \$50 per week. Sells at Drug, Dress, Beauty and Barber Shops.

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Now, fast selling merchandise, staples and unusual items that offer a big profit. Priced to beat all competition.

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Glass Knives..... Doz. \$2.75
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Suction Cup Sign Holder..... Doz. 45¢
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110 East 23rd St., NEW YORK

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Pitchmen's Favorite

—Also 5 and 10 Demonstrators. Professional Model, No. 2, with an I-Door safety asbestos resistance cord, with roll superior point, \$4.75, postpaid, cash with order. No. 2, same as above, 5-foot cord without switch, \$3.75. Export \$3.00 for C. O. D., plus postage. Guaranteed one year. Money back if not 100% pleased. Exclusive features insure long life. Dependability, constant in use continuously may be held tight close to end of point. No burned off handles, no loose, wobbly points. Engraves gold, silver, very small, medals or big lettering on nearly any smooth material. Fast on silk, celluloid, plastic, bill folders, enamined metal, etc. Two rolls superior gold or silver, 1 1/2" x 1/4", \$1.00; six rolls, \$2.50; dozen rolls, \$4.80. Wire today with express or P. O. money order. We originated the practical electric pencil in 1911. AVOID cheap imitations. R. E. STAFFORD, 2438 N. Meridian St., Indianapolis.

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Selling Jobbers over 20 Years—Specialty ties only—Therefore better values.

No. 1400 Men's Silk Ties (50¢ label) at 16.50 Per Gr.
No. 1650 Men's Wool Ties (55¢ label) at 18.00 Per Gr.
No. 2550 Men's Hand Made (\$1 label) at 33.00 Per Gr.
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10% With Order, Balance C. O. D. Money Back Guarantee. Dozen or more samples sent.

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Selling Fast — Low Prices

CIRCUIT MASTERS—Red Cap, New Top, Machine Sewed Bottoms. Per 100, \$12.00.

SUPER SPARKS—Per 100, \$5.00. Samples 25¢.

25% Deposit With All Orders.

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Sole Owner: Pearl McGready

HURRICANE WINDPROOF LIGHTERS

are New, Modern and Smart. They are smoking satisfaction and enduring smoking convenience. The first true lighter to be proved within the reach of every smoker. Smart Design — Light Weight — Sturdy Construction — One hand operation. Lustrous polished in individual boxes and sets. Guaranteed one year.

Sample 50¢; Dozen \$3.00. NEW METHOD MFG. CO. Box 8-55, Bradford, Pa.

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Go into business for yourself at a small investment. Sell Social Security Plates and Draft Plates, Complete Stamping Outfit for stamping names and numbers on plates, \$4.00. Social Security Plates, \$3.00 per 100. Class \$1.00 per 100. Write for free sample and illustrated circular.

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MEDICINE MEN

You can now have Chocolate Flavored Laxatives under your own name. These are most delicious Flavored Laxatives sold than all the other laxatives put together. Get out with this big 25¢ seller.

1 Gross, \$4.00; 5 Gross, \$16.00; \$3.50.

We Pay All Postal Post Charges.

BURTON LABORATORIES
CINCINNATI, OHIO
Established 1922

All Aboard the Streamlined Med Special

By E. B. GRAHAM

SINCE Doc Frank Halthoos streamlined the medicine show business in the November 30, 1940, issue of *The Billboard*, let's all "take a ride." I have no doubt that the veteran pitchman and med showman has the right motive at heart and is sincere in his intentions, but I don't believe he covered all the facts in his article. First of all, the 10-gallon hat in the Halthoos picture is an old, worn-out idea used in the days of Buffalo Bill. It's true that many med showmen have some sort of oddity or superstition (Willard Griffin once told me he could not work without his boots), so perhaps Doc Halthoos cannot work without his big hat. I sincerely believe it will take more than boots, 10-gallon hats, and a few hand-picked medicine men to streamline the med show business.

I've met several of the well-dressed streamliners whom Halthoos mentioned in his article. It's reported that one of them went to Atlanta. I don't know if that is true, but I do know one of the boys referred to in Doc's article not only did some knocking but "bit" at the medical profession in Florida until

E. B. (DOC) GRAHAM is well known to members of the med show business and pitch fraternity, having spent more than 20 years in the profession. He says he's never been listed in Who's Who, but he did have a rating in Dun & Bradstreet's in 1927. Currently owner and operator of the Golden West Compound Company, Knoxville, Tenn., he at one time directed the Nature Herb Company, Inc., of Seattle, Wash., which he organized.

In 1909-'10 he toured the country under the name of "Captain Graham, the Man From Under the Sea," and among the spots played was White City Park, Chicago. Shortly afterwards he entered the med business and most of his time has been spent "going places and seeing things."

The State was closed to med workers. I've never met Halthoos, nor have I spent my life in the Carolinas or Florida, altho for the last 20 years I've been places and seen things. I've met many med men from the old school but I won't hand-pick their names. I'm merely writing this as constructive criticism and hope that it will help put power into Doc's streamlined idea.

I have never been listed in Who's Who, but I was rated in Dun & Bradstreet's in 1927. I also organized the Nature Herb Company, Inc. I, like Halthoos, am also guilty of stopping at good hotels, such as the Palace, San Francisco; the Baltimore and Muehlebach, Kansas City, Mo.; the old Planters, St. Louis, and the Statler system. I'm writing this from the Pines Tourist Court in Valdosta, Ga., and if anyone thinks it's a flop joint come on down and register for a week. I also banked \$10,000 in one lump in the National Bank of Commerce of Seattle, Wash., and all of it was from med sales.

Assets to Streamlining

I took 10 grand from one location and never sold a single box of medicine for less than \$1 or three for \$2.50. I, too, am guilty of paying high licenses. I paid the city of Seattle \$3,330 at the rate of \$10 per day, plus \$350 per month for rent and my secretary's salary was \$50 per week, in addition to incidentals, and I've had a fleet of new trucks. If any of my people were ever in show business I never knew about it. I could continue at length on this subject, but, like Doc Halthoos, I don't want to be egotistical. Among the med workers I've met and who might make valuable assets to the streamlining idea are Van Cleve, of Portland, Ore.; Marcelle, of Pasadena, Calif.; Doc Howard, Long Beach, Calif.; Doc Heddy, San Francisco; Doc Kavanaugh and Doc Yoder, Detroit; Doc Ward, Bahari, Ga., who spends his winters at Melbourne Beach, Fla.; Doc Davies, Los Angeles, the original ginseng worker of the horse and buggy days; Doc Blanton, Atlanta; Salts Wilbur, Arizona Jack Campbell, Floyd Johnstone, Doc Padgett, Doc Lance, Red Feather, Doc Dewitt Shanks, Doc Stumphi; Doc Hauer, Knoxville, Tenn., and Doc Ross Dyer, from Ohio, who spends his winters in Florida.

I haven't checked on all to determine what class of hotels they stop at, but I've never met one of those mentioned who appeared dirty or ragged. A few years ago I visited Marcelle's home in Pasadena, one of the 30-grand variety. In contrast, I met two docs in Lake Park, Ga., selling a well-known med package marked \$1 at three for 25 cents. While the boys weren't ragged, it won't be long until they are naked if they continue to operate at those prices.

I honestly believe that the market-basket medicine man and cheap manufacturers have been the mainmost causes for the Copeland Act and the birth of the Federal Trade Commission at Washington. That is the law with the teeth in it. Believe me, boys, they

are not false teeth either, as I've been bitten by them by being forced to sign stipulations.

Only Plain English Needed

Halthoos suggests that med showmen should purchase a copy of the U. S. Pharmacopoeia every time a new edition comes out and polish up their medical terms and learn to use them correctly. By doing this he believes the med business can be streamlined. I have never copied a word from a medical dictionary, but I did gross \$15,000 in a certain town

in 1931 and to prove that the people liked my language (plain English), I returned in 1932, stayed for 10 weeks, and did good business. I paid the county and city \$500 to operate. I sold a powdered shake-up two for \$1, had a nine-people show, and was paying my black-face comic \$40 a week.

Halthoos also states that "As long as there is a human race the medicine business offers the opportunities of the past." Later he contradicts himself by saying, "Boys, the new law means the survival of the fittest."

Another of his ideas to streamline the business is for med men to dress well.

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Mountings from 1 1/2 x 2 up to the largest sizes—New, a new line of "service" designs with flags and insignia—just right for military camps. Write for illustrated circular. Samples 25c postpaid.

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Regular proposition to old soldiers.
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Care 519 Not Tie Co.,
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Medicine Men, Sell Our

Latent Herb Principles a Water Soluble Powder. One pound makes two gallons of Disintegrative. 22 labels free. Price \$1.00 a pound. Samples, 10c. Write for prices on same product, bottled. Also write for prices on Loinnet, Salve, Corn, Water Soluble Powder etc.

FINLEY LABORATORIES, INC.
4205 OLIVE ST., ST. LOUIS, MO.

SLUM JEWELRY \$1.00 Ass't'd Gross

ARMY, NAVY & AVIATION RINGS—\$1.50

14k, Finish Doz.
CROSSES, with Stones, Gem Soldiers. Dozen \$1.00, \$1.25, \$1.50, \$1.75. RINGS, hot numbers. Dozen 75c, \$1.00, \$1.25, \$1.50. LOCKETS, popular numbers. Dozen \$1.00 and \$6.00, 25c Deposit, Balance C. O. D.

FELDMAN BROS., 159 CANAL ST., NEW YORK CITY

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54 Gauge with Rubber Handle, \$2.35 gross; \$12.50 1,000. Clifton Special Rubber Handle, gross \$4.99, Directions furnished. Deposit required. 5 samples, one of each number, 30c. Sample Tropical Sea Shell Brush (40¢ each), 25c.

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Silver and Colored Hoops, Golden Coins and Tassels, Brown's Lightest Mt., 3 samples, 30¢ each.

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RETAILS FOR ONLY 25 CENTS

EVERY PACKAGE WRAPPED IN CELLOPHANE

COLORFUL COUNTER DISPLAY CARDS AND CARTONS

APPEALS TO EVERY WOMAN

5 ATTRACTIVE COLORS

--the NEWEST
--the MOST FASCINATING
--the GREATEST CROWD-DRAWING DEMONSTRATION ITEM EVER OFFERED!

THE RUBBER LINGERIE CLOTHESLINE

High-grade gum rubber gives this item QUALITY! The line will stretch to any length up to 8 feet and will support 15 lbs. Plastic ends and hooks, smoothly finished, to prevent damage to the daintiest of fabrics. Particularly well adapted for personal and miscellaneous laundry indoors (Hotels, Apartments, Trailers, Kitchens, Bathrooms, etc.). Here is the chance of your lifetime to demonstrate and sell a product women want—it's a real money-maker. Get full information right away.

PRICED LOW TO HELP YOU SELL

1 TO 5 GROSS
\$21.60 PER GROSS

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Complete Line of Wire Workers' Pearl Plates in Stock. Items ranging from \$4.25 to \$36.00 per gross.

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WE ARE THE LARGEST PRODUCERS OF PLATES FOR WIRE WORKERS IN THIS COUNTRY. ITEMS CONSIST OF VARIOUS SIZES OF:

- BARS
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We also make many other styles of Pearls. Sample assortment orders must be accompanied by money order.

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28 BOERUM STREET, BROOKLYN, N. Y.

23 Spring Bargains

(Made in U.S.A.)

For CONCESSIONS and PREMIUM USERS

3 Pk. TOURIST KIT (75¢ Value) Ea. 25¢
 2 Pk. PLAIN SET (Disp. Box) Ea. 25¢
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 2 Pk. WALLET SET (Disp. Box) Ea. 25¢
 3 Pk. RUBY BERRY SET, Ea. in a box Ea. 25¢
 ALL CHROME TOASTER with cord Ea. 25¢
 TABLE LAMP & SHADE Complete 75¢
 2 Pk. PEN & PENCIL SET, Disp. Box, Set. 15¢
 CAMERA & CASE (\$2.00 Value) Comp. 75¢
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 TION Comp. 15¢
 5 Pk. STAINLESS STEEL KITCHEN
 SET Ea. 75¢
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 (Out. Box) Ea. 75¢
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 2 CELL FLASHLIGHT Comp. 25¢
 STATUS OF LIBERTY THERMOMETER
 (Box) Ea. 15¢
 SUN GLASS W/ (Disp. Box) Ea. 15¢
 THE POCKET KNIVES, 2 Bladed Ea. 7¢ & 13¢
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 ARMY EMBLEM WALLETS Ea. 14¢ & 14¢
 Large Variety of Blum Items, 2¢ Up
 Send \$2.50 for the above 23 Samples on Ap-
 proval. Money will be refunded if not
 satisfactory.

J. C. MARGOLIS
 Wholesale Distributor
 612 Broadway (Near 21st St.) New York City

stop at big hotels, see the big-shot fixers when arriving in towns, visit cemeteries and public buildings, haul youngsters around town in swell cars, make a hearse out of one's car equipment, and donate to Sunday schools. I've done all of these except that of providing the hearse. When I have to haul people to cemeteries I'll retire from the med business. Burying people with med show equipment isn't by any stretch of the imagination a good advertisement for med shows. It's always been my idea that med shows were to keep people out of the graveyards, not haul them there.

Boys, the lawmakers in Washington don't care whether you've visited graveyards or well-dressed, hand-picked

med men. When Copeland and the congressmen made the law they didn't say let Heathcox work because he uses good medical terms, and cut out old Doc Graham because he uses poor English. What they want are signed stipulations that you won't misrepresent the package but follow the statement on the label. If anything, labeling of the package was a starter for streamlining the med business.

Unity Needed

My advice to streamliners is to strive for unity among medicine men. Then we can start at the root and get after the manufacturers. The fact that manufacturers employ a chemist does not relieve one from misstatements when selling products. Some advertise their products as cheap as \$3 per gross and they claim they have good medicine at \$6 a gross. I wonder if they consult the U. S. Pharmacopoeia as suggested by Heathcox! I've put up my own medi-

PATRIOTIC and SEA SHELL
 NECKLACES — BRACELETS — PINS
 Special Offer: Wholesale prices \$1.50 — \$4.00 per doz.

Deposit 25%, Balance C. O. D.
 Sample amount of 6 — \$1.00 postpaid, STAR
 IMPORT NOVELTY CO., 535 8th Ave., N.Y.C.

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Large Inside Whistle Bird. \$2.75

Best Quality, Cr. Gr. 98.00
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 8" Cowboy, Green, Major Gr. 8.00
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 One-Half Dozen on All Orders

Send \$2.00 for Sample Selection

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NEW

GREATEST PITCH ITEM IN YEARS!

Sells like hot cakes. 2,000 sold at Coney Island alone. Irresistible demonstration. Dollar invention gives NATURAL SUN-TAN in quickest possible manner. Send for full information. Better still, send \$1.00 for sample. Money refundable or absorbed with first order. Hurry. Big season ahead!

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DUR-X JUICE EXTRACTOR, made of genuine Dupont Plastic. It's Crystal-Clear. It's the best, bar none. This new plastic is twice as strong as before because of our new, improved taper with Aero-Flo suction vents. Extracts juice simpler and with ease. Rush 50c for samples and the proper pitch on each. New prices quoted to demonstrators only. Curiosity-seekers, please don't waste your time.

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Prepared for Athletes, Foot, Heeling, Broken Nails, Hinges, Prurient and Swollen Feet. You will be the only agent in your territory. Has never been sold in drug stores, but to doctors, who are really interested in curing patients. One trial will convince you. Request. Attractive price and big quantity packages. Sample for \$1.00, you pay 50¢ and get one extra box (regular \$1.00 size). **PHYSICIAN** or send 10¢ for two 1/2 oz. tins. **WARD & SONS, 742 E. Hoyne Ave., Dept. O-2, Chicago, Ill.**

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WITH FAIR AND CARNIVAL SPECIALS

WIGGLY SNAKES—100 \$ 1.30
SWAGGER STICKS—Gross 4.25
FLYING BIRDS—Gross 2.65
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STRAW HAT COCKS—Gross 4.50
BATONS—Tinselled—100 5.50
WATER GUNS—Gross 4.50
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WE CARRY A COMPLETE LINE OF ALUMINUM NOVELTIES, CHINA ITEMS, PRIZES AND BEACH SUPPLIES.

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ACE BLADE CO.
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\$100.00 REWARD IF YOU MISS!
 Sell beautifully rebbed Champion, Aero-Lite and A. C. Smith Plugs at \$1.50 per dozen. Yes, this is not a misprint, and 75¢ per 100. Sell full box guaranteed 10,000 sales. Scientifically prepared, making it pretty as new. Sells and repeats like hot cakes to garage, auto, motorcycle, Harry! Send \$1.00 for trial box. Samples and details on request. **CELLULOSE PRODUCT CO., Box 801, Peoria, Ill.**

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We are making up many new items for the non-enthusiastic for the new

GET YOUR ORDER IN EARLY!

Send money order or a certified check for a sample order of 1" x 2 1/2" x 14" art's. \$2.50

NEW ENGLAND DE LUXE ART PRODUCTS
 203 Park Ave. REVERE, MASS.

LADIES FINE HOSIERY

COUPON WORKERS

Here is a fast deal, sell 5 pairs for \$1.00 FULL FASHIONED SILK HOSIERY. Factory returned, no holes. Latest assortment. Shaded. Cost you 60¢ per doz. In lots of 6 dozen deals or more. We furnish advertising copy, labels, sample dozen pair, \$2.25 postpaid.

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Complete line of Direct Positive Paper for Strip Machines and Post Card Mounts, Mirrors, Frames, Midget Finders and Photo Memo Mounts, Frames and Labels, Distinct Post Card Mounts, specially designed by us. Our Victor Minute Cameras are the best and most compact for traveling on market today. They produce brighter and better pictures with our improved Black Back Cards. Own any other camera made. Our mounts and folders are so attractive you can easily get more money. **NEW PATRIOTIC MOUNTS, FOLDERS AND GLASS FRAMES. BIGGEST OPPORTUNITY EVER!** Get a Victor No. 3 and you are sure to make 1941 your big success. No other business offers such good opportunity on such small investment as quick finishing photography. We have the most complete and up-to-date stock of minute cameras and supplies for minute photographers at lowest prices.

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World's Highest Aerial Act!



SEE INSIDE FRONT COVER THIS ISSUE

Celebration Committees, write for details today—

PERMANENT ADDRESS
Care of THE BILLBOARD, CINCINNATI, O.

time for 20 years and still do, labeling it according to specifications required by law. I could just about "squeeze" by selling it for \$18 per gross. Some time ago I ran an ad in *The Billboard* and offered it for \$18, with 153 to the gross. I received 49 replies, all of which carried statements along the lines of "I can get all I want for \$6 per gross." Who's to blame? Certainly not *The Billboard*.

You can't streamline the med business with a few selected well-dressed men with a Pharmacopoeia under their arms. If manufacturers will discontinue putting up packages of the paper poke type, streamline them with real medicine and charge for it, not give it away, the med men will streamline themselves with good clothes, live in big hotels, and operate fine cars. Then we will be

on the way to streamlining the med business.

Until that time comes medicine men will have to continue to stay at cheap hotels and in some towns work beyond the city limits—in corn fields, although I've seen men working and selling packages of medicine that should have been tossed into a sewer, not a corn field.

I sincerely hope that the manufacturers of pitchmen's medicines, all the men mentioned, and Dr. Frank Heathcock will accept this in the spirit in which it is written—to be helpful. If my arguments cannot be classed as "streamlined" information, remember, I'm riding the second section of the streamlined medicine special with the survival of the fittest. The first section left Cincinnati, from *The Billboard* station, November 30, 1940.

CARNIVAL WANTED
July 21 to July 28, inclusive
FAMOUS "ROSETO CELEBRATION"
4500 Anniversary
Gate of over 30,000. Must be high-grade Carnival. Call or write **MICHAEL E. FALONE**, Roseto, Pa.

WANT CONCESSIONS FOR SESOUI-CENTENNIAL CELEBRATION AND HARVEST JUBILEE
JULY 21-26, FORT RECOVERY, OHIO
Write **WILBUR BURKE**, Fort Recovery, Ohio

FUNLAND SHOWS WANT
Concessions, 1 Flat Ride and Jenny, Grand Shows and Free Act, Columbus, S. C., until Apr. 15th, then 10 Days Celebrations in Pennsylvania.

WILL BUY
ELI FERRIS WHEEL AND ERIE DIGGERS, GEORGE CRABEL
RICHLAND, MO.

HODGES' WORLD FAIR FREAKS WANT HIGH CLASS LADY OR GENTLEMAN SWORD SWALLOWER
Working Acts of All Kinds, and Ticket Sales, Jean Holland, Tex Wills, Calvin Bestman, and all those with the last season, contact me at once. **CHAS. H. HODGES**, 600 S. Church St., Salisbury, N. C. After April 20th, Gooding Greater Shows, Terre Haute, Ind.

PEARSON SHOWS
WANT SHOWS WITH OWN EQUIPMENT. WAX SHOW OR SNAKE SHOW. CONCESSIONS—Pitch-Tilt-You-Win, Cook Gallery, Flatbed, Amusement Mkt. Game, WILL STAY IN ILLINOIS 1941 SEASON. OPEN PANA. ILL. APRIL 26. Address: Winterquarters, Ramsey, Ill.

WANTED
CANDY PITCHMAN—Capable, with A-No. 1 appearance. Peterson and Roy, write. For Goodman Wonder Show, Opening Little Rock, Arkansas, April 25th. Address: **JIM MORAN**, 2 Sargent St., Decatur, Mass.

BOOKINGS WANTED
BIGELOW FIELD STADIUM
Grand Rapids, Mich.
The only outdoor amusement place in 175,000 populated territory with a large seating capacity. Open dates. Cash rental or percentage. Put G. H. on your schedule. Write.

RIDES WANTED
Big Firemen's Celebration
HOMESTEAD, PA.
WEEK OF JULY 14
Free Acts and Everything Else All Booked. This will be a real MONEY DATE! Address: **FRANK CERVONE**, 722 Empire Building, Pittsburgh, Pa.

SUNSET AMUSEMENT CO.
Opening **SEDALIA, MO., April 25**
Equipment for Ciel Shows open. Want Fanny Arcade and Small Shows, Pitch Win, Fish Pond, Cigarette Gallery, Strong Game open.
701 N. Main Street, Excelsior Springs, Mo.

Leap in Outdoor Biz Seen

(Continued from page 3)

year. Continued improvement in prices of farm commodities and increasing demand for labor mean greater per capita income. There has been gradual improvement here in economic conditions and employment since the first of the year.

"Business prospects in this section seem brighter than for years," said Mike Benton, president of Southeastern Fair, Atlanta. "The increase in employment by defense industries boosts spending capacity. I believe the amusement field will be the first to benefit. While we plan no physical expansion, we will thoroughly renovate the amusement park and fair exhibit buildings, as we are planning our greatest fair yet. So far we have found no noticeable shortage of labor."

Purchasing Power Up
William R. Hirsch, secretary of the State Fair of Louisiana, Shreveport, said: "Prospects here are good, as conditions are excellent. All types of enterprises are enjoying good business and many building permits are being issued. This all makes for a bright outlook. We are planning \$123,000 improvement on the fairgrounds. There was a shortage of labor but it has been overcome."

expansion program complete and ready to present to patrons in this area at least six new features and modernization and streamlining. We have spent about \$100,000 in effecting this new development and I think that demonstrates more than any words of mine my faith in the outdoor amusement business. Because of defense contracts in Massachusetts and the Hartford area, new Northwest Air Base and Windsor Air Field, and general business improvement, I am sure we are in for a banner season. We have been fortunate so far in the labor situation and anticipate no delays whatsoever."

Defense Work Buzzing
Leonard B. Schloss, general manager of Glen Echo (Md.) Park, said: "With 50,000 new people in Washington on the defense program scattered in government departments and more added daily and patronage from thousands in trainee camps in the vicinity, Glen Echo should have a banner season. We do not feel a labor shortage at present."

"The season's outlook is indeed the brightest we have ever had," said Harry J. Batt, general manager of Pontchar-

"The outlook is exceptional for record attendance and increases in pari-mutuel betting and amusement patronage," said Kenneth R. Hammaker, secretary of California State Fair, Sacramento. "Our building program calls for a new press-radio building, to be the only one of its type in the United States; Hall of Flowers, and Horse Show Coliseum. The first two named are projected for completion for the 1941 fair. We expect to definitely feel the pinch of a labor shortage because of the national defense program."

Percy W. Abbott, managing director of Edmonton (Alta.) Exhibition, one of the five Class A fairs in the prairie provinces, said: "Prospects are very bright for a record year, notwithstanding the international situation. Public and business are generally optimistic. Abnormal expenditures are creating new and added purchasing power. Defense and war program is greatly reducing unemployment but there is no labor shortage except in some special lines."

Parks Are Preparing
Adrian W. Ketchum, president of the National Association of Amusement Parks, Pools, and Beaches and general manager of Forest Park Highlands, St. Louis, said: "Undoubtedly the vast amount of money being spent in the defense program is bound to react to the benefit of all lines of business, including the amusement field. At Forest Park Highlands we mapped out during 1940 an expansion program of about \$100,000 for 1941 improvements. This was done, however, before and without the anticipation of the enlargement of the defense program. So far we have not experienced any difficulty in securing competent labor."

"I am expecting a big season for amusements, weather permitting, because of increased employment and the desire for diversion during these times," said Executive Secretary A. B. Hodge of the NAAEP, Chicago. "I believe a labor shortage is unlikely because of the large number of unemployed still remaining and the use of many students and women substitutes in certain jobs."

Edward J. Carroll, owner-manager of New Riverside Park, Agawam, Springfield, Mass., said, "Riverside Park will open on schedule in May with a major

America's Oldest Manufacturers of CIRCUS, CARNIVAL & SHOW WAGONS AND TRAILERS
CIRCUS SEATS AND STAKES
SPRINGFIELD WAGON & TRAILER CO.
SPRINGFIELD, MISSOURI
H. FRANK FELLOWS, President

1941 CHEVROLET CARS AND TRUCKS
ALSO USED TRUCKS AND CARS
HAROLD (WHITEY) ELLIOTT
A Showman With
FELD CHEVROLET CO., KANSAS CITY, KANSAS
Special Terms To Show People

Call--John Kilonis and Stephen Decker--Call
OPENING MANCHESTER, N. H., APRIL 26th, TWO LOCATIONS, UNDER STRONG AUSPICES. CITY OF SEVENTY-FIVE THOUSAND POPULATION, THE ONLY ORGANIZED SHOW TO PLAY HERE.
All bills working, government airport under construction. Will furnish outfits for reliable showmen. Will book one or two clean grand shows with new outfits and transportation, reasonably. Shows get big money here. Free parking until opening. Want Ride Help for Six Rides. Long season in best spots in New England.
BIG FOURTH OF JULY AND OTHER CELEBRATIONS, AND SIX FAIRS
All address BOX 143, MANCHESTER, N. H.

WANT
Rolloplane, Scooter. Want Shows not conflicting. Life, Midget, Illusion, etc. Want Scales, Watches, Cork. Route unobtainable. Fairs start June 23.
FRISK GREATER SHOWS
JONESBORO, ARK.

READING'S SHOWS
Want Shows—Horse, Midget, Flat, Snake, Big Snake, Monkey Speedway or Droms. Want Stock Concessions that work for 10 cents. Want A-1 Show Electrician, Ride Help for 1-Car Tilt, Wheel, M. G. R., Kiddle Ride, C. P. Want Cook House Help, also Agents for Ball Games, Penny Pitches, Pitch and Stock Concessions. Address: **W. J. WILLIAMS**, Box 513, Nashville, Tenn. For Sale—One Cook House, complete, \$125.00; one Octagon Dish Stand, \$50.00; one 20x40 Top, \$20.00; one Iron Chair, ready to operate, \$25.00. Can be seen at 8021 Jersey Ave., Nashville.

AT LIBERTY GENERAL AGENT
Due to change of ownership of one of Midwest's Best Carnivals. Can deliver 10 good concerts, Fairs, Celebrations, First-In Still Dates. Stockstock strong good gate agents. Know Indiana, Michigan, Wisconsin, Arkansas, Mississippi and Louisiana. Can job at once. Address: **BOX N-68**, Care of *The Billboard*, St. Louis, Mo.

OLD SOLDIERS' REUNION
Sponsored by American Legion, Byers, Ind., July 24-25-26.
Legitimate Concessions only.
Write **Wm. Sargent, Agt., Everett Bolt, Gen. Mgr.**

WANTED
Counterman and Cookhouse Help
C. F. Mellen
Care of Sol's Liberty Shows, Champaign, Ill.

BETHANY FAIR WANTED
Railroad Carnival. Attention locked thru Gus Sun, August 21 to Sept. 5, inclusive.
E. H. NOLL CONCESSIONS, Bethany, Mo.

FOR SALE
Merry 2-Arrow Jumping Horse, #3 3/4 Wheel, Star Pop Corn Counter Machine, 25 N. W. Lady's Place, Apopka, Fla. Bottle, New and Used Arkansas Kids.
A. LOTZ
65 Glenwood Avenue, Leno, New Jersey

G. T. FITZPATRICK SHOWS
Herbert Wiggins, Agent
Penny Wheel, Chairlift or Air Ride that does not conflict with own transportation. Shooting Gallery, Penny Arcade, French Conical, Photographs, Flat Tilt, Ring Wheel or any Ride that works for Stock Chase City, Va. this week! Gipsy, Va., next week.

FLAGSHIP SENSATIONAL CANDY PKG.

13 inches long, 3 inches high, 4 colors. Filled with a full variety of candy chews. Packed 100 to Carton.

100 Pkgs. \$4.00



SALT WATER STUFFY 1/4 lb. - 100 pkgs. \$5.50

SUNSET CHOCOLATE CHERRIES 2 1/2 lb. - 100 pkgs. \$5.50

TANGIER ORANGE SLICES 3 1/2 lb. - 100 pkgs. \$4.50

CHOCOLATE, GUMS, CHEWS, WILL STAND ALL KINDS OF WEATHER

FREE CATALOG ON REQUEST • 20% DEPOSIT ON ORDERS

DELIGHT SWEETS, INC. 50 EAST 11th STREET, NEW YORK CITY

LAST CALL! LAST CALL!

M & M SHOWS

"NEW ENGLAND'S LARGEST SHOW"

OPEN POUCHKEEPSIE, N. Y., WEDNESDAY, APRIL 30

This show booked solid in best New England spots. Can Place: Custard, Diggers, Seales, Long Range Gallery, P. T. U. W., or any other Legitimate Shows. Can Place: Ride Help and Semi Drivers. Polack John Schultz, write.

Ride Help Address: P. S. McLAUGHLIN, Gen. Mgr., 33 Crisman St., Forty Fort, Pa. | Concessions Address: ROSS MANNING, Bus. Mgr., 228 W. 42 St., N. Y. C.

Texas Exposition Shows

Featuring LEO SIMONS, High Fire Dive, and CAPT. BEN MOUTON, High Aerial Act, All Season, as Free Attractions

WANT

Man to take charge of completely framed 130-ft. Side Show. Want Man for completely framed Monkey and Dog Show, Cherokee Hammond, answer. Want Man for Birth of Twins Show. Man to take charge of Chintzoon, also Ever-Since-Eve Show. Will book or frame any other Show worth while. Will book or buy Scooter, Sky-Rocket or Ride-O. Will book any other major Ride not conflicting. Want legitimate Concessions of all kinds, such as Hoop-La, Ball Games, Long and Short Range Galleries, Fish Pond, Devil's Bowling Alley, String Game, Dart Balloon, Watch-La, Privilege reasonable. No coupons and no racket. Want Penny Arcade. Will play Illinois, Indiana, Michigan, and Ohio. Can use sober Ride Boys that can drive Semi-Trailers. Want 24-Hour Man that can handle publicity. Answer as per route. MGR. TEXAS EXPOSITION SHOWS, Temple, Texas, week April 7th to 12th.

CALL---DICK'S PARAMOUNT SHOWS---CALL

OPENING APRIL 24, EAST HARTFORD, CONN.—FIRST SHOW IN FIVE YEARS

WANT—WANT—WANT—Canvasman, Billposter, Motor Mechanic, Rocket Foreman, Ride Help who can drive Semis. Speedy Palmer wants Drome Riders and a Talker. DICK GILSDORF, General Manager, Winter Quarters, Warehouse Point, Conn.

LAST CALL---CRYSTAL EXPOSITION SHOWS---LAST CALL

OPENING CAMDEN, S. C., APRIL 14TH

All People engaged report not later than April 14th. Have good opening for Grand Concessions. Will sell X on Pan Store and Rat Game. Want Man to take charge of small Animal Circus. Also Man to take charge of Side Show. Want Acts for same. Salary from the office and sure. Want Talker for Minstrel Show. Want Ride HELP and Foreman for Octopus, Tilt-a-Whirl and Ferris Wheel. Best of salaries and sure each week. Want other Cook for Cook House. Address all mail to W. J. BUNTS, CAMDEN, S. C.

P.S.: Johnnie Bunts wants Bingo Caller and Agents for Concessions.

TILLEY SHOWS WANT

Shows with or without own outfits, legitimate Merchandise Concessions, Manager for All-istic Show. Will furnish complete outfit. Ride Help for all Rides. For Side—Porteus Gasoline Popcorn Machine, \$20.00 cash. Show opens Wednesday, April 23rd, in Central Illinois. Address: LADO, ILL.

WANTED

SILO DROME—PURCHASE OR LEASE

Also Dodgem or Custer Car Ride

SUMMIT BEACH, INC., Akron, Ohio

HOW IS YOUR COOKHOUSE AND LIGHTING EQUIPMENT??

Repair your old equipment by ordering Parts from us. We carry a Complete Line of Repair Parts for Gasoline Stoves, Oil Stoves and Gasoline Luminaires in stock ready for immediate shipment. Our Central Location saves you both time and money. Let us know your needs and we will supply you.

Terms: 20% Deposit, Balance C. O. D.

A. G. BRAUER SUPPLY CO. 2104 WASHINGTON AVE. ST. LOUIS, MO.

train Beach, New Orleans, "with the entire lake front bustling with national defense projects and thousands of soldiers quartered adjacent to our park. This season we are putting in seven new amusement games, Fly-o-Plane ride, and Cockeyed Circus, new type of walkthru Funhouse. We do feel a labor shortage of experienced help."

Hoyt R. Hawke, general manager of Capitol Beach, Lincoln, Neb., said: "Lack of defense industries here and mobilization have reduced the number of men. We expect a 10 per cent reduction in gross receipts unless better weather and better crops increase farmer attendance."

"Summer business outlook is very encouraging," said Benjamin Kraser, general manager of Lakeside Park, Denver. "Expansion of defense industries and Lowry Air Field are bringing thousands of people to Denver and are increasing pay rolls. We have installed a new modernistic Whip and Scooter building, New Scooter cars, have modernized several building fronts and are doing extensive landscaping. There is a shortage of some types of skilled labor. Unless there are sudden changes in national conditions or in the status of the war, I believe business in the amusement field and in general through the Rocky Mountain district will have an excellent year."

Big March on Coast

Paul H. Hudepohl, general manager of Jantzen Beach Park, Portland, Ore., said: "Results of pre-season promotions indicate that prospects are for the best season in many years. New industries in the vicinity of the Columbia Basin area have resulted in placing thousands of additional workers on pay rolls, all business houses reporting tremendous increases in business. We have noted a larger spending per capita at our week-end dances. Because of the tremendous rehabilitation in our park in 1940 very little is being done outside of general refurbishment. One new ride is going in. We have lost several full-time workers but we find it easy to get replacements. We expect to draw a great number of our ride and concession help from schools and colleges."

"Our business in March this year exceeded by several thousand dollars the best month of last year," said George Whitney, owner of Playland-at-the-Beach, San Francisco, "due to preparedness activities in San Francisco and the bay area plus a large number of soldiers quartered within a 100-mile radius of this city. I feel that 1941 should be a big year. We have not felt to any extent a shortage of help."

Sees Spotty Circus Biz

Zack Terrell, of Cole Bros' Circus, said: "In my opinion business will be the best we have seen in years in vicinities engaged in the production of war materials due to the increase in the number of people employed and increases in wages, but, by the same token, create not engaged in the production of war materials will give us less business than they did in normal times due to the migration of groups to centers of activity. Therefore, business as a whole will be affected by a shortage of laborers because we depend upon old-timers a great deal. Cole Bros' Circus will not be any larger than it was last year, but it will be far more elaborate."

Bob Morton, of Hamid-Morton Circus, said: "Business prospects are exception-

OPENING IN ST. JOSEPH, MO.

Ten days starting April 17th, downtown location, sponsored by Junior Chamber of Commerce. Account disappoinment: Want Cookhouse, privilege in tickets. Concessions that work for stock, come on. Want Man financially able—capable taking over office Stock Concessions. Last Gallery, Seales and Ferris Wheel. Free more Grand Shows, White, Long-Plane, Animal Show, Lion Show, Monkey Show, in Malone, write. Want to book Free Acts with Concessions. No Girl Shows. Ride Help that drive semi-trucks preferred. Good spring route north, closing Thanksgiving week in Mississippi.

WEST BROS' SHOWS

BOX 405, ST. JOSEPH, MO.

MERSON BROS. SHOWS

OPENING SATURDAY, APRIL 26, BALTIMORE

NEAR BETHLEHEM STEEL WORKS AND FIVE ARMY CAMPS. GREATEST INDUSTRIAL CENTRE IN AMERICA. EVERYBODY WORKING.

WANTED

Werry-Getters and Flat Rides of all kinds. Also Kiddie Rides, Shows of all types with your own trucks. Free more Grand Shows, White, Long-Plane, Animal Show, Lion Show, Monkey Show, in Malone, write. Want to book Free Acts with Concessions. No Girl Shows. Ride Help that drive semi-trucks preferred. Good spring route north, closing Thanksgiving week in Mississippi.

WANTED

Werry-Getters and Flat Rides of all kinds. Also Kiddie Rides, Shows of all types with your own trucks. Free more Grand Shows, White, Long-Plane, Animal Show, Lion Show, Monkey Show, in Malone, write. Want to book Free Acts with Concessions. No Girl Shows. Ride Help that drive semi-trucks preferred. Good spring route north, closing Thanksgiving week in Mississippi.

All address HARRY HELLER, General Delivery, Gloucester, N. J.

HELLER'S ACME SHOWS

Open April 18th, Broadway & Kohler Sts., Gloucester, N. J. Let me know from shipyard, Camden, N. J. or other. Have good proposition for Man who can furnish outfit with something in show worth while for Riding Show, Drome Show, and Darling Girl Show, or will furnish outfit for reliable people. Want Ride Help, Merry-Getters, Ferris Wheel, White, Long-Plane, Animal Show, Lion Show, Monkey Show, in Malone, write. Want to book Free Acts with Concessions. No Girl Shows. Ride Help that drive semi-trucks preferred. Good spring route north, closing Thanksgiving week in Mississippi.

All other Grand Shows open. Want Banner Man, Bill Poster. Good proposition for Penny Arcade, Joe Liberty, Perry, Rod Peespratt, also Henry Annaman, write. Harry Lindstrom, wire collect. This Show has contracted Billy Siegrist Famous Picture Trainers Act and Captain Lee's Human Torpedos Cannon Act.

All address HARRY HELLER, General Delivery, Gloucester, N. J.

POPCORN

MAMMOTH YELLOW, SUPER-JAP HULLERS, GOLDEN FLAKE, Etc., ALSO ALL KINDS PAPER BAGS, CONES, PEANUTS, CARTONS, SEASONING, POPPING OIL, POPCORN MACHINES, Etc.

A Penny Postal Card to us will bring you our 16-Page Descriptive Booklet Price List of Popcorn Supplies.

PRUNTY SEED & GRAIN CO.

620 N. Second St., ST. LOUIS, MO.
"Over Sixty Years Distributing Popcorn"

CONCESSION MERCHANDISE

Exclusive, unusual items with real sales value and eye appeal for

PARKS CIRCUS CARNIVAL FAIR
trade. When writing for catalog, state business.
TIPP NEVELTY CO. TIPPICANOE CITY, MISSOURI

INSURANCE

CHARLES A. LENZ

"The Showman's Insurance Man"
4738 Insurance Exchange, Chicago

Print Cards



Name Cards as fairs, carnivals, expositions, etc. Stationery, photo postcards and movie titles. **Print Your Own, Save Money.** Further take in advance. Lowest priced cards made, \$10.00 complete. **Island Printing** has the equipment too. Sold direct from factory only. Sample rules sent. Write for catalog and details. **Kelley, Inc.,** B-89, Meriden, Connecticut

PERSONAL HEADLINES

Turn out personal "Gas Headlines." Take in up to \$50 a day. Equipment paid for itself in 3 days. Nearly all profits! Goes like wildfire at Conventions, Fairs, Hotels, and Concessions. Complete outfit \$84.00. Installation newspapers extra. For details write to: **AMERICAN WOOD TYPE MFG. CO.** 608 S. Dearborn St. Chicago 270 Lafayette St. N. Y. C.

WANTED

FIVE OR MORE INDEPENDENT RIDES, LEGITIMATE CONCESSIONS, FREE ACTS

BUCKLIN ANNUAL HOMECOMING

SEPT. 4-5-6, 1941

C. A. LARSON, Sec'y.
BUCKLIN, MISSOURI

WANTED

Carnival or Rides

ANNUAL THREE CITY CELEBRATION

July 4-5-6

EMPIRE FIRE DEPT., Empire, Oregon

WANTED

SHOWS AND CONCESSIONS FOR

4th of JULY CELEBRATION—JULY 1-2-3-4-5

Sponsored by American Legion Post 294, Morris, Ill.

BERT OSNESS, Chairman

Anderson-Strader Shows, Inc.

Want Manager for Fair Show that can furnish real attractions. Will furnish new top, 29 by 50; banners and banner line. Book on small percentage. Open latter part of April. Address:

210 South Topeka, Wichita, Kansas

WANTED

FIRST CLASS FERRIS WHEEL SETUP MAN AND OPERATOR. Good salary, steady work.

CONN CARNIVAL SUPPLY

109 Burnour St., BRISTOL, CONN.

WANTED TO BUY

Free Attraction for the

EDGERTON HOMECOMING

Aug. 7, 8, 9

Address: E. L. BROWN, Secretary, Edgerton, Ohio

greatly enlarged in all departments and no labor shortage has been felt yet."

Carnival Prospects Big

Floyd E. Gooding, general manager of the F. E. Gooding Amusement Company and president of the American Carnival Association, said: "The outlook for outdoor amusements is the best since 1929. Industry generally is at peak production and employment is increasing rapidly. Added pay rolls will step up spending power and we feel the public will seek more entertainment as an outlet for the distress caused by the war hazard. We are planning to increase our activities one third over 1940 and have added \$50,000 in new equipment, including rides, shows, and improved lighting effects."

"Business in 1941 should be the best in history," said Max Linderman, general manager of the World of Mirth Shows. "I found every city I visited on my recent tour to be in marvelous condition. We've experienced some shortage in help so far."

"Business prospects in the amusement field for the coming season, from our point of view, look very good because of industrial conditions," said Art Lewis, general manager of the shows bearing his name. "I'm looking forward to the best season of my career and, in anticipation of the increased revenues, we have added several new rides and four new attractions. We do not anticipate any labor shortage."

Gains in Early Biz

"Prospects for business never looked better," said J. W. (Patty) Conklin, head of the Conklin Shows. "Labor situation in Canada is not as serious and we are expanding our show train to 20 cars. Our show fronts will be new throats and we are adding five new rides and many other new features. All statistics point to the greatest year ever recorded."

David B. Endy, president of Endy Bros.' Shows, said: "Prospects are very bright. We have operated most of the winter in Florida, where we found business gains over the previous years as high as 50 per cent. Our shows will be enlarged somewhat in the way of attractions. The labor shortage will be acute, but we feel that the defense program will benefit all in our business."

"Our shows' first two weeks of the season in Pascagoula, Miss., and Mobile, Ala., were very good because of increased employment at government shipyards and paper mills," said Joe Geller, manager of Buckeye State Shows. "There has been no indication of a labor shortage. The farming section isn't so good because of previous crop failures."

John H. Marks, manager of the shows bearing his name, said: "Based on a survey I made while on a booking tour during the winter, 1941 will be a banner season. With such a vast output on national defense, there should be plenty of money spent on outdoor amusements and carnivals should get their share. So far I have had no difficulty in securing competent labor. It is possible that wages will be higher and expense of operating and maintenance will be increased, but I think that receipts will counter-balance the added expenditure."

Ready for Upped Spending

Max Goodman, manager of Goodman Wonder Shows, said: "There should be much amusement money available in 1941 and, without an interruption, we showmen should get our share. We are expanding quite a bit. I don't know about labor shortage."

L. G. Chapman, general manager of Foley & Burk Shows, said: "In my opinion, business prospects in our territory are excellent. This is based on the many millions of dollars of defense and preparedness expenditures in this area which are causing maximum employment in all skilled labor branches. Evidence of labor shortage is apparent, although not as yet sufficient to cause much difficulty, since many of our personnel are veterans in our service."

"Business should be much better, because of the defense program, which has placed many more men in work at higher wages," W. B. Patrick, manager of Patrick's Greater Shows, said. "We have considerably enlarged our organization this year and have not noticed any shortage of labor."

O. E. (Doc) Barfield, manager of Barfield's Cosmopolitan Shows, said: "Harding strikes and any purely local handicaps, the coming season has fair to be wonderful for all outdoor amusements. I'm basing this opinion on the increased number of people employed at unusually high wages. The labor shortage is being keenly felt already, but by giving careful consideration to the employment of older men and those of deferred classifications this can be overcome."

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Contains the most valuable prizes ever offered in this type package. Each item would easily retail for ten cents or more, and you always satisfy your buyer. Special—Our No. 144 Box, Two-Tone Blue, contains a range of prizes worth up to 25¢ and is the best package of its kind on the market.

Concessionaires and others looking for something new in the candy trade conditions, unreplicable material costs, labor costs and operating expenses. All specific inquiries answered promptly by personal letter.

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Concession Chocolate Packages

... in wanted sizes at costs you can pay. We are prepared to book a limited volume of additional 1941 business. State your expected package requirements for season and send \$1.00 deposit for sample. We do not anticipate issuing PRINTED PRICE LISTS during this distressing period of uncertain trade conditions, unpredictable material costs, labor costs and operating expenses. All specific inquiries answered promptly by personal letter.

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Leonard Traube's

Out in the Open

NEW YORK

(Continued from page 41)

taught Leitner's mother, who in turn taught the beloved Lillian.

Julian Jerome wrote a brilliant piece, *Sardonic Sauter*, for the subsequently deceased *Youngs Fair* magazine, in which he said: "As long as human beings of all ages are glamour-hungry and curious as apes, the circus will come every year to your town and mine—rain or shine." And Wells Hawks, long retired dean of circus press agents, penned a yarn for *Telephone Review* and observed: "They can loath me all they please about my weakness for animals—the circus was my first love and the elephant my favorite pet. And in all my years of telephonic press agenting I only have one kick to make about the telephone, and that is the fact that the job of spelling 'ponderous pachyderm' over the telephone for a hick-town reporter is a day's work—even for a press agent."

In July of that memorable year we were sagely observing that "the depression will be over any day now—if you can wait that long."

We were calling P. Beverly Kelley.

radio director of the Big Show, "R. V." Kelley, which proves how uninformed we were, and were enraging the purists by using the word underminter. Earl Chapin May was working on his nostalgic book, *The Circus From Rome to Ringling*, which appeared on the book-stalls in the spring of '32. Gene Enos was perching and ringmastering on Downie circus. In a way it is a good thing that he was not to live to see his beloved Cochošovskis dismembered. Bert Cole was in Staten Island, as usual. Harry M. Strause* was special agent for Main circus. St. Leon Bros' Circus was formed by Frank and Phil Wirth, Jimmy Sullivan, and Larry Boyd*, opening stand being Bridgeport, Conn. Lew Dufour was there with a show. Sparks Circus was playing New Jersey and Staten Island. Veteran artist, Marvelous Melville, was still alive. Will Wilkin was press agent, and Allen Lester, contracting p.a. of Hagenbeck-Wallace Circus, which played Brooklyn that season to slow returns. Ben Williams' midway drew an opposite lot, up on a mountainous parcel, as we recall it, and had William Jenkins Hewitt on his staff. Close by were P. J. Murphy* and John E. Wallace carnivals.

Frank Moore arrived in from Los Angeles to become manager of the rodeo in the Garden, a post he is still wedded to. Bill Bloch and Walter Ribley were launching Empire State Shows. Art Lewis was associated with Dick Gildford in operating Arttick Shows. Leo Bistany, then in business for about 28 years, was readying Gayway Shows. Harry P. Hall* was managing California Shows and George Traver was beginning

another season with Traver's Chausiqua Shows.

Fred H. Ponty was boasting Woodcliff Pleasure Park, Poughkeepsie, N. Y., and Rex D. Billings, now in Belmont Park, Montreal, came out of Ohio to take charge of Luna Park, Coney Island, succeeding E. B. Merritt, both appointments of Barron Collier*. Perry Charles was bouncing burles for Nick Schenck's Pallasades Amusement Park, Phil Hamberg was piloting Hamburg Amusement Company. A. H. Israel was managing Rockaway's Playland, and Maxwell Kaslow, now simplified to Max, was at RKO Hippodrome. Joe Frost came in and out whistling and Frank Miller was Gustard King. Hadji Tahar*, sword spinner, booking agent, and whatnot, was being testimoniated and Dave Rose* was organizing Dreamland Shows.

George S. Marr was secretary of West's W. W. Shows, with Art (Beefe) Courtney, a fugitive from trainmastering, flooring out with a ball game. Hamda Ben with an Arabian layout, Speedy Merrill in motordrome with Speedy Reynolds, Charles Smitley with Monkey Speedway, Benny Weiss with 15 stores, C. W. Cracraft* as general agent. Fred Fauscher, who was going great guns with the new Pretzel ride, took another look at a rapidly rising thermometer and changed his slogan from "Yours for a Hot Summer" to "Yours for a Not So Hot Summer." Victor Lee* had his Mummy Exhibit on Downie circus, switching to Bernard Greater Shows, predecessor of World of Mirth. Also connected Bernard-wise were Bryan and Billie Woods, Melvin Andrews*, Gerald Fitzgerald*, Lew Dufour, and Tom Holland*. The Oriental motif was supplied by Ray Marsh Brydon with Bagdad Shows. An office visitor was Mike Zeigler, of Monthuch Exposition Shows.

Outdoor bowling was born on West 51st Street. Bud Parley* had the side show with Coleman Bros. P. Perry Moroney was in the wagon for Glick Shows, of which dapper Duke Golden* was general agent. Jimmy Simpson was pre-

sending the Hot Chocolate Revue, a visitor was Arthur Campfield, whose topic is leeches. We referred to him as Canfield, as everyone always has, anyway. Lew Delmore was managing the kid show on Sella-Floto, and Carl Lautner's museum was at Revere Beach. I. M. (Daddy) Rich* was promoting baby contests as per time-honored custom, and Matthew J. (Squire) Riley was ahead of Greater Sheesley Shows.

We were sagely observing that business is so tough, people are using bank books for scratch paper—if they have bank books.

†

Bert Nevins, later to become publicist for Pallasades (N. J.) Park, was working for Cascades swim pools. Nevins has always claimed we can't swim, which we vehemently deny. Yet imagine him writing an article in collaboration with swim stars Charles and Martha Norellus on secrets of swimming and not being able to swim a stroke himself—not even now!

Harry Bonnell* was promoting contests and Scott McGregor, who not long before had been press agenting Luna Park, was settling down on *The Detroit Times* with typewriter and camera. Fred Buchanan was piloting the ill-fated Robbins Bros' Circus. A television story in a metropolitan paper featured clown Felix Adler, Jimmy Jamison, John diver, was with Buck Shows, and Bee Jung and Jack Gerard were the free acts on Egan's Jerry's Jerry's motions. John T. Benson was getting big newspaper breaks for his New Hampshire animal farm and the passing of a decade finds him still getting substantial printer's ink. DeArv G. Barton, now with Music Corporation of America, was assisting Rex Billings at Luna. William E. (Bostock Red) Doloresy, who years later changed to Ghina Red, was writing us about his travels in India. Dr. I. W. Waters was general manager of Canadian National Exhibition, and Duke Mills* was directing the Spanish Inquisition art exhibit. Arthur Hoffman, Joe Moss, and Bert Rutherford were with Pacific Whaling Company.

Richard T. Ringling died in Montana in August.

†

Shipwreck Kelly introduced the sit-down strike at Sunnyside Beach, Toronto. Frank Kingman, now of Brockton (Mass.) Fair, was with Worcester Fair, "California Frank" Harley*, rodeoist, gave Henry Rapp, the pyrotechnician, a cowboy hat. Willing and cannon were on Hagenbeck-Wallace, and Joe Hughes was managing White City Park, Worcester. Hugh (Whales) Powzer* was around town and Harry E. LaBreaque, now of Trenton Fair, was master-minding Pacific Whaling's Colossus. "Merry Mandy" after writing his memoirs for the column, was discovered by kibitzing spies as really being Ernest Anderson. George Hamid and Ralph Hamison were said to be secretly vacationing—secret that kibitzing spies revealed as Wachapreague Island, Va.

C. E. Dubie was supplying interesting sidelights on circus history. Sam Bussell*, secretary of Lewistown (Pa.) Fair, was one of fairdom's visitors to Old Glory Horse Sale. Ike Rose*, of Rose's Royal Midwinters, placed flowers on the grave of Clarence Wortham in Danville, Illinois.

†

Neville Bayley's Roton Point Park was being angled for by the State of Connecticut. Frank Dertling was major-domo of Playland, Rye, his two chief aids being Bill Mallette*, general manager, and Will White*, booking head. The convict ship Success was playing to a goodly number of customers at the West 79th Street dock. We were calling him Patty Conklin, most everyone else was calling him Paddy, but years later Charles (C. W. Finney) made it official by calling him Paddy, citing statistics in support of the double "t" instead of the double "d."

†

A showman was embellishing text from the circus by billing his roadshow thus: "Saturials of wanton rhythm. Eye-filling spectacle of superb magnificence. A prince's ransom lavished with a prodigality befitting a Hindoo Nabob at the Durbar of Delhi. A maestro of lithesome sprites in diversements of exotic and daring conception, culminating in the terephorean piece de resistance, El Bolero. The Can-Can of Montmartre and the Habana Rumba all pale beside this Tabascoan Blast from Old Cordova."

The showman was Billy Rose.

It was one whopper of a year—memorabilia as gleaned from the column of just 16 years ago.

*Deceased.

Pamahaska Attractions

THE ACT BEAUTIFUL. Famous Pamahaska's marvelous act, the best in the East, is a bird act for outdoor shows. An attraction you want. These Larks White Cockatoos and White Herons present the only bird and original act. Pamahaska billed. WANT Young Man for Standard Animal Act, to suit, also name to understand in presenting Bird and Animal Act (Dogs, Pigs, Monkeys). State experience if you. FOR SALE: Young Sheelard Terry, nearly all white, perfect performer in ring; stage; one Rhusus Mule Monkey, large, well trained; good rider, broke to bridle with G. O. E. ROBERTS, 1105 E. 13th St., Philadelphia, Pa. Headquarters, 3504 N. 8th St., Phila., Pa.

Pierce Greater Shows

Want Concessions that work for Stock Show to feature. Will book Kiddy and Flat Rides. Will book or buy 2-Abreast Merry-Go-Round and Photo Machine. Want Free Acts. Starting May 19 at Pottsville, Pa. Doc Denny, Johnny Pringle, wire.

ALMA, GA., THIS WEEK

SOUTHERN SHOWS WANT

Merry-Go-Round, Cook House, Side Show People, Performers for Minaret, Stock Concessions, Pop Corn, Candy for Minaret. Also for all kind of good opening for Cookhouse of Grub, Photos, American Paintings, Leeks for Short Back Gallery, Old Cook Shows of merit. All communications to:

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Open Saturday, April 12, Zeigler, Ill., to heart of old hillside. Our piece Merry-Go-Round and Chariot Race, Ward, Photo, Candy, and all kind of good opening for Cookhouse of Grub, Photos, American Paintings, Leeks for Short Back Gallery, Old Cook Shows of merit. All communications to:

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Fun House, Blast Show, Midget. Also responsible party for repaired Dice Show, capable of Color for Fun Game.

GREAT LAKES EXPOSITION SHOWS

Shelby, Ala., week April 7, Huntsville, Ala., week April 14.

COMPLETE DODGEM RIDE

FOR SALE

10 Cars, Blimpers, Wire Ceiling. Cars newly painted, in good condition. Reasonable.

RABKIN, Kearsburg, N. J.

Ride Owners, Notice

Moore's Golden City Amusement Co. Want Merry-Go-Round, Dodgem and Ferris Wheel for Park. A big Community 4th July Celebration, June 30-July 5. Address: O. M. MOORE, 88 By St., Gallatin, Tenn.

CARNIVAL WANTED

AUGUST 11-15, PHILADELPHIA, RESHODA COUNTY FAIR, NEW DELA CO. MISS.

50th Anniversary season and anticipated biggest crowd in our history. Wanted—Good, clean carnival with at least seven rides.

J. B. HILMAN, Pres.

FOR SALE PUNCH & JUDY SHOW

Complete outfit for Three Shows. Fifty Figures of the late Prof. Peak. Anyone who knew Peak's Show will know he had the very best outfit in the Big Time West. Also Society Affairs. Also New West Figure (Candy). If interested, come see it. CIRCUS HEADQUARTERS, Geo. E. Roberts, 3504 N. 8th St., Phila., Pa.

Nat Green's

The Crossroads

CHICAGO

TWENTY years ago this week the Showmen's League of America moved into new quarters at 177 North Clark Street, and the members hailed the move as a great step forward, which it was. But what strides have been made since that time! In '21 the League was an infant of seven years, just beginning to find itself. It had already proved itself a boon to the outdoor world, notably in the great Hagenbeck-Wallace disaster of 1918, and was steadily gaining prestige. The early '20s were prosperous days—days when showmen such as Clarence Wortham, Johnny J. Jones, James Patterson, C. W. Parker, and other notables were in their heyday, and the annual League banquets of those days were affairs that will long be remembered. Most of those old-timers have passed on, but the League, piloted by younger up-and-coming showmen, has steadily forged ahead. Successfully weathering the depression years, never slackening in its charitable work, it gained ever wider recognition. Its move from 177 North Clark to 183 West Madison Street several years ago brought added prestige, and today its beautiful quarters in the Hotel Sherman are concrete evidence of its remarkable strides. It has the confidence of showmen throughout the country, its membership is truly representative of the outdoor world, and its benevolence are known far and wide. Perhaps some of the picturesqueness has gone from show business and the League, or possibly we're too close to it to recognize it, but the League, founded on the principle of mutual helpfulness, has without doubt become the greatest fraternal and benevolent organization in all show business.

PLANS for new amusement parks in Chicago have been announced from time to time during the last decade, but heretofore they have always faded after a brief tentative promotional campaign. Several attempts were made to revive White City, at one time a leading amusement park, but all failed. Only Biver-view Park has survived the inroads of changing times. But it looks as if the new project of George B. Wright has a

chance to succeed. Wright, a promotional man with the Municipal Airport, is opening a park on the main arterial highway adjacent to the airport. The thousands of people who visit the airport daily, and other thousands in the industrial suburbs surrounding the airport, should provide ample patronage.

E. J. QUIOLEY, manager of the Coliseum, Tulsa, Okla., was in Chi the past week vacationing and spent considerable time with his friends, Shipstead and Johnson, of ice show fame. . . . Nate Eagle, in from the East and expects to be with one of the ACA shows this season. . . . William Davis, who has been in a hospital since January, has recovered and leaves this week to join Sells Liberty Shows. . . . Lee Warner of Minnesota State Fair, in from St. Paul for a short visit. . . . LaMotte Dodson stopped off in Chi last week long enough to take Mrs. Dorothy Julian as his bride before leaving to join the Rubin & Cherry Exposition, where he will have a monkey show. . . . E. J. Kelly, New York show photog. in town on biz. . . . A card from Mazie Stokes advised she visited the Clyde Beatty animal farm in Fort Lauderdale, Fla., and found it a beautiful place that is attracting a lot of attention. . . . C. W. Finney, general agent of the Flying X Rodeo, off on a booking trip. . . . Joe Rogers, New York restaurateur and showman, on a flying trip to Chi. . . . Harry Seber, West Coast showman, tarried a couple of days in the Windy City on his way to join the Conklin Shows. . . . Harry Dennis in from Dallas to confer with John (Sky Rider) Courtney, with whom he is interested in the new ride. . . . The Shipstead and Johnson for Fellies is losing two of its staff via the matrimonial route. Marian Bessor, secretary of the troupe, is leaving the show to marry Jerry Dunn, publicity man of Winterland, San Francisco, where the ice show will spend the summer. And Isabel Gontarek, wardrobe mistress, will be married in St. Paul April 19 to Bert Lundblad, formerly connected with the show and now a division superintendent of Greyhound Bus Lines. The couple will make their home in Escanaba, Mich.



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The Billboard ALONE "covers" all branches of the amusement business. Like Music, which is an integral part of almost every form of professional entertainment, The Billboard news coverage includes the activities in every important branch of amusements—written from the performer or showman's angle.

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Conducted by WALTER W. HURD—Communications to Ashland Building, Clark and Randolph Streets, Chicago

Pull Together To Win!

An address (in part) delivered at the annual banquet during the Northwest Coin Machine Show, Minneapolis, March 26.

Ladies and Gentlemen:

This is certainly a good crowd. It is a compliment to your work and your organization to have so many people present.

The preceding speaker gave a fine speech. Let's have him stand up and give him a hand for the many fine things he said. He talked about greediness. If I were a preacher, making a speech or preaching a sermon, I feel I could make a fine speech on that subject. Greediness is a big subject. But I am not a preacher—I am a farmer.

I was away from the coin machine industry for a couple of years. I became a farmer and I tried to farm. But the hens wouldn't lay eggs and the cows wouldn't mate! Now that I am back in the industry we have a surplus of these things.

One only has to try leaving the industry for a while to appreciate its many good points. The industry has many men in it who have been in it a long, long time and are likely to stay in it the rest of their lives. They say there is a big turnover in the business, and there is, but the number of those who have been in the industry for 5, 10, 15, or 20 years is surprising when you begin to count them.

The coin machine industry is a great industry. There is nothing like it. I have often been asked what is wrong with the coin machine industry. My answer has always been, "Nothing." There may be something wrong, and if there is it is with ourselves. And it is greediness. I don't think we are any more greedy than those in the hardware, radio, or drug business, but people like to talk about our industry more, and we ourselves like to talk about it. Because our industry is new, it attracts attention, and the greediness among us begins to show up. It gives others something to talk about and it hurts our business.

Again, I don't think we are any more greedy than any other line of business, but we ought to do even better than them. What is wrong with our industry is with the people in the industry—not the industry itself.

I wish each of you could be up here looking at this crowd. I don't care what banquet you attend, you could never find a finer crowd than is here tonight, whether the banquet were for the banker, the baker, or the candlestick maker.

I have often been asked about the outlook for the coin machine industry. My answer has been that the coin machine industry will be just as big and fine as the people in it make it, and we have a challenge to make the industry bigger and greater than it is.

I wonder how many know that our industry, manufacturing all types of coin-operated machines, has passed the

three and a quarter million mark. That does not make us a major industry but it does give us business importance. Much growth has been made during the last few years and the challenge is there to keep on growing. As we grow we create opportunities for people to make a living and we give business to other industries. As we grow we help many lines of small businesses and small establishments. Let's keep our industry growing. During the next two years we can make our industry much larger and better, if we try.

You know, I was given 10 minutes to talk. This reminds me of a question asked Abraham Lincoln. "How long should a speech be?" He replied, "A speech is like a lady's dress; it should be long enough to cover the subject, and short enough to be interesting." My speech is neither short nor very interesting.

What is to be done about the industry? We can eliminate greediness and selfishness. Here we are tonight, 700 of us, from Minnesota and bordering States, spending our entire time in this industry. We in this business are also in the entertainment business. Most of the devices made are for entertainment just as truly as motion pictures, radio, or race tracks. What we need is a great advertising campaign to tell the nation this fact.

I would like to see the amusement games legalized or licensed, and I believe they will be some day. Some day this industry will be twice as big as it is today.

The trouble is that legislators try to shake us down; they laugh and then newspapers write about the industry unfavorably. We can eliminate all this and continue to grow because the industry is fundamentally right.

This industry, along with every other industry in America, is going to be faced with war. Whether you like it or believe it right, or don't believe it right, we are in the war. We are all going to do our part. We are all going to have to make sacrifices. Factories will not be able to get materials; men from the factories will be drafted, making it necessary to hire and train new men; operators will be drafted. When we can look back at all, I am betting that the coin machine industry will have made more sacrifices per person in the industry than any other industry in America.

We must say, as a great American statesman said, "My country, right or wrong, but my country!"

When this conflict is over I think we will be able to be proud of the part that our industry played in this war. The people and manufacturers in it are all equipped and are all willing to make sacrifices that will be a credit to the industry. Let's all pull together to make this a bigger and better industry; to do our part for the nation; to win this war that we are very definitely in. Let us in this industry be gentlemen and Americans.



HOMER E. CAPEHART

Gilmore Addresses Coinmen At Northwest Convention

Editor's Note: Following is a transcript of address given by James A. Gilmore, secretary-manager of Coin Machine Industries, Inc., before the Minnesota Amusement Games Association, Inc., and Minnesota Jobbers at the Radisson Hotel, Minneapolis, March 26, during the Second Annual Northwest Coin Machine Show.

THE coin machine trade journals very frequently quote sundry individuals' opinions of trade associations and what they can or should do for the groups or the industries they are expected to serve.



JAMES A. GILMORE

I have been a trade association executive for 20 years and should be qualified by experience to define a trade association and its basic functions in the fewest and plainest words possible.

What is a Trade Assn.?

A trade association is an organization of individuals or companies working together to produce the same result, namely, more profits to its members, in which profits the industry as a whole, both members and non-members, participates. Profits are what every man in business is working for. If profits are not his goal then the quicker he gets out of business the better off he is and the better off all the rest of the industry is in which he has been engaged.

It takes just three short, simple, and well-understood words to describe not only all the ills of any industry but in fact all the ills of the world or all that flesh is heir to. They are greed, jealousy, envy. Eliminate them from any business, any industry, or from everything in all the world, and you will cure every ill that makes for unprofitable operation of an individual business or of a whole industry and of everything in the world that contributes to the un-

thinkable mess this grand old world of ours has gotten into.

Co-Operation Defined

Co-operation is a much used and a much abused word, but co-operation is nothing more nor less than working together to produce a result intended to be profitable to all who lend their part to it. If and when our industry, or any other industry, or every country throughout the world sees fit to co-operate toward better conditions in their industry or throughout the world in general we will have not only better industries in which to be engaged but a better world and a more peaceable world in which to live.

A short while ago I read in one of our Chicago daily papers a column headed "Talkies." Then followed the question—In what age of the world would you have preferred to live?—Then followed the answers of a half dozen or more of whom it had been asked on the street. Believe it or not, fully half of them replied they would have preferred to live in some period of history long past and gone. Some preferred the present with all its uncertainties and perplexities and excitement.

Had I been asked that question my answer would have been that I should



PART OF THE HUGE THRONG of New York and New Jersey music machine operators who gathered at Hotel New Yorker, New York, April 4, to honor Rudy Greenbaum upon his appointment to the position of general sales manager for the Packard Manufacturing Corporation.

like to be assured that I will still be here 10 or 15 years from now. I am proud of the coin machine industry and happy in my intimate connection with it.

The Future?

One of the reasons I should like to be sure to be here 10 or 15 years hence is to see for myself the developments in the coin machine industry.

To see what the tremendous ingenuity, foresight, and energy peculiar to this industry have developed in coin-operated machines of the various types to keep pace with the demands of an ever-

changing world.

To see for myself if small-fry politicians and crack-pot reformers still continue to malign the machines for self aggrandizement.

To see for myself if legislators of broader vision and foresight have at last learned the wisdom of licensing and thereby legalizing coin-operated machines for the revenue to be obtained.

To see for myself if operators of these machines have learned to have their own associations, State and local, and how much they can gain by supporting them and co-operating with their management and with their competitors. Right here I am reminded again of that very expressive admonition: "Meet your competitor—you might like him." In forums like this is the ideal place to do it.

To see for myself if newspapers and other publications still make scare headlines out of little or nothing when any coin-operated machine is involved, and still conveniently forget that 97 per cent of them are strictly legitimate and rendering services of one kind or another that are of convenience and value to the public, or providing amusement of one kind or another to which the public takes avidly and kindly.

In fact, to see for myself just what changes for the better have taken place throughout the world that is now in such chase because of the jealousy, greed, and envy that are so prevalent and rampant. And to learn first hand if, by bitter experience, this magnificent nation of ours is developing more broadminded and far-thinking statesmen and fewer

petty politicians whose only interest is to perpetuate themselves in office and prolong their suck on the public pap.

It would be interesting to live 10 or 15 years from now, you all know it would, and God knows I hope every one of us present will still be here that long and so that none of us will hurry and worry himself out of any of the years that are rightfully his, let me close with these admonitions:

Take time to look—it's the price of success.

Take time to think—it is the source of power.

Take time to play—the secret of perennial youth.

Take time to read—the source of wisdom.

Take time to be friendly—it is the way to happiness.

Take time to laugh—it is the music of the soul.

\$10.00 DOWN
Balance Monthly



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For Choice Locations
Height, 71 in.; Width, 17 in.; Depth of Base, 26 in.; Net Weight, 183 lbs.

Operates Automatically
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PENNY ARCADE MACHINES

Western Major Baseball, Backlot Baseball, Hills Junior, Chicken Run and Jailbird, A.B.T. Target, Fishes, Establi Bull's Eye, Highballs, Ten Strikers, Ball-in-a-Hand, Pounding Bags, Athletic Machines, 12-12-12 Lone Meter, Metal Stamper, Koenig's Air Raider, Sky Fighters, or any Novelty Machines suitable for Arcades.

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WITH KATOLIGHT PLANTS AND ROTARY CONVERTERS

Furnish standard 110 AC 60 Cycles for operating coin-operated music machines, motion picture, AC radios, electric organ, pin-ball games, etc.
Complete 800 Watt, 110 AC Light Plant—List \$ 27.00
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350 Watt Kato Rotary Converter—List 81.00

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Keeney's
100% SKILL

169⁵⁰

TEXAS LEAGUER

HANKIN MUSIC CO.
708 Spring St., N. W.
Atlanta, Georgia

SPECIFY 1c, 2c or 5c PLAY

No Price Too High!

CINCINNATI, April 5.—An interesting order was received this week for copies of The Billboard to be air-mailed to the Panama Supply Company, Cristobal, Canal Zone.

The firm wishes to have copies rushed by air mail so that it can get timely reports on the coin machine trade.

Postage on the April 5 issue of The Billboard via air mail is \$2.85 to the Canal Zone. The big Spring Special issue will cost \$4.80 postage.

Last year Collier's magazine published a short item that told of several firms in the United States paying \$1 a copy to have The Billboard sent to them by air mail.

MAYFLOWER SPRING CLEANING

ALL EQUIPMENT THOROUGHLY RECONDITIONED AND READY FOR LOCATION

LEGAL EQUIPMENT

Western Major League Baseball, with original crate (comb) \$159.50	Keeney Air Draft Gun \$39.50	Seeburg Ray-O-Lite \$19.50
Rapid Fire Gun \$109.50	Outlook Silver Ballista \$29.50	Tom Mix Gun \$19.50
Keeney Air Radar \$59.50	Bally Bull's Eye \$34.50	Daval Summer Bowling \$19.50
Rockola World Series \$59.50	Evans Ten Strike \$34.50	Missis Wam \$19.50
Hell in the Barrel \$49.50	Wurlitzer Ske Ball \$29.50	Rockola Lobby Scale \$24.50
	Rockoball \$29.50	Royal Scale \$17.50

FREE PLAY GAMES

Leader \$85.00	Labor \$119.50	Green Lights \$125.50
Mills Firecracker \$95.50	Big Bang \$29.50	Looney \$12.50
Bally Eureka Mult. \$49.50	Thriller \$5.00	Ragtime \$12.50
Bally Attention \$39.50	Super Charger \$15.00	Topper \$12.50
Jolly \$39.50	Roller Derby \$5.00	Brooks \$12.50
Dude Ranch \$30.00	Comp. \$15.00	Golden Gate \$12.50
Red Hot \$30.00	Super Big \$14.50	Flash \$12.50
Spooky \$30.00	Big Big \$14.50	Jumpin' \$12.50
Doughboy \$30.00	C. O. D. \$14.50	Forward March \$12.50
On Deck \$29.50	Triumph \$14.50	Gun Club \$12.50
Home Run \$29.50	All Baba \$14.50	Bally Double Feature \$12.50
Commodore \$29.50	Spittin' \$14.50	Fastway \$12.50
Glamour \$27.50	Contact \$12.50	Bally Surrender \$12.50
Bright Star \$27.50	Rebound \$12.50	Bally Royal (novelty) \$12.50
Score Card \$25.00		

PAYOUT TABLES

Bally Santa Anita \$110.00	Jennings Present \$25.00	Across the Board \$15.00
Spinning Reel \$90.00	Derry King \$24.50	Stoner Change \$15.00
Grand National \$85.00	A-Sa-Ben \$19.50	Bally Entry \$15.00
Pacemaker \$79.50	Hop \$19.50	Stables \$15.00
Hawthorne \$59.00	Derry Time Walk \$19.50	Parley-Vag \$15.00
Thickdown \$55.00	Fairground \$17.50	Big Race \$12.50
Slipper Upright \$49.50	Pinches \$17.50	Blus Bird \$12.50
Sport Page \$49.50	Amignon \$15.00	Gotlibo Horsehoe \$12.50
Gold Medal \$35.00		

CONSOLES

Four Balls—factory reconditioned \$245.00	1939 Saratoga S.P. \$245.00
Lucky Lure \$149.50	Scout \$60.00
Flashing Irons—late model \$109.50	Royal Flush \$50.00
Paces Racer—green cabinet over \$500 \$90.00	Rockolingo—wood \$45.00
Galloping Domino—late head \$79.00	Elkhart Long Champ \$40.00
Jumbo Flamingo—Free play—F, B, S \$75.00	Rosisto Junior \$27.50
1938 Track Title \$75.00	Galloping Domino—black \$25.50
	Evans Rocket \$25.50

PHONOGRAPHS

Mills Sweet King \$15.00	Rockola Standard \$125.00
Mills Dancefloor \$2.90	Rockola Counter \$69.50
Mills Dancefloor \$199.50	Model \$69.50
Wurlitzer 600 \$119.50	Seeburg Classic \$109.50
Wurlitzer 610—late model with \$89.50	Waltz \$148.00
Wurlitzer 710 \$49.50	Seeburg Vocal \$100.00
Wurlitzer 51 \$29.50	Seeburg Shining \$119.50
Rockola Deluxe \$140.00	Seeburg Gem \$89.00
	Gables 20 Record \$19.00

COUNTER GAMES

Madison King \$10.00	Jokers \$4.50
Gotlibo Griller \$5.00	Puritan Vendor \$4.50
Long Bang \$5.00	Penny King \$4.00
Gotlibo Ripper \$5.00	Square Shining \$4.00
short base \$7.50	Electric Shocker \$4.00
Jennings Grand Stand \$5.00	Daval Gum Vendor \$3.50
Gotlibo \$6.00	Square Pin \$3.50
Heads or Tails \$7.50	Twenty-One \$3.50
Jolly \$2.50	Eight Aces \$3.00
Silver Ball \$2.50	Gen \$3.00
Harmony Bell \$3.50	Presto \$3.00
Gotlibo \$6.50	Colonbor Peanut Machine \$4.00
Ball Ball \$6.00	Mickey Mouse Peanut Machine \$3.50
Bally Baby \$6.00	

One-Third Deposit With Order, Balance C. O. D.

MAYFLOWER NOVELTY COMPANY

MAYFLOWER BUILDING, 2218 University Avenue, St. Paul, Minnesota

OLIVE'S BARGAINS IN A-1 RECONDITIONED MACHINES

FREE PLAY GAMES	Triumph \$19.50	Imp (10 and 5c) \$7.00
Blenda \$35.00	King with Gun \$29.50	Doughy \$7.50
Beating Alley \$7.50	Fifth Ending \$17.50	Yot (1c Operative) \$7.50
Follies \$27.50	LEGAL EQUIPMENT	Liberty (1c Operative) \$15.00
Jolly \$27.50	Rockolingo Pin \$39.00	Marvel (1c Operative) \$15.00
Landscape \$27.50	Evans Ten Strike \$39.00	Melody (1c Operative) \$15.00
Long Star \$27.50	Jail \$39.00	O. T. (Orange Front, 1c) \$22.50
Major \$27.50	Big Bird (With Base) \$47.50	Q. T. (Old Style) \$25.50
One-Two-Three (Old Style) \$25.00	Bally Bull \$47.50	Vest Pocket Ball, 5c (Blue & Gold, 4c) \$7.50
Ocean Park \$25.00	Helms & Heo Popcorn Machine \$75.00	AUTOMATIC PAYOUTS
Reeving Time (1 Ball) \$15.00	COUNTER GAMES	Grand National \$80.00
Rod Rod \$22.50	Bally Baby \$4.50	Grand Stand \$77.50
Roller Derby \$22.50	Cent-A-Pack \$4.50	One-Two-Three \$77.50
Roy \$22.50	Penny Smoke \$4.50	Sugar King \$52.50
Scoop \$22.50	Peppermint Mender \$6.00	Fast Time (1/2 R.M.) \$77.50
Speedway \$22.50	Lucky Pack \$6.00	Mills Blue Print (Rebound) \$47.50
Summerite \$22.50	Joker Wild \$6.00	Rockola 15 Record \$29.50
Tape \$22.50	Old Ace Premier \$6.50	Old Ace Premier, Ready to Place on Location. If you are not completely satisfied, return the Games to us within 10 days, and receive Full Refund.

Terminal 1/3 Deposit, Balance C. O. D. We have all the New Games on hand for immediate delivery. Write for prices. **OLIVE'S NOVELTY CO.** 2625 LUCAS AVE. ST. LOUIS, MO.

RECONDITIONED PHONOGRAPHS AT LOWEST PRICES!!

Wurlitzer 600 \$139.50	Wurlitzer 800 \$245.00	Natl. 9-30 Clp. Mach. \$49.50
Wurlitzer 800 with Keyboard \$155.00	Wurlitzer 750 \$205.00	Chicken Gun \$50.00
Wurlitzer 600 \$79.50	Mills Book-Me-Being King or Queen \$159.50	Royal Flush \$79.50
Wurlitzer 24 \$79.50	Seeburg Classic \$139.50	Remoto Control with any of the above Seeburg or Wurlitzer machines—Write for Price!
Wurlitzer Model 90 \$35.00	Seeburg Concert Grand \$139.50	Terms: 1/3 with orders, Bal. C. O. D. (Outside U. S. & A. Full Cash with Order.)
Witch Light Up Grille \$44.00	Seeburg Royal \$119.50	
Wurlitzer 612 \$32.50	Seeburg Gem \$109.50	
With Light Up Grille \$35.00	Rockola 30 Deluxe \$139.50	
Wurlitzer P-12 \$32.50	Rockola 30 Standard \$119.50	
Counter Model 21, with Stand \$149.50	Rock-Ola 12 Record \$22.50	

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UNUSUAL CLOSEOUTS

25 JENNINGS ROLL IN BARREL, NEW IN CRATES, BOWLING GAME F.P., REGULAR PRICE \$24.00 \$50.00
15 JENNINGS ROLL IN BARREL, NEW IN CRATES, REGULAR MODEL, REGULAR PRICE \$23.00, SPECIAL PRICE \$5.00
4 Western Baseball, 1049 Major League Model, Special \$19.50
3 Keeney Anti-Air Craft, Black Cabinet Gun, Special \$39.50
2 Bally Bull's Eye, Special \$39.50
1 Mills 1-2-3, Free Play, Airline Ring, Very Clean \$59.50
5 Chicken Bama with Base \$40.00

Write for Complete Price List of All Kinds of Used Pin Games, Counter Games, Arcade Equipments. Write for Close-Out Price of Late Model Pin Machines in the Original Crates and Caskets.

1/3 DEPOSIT—BALANCE C. O. D. **K. C. NOVELTY COMPANY** 419 MARKET ST. PHILADELPHIA, PA.



MANUFACTURERS PAID TRIBUTE to each other's products at a recent showing conducted by William (Bill) Hoppel, head of Badger Novelty Company, Milwaukee. Left to right: Jack Nelson, Rock-Ola vice-president in charge of sales; Max Glass, Gerber & Glass, Chicago; Bill Hoppel, Badger; George Jenkins, Bally Manufacturing Company; Harry Hoppe, Baker Novelty Company; Rock-Ola Leadership Girl; John Christ, Exhibit Supply Company; Art Garvey, Bally; Ben Boldt, Rock-Ola advertising and sales promotion manager, and Frank Doyle, Rock-Ola regional manager.

Our Paris Reporter, Now In U. S., Tells of French Coinmen; Isy Mordo Dead

FORMERLY stationed in Paris, Correspondent C. M. Chambers is now in Chicago. As a member of the AEF in World War I, Chambers remained in France after receiving his discharge papers, retaining his rights as an American citizen. He watched France flower during the '20s and '30s and saw it crumble in 1940. Of himself he says nothing in the following article, but it should be recorded that he saw all of the events leading to the collapse of France. In his journey to leave France by way of Spain and Portugal, he subsisted on turnips for six weeks; other times going without food for several days. As a U. S. citizen he was able to return to this country via one of the American evacuation ships from Lisbon. He embarked with only 50 cents in his pockets after paying his fare. He has written the following concerning the coin machine industry in France exclusively for The Billboard.

Since the armistice a few of the cafes have taken their machines out of storage and have again installed them for the amusement of their customers. Most of the many small cafes thruout France are still closed, however. The owners are either dead or among the 2,000,000 prisoners of war still detained in Germany, for how much longer no one knows. The American coin machine was

By C. M. CHAMBERS
The coin machine industry in Europe, when this correspondent of The Billboard departed from those un hospitable shores in February, was in a bad way. Display rooms and repair shops had ceased to function as such and had been converted to the manufacture and assembly of articles designed and intended for wartime purposes. Some were bottling phosphorous paint for covering buttons and shoes, some turning out pocket flash lamps; both articles intended for use during the blackouts. Other shops were busy producing stylish cases for carrying the sinister gas mask when milady goes shopping or calling.

What Happened

When the enemy broke thru at Abbeville early in June heading for the coastal cities and Paris, employer and employee, some in cars and others on foot, joined the long line of refugees bound for unknown destinations and fates. Many arrived to more friendly zones, but some will rest eternally in the land they called home. Among them are Isy Mordo and his wife. It was reported they lost their lives on the route

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Keeney's
100% SKILL

TEXAS LEAGUER

169.50

JOHN GOODBODY

1824 East Main St.
Rochester, N. Y.

SPECIFY 1c, 2c or 5c PLAY

very popular in France at the outbreak of war. The automatic music machine with its beautiful exterior and money-making possibilities was just becoming known to the French jitterbug and music lover, and haste was being made by the different dealers to contact the manufacturers in an endeavor to secure local agencies for various American marks.

After This War Is Over

The seed for all this has been sown in very fertile soil and when France once more occupies its place in the sun, the desire will return and again will be heard the click of lights as the little ball touches a pin and the tuneful music of the American platters.

In the past, exploitation of the European market, as conducted by the American manufacturers and dealers, has been on a hit-miss basis and no effort has been made to obtain the maximum benefits of what this huge market is capable of distributing. The only point of contact between the American industry and those interested in the business in Europe has been the pages of The Billboard.

Suggestion on Exploitation

It is the idea of this reporter that if the manufacturers would co-operate in the opening of a show and sales location in Paris and place on display a permanent exposition of their products it would give the European dealer an intimate idea of what he is buying and avoid the needless correspondence that has transpired in the past.

The cost of such an endeavor would be small. Rents are cheap and any labor that would be required could be had at the low rate that prevails on the Continent. A complete study of some such plan should convince those interested in increasing their foreign sales in Europe when the time is ripe for such. The pioneering work has been accomplished. The market has been definitely established and the people enjoy the play. It will be up to the American industry to take advantage of a situation that has been created.

There will be locations for thousands and thousands of machines of all makes and all kinds following the war. As in the backwash of all wars, dancing and search for something different will prevail. Following the first World War, France took up American jazz, causing the greatest revival of dancing ever recorded in the country's history. The colored American jazz player has returned to his home, but the Frenchmen will still demand his music and they will get it from his recordings. The market will be there, and firms that have their representatives on the spot will cut into a pay lode large enough to cause a pessimistic foreign sales manager to smile.

A New Era

Thousands of new buildings to replace bombed and destroyed structures will be erected. Thousands of new cafes will be installed, new amusement arcades opened, and all will be prepared to purchase from

one to several hundred machines. They will want the latest, the newest, the most showy and exciting games that exist. If the last war can be used as a criterion, money that has been stowed away in the old woolen stockings during the hostilities will be again put in circulation and spent for things that will aid these millions to forget the hell they have passed thru.

N. J. CMA Banquet Attracts Over 400

NEWARK, N. J., April 5.—More than 400 persons gathered at the Newark Athletic Club tonight for the fourth annual banquet of the Cigarette Merchandisers' Association of New Jersey.

Entertainment included Johnny Howard, Betty and Freddie Roberts, Della Morella, Dr. Giovanni, and the Coeds.

The following organizations reserved tables for the event: Coast Cigarette Service, Dierckx Vending Company, Hudson Cigarette Service, Hudson County Tobacco Company, Jersey Cigarette Service, Babe Kaufman, Le Poko Company, Malkin Sales Company, North Jersey Cigarette Sales, Public Service Tobacco Company, Unit Vending Corporation, DuGrenier Sales Company, Rowe Manufacturing Company, U-Need-a-Pak Corporation, P. Lorillard Company, Philip Morris, Liggett & Myers Tobacco Company, and R. J. Reynolds Tobacco Company.

Several tables were reserved for the CMA of New York and a number of members from other associations, including Massachusetts, Connecticut, and Pennsylvania, were on hand.

Manufacturers of other types of coin equipment also were among those present. Officials said it was the largest turnout of any CMA banquet and expressed themselves as pleased at the manner in which it had been conducted.

Fort Worth

FORT WORTH, Tex., April 5.—Warm weather is here again and outside spots are beginning to open up. It is predicted that there will be more coin-operated equipment used in outdoor locations this summer than ever before. Hundreds of new taverns and outdoor spots are opening for the summer run and all demand a number of machines. A big summer for operators here is in the near offing.

Operators Lee Moore and Jack Walker are busy column who are keeping a nice batch of equipment going. Both know the machine business from A to Z.

W. R. (Bob) Cowan, well-known music operator, reports business swinging along. Bob has many wall box installations going thruout the city and plans to install more during the summer.

Archil Jones, music machine operator, keeps adding equipment to his route. Jones picks good spots and then gives them the best of service.

The Operators' Supply House, headed by Reiners and Lockhart, is doing a land-

VALUE PARADE OF TRULY RECONDITIONED MACHINES

Bally Record Time...\$109.50	Golf. Track Record...\$79.50	Bally Gold Cup...\$52.50
Bally Grandstand... 89.50	Bally Sport Page... 79.50	Mills 1-2-3, 1940... 89.50
Bally Sport Special... 99.50	Mills 1-2-3, '39... 42.50	Exhibit Congo... 24.50

FIVE BALL FREE PLAY NOVELTY GAMES

BALLY	Bandwagon...\$49.50	Wink...\$27.50	Big Six...\$15.50
Flicker...\$69.50	Powerhouse... 42.50	Short Stop... 34.50	Thriller... 15.50
Attention... 59.50	Dude Racer... 49.50	Alltime... 19.50	Cowboy... 15.50
Greenline... 49.50	Big Teeth... 34.50	Jump... 17.50	
Vacation... 34.50	Cosmos... 39.50	Fish... 15.50	GOTTLES
Limaght... 34.50	Bianca... 39.50	Zip... 29.50	School Days...\$72.50
Beauty... 27.50	Fun... 24.50		Parade... 59.50
White Bull... 22.50	Mr. Chips... 24.50	KEENEY	Gold Star... 59.50
Scope... 17.50		Repeater, New...\$54.50	Summer Time... 39.50
Triumph... 17.50	EXHIBIT	Speed Demon... 29.50	Three Stars... 27.50
Variety... 14.50	Stars...\$69.50	Speedway... 29.50	Gold Star... 32.50
GENCO	Zembo... 62.50	Score Champ... 27.50	Like-a-Card... 24.50
Seven-Up...\$72.50	Leader... 59.50	Red Hat... 24.50	Big Show... 24.50
Mates... 59.50	Prize... 47.50	Super Six... 22.50	Swifter Ailer... 27.50
Big Chief... 69.50	Landslide... 37.50	Super Charger... 17.50	Betting Game... 14.50
BAKER	STONER	Factory...\$17.50	EyeLine...\$44.50
Defense...\$59.50	Anabel...\$42.50	Club... 14.50	Dice... 42.50
Line-Up... 49.50	Sara Lucy... 42.50	Mold Over... 27.50	Fox Hunt... 49.50
Playmate... 37.50	Armad... 39.50	Dole, Feature... 39.50	Polo... 39.50
4-5-6... 22.50	Baseball... 27.50	CHICAGO COIN	Yacht Club... 32.50
Twinkle... 22.50	Rotation... 39.50	All American...\$64.50	Sports... 29.50
	Brite Spot... 34.50	Star-o-Liner... 44.50	Commodore... 25.50
			Majors... 17.50

MISCELLANEOUS EQUIPMENT

Keeneey Anti-Aircraft...\$69.50	Rock-Ola World Series...\$45.50	Event Ten Strip...\$40.50
Brown Walnut Cab...\$69.50	Exhibit Vindicator... 39.50	Rock-Ola Ten Pin... 49.50
Exhibit Hi-Ball... 39.50	Bally Bakets... 39.50	Seaburg Chicken Game... 49.50
Bally Bull's Eye... 59.50	Bally Rapid Fire... 109.50	Rock-Ola Tom Mix Rifle... 99.50

ONE BALL AUTOMATIC PAYOUTS

Santa Anita...\$129.00	Grand National...\$87.50	Grandstand...\$77.50
Thirlidown... 55.00	Spot Page... 54.50	Hawthorne... 64.50
Line-Up... 39.50	May Day... 39.50	Berry King... 32.50
Preakness... 17.50	Gold Medal... 40.50	Jennings Pheasant... 34.50

Terms: 1/3 Deposit—Balance C. O. D.

MONARCH COIN MACHINE CO.

1545 NORTH FAIRFIELD AVE. (Armitage 1434) CHICAGO, ILL.

office business. The boys deal in new and used equipment and operate a first-class repair shop.

Mr. and Mrs. Bob Martin and little son will soon move into their new home on Primrose Street. Bob is one of Fort Worth's leading photo operators.

The Chancellor Company, extensive operator of cashew nut vendors, is one of the largest operating firms in this section. They cover more than 1,000 square miles and keep several thousand machines going.

Willard White, local coinman, is keeping his operating business in top shape these days. Willard goes in for high-class spots and the best equipment.

The Stanleys are doing nicely with the business of the Ideal Novelty Company, having taken over the business

WE HAVE 'EM
Keeneey's
100% SKILL
TEXAS LEAGUER \$69.50

MONARCH COIN MACHINE CO.
1545 N. Fairfield Ave.
Chicago, Illinois
SPECIFY 1c, 2c or 5c PLAY



LOCATIONS OF ALL TYPES FAVOR KEENEY WALL BOX installations for remote-control music, according to Ben Robinson, Keeneey distributor in Detroit, who forwards this picture of a dine-and-dance spot where Keeneey equipment plays a large part in maintaining the location's popularity.

A Joke on Jim

MINNEAPOLIS, April 5.—Best story told during the Northwest Coin Machine Show was a joke on Jim Gilmore, manager of Coin Machine Industries, Inc.

En route to Minneapolis, Gilmore flirted with an attractive four-year-old girl on the train. He held her on his knee for a while and she kept eyeing his bald head.

Finally she put her hand up, touched his bald spot, and asked: "What's that?" Gilmore replied: "That's my head." "Where your hair ought to be?" asked the little girl in a high voice. Everybody in the car, including Gilmore, had a good laugh.

ARCADE MACHINES WANTED FOR CASH

AUTOMATIC COIN MACHINE CORP.
340 CHESTNUT ST.
SPRINGFIELD, MASS.



MUSIC MERCHANDISING



Phonos, Venders Chalk Up Export Gains in January

Pin games drop due principally to Canadian wartime economy program—Mexico best customer—total for month is \$74,833, drop of \$10,623 from '40 mark

WASHINGTON, April 5.—Export totals for January, 1941, fell below those for the corresponding figure for 1940, however, not as badly as might have been expected. The total for the month of January was \$74,833, covering a total of 944 machines. This is compared with the 1940 figure of 1,031 machines valued at \$85,456. Principal reason for the drop was the Canadian wartime economy program, which has greatly restricted the Canada took 686 machines worth \$46,130, machines valued at \$10,062. The loss for 1941 was registered chiefly in the amusement games division. Both automatic phonographs and vending machines chalked up gains over 1940 figures. Chief reason for the gain in phonographs was the demand of Mexico for 371 instruments worth \$31,827, as compared with 91 music machines valued at \$10,385 last year. Vending machines gained during January, 1941, because of the importa-

tion of 58 venders by the Republic of Panama. These venders were valued at \$2,931. Mexico's coin machine imports for January were up—the country taking 239 machines valued at \$39,413, as compared with 172 machines valued at \$28,469 in February, 1940.

Following is a tabulation of exports of coin machines for January, 1941:

Country	Automatic Phonographs No. Value	Vending Machines No. Value	Amusement Machines No. Value
Canada	56 \$10,900	249 9,935	174 \$7,277
Guatemala	1 376	—	—
Mexico	171 31,827	50 935	9 651
Netherlands, W. I.	1 360	—	2 140
Brazil	12 3,076	—	2 52
Colombia	1 279	—	1 260
Peru	2 152	—	—
British India	1 842	—	5 771
China	2 600	—	—
Hong Kong	3 660	—	6 579
Philippines	12 1,002	—	3 724
Panama, Republic of	—	58 2,631	51 5,970
Panama, Canal Zone	—	9 865	2 110
U. of S. Africa	—	5 711	37 1,302
Cuba	—	—	16 1,127
Chile	—	—	4 460
TOTAL	291 \$49,574	371 \$5,877	312 \$19,382
GRAND TOTAL—944 machines valued at \$74,833.			

Semi-Classical and Classical Recordings Getting Big Play

NEW YORK, April 5.—The public is getting an education in classical and semi-classical numbers thru the medium of the coin-operated phonograph as a result of the ASCAP-radio controversy. Altho the music war is apparently on the verge of settlement, band leaders are still dubious about making too many recordings from either library. Hence they turn to classical and semi-classical numbers.

Unusual treatments and distinctive arrangements feature these numbers, and for the most part they are catching on with the public. Operators report numbers of this type are in great favor at the present time, and one or two are stocked on most machines.

Always regarded as a fairly good item for machines, this type of number is enjoying a boom apparently due to the wise treatment by the popular bands. Harry James, Glenn Miller, Jan Savitt, Ezric Madrigrera, and Artie Shaw are but a few of the band leaders turning to this type number for recordings, and they are reported to have been going extraordinarily well.

In a few cases the original numbers as played by some symphonic group have

been tried out on machines, but for the most part operators find the public is more interested in faster and more modern arrangements. The straight playing of any of the operatic arias, overtures, or classical numbers meets with little response on the part of the music machine playing public.

Probably the most popular numbers of this type on the machines at the present time are Henry James's recording of *Flight of the Bumblebee* and Glenn Miller's version of the *Song of the Volga Boatmen*. Soon to be released is Vaughn Monroe's recording of *Vesti La Giubba*, which should rank with the others in popularity.

A partial list of the classical or semi-classical and operatic numbers already recorded includes *Beautiful Dreamer*, *I Dream I Dwell in Marble Halls*, *Träumerei*, *Whistler and His Dog*, *March Slav*, *Rachmaninoff's Prelude in C Sharp Minor*, *Liszt's Second Hungarian Rhapsody*, *Concerto in F*, *William Tell Overture*, *Martelli, In a Persian Market*, *Kashmiri Love Song*, *Minute Waltz*, *Amepolis*, *Thoro Sorrento*, *Tales of Hoffmann*, *Shostakovich's Bread*, *Caractaria*, *Figaro*, *1812 Overture*, and many others.

N. Y., Jersey Ops Honor Greenbaum

NEW YORK, April 5.—New York and New Jersey music machine operators gathered at the Hotel New Yorker here yesterday to honor Rudy Greenbaum and to wish him luck upon his appointment as general sales manager of Packard Manufacturing Corporation, maker of Pla-Mor wall and bar boxes and music machine accessories.

Jack Mitnick served as emcee at the festivities following the dinner and presented several music men who voiced the sentiments of all present in speaking of Greenbaum's character and ability.

Out-of-towners present were Ben Palastrant, Boston; Johnny Fuller and Bill Meckler, Albany, N. Y., and Harvey Carr, Chicago. George Pomeroy was represented by his entire executive staff from New York and New Jersey.

association, played host to the visiting association groups.

Minneapolis-St. Paul

MINNEAPOLIS, April 5.—Distributors here are very happy over results they obtained at third annual Northwest Coin Machine Show. Many orders were booked, with new pinball machines and phonos getting a heavy play.

Buck Collins, of Morris, Minn., and his son came to St. Paul to take part in the father-son division of the American Bowling Congress, now in progress in the Saintly City. While in the Twin Cities Collins bought five remote control jobs.

Bill (Sphinx) Cohen, of Silent Sales Company, is in New York on what Benny Friedman, Silent exec, says is a deal that may prove to be of vital interest to Northwest operators. Meanwhile, biz at Silent Sales has been very good, with many of the operators taking advantage of the Sphinx's invitation to visit his newly remodeled saloons.

Sidney Levin, sales manager for Hy-G Amusement Company, has been appointed firm controller, it was announced by Henry H. Greenstein, president.

Sidney London, promotion manager for Roycraft Company, Columbia distributor here, and Ruth Warren, of St. Paul, are engaged.

M. M. (Doc) Berenson, of Minnesota Amusement Machines, returned from New York in time to take in the Northwest Coin Machine Show.

At Mayflower Novelty Company, Sam Taran says music machines are selling at a very good pace, with record sales very hot. Pinball games are holding up, and other equipment is being shipped into adjoining States.

N. L. Nelson, of LaBeau Novelty Company, reports business fair, with good orders booked during the show. The new Grotchen counter game samples are attracting considerable attention, he said.

R. V. Hasvold, Rochester operator, has moved to Minneapolis and opened headquarters here. He plans to concentrate on remote control equipment for his locations.

Another Seeburg remote control job has been bought by Gilman Hanson, of St. Peter, Minn.

Oscar (Ozzie) Truppman, of Acme Sales Company, is out of the city on biz. Irv Sandler reports trade showing marked improvement since the show.

Big Response to Singing Towers

CHICAGO, April 5.—"Overwhelming is the word for the avalanche of letters, telegrams, phone calls, and personal visits from distributors, jobbers, and music operators all over the country in response to the new line of Singing Towers coin-operated phonographs and auxiliary equipment, say officials of the Automatic Instrument Company, Chicago.

"Every day, more and more prominent men of the industry are showing enthusiasm," said Henry T. Roberts, vice-president and general manager of the company. "They acclaim this new idea of providing the ultimate in music for the music merchant at a new consistent low price.

"In our many years of actual music operating," Roberts explained, "we've learned from hard experience that the crying need of music operators is a line of equipment designed and built to fit their needs. In other words, the industry has long needed a movement to furnish operators with the best, finest, and latest in music.

"The new Singing Towers line, created entirely from the standpoint of the music merchant, fills the bill perfectly. So perfectly, in fact, that leading operators from all quarters are rallying to this new line as the solution of their chief problem. Singing Towers brings the operator everything that modern music can offer, every advanced engineering idea, as well as new features never found before on a phonograph.

"In beauty, as in performance, Singing Towers is unsurpassed. The best criterion is the opinion of music merchants themselves, and their endorsement of our product and policies shows not only that Singing Towers gains their approval, but that we see eye to eye with them in providing the answer to their problem for making more money."

Pa., N. J. Assns. Hold Joint Meeting

PHILADELPHIA, April 5.—A meeting of unusual import to the music machine operators in this territory was held Thursday at the local offices of the Phonograph Operators' Association.

Pertinent industry matters were discussed at a joint meeting that included the membership of the local association, along with those of Newark, N. J., and Harrisburg and Wilkes-Barre, Pa. Frank Hammond, business manager of the local



"DIG THIS," says Roy Heatherton, org leader at Chicago's Stevens Hotel. "Hence, ho!" chants Judy Clark, band songstress and Queen of the recent Showmen's League Ball, as they give their shoulders to the Empress in Mills Music Hall.

Glamour ... AND HOW!



Minimum Investment
Maximum Income...

Singing Towers

CLASS

IN A NEW LOW PRICE RANGE!

Most spectacular opportunity for Music Merchants! SINGING TOWERS presents a complete line of music equipment, designed and priced to meet your needs **exactly!** Revolutionary NEW innovations NEW true tone reproduction NEW splendor and attraction NEW exclusive Features!

Investigate at once! Learn how you can make bigger profits from smaller investment! Wire or Air Mail for complete details!

DISTRIBUTORS! Territory Available If You Act Quick!

AUTOMATIC INSTRUMENT CO.
3007 WEST WASHINGTON BLVD., CHICAGO, ILLINOIS

EYE APPEAL

Glamorous cabinet utilizing new enduring CRYSTEX, exclusive with SINGING TOWERS. No plastics! New Colorful light effects!

EAR APPEAL

TRUE ear level music! Better — finer — richer.

SELECT APPEAL

Illuminated, magnified title bar at convenient height! No squinting—no stooping.

EQUIPMENT APPEAL

Wall Boxes • Bar Boxes • Tower Speakers • Automatic Hostess Telephone Music.

TRADE IN YOUR OLD WURLITZERS

FOR
ACME'S CUSTOM BUILT
LEATHER AND MARBL-GLO
SUPER-WURLITZER
"500" AND "600"

? Have you any 412, 616, 24, 600 or 600 model Wurlitzers? Biggest trade-in prices given against purchase of the sensational, new, gleaming gorgeous Leather and Marbl-Glo Acme SUPER-WURLITZER "500" and "600"! These phones have been acclaimed by operators and location owners everywhere "THE MOST BEAUTIFUL IN HISTORY!" Why pay high prices? Get the BEST—get the Acme SUPER-WURLITZER "500" and "600"—AND DEFEAT ANY COMPETITION! At the same time you get the biggest trade-in price for your old Wurlitzer! WRITE NOW—give us full details of how many you have to trade and how many Acme SUPER-WURLITZERS you want! This is the deal and the phone that will SAVE YOU REAL MONEY and keep you in the phone business on a PROFITABLE BASIS! IT'S THE BEST DEAL IN PHONO HISTORY! ACT QUICK!

SUPER-WURLITZER '600'



Breathtaking beauty! Custom built leather sides in either red or blue. Gorgeous Marbl-Glo finish. New sparkling Glor-Glo tone. THE LAST WORD IN REAL BEAUTY. Delectable in any combination. Actually Custom Built to suit the individual requirements of your location, AND PRICED LOW!

ONLY \$154.50

SUPER-WURLITZER '500'



Win the acclaim, respect and admiration of every location! The most gorgeous phone you've ever seen! Featuring a new round dome with heavy molded plastic. A complete new grille with a durable Marbl-Glo finish PLUS Leather sides in either red or blue. The leather is fastened with "QUARTZ-AGUE"—the only glue that permanently adheres leather to wood. Acme has the sole rights to the use of this product in the automatic phone trade. PLAY SAFELY Buy NOW at this low price. . . .

ONLY \$194.50

THE ONLY PHONOS THAT CAN AND DO DEFEAT ANY COMPETITION. DON'T HESITATE ANOTHER SECOND, RUSH YOUR ORDER IMMEDIATELY!

SPECIAL!!

REMODELED WURLITZER "616" MODERNIZED WITH BRAND NEW PARTS, INCLUDING NEW DOME, NEW SIDES, NEW GRILLE, Etc., Etc., at Special price of only \$79.50

FREE 2 PACKARD KEYBOARD SELECTOR WILL BE INSTALLED FREE OF CHARGE. ON THE FIRST 50 REMODELED WURLITZERS (BIG GOLD!) GET YOURS ABSOLUTELY FREE BY SENDING IN YOUR ORDER NOW!

TERMS 1/3 deposit must accompany all orders—we ship balance C.O.D., P.O., New York. (On trade-ins—your old Wurlitzer will cover necessary deposit, Balance C.O.D.)

ACME SALES CO.
625 TENTH AVE. N.Y.
TEL: LONGACRE 3-5136

Among Music Leaders . . .

AMONG those leaders in the music field who are rendering important voluntary service for the industry, the name of J. E. (Jim) Broyles, president of the Automatic Phonograph Manufacturers' Association, is due for special mention. Broyles is export manager for the Rudolph Wurlitzer Company and has been in the phonograph industry for many, many years. He makes his headquarters at the North Tonawanda, N. Y., office of Wurlitzer.



JIM BROYLES

He was re-elected January 21 to head the phonograph manufacturers' association and is busy carrying out a program of service for the music industry. Broyles travels extensively to answer the many calls for advice and help that come from music operators, in all parts of the country. Legal and tax problems relating to phonographs demand much of his time.

One of the big jobs is to educate music operators to report promptly any and all city license and tax proposals relating to phonographs. This is especially true for the smaller cities and towns, as things sometimes happen in the smaller places that may affect the music business in an entire State—and the industry at large would not know any trouble existed until it was too late.

Members of the music trade may do much good for the industry by reporting any proposals relating to phonographs and records promptly to the elected leaders of the industry.

Oklahoma City

OKLAHOMA CITY, April 5.—Operators and distributors in this district reported continued good business and give much of the credit to the national defense program.

Oklahoma operators will be interested in the forthcoming shift in RCA-Victor dealers here, made necessary by the withdrawal of W. C. Dance, Inc., from the music machine and record field. The change is expected to take place within the next two or three weeks.

U. L. Barrett, manager of the Shawnee territory for several years for the Rice Music Company, has been transferred to the main office here.

State operators who have recently bought Wurlitzer equipment include J. N. Ledbetter, Ardmore; C. A. Culp, Chelsea; Virgil Biggs, Perry; Ray Davis, Pawhuska; and Bob Lester, Duncan.

The Commercial Music Company, Wurlitzer distributor, joined the State Theater here this week in a novel promotion stunt to advertise the theater's coming attraction, Horace Heidt and his orchestra in *Fot o' Gold*. Commercial placed

a new Wurlitzer in the State's lobby and filled it with Heidt records, which played continuously.

Bob Taylor, formerly with Oklahoma Novelty Company, has joined the ranks of the London Music Company and will have an active part in expansion plans announced by Jack London, head of the company.

Hal Robins and George Prock, heads of Prock & Robins, Inc., recently visited the Rock-Ola factory at Chicago.

Spence Reese, assistant sales manager of the Rudolph Wurlitzer Company; M. H. Rosenberg, Wurlitzer district manager, and Al Mendes, the company's district manager, were recent visitors at the Commercial Music Company here.

The Rice Music Company has installed new Fone-a-Tune equipment in the re-decorated Golden Pheasant Cafe here.

T. O. Wolfe, head of the Sooner Novelty Company, reports a successful trip to Arkansas.

Among operators who have inspected new Seeburg equipment at the Sooner Novelty Company were Boyd Dickson, Shawnee; Bob Lester and Albert Burnham, Duncan; H. D. Gregory, Anadarko; and Virgil Biggs, Perry.



BUFFALO'S ANCHOR BAR provides patrons with Wurlitzer music via the Colonial model in this nautical atmosphere. The location is operated by Frank and Teresa Bellissimo, who declare that the Wurlitzer Colonial phonograph is right in its element in the Early American seaside atmosphere of the grille.

ONLY GENUINE
PERMO POINT
NEEDLES SERVE
YOU BEST

The Heart Beat of Your Phonograph

USE
ADJUSTABLE
Fulco
PHONOGRAPH
COVERS

Cannot be surpassed for long life and general usage. Fits any phonograph and coin machine.

write for prices
Fulton Bag & Cotton Mills
Manufacturing Dept. 1911
ALBANY, N. Y. NEW YORK, N. Y. NEW ORLEANS, LA. NEWARK, N. J.

FOR QUICK SALE

10 Units of Telephone Music with complete studio equipment to cover 10 locations. Only 10 months old. First come, first served.

Write for sale price.

BOX D-56, care The Billboard, Cincinnati, O.

PROGRAM TITLE SHEETS

20 Strips to Sheet
\$4.00 PER 1000
Special price in quantities.
Samples—\$1.00 per 100, Post Paid.
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1 TO 11, 20C EA. - 12 TO 99, 15C EA. - 100 UP, 10C EA.

Eventually you'll use
Miracle Point Needles
Better start now.

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USED RECORDS BOUGHT FOR CASH

A. de KINA, 220 Fifth Av., New York, N.Y.

Golden Opportunity

for music-minded operators.
Investment and quick action required.
BOX 1591, Rockford, Illinois.

"Quality" "Service" "Price"

YOU GET THEM ALL WHEN YOU ORDER FROM **MIRABEN** PARTS AND SUPPLIES FOR ALL COIN OPERATED MACHINES! FREE to Coin Machine Trade only —Big 52-Page Catalog! Write for your copy today!

MIRABEN COMPANY
2041 Carroll Ave., Chicago, Illinois

OUTDOOR "STORM-PROOF" EXTENSION SPEAKER

Operator's Price **\$16.95** Complete

COMPLETE "MARINE HORN" WITH HIGH POWER P.M. SPEAKER

Here's a real hot EXTENSION SPEAKER idea for outdoor summer locations... in beer gardens, amusement parks, beaches, resorts, and music groves. The Atlas WX-3H, Extension is READY TO INSTALL... wired... complete... using a speaker capable of covering crowds up to 1000 listeners. It's all-metal, 100% storm-proof and dust-proof, ready to hook up to any coin phonograph.

SEND NO MONEY: We Ship C. O. D. (All-Steel Mounting Bracket, \$3.50 Extra)

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1444 39th Street, BROOKLYN, N. Y.
DISTRIBUTORS: Write for Details!

MASTER CRAFT PADDED COVERS

FOR AUTOMATIC COIN PHONOGRAPHS

Saves you money by avoiding damages to your cabinets. Sturdily made and waterproof.

- No. 4 Adjustable Pad (for cabinets up to 65"x36"x27")... \$10.00
- No. 12 Adjustable Pad (for cabinets up to 67"x40"x28")... \$12.50
- No. 25 Slip-Over Pad (for cabinets up to 65"x36"x27")... \$8.50
- No. 35 Slip-Over Pad (for cabinets up to 67"x40"x28")... \$10.00
- No. 50 Adjustable Carry-Over (for all size cabinets)... \$9.50

BEARSE MANUFACTURING CO.
Inc. 1921,
3818-3828 Cortland St., Chicago, Ill.

WANTED ALL USED PHONOGRAPH RECORDS

Highest Cash Prices Paid

MODERN MUSIC CO.
8730 Woodward Ave., DETROIT, MICH.

SENSATIONAL USED PHONOGRAPH SALE

This Equipment is Factory Reconditioned Complete and Ready To Operate. No Trade-Ins at These Prices. Terms: Cash F. O. B. Kansas City or Wichita.

WURLITZERS		SEEBURCS	
Model	Price	Model	Price
71	\$140.00	VOGUE	\$165.00
900	150.00	CASINO	145.00
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600 K.B.	135.00	GEN	110.00
600 R.	130.00	A MODEL B	20.00
61	60.00	MILLS	
30	55.00		
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412	25.00	CAPEHARTS	
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ADJUSTO PHONOGRAPH COVERS.....\$9.00
METAL PEDESTALS FOR COUNTER MODEL PHONOGRAPHS.....\$9.00

CENTRAL DISTRIBUTING CO.

GRAND AT 23RD KANSAS CITY, MO. 607 W. DOUGLAS WICHITA, KAN.

Coming Events

Premium Show at the Palmer House, Chicago, April 28 to May 2. (See The Billboard at Booth 13.)

American Federation of Musicians' Convention, Seattle, Wash., June 9.

Bottled Carbonated Beverage Week May 11 to 17.

1941 Meeting of American Bottlers of Carbonated Beverages, Philadelphia, November 10 to 14.

Amusement Board of Trade of New Jersey, Inc., Banquet, scheduled for May 18. Time and place not yet announced.

Banquet of Philadelphia Music Operators April 20.

Retail Tobacco Dealers of America, Inc., annual convention, May 15-17, at Hotel Pennsylvania, New York.

Buffalo

BUFFALO, April 5. — With definite signs of spring all about here, business on locations is picking up, so more people feel the urge to go out and spend their money on pleasure. Upwaving is noticeable in all branches of the trade.

Vic Stehlin has sold his phonograph route to James D. Blakeslee, Iroquois Amusement Company.

Al Bergman, Royal Amusement Company, has placed a record of Gray Gordon's *Granada* on all of his machines and is pushing the number heavily. Dewey Bergman, his brother, penned the BMI tune, and Buffalo thus is proud of the local boy who made good.

Annapolis, by Jimmy Dorsey, is heralded by Buffalo music men as the current top tune here.

Bernie Bischoer, Amplified Music Company, is reporting a rise in music business. He is currently busy on an invention for an automatic robot telephone answering device designed to take operators' service calls.

Fred Van de Walker, Modern Automatic Music Company, reports better biz for early April, with outlook bright for a big Easter. *You Are My Sunshine*, by the Airport Boys, is still a big item on his phono runs. He says that the film *Strawberry Blonde* brought pop appeal to the tune *And the Band Played On*, recorded by Lombardo, with *Intermezzo*, on the reverse, also well.

Ted Mills, of Mills Amusement here, also has been enjoying an increase in his music business lately.

Jim Blakeslee, Iroquois Amusement Company, is on a buying spree. He has bought the second new Seeburg music set-up within the month. Installation includes Seeburg standard model, plus eight wall boxes, a speaker, and a play-boy.

"HERE'S THE BOX THAT MAKES THE BUCKS"

BUCKLEY MUSIC SYSTEM

WITH DIRECT "TOUCH-TO-TOUCH" ACTION

SEE YOUR NEAREST DISTRIBUTOR TODAY AND LEARN HOW YOU CAN DOUBLE AND TRIPLE YOUR PROFITS AS WELL AS INSURE YOUR LOCATIONS REMAINING YOUR LOCATIONS WITH BUCKLEY MUSIC SYSTEM "BETTER TONE!"

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ALLENTOWN, PA. Paula Vendino Co. 102 E. Emaus Ave.	HABANA, CUBA L. H. McMasters Barand 8166, No. 501	OMAHA, NEB. Howard Sales Co. 1505 Farnum St.
AMSTERDAM, N. Y. Columbia Novelty Co. 9 Blood Street	HOUSTON, TEX. Sun Amusement Co. 9 Blood Street	ORLANDO, FLA. Southern Music Co. 503 W. Central Ave.
ASBURY PARK, N. J. Casino Amusement Co. Monroe & R. E. Aves.	INDIANAPOLIS, IND. Wired Music 620 Madison Ave.	OTTAWA, ILL. Wallo Music Company 520 E. Main Street
BALTIMORE, MD. Orlando Coin Mach. Corp. 138 W. Mt. Royal Ave.	LADOGA, IND. Mary Weiss Amusement Co.	PASSAIC, N. J. Famous Distributors 53 Amsterdam Ave.
BELLEVILLE, N. Y. Supreme Vending Co., Inc. 201 Grand Ave.	LOUISVILLE, KY. J. E. Cobb Distrib., Co. 518 So. Second St.	PHILADELPHIA, PA. Universal Amusement Co. 2010-12 Market St.
BIRMINGHAM, ALA. Birmingham Vending Co. 2117 Third Ave., North	LOS ANGELES, CALIF. General Music Company 2277 W. First Blvd. Charles A. Robinson 1911 W. Pico Blvd.	PITTSBURGH, PA. Orlando Coin Mach. Corp. 1410 Fifth Ave.
BOSTON, MASS. Band Sales Company 1022 Commonwealth Ave.	LYNDBROOK, L. I., N. Y. United Music Systems, Inc. 615 Merrick Rd.	PORTLAND, ORE. Aubrey V. Steiner 807 S. W. 16th Ave.
BROOKLYN, N. Y. Brooklyn Amusa. Mach. Co. 680 Broadway	MASSILLON, O. Elum Sales Company 127 W. Trumbull St.	PONTIAC, MICH. Wolverine Entertainers, Inc. 88 Newberry St.
COLUMBUS, O. G. H. Vending Co. 682 W. Broad St.	MEMPHIS, TENN. Tri-State Music Co. 684 Marshall Ave.	SACRAMENTO, CALIF. D. B. Sotelo 1921 Sixteenth St.
CHICAGO, ILL. Martin-Lindner Dist. Co. 8026 Lincoln Ave. Niles Center	MEXICO, D. F. Robert W. Weeks Aedo, Postal 8902	SAN FRANCISCO, CALIF. Merrill Corcoran (Pacific Coast Dist. Sales Mgr.) 327 Lehigh St. Metro Music Company 280 Golden Gate Ave.
CHATTANOOGA, TENN. Dixie Amusement Co. 615 Cherry St.	MIAMI, FLA. Leo Purinton 525 N. W. 24th Ave.	SAVANNAH, GA. Mullinix Amusement Co. 61 Hubbard St.
DALLAS, TEX. Walrus Sales Company 1713 Young Street	MILWAUKEE, WIS. Paterson & Dennison, Inc. 9210 W. Greenfield Ave. West Allis, Wis.	SYRACUSE, N. Y. Ree Amusement Co. 710 So. Salina St.
DENVER, COLO. James E. Blackwell (Neutrals Sales Dist. Sales Mgr.) Blackwell Distributing Co. 538, Milwaukee St.	MINNEAPOLIS, MINN. Music Installations 1216 Nicollet Ave.	TOLEDO, O. National Sound System 2137 Tryon Lane
DETROIT, MICH. American Novelty Co. 3185 Grand River Ave.	NEWARK, N. J. Major Amusement Co. 15 Pennington St.	TRENTON, N. J. Central Amuse. Novelty Co. 204 Perry St.
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On the Records

This column is designed to aid music machine operators in the selection of records for their machines. It gives a descriptive appraisal of the latest releases and an evaluation of their potential commercial value to phonograph operators.

(CONTINUED FROM PAGE 20)

I Love is the side that has Victor excited, and the excitement is justified in a good enough song sung exceedingly well. But it's straight vocadence in arrangement, which means Barry has again been handicapped by being given nothing to make him or his record stand out. Fine work without name value is not always enough to catch a peculiar public's attention; fine work showcased in an unusual, original way has a far greater chance of doing the trick. Here it's only fine work.

Tempo is usual, instrumental passages are nice but ordinary, and the arrangements are in the same stereotyped vein of hundreds of similar vocal disks. These are tremendous obstacles for Wood's really superior singing and Victor's promotion department to overcome.

B★ ERSKINE BUTTERFIELD

PIANIST • COMPOSER
VOCALIST



MUTUAL W. O. R. NETWORK
TWICE WEEKLY

★
DECCA RECORDS EXCLUSIVELY

★
On Transcriptions—Associated—Muzak

—Per Rep.—

WALTER S. BLOOM (Rm. 709)
1619 Broadway, N. Y. C. Circle 5-7658

ARTIE SHAW (Victor 27362)

I Cover the Waterfront—PT. *Marinella*—Rumba.

With superb things like *Frenes*, *Star-dust*, and *Dancing in the Dark* to the credit of his new large band, Shaw can be forgiven for the lackluster indiscretions of the first side here. The attempt is made to dress this oddie in the scoring finery of previous disks, but somehow it falls short of the others in brilliance and originality. It's still head and shoulders above most band jobs, but Shaw has established a standard for himself that is plenty high. He doesn't quite reach it this time, at least not on the A side, upon which the greater promotional advantages rest. The reverse, however, is a splendid performance, richly colored, beautifully orchestrated, and highly inventive in spots, the whole dominated, as always, by Artie's thrilling clarinetting.

HORACE HEIDT (Columbia 36026)

G'Bye Now—PT; VC. *Do You Believe in Fairy Tales?*—PT; VC.

Ronnie Kemper, late of Dick Jurgens' band and famed for his vocalizing of *Genelia* on that ork's hit disk, makes his record debut as a member of the Heidt organization in his customary whistled, humorous style. His vocal work is nicely listenable, and the band is solid enough behind him and in between

his first and third choruses. Plattermate comes from Heidt's movie, *Pot o' Gold*, which makes it likely for coin phono consumption. There's nothing unusual to the side, but it's okish listening, particularly Larry Cotton's warbling.

GENE KRUPA (6106)

Hanstruck—PT. *Wire Brush Stomp*—PT.

Out-and-out swing protechnics on both sides here, with nothing out of the ordinary to indicate music machine attention or even better-than-average home sales. *Wire Brush* is a re-recording for this band, Krupa having done it originally on wax over a year ago on the erstwhile Brunswick label. Side features his drumming for most of its length, unlike the A side, which contains no drum solo at all. Both arrangements have drive and good beat, but it's swing of a sort that has been engraved on disks in similar form over and over again, with nothing present to make it stand out.

GLENN MILLER (Bluebird B-11095)

Perfidia—PT; VC. *Spring Will Be So Sad*—PT; VC.

Miller comes out with *Perfidia* (Tonight) a little bit late, altho his enormous popularity may be sufficient to enable this disk to overcome the lead already established in coin phones by several other recordings of this lovely melody. Glenn's version contains all his usual polish of arrangement, complete to typical Miller shading, and reed and brass work. Dorothy Claire makes her record debut with Miller; just as she returns to Bobby Byrne's band; on this side she works with the Modernaires in a five-voice blend that does nice things to the tune. Modernaires are also on the reverse, a slow, teary ballad, inspired by conditions in the world today, that has none of the genuine worth of *Last Time I Saw Paris* or *My Sister and I*, but adds up to a mournful dirge that makes depressing listening. Ray Eberle joins the vocal group on this side, and it's largely a vocal performance with little band work.

TONY MARTIN (Decca 3645)

You Stepped Out of a Dream—V. *Too Beautiful To Last*—V.

Martin hasn't had a big music machine success for some time now, but he may break the spell with either side here. Both selections come from the Metro movie, *Ziegfeld Girl*, wherein Tony warbles these numbers. That tie-up should be worth something to coin phonograph operators, particularly after the picture gets around the country, and on the basis of Martin's vocal performance by itself, these sides can be big. Smooth, finished arrangements, and the excellent Martin technique to do them, result in two of the best vocal pressings among recent releases. Victor Young's string accompaniments complete the pleasant picture.

CHARLIE SPIVAK (Okeh)

Two Hearts That Pass in the Night—PT; VC. *I Understand*—PT; VC.

Okeh still isn't doing right by Spivak, probably the finest sweet melodic trumpet player in the business. A half-chorus or so of his playing on each side of a record just isn't enough to sell Charlie, his band, or his disks. Instead of really spotlighting the Spivak horn, this double, like Charlie's initial release, takes two ballads and features vocals and conventional ballad arranging. Garry Stevens' singing is extremely nice on both sides, and the band is solid and forthright, but Spivak's playing is the one thing that will make him stand out, and thus establish him as a disk attraction. It can't be done as long as his trumpet light is hidden under a bushel of poor recording judgment.

EDDY DUCHIN (Columbia 36024)

Beneath the Lights of Home—PT; VC. *Thank You America*—PT; VC.

Side A presents not much more than Duchin's usual accomplished piano rippling and a Tony Leonard vocal. Flip-over is from Deanna Durbin's *Nice Girl* picture, and reveals itself here wrapped up in a very heavy arrangement, mostly vocal with ensemble background. This side isn't too good, and it isn't the type of thing for Duchin by any means.

BEA WAIN (Victor 27363)

My Sister and I—V. *Afraid to Say Hello*—V.

My Sister and I is very likely to turn into the biggest hit of the spring season. It's by far the best song that BMI has released to date, and with no restrictions on its being played on the air, it's practically certain to soar to the heights. Apparently inspired by the (See ON THE RECORDS on opp. page)



PANCHO

LATEST RECORDINGS
ON DECCA

- ★ No. 3620
"TIGER RAG"
- ★ "HINDUSTAN"
No. 3589
- ★ "FRENESI"
- ★ "DARDANELLA"
No. 3480
- ★ "RHUMBOOGIE"
- ★ "DARK EYES"
No. 3474
- ★ "DOWN ARGENTINA WAY"
- ★ "EL RANCHO GRANDE"

Now at
THE BEACHCOMBER
NEW YORK
Just Concluded 12 Successful Weeks
5 O'CLOCK CLUB
MIAMI BEACH
Dir.: Music Corporation of America



Thanks to the gang at VICTOR Recording for showing such confidence in my latest record
"THE THINGS I LOVE"
(27369)

Thanks to distributors and operators for backing up Victor's confidence with such large advance orders.
Hope the nickels come rolling in.

Yours most sincerely,

Barry Wood

(CBS "YOUR HIT PARADE")

Drummin' for Profits?
HERE'S YOUR ANSWER...
GENE KRUPA
THE DRUMMIN' MAN AND HIS ORCHESTRA
GET THESE LATEST HITS
DRUM BOOGIE
(6046)
★ ★ ★ ★ ★
ALREET
GEORGIA ON MY MIND (6118)
ON OKEH RECORDS

4000 play TRY IT
Pfanstiehl
COIN MACHINE NEEDLE
No Break-in Period—Truer Tone
Non-Break Point
PANSTIEHL CHEMICAL CO.
106 LAKEVIEW AVE.,
WAUKEGAN, ILL.

Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

By HAROLD HUMPHREY

News Notes

Jan Savitt had a busy day Thursday (13). Recorded his first four sides for Victor in Chicago, and on the same day opened an engagement at the Sherman Hotel there. . . . Woody Herman has signed a new contract with Decca, calling for 48 sides a year. His old contract was not up until May, but the new one supercedes it. . . . Okeh label has a couple of new novelty records which are pointed for the music machines. First is Herbie Holmes' "Love Me a Little" and the other is "Tis Me or You Dotta Det Out," recorded by Ray Herbeck, who also composed the ditty—evidently in a moment of childish abandon. . . . When Sammy Kaye records his own tune, "Hey Daddy" this month, he will change his usual style of the singing title introduction, leaving it out in favor of having the ensemble singing the entire number. . . . Leonard Jay, Victor recording chief, left New York last week to meet band leader Joe Reichman in Chicago, where they will get together for production of a four-record piano album. . . . Vaughn Monroe knocked off four new sides last week for Bluebird. On Wednesday of last week the maestro also celebrated his first wedding anniversary. . . . BMI is crowing over the fact that it has finally cracked the cinema with some of its tunes. First will be "I Am the Reluctant Dragon," which is designated as the theme song for Walt Disney's newest full-length film, "The Reluctant Dragon." . . . Horace Heidt's movie, "Pot o' Gold," has been released. It opened at the Roxy, New York, Thursday (13) and had a world premiere last week in Mexico City.

Song Poll Winners

The Billboard's song poll, taken from present-day band leaders, was concluded last week, and the distinction of being the best song of all time went to Stardust. Other winners in the various classifications were St. Louis Blues, for the best blues of all time; I'll Never Smile Again copped the prize for the best song of 1940; the all-time novelty winner was The Music Goes 'Round and 'Round; I Got Rhythm was the best in the rhythm-song-of-all-time slot; for Latin American supremacy, Siboney took the cake, and for jazz instrumental first place One o'Clock Jump tied in a photo finish with Tiger Rag. The striking thing about the results of the poll is that without exception all of the above tunes have always been "standard stuff" as far as music machine operators are concerned, proving again that when it

comes to what the public wants, the operator is as acute as anyone on judging the pulse of the situation.

Exit Lent

Lent is heading into the homestretch, and the resulting emotions of the automatic phonograph operators are mixed. Many of them are, of course, elated that the period of privation is nearly over. However, plenty of operators are watching the after-Easter period with apprehension. As one of them so truthfully reported recently, "I hate to see Lent come to an end, because then if the nickels don't start dropping into the cash boxes in heavier numbers I'll have to cook up another alibi and on top of that convince myself that it's right!"

This and That

The King Sisters, now singing at the Rustic Cabin in New Jersey, took a quick trip into New York last week to double between the Paramount Theater, where they pinch-hit for the ailing Dinah Shore, and the Victor recording studios, where they then set in a three-hour session of record making. . . . When Raymond Scott and his band open at the Meadowbrook in New Jersey he will set up a photographic darkroom to satisfy his candid camera hobby of shooting the dancers.

Territorial Favorites

FOLLOWING is a list of records from operators in various sections of the country who have mentioned artists and records as local favorites, in addition to the national leaders listed in the Record Buying Guide:

WASHINGTON:

Whatcha Know Joe? Jimmie Lunceford.
Besides being popular in the machines here, the tune is also being shoved into the trays at Harrisburg, Pa. The Lunceford recording is essentially a favorite with the large Negro population in Washington, but it has been recorded by other artists, too, and might reach out into all types of locations.

CHARLOTTE, N. C.:

We'll Meet Again, Kay Kyser.
Popularity of this record is no doubt due to the Kyser name being on the title strips in many machines here. It was released in December, so chances are that if the tune had winning potentialities they would have materialized

by now. However, there are many Kyser fans and no matter what their hero plays they want to hear it. This evidently is the cause for the tune's going strong in this city.

INDIANAPOLIS:

Chica, Chica, Boom, Chic, Xavier Cugat.
It's a hot-cha tune from the film *That Night in Rio*, with Carmen Miranda singing. Cugat's version is appearing in plenty of the music machines here and operators are predicting a boom for it. It will be worth a try-out with other operators when the movie hits their town.

KNOXVILLE, TENN.:

Blue Flame, Woody Herman.
Early results around here on this recording are causing operators to predict landlides for it. It has been out a few weeks, but since it's a special composition and not one of the current popular tunes, there is the usual time lapse before the automatic phonograph players discover it. Herman has a following for his blues-style band, which will give this record an added push elsewhere, too.

JAMESTOWN, N. Y.:

Friendly Tavern Polka, Horace Heidt.
The Record Buying Guide listed this last week as a "Possibility," and in this town operators are already buying it in large quantities. Title itself make it a natural for at least a few plays on a machine in almost any location, but Heidt's lively rendition of the melody is almost sure to give it more than that.

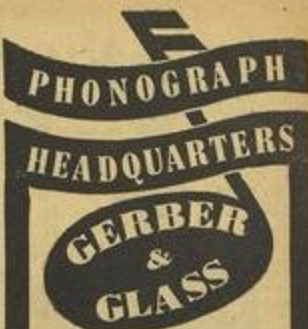
Radio's Leading Songs

HERE IS A comparative list of 10 songs broadcast most often during the week ended April 5 and the week before, ended March 29. The songs are those heard over the networks and leading New York stations based on information supplied by Accurate Reporting Service.

This Week	Last Week
1—You Walk By	6
2—I Hear a Rhapsody	—
3—Two Hearts That Pass in the Night	—
4—There'll Be Some Changes Made	2
5—It All Comes Back to Me Now	1
6—Wise Old Owl	7
7—Georgia on My Mind	—
8—Oh, Look at Me Now	—
9—Amazola	3
10—High on a Windy Hill	8

ON THE RECORDS

(Continued from opposite page)
theme and the opportunities it offers for dramatic vocalizing. Miss Wain has knocked out one of her best sides on it, singing it with great understanding and feeling, and phrasing it beautifully. The out-of-tempo release in the first chorus and the inventive arrangement of the last chorus complete a version that on merit rates the highest sales possible. Companion piece is much more ordinary, both in tune and in its straight veeceance style. Bea sings the song well, but it's colorless in comparison to the meaning of the A side.



WURLITZER
16-Record MARBL-GLO
With Illuminated Dome
As Illustrated



Complete \$69.50
Ready to Operate WITH KEYBOARD \$9.50 Extra

- P12 Wurlitzer \$27.50
- 616 Wurlitzer 46.50
- 616 Wurlitzer with Illuminated Grill 51.50
- 24 Wurlitzer MARBL-GLO with Keyboard 119.50
- 500 Wurlitzer 134.50
- 600 Wurlitzer With Keyboard 124.50
- Monarch 20 Record 89.50

MISCELLANEOUS

- Rotary Merchandiser \$79.50
- De Luxe Diggers 89.50
- Kirk Scales 79.50
- Chicken Sams 54.50
- Anti-Aircraft (Black) 49.50

LIBERTY BELL

World's Finest
TOKEN
PAYOUT
\$34.50
3 for \$90.00



1/3 Deposit With Order

GERBER & GLASS
914 Diversy Blvd., Chicago

"I DO, DO YOU"
One of the Outstanding Song Hits of the Year
by LEW QUADLING
writer of "CARELESS", "MILLION DREAMS ACO"
LATEST RECORDING BY
KATESMITH
COLUMBIA NO. 36043
OTHER RECORDINGS BY
GLENN MILLER—Bluebird 11020
DINAH SHORE—Bluebird 11003
GLEN GRAY—Decca 3572
DICK JURGENS—Okeh 5898
Published by
STEVENS MUSIC CO.
Woods Bldg. Chicago, Ill.

"I WISH I WAS BACK IN MILWAUKEE"
No. 1 on "Our Hit Parade," Decca Record No. 2456
by Freddie Fisher's Scholasticity Band. Big Tavern Hit. More than 20,000 records sold. It will make money for you. Write for lists of other hits. Ask for "Wake Up America" on all records.
"JOE DODD," "SONG OF THE APACHE"
1688 Broadway, NEW YORK, N. Y.



PACKARD PLA-MON REMOTE-CONTROL INSTALLATION in the United Waflag Shop, Houston, Tex. The installation was made by the R. & A. Musto Company, Houston, which reports receipts have jumped since the equipment was put into use.



Coin Catchers on VICTOR and BLUEBIRD RECORDS

VICTOR "POPULAR" RELEASE NO. 418—LIST PRICE 50c

27369 The Thing I Love
Talking to the Wind
Barry Wood, Baritone

27373 *Worried Mind
A Broken Melody Wayne King

27374 Another One of Them Things
Serenade to the Spot Tommy Dorsey

27375 *My Sister and I
Do You Believe in Fairy Tales? Leo Reisman

27376 Cancion Dal Mar—Solelo
Bisopoco—Flumbe Xozier Cugat and his

Waldorf-Astoria Orchestra
BLUEBIRD "POPULAR" RELEASE

NO. 324—LIST PRICE 35c

B11030 Where the Mountains Meet the
Moon Personally

The Four King Sisters with
The Rhythm "Boys"

B-11100 *What Has Happened
*Food the Killy Bob Chester

B-11101 *And the Band Played On
*Just a Little Bit South of North Carolina

Mitchell Ayres and his
Fashion-In-Music

B-11102 *All That Meat and No Potatoes
Buckin' the Dice

Fats Waller and his Rhythm
B-11103 *Thanks Up
Glean Growler

Vaughn Monroe
B-11104 Moments Like This
Chipparets

B-11105 *I Close My Eyes
*Confession Tony Pastor

B-11106 *Fair Hawaii
*Kokoihi Johnny Kaomohi Pineapple and

his Native Islanders
BLUEBIRD RELEASE NO. 324
OLD FAMILIAR TUNES—LIST PRICE 35c

B-8001 Old Chuck Wagon Days
My Minnesota Valley Moon

Montana Slim
B-8002 The Crazy Blues
Smith's Rag

Arthur Smith and his Dixie Liners
RACE

B-8004 Just Thinking
Please Don't Mislead Me

Walter Davis
B-8005 *If I Dream of You
*I'm Gonna Pull My Hair

The Cats and the Fiddle
*Vocal Refrain

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From Your RCA Victor Distributor Today.

In Canada
RCA Victor Co., Ltd.,
Montreal

ORDER TODAY FROM
YOUR VICTOR RECORD
DISTRIBUTOR

Record Buying Guide



An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

GOING STRONG

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country. Recordings listed without an explanation are those that have appeared under this heading for one week or more and have thus become such established successes that they require no further explanation.

Amapolos. It didn't take long for this lovely melody to find its way into the topmost brackets. This week it arrives up here with a bang, with JIMMY DORSEY* setting a pace that has left CONNIE BOSWELL and SAMMY KAYE* a bit in the lurch. Dorsey's record is popular in the most widespread sense, altho Miss Boswell and Kaye are enjoying favor in certain locations.

I Hear a Rhapsody. (11th week) JIMMY DORSEY*, CHARLIE BARNET*.
I Give You My Word. (8th week) EDDY DUCHIN*, MITCHELL AYRES*.
High on a Windy Hill. (5th week) JIMMY DORSEY*, SAMMY KAYE*, VAUGHN MONROE*.

There'll Be Some Changes Made. (3d week) BENNY GOODMAN*, TED WEEMS*, VAUGHN MONROE*.

It All Comes Back to Me Now. (2d week) GENE KRUPA*, HAL KEMP*, TED WEEMS*.

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.

The Wise Old Owl. Last week this cute BMI ditty made its bow in this section, and this week it heads it, jumping up here with a show of speed that is slightly amazing. AL DONAHUE* has made this almost a personal triumph, altho JOE REICHMAN* has been coming along fairly well.

Dolores. Another fast-moving number is this movie song from *Las Vegas Nights*. TOMMY DORSEY* has the top recording thus far, largely because he and his band are seen in the picture. BING CROSBY'S disk is also receiving a nice bit of play.

Tonight. Showing signs of heading downhill but still doing very well for operators is this Latin-American ballad. It's undoubtedly reached its peak in the machines, and it has slipped in certain spots, but even so it continues to drag in nickels for the majority. JIMMY DORSEY*, GENE KRUPA*, and XAVIER COUGAT* are the disks here.

Oh, Look at Me Now. Going out to pretty fair profits is this TOMMY DORSEY* record of a song he himself discovered. It's not sensational as yet, but it shows indications of developing nicely into a substantial success.

The Band Played On. A sleeper has come along in the form of this number as recorded by GUY LOMBARDO*. A good many operators report it as climbing exceptionally fast in the affections of their phono patronage, and judging by those reports it's headed for the top.

Boogie Woogie Bugle Boy. This picture song, from Universal's *Back to Back*, isn't setting any records on fire, but it's fair enough and certainly shouldn't be taken out until it shows far less signs of life than it is showing now. The ANDREWS SISTERS have things pretty much their own way here, altho WOODY HERMAN* has a version that is greatly liked in the locations where it's being played.

Friendly Tavern Polka. This was mentioned as a "Possibility" last week, and it took only seven days for it to make good, and in no uncertain terms. It's HORACE HEIDT* on this with a lively disk that a couple of ops say might turn into another *Beer Barrel Polka*. There's no indication of anything miraculous as that at the moment, but it's rising very rapidly.

I, Yi, Yi, Yi, Yi. Another "Possibility" that makes it this week, altho with nowhere near the impetus achieved by the item directly above. The ANDREWS SISTERS again, and the song stems from *That Night in Rio*, which is playing around neighborhood movie houses now, one reason the song is getting a play.

Until Tomorrow. Maintaining its position but not advancing any further, this SAMMY KAYE* waxing is showing promise that as yet has not been fulfilled. Another week may see it climb a bit up the ladder.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which are still being mentioned on enough reports to warrant their inclusion in the Guide, even though they most probably will never climb into "Going Strong." **You Walk By.** (11th week) Weakening. TOMMY TUCKER*, BLUE BARRON*.

New San Antonio Rose. (8th week) Still pretty good. BING CROSBY, BOB WILLS.

POSSIBILITIES

Recordings listed below have not as yet shown any strength in automatic phonographs but are the most likely prospects for music machine success among new record releases. These suggestions are based upon radio performances, sheet music sales, reports from music publishers as to the relative importance of certain songs in their catalogs, as well as on the judgment of The Billboard's music department.

I'll Be With You in Apple Blossom Time. Another ANDREWS SISTERS* record that is developing great potentialities. Some operators have reported good success with it, and that's likely to spread around the country. This song is also in their *Back to Back* film.

I Understand. JIMMY DORSEY* has a disk here that is starting to attract much attention. This is an exceptionally strong possibility for future hitdom along the phono network before the spring season is much older.

C'bye Now. HORACE HEIDT* follows his *Friendly Tavern Polka* with another side that is beginning to meet with nice reception from patrons of those boxes already having it on their turntable. Watch this one, it looks good.

Corn Silk. A light, swingy little number, with the same infectious tilt as that hit of another year, Josephine. This has good potentialities for the machines, some of which are already starting to be realized to a small degree.

My Sister and I. It will be surprising if this song is not one of the biggest hits of the spring. Inspired by world conditions, it's a BMI'er, thus making it available for radio plugging, and it's undoubtedly going to get plenty of that. The music trade expects a smash to be registered by this one, for everything is in its favor—theme, music, lyric, commercial appeal, and no radio restrictions.

* Indicates a vocal chorus is included on this recording.

Double-meaning records are purposely omitted from this column.

THE
HEIDT BRIGADE'S
RIDIN' HIGH...
ON
Columbia
RECORDS



HORACE HEIDT and his
MUSICAL KNIGHTS come
up with 3 coin-machine
MUSTS!

36026 C'BYE NOW

a really grand novelty featuring
Ronnie Kemper on vocal

36080 CLARINET POLKA

giving new life to the popular
polka

36006 FRIENDLY TAVERN POLKA

a "natural" by Heidt bandman
Jerry Bowne



RONNIE KEMPER

AND FOUR SWELL SIDES FROM "POT O' GOLD"!

36006 BROADWAY CABALLERO

36026 DO YOU BELIEVE IN FAIRY TALES

36053 PETE THE PIPER

36053 A KNIFE, A FORK AND A SPOON

● Always an extremely colorful and popular organization, Heidt and his band will be enjoying new nation-wide favor with the opening of "Pot O' Gold" at New York's Roxy Theatre on April third, and bow-ins throughout the country during the next few weeks! Starring Academy Award winner Jimmy Stewart and lovely Paulette Goddard, the picture will be a big box-office draw—and, featuring the movie debut of Heidt and his Knights as it does, Horace's Columbia Records of his "Pot O' Gold" tunes will be in great demand for the music-machines! Get on the Horace Heidt bandwagon now! It's scooping nickels wherever it goes.



ORDER FROM YOUR
DISTRIBUTOR TODAY

COLUMBIA RECORDS

ARE YOU ASLEEP AT THE SWITCH?



AMERICAN AMUSEMENTS
11-15 E. RUNYON ST.
NEWARK, N. J.

March 12, 1941

Packard Manufacturing Corp.
Kentucky at Morris
Indianapolis, Indiana

Dear Mr. Capehart:

For the past few months I have been reading with interest your advertising of Pla-Mor boxes and finally decided to try one installation.

I recently installed eight (8) Pla-Mor boxes in a mediocre location, and have found since installing same that my collections have not doubled, but tripled themselves.

I cannot help writing to inform you that I am 100% satisfied with this installation.

During the past few days I have already received requests from numerous other locations in the vicinity for installations of this type.

Your Pla-Mor box is really "tops" and has convinced me that I have been asleep for the past few months because I did not immediately put them out.

Very truly yours,

AMERICAN AMUSEMENTS

Herman Halperin
Herman Halperin
President

HR:BC

100% SATISFIED
WITH PLA-MOR



PLA-MOR TRIPLES
COLLECTIONS

OTHER LOCATIONS
ASKING FOR PLA-MOR

PLA-MOR
IS REALLY TOPS

PACKARD
PLA-MOR

HAS THE PLAY APPEAL

• No operator in the music business who is on his toes is asleep at the switch—but he may not have awakened to the tremendous profits of PLA-MOR. Now is the time to wake up—others have and this letter is typical of what has happened. There are *bigger profits* for you with PLA-MOR. It is the *Music System* that makes you the *music man in demand* by every type of location. Install PLA-MOR NOW—and when you check collections you'll find that from the first day on your profits are going up and up. See your Packard Distributor or contact us—

PACKARD MANUFACTURING CORP., Indianapolis, Indiana • Homer E. Capehart, Pres.

ROLL A PACK

The 'SWEETHEART' of



COUNTER MACHINES

Sample ROLL A PACK just \$12.50. Case of ROLL A PACK only \$45.00. Buy ROLL A PACKS by the Case and save yourself \$9.00. All orders require 1/3 certified deposit, balance C.O.D. Contact your nearest distributor, or write direct!

Notice: ROLL A PACK available with Ball Gum Attachment, only \$2.00 Extra.



HOME RUN NOW

ONLY \$15.00

Each in Lots of 5 or More. Sample Home Run \$16.50

Each Take advantage of this sensational offer! 1/3 cash with order, balance C. O. D.

Approximately 3000 balls of gum for use in Home Run can be purchased from us at \$3.50 additional; this includes 200 striped balls.



ESQUIRE

The last word in vending perfection. Truly a GREAT vendor—it is universal—vends all types of bulk merchandise including Ball Gum and wends them accurately—no additional parts necessary.

Sample Esquire

only \$7.50

Each Porcelain Finish \$8 Extra

TOPPER

It tops in modern design. Topper's sleek ultra modern design assures choice locations, greater patronage. Topper vends everything a l i n d a, sodas, milk, nutshells, peanuts, bil-lardis, charms, ball-gum, etc. When ordering Topper for ball-gum, please so specify.

Sample Topper only \$8.95 Each

Porcelain Finish 75c Extra

Operators, Order This Counter



Four-Nickel combination slotless coin counter, polished aluminum, life-time guarantee. Only \$1.00 each (total) cash with order. No C. O. D. All orders require 1/3 cash, balance C. O. D.

VICTOR VENDING CORP.
5711 W. GRAND AVENUE, CHICAGO



Your Choice Vender A Hit With Coinmen

CHICAGO, April 5.—"If the interest in Your Choice bottled beverage vender since the show is any indication of the growing interest in this new field of operation, then the year ahead without a doubt will be the one in which beverage venders officially come of age," stated J. W. (Jack) Thompson, sales manager of the Refreshment Vending & Machine Corporation, in recounting the manner in which this selective machine has been received by the trade.

"Ours is a 12-flavor, push-button, selector machine that operates by gravity feed," he continued. "It was developed by Dr. Milton L. Smith, a widely-known Chicago physician and surgeon, who has thoroughly tested it for the past two years. Manufacture of the machines is handled by the Wells-Gardner factory, where more 1941 models are coming off the production line daily.

"Our machine boasts the largest selectivity ever offered," he went on. "It enables the operator to offer 12 flavors and include carbonated drinks, milk, chocolate milk, fruit juices, in bottles, cans, or steins. - Extra large capacity cuts down on service calls because the vending section of our Ace model has a capacity of 180 six-ounce bottles plus a pre-cooling chamber that will take care of six to eight cases more. What's more, Your Choice venders are easy to operate. All the customer does is drop a coin in the chute, press the button opposite the drink he wants, and presto! —it pops out cold and dry."

Thompson and his assistant, Thomas F. Vance, reports their sales force is booking orders faster every week as the hot-weather season draws near, and that they expect sales of their machine to establish them definitely as leaders in the field when the end of the year rolls 'round.

Gum Venders Click In Factory Spots

NEW YORK, April 5.—Miss A. M. Strong, of G. V. Corporation, reports that a new and profitable field has been discovered by wide-awake operators all over the country.

"Smart operators," Miss Strong declared, "are placing the Adams Gum venders in industrial plants. With factories going full blast and others springing up almost overnight, more and more locations are becoming available. Operators who have candy machines in these locations find that the Adams vender fits in perfectly with all types of candy machines.

"One reason why plants are so profitable is that smoking at the work bench is prohibited in some places and frowned upon in others. Chewing gum is a popular substitute with habitual smokers and the gum venders get a big play."



WALLY SIPPLE, DuGrenier Southern representative, pauses for refreshment with Krisk Kriekbaum (right), the man in charge of cigarette vending machines for Eli Witt Cigarette Company, at Columbia Restaurant, Tampa.

Forbes Is Father

NEW YORK, April 5.—Matt Forbes, manager of the New York CMA, became the father of a seven-and-one-half-pound boy March 27. Youngster was named Paul Michael.

Both mother and child were reported doing nicely.

Explain Selector Beverage Vender

ST. LOUIS, April 5. — "New model Selector Dispenser is a master merchandiser," explain executives of the Selector Products Company here. In describing the advantages of its beverage vender, firm points out that it offers a showcase display and will handle practically any bottle size and flavor in the same machine at the same time. It is equipped with the coin mechanism on the inside of the cabinet so that the entire outside is thus left free for the bottlers' ad.

"We started in this business cautiously," executives stated, "because our machine was primarily designed for vending dairy products. But it wasn't long before various bottlers and operators began to see its advantages and use it for their own purposes."

In describing the machine it was pointed out that it can be equipped

with 5, 6 and 10-cent chutes, that it is automatically refrigerated, trouble free, and slug proof. A special covered cabinet for empties comes with the unit.



Buy Northwestern bulk vendors—that's the advice of all experienced operators, men who know the business and know machines. They have learned from experience that Northwestern not only offers greater dependability and careful service—but they earn more money because of their modern, eye-catching beauty. If you are interested in this profitable and fascinating business, or want more earnings from your present route, write today for complete details of our eight popular models—our free trial offer—liberal trade-in plan—and build your route for bigger profits with Northwesterns.



MODEL 33

THE NORTHWESTERN CORPORATION
5 EAST ARMSTRONG STREET, MORRIS, ILL.

FULL NORTHWESTERN LINE

- ★ Recommended
- ★ Guaranteed
- ★ Distributed
- ★ Financed by

TORR 2047A-SO. 68
PHILA.

Inviting

Capture the superior locations in your territory with the new Norman Bel Gidden-designed Model "500" U-Need-A-Pak. Here is the cigarette merchandiser that invites sales—that will increase your profits beyond your greatest expectation. 7, 9 and 15 columns of beauty in White or Walnut. We cordially invite your inquiry.

U-Need-A-Pak Products Corp.
135 Plymouth Street, Brooklyn, N. Y.

Candies



BY THE ORIGINATOR
PROVEN TO BE THE BEST
FOR BULK VENDERS . . .

Our Line Now Includes

- Spring and Summer Candies
- Salted Nut Meals
- Panco Brand Ball Gum
- Crane and Digger Candies
- Charms

Complete Service . . .

For all Merchandise Vending
Machine Operators who want
Quality, Service and New Fast
Selling Numbers.

WRITE ONE ORDER
PAY ONE FREIGHT

PAN

CONFECTIONS
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WITH A ROUTE

OF
Northwestern

Model '40' Vendors

- YOU
- Increase Your Income
- HAVE
- Less Service Calls
- MORE
- Machines—Less Cost
- VERY
- Easy To Service
- THEY
- Vend All Products

ORDER NOW

1/3 Dep. Required.

RAKE

2014A Market Philadelphia, Pa.



\$5.30

In Lots of 100 or More

Less than 100, \$5.85

Less than 25, \$5.90

'40 Candy Bar Sales Advance

Top all-time 1939 high by 15 per cent in volume, 14 per cent in value

WASHINGTON, April 5.—Preliminary figures from the 1940 Survey of Confectionery Production and Distribution, released by the Department of Commerce last week, revealed that sales of chocolate-covered candy bars topped the 1939 all-time high and thereby marked the second consecutive year that candy bar sales have increased at a more rapid rate than the average for the candy industry as a whole.

Report reveals that a total of 323,400,000 pounds of chocolate-covered bars were sold by 65 manufacturers last year. Total value of these sales was \$43,600,000. Sales were 15 per cent higher in volume and 14 per cent higher in value over the 1939 record high.

Altho no figures were available as to the percentage of this total that was due to vending machine sales, it is felt that it was considerable and will rise still higher in 1941 due to the number of vendors being placed in and near factories, cantonments, and other locations that have been created by the defense program.

U-Need-a-Pak Sales Force Has Meeting

NEW YORK, April 5.—Headed by Murray Wiener, sales manager, who flew in from the South, the U-Need-a-Pak sales force gathered in New York this week to discuss plans for the summer promotions of the new Norman Bel Geddes-designed Model "500" cigarette merchandiser.

Reports are that sales thus far have skyrocketed above last year's figures, and all representatives reported operators are overjoyed with the new streamlined central delivery, the cleverly designed mirror, and the graduated keyboard.

Miss Bouchard Back From Southern Trip

NEW YORK, April 5.—Blanche Bouchard, treasurer of the Arthur H. Du-Grenier, Inc., returned here this week from a Southern cruise.

"I am glad to be back on duty even tho I had the time of my life," the Du-Grenier treasurer reports. "It's wonderful to learn that sales of our Champion cigarette merchandiser and Candy Man five-cent candy bar machine are far ahead of last year."

SILVER KING

\$5.50 Each in lots of 10

ONE OF THE 250 MODELS



5 Lb. "SILVER KING," \$6.50
10 lb \$5.50
FREE Cat. & Instructions. Write today for terms.

TIME PAYMENT PLAN ON SILVER KINGS, NOW, LOW AS 50c A MONTH

TORR 2047A-50. 68 PHILA., PA.

FAST MONEY!

SELL HERSHEY VENDORS
.. We Show You How ..
Write, BOX 285-B, Minneapolis, Minn.

Have You Ever Seen A Machine Like This?

LOOK at this picture of The Rowe 1c Gum Merchandiser. You see a handsome machine on its stand. Look at the display, you see a combination of gum never seen before in a penny machine.



REDUCES SERVICE

And never before has a penny gum machine been so compact. The outside dimensions are only 15" high, 11" wide, 3" deep—small enough to fit in everywhere! Yet, inside this machine is capacity for 500 pieces—enough to reduce the frequency of service at every location!

EXCLUSIVE FEATURES

And that's not all. There is automatic coin return, accurate slug ejection and many other exclusive features designed for practical, profitable operating.

A FOLDER WITH IDEAS FOR GETTING LOCATIONS

To tell you more, an attractive folder—with illustrations showing good locations for penny gum machines—has been prepared. This folder—with its ideas for getting locations—is yours for the asking, and without obligation. Just write and tell us to mail you Folder G8.

SEND FOR FOLDER G8 TODAY!

ROWE MANUFACTURING CO., Inc.

World's Largest Builder of Cigarette, Candy, Gum and Mint Merchandising Machines
BELLEVILLE, NEW JERSEY

ATTENTION, OPERATORS!

A better quality coated chewing gum. Always fresh. 3/8" and 1/4" Ball Gum also Pellet Gum. Write for samples and prices.

U. G. GRANDBOIS CO., Kalamazoo, Mich.

ONE SNACKS FREE WITH ORDER OF FIVE!

SPECIAL! WHILE THEY LAST. Only \$7.95 EA. 6 FOR \$39.75
Reconditioned like new. Every one guaranteed perfect or your money back! Rush \$1.00 deposit, balance C. O. D. Get your share quick—while they last!
Write for Our New 1041 Catalog!!
ASCO, 140 ASTOR, NEWARK, N. J.

SEE BIG MONEY MAKERS

GYPSY ROSE LEE-SALLY RAND--CHEZ PAREE--EARL CARROLL'S IN VIEW-A-SCOPE

35mm Stand-Motion Picture Film, Life-like 3rd Dimension. Operates on single dry cell battery.
Only \$29.95 EA. Complete

Shows life-like TRU VUE FILMS in third dimension—Scenic—Stage—Night Clubs—Children's. SPECIAL—Sally Rand, Earl Carroll's Beauties and others. A real profit maker for your location! 8111 Movies with Depth Film, 75c. Complete View-a-Scope, including Battery and 3 Films, only \$29.95 each. Rush your order to

TORR 2047A-50. 68 PHILA., PA.

KEENEY GUN OPERATORS.. ATTENTION

Hold Your Locations With New Inserts for Your Anti-Aircraft Guns and Air Raiders.
HITLER — MUSSOLINI
DEER RUNNING — GIRL PETTING DOG
Some inserts can be used in both machines. Two seconds to change.
All Five Subjects for only \$3.25. Certified Check or Money Order.
X. L. COIN MACHINE CO., INC.
1381 Washington St., Boston, Mass.

VENDERS AT ONLY \$2.20

That are second to none. Literature on request.
Why Pay More?
DAVIS METAL FIXTURE CO.
Lansing, Mich.



ROLL A PACK

The NEWEST, most fascinating COUNTER CIGARETTE DISC GAME device! ROLL A PACK has REEL action which gives you REAL SUSPENSE. It's 1-2-3-CLICK-CLICK-CLICK means \$\$\$ for YOU! ROLL A PACK has a beautiful solid natural black cabinet. ROLL A PACK'S mechanism is PRECISION made and of the finest materials obtainable, all of which are plated or Enamelled. Sample ROLL A PACK \$12.50
 Just One ROLL A PACK Only \$40.00.
 1/3 Certified Deposit, Balance O. O. D.
 Buy ROLL A PACKS by the Case and SAVE YOURSELF \$5.00.
EASTERN 350 MULBERRY ST. NEWARK, N. J.

mand for its use. Trade papers as well as the daily press have carried extensive articles about the national defense program and the millions it is sending back to work. Busy factories mean thirsty men, and personnel experts are becoming increasingly aware of what these machines can do to maintain morale, efficiency, and safety among employees.

There was a time when heads of plants seemed prejudiced against the use of venders. That day seems definitely past. These machines have been found a definite help to promote good will among employees as well as provide funds for employee athletic funds, benevolent organizations, etc., and most firms hasten to recognize these facts.

From the standpoint of the operator, the factory employing many people is obviously the best because employees are restricted as to time and place. There are definite hours during which they are not allowed to leave the premises, and during these hours the units are well patronized. Even where factory workers are permitted to buy their lunches off the premises, many prefer to carry them and buy a drink from the machine as a palatable accompaniment. While employees' cafeterias or lunchrooms may cut into vender receipts at the noon hour, nevertheless they still get a big play during the "in-between" hours, experience has shown.

Altho the surface has hardly been scratched, competition for choice factory locations should become keener as the year progresses. More operators are turning to this field as they discover the soundness of such an investment; and as this new blood pours in, many different types of locations will be found good revenue-producers. Spots like office buildings, public buildings, theater lobbies, hospitals, institutions, and railroad, subway, and elevated stations have already proved their value. At present the problem of the operator is not to find a place for his machines but to decide which of those available are the best.

Bright Prospects

One indication of the bright future ahead of this division of the coin machine industry is the number of successful business men who are entering the business either as operators, distributors, or manufacturers. A whole new army of operators appears to be in the making. Added to this favorable condition is the prospect that the factory value of soft drinks marketed this year will be around the half-billion mark. Government figures for 1939 showed that the factory value of such beverages in that year was \$362,973,485, which was 30 per cent higher than in 1937. These figures refer to cola drinks, root beer, ginger ale, and carbonated mineral water, but exclude cider, fruit juices, and fruit syrups. Chalking up the gains for the 1940 on top of 1939 figures and figuring at the same ratio of gain for the 1941 estimate, places the total for anticipated sales at the all-time high of \$471,865,530.

There are no statistics to show the total value of drinks vended thru machines last year but it is known to be considerable. One group of 25 machines placed in the lobbies of theaters in a large city did approximately \$50 worth of business a week. Other figures both higher and lower on the earning scale have been reported. Pointing out that the basic economic reason for the existence of an automatic beverage vender is that it offers "convenient refreshment for 5 cents," many feel that number of machines to be placed this year will be governed only by the pace at which the manufacturers can turn them out. "People are becoming more used to buying from vending machines," they point out, "and operators are becoming aware of the fact that while profits from a beverage vender are of the long-range type, they definitely are steady."

Choice of Equipment

One of the biggest problems now facing the prospective operator is choice of equipment. There are approximately 25 firms listed as manufacturers of bottle vending machines and several more specializing in those of the bulk type. Some of these firms are inactive, but most of them have been quietly developing their machine over a period of years and have it perfected. Some can point to years of successful operation to prove the mechanical perfection of their machines. This article will not discuss any particular make of machine. Each has its own advantages and the prospective purchaser will have no difficulty in finding good machines in which to invest.

To offer the trade, however, a picture of those firms now in the field, the author has made a survey of the manufacturers to give those interested an idea



IN PERFORMANCE . . .

The CHAMPION cigarette merchandiser and CANDY MAN 5c candy bar machine are on leading locations from coast to coast—giving maximum action at minimum service. Sturdiness is their backbone—Precision performance their keynote.

ASK ANY DuGRENIER OPERATOR!

IN SALES . . .

Magnificent design offered in a complete rainbow of colors give the CHAMPION and CANDY MAN access to every type of location. Their attractive display of brands leads the consumer to them to buy. Sales soar when either of these DuGRENIER products are on duty.

ASK ANY DuGRENIER OPERATOR!

IN PROFITS . . .

You operate on a minimum service basis exclusively and increase your sales unbelievably with the DuGRENIER CHAMPION and CANDY MAN. That means profits go UP tremendously.

ASK ANY DuGRENIER OPERATOR!



AMAZING PROFITS—NO SELLING
 Don't Buy Until You Try
 America's King of Vendors

**"SILVER KING"
 "PRIZE KING"**



MY CASH ROUTE PLAN brings profit day and night. Make big money without selling. Place "Silver King" venders in stores, taverns, etc. Also new View-A-Noise, our new money-maker. Shows three dimension films—450 different films available. Full or spare time. Get FREE facts today.

AUTOMATIC GAMES

2422 FULLERTON, CHICAGO, ILLINOIS

SILVER KING

Distributors
 Full Line on Display. Immediate Delivery.
RAKE 2014 Market St. Philadelphia, Pa.

RECONDITIONED CIGARETTE MACHINES

NATIONAL 6-30, as illustrated, complete with cabinet stand . . . \$19.95
 7 COLUMN STEWART & McGUIRE (Model S), complete with cabinet stand . . . 35.00
 LOTS OF 5—10% Discount.
 To operate 1E or 2E coin slots. All Machines perfectly reconditioned. 1/3 Deposit, Balance O. O. D.

HERALD VENDING CORP.
 355 Grand St., BROOKLYN, N. Y.

CLIP AND MAIL THIS COUPON TODAY!

A. H. DuGRENIER, INC.
 15 HALE STREET
 HAVERHILL, MASS.
 GENTLEMEN:
 Please send me your full color literature on the "Champion" and the "Candy Man" and have your representative call.
 NAME
 ADDRESS
 CITY STATE

A. H. DuGRENIER
 INCORPORATED
 15 HALE STREET HAVERHILL, MASS.

SMALL DOWN PAYMENT
24
MONTHS TO PAY

ONLY **\$12.50**
MOREL MODEL

NATIONALLY
ADAMS
CHEWING GUM



Here they are—the 3 BIG REASONS why smart operators all over the country are earning BIGGER, BETTER and STEADIER PROFITS operating the Dismiler 1c ADAMS GUM VENDORS!!

1. EASY TO LOCATE . . . because of its beauty . . . its nationally famous Adams Gum and its perfect size! It's the very same type machine now in operation in the Showways and on the "EZ" platforms in Chicago, New York, Philadelphia and Boston . . . chosen because it's BEST . . . from a mechanical and manufacturing standpoint by smart operators ALL OVER THE COUNTRY!

2. EASIER TO BUY . . . Model Model costs only \$12.50 . . . make a small down payment and you can take 24 months to pay the balance. That means the machine actually pays for itself out of profits long before the two years are up and you have a fine, safe, steady income business for 30 or 40 years!! It's the greatest deal in all merchandise machine history!

3. EASIEST TO OPERATE . . . because it's a real operator's machine— it's built the way an operator wants a machine built! Quick service! Perfect performance! Easy collecting! Found in every way! PROVEN "America's Finest" by actual operation of thousands of machines!

G.V. CORP.
33 WEST 46th ST., NEW YORK



Get Going Now! Write, wire or phone us today. Your first order will convince you that you are in a safe and sound—sure income business! It's the one sure perfect addition to your present route regardless of what type equipment you are now operating that will bring you real returns for years!

embossed cabinets bearing well-known beverage trade-marks.

SELECTIVEND CORPORATION, marketing Selectivend, selective type, 24-bottle capacity, 6 to 10-ounce bottles; fits Atlas standard cooler. Senior model holds 40 bottles and fits oversize standard Atlas cooler.

SELECTION PRODUCTS COMPANY, St. Louis, Marketing Selector Dispenser Selective. Handles all size bottles of both beverage and dairy types intermixed at the same time. Dry cooled.

VENDALL COMPANY, Floradale, Pa. Marketing the Vendall Beverage Vender. A visible selector vender that's hand operated. Wet or dry cooled. Handles 6, 9, or 12-ounce bottles.

VENDORLATOR MANUFACTURING COMPANY, Fresno, Calif. Marketing the Vendorlator, in two sizes. De luxe model vends 220 6 ounce or 200 12-ounce bottles. Double disk model handles 190 6 ounce and 144 12 ounce with one loading. Latter offers choice of two drinks.

Bulk Vendors

BALLY MANUFACTURING COMPANY, Chicago. Marketing the Bally Beverage Vender. Pre-carbonated cola beverage, non-selective. Beverage is mixed and pre-carbonated in valve-sealed stainless steel containers at operators' headquarters and placed in machines for vending.

COLEDRINX COMPANY, Chicago. Marketing the Coledrinx machine, non-selective bulk cola dispenser. Capacity, 115 six-ounce drinks. Mixing and carbonation done in the machine itself.

SPACARB COMPANY, New York. Marketing the Spacarb, non-selective, cola beverage dispenser. Machine mixes and carbonates beverage itself.

VENDRINK COMPANY, Chicago. Marketing both non-selective cola vender and new selective model giving choice of cola and one other beverage. Self-contained mixing and refrigeration system.

BEVERAGE DISPENSERS, New York. Marketing Thirst Quencher cola beverage dispenser. Self-contained mixing and refrigeration system. Non-selective.

CENT-A-TUNE	FREE WEIGHT SCALE	DOUBLE VALUE PITONO
A Selective Photograph Which Plays Standard Records for 1c. A Ready Music Maker!	Yields a Stack of Adams Gum for Each Penny—Then Gives You Weight Free.	Plays 2 Records for 5c. Holds 18 Records. A Proven Steady Profit Maker!
Operators' Price \$49.50	Operators' Price \$69.50	Operators' Price \$69.50
Write for Circular	Write for Circular	Write for Circular

D. ROBBINS & COMPANY - 1141B De Kalb Ave., Brooklyn, N.Y.

ROLL A PACK

The "SWEETHEART" OF COUNTER MACHINES



Roll a Pack, the most fascinating counter cigarette machine ever produced! Tested and approved a REAL money maker. Order today!

Sample Roll a Pack \$12.50 Ea.
Case of 4 Only \$45.00

Notes: Roll a Pack Available With Ball Gum Attachment Only \$2.00 Extra
• Sold on Ten Days' Trial.
• Time Payments in Lots of 12.
• Recommended and Distributed by

TORR 2047A-SO. 68 PHILA., PA.

Turn Pennies Into Dollars With SELECT A SMOKE

The only machine that dispenses Lucky Strikes, Chesterfields or Camels at 1 cent each from the original packages of 20s. JOBBERS—OPERATORS—DISTRIBUTORS—Be the first in your territory.

APPROVED BY FEDERAL GOVT.

For Particulars Write

SELECT A SMOKE SALES CO.
Department BB, NEWARK, N. J.

of the various products now on the market.

Bottle Vendors

KALVA VENDERS, INC., Chicago. Marketing Kalva Three-Way Vender and Master Vender. Former offers choice of three flavors. Capacity, 72 bottles in vending compartment; 72 in pre-cooling chamber. Master model is non-selective. Holds 92 12-ounce bottles in vending compartment; 96 in pre-cooling chamber. Dry cooling.

O. D. JENNINGS COMPANY, Chicago. Marketing Jennings Beverage Dispenser. Two-flavor selective. Vending capacity, 120 12-ounce bottles; pre-cooling capacity, 123 bottles. Fully-automatic.

BEVERAGE VENDING MACHINES, INC., Kansas City, Mo. Marketing Roulette selective drink vender in six sizes. Dry cooled. Forty bottle capacity in vender and large pre-cooling chamber. Vends six-ounce and 12-ounce bottles separately or in combination.

CALDER CORPORATION, Kansas City, Mo. Marketing bottle vender either wet or dry cooled. Seventy-two bottle capacity (12 ounce).

DISPENSING EQUIPMENT INDUSTRIES, Kansas City, Mo. Marketing Roto-Flow electric bottle vender cooler. Selective. Capacity, 168 to 192 bottles, including vending and pre-cooling sections. Dry cooled.

IDEAL DISPENSER COMPANY, Bloomington, Ill. Marketing Ideal Selective Beverage Vender and the Selective Dairy vender.

PORTABLE ELEVATOR MANUFACTURING COMPANY, Bloomington, Ill. Marketing Pelco Beverage Vender. Selective. Handles all bottles. Dry cooled. Capacity, 40 bottles in drum; 100 in pre-cooling compartment.

REFRESHMENT VENDING & MACHINE COMPANY, Chicago. Marketing Ace and Queen models. Each offers 12 selections and is dry cooled. Handle all selections. Ace model has eight-case size bottles. Ace model has eight-case vending capacity plus six-case pre-cooling unit. Queen model has four-case vender and six-case pre-cooling capacity.

S. & S. PRODUCTS COMPANY, Lima, O. Marketing line of both wet and dry coolers. Firm makes specialty of die-

Ideal Beverage Vender Described

BLOOMINGTON, Ill., April 5.—"Mechanical simplicity" are the two words the Ideal Dispenser Company uses to point out the advantages of its line of bottled beverage vendors. "The Ideal has everything," J. W. Henn, sales manager declared. "It is simple to operate, sturdy to withstand any location abuse, and has only one moving part, which is a shaft between the bottle trap and the coin unit."

"Our cooler dispenses as many as seven different flavors and will vend 6, 8, 10, and 12-ounce bottles simultaneously. Our units are equipped with standard ABT slug rejectors and operate on standard AC current. Cabinet is made from auto-body steel, with baked-on enamel finish, and is fully insulated.

"To operate," he went on, "all the customer does is raise the lid to see what drink he wants, slide his selection into the main channel and into the release trap; he then inserts his nickel and lifts out the bottle. Three years of operation have proved how well the people like this type of unit," Henn concluded, "and we feel it has been more than a little responsible for the giant strides forward the beverage industry is taking these days."

Drink Vendors Aid Defense Production

CHICAGO, April 5. — Coin-operated self-service cold drink vendors are playing an important role in defense activity, according to Bert Perkins, sales manager, beverage vender division of Bally Manufacturing Company. The Bally Beverage Vender serves a standard portion of pre-carbonated beverage in sanitary individual cups.

"At the Vultee Aircraft plant in Downey, Calif.," Perkins revealed, "20 Bally Beverage Vendors are providing a quick pick-up to men working on planes being rushed for the national defense program. From December 1 to March 1 these vendors served 360,000 drinks—proving that automatic beverage operation is not a fair weather business but a business which will flourish any time of the year, provided the machine is placed to attract volume patronage.

"In San Antonio, at the Consolidated

Aircraft plant, eight Bally Beverage Vendors served 50,500 drinks during December alone, the last month for which detailed reports are available.

"In an Eastern factory where some 18,000 men are employed on three eight-hour shifts six Bally Beverage Vendors are in operation. These machines have never failed, serving upwards of 20,000 drinks each week.

"With the defense program going full blast, the need for efficient, sanitary beverage service in defense plants is opening locations for thousands and thousands of Bally Beverage Vendors. The millions of dollars which defense activity is putting into the spending-money pocket of the American public is also increasing the field for beverage vendors in theaters, depots, and other public places. Operators who get started with Bally Beverage Vender routes during the next couple of months will establish a permanent business that will turn in big profits for years to come."

OPERATORS in
MICHIGAN
WISCONSIN
MINNESOTA
NORTH DAKOTA
SOUTH DAKOTA

Only

For a Real Deal on

NATIONAL CIGARETTE AND CANDY

VENDING MACHINES

Write

WEIDMAN NATIONAL SALES CO.

5911 4th Ave., Detroit, Mich.

Also Guaranteed
USED MACHINES—
We have all makes at
lowest prices

IMP
A WINNER IN '40
THE LEADER IN '41

PRECISION BUILT. 64-541 NOW GIVING TROUBLE FREE SERVICE



\$12.50
6 for
\$60.00

1c, 5c or
10c Play
1-3 DEPOSIT

TORR 2047A-SO. 68 PHILA., PA.

EASTERN FLASHES

NEW YORK, April 5.—DeWitt (Doc) Eaton, Eastern regional director for Buckley Music System, is in Chicago and expects to return soon with big news. Willis (Little Napoleon) Blast is anxious to hear what it's all about. . . . Ed Miller, of Midway Vending, is the father of a son who arrived March 29. Mother and child doing well. . . . Irv Mitchell, who had a slight attack of spring fever a week ago and took a day off, now regrets it. The rush of business became so great that he had to spend many extra hours to make up for his laziness. . . . Ed Jack, and Al Ravreby, of Owl Mint, Boston, are aiding operators by showing them modern business methods. Boys feel their responsibility goes far beyond just selling machines. . . . Burnhart (Bip) Glassgold, DuGravier sales manager, reports that a survey shows Metropolitan New York location owners are highly pleased with the Champion cigarette merchandisers.

COIN SHOTS . . . A. Augenti, an active figure in the beverage vending field the past several years, will introduce a new machine soon called Pount-o-Matic. . . . The boys in Jack Fitzgibbons' offices have accepted the challenge issued by Sanford Warner, of Seaboard Sales, to compete in a bowling match. Fitz's Bally Boosters will be composed of Jack Devlin, Jimmy Gilroy, Bill MacDonald, and Ed Lindberg. Warner's Gove-Go-Geters will include Fred Wheeler, Max Segal, and Hank Silver. . . . Leon Berman is planning to move his Nyasco offices to the heart of Cois Row shortly. Leon has the spot all picked out. . . . Joe Eisen and Jerry Thorner, of Manhattan Distributors, are hoping that Wurlitzer can keep up with the orders being sent thru. "That's our only headache," claims Joe. . . . Joe Fishman, Rock-Ola distributor, is in and out of his office continually, indicating a rash of business. . . . Dick Steinberg, president of the operators' association of New Jersey, says conditions in most counties of the State are fine. Dick says his organization is making great progress. . . . Bill Rabkin, of International Mutoscope, is in the enviable position of having so many hits he doesn't know which one to turn out fastest. With operators clamoring for Drive-Mobile, Ace Bomber, and Voice-o-Graph and with the demand for Sky Fighter unabated, Bill's only problem is getting the machines out quickly.

MEN AND MACHINES . . . Earle Baeko and wife are off on a vacation trip, but National Novelty Company, Merrick, L. I., continues to be a beehive of activity even with the boss away. . . . Bert Lane, of Seaboard Sales, enthusiastically over the growing demand for Daval's "21." . . . Jack Kay, of Ace Vending, Newark, who has been back on the job only a week after a month's vacation in Florida, claims he is ready for another vacation. The rush of local and mail business has him working far into the night. . . . Scientific plant is the scene of feverish activity as a result of the enthusiastic reception being accorded the new game, Batting Practice. Now that the national campaign has started, the enlarged staff is working night and day. Max Levine says that machines are rolling off the assembly lines steadily. . . . Frank Hart, of Eastern Automatic Merchandise, Newark, is going to town with Roll-a-Buck and all the other Victor Merchandise machines which he handles exclusively in his territory. Frank has been forced to increase his shipping facilities to take care of the large volume of sales. . . . Hymie Budin claims that Stoner's new hit, Ump, has caught the fancy of New York operators.

PAST FLASHES . . . George Ponsler, one of the busiest distributors in town, contemplating a trip up-State to see if he can't make the orders come in faster. . . . Al Sherry, of Ambassador, is winning many friends out of town as a result of his swell methods of shipping used equipment. His partners, Al Koonzel and Phil Gould, are elated over the way local operators are making the Ambassador offices their headquarters. . . . Leon Takson, of Amsterdam, is busier than ever meeting the demands for used equipment. . . . Al Simon, Murray Simon, and Jack Semel, of Savoy Vending, have a bulletin board on which operators are permitted to post the latest rumors. . . . Mike Munves

keeps in trim by sprinting from his 10th Avenue office to his 43d Street arcade showrooms umpteen times a day. . . . Nat Cohn, of Modern Vending, is giving out little leather memo books to his customers. . . . Dave Pirstone, of Cent-a-Mint, claims his vender is a standard fixture on locations all over the country. . . . Joe Munves has installed himself in a new office at the 43d Street arcade headquarters. Incidentally, Bennie Deutsch, of the Munves organization, is suffering from an attack of spring fever. . . . Tony Gasparro, of Weston Distributors, goes out of his way to help friends and strangers alike. . . . Sam Sachs praises his son even more than he praises his new remodel job. Sam figures Junior ought to make the "bright sayings" column daily. . . . Charley Aronson and Bill Alberg are back from Florida, and Brooklyn Amusement offices are humming with business for Evans's Tommy Gun.

OFF THE CUFF . . . It looks like the trek back from Florida is under way. . . . Walter Mann, of O. V. Cooperation, is expected to return shortly, all tanned and raring to go. . . . Dave Robbins is concentrating on five machines at one time. Dave is pushing two 1-cent skill games, Spitfire and Hole in One; two phones, Cent-a-Tune, and Double Value, and his free weight scale that tends a stick of Adams Gum. . . . Al S. Cohen, of Anco, warns that prices are going up and that the smart boys will get under the wire now. . . . Jack Krenberg, of Crown Vending, reports business bigger and better than ever. . . . Irv Ornstein is sporting a nice tan—a souvenir of two weeks' stay in Florida. . . . Barney (Shug) Sugarman, of Music Systems of New Jersey, is a Buckley man, first, last, and always. . . . Jack Berger, of Newark Coino, is getting to New York often these days. It seems Jack can't be satisfied sitting in his office and waiting for things to happen.

Dave Stern, of Royal, Elizabeth, is always giving someone a lift. He doesn't believe in people having to wait for buses. . . . Byron Block, of the Block Marble Company, sends word that the Block Guardian Kit is getting big play from operators all over the country. . . . Joe Ash, of Active, Philadelphia, is getting ready for one of his special sales. . . . Roy McInnis, of Baltimore, Md., finds his company is winning him more friends weekly. . . . Lew (Leader) London, of Leader Sales, Reading, Pa., is out on the road drumming up more business. . . . Art Nyberg, of Calvert, claims he is breaking all records with Lucky Strike. . . . Irwin Blumenfeld, of General Vending, Baltimore, Md., is surprised at the number of small towns he gets orders from. "Every time I run an ad I get answers from all over the country," he reports. "Some of them are from places I never even heard of!"

Cleveland

CLEVELAND, April 5.— Servicemen employed by members of the Cleveland Cigarette Venders' Association voted to work closely with their firms in apprehending sluggers and to turn them over



More for your Money BUY Northwestern ★★★★★ BULK VENDERS

No matter what your requirements may be, there is a Northwestern machine to meet your needs. Machines built for profitable operating. Sturdy Construction! Sales-creating Appearance! Easy Servicing! Everything you could ask for in profitable, dependable lifelong equipment. We are factory headquarters for Northwestern machines in the east. See our complete display and let us give you full details on all of the popular Northwestern models.

USED MACHINE BARGAINS

- Northwestern Standards
- Fenny-Nickel-Porc. . . \$6.50
- Northwestern Standard
- 1c Lac. 4.00
- Snacks 1c Drop Slot . . . 6.95
- Snacks, 5c Defector . . . 5.95
- Masters 1c & 5c Porc. . . 5.00
- Masters 1c Porc. 5.00
- Silver Kings 1c Lac. . . . 4.00
- Stewart-McGuire 1c-5c, new mech. 3.25

SELF SELLING MERCHANDISE

- Pistachio Queens, Red 36 per lb.
- White 34 per lb.
- Pistachio Tulip, Red 34 per lb.
- White 32 per lb.
- Mixed Nuts 29 per lb.
- Cashew Nuts 29 per lb.
- Jumbo Peanuts 14 per lb.
- Virginia Peanuts 12 per lb.
- Spanish Peanuts 09 1/2 per lb.
- Licorice Lozenges 18 per lb.
- Indian Nuts 16 per lb.

MANY OTHER USED BARGAINS
Write for free list

NORTHWESTERN SALES & SERVICE CO.

New York & Brooklyn Headquarters
589 New York Island Ave., Brooklyn, N. Y.
Phone: Buckminster 4-2770
New Jersey Headquarters
58 Frelinghuysen Ave., Newark, N. J.
Phone: Bigelow 3-2560

to police for prosecution. The recently formed association is holding regular weekly meetings. Secretary Sam Abrams reports, and membership consists of Ace, Kleinman, Consumers, Superior, Masco, Golden, and Gendler cigarette service companies. All firms will be represented at the State association meeting in Cincinnati April 6 at the Hotel Gibson.

is head of the cigarette service company that bears his name.

A bachelor's life has no appeal for Sam Abrams, ciggie association secretary, he states, and he will be glad when his wife returns from vacationing in Florida this week.

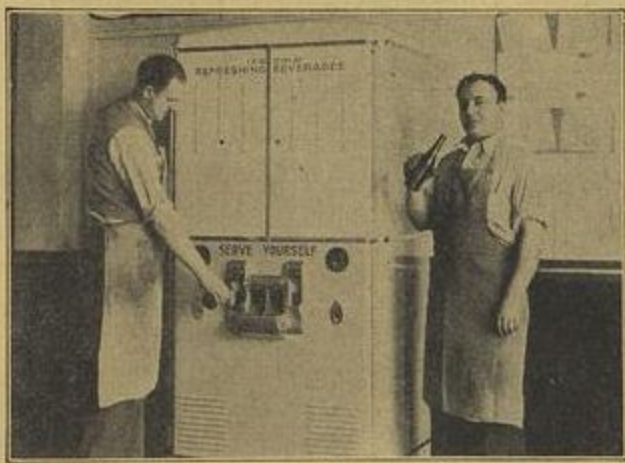
Eddie Kleinman, head of the Kleinman Cigarette Service, is back on the job after a pleasant vacation at Miami and other points.

A den for the exclusive use of operators is now being fixed up by Art Nagel, of the Avon Novelty Sales Company, in the firm's new quarters at 4700 Prospect Avenue. Comfortably furnished, with privacy assured, the boys can drop in whenever they please, rest, confer with each other, and feel right at home. Another accommodation is a special room for parts display, with prices plainly marked. Art Nagel, back from Chicago, states all legal games are being featured and moving well and that the Rock-Ola Spectravox is in brisk demand.

Leo Dixon, head of Triangle Music Company, is back from a trip to the southern part of the State. New Caphart models are popular with operators, he states, and business is coming along in fine shape.

Pennsylvania

WILKES-BARRE, April 5.—A new wave of theft of coin machines has started in Wyoming Valley with reports that thieves entered a service station in Kingston and took money from pinball, penny peanut, and cigarette machines. Also entered was a confectionery store in Plains, where a cigarette and two pinball machines were robbed of their cash.



FACTORY EMPLOYEES TAKING TIME OUT to enjoy a cold drink served from Jennings' Bottled Beverage Dispenser. The machine is said to be proving popular in hundreds of industrial locations because of the choice of two dry refrigerated drinks, simple operation, fine appearance, and other advantages.

PENNIES FROM HEAVEN



\$40.00

Net Cash
f. o. b. Chicago, Ill.
Shipping Weight
38 lbs.



So most operators tell us—
anyway, it's no secret

"CASINO" Gathers Them From Somewhere—

Made in
1¢ & 5¢ play

that it's a great "IN" for alert operators—
a prime favorite in any location—
one really worth while counter attraction

A. B. T. MANUFACTURING CORP.

715-723 No. Kedzie Avenue • • • Chicago, Ill.

ONE BALL FREE PLAYS

20 Sport Specials	\$75.00
8 Gold Cups	35.00
3 Victories	30.00
3 Eureka's	25.00
10 1-2-3 (Top Hat Model)	27.50
3 Congos	25.00

CONVERTED FREE PLAYS

4 Fairgrounds	\$25.00
3 Akbar's	25.00
3 Freakness	15.00
3 Across the Beards	15.00
1 Rover	15.00
1 Spinning Reels	85.00

HALF DEPOSIT, BALANCE C. O. D.

CLEVELAND COIN MACHINE EXCHANGE

2021 Prospect Ave., Cleveland, O.

WE HAVE 'EM
Keeneys
100% SKILL

TEXAS LEAGUER

GORMAN NOVELTY CO.

85 Genesee St.
Utica, N. Y.

SPECIFY 1c, 2c or 5c PLAY

All Space Sold For Premium Show

CHICAGO, April 5.—Official announcement was made here this week that all exhibit space for the National Premium Exposition, to be held at the Palmer House here April 28 thru May 2, has been sold. Howard Dunk, secretary of the Premium Advertising Association, sponsor of the show, pointed out that this record is outstanding because exhibition space was increased 20 per cent this year.

Outstanding events on the program for the five-day get-together include an address by Charles Wesley Dunn on "Premium Law Progress" and the Premium Buyers-Sellers Forum. Both will take place Wednesday, April 30, at the Association Round Table Session. Annual banquet will be held Wednesday night in the Grand Ballroom.

Annually a large number of salesboard and coin machine executives make it a point to attend this exposition to see the wide assortment of premiums exhibited that are suitable for prize awards.

Papers Exaggerate Earnings of Games

PHILADELPHIA, April 5.—Philadelphia newspapers have recently been giving considerable publicity to amusement games.

The Philadelphia Inquirer March 17 published an article generally favorable to the games, except that it exaggerated the earnings considerably.

The newspaper said that the total annual take on 5,000 pinball games in the city amounts to about \$15,000,000 a year. (Ed. Note: This would be an average of \$3,000 per game per year or \$67.85 a week.) A police report on 82 games in the city, however, shows an average of about \$3 a week.

The Inquirer mentioned the favorable court decisions in the city courts and also in the State Supreme Court.

At Wilkes-Barre The Sunday Independent recently published an article very unfavorable to pinball games. It gave reports of exaggerated earnings and other things in criticism of the business.

Coins Subject of Many News Yarns in Philly Newspapers

Mint official reveals local money factory working on 24-hour 7-day-a-week schedule to catch up on demand for nickels occasioned by coin machines.

PHILADELPHIA, April 5.—Coins and coin machines were featured news in the local newspapers last week, and all to the advantage of the industry. First came word from Nellie Taylor Ross, director of the United States Mint, commenting on the observance of national coin week, with the report that pinball, music, and vending machines have caused a tremendous increase in the demand for nickels. She stated that approximately 2,000,000,000 nickels have been minted since the coin was first introduced in 1868. Of this number are 453,814,458 new Jefferson nickels, struck off since October 1, 1938.

Then came word from Edwin H. Dressel, superintendent of the local Mint, stating that the money factory is working 24 hours a day, seven days a week, because of the shortage of nickels.

"We're still turning them out," he said, "and great quantities of other coins besides. We're going full capacity, and there's no sign of the demand for coins letting up. Such pace is hard on the machines, and we have little time for repairs. The equipment is in bad shape, but within a few days the first shipment of \$350,000 worth of new machinery will start arriving. Maybe after the new equipment is in we can get back to a five-day week."

Inquirer's Editorial

Threatened shortage of nickels even had The Philadelphia Inquirer take editorial notice of the situation on March 30. Under the heading of "Priority for the Nickels, Please," the editorial stated:

"A minor crisis, but in its way an important one, occurs in the nation's coinage. It is a comparative shortage of nickels which exists in spite of the fact that 2,000,000,000 of these useful pieces have been minted since 1868.

"A huge increase in the number of slot machine devices in use throughout the country is responsible, but the chief factor in this direction is the juke box, that more or less musical device infesting roadside stands, small restaurants, and cafes up and down the land.

"Something must be done about this—not the juke boxes, but the nickels which meet a wide variety of imperative needs. While it is true there is a sharply increased demand for nickel for defense purposes, it is also a fact that there is more copper than nickel in the five-cent piece.

"These modest coins with Mr. Jefferson's austere visage upon them should be kept rolling along.

Chatter Column, Too

The interest in coins ran so high that even the chatter columnist found food for copy in the amusement machine industry. Jeff Keen, in his Observations column in The Philadelphia Daily News, observed:

"They're telling the story about the conscriptee who was told by the draft board doctor who rejected him that he needed a change of scenery—so he moved to a different pinball machine."

Another story with human interest qualities at the expense of the music machine appeared the following day in the Night and Day column, penned by James Keeney in The Philadelphia Evening Ledger. Captioning the paragraph with "Saying It With Music," Keeney related:

"The heroine of this piece is the determined wife who searched for her wandering mate the other p.m. and found him plying a pretty with cocktails at a Walnut Street bar. The irate missus pressed her face against the window pane and watched her hubby's wooing. As she drank in the scene her eyes came to rest on an Automatic Hostess, the machine which brings music from a central studio, and in that moment her broken heart was repaired by her sense of humor. She hastened to Mart Cunningham's boîte on South Penn Square, where another Automatic Hostess is installed, and requested the operator to play records—121 and 844—for 'Henry'—(her hubby) at 'Blanks' restaurant, on Walnut Street, near

Broad. (Selection 121 is I Married a Mouse of a Man and 844 is When I Get You Alone Tonight.)"

ROLL-A-PACK



The Newest, Most Fascinating Counter Dice Game Device. ROLL-A-PACK has a B.B.L. action which gives you REAL Suspense. It's 1-2-3—Click—Click—Click means 121 for you. Sample \$12.50; case of only \$45.00. "Buy 'Em by the Case" and save the difference. W. B. NOVELTY CO., INC., 9105 Gilman Plaza, Kansas City, Mo.

REEL DISTRIBUTING CO.
738 Beverly Ave. ST. LOUIS, MO.

Outstanding Buys—Perfectly Reconditioned

LATE MODEL PHONOGRAPHS	
Rockola Standard 1539 Model \$35.00
Rockola Imperial "20" 50.00
Rockola Imperial "18" 115.00
Seeburg Model Gals 140.00
Seeburg Model Casino 140.00
Seeburg Model Vogue 160.00
Seeburg Model Every 200.00
Seeburg Model Royal 135.00
Wurlitzer 24 95.00
Shoot the Chutes Shooting Machine	\$50.00
Genie Espresso	\$10.00 Extra
Terms 1/3 Deposit, Balance C. O. D.	

PROMPT SERVICE — SAVE MONEY
W. B. NOVELTY CO., INC.
1903 Washington Blvd. 9105 Gilman Plaza
St. Louis, Mo. Kansas City, Mo.

WILL BUY SHORT STOPS AT \$15.00 EACH FOR SALE

CHICKEN SAMS WITH BASES... \$35.00
CHICKEN SAMS WITH BASES—Hissup, Mussini, Gerni, and Robert Job... 45.00
KEENEY ANTI-AIRCRAFT (Black)... 35.00
TEN STRIKES... 35.00

WESTERN BASEBALLS
Blue Cabinet (Newly)... \$30.00
Blue Cabinet (Free Play)... 35.00
Brown Cabinet (De Luxe Free Play)... 65.00

1/3 Deposit With Order
JOY AUTOMATICS
424 E. Market St., ELMIRA, N. Y.

BARGAINS

Every Game Reconditioned in Our Shop Ready for Location.
Try One and You Will Buy More!
NOVELTY FREE PLAY GAMES

Attention \$20.00	Warrior 22.50
Anabel 37.50	Ocean Park 15.00
Bang 15.50	Big Six 15.00
Big Six 15.00	Polio 35.00
Commodore 20.00	PowerHouse 35.00
Cross Line 40.00	Revolving 35.00
Dixie 40.00	Sears Scurry 40.00
Dixie-Feature 20.00	Score a Line 35.00
Fox Hunt 42.50	Secrets 18.50
Life & Good 30.50	Thriller 13.50
Lucky Lights 40.00	Triumph 12.50
Lime 18.50	Zamboni 55.00
Metro 40.50		

1/3 Cash, Balance C. O. D.
JAMES D. BLAKESLEY
43 Fifteenth St., BUFFALO, N. Y.

6 COLUMN STEWART-McGUIRE

NO MATCH

\$12.50

Metal Stands \$2.00 Extra
1/3 Deposit Must Used Machines Accompany All of All Types. Order, Balance C. O. D. Send for List. X. L. COIN MACH. CO., Inc. 1353 Washington St., Boston, Mass.



Pittsburgh Coin Biz Up

Games, phonos, venders all gain in March—increase in locations noticed

PITTSBURGH, April 5.—Coin machine business has picked up here in the past two months, end-of-month check-up reveals. Boom in industrial employment and retail sales is being reflected both in sales of new and used equipment as well as in play machines of all types are getting.

In the game field, traffic in both new and used equipment is spirited. Bulk of used games are being sold in rural areas. Free play and counter machines are slightly ahead of last month.

Phonograph sales are up over past few months, with several types of new locations being opened. There is a noticeable increase in number of wall boxes in cafes and restaurants. Guns continue to hold their own.

Sales of vending machines are definitely ahead of last year, with beverage venders and peanut machines in the lead. Generally responsible for these gains are improved business conditions; but in particular gains are result of county court's ruling of last October invalidating a 1936 ordinance that imposed a \$1 per machine annual license and to more pennies being in circulation as the result of cigarettes selling at 16 and 17 cents per package. Many operators are installing penny machines right next to cig venders to catch those extra pennies.

Perhaps the outstanding note of the month here is the number of locations now taking machines that never had them before. Several hotels have installed phonographs here to provide background music in restaurants and to catch extra coins during band intermissions in their night spots. Entry bars are taking phonos, and many theaters here now boast elaborate installations including candy bar venders, beverage venders, scales, and even phonographs.

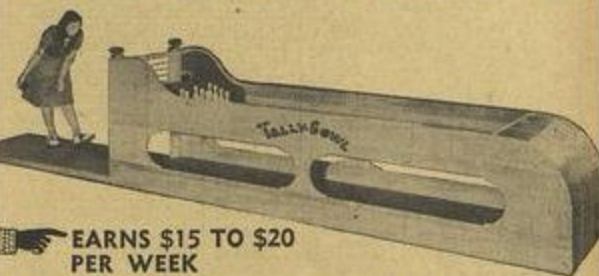
Mutoscope Plant Is Hive of Activity

LONG ISLAND CITY, N. Y., April 5.—International Mutoscope Reel Company is the scene of the most intensive activity in the 45-year history of the firm, according to reports.

Activity is the result of the response from operators all over the country for the new Mutoscope numbers, Drive-Mobile, Ace Bomber, and Voice-o-Graph. In addition, the demand for Sky Fighters continues and the factory is at its production peak in order to keep up with the orders which have been received, Bill Rabkin, president, said.

Firm says Drive-Mobile, a different type of coin-operated machine, has met

STRIKE IT RICH WITH TALLY-BOWL



EARN \$15 TO \$20 PER WEEK

NO PIN BOYS REQUIRED

SIZE 20"x3

NEW! "TALLY BOWL" is something different, something better, something you've never seen equalled in a bowling game. It's your BIG CHANCE to cash in on the soaring popularity of the tee pin sport . . . the game that's attracting more new fans than any game in America! Notice or professional . . . men, women and children . . . soon become steady fans of "TALLY BOWL" because it provides the same playing appeal as the regulation bowling alley. You can throw a curved ball, cross ball or straight ball . . . and you can throw the ball as hard as you like. "TALLY BOWL" is portable . . . easy to dismantle and move from one location to another . . . and it makes money mighty fast! SUITABLE FOR PENNY ARCADES, HOMES, RECREATION CENTERS, CLUBS, TAVERNS, BEACHES, RESORTS, ETC. STRIKE IT RICH QUICK WITH "TALLY BOWL"! DISTRIBUTORS!—WRITE, WIRE, PHONE FOR TERRITORIES!

TALLY-BOWL MANUFACTURING CO.

1353 WASHINGTON STREET

BOSTON, MASSACHUSETTS

with an enthusiastic welcome. Game is a challenge to player to keep an automobile on the road from Coast to Coast over winding highways. Ace Bomber, another newcomer and also readily received by operators, is a more exciting kind of anti-aircraft machine gun.

Voice-o-Graph is described by the firm as the long-awaited realization of the dream of perfect voice recording.

Bowman Again Associated With Ideal

ST. LOUIS, April 5.—Earl Bowman has returned to his first love and is again associated with the Ideal Novelty Company. He will be in charge of the phonograph division for Carl W. Tripp's distributing firm.

Bowman will be in St. Louis at the Ideal display rooms on Monday and Tuesday of each week, spending the rest of his time on the road over the Midwest territory contacting music operators.



ROLL A PACK

The "SWEETHEART" of COUNTER MACHINES

SAMPLE only \$12.50

CASE OF 4, \$45.00. Notice: ROLL A PACK available with Ball Gun Attachment Only \$2.00 Extra. SAVE \$8.00, 1/3 Cash with Order. Balance C. O. D.

THE ATLAS SALES CO. 6321 LORAIN AVE., CLEVELAND, OHIO



ABSOLUTELY LEGAL

Coin-operated Picture Machine. Exhibits pictures in third dimension. 6 different shows in each machine. Hundreds of extra pictures FREE. Opens new spots. Holds spots open in closed territory. Easily located anywhere. Fast earning power. ALL PROFIT. Write for quantity list prices and particulars about starting a route.

L. B. KLUGH COMPANY

715 Arch St., Zanesville, Ohio

BEST FREE PLAY BUYS

- | | | | |
|-------------|---------|----------------|-----------------|
| Anabel | \$22.50 | Holdover | \$19.50 |
| Broadway | \$2.50 | Jelly | 16.50 |
| Big Chief | \$9.50 | Big Town | 13.50 |
| Bandwagon | \$8.50 | Spaceland | 13.50 |
| Crossline | 35.00 | Double Feature | 11.50 |
| Flicker | \$9.50 | Rotation | 15.00 |
| Fernation | 27.00 | Commodore | 10.50 |
| Four Roses | \$9.50 | O'Boy | 10.50 |
| Gold Star | 40.00 | Triumph | 0.50 |
| Leader | \$1.50 | Big Show | 15.50 |
| Mezo | 50.00 | Cadillac | 23.00 |
| Pearlhouse | 31.50 | Birds Spot. | 15.00 |
| School Days | 50.50 | Fantasy | (Novelty) 10.00 |
| Stars | \$9.50 | Nippy | 13.50 |
| Fun Room | 50.50 | Big Six | 10.00 |
| For Price | | Super Six | 10.00 |
| Write for | | Blondie | 22.50 |
| Price | | Landlady | 17.50 |

And Many Other Bargains in New and Used Games, 1/3 Cash, Balance C. O. D.

FEDERAL VENDING CO.

2506 Amsterdam Ave., N. Y. C. Wadsworth 3-0660

STERLING BARGAINS

- | | |
|---|---------|
| Evans Lucky Luere, 5c Play | \$89.50 |
| Bally Record Time | 89.50 |
| Mills Vest Pocket Bells | 27.50 |
| Mills Jumbo Parades, F. P. | 87.50 |
| Bally Rapid Fire Submarine Gun | 93.50 |
| Keeney Air Raider Gun | 99.50 |
| Bally Gold Caps | 87.50 |
| Mills 1-2-3 F. P. with Animal | 37.50 |
| Reels | 37.50 |
| Paces Races, Brown Cabinet with Jackpot, 30 to 1 odds | 96.50 |
| Yummy 1/3 Deposit, Balance C. O. D. | 69.50 |
- Write for our complete list of Used Machines.

STERLING NOVELTY CO.

900 S. Broadway, LEXINGTON, KY.

WE HAVE 'EM Keeney's 100% SKILL 169.50

TEXAS LEAGUER

ACTIVE AMUSEMENT MACHINES CORP.

900 N. Franklin St., Philadelphia, Pa.

SPECIFY 1c, 2c or 5c PLAY



DESPITE REMODELING ACTIVITIES going on at the new Success Manufacturing Corporation factory, production on Night Bomber, Success gun machine, is being rushed to meet scheduled delivery dates. Photo shows section of factory devoted to Night Bomber line.

Mills Free Play Vendors

USED THREE WEEKS — EXCELLENT CONDITION, \$39.50

CATE BROS.' UNION VENDING CO. 701 N. Eutaw St., BALTO., MD.



MIL SOFFER, of Markey Company, Cincinnati, and John Chrest (left), sales manager of Exhibit Supply Company, look over the latest Exhibit release, Do-Re-Mi, at Exhibit's factory showroom.

Jennings Men Tell Penny Play Profit

CHICAGO, April 5.—“Don't judge possible profits from a machine by the value of the coin to be played in it,” Jennings officials counsel. “Take the case of Jennings Penny Play Flasher model,” said E. P. Winkel, ad manager of the firm. “Operators were at one time skeptical of the earning power of the game. We had confidence in the machine and challenged operators to try it on a two-week trial money-back offer.

“The rest is history. It takes a hundred pennies to make a dollar, but Jennings Penny Play is now making thousands upon thousands of pennies for operators who were quickly convinced of the game's earning power.

“Penny Play Flasher model has the new elevated award indicator which attracts play and is always visible,” concluded Winkel.

“While Penny Play is one of our finest machines,” commented Leo J. Kelly, vice-president in charge of sales, “it should be recorded that Jennings has machines for every type of location and every type of territory. Jennings' 34 years in the business has furnished a background of experience and knowledge indispensable in making equipment best

suited for every operator's need.

“Every machine in the 1941 line incorporates these things developed by experience and which are designed to make the machine earn more money for the operator. Operators familiar with Jennings equipment tell us that these adaptations in engineering and play appeal have meant extra money for their pockets.”

Installation

CHICAGO, April 5.—Jim Gilmore, manager of Coin Machine Industries, Inc., announced this week that the installation of the new officers of CMI would be held the evening of April 24 at the Hotel Sherman.

The officers recently elected are George Moloney, president; Dick Hood, first vice-president; A. E. Gebheri, second vice-president; John Chrest, secretary; Dave Gottlieb, treasurer, and Jim Gilmore, secretary-manager.

In addition to the impressive installation ceremonies, an attractive floorshow has been planned.

PROVEN BEYOND A DOUBT



PACE'S FREE PLAY SARATOGA

(Convertible to Cash or Check Payout)

Two Models — Saratoga: Number Reel Symbols or Paces Reels; Fruit Reel Symbols — 5c, 10c or 25c play. Slug proof coin chute and visible coin escalator.

Pace also has the most complete line of Bell Consoles — Mint Venders — 10 Record Phonograph Consoles and Jack Pot Bells.

Be ready for a big season—Write now for prices

PACE MFG. CO., INC. 2905 Indiana Ave. CHICAGO, ILL.

BUD LIEBERMAN Says



WE BOTH LOSE MONEY IF YOU DON'T TRADE WITH ME!

Here are money-making games at a price!

FREE PLAY GAMES					
Dixie	\$39.50	Circus	\$17.50	Sport Parade	\$69.50
Score Champ	36.50	Follies	22.50	Big Chief	50.50
Blondie	39.50	Zambie	62.50	Score Card	24.50
Mr. Chips	22.50	Leader	60.00	Home Run	24.50
Yacht Club	37.50	Livewright	34.50	Seven Up	72.50
Band Wagon	47.50	Cadillac	38.50	Metro	62.50
Roller Derby	27.50	Powerhouse	39.50	Playmate	29.50
Topper	21.50	Sports	29.50	Red Hot	23.50
Flicker	67.50	Landlide	36.50		
Broadcast	62.50	Glamour	49.50		

PAYOUT BUYS					
Jumbo Parade P. O.	\$92.50	Grand National	\$89.50	Dark Horse	\$115.00
Gold Medal	52.50	Grand Stand	37.50	Sport Special	95.00
Fair Grounds	39.50	Record Time	105.00	Mills 1-2-3, '40	74.50
Sport Page	62.50	Gold Cup	46.00	1-2-3, '39	37.50

“Every Deal Personally Handled by Bud.”

1/3 Deposit—Balance C. O. D.

SEE BUD FOR NEW GAMES OF ALL LEADING MANUFACTURERS

831 W. WASHINGTON ST. CHICAGO, ILLINOIS
JUST A STONE'S THROW FROM THE SHERMAN!

OUT ONLY 3 WEEKS!!!
AND JUST READ WHAT THEY'RE SAYING
ABOUT AMERICAN EAGLE
WITH THE NEW DEFENSE REELS!

GETS THE PLAY AND HOLDS IT HOUR AFTER HOUR WITHOUT-STOP!!

GREATEST MONEYMAKER IN ALL COUNTER GAME HISTORY!

WAR ACTION REELS BRING VICTORY PROFITS!



WE BOOSTED THE PROFITS BUT NOT THE PRICE!
Still Only 10 FOR \$275.
Sample \$32.50
BALL GUM VENDER MODEL \$2 EXTRA
ORDER TODAY!

MORE FASCINATING THAN THE ORIGINAL MODEL AMERICAN EAGLE! MEETS TIMELY DEMAND OF THE PLAYERS!

DAVAL, 2043 CARROLL AVE., CHICAGO

Pacific Coast-MAC MOHR CO-2916 W. PICO BLVD-LOS ANGELES, CALIF.

WE HAVE 'EM Keeney's 100% SKILL



TEXAS LEAGUER

PLATTE AUTOMATIC AMUSEMENT CO.

107 N. Jeffers St. North Platte, Neb.

SPECIFY 1c, 2c or 5c PLAY

A. A. A. ARCADE MACHINES

- Reconditioned in Perfect Working Order
- 2 Mills Punching Bag @ 12 Slots
- 1 Mills World Warplanes, 12 Slots
- 1 Automatic Electric Rifle, 1c
- 1 Automatic Electric Pistol, 1c
- 1 Gallop 'n' Fly Bowling Alley, 2 Balls, 1c
- 1 Cleveland Grandmother Prediction with 5000 Lucky Number Cards (original cost \$850)
- 30 Est. Microscope Reel Machines, D. L. Bluff, with heavy removable base and large iron frame
- 10 Calliscope Drop Picture Machines @
- 20 Ft. Shooting Gallery with large amount Animals
- Punching Bag Parts

DETROIT AUTOMATIC CORP.
70 MONROE, DETROIT, MICH.

THE NEW BLACKSTONE COIN PACKER

Count and wrap \$12.00 in tickets per minute—new double speed, two barrel coin packer. Penny, nickel and dime sizes. Price \$19.50.
Blackstone Coin Packer Co. Madison, Wis.

Tell the Advertiser in The Billboard Where You Got His Address.

THE TWO BIGGEST MONEY MAKERS FOR 1941!!!

SMASHING PROFIT RECORDS!



Success!

LEAGUE LEADER

BUMPERS! ROLL-OVERS! HIGH SCORE! 75 OR MORE REPLAYS! 9-WAY SCORING ACTION!

IMMEDIATE DELIVERY

Night Bomber

OPERATORS EARN UP TO \$60 PER WEEK! BLACK-OUTS! SEARCHLIGHTS! NEW PLANE ACTION! 300 SHOT RAPID-FIRE GUN MACHINE! SEE YOUR SUCCESS DISTRIBUTOR TODAY — DON'T DELAY!

Success Mfg. Corp.
1320-1328 ELSTON AVENUE • CHICAGO

A FORTUNE IN A CANDY BOX UNIVERSAL'S LATEST THRILLING COUNTER SENSATIONS OF THE DAY!!!

PACKED WITH PROFITS!
SIX BRAND NEW HITS
ADDED TO 16 NEW HITS
INTRODUCED AT COIN
MACHINE SHOW—
AND
UNIVERSAL MARCHES ON
TOPPING THEM ALL!!

IF IT'S UNIVERSAL'S
IT'S BRAND NEW!!
GREATER THRILLS!
GREATER EARNING
POWER!!
WHY PROFITS GALORE!!
WRITE FOR SPECIAL
FACTORY PRICES!



A SPECIAL FOR CLOSED TERRITORY!!

"BOOM TOWN"
"TAKE IT OR LEAVE IT"
"MYSTERY REELS"
"MYSTERY REELS"
"MYSTERY REELS"
"ORIGINAL RED, WHITE, BLUE"
"PRIVATE JOE"

EACH NEW DEAL IN
SPECIAL CANDY BOX
STYLE

"TAKE IT OR LEAVE IT"
TAKES IN 1260 TICKETS
or 5¢ \$63.00
PAYS OUT (Aver-
age) \$31.00
PROFIT (Average) \$32.00

UNIVERSAL MANUFACTURING COMPANY
405 EAST 8TH STREET (DEPT. B025) KANSAS CITY, MO.
"We Manufacture Only"

**YOU BUY WITH CONFIDENCE--WE SELL WITH
CONFIDENCE--A COMBINATION THAT CAN'T BE BEATEN!
IMMEDIATE SHIPMENT!!**

BIG CHIEF	\$46.50	LINE UP	\$36.50
METRO	55.50	DRUM MAJOR	24.00
ALL AMERICAN	61.50	YACHT CLUB	23.50
GOLD STAR	43.50	COMMODORE	13.50
LEADER	46.50	SPORTY	23.50
STRATOLINER	62.50	THREE SPOT	16.00
SEVEN UP	65.50	BRITE SPOT	19.00
SCORE-A-LINE	24.50	STONER BASEBALL	12.50
SCHOOL DAYS	62.50	POLO	32.50
JOLLY	16.50	BOWLING ALLEY	14.50

SCORE CHAMP
 \$14.50 || PUNCH | 14.50 |
ROTATION	21.00
DOUBLE FEATURE	15.00
HOLD OVER	19.50
WEST, BASEBALL	60.00

1/3 Deposit With All Orders. We Ship Balance C. O. D. F. O. B. Newark, N. J. BEFORE YOU BUY ANY GAME NOT LISTED HERE WRITE FOR OUR PRICE LIST. Name second choice with orders.

AFFILIATED WITH GEORGE PONSER COMPANY
NEWARK COINO, 107 Murray St., Newark, N. J.

**THE LAST "WORD" IN YOUR LETTER TO
ADVERTISERS, "BILLBOARD"**

"Kid's Play" Citizen Dubs Mayor's Crusade in Letter to Editor Upholding Games as "Lots of Fun"

CLEVELAND, April 5.—Following open letter appeared in The Cleveland Press March 28. It is a plea in behalf of pin games written by David Gordon, who helped frame the original Cleveland ordinance licensing games.

"An open letter to Mayor Blythin:

"Several years ago your predecessor, Senator Burton, faced the same situation now confronting you on pinballs. We did not have Capt. Blackwell, but we did have an inspector, honest, fearless, courageous. Many arrests were made, trials held and what not.

"Our good Safety Director Elliot Ness decided to thresh this matter out. So accordingly, a body headed by himself, a member of Council, a law director's assistant, the license commissioner, and the writer was called in. After hours of controversy the slot machine ordinance was born. After several years of harmony between the operator and the Police Department, now comes a new situation.

"Now, Mr. Mayor, I do not speak as a machine operator, for with the coming of the ordinance I left the business. But I do speak as a citizen who looks upon this situation as kid's play.

"Proof of the games being wanted by the public is the universal play they receive. Most every civilized country on the surface of the globe has pinball machines. This is not just hearsay, but fact. Since this act of facts is prevalent, let those who can afford to play the machines do so to their heart's content. We still have thousands in our city who need the barest necessities of life.

"These operators, about 1,000 persons now directly engaged in the business, are thrown out of work. Indirectly we have that many more persons on unemployment lists. These people have stores for which they pay rental, trucks and cars in which to transfer their equipment. They buy gas, oil, tires, etc. It is an industry that we have shut down in a day when prosperity is far from just around the corner.

"Let's further answer this question by the public. If these machines were a nuisance to society would so many millions play them? Is Capt. Blackwell's opinion of greater import than the thousands of citizens who want to play these machines?

"Who plays these machines? If you have ever stopped at a drugstore you would probably find the lawyers, busi-

ness men, office people, professional people, and, in short, persons from every walk of life. Ask any person who has ever played for the amusement in them; ask Mr. Ness; I believe he will tell you they are 'lots of fun.'

"I say, let those who can afford to play, play to their heart's content."

"DAVID GORDON."

GENCO CONGRATULATES INTERSTATE COIN MACHINE EXCHANGE

**BEST WISHES FOR
THE BEST KIND OF
SUCCESS ON YOUR
GRAND OPENING!**

CONGRATULATIONS

to

INTERSTATE COIN MACHINE EXCHANGE

D. GOTTLIEB & CO.

1140-1150 N. Kostner Ave., Chicago

GRAND OPENING SALE

Look to Interstate for leadership and fair dealing. What have you to trade?

FREE PLAY GAMES	1 Flash	\$14.50	6 Turf Champs	\$12.50
3 Triumphs	5 Sports	24.50	3 Hawthornes	24.50
5 Spotties	10 Majors	17.50	5 Gold Medal	49.50
4 Fifth Innings	10 Toppers	15.00	10 Ten Strikers	29.50
2 Cowboys	3 Ocean Parks	17.50	3 Bally Alleys	17.50
4 Thrillers	3 Gold Cups	44.50	2 Chicken Sams	44.50
5 Up & Up	PAY OUT SPECIAL		3 Keeney Antl Air-	
2 Contacts	5 Peanuts, excel-		craft, brown cabinet	59.50
5 Rebounds	lent condition	\$14.50		

See us for new Free Plays, Counter Games, and All Kinds of Coin Operated Equipment.
1/3 Deposit With Order, Balance C. O. D.

INTERSTATE COIN MACHINE EXCHANGE

1150 W. 69th St.

Normal 1351

Chicago, Illinois

DAVAL EXTENDS CONGRATULATIONS and BEST WISHES

TO HARRY KAPLAN upon

The Opening of His CHICAGO HEADQUARTERS

INTERSTATE COIN MACHINE EXCHANGE

Your Wonderful West Coast Reputation Insures Your Success in
the Middle West

We thank you for the swell job you are
doing with America's Foremost Money Makers

"MARVEL"—"AMERICAN EAGLE"—"CUB & ACE" and "DAVAL 21"



EMPLOYEES OF SCIENTIFIC MACHINE snatch a few moments from the rush job of getting Batting Practice into the hands of waiting dealers to pose for a group picture.

Banner Enlistee Feted by Coinmen

PITTSBURGH, April 5.—More than 20 men of the coin machine industry honored Herbert Rosenthal, of the Banner Specialty Company, at a surprise party recently at the Mayfair Hotel here before he left for an enlistment year in the air corps.

Attending were E. H. Petering and J. T. Case, of Wurlitzer; I. H. Rothstein, of Philadelphia Banner Specialty; Harry Rosenthal, of Pittsburgh Banner, the honor guest's father; J. D. Lazar, of B. D. Lazar Company; Phil Greenberg, of Atlas Novelty Company; Manuel and Joseph Rosenthal, of Insebric, and operators Sam Shapiro, Louis Grossman,

Eddie Goldvarg, John Salada, Lou Adams, Phil Adams, Frank Leon, Louis Hoffman, Fred Ludin, Marc Rosenthal, Sam Bakkin, Ed Ecker, Ed Shore, Charles Adams, and George Segal. Martin Cohn, a friend of young Rosenthal, also attended.

Motion pictures of the party were taken by Carl Brounman.

Harry Lieberman succeeds Herbert as assistant manager in Banner firm here.

New Canada Import Restrictions Seen

NEW YORK, April 5.—News that the United States and Canada might provide for United States acceptance of Canadian money at par caused the value of the Canadian dollar to jump 2 cents to the top price of the year in the free foreign exchange market.

It is said that Canada's contribution to such an agreement would be to raise import restrictions on United States manufactured foods and raw materials.

Restrictions were imposed last November to reduce Canadian purchases of so-called non-essentials and thus conserve financial resources.

Canadian dollars, at this date, are officially priced at a discount of 9.09 per cent. The open market rate is at a discount of 13 per cent.

OTTAWA, April 5.—The government has clamped a tax of an extra cent on every pound of sugar sold in Canada. In an unprecedented action designed to thwart speculators, the tax was put into effect by Minister of Finance J. L. Halsey without any announcement having been made. He acted under the sugar control machinery set up by the wartime prices and trade board. At his request the board ordered all sugar refineries to advance the price a cent tomorrow. Canadian sugar consumption averages about 100 pounds a person a year. The levy will raise \$11,000,000 to \$12,000,000.

PIKE'S PEAK

Hit of 1941

100% legality assured or purchase price refunded. Skill and amusement features of PIKE'S PEAK have stood severe legal tests anywhere. Thousands of PIKE'S PEAK now making money for their owners in territories closed to other games. It will pay you to investigate our 10-day free trial offer.

See Your Nearest Distributor.

Made by
CROETCHEN TOOL CO.
130 N. UNION ST.
CHICAGO, ILLINOIS
WEST COAST OFFICE: John Kagan
978 1/2 So. Stearns Drive
Los Angeles, Cal.



\$32.50

Price Subject to Change Without Notice

PIKE'S PEAK

SOLD ON
★ 10 DAYS' FREE TRIAL
★ TIME PAYMENT PLAN
★ LIBERAL ALLOWANCE ON TRADE INS

TORR 2047 A-50. 68 PHILA., PA.

WE HAVE 'EM
Keeneys
100% SKILL

TEXAS LEAGUER

CLEVELAND COIN MACHINE EXCH.

2021 Prospect Ave., Cleveland, O.

SPECIFY 1c, 2c or 5c PLAY



IT'S 100% LEGAL

PIKE'S PEAK

THE PEAK MONEY-MAKER of 1941

\$32.50

5-Ball Counter Skill Game
Orders filled in order of receipt.
1/3 Deposit

GERBER & GLASS

914 Diversey Blvd., CHICAGO, ILL.



IT'S 100% LEGAL

PIKE'S PEAK

THE THRILL GAME OF 1941 TO PLAY

Exclusive New York Distributor
MIKE MUNVES CORP.
593 TENTH AVE., NEW YORK
All Phones: Bryant 9-6677

Sample **\$32.50**

QUANTITY BUYERS WRITE FOR PRICE!

BARGAINS

The Machines listed below are slightly used and offered subject to prior sale.

5-BALL FREE PLAY		COUNTER GAMES	
1 Bally Chevron	\$10.00	1 Chicago Coin Major	\$17.50
1 Bally Triumph	11.50	1 Kenney Thriller	17.50
1 Bally Vacation	22.50	1 Kenney Cowboy	17.50
1 Bally Reserve	7.50	3 Baker Doughboys	24.50
1 Exhibit Landslide	22.50	1 Gottlieb Drum Major	23.50
1 Exhibit Zip	19.50	1 Stone River	15.00
1 Exhibit Flagship	17.50		
1 Chicago Coin Commodore	17.50	1-BALL	
1 Chicago Coin Sports	22.50	1 Bally Santa Anita	\$119.50
1 Chicago Coin O'Boy	22.50	1 Bally Gold Cup	48.50
1 Chicago Coin Ocean Park	17.50	3 Mills 1-2-3 meter	22.50
1 Chicago Coin Nippy	19.50	3 Exhibit Gong, convert-ible	21.50
CONSOLES		2 Mills Vest Pockets, blue & gold	\$25.50
1 Evans Galloping Domino 1937	\$42.50	2 Liberty	18.50
1 Evans Bat Ball	39.50	4 Grotchen Imps	6.75
1 Evans Lucky Luck	125.00	2 Mills Vest Pockets, green	23.00
1 Baker Racer 5c	100.00	4 Grotchen's Columbia Belts	57.50
2 Pace Racer, cash 5c	92.50	4 Mills QT, 5c play	15.00
1 Pace Racer, 1/2 Model, 5c	125.00	10 Columbia Jackpot Balls, used 10 days perfect	63.50
2 Mills Jumbo Parade, F.P.	85.00	1 1/2 Certified Bassett must accompany order.	
3 Mills Jumbo Parade, C. P.	85.00	1 New machine. Also ask us to put you on our mailing list.	
1 Kenney Air Raider	145.00		
1 Metropolitan Air Raider, F.S.	120.00		

The above prices are effective April 12, 1941.
O. O. D. Write us for prices on any brand new machine.

MOSELEY VENDING MACHINE EX., INC.
OO BROAD STREET RICHMOND, VA.
Day Phone, 3-4511 Night Phone, 5-5328

New!
Different!
Dynamic!

The
HIT
of 1941!

LUCKY STRIKE

CIGARETTE COUNTER GAME WITH BALL GUM VENDOR

A tremendous success! For the first time in 12 years, a counter game without the usual 3 reels! Brand new idea—introduces sensational new popular-brand cigarette play. Elaborate Fortune Telling feature provides additional amusement galore. New-type ball gum delivery, 1c play. Absolutely unequalled for play-getting and profits!

2 Dials spin in opposite directions. Matching name, color and brand awards 1 package. 2 packages or 1 packet of 10 packages (equivalent of 150 to one!).

OTHER OUTSTANDING BAKER HITS:
★ SALUTE ★
BAKER'S PACERS

THE BAKER NOVELTY COMPANY INC.
2625 WASHINGTON BOULEVARD—CHICAGO, ILL.

Operator's
Special Price
\$14.75 Ea.
F. O. B. Chicago

Write for Quantity
Prices in Case Lots
of 6, 24 and 96



PRESIDENT JOE WILLIAMS, of Commercial Music Company, Wurlitzer distributor in the Southwest, gets a call from District Manager Al Menden in his newly enlarged offices. Queried as to the business outlook for 1941, Williams' answer was: "You know Me. All I'll be a banner year."

Outdoor Signs To Boost Utica Arcade

UTICA, N. Y., April 5.—Bill Donlan, of William P. Donlan & Company, has launched a widespread outdoor sign campaign to advertise his ultra-modern arcades at Sylvan Beach, N. Y.

"We find," Bill maintains, "that the arcade business is on the upswing and that the successful arcade must be modern throughout. It must be attractive so that parents will be happy to bring their children. It must be clean and comfortable so that community officials will boost it. In addition, it must be modernly merchandised. It must be sold to the public. That's why we have decided to post attractive posters on billboards on all the highways leading to the beach.

Donlan declared that the successful arcade must be big, feature bigger and cleaner equipment and must be a real fun center. His Treasureland and Pennyland arcades have won the praise of all operators who have seen them. Many believe these are the top spots in the country, and their success is due to Donlan's progressive methods.

all about our old Reel "21," which was considered the greatest counter game money-maker of all time. Now they suddenly awaken to the fact that our new "21" is even better than its predecessor."



ROLL A PACK

The "Sweetheart" of Counter Machines
Sample ROLL A PACK just \$12.50
Case of ROLL A PACKS only \$45.00
Buy ROLL A PACKS by the Case and save yourself \$5.00. All orders require 1/2 certified deposit, balance C. O. D. Contact your nearest distributor or write direct! Notice: ROLL A PACK available with Ball Gum Attachment only \$2.00 extra.

VICTOR VENDING CORP.
5711 W. GRAND AVENUE, CHICAGO

Nation's Distributors Acclaim "21"

CHICAGO, April 5.—"Distributors throughout the nation are acclaiming the fact that the Daval Company has produced one of the greatest money-makers of all time in its new '21' machine," it is reported from the factory.

Al S. Douglas, of Daval, declares: "It seems as if the clouds just split wide open and poured down orders for our new '21.' Distributors whom we have known for years, who have worked closely with us on every machine, have suddenly taken time out to phone or write to tell us what a great money-maker this machine is.

"It's a surprise to us how they forgot

WE NEED THE SPACE

IN A-1 CONDITION—173 CERTIFIED DEPOSIT

FREE PLAY		MISCELLANEOUS		RAY GUNS	
Lucky	\$12.00	254 Mills Square Balls	\$59.50	Enghardt Electric Piano (With Reels)	\$24.50
Majors	10.00	Brown Palace Race	79.50	Illuminated Grids for All Phones	4.50
Spotts	10.00	1940 Evans Palace Coin-ops (Used 0 Wks.)	100.50	White-Jigs (Elec. Phonos, At.) Brand New	8.50
Box Score	9.00	Good Luck (Coin-ops)	32.50	Used	5.50
Outrage	25.00	1940 Palace Race (With J. P. 20413)	179.50	14 Hamilton Scale	27.50
Cowboys	8.50	Junio Parade Free Play	77.50	COUNTER GAMES	
Firecrackers (and 2)	4.25	Junio Parade (Cash)	89.50	Spithee Walnut Cabs	\$10.00
Four Roses	57.50	Junio Sugar Kings (Lately Walnut Cabs Inset, Used 9 Wks.)	59.50	Real Race, Cardinals (Beer Reels)	3.50
Mistee	82.50	MISCELLANEOUS		Real Dice, Solitaires	3.50
Playmate	12.00	Kirks Air Defense (Fl. Gun)	67.50	Tri-Packs (Cig. Reels)	3.50
Red Heat	10.00	Kazo Electric Piano (300 Watts—Complete 1 Brand New at \$25.00, 1 Slightly Used at)	40.50	A.B.T. Target Balls (Cream Cab.)	7.50
Score Cards	15.00	Penny Phone Cabinet (Broad New in Orig. Cabs—Swell for Mounting Speaker and Mail Box on Roto-Inst.)	17.50	A.B.T. Target Skills (Blue Cab.)	11.00
Score Change	12.00	Phono Cabinets (For 1936 Rockola) 4 Brand New	17.50	Erups (Tob. P.O. & Gum V.)	12.50
Short Stops	14.50	Brand New Silver King Vendors (New Hammond-Field Finish—In Orig. Cabs)	4.95	Electric Shockers (Advantage)	3.50
Brooks	5.00	Moody Gum Phone Attachments, 1 Brand New at \$12.50, 1 Fl. Gun at	8.50	Holly Grippers (Like New)	4.50
Stratford	37.50	SILENT SALES		RAY GUNS	
Sport Specials	32.50	SPECIAL 1936 ROCK-OLA STANDARDS LATE MODELS \$119.50		Keeny Anti-Aircraft	\$34.50
Spook Events	87.50	BADGER BARGAINS		Keeny Air Raiders	125.00
Sunderlines	24.50	SPECIAL 1936 ROCK-OLA STANDARDS LATE MODELS \$119.50		Chicken Gun & Base	37.50
Super Bites	12.00	SPECIAL 1936 ROCK-OLA STANDARDS LATE MODELS \$119.50		SLOT MACHINES	
Yacht Drive	24.50	SPECIAL 1936 ROCK-OLA STANDARDS LATE MODELS \$119.50		5¢ Mills Nylon Balls (Perfect—2421,000 Up)	\$44.50
PHONOGRAPHS		SPECIAL 1936 ROCK-OLA STANDARDS LATE MODELS \$119.50		10¢ Mills Nylon Balls	47.50
Rockola No. 2 Repetors (Have 20)	\$16.50	SPECIAL 1936 ROCK-OLA STANDARDS LATE MODELS \$119.50		10¢ Mills Cherry Balls	47.50
Rockola Rhythm Kings (Have 10)	17.50	SPECIAL 1936 ROCK-OLA STANDARDS LATE MODELS \$119.50		Mills Safe Bands With Keys	4.95
Rockola Rhythm Masters (Have 10)	17.50	SPECIAL 1936 ROCK-OLA STANDARDS LATE MODELS \$119.50		20¢ Comet (Goose Neck)	10.00
Rockola Window 20s (Have 35)	27.50	SPECIAL 1936 ROCK-OLA STANDARDS LATE MODELS \$119.50		SLOT MACHINES	
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Rockola Window 20s (Have 35)	27.50	SPECIAL 1936 ROCK-OLA STANDARDS LATE MODELS \$119.50		5¢ Mills Nylon Balls (Perfect—2421,000 Up)	\$44.50
Rockola Window 20s (Have 35)	27.50	SPECIAL 1936 ROCK-OLA STANDARDS LATE MODELS \$119.50		10¢ Mills Nylon Balls	47.50
Rockola Window 20s (Have 35)	27.50	SPECIAL 1936 ROCK-OLA STANDARDS LATE MODELS \$119.50		10¢ Mills Cherry Balls	47.50
Rockola Window 20s (Have 35)	27.50	SPECIAL 1936 ROCK-OLA STANDARDS LATE MODELS \$119.50		Mills Safe Bands With Keys	4.95
Rockola Window 20s (Have 35)	27.50	SPECIAL 1936 ROCK-OLA STANDARDS LATE MODELS \$119.50		20¢ Comet (Goose Neck)	10.00
Rockola Window 20s (Have 35)	27.50	SPECIAL 1936 ROCK-OLA STANDARDS LATE MODELS \$119.50		SLOT MACHINES	
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Atlas Branch Men See Great Spring

CHICAGO, April 5.—Atlas Novelty Company, with home offices in Chicago and branches in Detroit, Buffalo, and Omaha, is doing well, according to a spokesman for the distributing firm. "In the regular end-of-the-month reports of our branch office managers they all stressed the optimism which is now rampant among operators. All feel that the spring season will mark up some of the biggest sales ever recorded.

"Bob Van Weiss, of our new Omaha office, reports that everything is going along well. He was particularly pleased at the reception accorded the opening of the firm's offices in Omaha. Now that organization is just about completed, Bob is setting down to business and is doing very well.

"From Detroit comes the news that there is another Atlas roadman on the job. He is Michael Savich, who is now contacting operators in and around the Midwest. The Detroit office, known as the Atlas Phonograph Company, is managed by Barney Greenberg, whose opinion of optimism in the coin machine industry coincides with that of our other branch office managers. Mike Kratze, also of our Detroit office, is another well-known Atlas man who feels that this is the year in which the coin machine industry will go over the top.

"Their opinions are in agreement with the attitude around our Chicago home offices. Here everything is in readiness for a great year. Our phonograph line is the best, in our opinion—our stock of new and reconditioned games is without equal—and our staff is ready to give the utmost in service. Yes, it ought to be a great year."

Iowa Operator Lauds Gottlieb

CHICAGO, April 5.—"A bouquet of orchids from the State where the tall corn grows," said a spokesman of D. Gottlieb & Company, commenting on a complimentary letter from an operator of Iowa.

"This operator, who really knows his business, has found that Gottlieb games are his most consistent money-makers. He declares: 'I have used every game put out by your company in the last year. I did not think that you would ever be able to build a finer game than Border Town, Gold Star, or School Days. However, your latest releases are games that you can be proud of. I have found them to be the real money-makers.'

"Yes, we are proud of these games," continued the Gottlieb official, "proud of the satisfaction they are giving and proud of the records they are making on locations. And we're proud when operators take time out to write us the true facts from their actual experience. Our newest release, Horoscope, is meeting with approval and acceptance from operators and we consider it not only another worthy bearer of the Gottlieb name, but by all counts the greatest game we have ever built."

FREE-PLAY BELL BIG GAME

NEW BIG GAME

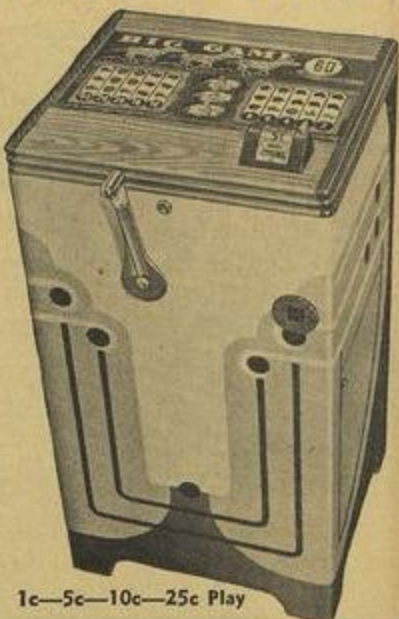
This is a Free Play Game with no payout

★ With the famous Walling Bell mechanism

★ With a meter to register the amusement score

★ FURNISHED WITH ANIMAL HEAD STRIPS OR FRUIT REEL STRIPS

★ Height 42½ in.
Width 22 in.
Depth 23½ in.
Weight 134 Lbs.



1c—5c—10c—25c Play

ALSO BUILT WITH MYSTERY CASH PAYOUT, 3-5, ETC., WITH TOKEN JACKPOT AWARD

Write for circulars and prices

Made Only by

WATLING MANUFACTURING COMPANY

4640-4660 W. Fulton St., Chicago, Ill.

Est. 1889—Tel. Columbus 2770

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WRITE OR WIRE TODAY

For our Complete List of High-Grade Reconditioned Free-Play Games, etc. Also for our New Deal on New Games which will save you plenty of money. Direct factory distributors for all leading manufacturers and carry largest stock in the South. Our used games can hardly be told from new.

AUTOMATIC SALES CO.

203 SECOND AVE., NO.

NASHVILLE, TENN.

JUST OUT!

HIT and RUN

49¢

5¢

4¢

3¢

2¢

1¢

TRUE-TO-LIFE BASEBALL TICKETS!

DIE CUT!

ANOTHER GARDNER FIRST! JUST THINK! A DIE CUT HIT BOARD WITH TRILLING BASEBALL RESPONSE PLUS GARDNER'S BRILLIANT BASEBALL STROCK TICKETS! NOW, WHAT A MONEY-MAKER! NO HOLES! JACKPOT HAS A \$100 TOP AWARD!

No. 888 SET AND BOX—A
TICKETS 25c
FRUIT (Average) 15c

No. 888 SET AND BOX—B
TICKETS 25c
FRUIT (Average) 12c

SEND YOUR REQUEST FOR NEW CIRCULARS SHOWING 10 GREAT BASEBALL HITS AS WELL AS A STACK OF OTHER FAVORITE MARKERS.

GARDNER & CO.
137 ARCHER AVE. CHICAGO, ILL.

FREE PLAY GAMES

All American	\$22.50	Lancer	\$24.50
Band Wagon	57.50	Major, register	9.50
Big Town	18.50	Mary-Go	39.50
Big League	19.50	Round	59.50
Blisside	32.50	Metros	59.50
Big Chief	52.50	Miami	15.50
Box Score	14.50	Ocean Park, register	12.50
Comedians	17.50	O'Boy	12.50
Formation	48.25	Pick Em	15.50
Cowboy	15.00	Power House	37.50
Cadillac	37.50	Pylon	34.50
Dude Ranch	37.50	Royal	22.50
Flapship	24.50	Short Stop	12.50
Fox Hunt	49.50	Soberly	35.00
Formation	48.25	Sports	19.50
Four Rows	64.50	Sylvania	44.50
Home Run	32.50	Topper	17.50
Indian	37.50	Triumph	15.50
Dial	24.50	Vacation	29.50
Lucky	15.50	Yacht Club	25.00

COUNTER GAMES

Aces	15.50	Old Age	20.50
American Eagle	22.50	Panion	\$10.50
Oris Cross	5.50	Skill Target	14.50
Davey Derby	12.50	Sales Km	9.50
Free Play	4.50	Spinner Winner	12.50
Onp Scale, new	15.50	Push Ball	5.00
Imp, new	10.00	Trio Pack	7.50
Imp, used	7.50	Ticket	3.50
L. O. U.	4.50	Vent Pocket	20.50
Liberty, new	32.50	Mill	20.50
March & Page	2.50	Ass. in case	80.00
1/2 Deposit with Order, Italian G. O. D.		lots	80.00

Many Other Bargains on Novelty Machines.

Write, call, or drive in.
All of the Above Machines in Perfect Condition.
Ready for delivery Ten Spot.

DOMESTIC NOVELTY COMPANY

252 G Street, Northwest, Washington, D. C.

SPITFIRE

1c SKILL GAME

A fast money maker! Try to sink the battleship by skillfully releasing a bomb from the moving Aeroplane. All skillful hits are recorded. Vends Ball Guns for each penny. Holds 1,000 Balls of Gum.

ONLY \$17.50

FREE! 1000 Balls of Gum with Order for Sample Gum.

W. ROBBINS & CO. 114-B DEKALB AVE. BROOKLYN, N.Y.

WE HAVE 'EM

Keeney's

100% SKILL

TEXAS LEAGUER

69¢

SAVOY VENDING CO., Inc.

651-53 Atlantic Ave.
Brooklyn, N. Y.

SPECIFY 1c, 2c or 5c PLAY

Movie Machine Franchises Go Fast in Northeast

BOSTON, April 5.—Ed Ravreby, of Owl Mint Machine Company, reports the firm is closing Panoram franchises at a rapid rate. Owl Mint is New England distributor for the Mills Panoram Soudies machine.

"Panoram is proving one of the most outstanding of all coin-operated products," Ed reports. It is creating a new

era for the industry. The machine has won the warm approval of everyone who has seen it, and we have been closing franchises rapidly. The men who are entering the field are established coinmen who can see the future and who know that this is the equipment of tomorrow."

Ravreby said his brothers, Jack and Al, are contacting operators to close the few remaining districts in their territory. All three say they are enthused over the possibilities of the machine and claim Panoram shows profits from the minute it is placed on location.

STONER'S 'UMP'



7 exciting ways to win!

High score appeal and fascinating skill shots. Big special Home Run award. Everybody's thinking baseball. Cash in on UMP this season. It's a hit!

STONER
CORPORATION

AURORA, ILLINOIS



Order today!
\$109.50

BUDIN'S BUYS ARE AMERICA'S FINEST BUYS!!

STONER	BALLY	EXHIBIT
Dial, Feature \$10.00	Cross Line \$97.50	Leader \$45.00
Armaka 45.00	Filterer 60.00	Scale 85.00
Sara Suty 25.00	Broadcast 55.00	Zodiac 55.00
Amble! 25.00		SUCCESS
		Red, White & Blue, \$60.00
GOTTLEB	GENDO	1/2 with Order, Bal. O.O.D.
Gold Star \$41.00	Bandwagon \$42.00	Write for Our Complete List
	Big Chief 42.00	of All the Latest and Best
CHICAGO COIN	Formation 40.00	New and Used
All American \$59.50	Motor \$2.00	Machines
Sports Parade 55.00	BAKER	today!!
Strateline 59.50	Line Up \$33.50	

BUDIN'S, INC. 174 SO. PORTLAND AVE.,
BROOKLYN, N. Y. Telephone: RE 9-3700
Branch: 36 E. MERRICK RD., FREEPORT, L. I. (Freeport 2100)



ONE OF THE OUTDOOR BOARDS used by Bill Donlan to attract crowds to his two amusement centers, Treasure Land and Penny Land, at Sylvan Beach, N. Y.

Munves Prediction Proved by Business

NEW YORK, April 5.—The prediction made some time ago by Joe Munves that 1941 would be the biggest Penny Arcade year in the history of the business seems to have been proved, judging by the orders being received by Mike Munves Corporation.

Joe reports that orders for arcade equipment have already doubled the mark set for the year of 1939, which was considered the greatest arcade year of all times. "This means," explains Joe, "that in four months we have doubled what we did for the entire 12 months of 1939."

"A great many of our orders are for entirely new arcades in various sections of the country. Our experts prepare charts for operators who intend to open arcades. They need send only the layout of the floor space and we do the rest. At the same time we tell them exactly how to run the spot."

Mike Munves, brother of Joe, known as the Penny Arcade King, is greatly enthused over the interest operators are showing in arcades. "We are ready," Mike declared, "to give the man who intends to open his first Penny Arcade all the help he will need to get started right and continue successfully."

Northwestern vending machines.

In addition to the enlarged showrooms, Mandell declared the firm has added to its repair department and taken on more help. Firm is Eastern distributor for Northwestern vending machines.

WE HAVE 'EM
Keeneys
100% SKILL

TEXAS LEAGUER

Western Distributors, Inc.

1226 S. W. 16th St., Portland, Ore.
3126 Elliott Ave., Seattle, Washington

SPECIFY 1c, 2c or 5c PLAY

Northwestern Adds To Brooklyn Office

BROOKLYN, April 5.—Moe Mandell, of Northwestern Sales & Service Company, Brooklyn and Newark, reports the Brooklyn showrooms have been enlarged as a result of the great demand for

GRIP SCALE Approved by

TORR 2047 A-50, 68
PHILA., PA.

Write for Illustrated Circular and Terms.
NATIONAL DISTRIBUTOR

NOW! A COMPLETELY NEW MACHINE

HOLLY'S PERFECTED

UNIVERSAL GRIP SCALE

Made with New Dies • Better Looking • Sturdier • Dependable • Bug-Free • Absolutely Guaranteed as to Materials and Workmanship for 90 Days.

Beautiful Red Crackle-Finish • All Chrome Front • Rotary Grip Handle • Holds \$20.00 in Pennies.

A Proven Money-Maker • Often Pays for Itself in Less Than 30 Days • Legal Everywhere.

We Are Now Established in Our New, Enlarged and Modern Plant • Immediate Deliveries on All Orders.

Get Your Sample Now! Communicate with Your Nearest Distributor or Write Us Direct.

1/2 With Order, Balance C. O. D. \$12.75
Prices subject to change.



HOLLY MANUFACTURING COMPANY
2761 Union Guardian Building
DETROIT, MICHIGAN

CARL TRIPPE Price Plus Guaranteed Satisfaction

SPRING SPECIAL CLOSE-OUT SALE OF SLOT MACHINES

Mills 5c Chrome Bell, S.J.P. (re-built like new) \$95.00	Mills 10c Cherry Bell, S.J.P. (re-built like new) \$57.50
Mills 5c Dial Free Play 27.50	Mills 5c Cherry Bell, S.J.P. (re-built like new) 57.50
Mills 5c Blue Front, D.J.P. 37.50	Jennings Chief, 5c, S.J.P. 29.50
Mills 5c Blue Front, S.J.P. 39.50	Jennings Chief, 10c, S.J.P. 29.50
Mills 10c Blue Front, D.J.P. 35.00	Jennings Chief, 25c, S.J.P. 29.50
Mills 10c Blue Front, S.J.P. 37.50	Jennings Little Duke, 1c 12.50
Mills 25c Blue Front, S.J.P. 39.50	Jennings Victoria, 5c, T.J.P. 22.50
Mills 5c F. O. K., D.J.P. 17.50	Goetchen 10c Columbia Bell 20.50
Mills 5c Yellow Front, D.J.P. 22.50	Pace 5c Blue Front (bug proof) (like new) 45.00
Mills 10c Yellow Front, S.J.P. 19.50	Waiting Reia-Top, 25c, T.J.P. 35.00
Mills 25c Yellow Front, S.J.P. 22.50	Waiting Reia-Top, 5c, T.J.P. 19.50
Mills 10c Cherry Bell, S.J.P. 47.50	Waiting Reia-Top, 1c, T.J.P. 22.50
Mills 25c Blue Front, S.J.P. (re-built like new) 67.50	Waiting Goose-neck, 5c, T.J.P. 14.50
Mills 5c Nelson Bell, D.J.P. 47.50	Waiting Goose-neck, 1/2, T.J.P. 17.50
Mills 25c Nelson Bell, D.J.P. 49.50	Waiting Blue Seal, 5c 17.50
Mills 5c O. T. Blue 22.50	Imp. 1c 10.00
Mills 5c Goose-neck, T.J.P. 15.00	
Mills 5c Front Mist Winder 12.50	

Terms: One-Third Deposit, Balance C. O. D.
Send for Our Complete Price List on Any Games You Are Interested In.

IDEAL NOVELTY CO.

2823 Locust St.

St. Louis, Mo.



a midget

IN SIZE

Completely automatic payout machine, with Bell reels, metered jackpot. An 8-inch cube, weighs only 16 lbs; cash box holds \$45 in nickels. A beautiful machine; either chrome plated or in hammerfold blue and gold. Terrific demand right now—rush your order. Mills Novelty Company, 4100 Fullerton, Chicago.



MILLS VEST POCKET BELL

a giant

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PRICES SLASHED

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- | | |
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| Fox Hunts ... \$32.50 | School Days \$55.00 |
| Skyline ... 32.50 | Bandwagon ... 42.00 |
| Landslides ... 27.50 | Stars ... 65.00 |
| Zombies ... 55.00 | Bright Spot ... 17.50 |
| Metros ... 52.50 | Merry-Go-Round ... 17.50 |
| Bordertown ... 35.00 | Mascot ... 17.50 |
| Paradise ... 55.00 | Limelight ... 29.50 |
| Duo Ranch ... 35.00 | Pelo ... 34.50 |
| Seven Up ... 65.00 | Sport Parade 65.00 |

Guaranteed perfect condition. Will accept Used Records at 3c each in trade.

D & S NOVELTY CO.
1302 SO. MAIN
ROCKFORD, ILLINOIS
Telephone: Main 3420



Here's That Terrific **LUCKY STRIKE** CIGARETTE COUPOON GAME WITH Ball Gum Vendor. New! Has no usual 2 wheel! New popular brand cigarette play. High award 10 packs (100-1-odd). Fortune telling feature, 16 play.
\$14.75 Order Quick!
The Calvert Novelty Co.
708 N. Howard St., Baltimore, Md.

Grand National Meets Demands

CHICAGO, April 5.—Al Sebring, head of Grand National Sales Company, Chicago, stresses the position of his company in meeting demands of quantity buyers. "There are two good reasons for our success in giving quantity buyers such complete satisfaction," said Sebring. "First of all, we are constantly in contact with large operators who are disposing of their equipment. Secondly, our staff of skilled technicians restore used equipment to tip-top condition. As a result, we are always ready to meet practically any demand."

Mac Churvis, sales manager of the company, called attention, in connection with Sebring's statement, to the fact that the small operator gets the same careful attention and service as the biggest. "Even the smallest operator in any part of the country knows that he can get service from Grand National," said Churvis.

L. A. Firms Open Chicago Quarters

CHICAGO, April 5.—A Chicago branch of the Southwestern Vending Machine Company, Los Angeles, is being opened in Chicago under the name of Interstate Coin Machine Exchange, according to an announcement from H. A. Kaplan. The grand opening is scheduled for tomorrow, at the location of the new distributing office, 1150 West 69th Street. The personnel will include Al Farley, in charge of the office, and Gus L. House, in charge of sales. House will also travel for the firm.

Kaplan declared that the firm chose to be located on the South Side of Chicago because it is convenient for operators from Indiana, Michigan, and Missouri. "Our policy has always been that no deal is complete unless the operator is satisfied," declared Kaplan. "The same motto goes for our new Chicago office."

Kaplan intends to remain in Chicago for several weeks supervising the setting up of displays of new equipment.

Chi Coin Expects Biggest Season

CHICAGO, April 5.—The greatest season the coin machine industry has ever known opens this spring, according to Sam Wolberg, Chicago Coin Machine Company executive. "Judging from past trends, all branches of the coin machine industry can expect considerable increases. Manufacturers, distributors, jobbers, and operators will find opportunities much enlarged for their respective ventures, thanks to the improved economic conditions of the country."

Sam Gensberg, co-official, adds that installation of new production lines and modern equipment in both of the company's plants is nearly completed. "While production on present games continues, we are almost ready to announce a new game which will conform to requirements of the accelerated tempo of operating today. It will be one of the finest games ever made from every standpoint, and we will announce it in the very near future."

WE HAVE 'EM
Keeneys
100% SKILL
TEXAS LEAGUER
69⁵⁰
ROY McGINNIS
2011 Maryland Ave.
Baltimore, Md.
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Here, at your service, are the people behind the name: NATIONAL NOVELTY COMPANY. We've got our hearts set on making "NATIONAL" the industry's synonym for fair and square dealing in quality games, both new and used. And we're proud of the enthusiastic acclaim given to our unique "Pay As You Earn" Credit Plan. No extra cost for credit except slight bank charge. Same prices credit or cash ... same sincere service, large orders or small. NEXT TIME, TRY NATIONAL!

FREE! Send for special issue "B" of National's Illustrated Newssetts. Bigger, better buys!

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183 MERRICK RD., MERRICK, L. I., N.Y. PHONE—FREEPORT 8320

QUALITY SPEAKS FOR ITSELF

Stratoliner ... \$67.50	O'Boy ... \$17.50	ONE-BALL FREE PLAY
Allocations ... 55.00	Powerhouse ... 37.50	Dark Horse ... \$125.00
Disie ... 29.50	Fox Hunt ... 34.50	Sport Special ... 90.00
Crossline ... 39.50	Leadoff ... 29.50	Record Time ... 100.00
Leader ... 50.00	Limelight ... 29.50	One-Two-Three (1st) ... 75.00
All American ... 57.50	Homeport ... 25.50	One-Two-Three (3rd) ... 34.00
Zombie ... 52.50	Bally Beauty ... 24.50	High Five ... 19.50
Gold Star ... 55.00	Scorecard ... 24.50	Gold Cup ... 34.50
Polo ... 37.50	Feltie ... 19.50	Eureka ... 32.50
Skyline ... 36.00	On Deck ... 19.50	George ... 19.50
Yacht Club ... 30.00	Vogge ... 14.00	Fairground ... 24.50
Sooty ... 29.50	Airliner ... 12.50	Arrowhead ... 22.50
Mascot ... 25.00	Boomer ... 15.50	Arlington ... 19.00
Vacation ... 24.50	White Ball ... 15.50	Across-the-Board ... 15.00
Roxy ... 22.50	Big Six ... 10.00	Victory ... 28.50
Cometone ... 19.50	Punch ... 14.00	Sport Page ... 44.50
Red Hot ... 17.50	Lot-o-Fun ... 10.00	Thisland ... 44.50
Lite-O-Card ... 17.50	Keen-a-Ball ... 14.00	

1/3 DEPOSIT WITH ORDER—BALANCE C. O. D.

MODERN AUTOMATIC EXCHANGE, INC.
2618 CARNEGIE AVE., CLEVELAND, OHIO.

WANT TO BUY ARCADE MACHINES
MUTOSCOPES — LOVE METERS — VITOLIZERS — HI-BALLS
BLOW BALLS — POST CARD MACHINES
WILL PAY CASH FOR ALL TYPES ARCADE MACHINES
PHONE
Southwestern Vending Machine Co.
2833 WEST PICO ST., LOS ANGELES, CALIF.

THE HOUSE OF "GOOD WILL"

CROSSLINE ... \$37.50	GOLD STAR ... \$40.00	LEADER ... \$42.50
Disie ... 27.50	Stars ... 45.00	Big League ... 17.50
Power House ... 30.00	Stratoliner ... 57.50	Big Town ... 15.00
Sara Busy ... 30.00	Short Stop ... 15.00	Rotation ... 15.00
Sports Parade ... 65.00	Cometone ... 12.50	Britz Sport ... 15.00

All Games Reconditioned and Shipped Like New. We Carry a Complete Stock of New and Used Free Play Games. Terms: 1/3 Deposit—Balance C. O. D.

AMBASSADOR VENDING CO. 789 CONEY ISLAND AVE. B.KLYN, N.Y.

STANDOUT GUN OF ALL TIME!

IN PROFITS!

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IN PERMANENCE!

SKY FIGHTER

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Other Patents Pending



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**BUY NOW
FROM YOUR
NEAREST
MUTOSCOPE
DISTRIBUTOR**

Biz Booming In Ft. Worth

Defense projects, rising meat and wool prices result in more locations

PORT WORTH, Tex., April 5.—Business is skyrocketing here and now that warm weather has come operators are preparing for the biggest summer in years.

Hundreds of beverage vendors have already been set out. Theaters have set six of the first 20 machines Frigidrink Corporation of New York is installing in theaters throughout the State. Outside spots are beginning to open, and trade here feels that more coin-operated equipment will be used in outdoor locations this summer than heretofore.

In the city proper, effects of the money being spent to construct the big army bomber plant already are being felt. Wages are rising daily and more jobs available than at any time in the past 10 years. Huge meat plants of both Swift and Armour are working double shifts, and killings are reaching new record highs.

With a steady rise in all meat prices, operators in the cattle country just west of Fort Worth are striving to keep their equipment serving a playing public. New machines are moving in and business is reported going to town. A little farther to the Southwest in the sheep territory price of wool is higher than it has been for several years, and operators are all smiles as the entire sheep belt prepares for spring shearing. In almost every direction from this city oil wells are spouting and new wells are being studied in.

Near-by cities are booming, too. At Mineral Wells army activities at Camp Wolters are reviving operating business, as thousands of soldiers as well as the general public are playing all types of coin-operated machines. Farther west at Abilene, Camp Barksley has brought thousands of soldiers and new settlers into this area and operators are busy day and night. Brownwood, another neighboring town, where Camp Bowie is located, is booming a high, as the camp is one of the largest in the State.

In all these towns hundreds of new taverns, cafes, restaurants, drugstores, sandwich stands, and other such spots have opened and all are crowded thru-out the day and night. Money—and plenty of it—is in circulation. And the coin-operated machines that are serving these sections are contributing a lot to the pleasure and enjoyment of the public.

Atlas Distributing Fetes Music Men

PHILADELPHIA, April 5.—Formal opening of the Atlas Distributing Company, local distributor for Packard Manufacturing Company, was held here Thursday. New distributorship is the partnership of two of the most prom-

SOUTHERN TOPS 'EM ALL WITH THESE TOP VALUES!

A-1 PHONOGRAPHS AT SPECIAL LOW PRICES!

Seeburg Selectaphones, each	\$ 15.00	Seeburg 20-Record K	\$ 79.50
Seeburg Model A or B	25.00	Seeburg Record or Plaza	129.50
Seeburg Gem or Casino	119.50	Seeburg Vogue	169.50
Seeburg Rex, 20-record	89.50	Seeburg Classic	179.50

Rockola 12-Record	\$ 24.50	Wurlitzer 616	\$ 49.50
Rockola, 1939 Standard	129.50	Wurlitzer 500	149.50
Rockola, 1939 Deluxe	149.50	Wurlitzer 700	229.50
Mills Throne of Music	139.50	Wurlitzer 800	259.50
Wurlitzer Model P-12	27.50	Wurlitzer 800, with R. C. and	
Wurlitzer 412 or 312	34.50	one 2-wired Wall Box	289.50

ALWAYS MONEY MAKERS—NEVER SO LOW PRICED! GET 'EM NOW!

International Mutoscope Traveling Crane	\$ 69.50	Keeney Anti Aircraft Gun, Light Brown Cab.	\$ 74.50
Buckley Digger, Chrome Finish	69.50	Seeburg Shoot the Chute Rayo-lite, with base	79.50
Hiball, played with rubber balls	39.50	Bally Rapid Fire, Submarine Gun	129.50
Rockola Ten Strike	39.50	Keeney Air Raider	159.50
Keeney Anti Aircraft Gun, Black Cabinet	59.50	Western Baseball, Deluxe	64.50

Special

HUNDREDS OF FREE PLAY GAMES FROM \$10.95 EACH
YOUR CHOICE OF THE FOLLOWING:

AYALON — BANG — BIG TEN — BOUNTY — BIG SIX — CHEVRON — CHUBBIE CONQUEST — DAVY JONES — FIFTH INNING — LIBERTY — LOT OF FUN — MIAMI — KLIK — RINK — SNOOKS — TRIPLE PLAY — TRIPLE THREAT — TWINKLE.

HUNDREDS OF OTHER GAMES—\$13.95 Each and Up

WRITE TODAY for new list of all types of Used Phonographs. We have many late model Games, Guns and Phonographs.

1/3 deposit with order, balance notify.

SOUTHERN AUTOMATIC MUSIC CO.

312 W. Seventh
Cincinnati, O.
542 S. Second St.
Louisville, Ky.

531 N. Capital
Indianapolis, Ind.
425 Broad St.
Nashville, Tenn.

inent music operators in the city. Tippie Klein, head of Premier Music Company, and Sam Weinstein, president of Mutual Music Company. Weinstein is a former member of the board of directors of the local phonograph operators' association.

Atlas offices and showrooms are located at 824 North Broad Street, but the opening party was held at the Terra Cotta Room of the Metro Cafe. The full line of Packard keyboard selectors, wall boxes, and adapters was on display. A joint meeting locally of the music machine operators' associations of Newark, Harrisburg, and Wilkes-Barre that same day swelled the crowds of operators turning out for the affair.

Homer Capohart, Packard president; Rudy Greenbaum, general sales manager, and Don Kennedy, general advertising manager, headed the industry figures present. Among the recording celebrities paying their respects were Xavier Cugat, Martha Raye, Dinah Shore, and Woody Herman.



ATLAS COIN MACHINE COMPANY is proud of the first 1941 Seeburg HiTone Symphonola and remote-control installation in the Boston area at Grant's Cafe. The location is operated by Charles Guerrille.

WE HAVE 'EM
Keeney's
100% SKILL
**TEXAS
LEAGUER** 69.50

SIMON SALES, INC.
437 W. 42nd St.
New York City, N. Y.
SPECIFY 1c, 2c or 5c PLAY

**MUTOSCOPE'S
PHOTOMATIC**
7 YEARS OF
CONSISTENT EARNING
RECORDS

"The Machine That Makes a
Real Business Man of You"

**SAYS MORRIS HANKIN,
ATLANTA, GA.**

Click! Click! Click!



ROLL A PACK

Cigarette Dice Shows Just Like Reels. Line up 3-of-a-kind for Cigarette awards. IT'S NEW, Plenty of Suspense and Appeal. Sample \$12.50, F. O. B. Chicago. Case of 4 for \$48.00.

Ball Gum Vender Attachment optional at \$2 extra.

Send 1/3 Deposit With Order. **KOPLO SALES & SUPPLY CO.** 3118-B Milwaukee Ave., CHICAGO

Victor Offers Premium Vender

CHICAGO, April 5.—Harold Schaefer, head of Victor Vending Corporation, announced this past week the introduction of the new Esquire Premium Vender. "We are offering the operating world a remarkable and original type of merchandising vender," opined Schaefer.

"The Esquire Premium Vender displays a sample selection of premiums such as large and small pocket knives, fountain pens, and other useful items. The display is fastened inside the glass top of the vender together with a striped ball of gum. It is explained that anyone getting such a ball of gum will win one of the premiums.

"Machines can be located in all types of locations. The knife premium has appeal to both young and old. Another operation angle which will appeal to operators is the fact that the knife premium deal may be easily dropped and other premiums substituted as desired. Or, if the operator should desire to discontinue the premium deal during certain periods, he can simply remove the premium display unit and operate the machines as straight venders of bulk merchandise.

"The Esquire Premium Vender holds 1,100 balls of gum with each filling. We are told by operators that machines must be reloaded frequently because it does not take players long to unload a machine when they are trying to get one of the premiums offered. We believe that this machine and the premium insert unit are one of the finest ever developed to stimulate bulk vender play," concluded Schaefer.

Operators Applaud Genco Ten Spot

CHICAGO, April 5.—"In no uncertain terms, operators from Coast to Coast have placed their stamp of approval on Genco's newest hit, Ten Spot, according to reports flooding the Genco factory and offices of Genco distributors," officials of Genco, Inc., say.

"It's like a hit song," reports Meyer Gensburg. "The way Ten Spot has caught on overnight. We're being pushed to the limit to provide enough to satisfy the demand from operators who have seen this game. By increasing our production we're meeting the demand.

"Ten Spot is distinguished by two great appeals: first is the dynamic action of the game, and second, the ease with which players can understand the theme of the game. Players don't need a diagram, a compass, or a college diploma to find out what you're supposed to do with Ten Spot. It's simple as A B C to understand. Yet the appeal and action are so varied that players never seem to tire of it."

WE HAVE 'EM Keeney's 100% SKILL **69.50**

TEXAS LEAGUER

FRIEDMAN AMUSEMENT CO.
441 Edgewood Ave., S. E. Atlanta, Georgia
SPECIFY 1c, 2c or 5c PLAY

Salesboard Operators CASH IN ON THESE 2 OUTSTANDING DEALS. GENUINE HEDDON MERCHANDISE. NATIONALLY ADVERTISED.



Heddon No. 501 Lone Eagle Kit COMPLETE BAIT CASTING OUTFIT IN REMOVABLE WATERPROOF BOX.
DEAL #1 (AS ILLUSTRATED ABOVE)
Complete Heddon Casting Outfit, all mounted in 48" Display Container, 12 Foot Soft-Jamboree Fly Rod, 2 Fine Split-Bamboo Casting Rods, Heddon Lone Eagle Level Winding Reel, Downsize Lure, Fish Strainer, 6 Popular Heddon Casting Baits.
OPERATOR'S PRICE \$10.75

DEAL #2
Complete Heddon Fly Casting Outfit, mounted in 48" Display Container, 12 Foot Soft-Jamboree Fly Rod, 14 Foot Split-Bamboo Fly Rod Tip, Heddon Automatic Reel, 12 Foot Fly Casting Line, 7 1/2" Gut Leader, 6 Beautifully Colored Flies, Click Fly Rod Case and Waterproof Case Carrier.
OPERATOR'S PRICE \$16.05

WRITE FOR CATALOG ON OUR MANY OTHER SALESBOARD DEALS.
FRIEDMAN-KLEIN SALES CO.
215-217 West 9th St., KANSAS CITY, MO.

IT'S NEW IT'S SENSATIONAL (AND DAISEE IS A 'HONEY') Acme Presents



- Double Stepup Jackpot
- Fresh Katch Jackpot
- Old-Fishin' Hole Jackpot
- 6 Beautiful Colors

ACME F. AND M. CO.
1331 W. Monroe St., Chicago, Ill.

SPECIAL TERRITORIES
Open for Men To Sell Acme Boards to Operators. Write Us.

Leading the Parade

POK-O-REEL
With Coin Divider **\$18.50**

It's way ahead in "looks," performance and earning power. Grotchen's beautiful new streamlined POK-O-REEL gets and holds the play on any location. 5 reels deal regulation Poker Hands; complete scale of awards from 2 Pairs to Straight Flush. 75%-25% Coin Divider; extra LARGE operator's cash box, holds 1250 pennies. Visible Gum Vender refillable. Straight penny or nickel play. Case of six—\$103.50.

KLIX BLACK JACK GAME WITH COIN DIVIDER
\$19.75

This game really "clicks" on any location. Grotchen's KLIX is a genuine Black Jack, 21 game. First 2 reels show "deal" to player who can trip one or more shutters to disclose additional cards. Heuse Reel shows hand player must beat to win. Coin Divider puts 75% of receipts into separate location cash box, 25% accurately diverted into LARGE operator's cash box, holding 1280 pennies. Straight penny or nickel play.

Case of Six — \$110.00

SEE YOUR JOBBER OR WRITE:
Grotchen Tool Company
130 N. UNION ST., CHICAGO
West Coast Office: JOHN KAGAN, 978 1/2 So. Stearns Dr., Los Angeles, Cal.

Attention Operators!
GET THESE SPRING SPECIALS FOR SPRING AND SUMMER PROFITS!
ONE BALL PAYOUTS **FREE PLAY SPECIALS**

Hawthornes . \$30.50	Each	Horsehoes . . . 49.50	Four Reels . . . \$65.00	Duplex . . . \$65.00
Thistle-downs . 49.50	Each	Dead Heats . . 39.50	Gold Cup . . . 45.00	Big Chief . . . 65.00
Pacemakers . . 79.50	Each	Gold Medals . . 39.50	Seven Up . . . 70.00	Hold Over . . 35.00
			Zombie . . . 85.00	Triumph . . . 10.00
			Leader . . . 60.00	Clubbie . . . 8.50
			Gold Star . . . 45.00	

CONSOLE BARGAINS

1938 Track-times . . . \$74.50	Each	Lucky Lucrns . . . 85.50
Pace Reels Jr. Skill . . . 64.50	Each	Galloping Damians . . . 25.00
		Triple Entry . . . 75.50
		Pace Saratoga . . . 60.00

EXTRA SPECIAL!

- 9 only—Keeney Anti-Aircraft, Ea. \$35.00
- 12 only—Evans Ten Strikes, Ea. . . 35.00
- 1 only—Evans Buy a Blake . . . 35.00
- 1 only—Mills Golf Ball Vender . . 110.00
- 1 only—Real Golf Putting Machine 70.00

SEIDEN DISTRIBUTING CO.
1230 BROADWAY, ALBANY, N. Y. Phone 4-2109—4-2100

BUY WITH CONFIDENCE AT AVON NOVELTY!

ONE BALL—Free Plays

EUREKA	\$22.50
GOLD CUP	32.50
SPORT PAGE	47.50
SPORT SPECIAL	84.50
RECORD TIME	94.50
DAK HORSE	99.50
TOP HAT 1-2-3	29.50
1940 1-2-3	79.50
JUMBO PARADE	89.50

COUNTER GAMES

PENNY PAKS \$ 6.95
SPARKS 12.50
GINGER 10.00
MERCURY 12.50

1/3 Deposit—Balance C.O.D.—All Equipment Guaranteed
WE BUY SELL AND TRADE
Write for Complete Price List on New and Used Equipment!
AVON NOVELTY SALES CO., INC.
4700 PROSPECT AVE. CLEVELAND, OHIO

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

YOU CAN ALWAYS
DEPEND ON

Chicago
Coin GAMES

FOR HIGHEST EARNING
POWER AND LARGEST
RESALE VALUE!

They're made better
to start with!

SAVOY'S WEEKLY SPECIALS RECONDITIONED
AND GUARANTEED

Anabel	\$32.50	Dixie	\$29.50	Mr. Chips	\$14.50
All American	37.50	Formation	42.50	Powerhouse	32.50
Blonde	22.50	Fantasy (Jack Pot)	14.50	Rotation	22.50
Bandwagon	42.50	Gold Star	42.50	Speed Demon	37.50
Bride Sport	17.50	Holdover	19.50	Stratoliner	57.50
Cross Line	37.50	Line Up	37.50	Triumph	14.50
Gasoline	27.50	Leader	49.50	Zerkie	54.50
Double Feature	15.00	Micro	37.50	1/3 Dep. With Order, Bal. C. O. D.	

SAVOY VENDING CO. 651 ATLANTIC AVE.
BROOKLYN, N. Y.

SPRING CLEANING

Seven Up	\$70.00	Bedertown	\$35.00	Red Hot	\$17.50
Duplex	65.00	Yacht Club	25.00	Super Charger	15.00
School Days	65.00	Bally Beauty	22.50	Lancer	15.00
Four Bases	57.50	Roxy	19.50	Stoner Baseball	15.00
Zombie	55.00	Big Show	19.50	Chevron	12.50
Paradise	55.00	Score Card	19.50	White Sails	12.50
All American	55.00	Score Champ	19.50		

ANY 6 OF THE FOLLOWING GAMES FOR \$50.00

Step and Go Golden Gate Variety Chief
Majors Big Six Davy Jones Bubba

1/3 Cash With Order, Balance C. O. D.

SHAFFER MUSIC COMPANY

514 S. HIGH ST.,

COLUMBUS, OHIO

SPECIAL THIS WEEK ONLY

All American \$55.00	Dude Ranch \$37.50	Duplex \$32.50	Swing Alley \$10.50
Blary 65.00	Sport Parade 65.00	1-2-3 25.00	Sporty 25.00
Fox Hunt 35.50	Line Up 32.50	Bedertown 27.50	5-in-1 50.00
Micro 35.00	Crystal 67.50	Big Chief 55.00	NewThreecore 45.00
Zerkie 55.00	Imp 7.00	Leader 50.00	Challenge 15.00
Defense 54.50	Scoreline 25.50	Stratoliner 65.00	Four Roses 37.50
1-2-3 (1941) 82.50	Kahey Gays 39.50	Orange 19.50	Four Roses 37.50

Write what you want, with 1/3 deposit. Mention 1st, 2nd and 3rd choices for prompt delivery.

2ND & GREEN STS.
PHILADELPHIA, PA.

WANT TO BUY

PAYTABLES—FREE PLAYS—SLOTS. State Quantity, Condition and Price in Your First Letter.

NEW CITY SALES—4335 W. Armitage Ave., Chicago, Illinois



JACK R. MOORE COMPANY SHOWROOM in Portland, Ore., affords the opportunity for complete demonstration of Seeburg music equipment, according to firm officials.

**New Buckley Track
Odds in Production**

CHICAGO, April 5. — Announcement was made today by officials of the Buckley Manufacturing Company that its new Track Odds is in production and is being shipped promptly.

H. H. Perkins, sales manager, who has had many years' experience in the machine business, says: "Track Odds is outstanding. Operators who are not familiar with it feel that it is just another seven-coin-chute machine, but in getting records of earnings of this machine during the year I have been agreeably surprised. These records prove this machine has the proper appeal built into it so that the public will patronize it."

"Track Odds with its seven coin chutes attracts a large crowd, but with its quick operating features it can accommodate a good crowd, for it can take seven coins on every play. It is a fast machine and a big money-maker."

"The new model that has just been put into production has been carefully engineered. In certain sections of the country where it has been introduced it gradually replaces the other types of machines because of its great money-making ability," Perkins concluded.

**Kertman Makes It
Short and Sweet**

ROCHESTER, N. Y., April 5.—Jerry Kertman, American Coin Machine Company, reports his firm is arranging to make all of its deals short and sweet. Operators get a kick out of that statement, as Jerry is considered to be the shortest man in the industry.

Jerry says the only way to make a deal is make it short and sweet. "We are giving buyers the finest of reconditioned and new games," he reports. "We are

always careful of the equipment we ship. That's why we feel a deal need only be short and sweet for the operators to know us and realize that when we tell them a game is good they will believe it."

**Harry Payne Is Rolling
Big, Steady Profits Right
Down Your Alley With...**



CUB



SAMPLE \$13.95
CASE \$75.00
OF 6

ACE



SAMPLE \$14.95
CASE \$80.00
OF 6

WE HAVE 'EM
Keenoy's
100% SKILL

**TEXAS
LEAGUER**

J. H. WINFIELD CO.

1018 Main St.
Buffalo, N. Y.

SPECIFY 1c, 2c or 5c PLAY

H. G. Payne Co.
312-314 BROADWAY
NASHVILLE, TENN.



Cash in on the
**BASEBALL
SEASON!**

A new deal for Jobbers and Operators! Keep ahead of your competitors by placing this money-maker on your location now! Takes in \$126.50 at 5¢ per sale with an average profit of \$43.00.

WRITE FOR CATALOG AND PRICES TODAY!

H. & H. NOVELTY SALES
645 HAMM BLDG., ST. PAUL, MINN.

Reel '21' Black Jack

DRAW YOUR OWN HAND

BLACK JACK SCOPING to include with Automatic Coin Dividers and 7-1/2" EXTRA LARGE Separate Cash Boxes. Operator's Cash Box holds over \$11.00 in Pennies—more than \$25.00 in Nickels—26¢ of or 10¢ for 10¢.



SAMPLE \$19.75
CASE OF 4 \$72.50

"CUB"

3 Reel-3 Way Play With Automatic Coin Dividers

A REAL OPERATOR'S MACHINE! 2 Separate Cash Boxes and Darts' Famous Coin Dividers. Standard Divider Model 75-25-25. Also available in 50-5-20¢ model. Take your choice of Cigarettes, 2-111 or 1-111 or 1-111 or 1-111.



SAMPLE \$1395
CASE OF 6 \$75.00
Size Just 8 1/2" x 18 1/2"

"ACE"

5 Reel Poker Play With Automatic Coin Dividers

Eliminate need for meters. Cut down on wiring. BIG CASH BOX FOR OPERATOR. 2-111 or 1-111 or 1-111 or 1-111. Real windows covered when not being played. 1¢, 5¢ or 10¢ POKER PLAY!



SAMPLE \$1495
CASE OF 6 \$80.00
Size 8 1/2" x 18 1/2"

TRY A SAMPLE

of each machine or any one of them. If not satisfactory return in 10 days for full refund of purchase price.

BALL GUM

15¢ Per Box, 100 Pieces. Case of 100 Boxes, \$12.75.
1/2 Deposit, Balance C. O. D.

SICKING, INC.

1401 Central Pkwy., Cincinnati, O.
927 E. Broadway, Louisville, Ky.
SICKING CO. OF INDIANA
923 Ft. Wayne Ave., Indianapolis, Ind.

MILLS PHONOGRAPHS CONSOLES BELLS TABLES

KEYSTONE NOVELTY & MFG. CO.
20th & Huntington Sts., Philadelphia, Pa.
Baltimore Office: Baltimore, Md.
615 Cathedral St., Baltimore, Md.

CLOSEOUT MACHINES

Reconditioned Like New
Wurlitzer 5500 \$25.00 Keeney Auto-Aircraft \$50.00
Wurlitzer 54 32.50 Wurlitzer 500 150.00
Wurlitzer 61 89.50 Wurlitzer 600 150.00

FREE PLAY GAMES
Babson, Juniper, Zin, Fifth Tening, Big Six, Redwood, Copper, Davy Jones, Super Chance, Super Six, Thriller. Your choice, \$10. or 3 for \$40.

For Best Bids—Remember It's the PEERLESS DISTRIBUTING CO.
801 W. 9th St., KANSAS CITY, MO.

Western Will Release New Line

CHICAGO, April 5.—"History is in the making in the experimental laboratory of Western Products, Inc.," declared Sales Manager Don Anderson today.

"We are telling all coinmen to watch Western from now on because Western is planning a new line of games.

"No type of game is to be overlooked in our new program. Games for operation everywhere and in every type of location are soon to be made available.

"The greatly enlarged production lines at our big plant are now humming with activity. Within a very short time we will announce our new equipment to the trade. The first release will include a 1- to 5-ball multiple replay game, counter games, multiple payouts, and a new kind of 3-ball novelty game. They will feature some radical new ideas in play and action, along with more than average appeal in design and play-field layout.

"Careful quality construction will characterize every game to be released by Western. We can assure the coin machine trade of equipment that will stand up under any kind of operating conditions, both mechanically and in earning power."

Baker Salute Saluted by Coinmen

CHICAGO, April 5.—Harry Hoppe, vice-president of the Baker Novelty Company, Inc., reported during the past week that sales on the current Baker game, Salute, had passed those established on all previous Baker games. "Salute is definitely our biggest hit to date," he declared.

"To learn the reason for this," he continued, "just inspect the game and play it.

"Never was there such playing appeal. Salute offers a new skill play with seven separate ways to win. Every shot is loaded with possibilities for the player to come close to a big winner. Production facilities at the factory are being strained, but all orders are being filled and shipments are being made promptly as possible.

"Just as Salute is winning the favor of America's pin table players so is Baker's new counter game Lucky Strike taking its lead among the counter games. Lucky Strike is one of the most powerful penny earners ever introduced to the trade."

Koplo Hails Roll-a-Pack

CHICAGO, April 5.—Al Koplo, head of Koplo Sales & Supply Company, reports that he has a new sure-fire winner in Victor's Roll-a-Pack. "It didn't take long to sell out our initial supply of these counter machines," declared Koplo. "In fact, they sell themselves. Operators who inspected the machine usually took them along with them, piling them up in the backs of their cars.

"The many other products, parts, and supplies which we handle have also been going faster, with a result that we are ringing up a new sales record."

WE HAVE 'EM Keeney's 100% SKILL



69.50

TEXAS LEAGUER

ADVANCE AUTO. SALES CO.
1021 Golden Gate Ave., San Francisco, Cal.
MAC SANDERS
2837 W. Pico Blvd., Los Angeles, Cal.
SPECIFY 1c, 2c or 5c PLAY

MILLS CHROME BELL



★ Knee Action Stop Levers
★ Drill-Proof! New Forged Handle!
★ Two-Five or Three-Five Payout!
★ The Richest Bell Ever Made!

Mills Novelty Company
4100 Fullerton Ave., Chicago, Ill.

WANTED TO BUY

Good Used Machines Wanted At All Times
Tell Us What You Have to Sell, Condition of Machines and Prices Wanted

PHONOGRAPHS CONSOLES PAYOUTS
NOVELTY AND COUNTER GAMES

We Specialize in Reconditioning and Rebuilding Coin Operated Machines of Every Type

OPERATORS: If you want to purchase GOOD Used Equipment at the lowest prices write us before you buy. We can save you money.

HILL MUSIC CO. 200 W. Court St., Cincinnati, Ohio

HERE ARE the GREATEST BUYS in "AMERICAN" HISTORY!!

FREE PLAY GAMES		LEGAL MACHINES	
Roxy \$12.50	Stars \$67.50	Seeburg Rayolite	Seeburg Gem. \$39.50
Mr. Chips 15.00	Metro 54.50	Seeburg Royal	Seeburg Royal \$50.00
Odyssey 29.50	Short Stop 22.50	Seeburg Rex	Seeburg Rex 75.00
Bonnie 27.50	All American 55.50	Wurlitzer 61	Wurlitzer 61 79.00
Fallice 17.50	Big Show 17.50	1/2 Deposit With Order, We Ship Balance C. O. D.	
Formation 40.00	Champ 60.00	PHONOGRAPHS	
Field Star 44.50	Smash Up 60.00	Seeburg Royal	Seeburg Royal \$104.50
Four Roses 84.50	Blogger 60.00		
Sore Sorey 39.50			

AMERICAN COIN MACHINE CO., 557 CLINTON AVE., N., ROCHESTER, N. Y.

UNITED'S BARGAINS

Wisconsin's Most Progressive Distributor

Mills 1-2-3, Free Play \$27.50	1940 Melotone, Like New \$152.00
Exhibit's Contacts 10.50	Penny Phones 24.50
Fantasy 17.50	Rock-Ola Standards 124.50
Three Ups, 1 Ball F.P. 14.50	Get on Our Mailing List Now, 1/2 Deposit, Balance C. O. D.

UNITED COIN MACHINE CO. 7011 W. BECHER ST. MILWAUKEE, WIS.

MACHINES IN EXCELLENT CONDITION

PRICED so YOU can make money

15 Bally Crosslines ... \$36.50 Each	1 Bally Big Top f. p.
22 Bally Attentions ... 49.50 Each	(with original carton) \$97.50 Each

1/2 Deposit, Balance C. O. D.

WESTERHAUS AMUSEMENT COMPANY
3616 DARWIN AVENUE CHEVIOT, OHIO

OPERATORS!

WATCH WESTERN

for the

MOST SENSATIONAL LINE OF PROFIT- MAKING GAMES EVER BUILT!

New

- ✓ . . . 1 OR 5-BALL
- ✓ MULTIPLE REPLAY!
- ✓ MULTIPLE PAYOUTS!
- ✓ COUNTER GAMES! and
- ✓ A NEW, DIFFERENT
- 5-BALL NOVELTY GAME!

KEEP YOUR EYE ON *Western!*

WESTERN PRODUCTS, INC., 925 W. NORTH AVENUE · CHICAGO

DISTRIBUTORS!
TERRITORY FOR THE
SENSATIONAL
NEW **WESTERN** LINE
IS NOW AVAILABLE!
WRITE AT ONCE!

'NEW' PROFITS!

With Gam's New Single Unit Candybox Style Games.

NEW PLAY—NEW EARNINGS

Originated by Gam.

HOT-SHOT 1,000 Ticket Size, 5c Play.
Tip Style Tickets. Average Profit \$23.35.
Maximum profit \$26.50.

Write today for circular and details on
HOT-SHOT and other new GAM hits

GAM SALES CO.

Manufacturers only

1319-21 So. Adams St. Peoria, Illinois



Play Ball Is Bally's Newest

CHICAGO, April 5.—Bally Manufacturing Company is now in volume production on Play Ball, five-ball baseball-action novelty game, according to announcement by George Jenkins, Bally's general sales manager. "Play Ball," says Jenkins, "is packed with baseball thrills—realistic miniature players prancing around the flash-action diamond on the backglass, scoring base-hits, two-baggers, home runs—all the baseball excitement that gets into John Public's blood at this time of the year and keeps him playing by the hour."

"But don't think Play Ball is just another baseball game. We've surpassed all previous Bally standards in the action, flash, and suspense built into Play Ball. For example, the new tu-lite bumpers which light red, then white in rotation and score according to color of light. And the four thrilling ways to score—high score on runs—high score on home runs—futurity build-up—top-o-dial, and plenty of other thrill features that mean Play Ball will really go to bat for operators who are looking for ways and means to stimulate play during the spring and summer."

The General Gets Counter Conscious

BALTIMORE, Md., April 5.—Irwin Blumenfeld reports that General Vending Service Company, known to operators as "The General," has become counter conscious.

"Ever since we took on the Daval line of counter games," Blumenfeld declares, "we have been gradually developing this as one of the largest and best divisions of our business. Since receiving collection reports on '71," we are wholly and completely counter conscious."

"We would never have believed that games could earn so much and cost so little. Some of the collection cards we have seen are truly amazing. One operator paid for his machine in less than a week's time."

INVESTIGATE PACE AUTOMATIC DUCK PIN ALLEYS

LEGITIMATE
PERMANENT
PROFITABLE
WRITE FOR PRICES
PACE MFG. CO., INC.
2903 Indiana Ave., CHICAGO, ILL.

1—LUCKY	\$16.00
1—SPORTS FREE PLAY	16.00
1—C. O. D. FREE PLAY	12.50
1—O BOY FREE PLAY	12.50
1—MIAMI NOVELTY	9.00
1—ROLLER DERBY FREE PLAY	16.00
1—STOP & GO NOVELTY	3.00
1—ARLINGTON	12.00

TERMS: 1/3 DEPOSIT, BALANCE C. O. D.

AUTOMATIC MUSIC CO.
ROWLAND, N. C.

WE HAVE 'EM
Keeneys
100% SKILL
**TEXAS
LEAGUER**

ARCO SALES CO.

802 N. Broad St.,
Philadelphia, Pa.

SPECIFY 1c, 2c or 5c PLAY

You can ALWAYS depend on JOE ASH — ALL WAYS FINEST FREE PLAYS READY FOR SHIPMENT!!

ANABEL	\$32.50	TOPPER	\$ 9.50
COMMODORE	14.50	BALLY BEAUTY	52.90
LEADER	49.50	JOLLY	17.50
ROTATION	17.50	O BOY	19.50
SPOTTER	5.50	ROLL-A-DERBY	14.50
VACATION	24.50	SUCCEEDS Red, White & Blue	54.90
BOWLING ALLEY	14.50	YACHT CLUB	24.50
FLEET	37.50	1/3 With Other, Balance C. O. D.	
NIPPT	14.50	WRITE FOR COMPLETE LIST!!	
ROXY	17.50		



ACTIVE AMUSEMENT MACHINES CORP.

900 North Franklin Street, Philadelphia, Pa.

Phone: Market 2656.

SUPREME PHONOGRAPH BUYS!

Wurlitzer Counter Mod. 81	\$29.50
Wurlitzer Mod. 81B	39.50
Wurlitzer 81B with Grille	43.50
Sambury Royal	74.50
Sambury Rex	74.50
Sambury Gem	84.50
Rockola 75 Standard	99.50
Millie Throne of Music	109.50

1/3 with order, balance C. O. D.
WRITE FOR LIST OF ALL TYPES OF WURLITZER PARTS AT 25% OF LIST PRICE!!

SUPREME VENDING CO.

WANTED! WE WILL BUY ANY QUANTITY OF . . .

Wurlitzer 412, Keeneys Guns, Bally Guns, Seaborg Guns, Western Baseball, Skill Jumps, Blow Balls, and all types of Seaboard and Arcade Equipment. State quantity, condition and price wanted!!

IMPORTANT Get our price list on Pin Games—LOWEST PRICES GUARANTEED on all products!!

557 Rogers Ave., Brooklyn, N. Y.
Branch: 201 Grand Ave., Bellmore, L. I.

WILD FIRE

IT'S CHOCKFUL OF THRILLING PLAY - THAT'S WHY IT'S MAKING THE MOST MONEY! Your Keeney Distributor Has 'Em!

\$109⁵⁰

AMUSEMENT GAME LEAGUER

Fascinating skill play is batting out big profits everywhere! Available in 1c, 2c or 5c play. 1c play shipped unless otherwise specified. ONLY \$69⁵⁰

100% SKILL TYPE TEXAS

CONSOLE MODEL BASEBALL GAME... Easily Converts To Counter Game!

J. H. Keeney & CO. Nat. Inc.

6630 SO. ASHLAND AVE. • CHICAGO

"THE HOUSE THAT JACK BUILT"

ALSO IN PRODUCTION and READY FOR DELIVERY ADAPTERS
Taller fitted to all phones and to Keeney boxes.
WALL BOXES including bar and counter brackets
AIR RAIDER Keeney's all-in-one unit machine gun deluxe!
TRIPLE ENTRY Selective 9-coin console for extra big profits.
TRACK TIME The greatest console ever built! 9-coin play. Odds or even feature.

"Quality" "Service" "Price"

YOU GET THEM ALL WHEN YOU ORDER FROM

MIRABEN

PARTS AND SUPPLIES FOR ALL COIN OPERATED MACHINES!
FREE 10 Coin Machine Trade only
—Big 52-Page Catalog! Write for your copy today!

MIRABEN COMPANY
2041 Carroll Ave., Chicago, Illinois

Kato Has Plant For Coin Games

MANKATO, Minn., April 5.—For operating coin machines, automatic phones, lights, radios, appliances, etc., the Kato Engineering Company, Mankato, has just announced a new portable Model 14A of 600-watt capacity. It generates a constant source of standard 110-volt 60-cycle AC, the makers say. It is 22½ inches long, 19 inches wide, and 31 inches high and weighs approximately 165 pounds, and is powered with a Briggs & Stratton 1½ h.p. air-cooled engine.

The plant will run approximately six hours on a gallon of gasoline when carrying full load, Kato officials claim. The

fuel consumption is reduced in proportion with amount of load being carried, it is said. Plant can be furnished with either remote control, which permits starting and stopping plant by merely pressing a push button, or full automatic control, which starts plant automatically when coin is dropped into coin slot.

No extra control wires need be installed with the full automatic control. A special three-wire control cable from plant to each start-and-stop control button is necessary when using remote control arrangement. All plants are available with convenient hand starting. Batteries are needed only if control is desired. Controls may be attached or changed at any time and need not be attached at the factory, an important Katolight feature.

WE HAVE 'EM Keeney's 100% SKILL

TEXAS LEAGUER

CENTRAL DIST. CO.

Grand at 23rd, Kansas City, Mo.
607 W. Douglas, Wichita, Kan.

SPECIFY 1c, 2c or 5c PLAY

• PANORAM & SOUNDIE COLLECTION BOOKS

For detailed circular covering Standard and Individualized Forms, write Charles Fleischman.

Baltimore Salesbook Co.
120 West 42d St., New York, N. Y.

WANTED FOR CASH

Balls Blue Grass and Dark Horse, One Ball Grand National, Mills 4 Dells.

BRISBOIS BROS.' CO.
Ponca, Ia.

The Trading Fool
Spot Cash for Slots, Wurlitzer Phonographs, Counter Games. State Price.
KING HARRY'S
26 13th St., Augusta, Ga.

Cash, Music, Cigarette, Scales, Arcade Machines.
O'BRIEN
89 Thames St. Newport, R. I.



BALLY GRANDSTAND has a birthday party after two years in the same location. The machine is operated by Mullinix Amusement Company, Savannah, Ga. Left to right: R. F. Brown, manager game division of the Mullinix organization; O. J. Mullinix Jr., Lazarus Drakis, location owner, and Aspasia George.

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.

EXHIBIT Gives you

NEW 1941 MONEY MAKERS

BIG SEASON AHEAD • GET SET NOW

WITH THE FINEST and MOST COMPLETE LINE OF AMUSEMENT MACHINES—for PENNY ARCADES—AMUSEMENT PARKS—SUMMER RESORTS—TRAVELING SHOWS—DANCE PAVILIONS—SKATING RINKS—FAIR GROUNDS—ARMY CANTONMENTS—ACTIVE INDUSTRIAL CENTERS—and everywhere crowds gather.

ATHLETIC MACHINES—FUN MACHINES—FOR-TUNE TELLERS—POST CARD VENDERS and BIG LINE OF POST CARDS and ARCADE SUPPLIES.

PUNCHING BAG
ORIN MACHINE
BICYCLE TRAINER
FOOT VITALIZER

COCKEYED CIRCUS
MAGIC HEART
RAMBLERS

KISS-O-METER
SMILING SAM
3 WHEELS OF LOVE

3 WHATS
HAMMER STRIKER
DODGER MACHINES
POST CARD VENDERS

See Illustrated Catalog featuring EXHIBIT'S NEW 1941 MONEY MAKERS... also FREE valuable information and illustrated plans of MODERN PENNY ARCADES (Large-Medium-Small) together with prices and terms.

Write

EXHIBIT SUPPLY CO. 4222 W. LAKE ST., CHICAGO



PRODUCING

Machines that Made the Penny Famous

Klix, Pok-o-Reel Groetchen's Newest

CHICAGO, April 3.—"Beauty of the new Groetchen Pok-o-Reel cabinet is only one of its fine features," declares Karl Klein, official of the Groetchen Tool Company. "It is a counter game with more fine features than any other produced to date," he continued.

It has five reels, dealing regular poker hands with complete scale of awards from two pairs to straight flush. Like

a companion game, Klix, it has two cash boxes, one for the location and the other for the operator, a coin divider splitting the receipts at a certain percentage. Pok-o-Reel also has a visible gum vender. The operator's cash box is large enough to hold 1,280 pennies.

"Elegantly streamlined, it has a chromium and red radiator grill effect. The cabinet is finished in blue and gold hammerloid. Its appearance on any counter is sufficient to insure its continuous play," Klein concluded.

"It's clicking," say officials of Groetchen in referring to one of their latest releases, a counter game called Klix. "Deliveries are being made and distributors have them in stock—for a short time at least. As soon as the distributors receive a shipment the operators grab them and rush them to locations where, we are told, they are doing a wonderful business."

The game is described as being a real blackjack game. It has five reels, the player tripping from two to four reels to try to stay under a total of 21 points

as in a regular blackjack game. The fifth reel gives the number which the player must beat in order to win the game.

Klix is equipped with a coin divider which diverts the location share into one cash box and the operator's into another. It is available for straight penny or nickel play. The machine is also equipped with a visible gum vender.

Nationwide Sales Push by Scientific

NEW YORK, April 5.—After months of extensive preparation during which its new game, *Batting Practice*, was an actual test location, Scientific Machine Corporation announced this week that it was ready for national distribution of the new game.

Max Levine, president of the firm, reports that metropolitan New York distribution, which was assigned as a test before beginning nationwide sales, has proved *Batting Practice* a success. Plant space has been enlarged and new help added in order to meet the demands which are expected to come in for the game.

George Penser is New York distributor and Izzy Rothstein Pennsylvania distributor. In addition to these key spots Levine announced the appointment of Dave Bond, of Trimount Coin Machine Company, Boston, to handle New England sales. All are reported busy with orders for the game.

Levine announced the nationwide push this week in *The Billboard* and explained he is equipped to handle quantity orders. Materials needed for the production of the game were purchased some time ago in preparation. Thus, Levine pointed out, the plant will not be bothered with the bottlenecks which some manufacturers are running into in their efforts to get merchandise out quickly.

WE HAVE 'EM
Keeneys
100% SKILL

TEXAS LEAGUER

SICKING, INC.

1401 Central Pkwy., Cincinnati, O.
927 East Broadway, Louisville, Ky.

SPECIFY 1c, 2c or 5c PLAY

HOLE in ONE

1c SKILL GAME

BIG MONEY MAKER

A ball of bugs is ejected in front of a realistic golf machine which holds a vibrating club controlled by the player. Genuine skill is required to make a "Hole in One." All successful hits are recorded. Reaches only 11 in. inches counter stack. Ball capacity 750 balls.

OPERATOR'S PRICE \$17.50

1000 Balls of Gum with

FREE! Order for sample game.

D. ROBBINS & CO. 1141-B DEKLE AVE. BROOKLYN, N.Y.

ATTENTION

Phonograph Manufacturers & Operators

Servicemen, night work experience, desire position as field servicemen. Capable of taking complete charge of service department, including amplifiers and remote systems. Excellent references. Would prefer foreign position. Writing to travel. BOX D-54, care Billboard, Cincinnati, Ohio.

New!
B-450

We Are Now National Distributors For

GUARDIAN ELECTRIC KIT

THE ORIGINAL CONTACT KIT made by the Pioneer Electrical Engineers of the Industry. JUST the parts you need for repairing all the late games. Contains Contact Levers, Silver Points, Switches, Point Adjusters, Brass Rivets, Insulators, etc. NO JUNK IN THIS KIT! For first class repairs, order along a GUARDIAN Electric Kit at all times. WRITE TO: GUARDIAN ELECTRIC KIT, 238 N. 1ST ST., CHICAGO, ILL. ORIGINAL!

Price \$6.50

Complete

FREE PARTS AND SUPPLIES CATALOG NO. B-171 WRITE OR LETTERHEAD OR SEND BUSINESS CARD.

HANSON PENNY SCALE

COUNTS COLLECTIONS QUICKLY! The only accurate penny scale on the market. Just read amount of money on the dial. Complete with carrying case.

No. B-817

weighs pennies to \$15.00.

No. B-816

weighs pennies to \$7.50.

*This scale also weighs nickels to \$23.00.



\$12.80 WITH CASE
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BLOCK MARBLE CO.



Introducing
EXHIBIT'S

D O R E M I

with
NEW SOLO BUMPER
FEATURE THAT STIMULATES
THRILLING EXPECTATIONS
EACH BALL. CREATES HEAVY
PLAY ON EVERY LOCATION.

Be First with this Latest Exhibit Hit
SEE YOUR DISTRIBUTOR NOW!!!

EXHIBIT SUPPLY CO. • 4222 W. LAKE ST. • CHICAGO

**Coin Machine Operators
WANTED**

... We have a list of excellent Amusement Parks who have asked us to install Penny Arcades. If you can invest \$3,000 up. (Terms can be arranged) we will turn over one or more of these leads to you, equip the entire arcade for you, and guide you in its proper operation. For full details write or wire TODAY.

International Mutoscope Reel Co., Inc.
44-01 11th St., Long Island City, N. Y.

**Big Demand for
Penny Skill Games**

BROOKLYN, April 5.—"We have been selling more penny skill games this year than in any previous year," says Dave Robbins, of D. Robbins & Company, Brooklyn. "It seems that operators realize that counter skill games pay for themselves quickly and therefore they are placing these games in many locations that would not be profitable for more expensive equipment."

"Some operators use our counter games as a means of becoming acquainted with the earning power of new locations before installing expensive games."

WANT TO BUY
1938 TRACK TIMES AND
SUPER TRACK TIMES
BROWN PACE RACES (30 to 1)
BAKER'S RACES
(Mention Serial Numbers and Lowest
Cash Prices)
CHROME VEST POCKET BELLS (5c Play)
WE BUY, SELL AND EXCHANGE
3147 Locust St.
ST. LOUIS, MO. CALL NOVELTY CO.

WE HAVE 'EM
Keeney's
100% SKILL
**TEXAS
LEAGUER** \$69.50

REX AMUSEMENT CO.
710 S. Salina St.
Syracuse, N. Y.
SPECIFY 1c, 2c or 5c PLAY

**IT'S DAVAL'S
"21"
FOR '41-**

★ Once again ATLAS brings you the BIGGEST PROFIT PRODUCER in history —DAVAL'S "21"—the game you need NOW for BIG, SURE-FIRE, EASIER PROFITS!

SAMPLE \$19.75
CASE OF 4 \$72.50

1/2 with orders Bal. C. O. D.

Atlas NOVELTY CO.
2200 N. WESTERN AVE., CHICAGO, ILL.
ASSOC. OFFICES: [ATLAS AUTOMATIC MUSIC CO., 3939 Grand River Ave., DETROIT
ATLAS NOVELTY CO., 1901 Fifth Ave., PITTSBURGH]

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BALTIMORE SALESBOOK CO.
120 West 42nd St., New York, N. Y.

WIN WITH
"MAJOR SPORTS"
SENSATIONAL BOOK BOARD
1200 HOLES—5c PER SALE

Tickets Bear Symbols of All Sports

Board Takes In \$60.00
Average Payout \$29.00
Average Profit \$26.00

GLOBE PRINTING COMPANY
1023-27 RACE ST., PHILA., PA.

HOROSCOPE

THE STARS REVEAL
PROSPERITY AHEAD!

YOUR Lucky Sign is HOROSCOPE!
Your Lucky Day is the day you put
it on location! **\$109.50**
Get Yours Quick!
IMMEDIATE DELIVERY

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1140-1150 N. KOSTNER AVE., CHICAGO

OUR BUSINESS IS BUILT ON YOUR CONFIDENCE IN US!

FREE PLAYS FOR IMMEDIATE SHIPMENT

GOTTLIEB'S

Drum Major	\$24.50
Gold Star	40.00
Parade	47.50
Score Card	17.50

GENCO'S

Bandwagon	\$44.50
Big Chief	47.50
Formation	43.50
Four Roses	64.50
Jolly	19.50
Metro	17.50
Powerhouse	37.50
Seven Up	67.50

CHICAGO COIN'S

All American	\$62.50
Pat Hunt	31.50
O'Boy	17.50
Post	34.50
Sports	24.50
Strateline	62.50

STONER'S

Ambo!	\$34.50
Britle Spok	19.50
Sara Busy	42.50

EXHIBIT'S

Leader	\$49.50
Stars	69.50

BALLY'S
Attention \$59.50
Broadcast 59.50
Cross Line 39.50
Fleet 39.50

EVERY MACHINE GUARANTEED PERFECT!
1/3 Deposit With All Orders, Balance C. O. D.

NOW DELIVERING
GOTTLIEB'S
HOROSCOPE
SUCCESS
NIGHT BOMBER
LEAGUE LEADER

GEORGE PONSER CO.

519 WEST 47TH ST.
NEW YORK CITY

11-15 E. RUNYON ST.
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★ ★ WE RECOMMEND ★ ★

HOROSCOPE

Gottlieb's Greatest Game!

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1635-37 Fifth Ave., PITTSBURGH, PA. • 1425 N. Broad St., PHILADELPHIA, PA.

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All American	\$49.00	Attention	\$52.00	Bandwagon	\$39.00
Big Chief	35.00	Braddock	90.00	Cadillac	22.00
Crossline	31.00	Drum Major	17.00	Dude Ranch	23.00
Fleet	29.00	Formation	39.00	Four Roses	67.00
Gold Star	36.00	Holdover	14.00	Landslide	14.00
Leader	39.00	Line Up	27.00	Mapo	48.00
Powerhouse	29.00	Seven Up	59.00	Red, White	49.00
Sports	14.50	Sports Parade	64.00	& Blue	59.00
Stars	69.50	Zombie	52.00	Strateline	67.00

HERCULES MACHINE EXCH., INC., 1175 BROAD STREET, NEWARK, N. J.



BUY THE FINEST FREE PLAYS FROM "FITZ"!!

BALLY

EXHIBIT

ZONBLE

Fleet	\$30.00
Flicker	59.50
Vacation	17.50
Glamour	19.50
Triumph	17.50
Broadcast	61.00
Attention	56.50

STONER

GENCO

CHICAGO COIN

Ambo!	\$28.50
Armada	59.50
Sara Busy	29.50
Robotnik	15.00
Mole Over	23.50

Bandwagon	\$37.50
Big Chief	39.50
Powerhouse	29.00
Formation	37.00

CHICAGO COIN

CHICAGO COIN

1/3 with all orders. We ship Balance C. O. D. ALL FITZGIBBONS MACHINES ARE GUARANTEED TO BE IN PERFECT CONDITION. READY FOR LOCATION. WRITE FOR COMPLETE LIST OF MACHINES ON HAND READY FOR INSTANT SHIPMENT ASIDE FROM MACHINES ADVERTISED HERE!!

JOHN A. FITZGIBBONS, INC.

453 WEST 47TH ST., NEW YORK CITY.

(TEL.: CIRCLE 6-8343)



I. L. MITCHELL & CO.

\$ BEST PRICES
MACHINES

WRITE FOR COMPLETE LIST!

MACHINES AND SUPPLIES 1070 Broadway, BROOKLYN, N. Y.

GET THE LOWDOWN

Don't just "guess" you're getting good enough buys—WRITE FOR OUR NEW PRICE LIST TODAY and get the lowdown on REAL lowdown prices for top-quality used games! WE CHALLENGE COMPARISON! SEE FOR YOURSELF! WRITE FOR OUR SPECIAL PRICE LIST NOW!!

ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.



**HERE
WE GO
WITH—**

**NOW
AT THE POST...
DELIVERIES
ON THE STRETCH!**

**1941 BUCKLEY DAILY DOUBLE
TRACK ODDS**

SEE YOUR DISTRIBUTOR OR WRITE FOR THE GOLD MINE
DETAILS ABOUT "THE KING OF ALL DE LUXE CONSOLE
MONEYMAKERS" TO THE FACTORY **TODAY!!**



INVENTED -
DESIGNED -
MANUFACTURED BY -

BUCKLEY MANUFACTURING CO. 4227 W. LAKE ST.
CHICAGO • ILL.

"See Al First"
GRAND OPENING SALE
OF FREE PLAY GAMES

All American \$27.50	Stoner Base
Europa ... 22.50	ball ... \$10.00
Moone Run ... 20.00	Britle Spok ... 15.00
Leader ... 52.50	Fallice ... 15.00
Seely ... 24.50	Jelly ... 19.50
Shoot the	Rotation ... 22.50
Chutes ... 68.50	Range ... 10.00
Zombie ... 55.00	Commodore ... 15.00
Bowling Alley 18.00	5th Inning ... 10.00
Dole Feature 17.50	Red Hot ... 12.50
O'Boy ... 15.00	Supercharge 10.00
Score Champ 10.00	Super Six ... 12.50

173 With Order, Bal. C. O. D.
WRITE FOR COMPLETE LIST
NOTE OUR NEW ADDRESS
ARCO SALES CO.
AL RODSTEIN
802 North Broad St., Philadelphia, Pa.

Detroit
DETROIT, April 5.—Charles Starler and Meyer Superstein, with headquarters in Northwest Detroit, are buying additional vending machines from A. H. DuGrenier, Inc.

Mrs. Sidney Marks has been managing the business of the Detroit Automatic Exhibit Corporation, one of the oldest Detroit coin machine firms, during the absence of her father, Manfred M. Lunick, who has been in California.

Max Lipin, of the Brilliant Music Company, is raving over the success of the latest Glenn Miller recordings in this territory.

Al Wellman is the newest name on the roster of Detroit operators. Wellman is buying Photomats from International Microscope Reel.

A SMASH INTO THE GRANDSTAND OF CASH

SUPERIOR
LEADS OFF, AS IN THE PAST, FOR NEWER IDEAS AND BIGGER PROFITS. THE 1941 BASEBALL BOARDS SURPASS ALL OTHERS FOR ENTERTAINMENT AND MONEY-MAKING QUALITIES. FEATURING THE NEW DYNAMIC DIE-CUTS, THE SENSATIONAL SUPERIOR BASEBALL BOARDS ARE DESTINED TO BE THE SOCKO WINNERS OF THE YEAR. THEY CAN'T FAIL TO COP YOUR PERCENTAGE OF APPROVAL...

SUPERIOR PRODUCTS
14 NO. PEORIA ST.
CHICAGO, ILL.

WANTED!!
PENNY ARCADE MACHINES OF ALL KINDS IN ANY QUANTITY. CASH WAITING. SEND COMPLETE LIST, QUOTING YOUR LOWEST PRICES FIRST LETTER. BOX D-28, CARE THE BILLBOARD, CINCINNATI, O.

WE HAVE 'EM
Keeney's
100% SKILL
TEXAS LEAGUER (69⁵⁰)

Owl Mint Machine Co., Inc.
245 Columbus Avenue
Boston, Mass.
SPECIFY 1c, 2c or 5c PLAY

QUEENS SALES COMPANY

Thank you for your support! You have helped increase our business to such an extent that we are moving into larger quarters. Write for our "Grand Opening Sale" prices.
HARRY FRAIER AND ERNEST KRANER.

84-17 QUEENS BLVD., ELMHURST, L. I., NEW YORK CITY

FACTORY SALE!
Brand new Legal Game, \$99.50 value. While they last only \$25 each. Write for details.
BOX 285-C, MINNEAPOLIS, MINN.

Operator Facilities At Avon Novelty

CLEVELAND, April 5.—One of the many features of the new location of Avon Novelty Sales Company at 4700 Prospect Avenue is the private office provided for the use of customers. Here operators have all facilities of an office, including telephone service, and can conduct their private business while in town. Already operators have found good use for this additional service offered by Avon and are quite enthusiastic about its convenience to them, firm officials say.

DAVAL'S "21"

THE GREATEST
COUNTER GAME
OF ALL TIME!
REEL "21"
"ACCORDING
TO HOYLE"!!



ONLY \$19.75
CASE OF 4 \$72.50
AT ANY DAVAL
DISTRIBUTOR!
QUICK!! RUSH
YOUR ORDER
IMMEDIATELY!

PACIFIC COAST OFFICE · MAC MOHR COMPANY · 2916 W. PICO BOULEVARD · LOS ANGELES, CALIF.

DAVAL ★ 2043 CARROLL AVE. ★ CHICAGO

YOU CAN'T GO WRONG ON THESE

EVERY MACHINE READY TO PLACE ON LOCATION

All Stars	\$25.00	On Deck	\$27.50	Home Run	\$20.00
Big Six	17.50	Oh Johnny	40.00	Red Hot	15.00
Broadway	72.50	Pyramid	15.00	Yacht Club	30.00
Brite Best	40.00	Party Wuz	20.00	Big Show	17.50
Crossings	93.00	Pink Em	20.00	Commodore	15.00
Charm	34.00	Retalish	22.50	Score-a-Line	27.50
Dude Ranch	82.00	Hot	27.50	Fast	32.50
Double Feature		Short Stop	30.00	Scorecard	30.00
(Blower)	46.50	Skyline	54.50	Nippy	15.00
Flicker	24.50	Super Bit	15.00	Baker's Race	150.00
Five-in-One, 1940	40.00	Super Charger	15.00	Four Bell	215.00
Fun-Fun	15.00	Speed Demon	50.00	Galloping Don, 1938	25.00
Follies of '30	27.50	Score Champ	27.50	Jumbo Parade, Y.P.	87.50
Gaslight Bowling Alley	27.50	Triumph	15.00	Pass Races, Brown	
Gold Cup	27.50	Top Notcher	15.00	Cabinet	195.00
Hold One	15.00	Three Score	15.00	Rays Track	25.00
High Lite	15.00	Tramcar	27.50	Royal Draw, 25¢	155.50
Headliner	15.00	Top	32.00	Royal Flush	45.00
Jailbird Gun	62.00	Thriller	15.00	Spot Page	60.00
Kenny Pot Shot	15.00	Rockets World Series	45.00	Sands Club	80.00
Landlord	22.50	Glenn	20.00	Gall Time	40.00
Long Change	40.00	Mills Big Race	15.00	Tanforan	15.00
Landslide	28.80	Dixie	22.50	Track Time 1937	35.00
Oh Boy	17.50	Jolly	25.00	Superior 1¢ Slot Machines, Each	10.00
1/3 Deposit, Balance C. O. D.		Sperry	27.50		

THE LATEST IN SLOTS AND COUNTER GAMES. WRITE FOR PRICES.

THE MARKEPP CO., INC.

1208 Central Parkway,
Cincinnati, Ohio

Monarch Boasts Greatest Stock

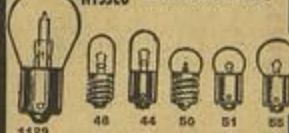
CHICAGO, April 5.—The greatest stock of games ever brought together under one roof is claimed for the Monarch Coin Machine Company by official Al Stern.

"With business constantly moving up and with a sharp upswing indicated for the spring season, we thought it best that we gather together as large a stock of equipment as we could buy. After scouring the Middle West and other sections of the country we were able to fill our entire three-story building.

"Already many of them have been spoken for by regular visitors to Monarch showrooms. The gathering of this equipment is another feature of the service for which Monarch has long been known. We plan to continue the policy of maintaining large stocks of equipment from now on."

SAVE MONEY! BUY THE BEST
BUY "NYSSCO" PARTS & SUPPLIES
for Your Machines

NYSSCO MINIATURE LAMPS



Lamp No. 1129\$1.10 per 10
Lamp No. 48 3.77 per 100
Lamp No. 44 3.77 per 100
Lamp No. 50 4.19 per 100
Lamp No. 51 3.25 per 100
Lamp No. 55 2.53 per 100

For Pin Games and Wall Boxes. All 6.8 Volt.



WRITE FOR
COMPLETE CATALOG!

NYSSCO, 818 Tenth Ave., N. Y.

FOR SALE
30 COUNTER MACHINES
Including Penny Pusher, Red 21, Red Spot Cigarette
Games, Double Deck

Want Hooker, Blow Balls, Ball Jump, Bally Basket
Balls, Hi Balls, Jumbo Rockaways, 5 Jacks

A. N. RICE

2301 Worthington Ave., Lincoln, Nebraska

**BLACK
GOLD**
MAMMOTH

HARLICH'S
SUPER
MAMMOTH
SENSATION

A WHOPPER IN SIZE!
A KNOCKOUT FOR PROFITS.
BIGGEST TICKET EVER OFF-
ERED IN A PUNCHBOARD



No. 1350-SM 5¢ A Play 1350 Holes
Takes in \$65.00 Average Payout \$30.94
Also available in 1-inch Jumbo Thickness
WRITE FOR NEW FOLDER NC-412

HARLICH MFG. CO.

1413 W. JACKSON BLVD., CHICAGO

WE HAVE 'EM
Keeneys
100% SKILL

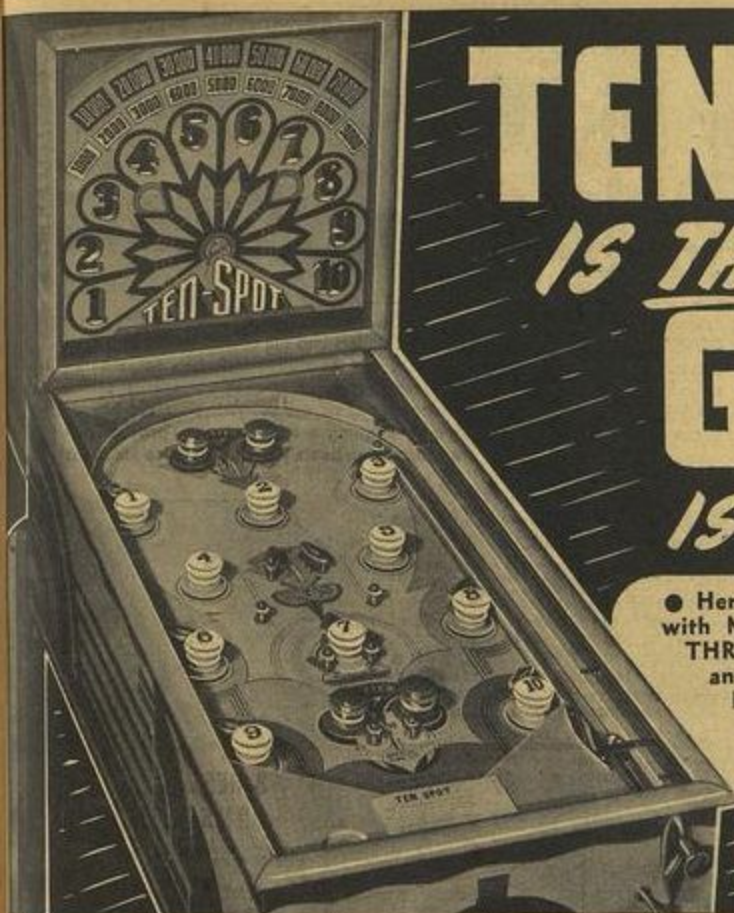
TEXAS
LEAGUER

ATLAS NOVELTY CO.

2200 N. Western Ave.

Chicago, Illinois

SPECIFY 1c, 2c or 5c PLAY



TEN-SPOT IS THE GAME! GENCO IS THE NAME!

● Here's GENCO'S masterpiece . . . the game with MILE-A-SECOND ACTION! . . . new THRILLS! . . . fascinating features! . . . and simple as A-B-C to understand!! Flood your route with TEN SPOTS! It's the hit of the year!

NOW DELIVERING! ORDER TODAY!

GENCO*

RUNS GREAT GAMES

2621 N. ASHLAND AVE., CHICAGO

Keeney Terms Prospects Bright

CHICAGO, April 8.—J. H. (Jack) Keeney, head of J. H. Keeney & Company, believes the coin machine industry's prospects greater for 1941 than ever before.

"Sales are up all along the line," he states. "Every type of equipment is getting a big play from operators in every section of the country. Improved business conditions, rising pay rolls, and other factors enter into the picture, but one of the most important is the production of finer types of equipment that make for better operating."

"It is a source of much personal satisfaction to know that J. H. Keeney & Company is a leader in the production of equipment that means more profits for coinmen. In addition to our present hit, Texas Leaguer, our production lines are busy with Wild Fire, our pin game success; remote selection Wall Boxes for music; our console stand-by, Triple Entry and Track Time; and, of course, that all-time big money-maker, our gun machine, Air Raider."

William J. (Bill) Ryan, sales manager for Keeney, advises that the demand for the recent Keeney release, Texas Leaguer, is growing by leaps and bounds and threatens to outstrip production facilities.

"Our distributors in every section of the country are clamoring for Texas Leaguers in bigger volume than ever," said Ryan. "Carload shipments at frequent intervals are the rule rather than the exception, and even in such volume the quantity does not appear to be sufficient to satisfy the demand."



**BERT
LANE
Says:**

**GENCO'S
TEN SPOT
MAKES EVERY SPOT
A GOOD SPOT!!**

YOU'RE INVITED

To See "DRIVE-MOBILE" and "ACE BOMBER" . . . Metascope's new sensations . . . at our showroom. OR WRITE FOR DETAILS TODAY!

SEABOARD SALES, INC.

619 10th Ave., N. Y. Wisconsin 7-0888

WE HAVE 'EM
Keeney's
100% SKILL

**TEXAS
LEAGUER**

SILENT SALES CO.

200 11th Ave., So.
Minneapolis, Minn.

SPECIFY 1c, 2c or 5c PLAY



YOU CAN'T BEAT THIS CARD!

"BEAT THIS CARD"

A 1000 Hole Board Filled With Single Card Symbols in Four Colors. Face of Board is Also Made Up Attractively in Four Colors. A Sure Hit.

Takes in: 1000 Holes @ 5c \$50.00
Pays Out: (Average) 17.28
Profit: \$32.72
SEMI-THICK, PRICE \$3.58. WRITE FOR CATALOG.
Ohio Territories Open to Sell Ajax Boards.
Other Territories Also Open. Write Today.

AJAX BOARD CORP. • 54-56 BLEECKER STREET • NEW YORK

AL RAVREBY is featuring a special sale all this week of new and used MILLS. For 10c, 25c, 50c, 75c, 1.00, 1.50, 2.00, 2.50, 3.00, 3.50, 4.00, 4.50, 5.00, 5.50, 6.00, 6.50, 7.00, 7.50, 8.00, 8.50, 9.00, 9.50, 10.00, 10.50, 11.00, 11.50, 12.00, 12.50, 13.00, 13.50, 14.00, 14.50, 15.00, 15.50, 16.00, 16.50, 17.00, 17.50, 18.00, 18.50, 19.00, 19.50, 20.00, 20.50, 21.00, 21.50, 22.00, 22.50, 23.00, 23.50, 24.00, 24.50, 25.00, 25.50, 26.00, 26.50, 27.00, 27.50, 28.00, 28.50, 29.00, 29.50, 30.00, 30.50, 31.00, 31.50, 32.00, 32.50, 33.00, 33.50, 34.00, 34.50, 35.00, 35.50, 36.00, 36.50, 37.00, 37.50, 38.00, 38.50, 39.00, 39.50, 40.00, 40.50, 41.00, 41.50, 42.00, 42.50, 43.00, 43.50, 44.00, 44.50, 45.00, 45.50, 46.00, 46.50, 47.00, 47.50, 48.00, 48.50, 49.00, 49.50, 50.00, 50.50, 51.00, 51.50, 52.00, 52.50, 53.00, 53.50, 54.00, 54.50, 55.00, 55.50, 56.00, 56.50, 57.00, 57.50, 58.00, 58.50, 59.00, 59.50, 60.00, 60.50, 61.00, 61.50, 62.00, 62.50, 63.00, 63.50, 64.00, 64.50, 65.00, 65.50, 66.00, 66.50, 67.00, 67.50, 68.00, 68.50, 69.00, 69.50, 70.00, 70.50, 71.00, 71.50, 72.00, 72.50, 73.00, 73.50, 74.00, 74.50, 75.00, 75.50, 76.00, 76.50, 77.00, 77.50, 78.00, 78.50, 79.00, 79.50, 80.00, 80.50, 81.00, 81.50, 82.00, 82.50, 83.00, 83.50, 84.00, 84.50, 85.00, 85.50, 86.00, 86.50, 87.00, 87.50, 88.00, 88.50, 89.00, 89.50, 90.00, 90.50, 91.00, 91.50, 92.00, 92.50, 93.00, 93.50, 94.00, 94.50, 95.00, 95.50, 96.00, 96.50, 97.00, 97.50, 98.00, 98.50, 99.00, 99.50, 100.00.

"OWL MINT" RECONDITIONED F.P. GAMES ARE GUARANTEED!

Anabel . . . \$79.50	Paradise . . . \$54.50	Sport Parade \$69.50
Attention . . . \$8.50	Polo 38.50	Four Roles . . . 65.00
Big Chief . . . \$5.50	Line Up . . . 43.00	Byline 35.00
Cross Line . . . 42.00	Big Time . . . 65.00	Yacht Club . . . 25.00
Paradise . . . 43.00	Stars 65.00	Landscape . . . 32.50
Gold Star . . . 44.50	Zombie 65.00	Vacation 26.50
Leader 54.00	Border Town . . . 36.50	Fleet 44.00
Ohio 35.00	Cadillac 34.60	1/2 With Orders . . .
Wrestler . . . 65.00	Reaction 77.50	Pat. C. O. D.

Write for Al's price list.

OWL MINT MACHINE CO. 295 COLUMBUS AVE. BOSTON, MASS.

PERFECT FREE PLAY GAMES

Attention . . . \$89.50	Hi Life \$10.00	Paradise \$52.50	Base Ball \$35.00
All American . . . 69.50	Hold Tight . . . 10.00	Powerhouse . . . 32.50	Supreme 10.00
Anabel 32.50	Hold Over . . . 10.50	Punch 15.00	Shortstop . . . 17.50
Broadway . . . 42.50	Kick 9.00	Roxy 17.50	Thriller 10.00
Brix Stock . . . 19.50	Line Star . . . 22.50	Rotation 25.00	Tumble 10.00
Big Show . . . 17.50	Leader 49.50	Red Hot 15.00	Three Score . . . 22.50
Bookaroo . . . 10.00	Lucky 12.50	Bottom 10.00	Varsity 10.00
Circus 9.00	Metro 52.50	Super Charger . . . 10.00	Zip 10.00
Contact 9.00	Milway 10.00	Super Six 15.50	Zombie 59.50
Cheroot 9.00	Mills 1-2-3 . . . 23.50	Score Champ . . . 15.00	
Mr. Galpa . . . 10.00	Majors 12.50	Score Card . . . 17.50	Ten Strike . . . \$35.00
Compass . . . 19.00	Nippy 15.00	Summerline . . . 25.00	Ginger, Token . . .
Double Feature . . 17.50	O'Boy 15.00	Speed Way 28.00	Payout 10.00
Fish Taming . . . 10.00	Swing 15.00	Speed Demon . . . 25.00	Imax 6.00
Fleet 42.50	Swing 15.00	Gene Sisy 42.50	
Formation . . . 42.50	Swing 15.00		

10 Silver King Peanut Machines, used only 3 weeks, \$4.00 each; like new. Write for Special Prices on All New and Used Coin-Play Games—Doorer Games, Etc. 1/3 M. O. DEPOSIT—BALANCE C. O. D.

GENERAL COIN MACHINE CO. PHILADELPHIA, PA.
227 N. 10th St.

Get set for big Summer Profits with Bally CONSOLES



ROLL-EM!

2-REEL DICE CONSOLE
7-SELECTION COIN-HEAD
NEW DOUBLE-OR-NOTHING FEATURE

FREE TRIAL!

Find out how you can try a Bally Console on location without risking a penny! Simply pin this coupon to your letterhead and mail today to—

BALLY MFG. COMPANY
2640 BELMONT AVENUE
CHICAGO, ILLINOIS

Push-Button Poker AMERICA'S FASTEST MONEY-MAKER

Self-action thrills plus poker appeal! 5 reels whirl, then click to a stop—"dealing" 5 cards. Player wins on 3-of-a-kind or better. If first spin doesn't win, player can press buttons to HOLD desired cards and DRAW as in real poker, by depositing additional coin. No wonder operators report, "First 8 days amounted to \$114 net... best money-makers we ever had!" PAYOUT model (ROYAL DRAW) or REPLAY model (HIGH HAND), nickel or quarter play.



BIG TOP 3-REEL ELECTRIC CONSOLE BELL

Combines console flash and bell action—insuring long life on location and record-smashing profits. Built in standard PAYOUT model, REPLAY model and PAYOUT-SKILLFIELD model—nickel or quarter play.

COMIC ANIMAL OR BELL-FRUIT REELS



3 BAR JACKPOT F-5240

1640 Holes — Takes in \$82.00
Pays Out Average \$48.69 — Av. Profit \$33.31

PRICE \$3.65 EACH

OTHER FAST SELLERS

1025 Hole, F-5280, Wonder 3 Bar Jack-
pot at \$2.73
1200 Hole, F-5275, Horses at 3.92
800 Hole, F-5270, Pocket Dice at 1.89
720 Hole, F-5255, Pocket Jack at 1.86
600 Hole, F-5305, Royal at 2.12

CHAS. A. BREWER & SONS

Largest Board and Card House in the World
6320 Harvard Ave., CHICAGO, U. S. A.

"Buy Now," Heiman Urges Operators

CHICAGO, April 5.—"In view of the general rise in costs and heavy demand I advise every operator to anticipate his summer needs and buy now," declares Harry Heiman, sales manager of National Coin Machine Exchange, Chicago.

"Joe Schwartz, president of our company, recently made the greatest buying expedition in our history. As a result we have an unprecedented stock of machines of all types on our floors.

"We believe operators will be wise to take advantage of present stocks of equipment."

rating," quips Ben Lutke, of the Miraben Company. "When his thoughts turn to the problem of putting his equipment in shape he automatically thinks of Miraben.

"As an organization noted for the variety and quality of coin machine parts and supplies, we have been enjoying a rapidly growing volume of business," Lutke declared. "Every day more and more coinmen have called upon us for needed units for coin-operated equipment. Our ability to supply all needs has solidified our position with operators, jobbers, and distributors to the point where we are now enjoying the greatest business in our history on parts and supplies."

Miraben Parts Sales Going Up

CHICAGO, April 5.—"In the spring a coinman's fancy seriously turns to thoughts of games for the season's op-

500 FREE PLAY GAMES IN A-1 CONDITION

TO BE SACRIFICED AT THESE PRICES

ALL AMERICAN	\$54.50	FOUR ROSES	\$54.50	POWER HOUSE	\$29.50
ANABEL	29.00	FLICKER	59.50	POLO	24.50
BEAUTY	11.50	GOLD STAR	37.50	ROXY	11.50
BRITE SPOT	18.50	GLAMOUR	19.50	ROTATION	14.50
BROADCAST	48.50	HOLD OVER	12.50	STARS	62.50
COMMODORE	10.50	JOLLY	12.50	SCORE A LINE	10.50
CADILLAC	24.50	LANDSLIDE	15.50	SCORE CARD	12.50
CROSSLINE	34.50	LIME LIGHT	18.50	SCORE CHAMP	10.50
DRUM MAJOR	10.50	LEADER	42.50	STRAT O LINER	65.50
DOUBLE FEATURE	12.50	LIME UP	29.50	SEVEN UP	69.50
FOLLIES	11.50	METRO	49.50	TRIUMPH	7.50
FANTASY	11.50	PICK EM	9.50	VACATION	18.50
FORMATION	17.50	O'BOY	11.50	YACHT CLUB	18.50
FLEET	32.00	PUNCH	12.50	ZOMBIE	64.50

ROCK-OLA'S TEN PIN FACTORY RECONDITIONED LIKE NEW, \$59.50
KEENEY'S MACHINE GUN, BROWN CABINET, \$44.50
CHICKEN SAM COMPLETE WITH BASE, \$39.50

1/3 Deposits Required With All Orders. Balance C. O. D., F. O. R. Newark, N. J.
PLEASE LIST SECOND CHOICE.

ACE DISTRIBUTORS, 1125 BROAD ST., NEWARK, N. J.

BILL DONLON UTICA, N. Y.

WANTS PENNY ARCADE EQUIPMENT
AND DESIRABLE LOCATIONS!
WRITE HIM QUICK!

WE HAVE 'EM
Keeneys
100% SKILL

TEXAS LEAGUER

MIKE MUNVES CORP.

593 10th Ave.
New York City, N. Y.

SPECIFY 1c, 2c or 5c PLAY



THE BANNER HIT OF BANNER'S CAREER

BATTING PRACTICE

SCIENTIFIC'S SIZZLING SENSATION — NOW ON LOCATION AND COINING MONEY! BIG LEAGUE, PLAY BY PLAY BASEBALL. MORE FUN THAN A SUNDAY DOUBLE HEADER! NOW DELIVERING! ORDER QUICKLY FOR INSTANT PROFITS!

BANNER SPECIALTY COMPANY 1530-32 PARRISH ST., PHILADELPHIA, PA.
1508 FIFTH AVE., PITTSBURGH, PA.

Ponser Sponsoring Big Sales Contest

NEW YORK, April 5.—George Ponser offices in New York and Newark are conducting a sales contest on Scientific Machines' new game, Batting Practice. Firm execs announce indications are they will set a new sales record for the organization.

"We have never before enjoyed selling a machine as much as we have selling Batting Practice," George Ponser reports. "Every operator that has purchased a sample comes back and orders in quantity. The machine makes money on location the first day and continues to attract attention daily. We have been amazed at the collection figures shown us. We feel that the contest now on between our New York sales staff and our New Jersey sales staff is going to be the liveliest one we have ever had."



READERS ARE CAUTIONED not to pay too much attention to the beautiful girl or her informal attire. The object of affection in the photo is the Buckley Music System wall and bar box which Jane Tezan holds.

NEW! DISTRIBUTORS FOR LEADING MANUFACTURERS **ALLIED APPROVED** RECONDITIONED COIN MACHINES **USED!**

FREE PLAY GAMES		PHONOGRAPH	
Bark Suzy	\$46.50	Seeburg Classic	\$160.50
Anabel	42.50	Wurlitzer 500	145.50
Hold Over	28.50	Wurlitzer 600A, Big Prof	137.50
Brite Spot	25.50	Wurlitzer 616	84.50
Score Card	24.50	Wurlitzer 716	54.50
Double Feature	24.50	Rockola DeLuxe, 1939	139.50
Big Show	24.50	Rockola Standard, 1939	127.50
Three Score	24.50	Rockola Windler, 1938	84.50
Score Champ	27.50		
		CONSOLES	
		Jumbo Parade, Free Play	\$96.50
		Jumbo Parade, Payout	92.50
		Lucky Lucre	124.50
		Pass Book (Brown)	80.50
		Ray's Track	38.50

Terms: 1/3 Deposit, Balance C. O. D.
For cash or will trade for Free Play Games, Consoles, Counter Games, etc. We offer liberal allowance on all games. Submit your list.

WANTED! PHONE: CAPITOL 4747
Allied NOVELTY CO. 3520 W. FULLERTON AVE. CHICAGO

SPRING SPECIAL BUYS ONE OR FIVE BALL MULTIPLE FREE PLAY TABLES

Record Time	\$95.50	Sport Special	\$89.50
Dark Horse	104.50	Gold Cup	49.50
Dial	\$42.50	Crestline	\$92.50
Gold Star	\$22.50	Fiske	72.50
School Days	69.50	Band Wagon	47.50
GUNS AND LEGAL EQUIPMENT			
Bally Rapid Fire	\$109.50	Jalbird	\$64.50
Keeney Auto Airraft	42.50	Chicken Sam	42.50
Shoot Like new	57.50	Shoot the Cakes	79.50
Black, Clean	39.50	Fire & Smoke A.B.T.	
Bally Bull's Eye	42.50	Target	16.50
		Lucky Strike	\$24.50
		Trouph	14.50
		Conco	22.50
		Bally Alley	\$17.50
		WESTERN BASEBALL	
		Free Play, 1940	
		Model	59.50

AJAX NOVELTY CO. 2707 WOODWARD AVE. DETROIT, MICH.

WE HAVE 'EM *Keeney's* 169⁵⁰
100% SKILL

TEXAS LEAGUER

TRIMOUNT COIN MACHINE CO.
1292 Washington St. Boston, Mass.

SPECIFY 1c, 2c or 5c PLAY

"Quality" "Price" "Service" ...

YOU GET THEM ALL WHEN YOU ORDER FROM **MIRABEN**

PARTS AND SUPPLIES FOR ALL COIN OPERATED MACHINES! FREE to Coin Machine Trade only —Big 52-Page Catalog! Write for your copy today!

MIRABEN COMPANY
2041 Corroll Ave., Chicago, Illinois

WE ARE THE NEW ENGLAND DISTRIBUTORS FOR BATTING PRACTICE



THE PERFECT SKILL GAME COINING "HAPPY NICKELS" SPENT BY HAPPY, SATISFIED PLAYERS

YOU PLAY THE GAME AND SEE WHAT IT DOES TO YOU!

BATTING PRACTICE IS SMASHING ALL PROFIT RECORDS EVERYWHERE

TO BE SURE OF DELIVERIES GET YOUR ORDER IN FAST.

TRIMOUNT COIN MACHINE Co.

1292-96 WASHINGTON ST.
BOSTON, MASS.

* NATIONAL SUPER VALUES *

5-BALL FREE PLAY GAME BARGAINS

Seven Up... \$70.00	School Days \$70.00	Stunt-Liner \$62.50	Four Rows \$62.50
Parade... 62.50	Leader... 60.00	Big Chief... 67.50	Zemba... 57.50
Formation... 60.00	Progress... 67.50	Band Wagon... 47.50	Palo... 47.50
Powerhouse... 47.50	Sara Sully... 66.50	Dixie... 46.00	Dude Ranch... 46.50
Reliance... 44.00	Landing... 44.00	Speed Demon... 42.50	Pylon... 42.50
Anabel... 42.50	Score-a-Line... 43.50	Blonde... 40.50	Cadillac... 40.00
Doughboy... 38.50	Vacation... 37.50	Lighthouse... 37.50	Yacht Club... 37.50
Sperry... 36.50	Three Stars... 36.00	Rotation... 34.50	Sports... 34.50
Hay... 32.50	Big Team... 32.50	Score Card... 32.50	Short Stop... 32.50
Big Show... 31.50	Lisa-O-Card... 32.50	Mascot... 32.50	Bowling Alley... 31.50
Commodore... 27.50	Red Hot... 27.50	Fishes of 40... 29.00	Brilo Spot... 29.00
Flag Ship... 22.50	Lucky... 22.50	On Boy... 25.00	Nippy... 24.00
Spooky... 21.00	Super Six... 21.00	Topper... 22.00	White Ball... 22.00
Big Six... 19.00	Variety... 15.00	Recharger... 17.50	Fantasy... 17.50
Let-O-Smoke... 15.00	Bottom... 15.00	Side Kick... 15.00	Chevron... 15.00
Rebound... 14.50	Mr. Chief... 23.50	Clipper... 14.50	Triumph... 14.50

PHONOGRAPHS

Rockola 1930 De Luxe... \$144.00
Rockola 1939 Standard... 127.50
Rockola 12 Records... 29.00
Wurlitzer 500 Piano Keyboard... 148.00

MISCELLANEOUS

Bally Rapid Fire... \$114.00
Shoot-the-Bull... 52.50
Kenny Anti-Aircraft... 67.50
Chicken Sam... 49.50

TERMS: 1/3 Deposit, Bal. C. O. D.
F. O. R. Chicago

NATIONAL COIN MACHINE EXCHANGE

Formal Opening Of Midwest Novelty

CLINTON, Ia., April 3.—The Midwest Novelty Company held the formal opening of its remodeled quarters here recently.

Interior has been decorated with burgundy wainscoting and terra cotta walls. The oak-paneled ceiling is finished in cream. Modernistic chrome furniture, upholstered in red leather, fluorescent lighting fixtures, and Venetian blinds complete the scene.

Company carries a complete line of coin machines, automatic phonographs, and records. Service department and working quarters are in the rear of the display and sales room.

Company is operated by T. J. Costello and Blair Sloppy.

LATEST MODELS—FREE PLAY

Anabel... \$29.50	Jolly... \$16.00
Broadway... 51.00	Leader... 42.50
Bandwagon... 38.00	Line Up... 31.50
Big Chief... 42.00	Neto... 46.50
Blonde... 21.00	O Boy... 19.00
Big Show... 19.50	Powerhouse... 31.00
Creative... 36.50	Paradise... 47.50
Cadillac... 26.50	Roxy... 13.50
Drum Major... 19.00	School Days... 49.50
Dude Ranch... 26.00	Spert Parade... 66.00
Double Feature... 12.50	Seven Up... 61.00
Flicker... 69.50	Stratoliner... 56.50
Formation... 37.00	Spooky... 29.50
Four Rows... 59.00	Stoop... 13.50
Gold Star... 39.00	Zemba... 54.00

FREE PLAY: Airport, Ocean, Park, Venus, Vanets, Bars, Cowboy, Chayon, Day Jans, Spotters, Triumph, Twinkle, Thriller, Up & Up.

NOVELTY: Airport, Buckaroo, Baby Double Feature, Champion, Contact, Chevron, Chubby, Circus, Expedition, Fifth Instant, Flight, Lucky, Miami, Pic 'Em, Spottin, Spooky, Skooby, Spotted, Topper, Variety, Vogue.

1/3 Cash Deposit, Under \$14.00 Full Cash.
Gable Adams, Glenwood, N. Y.
MARC MURVES, INC. 555 West 157th St.
New York, N. Y.

COUNTER GAMES

Jolly Cig. Reels, 1c play... \$16.00
Penny Packs, 5c... 8.50
Blue Bonnets, 7.5c... 7.50
Reel 21... 5.00
Reel Races... 4.50

1-Ball Free Play Games

Recess Time, Console... \$108.00
Recess Time, Lap Model... 92.50
Gold Medal... 50.50
Grandstand... 79.50
Sport Special... 69.50
Sport Special, Console Model... 96.00
Sport Special, Lap Model... 96.00
Mills 1-2-3, Animal Chase... 99.00

1411-13 Diversey Blvd.,
CHICAGO, ILL.

Look To The GENERAL For LEADERSHIP!

Bandwagon... \$32.50	Metro... \$59.50	Galasso... \$37.50
Doughboy... 35.00	Powerhouse... 49.50	Ginger, Cig. Reels... 19.50
Roller... 25.00	Punch... 22.50	Mercury, Cig. Reels... 19.00
Formation... 48.00	Riky... 22.50	Ketney, Cig. Reels... 69.50
Hold Tight... 12.50	Score Card... 26.00	Jumbo Parade, P. O... 89.50
Jolly... 25.00	Score Champ... 26.00	Jan. Fast Time, P. O... 89.50
Lone Star... 39.50	Wings... 32.00	Saratoga (1940)... 119.50
Lucky Strike... 19.50	Zemba... 65.00	Imp... 7.00

Write for complete list of America's finest reconditioned machines.
1/3 Cash with Orders, Balance C. O. D.

THE GENERAL VENDING SERVICE CO. 306 NO. CAY ST.
BALTIMORE, MD.

WRITE for our NEW PRICE LIST

We have available over 1,000 free play games, paytables, consoles and phonographs.

GRAND NATIONAL SALES COMPANY

2300-08 West Armitage Ave. Chicago, Illinois



STAN MARKS, salesman for Gardner & Company, amusement manufacturer, has been busy establishing a sales record, it is reported. He credits his success "to the current fine line of money-makers which Gardner is producing."

WE HAVE 'EM
Keeney's
100% SKILL
69.50
TEXAS
LEAGUER

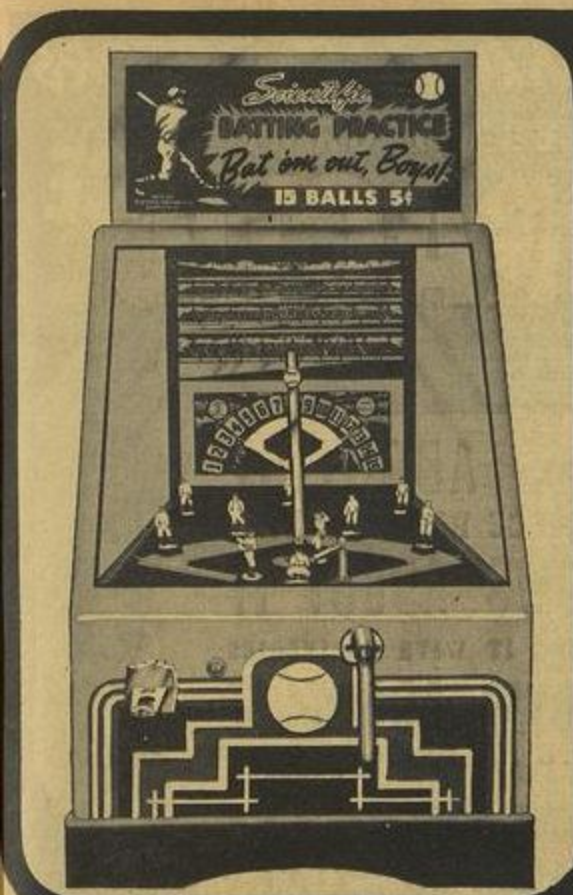
DIXIE SALES Co.

893 Union Ave., MEMPHIS, TENN.

BOYLE AMUSEMENT Co.

622 N. W. 3rd St., Oklahoma City, Okla.

SPECIFY 1c, 2c or 5c PLAY



WE ARE NOW MAKING DAILY DELIVERIES of BATting PRACTICE



OUR WIRES ARE HOT BUT
WE'LL BE GLAD TO HEAR
FROM YOU AND WE'LL GIVE
YOU OUR USUAL 100% SERVICE
AND COOPERATION

- OUR N. Y. PHONE NUMBER IS
Circle 6-6652
- OUR N. J. PHONE NUMBER IS
Bigelow 3-6432

ACT TODAY!!

GEORGE PONSER CO.

519 W. 47th St.  11-15 E. Runyon St.
New York, N. Y. Newark, New Jersey

BARGAINS

ROOKOLAS	WURLITZERS
'29 De Luxe \$144.00	Model 410 \$46.00
Standard . . . 120.00	Model 916 . . . 50.00
'35 Windsor 98.00	Model 24-B . . . 85.00
'37 Imperial	SEEBURGS
20 40.50	Classics
Rhythm King	S.P. . . . \$185.00
or Imp. 18 . . . 84.50	Pizza . . . 139.50
Ambassador	Chosen . . . 139.50
18 30.00	Prepaid . . . 125.50
Ambassador	Gems 109.98
or Rhythms	Res 85.00
King 12 . . . 22.00	Model A . . . 59.50
Mills Thruout of Music	

FREE PLAY EQUIPMENT
1 Week Special, \$14.50 each
or Two for \$25.00

Avolon Chief	Conquest	Ragtime
Pala	Old Ball	Gem
Paragon	Fantasy	Rebound
Triumph	Contact	Golden Gate
Chubbie	Zio	High Lite

1/3 Deposit—Balance C. O. D.
MILWAUKEE COIN MACHINE COMPANY
1455 W. Fond du Lac Avenue
MILWAUKEE, WIS.

Lieberman Sales Reported Rising

CHICAGO, April 5.—Bud Lieberman, head of the distributing organization of the same name, reports that his company has never enjoyed so great a business as it has during the past few weeks. "Phenomenal is a mild word to describe the way in which the country's coinmen have responded to our used game offerings," said Lieberman. As fast as we get the equipment in, we ship it out. In many cases operators and jobbers are waiting in our showrooms just to be able to pick up the games they need. Our huge stock, which is constantly being replenished, provides a great variety of equipment and has been instrumental in making us a first-choice trading center."



EARL MONTGOMERY, of Memphis, Tenn., demonstrates Groetchen's Pike's Peak, as Ed Hanson, Groetchen sales manager, looks on. The picture was taken during the formal grand opening of new quarters of the Dial Sales Company, Memphis.

1941

Evans' LUCKY LUCRE

COMBINATION
5¢ 25¢
SLOTS

GIANT JACKPOTS

TOP MONEY MAKER FOR TOP SPOTS!



Combine a battery of "Bells" into one—and you get an idea of the titanic earnings of Evans' 5c-25c LUCKY LUCRE! 5 persons may play at one time. Has three 5c slots and two 25c slots . . . with numbered payout cup for each slot. Guaranteed Jackpots of \$5.00 or more in nickels for each person playing a 5c slot, and \$25 or more in quarters for each playing a 25c slot. Fruit Bell or Sports symbols

**Get the Dope on Evans' TOMMY GUN—
GALLOPING DOMINOS—BANG TAILS**

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

WE HAVE 'EM
Keeneys
100% SKILL

\$69.50

TEXAS LEAGUER

BANNER SPECIALTY CO.
1530 Parrish St., Philadelphia, Pa.
1508 Fifth Ave., Pittsburgh, Pa.

SPECIFY 1c, 2c or 5c PLAY

THIS IS THE FIRST OFFICIAL ANNOUNCEMENT
OF OUR NEW BASEBALL GAME

BATTING PRACTICE

But

- * NEW YORK KNOWS ABOUT IT
BECAUSE OF THE TERRIFIC JOB GEORGE PONSER IS DOING
 - * NEW ENGLAND KNOWS ABOUT IT
BECAUSE DAVE BOND IS SAYING IT WITH DELIVERIES
 - * PENNSYLVANIA KNOWS ABOUT IT
BECAUSE I. ROTHSTEIN HAS ALREADY SOLD A CARLOAD
- NOW** WE WANT THE REST OF
THE WORLD TO KNOW..

*WE'VE GOT SOMETHING
TERRIFIC*

*AND TO BACK UP THESE FACTS...THERE ARE
OVER *SIX HUNDRED* (600) BATTING PRACTICE
GAMES *SOLD AND DELIVERED AND OUT ON
LOCATION* TAKING IN HUNDREDS OF THOUSANDS
OF *NICKELS AT THIS VERY MOMENT.*

SCIENTIFIC MACHINE CORP.

21 STEUBEN ST.

(EVERGREEN 7-0090)

BROOKLYN, N.Y.



**SMACK THAT
BALL AND
SEE IT SAIL
THRU THE AIR!**

THIS IS THE
ACTUAL SIZE
OF THE BALL



BATTING PRACTICE

A GIGANTIC NEW STRIDE IN ELECTRICAL BASEBALL

**IT'S
ALWAYS
YOUR
TURN
AT BAT**

HERE IS REAL BASEBALL... YOU'RE UP!... HERE COMES THE BALL! *SWING, DARN IT, SWING!* CR-R-ACK!! IT'S A HIT... AND THERE GOES THE BALL, SAILING THRU THE AIR... UP... UP... AND WAY OUT INTO THE SCORING GRANDSTANDS. A REAL BASEBALL SLUGFEST WITH EACH HIT AND RUN RECORDED IN LIGHTS ON THE BEAUTIFUL ILLUMINATED SCOREBOARD.

BAT 'EM OUT! THE ELECTRIC SCOREBOARD TELLS THE THRILLING STORY

DELUXE FAST TIME CONSOLE

The finest and fastest console ever designed, now available with three playing fields: Trading Post, Free Play or Skill Field. Fits most any territory. 1c, 5c, 10c or 25c play. Chief mechanism. Luxurious illuminated top. Rich, two-tone cabinet. Getting and holding the finest locations everywhere.



BOBTAIL Automatic Award CONSOLE

Here is the famous Jennings "Chief" in glorified console form. "Friendly" in appearance and action. It quickly wins a big pay following in the regular Jennings manner. Available with fruit symbols in the Silver Moon model, or numbers symbols in Silver Moon Console Top. Slug rejector and coin detector head optional equipment. Wiring required for illumination only.



LONG SHOT CONSOLE

Everybody likes to play a "long shot"! Look at that big winner which somebody will take down for a nickel! Long Shot ends the problem of making change. Triplex coin head permits one play for a nickel, two for a dime, and five for a quarter. Leading operators are placing Long Shot in all their top spots. Chief mechanism, of course. Order at least one Long Shot immediately!

SILVER MOON CHIEF

No finer Bell was ever built! None ever can be. Silver Moon Chief is a product of 35 years of "knowing how" by the world's largest exclusive manufacturer of coin operated equipment. For your treasured locations, demand the very best and enjoy trouble-free top-profit operation. Supplied in 1c, 5c, 10c, 25c, 50c or \$1.00 play.

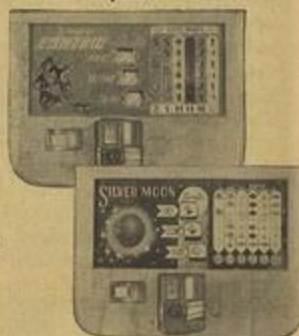


FAMOUS MASTER CHIEF

The chest-proof Bell! Equipped with Slug Rejector and Coin Detector. Removable all-in-one Chief mechanism that provides years of service-free performance. Master Chief gives you mighty and sustained earnings, plus protection from slugs.



BOBTAIL, Racing Design with Number Symbols



Only JENNINGS can give you
**MONEY-MAKERS
LIKE THESE!**

A Model for every location need

"Friendly" machines, generous to the player, pile up BIGGER PROFITS because they are built to "give" as well as "take". That's why players "stay" when they find a Jennings machine. Operators and locations alike know that a "friendly" machine EARNS MOST because it is PLAYED MOST!



FLASHER Penny-Play CONSOLE

Gets more pennies than TEN ordinary penny machines. Players cluster around this rich, expensive looking console BECAUSE THEY CAN PLAY IT WITH PENNIES! Famous Chief mechanism, non-payout, awards shown on FLASHER indicator which is adjustable in height. Gum vender makes it acceptable anywhere. Coin divider and separate cash boxes. Your money back if we don't prove it—obsoletes every other penny machine in your locations!



GOLFA-ROLA Golf Ball VENDER

Companion machine to Ciga-Rola, utilizing the same merchandise and amusement principle, Golfa-Rola is a "must" for every Country Club and golf course. Golf pros demand this machine and prefer it on a profit sharing basis. This is a made-to-order opportunity for operators. Write today for the amazing facts about Golfa-Rola. Learn how it will open new territory for you right in your own community!



SILVER MOON, with Fruit Symbols TOTALIZER Mint-Vender CONSOLE

- Nickel Play—Elevated Totalizer
- Mint Vender (Value for Every Coin)
- Non-Payout (Totalizer Records Free Plays)
- Register Records Awards
- Famous Chief Mechanism

A richer, more handsome console which packs all the known appeal of the console into a "friendly" machine which is acceptable in restricted territory. If Totalizer is not walking off with your prize locations now, it very soon will. Act right now! Put console profits in YOUR pocket!
Choice of two playing fields for Flasher and Totalizer Consoles:

14 DAYS' FREE TRIAL!

Order any Jennings machine. Put it on YOUR location. If, after two weeks, you are not convinced it makes money faster than any other machine, return it and your money will be refunded. You can't lose. WE TAKE ALL THE RISK!

Prices will be drastically higher. Deliveries will be uncertain. If you are going to buy new equipment, you MUST buy it now!

O. D. JENNINGS & COMPANY

4309 West Lake Street
Chicago, Illinois

CIGA-ROLA Dual-Action VENDER

Today's outstanding opportunity. Cigarette merchandiser gains locations quickly and easily. Amusement feature yields profits which only the famous Jennings Chief can surpass. Optional model declared legal by outstanding officials and authorities. Write today for bona fide testimonials, also complete information for getting started with Ciga-Rola in YOUR territory! No qualified operator can afford NOT to get the facts on Ciga-Rola.

Panoram Soundies Now Offer You an Unexcelled OPPORTUNITY



Mills Panoram is without doubt the most sensational coin machine in fifty years. It has seized the imagination of all America and has become the most talked of and most highly publicized product in American industry. So intense and so universal is the interest in Panoram that our huge Chicago factory working day and night, in cooperation with RCA Manufacturing Company which builds our projectors and sound systems, can hardly keep up with the demand. Everywhere Panoram is operating it is breaking all records for money-making and trade boosting.

Skyrockets Collections! Booms Bar Trade!

"Better than \$50 a week collections on each of 14 instruments," says Midwest Soundies, Inc. "Better than \$50 a week," says Hollywood's It Cafe, "and substantial increase in bar business." "Three machines gross \$25 per day and one \$16 per day," reports Chas. Berkmeier of California. Ed Ravreby of Boston reports collections of \$85 to \$100 per week on machines placed all through New England. "Boosted bar business of one Chicago night club owner \$1000 in one month," states prominent Chicago newspaper.

3-minute sound movies, automatically played for a dime—all in one cabinet. That's Panoram. Speed! Novelty! Universal interest! You have your pick of the best locations in the land. You have all the prestige that goes with operating the best and most famous coin machine ever made. You have a wide open corridor to fortune, a huge business of unlimited future beckoning to you now.

Choice Territories Still Available

Nearly half of the whole United States is still open as exclusive territory for operators of Panoram Soundies. If you are interested, it is wholly possible that you can secure an exclusive franchise for a choice territory. Write for our deluxe book "Panoram Soundies"—sent FREE, without obligation, to all business men who are genuinely interested.

MILLS PANORAM SOUNDIES

Address: Mills Novelty Company
(SOUND-ON-FILM DIVISION)
4376 Sunset Drive, Hollywood, California



NEW ESQUIRE PREMIUM VENDOR CREATES PROFIT STAMPEDE!

SAMPLE PREMIUMS
ACTUALLY DIS-
PLAYED IN VENDOR

PRACTICAL AND
USEFUL PREMIUMS
THAT APPEAL TO
YOUNG AND OLD
STIMULATES SALES

MOVES MERCHAN-
DISE LIKE "MAGIC"

HOLDS 1100 BALLS
OF GUM

EXCEPTIONAL RE-
TURNS ON YOUR
INVESTMENT

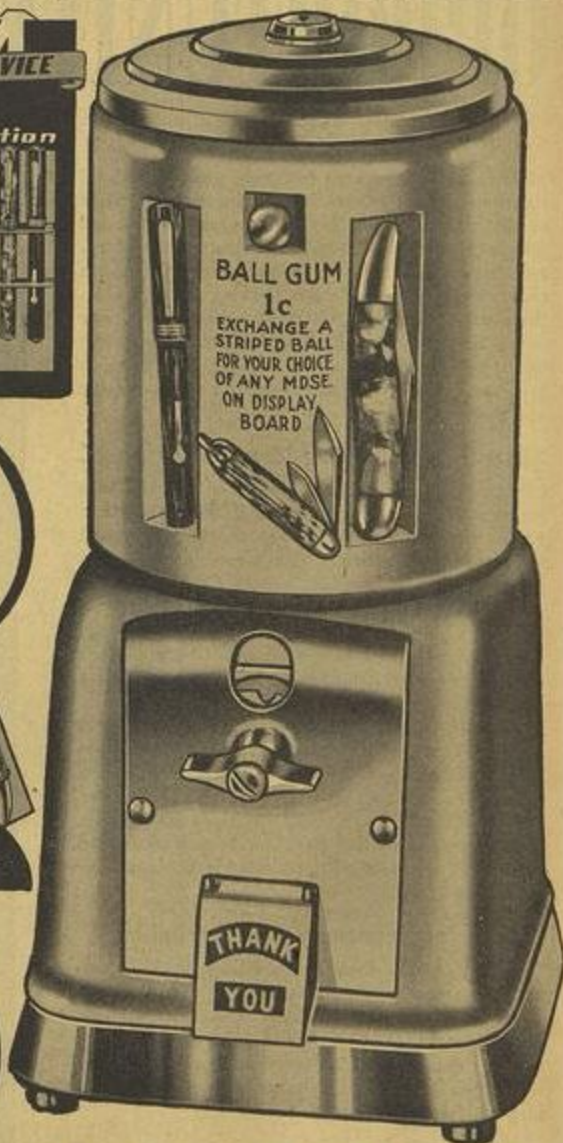
A REAL OPERATORS
DEAL

HERE'S WHAT YOU GET

- 1 ESQUIRE PREMIUM VENDOR
- 1 PREMIUM DISPLAY INSERT MACHINE FILLED WITH BALL GUM
- 1 DOZEN SMALL KNIVES WITH DISPLAY BOARD
- 1 DOZEN LARGE KNIVES WITH DISPLAY BOARD



EVERYBODY APPRECIATES GOOD MERCHANDISE



U. S. PATENT APPLIED FOR — BEWARE OF INFRINGEMENT

ALL FOR ONLY

(IF DESIRED YOU CAN SUBSTITUTE ONE DOZEN FOUNTAIN PENS FOR THE ONE DOZEN SMALL KNIVES)

MACHINE IN PORCELAIN FINISH 50c EXTRA
MACHINE HOLDS 1,100 BALLS OF GUM
WHICH SELLS FOR \$11.00
PAYS LOCATION 25% COMMISSION OR... 2.75

NET RETURN TO OPERATOR..... \$ 8.25

\$12⁵⁰
COMPLETE

ORDER A SAMPLE UNIT TODAY,

FUTURE REFILLS OF BALL GUM AND PREMIUMS ARE AVAILABLE FROM US AT LOWEST PRICES. THE ESQUIRE PREMIUM VENDOR CAN BE IMMEDIATELY CONVERTED INTO A BULK MERCHANDISE VENDOR IF DESIRED.

PLACE IT ON ANY LOCATION SUCH AS BEER TAVERNS, DRUG STORES, GROCERY STORES, ETC. YOU WILL SEE THE MONEY ROLL IN!

READ WHAT OPERATORS SAY—

(Excerpts From Notorized Letters in Our Files.)

"I checked the entire route today and find that the machines are getting a gross play of from \$1.00 to \$3.00 per day. Took \$7.25 out of one machine that had only been out two days." E. S.

"We checked the machine today and find that it has taken in \$5.33 the first three days." L. A.

"Have some locations that are doing as much as \$4.00 a day. Have never operated a machine that is so easy to locate as this machine." A. L.

BE FIRST IN YOUR TERRITORY WITH THIS PROVEN MONEY-MAKER

TERMS — ½ CASH WITH ORDER — BALANCE C. O. D. — FULL AMOUNT WITH ORDER SAVES YOU C. O. D. COSTS

**RUSH
YOUR ORDER
NOW!**

VICTOR VENDING CORPORATION, 5711 Grand Ave., Chicago, Ill.

FROM heart TO here



Seeburg's EAR LEVEL TONE PROJECTION

PLUS APPEAL
for
PLUS PROFITS
by

Remote Control

BEST

AND MOST DEPENDABLE
Wireless **WALL-O-MATICS**
Wired **SELECT-O-MATICS**

... THE FASTEST WAY TO
MOST PROFITABLE PLAY!

Ear Level Tone Projection, Seeburg's acoustical engineering achievement for HiTone Symphonolas, provides the most thrilling reproduction known to automatic music! The captivating realism of tone projected "above the distortion zone," at all points about the Symphonola, is the most powerful direct force ever created to stimulate play and increase your music profits! A demonstration of Ear Level Tone Projection at your Seeburg Distributor will convince you . . . see him today!



To Go Ahead - Go

Seeburg

J. P. SEEBURG CORPORATION • 1500 DAYTON ST., CHICAGO

Economy



Seeburg's exclusive new lightweight pickup cuts needle and record wear 50%.

Beauty



Complete Cabinet Illumination featuring thrilling "Fountain of Light" color.

Convenience



Seeburg Electrical Selector offers easy-to-read program arrangement—easy to reach waist-level push-buttons.

STANDS OUT

As the Greatest Advance Ever Made In Translating

EYE APPEAL into EARNING POWER

POLAROID ILLUMINATION

**ENABLES WURLITZER MUSIC MERCHANTS
TO CAPTURE NATION'S BEST LOCATIONS
—POCKET PROFITS AS NEVER BEFORE**

Everywhere you hear it from Wurlitzer Music Merchants. Polaroid illumination on the Wurlitzer Victory Model 850 is the greatest single feature ever introduced on any phonograph.

It's a top spot holder. It's a new location getter. It's an all-time high in attention-arrestors—that encourages more play and produces more profits because there is nothing like it or even near it on the market!

If you want the best spots pouring profits into your pockets just show them a Wurlitzer Victory Model 850 starring the big hit of the year in eye entertainment—Polaroid Light and Color.

The Rudolph Wurlitzer Company, North Tonawanda, New York
Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada

A NAME FAMOUS IN MUSIC FOR OVER TWO HUNDRED YEARS



*Polaroid
Illumination*
IS
WURLITZER'S
REG. U.S. PAT. OFF.
**AND WURLITZER'S
ALONE!**



**MODEL 850
SOLD ONLY TO
MUSIC MERCHANTS**