

The Billboard

The World's Foremost Amusement Weekly

APRIL 26, 1941

15 Cents

Vol. 53. No. 17



**JIMMY
DORSEY**

And His Orchestra

Currently Appearing
Strand Theater, New York
Decca Records Exclusively

Billy Burton,
Personal Manager

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Music Coverage EVERY WEEK
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Detailed reviews of latest releases stressing the commercial value of records to record retailers and coin phonograph operators.

6 WEEKLY COLUMNS

Orchestra Notes
Talent and Tunes on Music Machines
Music Items

RECORD ARTIST



Bing Crosby

The Billboard "Music Popularity Chart" feature on tunes is of great value in ascertaining public acceptance of songs, new trends, etc.

RETAILER



Lottie Coxart
Wurlitzer Music
Stores

The Billboard "Music Popularity Chart" is a swell idea. Grand help to me in keeping my stock complete on the fastest selling numbers.

OPERATOR



Harry Cohen
Ohio Specialty Co.

We depend upon The Billboard "Record Buying Guide" and "Music Popularity Chart" to supply us with information on popular tunes that helps us get the maximum return on our investment in Music Machines.

The Billboard

Vol. 53
No. 17

The World's Foremost Amusement Weekly

April 26,
1941

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MILLER KEEPS THE CROWN

More Than 2 Dozen Clubs Reopen In Atlantic City; Spending More For Acts, But Avoid Name Bands

ATLANTIC CITY, April 19.—In spite of the raids on gambling casinos, Easter Holiday found more than two dozen places reopening. Phil Barr's 500 Club and Charlie Schwartz's Bath and Turf Club were dark. But most of the regulars returned. And more than a half-million visitors crowded the resort all week-end.

Feeling is that the gambling situation will be settled soon. Night clubs will reap still another harvest in September since the State permitted a horse-racing plant on the site of the Sea View Country Club.

Drawing heavily from inland towns, where more than one-seventh of the nation's national defense industrial program is centered, night operators look forward for the lush days.

Eddie Kravis unshuttered his Paddock International with Patricia King, Cynthia Evans, Babe Cummings, Marie Kibbles, line of girls, and bands of Charlie Jones and Basil Lewis.

Club Nomad, open all year, offers Jean Rochelle, Peggy Heavens, Val De Val, Charlotte Carlton, Elina Martinez, Zola Gray, and Manny Davis's music.

Babettes returned with Earl Lindsay's revue, with Marion Vinay, Alice St. John, Jean Murray, line of gals, and Milton Huber's music. Other niteries with floorshow include Loula's Cafe, Erin Cafe, Grobs Cafe, Casa Loma Cafe, Cosmopolitan Bar, Village Garden Wonder Bar, Hazel and Fred's Novelty Wonder Bar, Herman's Mistak Bar, Fally-De Taverna, Gables Inn, Chez Paree, Penn-Atlantic Palm Room, Wyoming Cafe, Benson's Cafe, La June's, Entertainers' Club, Agostini's Grill, Peach Orchard

Inn, 21-12 Bar, Jordan's Cafe, Bishop's Savoy Bar, and Esquire Bar.

Beach-front hotels promise to use more entertainment than ever. Harvey Lickman took over management of Hotel President's Round the World Room, installing Pedro Alban's Rio Rumba's Ork, with Warren Phillips heading the floor-show. Hotel Traymore's Submarine Grill headed the floorshow with the Townsends and Bill Madden band. Adah's Visions of Tomorrow featured at the Ritz-Carlton Hotel Merry-Go-Round with Eddy Morgan's music.

Floorshow also installed at the Ambassador Hotel's Club 29, Claridge Hotel Mayfair Lounge, Hotel Marlon Marise Room, Hotel Chelsea Grill, and Terrace Cafe, Seaside's Surf 'n' Sand Room, Shelburne's Grill and Mirabar, Hotel Denis, Marlborough-Blenheim, Madison, Jefferson, Lafayette, Senator, St. Charles, Colton Manor, and Brighton Grill.

Talent budgets at beach-front hotels and Boardwalk cafes will go mostly for (See Atlantic City Clubs on page 5)

Todd Signs for Show for Fairs

NEW YORK, April 19.—Michael Todd inked a pact this week to produce the show for the Brockton (Mass.) Fair next September.

Todd says he is working on a producer's fee of \$10,000 and that the fair will pay for the cost of production and name talent, for a show on the type of his Gay New Orleans at the World's Fair.

Following this fair, Todd said, he would take the same show to four or five other fairs that he is negotiating with.

Agent Hart Injured Seriously in Crash

LITTLE ROCK, Ark., April 19.—Thomas D. Hart, circus agent and talker, the past winter general representative for the New York World's Fair Museum, is in a serious condition at his sister's home here suffering from injuries sustained in an automobile accident on U. S. Highway 17, near Walterboro, S. C., April 1. He was removed here this week from a Walterboro hospital, where he has been confined since the mishap.

Accident occurred when the car in which he was riding from Miami to New York to join the Ringling-Barnum circus was crowded off the road by a truck and sent crashing into a tree stump. Hart, who was pinned under the wreckage for more than an hour, sustained a broken collarbone, crushed chest, four broken ribs, and the left side of his face crushed. All of his lower front teeth were knocked out and all of his upper front teeth were pressed into his gums. The upper mouth bone was fractured and the jawbone was broken in three places. Physicians report he will not return to the road this season. He has been unable to speak above a whisper since the accident. He has been placed in a cast from his neck down to his waist.

Charles Allen, brother of Tommy Allen, of the Johnny J. Jones Exposition, and Nate Klein, of the Ringling circus, who were asleep and riding in the rear seat of the car when the accident occurred, escaped with minor injuries. They were able to continue their trip to New York the next day.

Collegiana Ruled by Trombone Scepter for 2d Year in a Row

171 schools polled in fourth annual survey conducted by The Billboard—Tommy Dorsey takes second place—Kay Kyser, Artie Shaw third and fourth

By DANIEL RICHMAN

NEW YORK, April 19.—For the fourth year in succession *The Billboard* has asked collegiate America to have its say as regards its likes and dislikes, its tastes and distastes for, against, and about the dance band business and its people. In another annual survey that this time takes in 171 colleges and universities in 45 States from the Atlantic to the Pacific, that great part of the band-buying market—the nation's college students, the kids who purchase recordings and music and orchestras for their dances, and who have extremely definite ideas on what they like and what they don't like in the field of American dance music—once again expresses itself, and once again crowns Glenn Miller king of the campus, for the second consecutive year, the first time that the distinction of winning twice has been bestowed upon an orchestra.

Acting as spokesmen for the student bodies polled were the editors of campus newspapers, magazines, and humor publications, delegated to speak for their respective schools because they are in the best position to judge actually and factually the preferences, the fads, and the fancies of the social, and particularly the dancing, world on their own campuses. Of the 171 colleges that out a comprehensive cross-section of the vine-covered halls of learning in this country, 111 have student bodies numbering over 1,000.

The primary reason behind *The Billboard's* annual application of a stethoscope to the musical heart of young (See Young America's Face on page 9)

Ice Unit With Own Freeze Plant Asks \$6,500 From Vaude

NEW YORK, April 19.—An ice unit carrying its own refrigeration plant and tanks is being readied for vaude houses and will open at the State, Hartford, Conn., May 8. Bill O'Brien, sports promoter, who took a fling at ice shows touring arenas, has shaved the big show-down to vaude proportions.

The cast includes Herta Grossman, Condon and Krusan, Frances Johnson, Duffy and Simone, Carla Walter, Muriel Keddie, International Fout, Phil Heiser, and a line of 12.

Break-in dates have been set at \$5,000, but subsequent engagements call for \$6,500.

This is the first time that a unit working on real ice has been set for vaude houses. Previous ice shows in vaude-films used muck ice.

Charles V. Yates is agenting.

Chicago Circus and Cleveland Rodeo Open With Biz Topnotch

CHICAGO, April 19.—The Greater Olympia Circus, produced and directed by Barnes-Carruthers, Inc., got off to an excellent start last night at the Chicago Stadium, presenting a show which, despite the inevitable opening-night rough edges, was packed with entertainment and pleased the crowd that filled more than three-quarters of the huge auditorium. The array of acts includes some of the top names of the circus world as well as several thriller acts seldom seen under the white tops. Show ran entirely too long—three hours and 40 minutes, including intermission—and Director Sam J. Levy immediately began trimming it. Schedule probably will be shortened by nearly an hour and it may be necessary to eliminate one or more acts.

House was well papered for the opening; a wise move, as there is ample capacity. The upper galleries were occupied by several thousand youngsters, guests of the alderman of the ward.

Set-up of the show was changed somewhat from previous years. Acts are presented in one ring and on two stages. Ring (center) and track are covered with green sawdust, giving a clean, attractive appearance. Stages are white. Costuming is quite elaborate for a one-time show. Guy Moore, of Lanquay Costumes Company, is responsible for the beautiful wardrobe used in the grand entry, which

drew many favorable comments. Leo Hamilton, a veteran of many years, is equestrian director. He makes a fine appearance and keeps the show moving at a fast pace. Jack Kline is the announcer. He has a rapid-fire delivery and his clear, concise announcements carried well to the far reaches of the auditorium. Izzy Corvone's band alternated with the Stadium organ in furnishing music.

A feature of this year's show is Terrell Jacobs' menagerie, ranged around two sides of the lobby. Lions, elephants, leopards, birds, and many small animals, in attractive setting, were a center of interest.

In clown alley there are more than 30 jokers, including many well-known names.

The aerial ballet was revived this year, with more than a score of girls on the swinging ladders. Full effect of this feature was lost because of the use of subdued spotlights. It would have been much more effective with full house lights on. Much of the Great Peters act also was lost because Peters was spotted at the extreme top of the building where the bunched lamps over the center obscured the view of a large part of the audience.

Show is being well advertised on 24-board boards, elevated platforms, and in (See CHICAGO CIRCUS on page 5)

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"Water Follies" Looks Good in Buffalo; Attendance Is Heavy

BUFFALO, April 19.—The *Water Follies* of 1941, a unit under direction of Samuel Snyder, plus the Golden Gate Revue and additional vocalists, acts, and name bands, sponsored by the Shriners of Temple Ismalia here, looks like a huge success. Show was on tap here from April 14-19, in third week of its tour, giving six evening performances and three matinees at the new Memorial Auditorium. Prices were scaled from 85 cents to \$2.20 even, and 50 cents to \$1.25 afternoons.

Altho the stand is not completed at press time, Snyder estimates attendance and business \$31 2/3 per cent ahead of last season, when the Shriners sponsored their Annual Hamid-Morton Shrine Circus to record business. This season, after eight consecutive years of circuses, the Shriners decided to change and picked this novel and excellent show.

While opening Monday night didn't bring a terrific house, Tuesday saw 5,200 payees, which was plenty okeh. Wednesday brought a similar number, while Thursday to Saturday drew a heavy advance sale.

The beautifully staged *Water Follies* show was evenly divided between aquacade and regular performers, humor and straight skill, making for a thoroly balanced and entertaining whole. Boots McKenna staged the *Golden Gate Revue*, a fine example of smooth choreography, which included a Latin fantasy, *Scarlet O'Hara* dance, and military fencing extravaganza, the latter a knockout. Costumes were handsome, and gals precise and attractive.

The brunet Leighton Sisters' harmony chirping was okeh, but didn't stop the show. Marion Roberge, French songstress, scored somewhat better with French-English selections in a coloratura range. The Four Hollywood Blondes, excellent roller-skating act, came thru to much applause. Outstanding was Paul Regan, who impersonated many celebrities in convincingly authentic manner, material being fresh and humorous. Stopped show solidly.

Show caught featured Harry James'

ork, which presented some fine trumpet solos, swing orchestras, as well as vocals by Dick Haymes, and sax work of Vito Musso. James was on tap first two days, Ben Bernie April 18 and 17 and Red Norvo April 18 and 19.

The aquacade talent starred handsome Buster Crabbe, who gave an impressive performance solo and with the pretty Hopkins Twins. The Hopkins gals also excelled. The *Water Ballet* of 16 females was impressive, as was a side-splitting "Fireman's Night Shirt Race." Other standouts include Charlie Diehl, Corky Gillison, June Burr, Sid Canale, Joe Seymour, Joe Peterson, Larry Grauwold, and Jimmy Rice. Arthur Spaulding emceed and supervised staging.

Eric M. Warner.

Revivals Boost Hub Legit Biz

BOSTON, April 19.—Revivals kept money flowing into the hubs of two Hub houses this week. The Shuberts brought in a revival of *Rose Marie* at the Shubert, and *Tobacco Road* began its third Hub engagement at the Plymouth. *Hope for a Harvest* wound up a fairly successful stand of two weeks at the Colonial.

In the offing is a new play, *Women Army Agents*, due at the Plymouth May 12. Cornelia Otis Skinner has been booked for the Wilbur, opening April 28, for two weeks in *Theatre*. The Opera House will welcome *DaBarry Was a Lady* on May 19 for an indefinite stand. *Student Prince* has been penciled in for the Shubert beginning May 19.

This week's grosses were as follows: *Rose Marie* (Shubert, 1,500 seats, top \$2.75). Panned by critics but still doing business. First week, juicy \$17,000. Topped *Blossom Time's* 14G at same house.

Tobacco Road (Plymouth, 1,450 seats, top \$1.65). Hardly perennial back for third stand pulled nice \$12,000 for first week.

Hope for a Harvest (Colonial, 1,643 seats, top \$3.30). Fredric March and Florence Eldridge show closed after two-week stand. First week was fair \$17,000 (Holy Week). Second week garnered \$20,000. Good \$37,000 total.

CHICAGO CIRCUS

(Continued from page 3)
The newspapers, and Jack Burnett, publicity man for the Stadium, has received some excellent newspaper breaks. It runs thru May 4, with matinees daily. House is scaled from 55 cents to \$2.20; children half price.

A review of the show will appear in next week's issue.

CLEVELAND, April 19.—The fourth annual rodeo here, sponsored by the American Legion Club, opened its 10-day run at the Arena last night to a packed house. Every one of the 11,000 seats in the hall was filled, and, according to officials, the advance sale for the night shows is heavy.

Naturally taking first hand in the show was Gene Antry with his two famous horses, and contrary to the consensus of rodeo experts, the bucking bronchos and roping of steers and calves gave way to the applause for the massed formations of some of the most beautiful horses ever displayed in Cleveland and the excellent exhibitions of trick roping by Junior Eskew, Buddy Melford, and Auvil Gilliam.

The staff of the Eskew (JE Ranch) Rodeo, the producing organization, consists of Col. Jim Eskew, Junior Eskew, Herbert S. Maddy, Fog Horn Clancy, and Lou Rudolph. Twelve performances will be held, with price ranges from \$1.15 to \$1.95.

ATLANTIC CITY CLUBS

(Continued from page 3)
class and name acts, with bands getting a generous share. Name bands are being passed up in favor of better floor acts. Sex and strippers are taboo on or near the Boardwalk and the Atlantic Avenue area will again corner that market.

ALLIANCE, O., April 19.—Lafe Harkness, who has been emceeing the Boone County Jamboree unit the past two seasons, quit here Thursday (9) and returned to Cincinnati to wind up preparatory to entering the army at Fort Benjamin Harrison, Ind.

—Be Safe Than Sorry—
In Legal Affairs...
READ
Damages Allowable
for Injuries
In the Carnival Department
of This Issue

Ben Blue Wins \$300 As Geo. White Fails To Show at Arb B'd

NEW YORK, April 19.—Ben Blue was awarded \$300 by the American Arbitration Association Tuesday (8) on his claim against George White.

Blue claimed that the money was deducted from his salary at the close of the run of the *Sorrels* when the unit closed in Boston. Blue claimed White's stage manager told him the deduction was made because Blue had refused to take a cut of \$300 when the unit played the Colonial, Dayton, O. Blue, who had already taken several salary slices, refused and was paid the full amount for the remainder of the tour with the exception of the final pay check.

Sorrels had already signed with the American Guild of Variety Artists, which instituted the suit. Mildred Roth, AGVA counsel, represented Blue at the hearing. White failed to appear at the hearing either in person or by proxy. Charles Morgan, of Morgan Brothers, was the sole arbitrator.

New S. F. Early Curfew Hits Talent Budgets

SAN FRANCISCO, April 19.—A legendary city of wide-open night life, San Francisco is now a dead town at 2 a.m., following this week's police edict banning liquor selling after that hour.

Plenty of night spots are reported on the verge of giving up. Several already have announced they will fold if the curfew continues. Club owners saw there is no reason for this sudden bluenose attitude of the police.

Royal Hawaiian Club is trimming floorshow budget 35 per cent. Others are expected to follow suit.

"Rimbo" Guinetti, of the 365 Club, has instituted a policy of charging 50 cents admission to catch the 2:30 a.m. floorshow, with dancing until 4 a.m. Clubs have been allowed to remain open until 4 under a permit which was not rescinded following the close of the Golden Gate International Exposition last year.

Police authorities also warned burlesque theater operators that they will have to put clothes on performers and clean up the scripts.



Progressive orchestra leaders everywhere, use Lafayette's Sound System book to help them select the equipment best suited to their particular band. Gives valuable information on how to choose and use your sound amplifying system most effectively. You'll find this book a big help — send for a free copy today.

LAFAYETTE DUAL SPEAKER

PORTABLE
SOUND SYSTEM
MODEL 775-T

\$72.20
COMPLETE



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IN CHICAGO, IT'S THE
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IN THE HEART OF THEATRICAL DISTRICT.
All Rooms Newly Furnished and Decorated.
RATES —
\$1.50 UP DAILY—\$5.00 UP WEEKLY
89 W. RANDOLPH, nr. CLARK, CHICAGO, ILL.

Possibilities

TRADE SERVICE FEATURE
CLEANED BY MEMBERS
OF THE BILLBOARD
STAFF

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

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

For LEGIT MUSICAL

JACK MARSHALL — rubber-faced comic, formerly a feature with Benny Meroff's band, who has been doing a single in vaude and niteries for a year or so. Offers ridiculously funny impressions of obscure and internationally known characters, employing freak voices and inventive facial contortions. Should work well in any number of spots in a legit revue. Caught recently at the HI Hat, Chicago night spot, he went over solidly.

For VAUDE

THE GREGORIOS—mixed duo offering a trampoline act, caught at the opening of the Ringling show at Madison Square Garden, New York. Do standout work, with new, different, and sensational aspects. In addition, they make an excellent appearance, and their equipment is tastefully decorated. The blue-covered trampoline is tilted at an angle and gives the jumper an arch in the bounce-off. Team could also work in larger niteries.

Class of admission
This is a definite
feature in the
program and is
subject to change
without notice
subject to the
policy of the
organization

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Toledo (Ticket Center), Ohio

<p>STOCK TICKETS</p> <p>ONE ROLL . . . \$ 50 FIVE ROLLS . . . 2.00 TEN ROLLS . . . 3.50 FIFTY ROLLS . 15.00 100 ROLLS . . . 29.00</p> <p>ROLLS 2,000 EACH</p> <p>Double Coupons, Double Price.</p> <p>No. C. O. D. Orders Not Sent Single Ticket, 1st</p>	<p>SPECIAL PRINTED Rolls or Shipping</p> <p>10,000 . . . \$ 6.95 20,000 . . . 9.85 50,000 . . . 12.75 100,000 . . . 20.00 1,000,000 . 150.50</p> <p>Double Coupons, Double Price.</p>
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AGENCY, P. A. WINNERS

Young & Rubicam First for Third Year; BB Close

NEW YORK, April 19.—For the third successive year, Young & Rubicam was declared winner of the top award in The Billboard's Annual Exploitation Survey. Last year Y&R won in a walkaway; but the going was hotter this year, with Benton & Bowles submitting an entry very close to Y&R's in quality.

Young & Rubicam, in servicing its accounts, worked in close co-operation with stations and was very active in getting tie-ups with motion picture companies, theaters, business organizations, publications, etc.

In the way of station co-operation, agency conducted surveys among stations to determine ways and means of plugging programs and products, prepared program press books, pre-announcements, and merchandising plans—the latter to be worked out either by dealers or stations. Much of this type of work was also done by Benton & Bowles, but certain phases of the Young & Rubicam exploitation gave that agency the edge, particularly the matter of motion picture tie-ups.

A few examples of what Y&R did follow.

Kate Smith: Numerous pix tie-ups. Program was moved to South Bend for



WILLIAM THOMAS, of the Young & Rubicam publicity department.

premiere of Knute Rockne; to Cincinnati for Mark of Zorro; to Tucson for Arizona; and to Hollywood and New York for other pic openings.

Jack Benny: Tie-ups with Paramount Pictures for Benny's movies, *Buck Benny and Looe Thy Neighbor*. In addition to straight pic tie-ups, Y&R works merchandising angles. Example is supplying by Y&R, and distribution by Paramount, of window strips in grocery stores. Strips plugg'd the pic, Benny's show, and Jell-O.

Heinz Hayes: Program presented a tough job, being opposite the Chase & Sember show on the NBC-Red network. Exploitation was concentrated on station promotion, and in this direction Lipton's Tea and Y&R prepared brochures for stations presenting a plan of exploitation. Station promotion recordings were made, and Lipton dealers worked out local campaigns with local stations.

Above illustrations are but samples of what the agency does for its programs. The activity is in line with Y&R's method of operation as presented in previous surveys of The Billboard, and, when added up, it amounts to hard-hitting exploitation throughout the year.

Benton & Bowles Strong
Benton & Bowles during 1940 intensively co-operated with stations carrying its programs and carried through extensive merchandising tie-ups. Agency's entry was closest in quality to Y&R's. Examples follow:

Good News: Agency arranged are free publicity on Father's Day newspaper advertisements and for display space in department stores and men's shops throughout the country. Men's Wear carried

Cowan Agency, Fizdale Take Awards

LOUIS G. COWAN COMPANY, of Chicago, has been given a special award for outstanding exploitation on a single program—Alka-Seltzer's Quiz Kids. Quiz Kids went on the air in June, when radio listening was at a low ebb, and became nationally prominent in a very short time. Promotional angles developed by the agency included *Beat the Quiz Kids*, a question and answer feature run in more than 20 newspapers, including *The Chicago Herald-American*, *New York Journal-American*, *Milwaukee Sentinel*, *Boston Herald*.

In addition to regulation promotion, such as announcements, contest, signs on trucks, etc., agency arranged special broadcasts, such as Quiz Kids' Parents. Promotion also included guest appearances by the Kids at different functions, chief of these appearances being given before the American Association of School Administrators at the Association's 71st annual convention in Atlantic City. An audience of 11,770 educators attended.

Cowan agency worked very closely with stations in the way of servicing them with promotion, set up miniature Quiz Kids broadcasts on stations not carrying the network program, and licensed stores to conduct local elimination contests.

Promotion also included the usual merchandising angles, such as Quiz Kids pins and buttons distributed by department stores.

AN AWARD for the most outstanding exploitation idea of the year has been given to Tom Fizdale, Inc., on the basis of his "Gracie Allen for President" stunt. Fizdale's entry concerned itself solely with this, and in the opinion of the Awards Committee of The Billboard's Fourth Annual Exploitation Survey it was by far the outstanding promotion of the year on the part of an independent press agent.

Fizdale hit on the idea as one peculiarly in keeping with the screwball character of the Burns and Allen act. Stunt, in addition, was timely in view of the Presidential campaign and was carried out with great attention to detail.

From the campaign's opening gun to the wind-up, the promotion carried a touch of "authenticity" and mock seriousness that set it apart. It far surpassed the usual exploitation stunt in conception and in magnitude.

more than a page to announce that a Baby Snooks tie-up was available to subscribers. A large mat was made available for stores. A total of 120 stores in 37 States contracted for the tie-up, and all were given promotional material. Same type of promotion was done for *Hilltop House* and other programs.

For *We the Abbotts*, *When a Girl Marries*, and *Ellen Randolph*, *Radio Mirror* magazine was induced to run fictionation of the programs.

Maxwell House Coffee benefited from American Symbol Dress Prints. *Life* magazine ran pictures of the Maxwell House dress, as did the *New York Post* and the *NEA Syndicate*. Stores including Rusek's, Oppenheim, Collins, Macy's, and Gimbel's, featured the dress in window displays.

By way of co-operation between agency and stations, agency for all of its shows checked carefully as to what the stations would and could do in the way of using promotion as announcements. Agency men would then visit stations to further ensure merchandising and local newspaper co-operation. In the case of a show like *Kate Hopkins Angel of Mercy*, which went on a network October 7, after having built an audience thru test transmissions, the agency split its promotion campaign into various divisions. One campaign applied to stations which had the show on wax but were changing time; another to stations taking the show for the first time, but which were located in a town where the program had been heard; and a third for stations in entirely new towns.

Activities listed above are only examples of similar work done thruout the year.

Ayer Increases Activity

An agency which is becoming increasingly active in exploitation is N. W. Ayer, whose New York office acquired Russell E. Pierce about a half year ago to hypo publicity and exploitation. In his attempt to build audiences, look to many other outlets in addition to newspaper space. Included are radio plugs and announcements, advertising, house organs, window posters, show window space, movie trailers, etc. Stations carrying the agency's programs were provided with material for co-ordinated promotional activities, and station co-operation on local dealer promotions.

For example, questionnaire was sent out to all station managers carrying the Bell Telephone Hour program asking them to list the types of merchandising activities they do and to explain how they wish to be serviced with this material, whether weekly, bi-monthly, or monthly.

Check-up on this type of questionnaire was carried out very carefully by the agency, final results showing exactly what the station wanted in the way of publicity, announcements, material for windows, trailers, traveling loud speakers, etc.

One of the more carefully handled

promotion jobs was done by Ayer in connection with Boake Carter's return to the air under sponsorship of United Air Lines. To prove that Carter was once more in the good graces of various organizations, initial stories sent to editors contained copies of congratulatory wires from John L. Lewis and William Green, chief execs of the CIO and AFL, respectively.

Herbert Marshall Gets Emcee Role on Chi Show

CHICAGO, April 19.—Network shows originating in Chicago will be augmented shortly by an important program sponsored by the Holland Furnace Company and headed by Herbert Marshall as emcee. Show, which is being readied by Ross Metzger, of Ruthrauff & Ryan, will occupy the Maxwell House Coffee spot on WMAQ-7 to 7:30 p.m. CST, Thursdays—when that program leaves the air for the summer. Either Jerry Colonna or Bill Thompson will have an important role, and a name vocalist also will be included.

Metzger has just returned from the West Coast, where he interviewed a number of stars with a view to securing their services. So far, Marshall is the only name definitely signed, but the cast will be completed early next week. Music will be furnished by a 22-piece production band. A short dramatic skit is to be featured, as well as guest stars.

WNEW's Special Award

WNEW was given a special award for the best use of newspaper advertising during 1940. WNEW's ads created wide interest, and their topical, timely value sharply called attention to the station. Some of these ads were carried in 1941; but the series was begun in 1940 and it was during 1940 that the outstanding specimen was carried by The New York Times.

This ad, carried on the full back page of The Times, had as its theme the phrase, "Escape With WNEW." The ad dwelt on radio coverage of news, and presented the thesis that, while nobody should try to escape the facts, it was nevertheless not good "to dwell too long with horror." WNEW, the ad told, would give straight news plus a day full of entertainment.

Another full-page ad on another theme appeared on the back page of The Herald-Tribune, and the series continued into 1941.

WNEW backed up this form of exploitation with activity in the more usual channels.

Alber, Black, Davis & Lieber Score in Survey

NEW YORK, April 19.—First place in the Independent Press Agent Division of The Billboard's Fourth Annual Exploitation Survey has been awarded to David O. Alber. Second and third places go to Ivan Black and Hal Davis & Lee Lieber respectively, with Tom Fizdale getting a special award for the outstanding single exploitation stunt of the year.

In general, the press agent exploitation was divided into two types, "stunts" and less sensational forms of ballyhoo. Entry which showed the greatest imagination, from the stunt angle, was Tom Fizdale's "Gracie Allen for President" campaign, but the judges decided that a single stunt, no matter how good, could not be placed above a solid job of ballyhoo for numerous clients.

Alber's exploitation for 1940 showed evidence of good work on Ralph Edwards's *Truth or Consequences*, Dinah Shore, Rudy Vallee program, Mark Warnow, Bea Wain, Johnny Green, and others. Exploitation on some of his accounts, such as Sammy Kaye and Arthur Murray, was partially discounted,



DAVE ALBER, winner of first place in the Independent Press Agent Division of The Billboard's Exploitation Survey.

owing to the fact that it did not fall solely into radio channels or owing to the fact that the accounts were not radio people, but, despite this, Alber presented enough evidence to warrant his taking first place as a prime ballyhoo man.

Examples

Alber thruout kept his exploitation in good taste and showed discrimination as to what constituted publicity and what constituted exploitation. Some of his stunts and tie-ups: (1) He arranged for representatives of colleges to attend *Big Parade* rehearsals and give Mark Warnow mass interviews; (2) numerous stunts for Dinah Shore, as organization of her fan club; Dinah Shore Day at the World's Fair; picked as Ideal Career Girl by junior class of New York University; beauty and fashion tie-ups, etc.; (3) Mark Warnow and Bea Wain days at the World's Fair; (4) arranged several talks by Bea Wain for the Infantile Paralysis Fund; (5) arranged George Gershwin concert at the Fair for Johnny Green.

The above instances are not outstanding taken singly, but they represent only a very small portion of Alber's exploitation activities for his clients thruout the year.

Ivan Black Second

Ivan Black was judged second best in the Press Agent Division on the strength of exploitation in the interests of Arch Oboler, the Golden Gate Quartet, Raymond Edward Johnson, and The Revuers.

Oboler today is one of the best known writers in radio, and while he deserves (See ALBER, BLACK, DAVIS on page 8)

Thank you Billboard

FOR THE 1940 CLEAR CHANNEL STATION

EXPLOITATION* AWARD

★ "... EXPLOITATION MAINTAINED AT A DIZZY PACE THRUOUT THE YEAR — INTRICATELY TIED UP WITH THE ELEMENT OF PUBLIC SERVICE, AND BRINGS FORCIBLY TO THE LISTENER'S ATTENTION THE FACT THAT THE STATION IS AN INTEGRAL PART OF THE AREA IT COVERS . . . "

WLW

THE NATION'S STATION

Report Preliminary Discussions Under Way for Sale of NBC-Blue

(Continued from page 4)

healthy condition, and that NBC is able to prevent competition from other networks by operation of both Red and Blue systems. Since affiliation contracts do not specify which of the two chains a station will join, NBC was declared in a position "to determine the earnings of the station and the quality of program service to thousands of listeners in areas served by only one of its two networks." Further, FCC officials agree that NBC's two chains are evidence of the complete domination of licensee stations exercised by networks thru affiliation contracts. By virtue of this fact, it was asserted, NBC has the power to determine the economic fate of any of its member stations simply by switching them from profitable Red to unprofitable Blue or vice-versa.

Position of the FCC in respect to this dual ownership, plus reports that the final report will be tough on NBC than was the first, is said to be used on NBC executives as a "persuader."

Part said to be played by Tom Corcoran is due to his contacts with David Sarnoff, RCA president, NBC's parent company. Sarnoff and Corcoran have known each other for some years and during this period Sarnoff has discussed radio matters with Corcoran on several occasions. It is felt that association of Corcoran with a new management for the Blue network would tend to forestall trouble with the FCC if it should be concerned with sale of the chain.

Funds

Where funds would come to swing such a sale is not known, but most accounts declare that Secretary of Commerce Jesse Jones, who is also Administrator of the Federal Loan Agency, is the most likely prospect. Some sources state that Jones, Corcoran's former boss, would advance the necessary money as a government loan, while others declare that he would arrange the finances thru private sources. Jones is already interested in radio through KTRH, CBS outlet in Houston.

Also broadcasting officials admit that attempts have been made recently

to buy the Blue, they deny that any government officials are involved. It was said that, in view of recent changes from Blue to Red and prospects of FCC regulations of network contracts, NBC hasn't anything to sell a prospective customer. Nevertheless, the admitted attempts to buy were of recent date, and other quarters declare that going concern value would be worth the purchase price.

Mutual Broadcasting System has previously attempted to buy the Blue network from NBC, but earlier discussions broke off when NBC learned that Mutual only wanted a few of the better outlets in order to complete the MBS chain. Information concerning these negotiations indicated a willingness on part of NBC to sell all but not part of the Blue net. Colonel McCormick's re-awakened interest in buying the Blue is said to be due to reports that WOR, Mutual's New York outlet, may leave the chain. Trade sources stated that Mutual has had difficulty in clearing national time with the Bamberger station, because of its local business. Also the constant effort of WOR to retain its individuality as a New York station was reported as irritating to Mutual's Chicago offices. These allegations have been strenuously denied by Bamberger officials.

Observers here declare that, even if the WOR situation is true and Colonel McCormick is trying to buy the Blue network, the National Administration would go to great lengths to prevent the anti-New Deal Chicago Tribune from acquiring more radio power than it has right now.

It is said that the FCC would be spurred into quick action to block such a sale. On the other hand the contrary is reported in prospect for a sale to a group friendly to Washington.

NEW YORK, April 19.—May Sherman, formerly with WNEW, WMCA, and more recently in charge of booking house orchestras at the Hotel Astor, is now associated with Feiner, Furman, & Roberts, Inc., radio ad agency.

Program Reviews

EST Unless Otherwise Indicated

"Whalen's Sidewalk Spelling Bee"

Reviewed Monday, 12:15-12:30 p.m. Style—Spelling bee. Sponsor—Whalen's Jewelry Store. Station—WSPR (Springfield, Mass.).

This three-times-a-week broadcast originates in front of Whalen's in downtown Springfield, where Bob Jones, of the station's staff, decked out in cap and gown, digs up three contestants from the crowd to spell three words each, picked blind from a hat. Each word is worth so much to the contestant who spells it right; and contestants who get their three words right have a chance at the jackpot words. Winning the jackpot consists in taking home a glass bank filled with coins.

The words given are not too difficult and the sums that go with spelling them correctly are reasonable. Jones is not too careful, however, to make sure that the contestant has spelled the words correctly, and in two instances passed over cash for words that were misspelled. He also let one woman in on the jackpot try who had missed two of her three words, also getting three right is necessary for getting a chance at the bank. The announcing and commercials are done by Howard Keefe, who does a creditable job with a too florid script. Zack.

"The Amazing Mr. Smith"

Reviewed Monday, 8-8:30 p.m. Style—Comedy-mystery. Sponsor—American Can Company. Agency—Young & Rubicam. Station—WOR (New York, MBS). First two programs of the American Can Company's "Amazing Mr. Smith," titled *The Case of the Hooting Owl* and *The Case of the Lion's Claw*, impressed as good casting and good writing, also debut program, *Hooting Owl*, was considerably stronger than the second of the series. *Hooting Owl* bristled with comedy lines and abounded in murder,

mystery, and smuggling—all set in a spooky house on Long Island. *Lion's Claw* also had plenty of mysterious killing, but had neither the compact quality nor humor with which *Owl* was loaded.

Cast on both programs was solid, with Charley Cantor, a regular on the Fred Allen and Kate Smith programs, playing a rough and ready valet named Herbie. Herbie's boss is Gregory Smith, played by Keenan Wynn. Cantor, one of the best comedy and dialect performers on the air, delivered flawlessly. Wynn, a trifle nervous at the opening of the first program, came thru strongly. Remaining characters are changed weekly to fit demands of the script.

Smith is scripted by Martin Gosch and Howard Harris, and has background music by Harry Salter's orchestra. Music is good.

Harry Von Zell's commercials were very brief. Young & Rubicam, agency handling the show, explains that the plugs are meant to be institutional in character rather than slanted to hype the sale of Keg-Lined cans for beer. This is so because of heavy defense orders placed with American Can Company. Ackerman.

PHOTOGRAPHS

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80 West 40th St., New York City.

A Half-Time Station



DOING A FULL-TIME JOB

Again . . . for the second time in a month . . . WLS, Chicago, gets national recognition for its service to Mid-West America.

WLS placed second among all clear channel stations in The Billboard Fourth Annual Exploitation Survey. Only a few weeks ago WLS received the George Foster Peabody citation for meritorious service to agriculture.

Exploitation is showmanship; but exploitation at WLS is not of the "stunt" type. We tell our story to listeners in our programming, by localizing WLS interest and coverage. For instance, we have just resumed the WLS County Salutes, broadcast as part of the WLS National Barn Dance and originating in the honor county. We broadcast from all major community events and in so doing are accepted as an integral part of the community.

WLS is a half-time station. Yet, in competition with other clear-channel stations, WLS is recognized for doing a full-time job in its program of constructive service to Mid-West America—a program that builds confidence in any product associated with our name.

WLS

THE PRAIRIE FARMER STATION

Burridge D. Butler, President (Chicago) Glenn Snyder, Manager



IVAN BLACK, winner of second place in the Independent Press Agent Division of The Billboard's Exploitation Survey.

ALBER, BLACK, DAVIS

(Continued from page 6)
the recognition on the basis of merit, Black nevertheless conducted a solid campaign to point up his popularity. The Oboler exploitation was "straight" rather than "stunt" material, and included arrangements for spreads in national mags. In addition, Black contacted schools and colleges, particularly those with radio departments, and persuaded some to use Oboler's plays as model scripts.

Ballyhoo for the Golden Gate Quartet included such stunts as having Mrs. F. D. Roosevelt attend Cafe Society, following which the singers were invited to President's Inaugural at Washington, etc. On Raymond Edward Johnson, Black worked closely with Warren Gerz, of NBC's press department, and consistently exploited Johnson as a versatile actor.

Davis-Lieber Third

Hal Davis & Les Lieber, a new press agent team, started their office November 4, 1940. Their entry for the Exploitation Survey therefore covered a period of slightly less than two months, and the accomplishments in this short time are especially noteworthy.

Stunts included sending wooden nickels to coin machine operators when Victor signed Barry Wood; having Wood collect phonograph needles, selling same for scrap steel and turning funds over to the Aid for Britain organization; chartering a tugboat to carry Wood to Brooklyn for an engagement at the Flatbush Theater. Also did special work for Benny Goodman, such as supplying stations with Words About Music scripts in all towns where Goodman played one-nighters (Music Corporation of America aided in servicing stations); window displays in music stores, etc.

Stunts Versus Straight

In general, press agents submitting entries fell into two categories, those who specialized in stunts and those who stressed consistent rather than flashy space grabbing. George Evans, for instance, pointed out that his entry contained nothing of a sensational nature. He says, "Except for the isolated case of a personality that may lend itself to all kinds of screwy exploitation to

gain space, in the main we have found that conditions in the past few years have changed materially, and the era of the Anna Held milk bath—which, as a space grabber, was fine then—would be laughable, and, we believe, injurious to the average artist today. The secret of exploitation is that, tho you may be grabbing space, it should at no time look like a publicity stunt, because old John Q. Public is pretty smart these days."

Office of Milton Rubin, in submitting material connected with exploitation in the interest of Carol Bruce, mentions the belief that the stunt is definitely passe. Rubin office feels this is so despite the fact many successful stunts were pulled in connection with Miss Bruce's exploitation. "But none of these stunts," it is pointed out, "had as much to do with the amazing amount of space received in magazines and newspapers as did this fact: that our daily copy and feature-angles kept stressing . . . that Carol was one of the few New York girls to make good in her home town, and that she had made the jump from a department store cloak model to a Broadway hit show."

Rubin entry adds, "I think a lot of publicity on radio personalities misses fire because it's better-skitter, sporadic, a string of stunts which have no integral connection with the life and talent of the personality, and which have no continuous theme."

The other side of the picture is most clearly presented by Tom Frazzale's entry, based on the "Gracie Allen for President" gag. Strictly a stunt, but timely and carried out as tho it were straight, this piece of business shaped up as the one outstanding exploitation idea of the year.

Others

Two of the most potent radio exploitation jobs of the year were done by Milt Rubin for Carol Bruce and Steve Hannagan for the Coca-Cola program on Columbia. Details on the Coca-Cola program was carried out by Milburn McCarty, account man on the program. Job was especially noteworthy in view of the tremendous ballyhoo obtained in a very short time. Program began December 1, and for purposes of The Billboard's Survey only exploitation done within a four week period—up to January 1—could be counted.



LES LIEBER, with Hal Davis, won third place in the Independent Press Agent Division of The Billboard's Exploitation Survey.

A couple of the stunts pulled within these weeks included having Albert Spaulding, program's emcee and violinist, fiddle in Times Square as part of the Mile of Dimes campaign. Another stunt resulting in plenty of space was typing up Lily Pons's acquisition of citizenship to her guest appearance with Andre Kostelanetz. McCarty managed it so that she obtained her citizenship papers just prior to the program.

During the first month of the Coca-Cola program Hannagan's office managed to amass approximately 5,000 clippings.



HAL DAVIS, who, with Les Lieber, won third place in the Independent Press Agent Division of The Billboard's Exploitation Survey.

Burriel's
ESTABLISHED 1868
PRESS CLIPPING BUREAU, Inc.
World-Telegram Building
125 Broadway, New York, N. Y.
BRADLEY 7-5371

YOUNG AMERICA'S FAVES

Benny Goodman in Fifth Place; Upward Jump Taken by J. Dorsey

Will Bradley only new band to finish among first 10—prom-goers from Maine to California express their likes and dislikes in orkdom

(Continued from page 2)

America is to offer orchestra leaders, band booking and management offices, dance promoters, and recording companies—as well as anyone else in or out of the band field who is interested—the invaluable service of appraising them. Here and where they stand with that part of the public that has been so largely responsible for the building and the maintaining of the dance band business.

In this, and in subsequent issues of *The Billboard* during the next several

months presents to maestro and those actually engaged in handling them and their bands, all of whom are constantly vying with one another for lucrative and prestige-building campus dates, it is offered as a gauge for ballroom, hotel, and night club operators, radio programmers, and advertising agencies in their continuous attempt to cater to, among others, the youthful part of the country's population.

The Winner

Of foremost interest among the wealth of data achieved thru 171 exhaustive questionnaires is the detailed picture of the favor (or lack of it) in which the prom-trotters hold the orchestras they

WINNERS FOR FOUR YEARS

For purposes of comparison, the following table lists campus tastes in dance orchestras selected by school editors in the four annual college music surveys conducted by *The Billboard* in 1938, 1939, 1940, and the current poll, 1941. Only the first 10 top favorites of each year are listed.

1938	1939	1940	1941
BENNY GOODMAN	ARTIE SHAW	GLENN MILLER	GLENN MILLER
TOMMY DORSEY	KAY KYSER	KAY KYSER	TOMMY DORSEY
HAL KEMP	TOMMY DORSEY	TOMMY DORSEY	KAY KYSER
GUY LOMBARDO	BENNY GOODMAN	BENNY GOODMAN	ARTIE SHAW
KAY KYSER	LARRY CLINTON	ORRIN TUCKER	BENNY GOODMAN
GLEN GRAY	HAL KEMP	JAN SAVITT	JIMMY DORSEY
MORACE HEIDT	GUY LOMBARDO	GUY LOMBARDO	GLEN GRAY
SAMMY KAYE	MORACE HEIDT	SAMMY KAYE	JIMMIE LUNCFORD
JIMMIE LUNCFORD	GLEN GRAY	HAL KEMP	GUY LOMBARDO
WAYNE KING	JIMMY DORSEY	JIMMY DORSEY	WILL BRADLEY

see and hear via theaters, ballrooms, their own dances, recordings, and radio. In choosing their favorites, each school based its selection upon the expressed popularity of the particular band with the majority of its students, and, while the factor of a personal appearance at the college may naturally enough have figured in some cases, the personal angle was largely omitted, with the voting based almost strictly upon a band's performances on the air, on records, and in general personal appearances.

The victory of Miller for the second consecutive year is perhaps precedent-

setting, but it should by no means surprise those in the trade. While other bands have developed notably during the past year, no particular one has risen to a position as yet where it is capable of challenging the imposing Miller popularity. However, the margin of victory for Glenn this year is revealing in that Tommy Dorsey, in placing second, did so in a far closer way than did Kay Kyser last year. With 63 more schools participating in the survey this year than last, Miller totaled 297 points to win, based on three points for first place, two points for second, one point for third (with points split proportionately where the choice was divided between two bands). Last year he captured 251.5 points out of 648; this year his 297 total is out of 1,036 points.

Dorsey's comeback as the result of his sensational *I'll Never Smile Again* recording is nowhere better shown than by his point total in running second to Miller. Tommy's 249 is only 48 behind Glenn's total, all the more amazing inasmuch as last year Dorsey finished third, with 87 points out of a possible 648 (108 colleges voting), six points less than 200 behind Miller. The latter's slight slipping is of course natural, since no band has ever managed to maintain its peak position once the initial heat has cooled off a bit. For that matter, Miller still wound up this year 229 points ahead of his third place competitor, Kay Kyser. If Dorsey hadn't attracted the tremendous interest he did attract with *Smile Again*—unquestionably one of the prime reasons for his excellent showing—Miller might perhaps have won as overwhelmingly as he did last year.

While *Smile Again* was the big factor behind Dorsey's fine comeback in the affections of the college kids, there were other contributing factors during the year, all of which point to the importance of both recordings and a band's song material. Disks like the *Bush* *Low* click and like *Stardust*, combined with Tommy's discovery of tune material such as *Oh, Look at Me Now* and other winners in his *Fame and Fortune* radio song contest, rekindled for Tommy the hold that he had been losing on his youthful constituents. And by the same token, a good many of the college editors remarked, in voting for someone other than Miller for first place this year, that Glenn's stock had lowered because of an endless record procession of similarly styled ballads and swing tunes, each one like the one before.

Show Up Again

Recordings also were responsible practically solely for jumping Artie Shaw (*See Young America's Fave on page 11*)

Accent on Song

BRUNSWICK, Me., April 19.—According to E. Harold Pottle Jr., editor-in-chief of the campus paper at Bowdoin College here, the student body at his school has become increasingly interested in the type of group singing done by the Pied Pipers (with Tommy Dorsey), the Modernaires (with Glenn Miller), and the Bodyguards (with Orrin Tucker). Editor Pottle also claims that there is a growing interest in "feminine specialty singers like Dinah Shore."

He says further that the tendency at his school in hiring bands is to pick those who "sing the top, or at the top, rather than those bands which are permanently popular, or are on the decline."

Material Counts

PROVIDENCE, R. I., April 19.—Thomas Schlesinger, spokesman for Brown University's musical tastes, makes a significant observation when he says that his school feels that Glenn Miller "is slipping fast with his waxings of any pop tune that comes his way, and with stereotyped Eberle-Miller arrangements."

And to advance the theory that good material that's different and unbacked is pretty important to a band's welfare with young America, Johnny Davis, editor of *Drake University's* paper, claims that the Des Moines campus feels this way about it:

"Tommy Dorsey, with his uncovering of such fine tunes as *Oh, Look at Me Now* and *You Might Have Belonged to Another*, has climbed back up there. . . . Bands are popular because of their careful selection of tunes on their radio programs, their fair treatment of new tunes, revamped classics, and novelties. Orchestras, we think, are pretty much on the spot as far as getting good material goes."

weeks, Joe and Jane College will give their outspoken, unbiased, and unprejudiced viewpoints on name and unknown bands, established and young outfits, up-and-coming bands; on vocalists and the important role they play in the box-office appeal of the orchestras with which they sing; on Latin American music and its top interpreters; on swing and on sweet and the future of each; and on the value and importance of phonograph records, in music machines and in fraternity houses, how disks build the popularity of a band, and how they figure in the choice of an ork to play proms. And perhaps most revealing of all, because it is more personalized, the estimates of Mr. Wide Pants and his date on this or that band with which they actually come in contact at school dances—estimates that are sometimes favorable, oftentimes caustic, but always indicative, inasmuch as they comprise a set of dos and do nots for the prom-playing leaders.

In addition to the information that this yearly collegiate dissection of ork-

COLLEGIATE CHOICE OF ORCHESTRAS

The college editors listed, in preferential order, the three dance orchestras which in their opinion are the most popular with the student body at their schools.

For purposes of tabulation, three points are given for a first choice, two for second choice, and one for third choice. Points are divided proportionately where the choice was divided between two bands.

Orchestras were listed by the editors regardless of whether they had ever played on the particular campus, the criterion being their expressed popularity with the student body.

Orchestra	Points for First Choice	Points for Second Choice	Points for Third Choice	TOTAL
GLENN MILLER	205.5	75	16.5	297
TOMMY DORSEY	154.5	76	18.5	249
KAY KYSER	30	27	11	68
ARTIE SHAW	21	29	9	59
BENNY GOODMAN	15	34	6	55
JIMMY DORSEY	9	12	16.5	37.5
Glen Gray	9	8	3	20
Jimmie Lunceford	3	8	3.5	14.5
Guy Lombardo	6	2	4	12
Will Bradley	3	7	2	12
Fred Waring	3	4	4.5	11.5
Woody Herman	—	2	8.5	10.5
Freddy Martin	6	4	—	10
Bobby Byrne	3	3	3	9
Bob Chester	3	2	4	9
Charlie Barnet	—	2	7	9
Gene Krupa	3	2	3.5	8.5
Duke Ellington	6	—	2	8
Sammy Kaye	3	2	3	8
Wayne King	3	2	2	7
Horace Heidt	—	4	3	7
Bob Crosby	3	—	3	6
Charlie Spivak	—	2	3.5	5.5
Larry Clinton	3	—	2	5
Dick Jurgens	3	—	2	5
Orrin Tucker	—	4	1	5
Russ Morgan	—	4	—	4
Jan Savitt	—	3	1	4
Eddy Duchin	—	2	2	4
Vaughn Monroe	3	—	.5	3.5
Ed Gerlach	3	—	—	3
Ray Herbeck	—	2	—	2
Harry James	—	2	—	2
Joey Kearns	—	2	—	2
Ruby Newman	—	2	—	2
Ray Noble	—	2	—	2
Xavier Cugat	—	—	2	2
Jack Teagarden	—	—	2	2
Ted Weems	—	—	2	2
Alvino Rey	—	—	1.5	1.5
Tony Pastor	—	—	1.5	1.5
Count Basie	—	—	1	1
Bill Carlson	—	—	1	1
Gay Claridge	—	—	1	1
Marvin Dale	—	—	1	1
Henry King	—	—	1	1
Tommy Tucker	—	—	1	1
Harry Owens	—	—	.5	.5
NO CHOICE	4 schools	6 schools	10 schools	

Plug for the Canaries

KNOXVILLE, Tenn., April 19.—Formula for successful dance bands—successful, at any rate, with the student body at the University of Tennessee here—comes from Joe B. Foster, speaking for the school as music editor of its *Orange and White* mag.

"We like a dance band that will play about two or three medium fox-trots to one fast number, and has a good number of novelties. Throw these in and everybody has a big time at a dance."

"Tricky gal vocalists don't hurt the band none, either; is the campus *Lochinvara's* chant?"
Are they kidding?

COLLEGES PARTICIPATING IN SURVEY

State and City	College	Student Body	No. of Big Dances During School Yr.*	Band Budget	State and City	College	Student Body	No. of Big Dances During School Yr.*	Band Budget
ALABAMA					NEW JERSEY				
Birmingham	Birmingham Southern College	1,055	16	(local orks)	Convent Sta.	College of St. Elizabeth	405	6	\$100-\$150
Birmingham	Howard College	669	6-8	\$500	Upsala College		396	30	\$2,250
ARIZONA					Newark	University of Newark	1,597	11	\$9,000-\$12,500
Flagstaff	Arizona St. Teachers' College	486	15	(local orks)	New Brunswick	Rutgers University	1,900	4	\$900 each
ARKANSAS					Upper Montclair	Mont. State Teachers' College	784	24	\$75 per dance
Fayetteville	University of Arkansas	2,754	20	\$6,000	NEW MEXICO				
State College	Arkansas State College	1,750	15	—	Albuquerque	University of New Mexico	1,835	20	—
CALIFORNIA					NEW YORK				
Chico	Chico State College	872	15	\$2,000	Brooklyn	Brooklyn College (Day)	6,521	20	\$1,000
Claremont	Pomona College	801	7	\$800 average	Buffalo	University of Buffalo	1,776	20	\$1,620
Fresno	Fresno State College	1,656	8	\$50-\$150 each	Hamilton	Colgate University	1,060	2	\$1,000
Los Angeles	Los Angeles City College	6,741	6	\$5,000-\$6,000	Hempstead	Hofstra College	804	4	\$1,000-\$4,000 each
Los Angeles	California Institute of Tech.	822	7	\$3,500	Ithaca	Cornell University	6,924	11	dance
Sacramento	Sacramento Junior College	2,255	8	(local orks)	New York City	City Coll. of N. Y. (Lib. Arts)	7,759	weekly	\$50-\$100 each
San Francisco	University of San Francisco	759	6	\$200 each	New York City	Cooper Union	1,888	1	\$400
Santa Ana	Santa Ana Junior College	1,128	6	\$300	New York City	Fordham University	6,145	4	\$2,600
Santa Barbara	University of Santa Clara	1,427	12	(student ork)	New York City	Manhattan College	1,250	6-7	—
Santa Clara	University of Santa Clara	519	5	\$1,200-\$1,400	New York City	N. Y. Univ. (Sch. of Com.)	9,282	5	\$500
Stanford U.	Stanford University	4,561	3	\$600-\$1,500 each	New York City	N. Y. Univ. (Coll. Arts & Sc.)	1,108	12	\$900-\$1,200
COLORADO					New York City	N. Y. (Wash. Sq. Coll., Eve.)	1,406	8	—
Boulder	University of Colorado	4,125	4	\$300-\$1,000 each	New York City	Yeshiva College	1,350	2	\$1,800
Denver	University of Denver	3,354	9	\$600	Niagara	Niagara University	1,129	15	\$3,000
Fort Collins	Colo. St. Coll. of A. & M.	1,392	14	\$100-\$350	Rochester	University of Rochester	6,843	10-12	\$600-\$2,000
CONNECTICUT					Syracuse	Syracuse University	1,488	4	\$750-\$1,500 each
New Haven	Yale University	5,358	6	\$2,500-\$3,500	Troy	Rensselaer Poly. Institute	1,488	4	—
New London	Connecticut College	742	5	\$500-\$1,000	NORTH CAROLINA				
DELAWARE					Davidson	Davidson College	671	16	\$5,000-\$6,000
Newark	University of Delaware	996	15	\$2,500	Mars Hill	Mars Hill College	802	—	—
DISTRICT OF COLUMBIA					Wake Forest	Wake Forest College	994	1	\$1,500
Washington	American University	1,186	25	\$75 each	NORTH DAKOTA				
Washington	Catholic University of America	1,949	4	\$1,500	Grand Forks	University of North Dakota	1,939	12	\$900
Washington	Georgetown University	1,633	3	\$3,000-\$3,500	OHIO				
FLORIDA					Athens	Ohio University	2,345	4-5	\$5,000
Gainesville	University of Florida	3,438	6	\$6,000-\$8,000	Berea	Baldwin-Wallace College	812	20	\$2,000
GEORGIA					Cincinnati	University of Cincinnati	5,695	10	\$5,000
Americus	Georgia Southwest College	330	5	\$200	Cleveland	Case School of Applied Science	1,093	7-8	\$700-\$1,100
Athens	University of Georgia	3,739	3	\$8,000	Cleveland	John Carroll University	14,368	6	\$4,000
Atlanta	Georgia School of Technology	2,588	6	\$1,200	Columbus	Ohio State University	2,591	15	\$3,000
Dalhousie	North Georgia College	580	12	\$1,000	Kent	Kent State University	1,460	6	\$800
Milledgeville	Georgia St. Coll. for Women	1,604	8	—	Oberlin	Oberlin College	1,460	6	\$800
IDAHO					OKLAHOMA				
Caldwell	College of Idaho	399	8	(local orks)	Ada	E. Cent. St. Teachers' Coll.	1,464	10	\$150 each
Pocatello	Univ. of Idaho (Southern Branch)	1,200	9	\$900	Oklahoma City	Oklahoma City University	625	25	\$100 each
ILLINOIS					Tulsa	University of Tulsa	961	8-10	\$125
Champaign	University of Illinois	13,380	8-10	\$1,000 each	OREGON				
Chicago	University of Chicago	9,849	10	\$1,000 for big bands	Eugene	University of Oregon	3,644	10	\$5,500
Chicago	Loyola University	4,655	15	\$85 each	Monmouth	Oregon Normal School	1,017	10	\$1,000
De Kalb	No. Ill. Teachers' College	1,030	30	\$2,000	Portland	University of Portland	744	15	\$800-\$1,000
INDIANA					PENNSYLVANIA				
Crawfordsville	Wabash College	441	4	\$2,500-\$2,800	Bethlehem	Lehigh University	1,867	3	\$1,200-\$1,500 each
Fort Wayne	Indiana Technical College	427	12	\$800	Carlisle	Dickinson College	585	4	\$1,000
Crescent	DePauw University	1,416	6	\$850	Collegeville	Union College	1,250	9	\$900
Indianapolis	Butler University	1,774	6	\$300-\$300 each	Gettysburg	Gettysburg College	666	6	\$2,700
Muncie	Ball St. Teachers' College	1,360	25	\$3,500	Haverford	Haverford College	315	8	\$150-\$1,000
IOWA					Lancaster	Franklin & Marshall College	915	5	\$3,000
Ames	Iowa State College A. & M.	6,012	20	\$600 each	Philadelphia	Temple University	6,444	10	\$6,000
Des Moines	Drake University	2,014	10	\$3,000	Pittsburgh	Carnegie Inst. of Tech.	2,375	10	\$5,000
Dubuque	Loras College	750	4	\$400	Syracuse	University of Syracuse	5,238	5	\$2,500
Iowa City	State University of Iowa	6,802	16	\$300-\$1,300 each	State College	Pennsylvania State College	6,996	4	\$5,000
KANSAS					Villanova	Villanova College	914	5	\$1,000-\$1,600
Emporia	Kansas State Teachers' College	1,890	8-10	\$40-\$150 each	West Chester	W. C. State Teachers' College	1,514	3	—
Lawrence	University of Kansas	4,874	4	\$3,500-\$4,000	RHODE ISLAND				
Wichita	Municip. University of Wichita	1,581	5	—	Rhode Island State College		1,230	7	\$2,500-\$3,000
KENTUCKY					Providence	Brown University	2,215	6	\$3,600
Lexington	Transylvania College	559	27	\$500	TENNESSEE				
Lexington	University of Kentucky	4,065	10	\$2,500	Knoxville	University of Tennessee	3,549	2	\$4,000
LOUISIANA					Lebanon	Cumberland University	534	5	\$500
Natchitoches	La. State Normal College	1,924	10	—	Murfreesboro	State Teachers' College	1,130	3	\$150
Ruston	La. Polytechnic Institute	1,905	4	\$800	TEXAS				
MAINE					Arlington	No. Tex. Agricultural College	1,360	9	(local orks)
Brunswick	Bowdoin College	641	4	\$3,500	Denton	Tex. St. Coll. for Women	2,847	12	\$75-\$500 per dance
Orono	University of Maine	1,929	6	\$2,500	Fort Worth	Texas Wesleyan College	643	10	(local orks)
Waterville	Colby College	684	16	\$2,000	Huntsville	Sam Houston St. Teachers' Coll.	1,253	12	—
MARYLAND					Nacogdoches	S. F. Austin St. Teachers' Coll.	936	12	\$200
Annapolis	United States Naval Academy	2,166	1	\$1,500	San Antonio	U. of San Antonio	3,660	9-15	"not available"
Baltimore	University of Baltimore	1,301	6	(local orks)	Waco	Baylor University	2,566	30	—
College Park	University of Maryland	4,425	10	\$8,000	Wichita Falls	Hardin Junior College	2,550	5	—
Frederick	Hood College	440	2	\$750	UTAH				
MASSACHUSETTS					Logan	Utah St. Agricultural College	3,229	7-8	(local orks)
Ambert	Massachusetts State College	1,307	4	\$450 each	Provo	Brigham Young University	2,790	60	\$2,500
Benton	Northeastern University	2,110	25	\$6,000	VERMONT				
Cambridge	Harvard University	5,333	21	\$800 a dance	Northfield	Norwich University	364	4	\$3,000-\$3,500
Cambridge	Mass. Institute of Tech.	3,785	4	\$5,000	VIRGINIA				
Medford	Tufts College	2,157	3	\$1,250-\$2,000	Blacksburg	Virginia Polytechnic Institute	2,780	3	\$1,500-\$3,000 each
Springfield	American International College	608	5	\$1,275	Harrisonburg	Madison College	1,124	10	—
Springfield	Springfield College	530	1	\$800	Richmond	U. of Rich. Westhampton Coll.	1,135	22	\$9,000
Williams town	Williams College	826	2	\$1,500	Sweet Briar	Sweet Briar College	450	2	\$700
Worcester	Becker College	500	4-5	"few hundred"	Union Station (Charlottesville)	University of Virginia	2,922	4	\$10,000
Worcester	Clark University	382	3	\$1,200	WASHINGTON				
MICHIGAN					Pullman	State College of Washington	4,178	15	\$700
An Arbor	University of Michigan	12,488	12	\$200-\$1,200 each	Seattle	University of Washington	12,271	4	\$1,200
Detroit	University of Detroit	2,313	4	\$500-\$1,000	WEST VIRGINIA				
East Lansing	Michigan State College	6,182	8-9	\$150-\$1,600	Bethany	Bethany College	401	6	\$125-\$450
East Pleasant	Central St. Teachers' College	1,275	10	\$2,500	Buckhannon	W. Va. Wesleyan College	597	6	\$300
MINNESOTA					Glennville	Glennville St. Teachers' College	705	6	\$600
Northfield	Carleton College	848	6	\$5,000	Morgantown	West Virginia University	3,196	12	\$300-\$850 each
MISSISSIPPI					WISCONSIN				
University	University of Mississippi	1,382	2	\$2,500	Appleton	Lawrence College	714	5	\$2,500
MISSOURI					La Crosse	State Normal College	790	4	\$120 each
Cape Girardeau	S. F. Mo. St. Teachers' College	983	15	\$1,500	Madison	University of Wisconsin	12,395	6	\$5,000
Columbia	University of Missouri	5,740	8	\$1,000 per	Milwaukee	Milwaukee St. Teachers' Coll.	1,493	10	\$3,000
Fayette	Central College	658	10	(student ork, except 1 dance of \$350 for band)	WYOMING				
MONTANA					Laramie	University of Wyoming	2,188	11	\$1,200
Springfield	Drury College	378	10	\$1,000	WEST VIRGINIA				
Missoula	Montana State University	2,117	10	\$500	WASHINGTON				
NEBRASKA					St. Anselm's College		300	5	\$1,500
Hastings	Hastings College	558	—	—	NEW HAMPSHIRE				
Lincoln	University of Nebraska	7,207	7	\$5,000	Manchester	St. Anselm's College	300	5	\$1,500
Omaha	Creighton University	1,496	10	\$1,500					

(* The number of big dances held at the college during the school year is exclusive of fraternity and sorority dances and house parties.

YOUNG AMERICA'S FAVES

(Continued from page 9)

into fourth place, after his barbed broadsides at the genus litterbug more than a year ago were more or less the reason for his self-imposed temporary exile from the band business, and his subsequent sliding down to 11th place in *The Billboard's* 1940 college survey. The year before Shaw had emerged the winner, with a 174.5 total, only to have his series of statements and actions, hardly designed to ingratiate himself with the younger element among his audiences, push him down to a mere 10 points the following year.

But during the past 12 months Artie has come up with a new band, a new style, and records such as *Friend and Steadfast*. And his attitude toward the prototypes of the voters in this poll (in many cases the voters themselves, no doubt) has apparently been forgiven in the face of his definitely superior brand of "new" music. Without having played any colleges or theaters since his return to the business with his large ork a year ago, Shaw is only nine points behind the cream-puff King of practical procedure, that meritorious (and hit) platters are vitally important to an orchestra these days.

In finishing fifth and sixth, Benny Goodman and Jimmy Dorsey fall back and hopped ahead, respectively. Goodman was fourth last year, while Jimmy at that time had to be content with 10th place. Climbing up four notches is indicative that Dorsey is becoming increasingly popular with the campus prom-goers, not the least of the reasons for which is, once again, the good and good-selling records turned out by this band during the past months. Goodman's slight descent is understandable,asmuch as his illness of last summer kept him out of the business for some time, and then a further period of staying away from audiences was consumed in building his new band.

Orrin Tucker and Jan Savitt took bad tumbles in the voting this year. Tucker, whose recording of *Oh, Johnny!*—with the invaluable aid of we Bonnie Baker—had placed him near the top of the heap a year ago, netting him a nice fifth place. This time drops down to the 10th slot, tied with Larry Clinton and Dick Jurgets. And Savitt's failure to maintain the pace that landed him in sixth position in 1940 has resulted in his sliding down to a 25th-place tie with Russ Morgan and Eddy Duchin. In Jan's case, the answer is probably a lack of air time; the year before, he had been broadcasting steadily from the Hotel Lincoln in New York, but this year has found him touring without any radio representation, and no disk recordings.

Bradley Shows Well

Will Bradley, as the result of hit waxings such as *Beat Me Daddy, Eight to a Bar* and its companion piece, *Scrab Me Mama*, *With a Boogie Beat*, finished surprisingly well for a comparatively new band—about 10 months old—and his placing 10th is perhaps the beginning of a long and sustained collegiate popularity. Having managed to make the same points that have enjoyed in previous years are Guy Lombardo and Glen Gray, with Jimmie Lunceford taking a good upward leap from his 24th place position last year into an enviable eighth place this year, his nearest competition in the colored ork division being Duke

AS FOR VOCALISTS . . .

NEXT week *The Billboard* offers another view of the band-college picture—the esteem, or lack of it, in which the nation's campuses hold the boys and girls who sing with dance orchestras, who in so many cases materially influence the success of the bands with which they sing, and who have their own large followings as personalities in their own right. . . .

WHICH OF THEM are the top favorites of collegiate America?—Which MALE VOCALIST and which GIRL VOCALIST are the No. 1 choices of Joe and Jane College?—Have new chirping stars usurped the places of prime faves of former years, or are the collegians loyal to the old guard? . . .

THE BILLBOARD in next week's issue reveals the head man and the head gal among the warblers. Be sure to read this important angle of the FOURTH ANNUAL COLLEGE MUSIC SURVEY.

Ellington, not even close in 18th position.

Forty-eight orchestras in all are represented in this year's voting, only nine more than last year, despite the increase of 63 in the total number of colleges and universities taking part in the survey. A detailed listing of the schools polled will be found in this department, offering statistical information on student bodies, number of big dances held on each campus during the school year, and approximate budgets expended on importing dance bands for these proms.

To conserve space, this year only the total registration of students at each school is given in the accompanying chart. Anyone interested in learning the number of men or the number of women students at any school will be supplied with that information upon writing *The Billboard's* New York office.

(Continued Next Week)

Music Items

Publishers and People
CHICK KARDALE has left the Doraine Music firm, leaving Pete Doraine and Joe Marsala at the helm in New York. House is currently publishing *Thumbs Up*, and McFarland Twins ork is recording it this week.

The Sudlik and Szegei music pubs have assigned performance rights of their catalog to BMI.

Willie Horowitz, formerly of Robbins, Miller Music, and Mayfair, is in Miami sopping up a vacation.

Mimi Cadron, Helen Wartels, and Evelyn Love Cooper, all neophytes to the song biz, are reported to have a likely chance for hitdom with their *Lily From Chile*, published by E. B. Marks.

Joey Stool has gone back to Chicago after a spell in New York.

Delph Singer, Larry Shay, and Eddie Lambert incorporated their songwriting talents in Albany under the name of Tin Pan Alley Music Corporation. Frank Stanley, author of "No Time for the Sun," is in charge of the special material department.

It marks the first time that Tin Pan Alley has had a publishing firm on it with the same name. Only other firm bearing "Tin Pan Alley" in its moniker is Frank Capone's in Philadelphia.

Songs and Such
JOEYNY LONG'S trombone player, Ed Butner, has penned a new one titled *Song of the Toreador*. It's a swing creation.

Santo Domingo, by Bill Waters and Harvey Brooks, and *Don't Kiss Yourself*, by Howard Stetter and Waters, have been purchased by Monogram Pictures for the pic *Red Head*, now in production.

Another patriotic tune hit the boards in the ditty *Uncle Sam, Here I Am*, written by Ray Perkins and George McKinno, and published by Jerry Kanner.

The army has already approved it for camp use, and Dick Kuhn's ork is set to record it soon for Decca.

Clarence Stout and Murray Wilson's tune, *The Deacon's Gonna Weehee*, is being featured by Fats Waller and his Bluebird recorders.

Orchestra Notes

By DANIEL RICHMAN

Broadway Bandstand
WILL BRADLEY is set for the following up to TOMMY DORSEY on the Astor Roof, starting July 10. . . . Dorsey starts his repeat run there the end of next month. . . . **GARMEN MASTREIN**, former Dorsey guitarist, left the Joe Marsala crew, with which he had been appearing for some time, and is filling in for the nonce with **ERNIE HOLST'S** band at El Morocco. . . . he'll be with it until the 21st, after which he goes over to NBC for the summer. . . . **MARION FRANCIS** is departing the Frankie Masters ork to do some radio work. . . . replacement is **PHYLLIS MILES**, latterly of the Will Bradley contingent. . . . **DICK ROGERS** goes back into Roseland for three months, beginning May 6. . . . **BOBBIE ENGEL** is back with the band as vocalist on a three-year contract. . . . **JOEYNY LONG**, current incumbent of the Roseland podium, leaves there when Rogers comes in to do a month of one-nighters in New England and down South. . . . **MAXINE TAPPAN**, singer, recently at the Palmer House, Chicago, goes with the **SANDE WILLIAMS** band at the Astor, and will also appear with the crew when it plays the Statler in Detroit this summer. . . . **BOBBY DAY** is back at Arcadia Ballroom for his third repeat, this one to last 18 weeks. . . . **Singer MICHAEL LORING**, fronting a five-piece combo at the Beachcomber, signed with MCA, and begins rehearsing a 14-man outfit. . . . **PANCHO**, also at the Beachcomber, is likewise enlarging his group, from 9 pieces to 14. . . . for his Ben Marden's Riviera May 9 opening. . . . Instead of yesterday (18) **EMILE PETIT** returns to the Savoy-Plaza May 2.

Coast Chatter
CHUCK POSTER, playing in the **BITMORE Bowl**, has made a copy of his composition, *I've Been Drafted*, and mailed it to a woman radio listener who requested it. . . . It will be sent to a British soldier in Africa. . . . **JACK TEAGARDEN** has just finished his sound track work on *The Birth of the Blues* at Paramount, and will soon face the cameras. . . . **JAN SAVITT** follows Teagarden into Casa Manana, opening here May 20, a week before Teagarden moves into the Los Angeles Paramount for a week. . . . **JIMMIE LUNCEFORD** is skedded for Casa Manana June 24. . . . **FREDDIE NAGEL** is in his sixth month at the Bel Mar Club in Santa Monica. . . . he came in to stay six weeks. . . . **CELELE BURKE** still holds forth at Bal Tabrin.

Midwestern Murmurs
SHERMAN HOTEL, Chi., eager to draw musicians on their off-night (usually Monday), is introducing a jazz concert feature in the Panther Room April 28. . . . room usually is closed Mondays. . . . **PAUL JORDAN**, local jazz outfit, will play the first concert, with prominent guest stars also set, among them **COLEMAN HAWKINS**. . . . Western, Inc., has signed **HUD FREEMAN** to a management contract. . . . Freeman is currently fronting a five-piece combo at the Brass Rail, Chi., and will be there until May 12. . . . he'll then take to the road with 10 men. . . . **EDDIE LE BARON** will share bandstand honors with **DON PEDRO** at the Rumba Casino, Chi., when it opens around May 18. . . . **GENE AUSTIN** goes into the Muehlebach Hotel, Kansas City, Mo., for two weeks May 9. . . . **FERNANDO CANAY** returns to the Colony Club, in the Windy City, May 2, succeeding Bobby Ramos. . . . **TED WEEMS** opens the season at the Meadowbrook Country Club, St. Louis, May 23, and two

weeks later is followed by **BERNIE CUMMINS** for a fortnight. . . . **GALE ROBINS**, former chirper for Phil Levant, joined Jan Gardner's outfit at the Palmer House, Chicago, following a spell at the Ambassador West Buttery in the Loop. . . . **JOHNNY GILBERT** back to the Lowry, St. Paul, May 24, indef. . . . **GAY CLARIDGE**, current there until April 23, into Merry Garden Ballroom, Chi., May 3, for five weeks. . . . three more Frederick Roes' Music Corporation summer accounts, all repeats, are Excelsior (Minn.) Park; Peony Park, Omaha, Neb., and Forest Park, St. Louis. . . . new policy at spots calls for limited engagements (week or two) of all bands. . . . **FRANKIE QUARTELL** starts his third year at Colosimo's, Chi. . . . **LAWRENCE WELK** into the Peabody, Memphis, for three weeks June 7. . . . **RED SAUNDERS** back to the Club DeLisa, Chicago, on the 19th for the spring and summer.

Of Maestri and Men
AL DONAHUE follows Glenn Miller into the Palladium, Los Angeles, May 23, with the **ANDREW SISTERS** also on the bill. . . . William Morris Agency released **CARLOS MOLINA** from his contract this week. . . . **ART MOONEY'S** ork replaced **TEDDY POWELL** at Bordewick's in Tuckahoe, N. Y. . . . Powell goes to hospital to recuperate from a lame back. . . . **LITTLE JACK LITTLE** into the Edgewater Beach Hotel, Chi., May 9 for six weeks, then hops to Kansas City, Mo., for a Muehlebach engagement. . . . **MUGOOSY SPANIER** and his new band played their first date Saturday (12) at the Riverside in Chester, Pa., an eight-day date. . . . **STUFF SMITH** takes over at Kelly Stables, New York, April 24. . . . **JOE MARSALE** at the Capitol Bar, Chi., on the 29th. . . . **SONNY DUNHAM** and **SAM DONAHUE** are the two latest additions to the Bluebird label. . . . **BARRY WOOD** and the **KING SISTERS** get together for a pair of sides on Victor. . . . MCA has Enns Jettick Park, Auburn, N. Y., exclusive, with **RED NORVO** in for the May 24 week. **JOHNNY MESSNER** the June 2 week. **GEORGE HALL** the 9th, and **BUNNY BERIGAN** the 16th. . . . Palisades Amusement Park starts its dancing season April 26-27, with **BEN BERNIE** on hand for the music-making.

New England Newsings
JACK MARSHALL has set **HOWARD JACOBS JONES** at Webster Dock Inn for the season. . . . **VAUGHN MONROE** played the opening of the new recreation center at Camp Edwards on Cape Cod. . . . band got night off from Hotel Statler for the date. . . . **MICKEY ALPERT** nearing the completion of his second year at Coconut Grove. . . . name band a week policy for one-night at Cappy's, North Easton, nery, proved big drawing card, with **BUNNY BERIGAN** the first attraction. . . . **MAE RALLETT** played his first New England date after a run at the Edison Green Room, New York, drawing well at King Philip Ballroom, Wrentham, Mass. . . . **SAM DONAHUE** due at Roseland-State Ballroom for several-day stand. . . . **RED NICHOLS** playing New England steadily with scattered one-night ballroom dates and proms at Boston College, Pembroke, and University of New Hampshire.

PHOTO REPRODUCTIONS

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AND THE SCREWBALLS

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Now on Fourth Big Week
Blackhawk Grill, Chicago

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Definite Ideas

WICHTA, Kan., April 19.—Grace Kinsdarter, editor of the University of Wichita's *Sunflower*, states the case for her campus tux, entering into a rather noted controversy in doing so.

"We hate BMI, and we're pulling for ASCAP. (Note: no reason given.) We want swing music, romantic vocals, and more personal appearances for less money. (Note: that's not a bad idea, either.) We would love to see Glenn Miller or Artie Shaw, or any lesser satellites. Anyway, we enjoy our music. Could use a lot more of it."

WANTED

YOUNG HAWAIIAN BAND

For Club, Modern entertainers. Girl for band. Must be good. Write or visit.

MELVIN DEAN

Southern Club LAWTON, OKLA.



the Billboard

MUSIC POPULARITY CHART

WEEK ENDING
APRIL 18, 1941

LEADING MUSIC MACHINE RECORDS

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 for the Record Buying Guide feature that appears in Music Machine Section. Reports are gathered from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

Number of weeks recordings have appeared in "Going Strong" is indicated in parentheses following titles in that section.

GOING STRONG

HIGH ON A WINDY HILL. (7th Week) Jimmy Dorsey, Sammy Kaye, Vaughn Meares.

THERE'LL BE SOME CHANGES MADE. (5th Week) Benny Goodman, Vaughn Meares, Ted Weems.

IT ALL COMES BACK TO ME NOW. (4th Week) Gene Krupa, Nat Kemp, Ted Weems.

AMAPOLA. (3d Week) Jimmy Dorsey, Sammy Kaye, Connie Boswell.

COMING UP

OH, LOOK AT ME NOW. Tommy Dorsey.

DOLORES. Tommy Dorsey, Bing Crosby.

THE WISE OLD OWL. Al Donahue, Joe Reichman, Dick Robertson, Teddy Powell.

BOOGIE WOOGIE BUGLE BOY. Andrews Sisters, Woody Herman.

FRIENDLY TAVERN POLKA. Horace Heidt.

THE BAND PLAYED ON. Guy Lombardo.

GOODBYE NOW. Horace Heidt.

I, YI, YI, YI, YI. Andrews Sisters.

UNTIL TOMORROW. Sammy Kaye.

I UNDERSTAND. Jimmy Dorsey.

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

This compilation is based upon reports from the following retail stores of their 10 best selling records of the past week. New York City: Center Music Store; Bloomfield Music Shop; Liberty Music Shop; Vesey Music Shop; Galety Music Shop. Boston: Boston Music Co.; The Melody Shop; Mosher Music Co., Inc.; Philadelpha: Ted Burke, Inc.; Wayman Co.; Co-Operative Music Co. Washington: George's Radio Co., Inc. Denver: The May Co.; The Record Shop; Charles E. Wells Music Co. Salt Lake City: Z. C. M. I. Record Dept. Portland, Ore.: Meier & Frank Co.; J. E. Gill Co. Los Angeles: Birken-Balderson; Southern California Music Co.; Hollywood House of Music. San Francisco: Schwabacher-Frey; Quigg Music Co. Chicago: Sears, Roebuck & Co.; Marshall Field; Wurlitzer's; Lyon & Healy; Garrick Music Shop; Goldblatt Bros. Cincinnati: Song Shop; Willis Music Co.; Rudolph Wurlitzer Co.; Steinberg's, Inc.; Clifton Music Shop. Milwaukee: Schuster's; Record Library (Ed Drans). Broadway House of Music; J. B. Bradford Piano Co. Des Moines: Des Moines Music House; Davidson Co. Detroit: Wurlitzer's; Crinnell Bros. Kansas City, Mo.: Music Box. St. Louis: Aeolian Co. of Music; Famous & Barr. St. Paul: W. J. Dyer & Bros.; Mayflower Variety Co. Cleveland: Hilde Bros. Co. Springfield, Mo.: L. E. Jones Music Co.; Birmingham: Nelen's Radio Service Shop; E. E. Forbes & Sons; Monarch Sales Co.; Louis Plaza Dry Goods Co. Atlanta: Cox Prescription Shop. Raleigh, N. C.: James E. Thiem; C. H. Stephenson Music Co. Miami: Richards Store Co.; Birdline's, Inc. New Orleans: Louis Grunewald Co., Inc.; G. Schirmer, Inc. Fort Worth, Tex.: McGroarty's; Kemble Bros. Furniture Co. San Antonio: Thomas Acous; Alamo Piano Co.; San Antonio Music Co.

NATIONAL

POSITION Last This Wk. Wk.	1	2	3	4	5	6	7	8	9	10									
1	1. AMAPOLA —JIMMY DORSEY	2	OH, LOOK AT ME NOW —TOMMY DORSEY	3	ALEXANDER THE SWOOSIE —KAY KYSER	4	DO I WORRY? —TOMMY DORSEY	5	BLUE FLAME —WOODY HERMAN	6	THERE'LL BE SOME CHANGES MADE —BENNY GOODMAN	7	DOLORES —TOMMY DORSEY	8	WISE OLD OWL —AL DONAHUE	9	FRENESI —ARTIE SHAW	10	DOLORES —BING CROSBY

EAST

POSITION Last This Wk. Wk.	1	2	3	4	5	6	7	8	9	10									
1	1. Amapola —Jimmy Dorsey	2	Oh, Look at Me Now —Tommy Dorsey	3	Song of the Volga Boatman—Glenn Miller	4	Dolores —Tommy Dorsey	5	I Understand —Jimmy Dorsey	6	There'll Be Some Changes Made —Benny Goodman	7	Do I Worry? —Tommy Dorsey	8	Apple Blossom Time —Andrew Sisters	9	Frenesi —Artie Shaw	10	Music Makers —Harry James

WEST COAST

POSITION Last This Wk. Wk.	1	2	3	4	5	6	7	8	9	10									
1	1. Amapola —Jimmy Dorsey	2	Oh, Look at Me Now —Tommy Dorsey	3	Alexander the Swosie —Kay Kyser	4	Tonight —Xavier Cugat	5	Frenesi —Artie Shaw	6	Blue Flame —Woody Herman	7	Do I Worry? —Tommy Dorsey	8	Anvil Chorus —Glenn Miller	9	Dolores —Bing Crosby	10	Dolores —Tommy Dorsey

MIDWEST

POSITION Last This Wk. Wk.	1	2	3	4	5	6	7	8	9	10									
1	1. Amapola —Jimmy Dorsey	2	Oh, Look at Me Now —Tommy Dorsey	3	Tonight —Glenn Miller	4	The Band Played On —Guy Lombardo	5	Wise Old Owl —Al Donahue	6	Alexander the Swosie —Kay Kyser	7	Intermezzo —Wayne King	8	Anvil Chorus —Glenn Miller	9	Intermezzo —Eric Madriguera	10	Goodbye Now —Horace Heidt

SOUTH

POSITION Last This Wk. Wk.	1	2	3	4	5	6	7	8	9	10									
1	1. Amapola —Jimmy Dorsey	2	Do I Worry? —Tommy Dorsey	3	Oh, Look at Me Now —Tommy Dorsey	4	Blue Flame —Woody Herman	5	Alexander the Swosie —Kay Kyser	6	Dolores —Bing Crosby	7	There'll Be Some Changes Made —Benny Goodman	8	Apple Blossom Time —Andrew Sisters	9	Wise Old Owl —Al Donahue	10	Goodbye Now —Horace Heidt

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

This compilation is based upon reports received from the following sheet music jobbers and dealers of their 15 best selling songs of the past week. New York City: Music Dealers' Service, Inc.; Ashley Music Supply Co. Pittsburgh: Volkwein Brothers, Inc. San Francisco: Pacific Coast Music Jobbers; Sherman, Clay & Co. Los Angeles: Morse M. Freeman, Inc. Seattle: Capitol Music Co. Portland, Ore.: Silvert Music Co. Chicago: Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Co.; A. C. McClure. St. Louis: St. Louis Music Supply Co. Kansas City, Mo.: Jenkins Music Co. Detroit: Crinnell Brothers. San Antonio: Southern Music Co. Fort Worth, Tex.: Auli Music Co. New Orleans: G. Schirmer of Louisiana. Atlanta: Cable Piano Co. Phoenix, Ariz.: Dawson Music Co.

NATIONAL

POSITION Last This Wk. Wk.	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15														
1	1. AMAPOLA	2	WISE OLD OWL	3	WALKING BY THE RIVER	4	NEW SAN ANTONIO ROSE	5	IT ALL COMES BACK TO ME NOW	6	GOODBYE NOW	7	THERE'LL BE SOME CHANGES MADE	8	OH, LOOK AT ME NOW	9	GEORGIA ON MY MIND	10	HIGH ON A WINDY HILL	11	DOLORES	12	YOU ARE MY SUNSHINE	13	NO, 10 LULLABY LANE	14	I'LL BE WITH YOU IN APPLE BLOSSOM TIME	15	FRENESI

EAST

POSITION Last This Wk. Wk.	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15														
1	1. Amapola	2	No. 10 Lullaby Lane	3	Wise Old Owl	4	Walking by the River	5	Oh, Look at Me Now	6	Dolores	7	I'll Be With You in Apple Blossom Time	8	You Walk by the River	9	Georgia on My Mind	10	Intermezzo	11	My Sister and I	12	Goodbye Now	13	I Hear a Rhapsody	14	There'll Be Some Changes Made	15	Do I Worry?

MIDWEST

POSITION Last This Wk. Wk.	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15														
1	1. Amapola	2	Wise Old Owl	3	There'll Be Some Changes Made	4	Do I Worry?	5	High on a Windy Hill	6	I Hear a Rhapsody	7	Walking by the River	8	You Walk by the River	9	No. 10 Lullaby Lane	10	It All Comes Back to Me Now	11	Marie Elena	12	Tonight	13	Georgia on My Mind	14	You Are My Sunshine	15	Oh, Look at Me Now

WEST COAST

POSITION Last This Wk. Wk.	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15														
1	1. Amapola	2	Wise Old Owl	3	Goodbye Now	4	New San Antonio Rose	5	It All Comes Back to Me Now	6	I Hear a Rhapsody	7	There'll Be Some Changes Made	8	Walking by the River	9	Georgia on My Mind	10	My Sister and I	11	Until Tomorrow	12	Let's Dream This One Out	13	High on a Windy Hill	14	Tonight	15	Two Hearts Pass in the Night

SOUTH

POSITION Last This Wk. Wk.	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15														
1	1. New San Antonio Rose	2	Amapola	3	No. 10 Lullaby Lane	4	Tonight	5	I'll Be With You in Apple Blossom Time	6	Wise Old Owl	7	Goodbye Now	8	Walking by the River	9	High on a Windy Hill	10	Georgia on My Mind	11	Where the Mountains Meet the Moon	12	Whatcha Know, Joe?	13	Frenesi	14	It All Comes Back to Me Now	15	My Sister and I

SONGS WITH MOST RADIO PLUGS

The following are the 20 leading songs on the basis of the largest number of network plugs (WJZ, WEAP, WABC) between 8 p.m.-1 a.m. weekdays and 8 a.m.-1 a.m. Sundays for the week ending Friday, April 18. Independent plugs are those recorded on WOP, WYNY, WMCA, WINA. Plug tunes are designated as "P." musical production numbers as "M."

This compilation is based upon data supplied by Accurate Reporting Service.

Position Last This Wk. Wk.	Title	Publisher	Plugs Net Ind.
2	1. AMAPOLA	E. B. Marks	25 16
5	1. IT ALL COMES BACK TO ME NOW	BMI	25 2
6	2. WALKING BY THE RIVER	BMI	23 4
3	MARIA ELENA	E. B. Marks	22 2
11	4. THERE'LL BE SOME CHANGES MADE	E. B. Marks	19 6
7	5. GEORGIA ON MY MIND	Southern	18 4
1	5. HIGH ON A WINDY HILL	BMI	18 2
4	5. TWO HEARTS THAT PASS IN THE NIGHT	E. B. Marks	18 1
9	5. DO I WORRY?	Melody Lane	18 1
2	6. WISE OLD OWL	BMI	17 5
3	7. THINGS I LOVE	Campbell	16 9
8	8. GOODBYE NOW	BMI	15 8
8	9. BECAUSE OF YOU	BMI	15 3
12	10. OH, LOOK AT ME NOW	Embossy	14 18
10	10. I HEAR A RHAPSODY	BMI	14 8
6	11. YOU WALK BY THE RIVER	BMI	12 6
11	11. KEEP AN EYE ON YOUR HEART	BMI	12 4
11	11. SO YOU'RE THE ONE	BMI	12 2
12	12. I DO, DO YOU?	Stevens	11 5
12	12. IN THE HUSH OF THE NIGHT	Beacon	11 4

Hotel N. Yorker Still Sans Show

NEW YORK, April 19.—The jurisdiction dispute over spotlight operators in galleries and hotel dining rooms was still being fought out here this week between the International Alliance of Theatrical Employees and the International Brotherhood of Electrical Workers, which is affiliated with the hotel trades. Musicians' Local 802 is still backing IATSE, with the result that the New Yorker Hotel is without a show and Bobby Byrne band, which was scheduled to open a week ago, Byrne starts a one-nighter tour next Friday.

New Yorker is the only hostelry to suffer, also it was expected that IATSE would move in on others this week following a meeting Friday (18) between IATSE and hotel operators. No such move had been made today (19), however.

Jimmie Dwyer's Sawdust Trail nitery signed with IATSE this week for the spotlight work. Dwyer also dropped one of the acts, but said it had nothing to do with balancing the extra expense involved by hiring the IATSE employee.

Cavalier Club Sets Orks for New Season

NEW YORK, April 19.—Cavalier Beach Club, Virginia Beach, Va., opens its current season under the stewardship of Joseph Tonetti May 17. Everett Hoagland will tee off, remaining until May 31. Other bands set for season up to September 24 are:

Dean Hudson, May 31-June 16; Johnny Long, June 16-30; Clyde Lucas, June 30-July 14; Orrin Tucker, July 14-21; Tommy Dorsey, July 21-28; Russ Morgan, July 28-August 4; Paul Pendarvis, August 4-25; and Will McCune, August 25 to closing.

T. Dorsey Ork Boys Hurt in Auto Crash

EASTON, Pa., April 19.—Hazards of long jumps on one-nighters resulted to injury last Monday (14) to three members of Tommy Dorsey's band and the wife of one. At Stateford, north of here, at the entrance of Delaware Water Gap, Lowell Martin driving the car, it plunged off the road, rolled over twice, and went down an embankment.

Although the car was demolished, injuries were slight. Martin suffered a slight cut on the head; his wife, abrasions of the knee, and minor bruises were sustained by Henry Beau and Ray Linn. Boys en route to Binghamton, N. Y., for a one-nighter from Atlantic City, where they played a solo stand the night before. From Binghamton, band had to cooze back to Philadelphia on the following night (15) for another one-nighter.

Crosby Great With \$1,627 in KC; Nichols \$2,430; Other Grosses

KANSAS CITY, Mo., April 19.—Bob Crosby grossed \$1,627.20 here at Will Wittig's Pla-Mor Ballroom April 9. Biz was extra good, Wittig said, considering prom took place during Holy Week. Ducats peddled at 80 cents advance and 41 at box office, and 1,800 patrons crowded the floor.

AUBURNDALE, Mass., April 19.—Red Nichols, at Totem Pole Ballroom for a two-night stand, drew 1,000 customers Good Friday (11), and brought in 2,600 more following evening. At \$1.35 per couple, gross was \$675 Friday and \$1,755 Saturday for a neat \$2,430. Weather, warmish.

MANCHESTER, N. H., April 19.—Ben Bernie drew 1,500 Monday (14) to the State Armory for the 21st annual dance of the local Raphael Society. With tickets at \$1.10, take was \$1,650.

LANSING, Mich., April 19.—Due to the Monday night date and early weekday curfew hours for Michigan State College co-eds, Larry Clinton drew only 500 at Coral Gables ballroom April 14. Stan Bower, who operates the Gables, said gross was about \$250. Clinton was the

"Music for Americans"

NEW YORK, April 19.—Beginning Decoration Day large music stores throughout the country will get up huge window displays on "Music for Americans," according to the Robbins-Pelast-Miller Music Corporation.

Prexy Jack Robbins sent out letters to dealers suggesting the campaign, and recommending *Ballad for Americans*, *America Sings* (a community song book), *Mammoth Collection of American Songs*, *March for Americans*, *I Hear America Singing*, *The American Waltz*, and *The American's Creed* for the displays.

Robbins reports that many of the stores contacted have already promised to execute the idea and carry it thru July 4.

Ted Steele Lines Up Top Men for New Ork

NEW YORK, April 19.—Ted Steele, former NBC page boy who blossomed out as one of the leading exponents of the Novotny, doing radio and recording work at the head of a small combo, has formed a 16-piece ork for records, and transcriptions. New group is made up of some of the best known musicians in the field, and the first cutting date for the crew is this week at World Broadcasting studios.

Among the men lined up for the outfit are Miff Mole, trombone; Chauncey Morehouse, drums; Walter Gross, piano; Charley Barber, bass; Joe Usifer, sax; and Tony Motola, guitar. Elliot Jacey, formerly associated with Rudy Vallee, was signed as arranger and musical adviser.

Steele also plans personal appearances for the band.

Houston Club Back to Hot Weather Name Band Policy

HOUSTON, Tex., April 19.—Starting May 23, the Plantation will again use name bands for the summer. Dick Wheeler, co-owner, says. Starting this week, the seven-day week will be resumed.

An outdoor terrace is being constructed to seat 2,750 persons, in addition to the enclosed space used during winter. Russ Morgan, Freddie Martin, and Paul Pendarvis have been booked. George Olsen closes at the Empire Room of the Rice Hotel here April 23. The roof will open at about the same time.

Hershey Park Starts May 3

HERSHEY, Pa., April 19.—Hershey Park Ballroom, summer name band mecca for this district, will open May 3, with Bob Chester as first attraction. J. B. Sollenberger, Hershey Park manager, also announces that orks with talent will be employed as free acts throughout summer.

Physical layout of the spot will allow for all sorts of diversion for the customers, including beer gardens, cascading waterfalls, and 4,000 seats for those who don't care to dance. Admission will run 60 cents weekdays and 88 cents Saturdays and Sundays.

Garden will take on a completely different complexion from what it has ever known before, complete even to having the garden coppers changing their gray uniforms to cream colored summer tuxedos. Instead of program hawkers, ciggie girls will take their place for the 100 days, which is the longest lease the Garden has handed out for a single event.

Proser and his cohorts are spending \$12,000 for opening day advertising, including newspaper and billboard advertising in New York, New Jersey, Westchester, and Connecticut. A car will be raffled off once a week, and bank nights will occur more often. Sandwiched between the band playing will be incidental entertainment from singers such as Dinah Shore, Mildred Bailey, Barry Wood, and Bea Wain. Some of these

BRIDGEPORT, Conn., April 19.—Mal Hallett, on Sunday (13) at the Ritz Ballroom, scored nicely with an attendance of 1,506. With admish at 75 cents, gross was \$1,129.50. Stiff competition from Gene Krupa at the local Loew-Lyric Theater and from the near-by Arena in New Haven with Tony Pastor.

Tiny Bradshaw, at the Pyramid Mosque here Easter Monday (14), under auspices of New Era Lodge Colored Elks, did okay, drawing a nice 1,200. With ducats a buck each, gross totaled \$1,200.

802 in Red First Time in 6 Years; 92G Loss "Not Alarming," Due to Unemployment; 1 Million Income

NEW YORK, April 19.—Local 802, APM, made public its financial status Thursday (16) with a year-end report on 1940 receipts and expenditures. Although the local handled \$6,562,000, it wound up \$92,000 in the red, for the first time in six years.

According to Harry A. Suber, union treasurer, the loss is "not alarming," but only reflective of the unemployment among musicians, because most of the deficit was devoured by the unemployment fund. Local, however, is in a sound state, with \$275,999 in the bank, and only \$7,000 worth of debts to pay. Six-and-a-half-million that the union handled in 1940, tho, is not represented as the local's income. Actual income is roughly over \$1,000,000, but the grand figure represents all claims, collections, dues, fees, and escrows that the union holds in deposits for its members.

Largest single grouped items of income, more than dues and initiation fees, were derived from collection of stand-by, 3 per cent tax, and radio remote fees, which amounted to \$700,452. Gross intake of dues, fines, reinstatement

was \$423,798. Traveling band tax for the local amounted to \$61,711.

It cost the union \$29,000 to operate one department, the Collection and Escrow, which collected salaries for single engagements amounting to \$1,737,912, of which \$55,503 was deducted by the local for taxes. Ninety-six thousand dollars in claims was also collected. This helped defray the additional cost in relief, which rose \$73,000 over the previous year.

It was also revealed that the entire pay roll for the local amounts to \$181,867 a year. Jack Rosenberg, president, receives \$10,600; Richard McCann, vice-president, \$5,800; and William Feinberg, secretary, and Harry Suber, treasurer, \$9,275 each. Figures also showed that the elections a few months ago, which returned the above officers to their respective posts, cost the local \$9,784.

Audit also showed that the local settled its underwriting charges against the Hotel St. Morris for \$500, and that, of \$530 advanced to members who were stranded on the road, \$320 was paid back.

Proser's Garden Dansant Takes Shape; Martin Block To Emcee

NEW YORK, April 19.—Brains behind Monte Proser's tremendous dance shindig at Madison Square Garden were operating full speed ahead this week, with plans taking definite shape for the May 30 opening. It will run for 100 nights thereafter.

Because of the six-day week ruling of the musicians' union, no bands had been signed up to press time. However, Proser and his chief aid, Milton Pickman, are working out an agreement with Local 802 whereby the bands will be allowed to run for 12 consecutive days, and take their two days off at the end of the booking. As soon as the all-clear signal is given by the union, contracts will be signed by the batch. There was a doubt raised as to whether or not Benny Goodman would be able to open the spot because of other commitments, but Pickman was confident he would.

Other more definite plan, however, was the signing of Martin Block, conductor of WNEW's *Make Believe Ballroom*, as permanent emcee for the run of the project. Block will introduce the numbers and the personalities, and lend a little himself on a tie-up with Proser, the station, and his advertisers. House will operate with name bands, and also name singers as spot entertainment between band changes. Two American bands and one rumba band will supply the music.

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have already been signed.

New decor of the Garden is being built so that the equipment can be moved to other spots for a tour four following the Garden run. According to Pickman, arrangements are being concluded to run for two weeks each in Philadelphia, Boston, Washington, Pittsburgh, Cleveland, Detroit, and Chicago. Latter city will be an eight-week stand in the Chicago Stadium, if the hockey schedule can be rearranged.

Financial operation calls for a 15 per cent take off the top for the Garden, against a guarantee of \$12,500 per week.

James Subs for Last Goodman Para Week

NEW YORK, April 19.—Harry James will sub for Benny Goodman during the fourth week of the current bill at the Paramount Theater here. Show was originally scheduled for three weeks, but terrific grosses caused a fourth week holdover. There were two one-nighters on Goodman's agenda which couldn't be blacked out, with James thus booked to pinch hit.

The Strand bill with Jimmy Dorsey will stay only four weeks. Mixed notices on the film caused the decision. Horace Heidt is currently the most likely candidate for the new bill May 9. There had been talk of holding current show six weeks.

Harry Owens Gives Up Ork

SAN FRANCISCO, April 19.—Harry Owens announced here this week on his arrival from Honolulu that he was giving up his orchestra to write tunes for Hollywood films. He recently concluded an engagement at the Royal Hawaiian Hotel in Honolulu.

(Guitar Man) WANTED

Semi-Name Band desires contacting Electric Hawaiian Guitar Man, doubling Spanish Guitar or String Bass. Write ORCHESTRA LEADER, Gen. Del., Madison, Wis.

WANTED

6-piece versatile HUSBY combination plus old-time dance, stage acts, radio programs. Must be versatile performers with precise old-time dance rhythms. Permanent job for right group.

STATION KTFI

Twin Falls, Idaho

ROLL TICKETS

Printed to Your Order 100,000 for

Cheapest GOOD TICKET on the Market

Keystone Ticket Co., Dept. B \$17.50

Cash With Order—No C. O. D. STOCK TICKETS—\$15.00 per 100,000, any assortment.

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

Orchestra Routes



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

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

Abbe, Vic: (Congress Club) Ch. h.
 Adams, Charlie: (Bonanza) Trenton, N. J., c.
 Aguilar, Eduardo: (Billmore Bowl) Los Angeles, h.
 Akin, Bill: (Tampa Terrace) Tampa, Fla., h.
 Albin, Don: (El Chico) NYC, h.
 Alj, Harold: (Vesuvian Gardens) Atlanta, Pa., c.
 Allen, Bob: (Arcadia Grill) Canton, O., re.
 Allen, Henry: "Red": (Cafe Society) NYC, re.
 Allen, Lily: (Club Lido) Youngstown, O., nc.
 Angelo: (Hertloff) NYC, h.
 Arnsheim, Gus: (Gay White Way) NYC, nc.

Fernandez, Manuel: (Book Cadillac) Detroit, h.
 Flo Riba, Ted: (Blackhawk) Ch. re.
 Fisher, Freddy: (Blitz Palm Garden) Milwaukee, nc.
 Fox, Charlie: (Black & Gold Inn) Columbia, Mo., nc.
 Fitzpatrick, Ed: (Plantation) Houston, Tex., nc.
 Fludd, Tom: (Paradise) Ch. b.
 Fontaine, Benny: (Walton) Philadelphia, h.
 Foster, Chuck: (Billmore) Los Angeles, h.
 Fremont, Al: (Washington Merry-Go-Round) Pittsburgh, nc.

Jones, Isham: (Henry Grady) Atlanta, Ga., h.
 Jones, Jack: (466 Club) Ft. Worth, Tex., nc.
 Jordan, Paul: (Skyline) Ch. h.
 Joy, Jimmy: (Edgewater Beach) Ch. 28, h.
 Juanna's, Louisa: (Ball) Philadelphia, nc.
 Juneau, Tommy: (Show Boat) St. Louis, nc.
 Jurgen, Dick: (Chase St. Louis 23-25, h.) (Casino) Quincy, Ill., h. (Vesuvian) Racine, Wis., 34, 1; (Bay) Green Bay, May 1, 1.

Rear, Billy: (Eagles) Milwaukee, b.
 Bagget, George: (Wilson's) Philadelphia, b.
 Bards, Bill: (Additions) Evansville, Ind., 23-24; (Belvedere) Knoxville, Tenn., 23, c. (Aud.) Columbus, O., 26; (Cocoanut Grove) Toledo 27.
 Barker, Art: (Warwick) NYC, h.
 Barlow, Ralph: (Southern Mansion) Kansas City, Mo., nc.
 Baroni, Charlie: (Savoy) NYC, 27, b.
 Barnett, Arno: (Harry New Yorker) Ch. h.
 Baroni, Paul: (Manx House) NYC, h.
 Barron, Russ: (Edison) NYC, h.
 Bass, Art: (Aquila) NYC, 23-May 1, t.
 Bastie, Joe: (Ottawa, Ont.) Can.; Quebec City, Que., 28-May 1.
 Bates, Richard: (Hill & Virginia's) Ingleswood, re.
 Baum, Charlie: (Stater) Buffalo, h.
 Beck, Buddy: (Denning) Terre Haute, Ind., h.
 Becker, Bobbie: (Merry-Go-Round) Pittsburg, nc.
 Beckner, Henry: (Chandler) Madison, Wis., re.
 Beckner, Danny: (Stork) NYC, re.
 Berge, Maximilian: (Versailles) NYC, re.
 Blaine, Jerry: (Lowry St. Paul), h.
 Boon, Howard: (Shockers Place) Williamsport, N. J.
 Bowman, Charles: (Wivel) NYC, nc.
 Bradd, Eddie: (Seaside) Atlantic City, h.
 Brandwynne, Nat: (Copschana) NYC, nc.
 Brewster, Don: (Beckers) Evansville, Ind., re.
 Breese, Lou: (Chez Paree) Ch. h.
 Briggs, Ace: (Midway) Ch. h.
 Brockick, Jack: (Avalon) Cincinnati, h.
 Brown, Les: (Todd's Theater Cafe) Ch. c.
 Bundy, Tony: (Gibson) Cincinnati, h.
 Burke, Cedric: (Hal Tablin) Los Angeles, re.

Gerber, Jan: (Palmer House) Ch. h.
 Garr, Glenn: (O'Henry) Ch. h.
 Gasparre, Dick: (Piazza) NYC, re.
 Giedlin, Harry: (General) Trenton, N. J., re.
 Gill, Emerson: (Perry) Toledo, O., 23, h. (Book-Cadillac) Detroit 26, h. (Falliside) McKeesport, Pa., 26.
 Goodman, Benny: (Paramount) NYC, t.
 Gordon, Don: (Old Cedar Inn) Brookhaven, N. Y., re.
 Gordon, Paul: (Pilot Athletic Club) Flint, Mich.
 Gordon, Gary: (Log Cabin) Armonk, N. Y., re.
 Gorham, Jimmy: (Club Embassy) Philadelphia, re.
 Govey, Cecil: (Schroeder) Milwaukee, h.
 Grafioles, Freddy: (Club 100) Des Moines, re.
 Grant, Bob: (Savoy Plaza) NYC, h.
 Gray, Jerry: (Bal Tabarin) NYC, nc.
 Gray, Tony: (Fernandino) Hartford, Conn., nc.
 Griffin, Art: (Midnight Sun) Dayton, O., nc.

Kalm, Paul: (Mayfair) Washington, D. C., re.
 Kauper, Gordon: (Blue Mirror) Baltimore, re.
 Kay, Kris: (Casino Russ) NYC, nc.
 Kaye, Sammy: (Lakewood) Mahanoy City, Pa., 24, b.; (George F. Pavilion) Johnstown, Pa., 26; (Brookwood Postroad) 26, h. (Arms) New Haven, Conn., 27.
 Kendis, Benny: (Stork) NYC, nc.
 Kent, Roger: (The Embassy) Brooklyn, re.
 Kent, Eddie: (El Plant) Philadelphia, c.
 King, Walter: (Orpheum) Omaha, t.
 King's Jesters: (Brown Derby) Ch. h.
 Kinsey, Ray: (Lexington) NYC, h.
 Kirby, John: (Cafe Society Uptown) NYC, nc.
 Klyde, Harvey: (Chateau) Ch. h.
 Kole, Sheller: (Butler's Top Room) NYC, nc.
 Koller, Brock: (Crescent) Baltimore, re.
 Kohn, Hubert: (Flagship) Union City, N. J., nc.
 Kristal, Gene: (Oakdale) Augusta, Ga., re.
 Kuhn, Gene: (Pennsylvania) NYC, h.
 Kuhn, Dick: (Astor) NYC, h.
 Kurtze, Jack: (Leighton's) Ardrey, N. Y., nc.
 Kyser, Roy: (Club Chalet) Baltimore, nc.

Cabin Boys: (Oxford) La Crosse, Wis., nc.
 Cahen, Teddy: (36 Club) Ch. h.
 Calvey, Jack: (Proust) St. Paul, Minn., 23; (Terpi Austin 24; (Electric Park) Waterloo, Ia., 25; (Carlton College) Northfield, Minn., 26.
 Calvert, Oscar: (Casa Maria) NYC, nc.
 Candullo, Joe: (Latin Quarter) Boston, nc.
 Cappello, Joe: (Jimmy Kelly's) NYC, nc.
 Carper, Ed: (Knotty Pine) Alameda, O., re.
 Cerper, Don, Fourmore: (Roger Smith) Washington, D. C., h.
 Carroll, John: (Casa Manana) Boston, nc.
 Carron, George: (De Taverna) Reno, Nev., re.
 Casano, Del: (Nicollet) Minneapolis, h.
 Cavallaro, Carmen: (Cosmos) Washington, D. C., h.
 Chad, Al: (Reina) Syracuse, h.
 Chavez: (Beachcomber) NYC, nc.
 Chester, Bob: (Hill School) Pittsboro, Pa., re.
 Chester, Don: (Ye Old Collar) Ch. c.
 Clarke, Buddy: (Park Central) NYC, h.
 Coe, Ray: (La Guardia Airport) NYC.
 Conforti, Roy: (Cardini) Atlantic City, h.
 Cooke, Joe: (Cheerio) Bridgeport, Pa., c.
 Costello, Diana: (New Yorker) NYC, h.
 Crawford, Dick: (Merry-Go-Round) Moorhead, Minn., h.
 Crocker, Mel: (Century) Strubenville, O., c.
 Cugat, Xavier: (Waldorf-Astoria) NYC, h.
 Cummins, Bertha: (Edgewater Beach) Ch. h.
 Cunningham, Tommy: (Cascine Gardens) Santa Monica, Calif., h.

Hallett, Mal: (Xavier Festival) Charleston, S. C., 23; (Promoter) Ball, Bristol, Conn., re. (Grand Concourse) NYC, 26, h.; (N. Y. Univ.) NYC, May 2.
 Hamilton, Bob: (Majestic) Long Beach, Calif., re.
 Hampton, Lionel: (Grand Terrace) Ch. h.
 Hanley, Don: (Marine Club) Duluth, Minn., nc.
 Harris, Jack: (La Conga) NYC, re.
 Harrison, Ford: (St. Moritz) NYC, h.

Lake, Bob: (606 Club) Ch. h.
 Lane, Eddie: (Rosset) Brooklyn, h.
 Lang, Lou: (Saratoga) NYC, h.
 Lang, Leo: (C&G Rumanian) NYC, re.
 Latin Kings: (Rancho Grande) Ch. h.
 Lantz, Bruce: (Oakes) Philadelphia, h.
 Laron, Eddie: (Beverly Hills) Newport, Ky., re.

Dalton, Jack: (Ardent Lounge) Ch. h.
 Davis, Eddie: (La Rue) NYC, nc.
 Davis, Milton: (Rainbow Room) Washington, D. C., re.
 Day, Freddy: (Merry Gardens) Ch. h.
 Day, Henry: (Top Hat) Union City, N. J., re.
 Devoil, Don: (El Morocco) NYC, re.
 Dominguez, Jesse: (Park Central) NYC, h.
 Don Ag: (Cuban Village) Ch. h.
 Donahue, Al: (Roosevelt) New Orleans, h.
 Donahue, Sam: (Coral Gables) E. Lansing, Mich., h.
 Dorsey, Jimmy: (Strand) NYC, t.
 Dowell, Saxe: (Geo. Washington) Jackson-ville, Fla., h.
 Drager, Roland: (Sweets) Oakland, Calif., h.
 Dreyer, Leo: (Piers) NYC, h.
 Driscoll, Bill: (Gallapole) Rocky Mount, N. C., May 1.
 Duhan, Eddy: (Beverly Hills) Newport, Ky., c.
 Duff, Johnny: (Blackstone) Ch. h.
 Duke, Les: (The Cockatoo) Newark, N. J., re.
 Dunham, Sonny: (Rainbow Rendezvous) Salt Lake City, h.

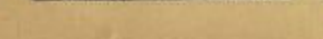
Harf, Joe: (Anchorage) Minneapolis, c.
 Hayes, Joe: (Silver Fleet Inn) Philadelphia, re.
 Heah, Andy: (Pitloch Cafe) Wilmington, Del., re.
 Heldt, Horace: (Earle) Philadelphia, 23-May 1.
 Herman, Sytan: (Barclay) Philadelphia, h.
 Herman, Woody: (Auditorium) Burlington, Ia., 23; (Aud.) Ottumwa 23; (Play-Mor) Kansas City, Mo., 24, h.; (Stevens College) Columbus 23-28; (Meadow Acres) Topeka, Kan., 27; (Univ. of Ark.) Fayetteville 28; (Shrine Music) Springfield, Mo., 28.
 Hill, Dick: (Hi-De-No) Philadelphia, c.
 Hill, Eddie: (Penn) Trenton, N. J., h.
 Hoy, Fly: (Rainbow) Denver, re.
 Hunter, Richard: (Palladium) Los Angeles, h.
 Holmes, Herbie: (Rice) Houston, Tex., h.
 Holt, Ernest: (El Morocco) NYC, nc.

Laird, Gene: (Pennsylvania) NYC, h.
 Laine, Raymond: (Little Harlem) Los Angeles, re.
 Lombardo, Guy: (Roosevelt) NYC, h.
 Long, Jimmy: (El James) Reading, Pa., h.
 Long, Johnny: (Roseland) NYC, h.
 Loring, Michael: (Beachcomber) NYC, nc.
 Lora, Jimmy: (Admiral Semmes) Mobile, Ala., re.
 Lortzo, Joe: (Amphitrite) Fort Lauderdale, Fla., h.
 Lucas, Clyde: (Billmore) NYC, h.
 Lucas, Jimmie: (Memora) Aud. Buffalo 23; (Trisnon) Toledo, O., 24, b. (Regal) Ch. 23-May 1, t.
 Lyman, Abel: (Earle) Philadelphia, re.
 Lynn, Sammy: (Bomb Shelter) Dallas, nc.

Eckles, Charlie: (Rainbow Room) Long Beach, Calif., b.
 Ellington, Duke: (Municipal Aud.) Kansas City, Mo., 28.
 Emini, Estinay: (Wildfire Bowl) Los Angeles, re.
 Evans, Jack: (Cotton Club) Philadelphia, re.
 Everett,obby: (Hills) Springfield, Mo., re.
 Fabian, Teddy: (Park Recreation Parlor) St. Paul, re.
 Fenn, Eddie: (Hi Hat) Ch. h.

Jackson, Jimmy: (Casino Moderne) Ch. h.
 James, Harry: (Lionel) NYC, re.
 James, Jimmy: (Harry Harber) Minneapolis, re.
 Jarrett, Ted: (Westfield) Westfield, Mass., h.
 Jelenick, Eugene: (Van Cleeve) Dayton, O., h.
 Jerome, Henry: (Child's Paramount) NYC, re.
 Johnson, C. W.: (Elmwood) Los Angeles, re.
 Johnson, Johnny: (Shelton) NYC, h.
 Johnson, Wally: (Lookout House) Covington, Ky., re.
 Johnston, George: (Cox Cafe & Roadhouse) Berkeley, near Detroit, c.

McCoy, Clyde: (State) NYC, t.
 McLean, Don: (Mimo) NYC, re.
 McParland, Jimmy: (Nex's) NYC, re.
 McGee, Pete: (Lounge Riviera) Washington, D. C., re.
 McKeid, Bill: (Traymore) Atlantic City, h.
 Majors, Three: (Diamond Mirror) Passaic, N. J., re.
 Main, Henry: (Rainbow Room) NYC, re.
 Marlon, Don: (El Chico) Pittsburgh, nc.
 Marlowe, Tom: (Beckington's) Clarence, N. Y., re.
 Marshall, Mary: (Al Remier's) Savannah, Ga., c.
 Marx, Frank: (Copschana) NYC, re.



Bands on Tour—Advance Dates

CHAIRLIE SPIVAK: Lannet Theater, Lannet, Ala., April 24; University of Georgia, Athens, Ga., 25, 26; Davidson College, Charlotte, N. C., May 2-3; Empire Ballroom, Allentown, Pa., 7; Loyola College, Baltimore, Md., 8; Earle Theater, Washington, D. C. (Elmwood) Los Angeles, re. (Elmwood) N. Y., 16.
JIMMIE LUNCEFORD: Grand Theater, Evansville, Ind., May 2-5; Riverview Park Ballroom, Des Moines, Ia., 9; Turnpike Casino, Lincoln, Neb., 10; Auditorium, Omaha, Neb., 11; Rainbow Ballroom, Denver, 14; Rainbow Rendezvous, Salt Lake City, 15-17; University of Idaho, Pocatello, Idaho, 19; Senator Ballroom, Seattle, Wash., 21; Beacon Theater, Vancouver, B. C., 23 (week); Century Ballroom, Tacoma, Wash., 30; McRoy's Spanish Ballroom, Portland, Ore., 31.
HENRY RUSSE: Mississippi State College, State College, Miss., May 2-3; Coronado Theater, Rockford, Ill., 10-11; Mich-

igan State Fair Grounds, Detroit, 17; Cedar Point, Sandusky, O., 20-28.
RAY NOBLE: Orpheum Theater, Davenport, Ia., April 26-28; University of Nebraska, Lincoln, 30; Orpheum Theater, Omaha, Neb., May 2-8; Santa Catalina Island, Avalon, Calif., 17-19 June 14; Palace Hotel, San Francisco, Oct. 2-Nov. 29.
CLARENCE P U R M A N: Bellevue-Stratford Hotel, Philadelphia, May 1; Beaver College, Jenkintown, Pa., 2; Benjamin Franklin Hotel, Philadelphia, 10.
HERBY WOODS: Philadelphia (Pa.) Country Club, April 25; Alden Park Manor, Philadelphia, 26; College of Chestnut Hill, Ouzette, Pa., May 2; Valley Forge (Pa.) Military Academy, 3; DuPont Hotel, Wilmington, Del., 6; Hunt's Ocean Pier, Wildwood, N. J., June 1; Hamid's Million-Dollar Pier, Atlantic City, June 7-8.

Martin, Bobby: (The Place) NYC, nc.
 Martin, Dave: (St. George) Brooklyn, re.
 Martin, Joe: (Club Morocco) Philadelphia, re.
 Martin, Lou: (Leon & Eddie's) NYC, re.
 Martin, Russ: (Ovary's Casa Nova) Buffalo, re.
 Martin, Mel: (Blue Gardens) Armonk, N. Y., re.
 Maters, Frankie: (Taft) NYC, h.
 Maya, Proban: (Havana-Madrid) NYC, re.
 Messner, Johnny: (McAlpin) NYC, h.
 Miguel, Don: (Caucho) NYC, nc.
 Miller, Herman: (Abraham Lincoln) Reading, Pa., h.
 Miller, Russ: (Jack & Bob's) Trenton, N. J., re.
 Miller, Ted: (Moose Club) Johnstown, Pa.
 Miller, Walter: (Cavalier) Virginia Beach, Va., h.
 Miraflores, Jose: (Pago Pago Room) Danville, N. J., re.
 Monchoza: (Orchestra) Ch. h.
 Moorehead, Barco: (Club Alabama) Los Angeles, re.
 Morales, Nino: (La Conga) NYC, nc.
 Morgan, Eddie: (Ritz Carlton) Atlantic City, h.
 Morris, George: (Armando) NYC, re.
 Morton, Ray: (Park) Philadelphia, h.
 Mundy, Bill: (No-Kims) Youngstown, O., h.

Nagar, Pat: (Penway Hall) Cleveland, h.
 Nagel, Freddie: (Del Mar Club) Santa Monica, Calif., re.
 Norton, Sid: (Royale) Detroit, nc.
 Norvo, Red: (Castle Farm) Cincinnati, 26, re.
 Oger, Bill: (Lawrence) Erie, Pa., h.
 Oller, Ted: (Carroll's) Philadelphia, re.
 Olman, Val: (Ambassador East) Ch. h.
 Olson, Mem: (Hollywood Beach) Hollywood, Fla.
 Onisko, Senya: (Commodore) NYC, h.
 Oppe, Herman: (Wesland Inn) Albany, N.Y., re.
 Orlando, Dick: (Cave Pares) Ch. h.
 Osborne, Will: (Univ. of Ark.) Fayetteville, 28, re.
 Otis & Fields: (Murphy) Marietta, O., c.
 Ovando, Manuel: (Walton) Philadelphia, re.

Pablo, Don: (Palm Beach) Detroit, c.
 Page, Paul: (Henry Grady) Atlanta, Ga., until April 23, h. (Hotel Heidelberg) Jackson, Miss., 29-May 7.
 Palmer, Joel: (Merry Gardens) Lynchburg, Va., h.
 Paschito: (Versailles) NYC, re.
 Pascho, (Beachcomber) NYC, re.
 Parfuro, Jose: (Beltona Plaza) NYC, h.
 Parodi, Wilbur: (Le Montparnasse) NYC, re.
 Parsons, Lorin: (Book-Cadillac) Detroit, h.
 Pastor, Tony: (Windsor) Bronx, N. Y., 24-30, t.
 Pearl, Ray: (Atlanta) NYC, h.
 Pennel, Charles: (Zimmerman's) Hungary) NYC, re.
 Perez, Mito: (Palmer House) Ch. h.
 Perer, Oscar: (Senator) Atlantic City, h.
 Pettit, Emilio: (Savoy-Plaza) NYC, h.
 Pope, Bobby: (Mayfair) Kansas City, re.
 Powell, Teddy: (Horsedick's) Tuckahoe, N. Y., re.
 Powell, Walter: (Greystone) Mansfield, O., re.
 Prager, Col. Manny: (Village Bar) NYC, re.
 Prassin, Sid: (Diamond Horseshoe) NYC, re.

Quartel, Frank: (Colostom's) Ch. h.
 Ramos, Bobby: (Colony) Ch. h.
 Ramos, Ramos: (Drake) Ch. h.
 Ravel, Artur: (Beltona Plaza) NYC, h.
 Read, Kemp: (Radio 55A, WNSB) New Bedford, Mass.
 Reichman, Joe: (Netherland Plaza) Cincinnati, h.
 Reisman, Leo: (Butler Univ.) Indianapolis 23.
 Riley, Mike: (Henry Grady) Atlanta, h.
 Rinco, Vincent: (Atlanta) NYC, h.
 Roberts, Ed: (Wayside Inn) West Springfield, Mass., re.
 Rocky River Rammers: (Country Kitchen) Cleveland, N. C., re.
 Rogers, Eddy: (Claridge) Memphis, h.
 Ross, Ted: (Elizabeth City, N. C., 24).
 Rossell, Jack: (Monte Carlo) NYC, nc.
 Roth, Eddie: (Albany) Ch. h.
 Russin, Babe: (Hickory House) NYC, nc.

Sabin, Paul: (Stuyvesant) Buffalo, h.
 Sanabria, Juanito: (Havana-Madrid) NYC, re.
 Sandler, Bernice: (Tantalia Gardens) Richmond, Va., re.
 Sapientza, George: (Biltmore) Atlanta, Ga., h.
 Saunders, Ed: (St. Regis) NYC, h.
 Saunders, Red: (Capitol Lounge) Ch. h.
 Savitt, Jan: (Sherman) Ch. h.
 Seabright, Howard: (Martonic's) Trenton, N. J., re.
 Senators, Four: (Onondag) Syracuse, N. Y., h.
 Selvis, Tony: (Bandy Beach Inn) Pontiac, Mich., re.
 Shaw, Maurice: (Chateau Moderne) NYC, re.
 Shepard, Eddie: (Park Casino) Philadelphia, re.
 Siegel, Irving: (Ed's) Marshfield, Wis., re.
 Sibbotta, Four: (DeWitt Clinton) Albany, N. Y., h.
 Siry, Harry: (Ambassador) NYC, h.
 Sklar, Ned: (Diamond Horseshoe) NYC, re.
 Sless, Alvin: (Embassy Club) Albany, N.Y., re.
 Sling & Siam: (Howard) Washington, D. C., 18-24.
 Smith, Joe: (La Rue) NYC, re.
 Smith, Stuff: (Ace of Clubs) Reading, Pa., re.
 South, Eddie: (Cafe Society Uptown) NYC, re.
 Spangler, George: (El Ritz) Chester, Pa., re.
 Spier, Harold: (Park Lane) NYC, h.
 Sprits of Rhythm, Four: (Recreation Center) Hollywood, Calif., re.
 Stabbe, Ed: (Wendover) Boston, h.
 Stamos, Spiros: (D'Aiglon) Ch. re.
 Sterling, Frank: (Alpine Towers) Atlantic City, re.
 Stern, George: (Coo Rogers) NYC, re.
 Stoefler, Wally: (Belvedere) Baltimore, re.
 Story, Lew: (Gramercy) Ch. h.
 Strasser, Ted: (Monte Carlo) NYC, re.
 Sullivan, Mickey: (Mayflower) Akron, O., h.
 Sullivan, Mickey: (Lido) Worcester, Mass., c.
 Sylvania, Don: (Hertloff's) NYC, re.
 Tan, Jimmie: (Kamilla's) Buffalo, re.
 Targarden, Jack: (Casa Manana) Los Angeles, h.
 Terry, Frank: (McVan's) Buffalo, re.
 Thompson, Ken: (Villa Medera) Ch. re.
 Thumher, Ed: (Belmer's Plantation) Niagara Falls, N. Y., re.
 (See ORCHESTRA ROUTES on page 22)

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

TOMMY DORSEY (Victor 27377)

Let's Get Away From It All—FT; VC. Parts 1 and 2.

THERE is nothing unusual in the release of an elaborate swing original on both sides of a 10-inch recording, notable examples of the practice having been Glenn Miller's *Avril Chorus*, Glen Gray's *No Name Jive*, and Will Bradley's *Beat Me Daddy, High to a Bar*, among others. But Dorsey, noted in the past for pulling unusual stunts, gives the formula a new twist by waxing a conventionally styled pop tune in two parts, and giving it added meaning and importance thru an ambitious vocal, if not instrumental, arrangement that of necessity must carry over to the reverse because of its length.

Dorsey is too shrewd a showman to waste the idea on a song that doesn't merit it, and therefore he has wisely bestowed the honor on a clever, liting, and infectious rhythm ditty that rates the elaborate treatment. The number is one of those unearched by Tommy via his *Fame and Fortune* radio song contest, and it's blessed with a genuinely clever and amusing lyric that doesn't wear thin despite the amount of singing it has to stand up under here.

For music machine purposes, the first side alone is enough. The Pled Pipers have the words on this side, after an instrumental chorus, and the side is an entity in itself. Part two lets Connie Haines and Frank Sinatra duet additional lyrics, with the Pipers coming back for the finish, and, while there is no actual reason why this side can't be the one for the boxes, it seems like a continuation of the first side (naturally enough), and its rather abrupt jump into the words needs the other side for explanation, whereas side A is arranged in a more complete, separate way.

Fine sales possibilities are written all over this, for the machines as well as for home phonos. The vocal passages are dispatched neatly, tempo is toe-tappingly excellent, and some of the instrumental work, particularly the heated trumpet passage on side B, is noteworthy in itself. Dorsey can take a bow for another unusual and effective record-making.

CLAUDE THORNHILL (Okeh 6124)

O Sole Mio—FT. Traumeri—FT.

MUCH favorable talk has been engendered in the trade by the new Thornhill band, currently playing at Westchester's Glen Island Casino. This is Claude's first pressing with the new outfit that debuted at this spot several weeks ago and which since has caused considerable good comment among music men.

Comparison between this recording and several of the disks Thornhill made a couple of months back reveals part of the reason for the enthusiasm. On these first Okeh platters there seemed to be an indecision on the leader's part as to just what sort of a band he wanted, and just what sort of music he would like to play. The indecision has vanished with this disk, and instead is displayed a musically organization that is clean, solid, and capable of executing unsteretyped, original scoring in a danceable, listenable, and highly effective manner.

The familiar *O Sole Mio* is taken at a fast tempo, with a strong beat preserved throughout and emphasized particularly in the last couple of choruses. It's the reverse, tho, that reveals unusual and interesting arranging (by Thornhill himself), and that shows a desire to be different and unbackneyed. Thornhill will be wise not to allow his original conceptions and ideas to run away with him, for there are limits to the general public's ability to understand even dance music, and producing things over their heads, such as in a few passages here, is apt to retard general acceptance of this or any new work.

Thornhill's piano is heard only on the second side here, and rather than being singularly spotlighted it weaves its way into the scoring as part of it. There's an outstanding quality of musicianship about the whole thing, but it's not as commercial as it might be. Perhaps a combination of both is asking too much, and Thornhill is to be admired for his desire to stay out of trite ruts, but the subtle touches that make this disk a delight for students of dance music are liable to be entirely lost on the average disk buyer.

ALVINO REY (Bluebird B-11108)

Light Cavalry—FT. Amapolis—FT.

Having taken care of the *William Tell* overture, Rey turns to von Suppe's *Light Cavalry*, but fails to produce anything as exciting as some of the bits contained on the double-sided platter of a few weeks ago. The maestro's guitar work is as fascinating as always, and the ork jumps nicely, but a lack of distinction marks most of the scoring. The current hit on the B side is taken in a rhythmic, at times heated manner, with some more excellent Rey solo pickings and a good piano passage. It's doubtful if this is the way the average person wants to hear this pretty melody, but it does offer contrast to the many current versions of this revived hit.

DICK JURGENS (Okeh 6121)

Chica Chica Boom Chica—FT; VC. *Blue Rain Drops*—FT; VC.

Lengthy rests of several beats' duration each time makes the Jurgens version of the synthetic Latin number on the first side interesting. Buddy Moreno sings a bright vocal, and Frank Scherer has some innings on his drums. Outside of the unusual abrupt stops and pauses, there isn't too much to listen to, and certainly nothing to listen to over again, which in the final analysis is the major test of a record. Flip-over is smoothly danceable in typical Jurgens style, with Harry Cool for the word-selling.

BING CROSBY and CONNIE BOSWELL (Decca 3689)

Tea Indeed—V. Tea for Two—V.

The Crosby-Boswell combination, proven artistically as well as commercially successful in previous waxed experiments, again contributes a few minutes of duetting that prove why both Bing and Connie are so highly popular.

On the Stand

Reviews of orchestras playing hotel, night club and ballroom locations and one-nighters. Comment is based upon the present or what was its musical quality.

Tiny Little

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

FRONTED by Larry Hays and minus the man whose name the ork bears, Little's aggregation is a Minnesota assembly of considerable Midwest territory stature. It is a joint ownership proposition, split between Little and the working drummer, Johnny Norskog.

Featured are the works of pianist-arranger Cliff Beard, who has shaped up the entire stock of tunes, and the band is styled along lines of pleasant diversification, a liberal job of mixing. Thruout all the numbers, a compelling cadence carries the dance message to the patrons.

Hays is the rostrum focal point, being a combination singer, baton juggler, and not bad in matters of hoofing. He is apt to overmug a little, facially and vocally, but the general impression is good. He gets a little lyrical aid from Patsy Royce and Vincent Pauline.

The Little direction is to sell out on one-nighters, and in that he's long been eminently successful in this territory. It's well nigh an impossibility to get him around to a given spot more than twice a year, which speaks well of his ticket wicket ability. *Oldfield.*

Gray Gordon

(Reviewed at Log Cabin Farm, Armonk, N. Y.)

GORDON'S clock has now tic tocked completely around the dial, with the minute hand stopped at *One O'Clock Jump* and the hour hand on *Five O'Clock Whistle*. The change from the tic tock sweet style to the jam-and-jive stuff was started some time ago by the maestro and has now reached the other end of the pendulum's arc.

Three more toolties have been added to the stand, giving the instrumentation a six brass, four reed, four rhythm set-up. Gordon expects to add another brass in a couple of weeks. Singing of the vocals is still taken care of by Meredith Blake and Art Perry. Both have good style on rhythm and ballad arrangements and have good voices to match their selling.

Band itself has settled into a pretty stable swing groove, its only drawback being on the fast-tempo jumpers. On these the boys sound shaggy and clash with each other on some of the bars. A little doctoring up of the arrangements in these cases is probably the solution. Otherwise it's a real solid-sounding work and brims over with danceability. The swing produced is animated and enthusiastically played by the membership. Gordon, himself, is happier about piloting this type of outfit and reflects it in his leading. He has a good personality and hasn't developed an anti-jitterbug psychosis. The dancers are pleased, so that takes care of just about everybody. *Humphrey.*

On the Air

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

By HAROLD HUMPHREY

Louis Prima

(The Chatterbox, Mountbaldie, N. J., Mutual Network, Wednesday (16), 1:35-2 a.m.)

PRIMA and his "Be Happy" music is the tag announcement for this 25 minutes' jazz and jive. Band employs a low-down Harlem technique in most of its renditions. Leader mixes in a lot of originals with brand-new jumpers, such as *Air Feet*, and sandwiches in an occasional slow ballad. Plenty of vocal lyrics are worked in, Prima himself doing a good job on the real low-down ditties. Jack Powers strikes out with a fair voice on *My Sister and I* and *Thinking It Over*. Lily Ann Carroll is rung in with Prima on one number, and gets one by herself. It's a lot of singing, but

enough variety is offered to make it entertaining.

Prima's trumpet is featured thruout, and he hits it with plenty of zeal. He is of the old jazz school, and from the brand of swing caught here, he hasn't changed any. Everyone in the ork gets a chance for his own chorus ride, and there is not that mechanical precision notable in the newer swing bands. For the listener it proves to be a good change of musical diet.

Jack Teagarden

(Case Mauna, Los Angeles, Mutual Network, Wednesday (16), 1:15-1:30 a.m.)

SPOW was picked up by the New York WOR outlet in the middle of *Oh, Look-at-Me Now*. Busting in on the

Del Courtney

(Reviewed at the Stevens Hotel, Chicago)

COURTNEY, young, bright leader, still fronts the same instrumentation that served him during a number of Eastern engagements in the past several years. And 10 of his 11 instrument-playing men are the same, a feature reflected in the improved performance of the outfit.

Three threes, plus a Hammond organ and an electric guitar, perform in smooth style and play with punch both sweet and swingy numbers. The organ adds volume and novelty effects and, combined with the guitar, furnishes effective harp sounds which fit nicely in a number of selections.

Jack Milton and Dick Dildine of the sax section double on vocals, and Joe Martin, guitarist, still dishes out the ballads. The boys also get together for trio numbers, and the work is quite pleasant.

With the trend today apparently favoring sweet over swing, this aggregation has a definite place among the established musical groups. It is modern both from a physical and musical appearance.

Courtney does not play any instrument on the stand. He is an active front man and quite as active between dance sets as a sincere handshaker.

Honigberg.

Bill McCune

(Reviewed at Hotel Statler, Buffalo)

MCCUNE'S 10-piece unit boasts all the attributes necessary for entertaining, as well as danceable musical product, with a generous dash of well-mannered showmanship in the bargain. Flexibility of instrumental importance makes for excellent variety, aided by well-stocked library, and visual appeal is emphasized by a host of special novelty effects. Selections are played in an easy sweet-swing style that pleases both young or old.

McCune, a personable front man, busies himself practically all of the time with his stand-out lead sax, around which most of the arrangements are built. He sells his wares effectively, whether tooting or handling special emcee duties for the band's show stint.

Books carry pop tunes, swing, old-time numbers, waltzes, and Latin hits. The last are done in compelling manner. The three instrumental sections are well balanced and come in for individual linings. Composed of three reeds, including McCune's; three brass, and four rhythm. Feature honors go to trombonist Herbert Collins, clarinetist Bill Shelton, guitarist Hal Atkinson, and pianist Ted Husted, each of whom delivers a bang-up job. Collins, Shelton, and McCune double violin for a trio on waltzes.

Glee club vocals are refreshingly handled and sound okay. Katherine Hoyt, auburn-haired canary, adds much decorative value as well as vivacious thrush appeal, and does a solid job on ballads and rhythm tunes. Atkinson sports a fine pair of baritone pipes, which sell the pop and rhythm numbers. Together with McCune and Miss Hoyt he forms the Three McCuneals, nice rhythm trio. *Werner.*

latter half of an ork's remote could mean a bum break for a leader who has arranged his library to hold, say, a string of sweet ballads for the second 15 minutes. This was not the case with Teagarden and his boys, however. Ork sounded tops on every arrangement caught, and there was enough versatility in choice of numbers to keep things well paced.

The Teagarden music is all in the swing vein, but the maestro still keeps it within restrained bounds, making it all the more effective. His siphon predominates in a lot of the choruses, and Mr. T's work on that instrument is of the very best. Tonal quality of the entire aggregation is always kept in the lower register. Some okeh vocal work was done by Marianne Dunn.

More Managers Leave League In Protest Over Dram Guild Suit; May Cause League Split

NEW YORK, April 19.—The end of continuance of the monopoly suit brought against the Dramatists' Guild by the League of New York Theaters awaits a reserved decision on a motion to dismiss it, but either way there is every indication that the final chapter may read entirely differently than the one intended when the suit was started. At present, internal dissension grips the League, and there is a strong possibility of a split in the organization that might mean the end of the League.

During the past week a group of League members, headed by Herman Shubert, and including Sam H. Harris and Max Gordon, drew up a petition asking a full vote on discontinuance of the League's suit against the Guild. The petition was presented to Marcus Helman, president of the League, on Thursday (17), and a meeting has been called for Monday (21) at 2:30 p. m. in the offices of the League.

The group who signed the petition claim that the suit was illegally instituted under the bylaws of the League, and that the action in Supreme Court was against the best interests of the League and the theatrical profession in general.

It was also charged that the decision to bring suit against the dramatists was approved by only seven members of the League's board of governors, the minimum quota, and that only five of these seven have any direct contact with playwrights.

Signers of the petition, besides Shubert, Harris, and Gordon, are Arthur Hopkins, Carly Wharton, Martin Gabel, John C. Wilson, Lester Meyer, Louis Lottio, Sam Byrd, and others. When the suit was originally started, Howard Lindsay, Russel Crouse, George Abbott, and the Playwrights' Company all resigned from the League.

With so many important issues coming up in the very near future, including renewal of the ticket code and the basic agreement with Equity, and also the Sunday shows question, the League faces one of its greatest crises since its inception almost a decade ago. Ticket brokers, too, are plotting another suit against it.

When the monopoly suit against it was started, Elmer Rice, president of the Guild, charged that the suit was not

BROADWAY RUNS

Performances to April 19 Inclusive.
Dramatic Opened Perf.

Arms and Old Lace (Fol.)	Jan. 10	119
Chasler's Aunt (revival)	Oct. 17	212
(Cort)	Oct. 13	78
Classics (Hudson)	Nov. 26	167
Corn is Green, The (National)	Nov. 26	167
Dickens' Dilemma, The (Hudson)	Mar. 11	47
Flight to the West (Hudson)	Nov. 26	167
Johnny Belinda (Hudson)	Nov. 26	167
Life With Father (Empire)	Nov. 8, 29	606
Man Who Came to Dinner	Oct. 12	639
(The Music Box)	Oct. 12	639
Mr. and Mrs. North (Belasco)	Jan. 23	312
My Fair Lady (Hudson)	Mar. 23	32
My Sister Elton (Hudson)	Dec. 26	132
Native Son (Hudson)	Mar. 24	32
Night Before Christmas, The (Marcello)	Apr. 10	12
Old Acquaintance (Marcello)	Dec. 23	132
Out of the Frying Pan (Windsor)	Feb. 11	79
Secrets (Empire)	Mar. 23	47
Tobacco Road (Forrest)	Dec. 4, 23	312
Watch on the Rhine (Book)	Apr. 1	22

representative of the will of the majority of the managers, but that it was inspired by Len and J. J. Shubert. Before the Guild answered the claim in the League's original complaint, it filed a motion in Supreme Court to have the case dismissed, claiming that the League was an incompetent plaintiff because, as an organization, it has no direct dealings with the Dramatists' Guild. Decision was reserved.

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Film Versions Aid Stage Runs

PHILADELPHIA, April 19.—Much-discussed question of whether the opening of a film version hurts or helps the stage original was decided here by actual experiment. Both Philadelphia Story and Tobacco Road, coinciding with the picture openings, pulled fancy figures in face of the movie versions. After drawing \$24,000 for the September 30 week at the Forrest Theater, Philadelphia Story returned for the February 10 week at the same house to end its engagement with a remarkable gross of \$21,800, although film version had already played four big weeks at a first-run house and was starting its second-run movie engagement downtown. Altogether, in its four weeks, spread thru three engagements over two years, the stage original here took in not far from \$100,000.

Tobacco Road started a three-week run at the Locust Street Theater on March 24, with the picture version in its second week. At a low \$1.50 top and making its 18th week and its eighth return engagement, it took out a banner \$32,000 for its run. Curiously enough, film version failed to do nearly as well at the box office. Theater men figured that people wanted to hear much of the dialog that failed to pass the Hays office.

2 Shows Double-X Crix, Keep Going

NEW YORK, April 19.—Things have been slow in the legitimate theater for the past four weeks. During that time only six new plays opened and to date two of them have closed. The critics didn't receive a very high rating for their verdicts on the six shows. According to them four of the productions were flops, yet only two have closed and it seems as if at least one of the other two will carry on.

Watch on the Rhine, which received 89 per cent in review percentages, has been playing to capacity houses and is a smash hit.

Native Son (72 per cent) is the other show to which the critics gave good notices. There is every indication that this, too, will be a hit, with the book's popularity helping plenty.

The Night Before Christmas (the critics gave this one 6 per cent but it's still carrying on) has been making changes in the script almost every night, and many of the weak spots have been tightened up. It stands a chance of coming out of the shaky class.

My Fair Ladies, which also received 6 per cent, is still open and no decision had been made at press time as to the possibility of its closing.

Your Loving Son (0 per cent) closed after three performances, and Gabrielle (5 per cent) closed after two performances.

FROM OUT FRONT

Movies Over Miami, and Other Matters

—BY EUGENE BURR—

ABOUT a month ago a gentleman named Bob Fredericks, who is amusement editor of *The Miami Herald*, wrote a column claiming that films are in every way superior to stage productions. Periodically, amusement editors who don't get a chance to see stage shows write columns of that sort, evidently in order to ease their inferiority complexes. As a rule they follow a single pattern and can be easily dismissed, but Mr. Fredericks' effort is so monumentally underheaded that it really deserves special mention.

"I should like to take a poll at the Pearly Gates," he says, "and have admission dependent on an honest answer to the following question: 'Did you ever see a stage play nearly as enjoyable as any one of 10 movies that you could name?' . . . I shall ever doubt the sincerity and good sense of anyone who insists that it is possible to produce a more enjoyable play on the stage than on the screen. For my part, I have never seen a stage play that could approach *Gone With the Wind*, *Northwest Mounted Police*, *Murder on the Bounty*, *The Philadelphia Story*, *Grapes of Wrath*, and ever so many more for sheer joyous entertainment. Not for that matter have I ever seen anything more artful than *Our Town*, *Goodbye Mr. Chips*, and several others."

Aside from the usual question aroused by such effusions ("How many Broadway plays has he ever seen—if any?"), the most remarkable thing about the above statement is the fact that Mr. Fredericks managed to find what he calls "sheer joyous entertainment" in such films as *Gone With the Wind*, *Murder on the Bounty*, and *The Grapes of Wrath*. Powerful they may have been, and possessed of drama, emotional impact, and the touch of genius; but even their most ardent admirers have failed to find in them "sheer joyous entertainment." If Mr. Fredericks is joyously entertained by the conditions depicted in *The Grapes of Wrath*, he is a very remarkable fellow indeed.

He also forgets that two of the films on his brief list, *The Philadelphia Story* and *Our Town*, were originally written and produced as stage plays, and that the "sheer joyous entertainment" of the one and the "artfulness" of the other were inherent in the stage productions and merely copied (badly copied in both cases, I think) in the film versions.

Chiefly, however, Mr. Fredericks' statement is worth noting because it manages to dig up only seven pictures thru the years as proof that films are generally better than the stage. It's a list whose painful brevity plays treacherously into the hands of Mr. Fredericks' opposition. Of course some good movies are made; the law of averages, if nothing else, would indicate that. But to say that the screen can compare with the stage in intelligence, entertainment, or anything else except physical movement is ridiculous. I should like Mr. Fredericks to name—either at the Pearly Gates or the corner drugstore—just three more films that were as enjoyable, in the eyes of 12 jurors with mental ages above five years, as any one of 20 plays that can be named from the Broadway productions of the past few seasons.

MR. FREDERICKS' real contribution, the comes when he talks about acting. "It is true," he says, "that a handsome young man or a particularly 'oomph' lass might be fitted into an important screen role who never could get by on the legitimate stage. But that only proves a point in favor of the movie; which has so many other tricks in its bag that it can be entertaining without superior acting. However, for the most part, you get just as good acting on the screen as you do from the stage star; and when you do, the aggregate entertainment is such as to put the stage in the shade. . . . (The screen) can better bring out beauty and facial expressions with close-ups that can be seen and heard in the last row; and it can augment these with musical scores and sound effects that can't be easily fitted into a stage production."

I deplore the sad case of an important screen role who never could get by on the legitimate stage, and I freely admit that I love hearing a close-up in the last row. Even more, however, I love hearing an actor. A good actor can be heard in any last row, without resort to distorting mechanical amplification. And no actor with adequate projection needs the magnifying and distorting mechanics of a close-up in order to achieve even his usual effects. The human face and

(See FROM OUT FRONT on opp. page)

OUT-OF-TOWN OPENINGS

"Rose Marie"

(Revival)
(Shubert)
BOSTON

A revival presented by the Messrs. Shubert. Scenery by Watson Barrett. Staged by Edward J. Scollon. Dances directed by Edward Sinclair. Cast includes Sergio DeKario, Robert Chisholm, Hope Emerson, Phillip Tully, Alan Stewart, Richard Rober, Grace Poggi, Igor, Don Gaultier, Alexander Gray, Nancy McCord, Anne Francine, Mary Roche, and others.

The Shuberts whipped this one together in about a week, and it looks it. The idea, apparently, was to follow *Blossom Time* and cash in on the mood for revivals. From that standpoint, the Shuberts have once again guessed correctly.

Although much work is needed before this could be classed as a finished production, *Rose Marie* is doing business. The show has long been a favorite with Hub audiences, and they are turning out in droves to see it again.

The hasty manner in which the show was put on the road was clearly evident at the Boston opening. Direction was poor and blow-ups frequent. Also some of the featured performers left little to be desired from a vocal standpoint, the setting was of a poor caliber that the entire show suffered.

Don Gaultier as Hard Boiled Herman makes the most of his part, doing a great job. Hope Emerson also pleased as Lady Jane. Nancy McCord as Rose Marie, and Alexander Gray as Jim, both spoiled their effects by consistent over-acting. Gray apparently spent his time studying for the part by watching Nelson Eddy in the movie version.

Despite the bad acting, however, this should click on the road. Boston greeted it more warmly than *Blossom Time*, and it seems the rest of the road tour will also be profitable. Mike Kaplan.

"Theatre"

(The Playhouse)
WILMINGTON, DEL.

A play by Somerset Maugham and Guy Bolton. Presented by John Golden. Directed by Robert Milton. Settings by Donald Oenslager with Isaac Benesch as technical assistant. Cast: Wendy Atkin, Robert Burton, Jack Metcalfe, Leslie Austen, Cornelia Otis Skinner, Reginald Mason, Viola Roche, Arthur Margetson, Frederick Bradley, Carl Harbord, Ralph Bunker, Margaret Bannerman, Joan Wetmore, and Stanley Harrison.

John Golden's new production, *Theatre*, promises to parallel the box-office history of his earlier hit, *Claudius*, which also premiered at Wilmington's Playhouse.

Cornelia Otis Skinner, entering the regular multiple-characterized stage from her solo performances, won from her audience one of the greatest spontaneous ovations ever accorded an actress in recent years, playing Julia Lambert, stage star.

Julia is going thru a period of doubt. A critic has called her latest performance a "tour de force," and she is much concerned. Her son, she realizes, is 17 and growing up. Her quiet American divorce and the anomalous position in which it has placed her bore her; and, finally, she is worried as to whether she has lost her appeal.

To her ex-husband she is a business asset; to her long-suffering admirer, something to be admired, but not with passion; to her son, always an actress, incapable of real emotion; to Dolly, her best friend, a menace; to young Tom, on whom she is trying out her sex appeal, an opportunity to crash social barriers and promote the stage career of a young ingenue; and to her maid, Evie, a true exponent of the theater.

Strangely enough, they are all right. Critical opinion was somewhat divided here on Miss Skinner's final exit, across the footlights and thru the theater. *The Sunday Star* listed it among the play's assets: "The Morning News (C.L.J.) thought it 'unusual and very effective,'" and pointed out that the audience comment was most favorable. William F. Frank, of the *Journal-Every Evening*, thought it "anti-dramatic, too obviously a 'good night' signature."

Arthur Margetson won admirers for his portrayal of husband Michael, the Svergal of the wings. Viola Roche scored on a well-drawn character part as Evie, Julia's caustic but loyal Cockney (See Out-of-Town Opening on opp. page)

Savoy Opera Guild Offers "Pinafore"

NEW YORK, April 19.—The Savoy Opera Guild, a new organization of Gilbert-and-Sullivanites, opened this week at the Cherry Lane Theater, playing *Trial by Jury* and *H.M.S. Pinafore* each Tuesday and Thursday night. The other nights of the week the Cherry Lane is occupied by the Irish Repertory Theater's *Fiddler's House*.

In case a G&S troupe at the Cherry Lane sounds ominous in the light of past events, it should be noted that this is a new group, and has nothing whatsoever to do with the outfit that misplayed the operettas at the Cherry Lane previously. The difference can be noted as soon as the curtain goes up. For one thing, the costumes are fresh, new and tasteful, and the setting is the necessarily tiny, are altogether professional and attractive. For another thing, the people in the Savoy Opera Guild make a commendably successful attempt to reach professional standards, and most of them have potentially good voices. All in all, their show, the badly hampered by the Cherry Lane's almost infinitesimal stage space and by the fact that a slight aroma of amateurism still hangs about it, is by long odds the best minor G&S production this reporter has ever seen. Anyone interested in the formation of a permanent American Gilbert and Sullivan company should really take a trip to Cherry Lane to look over a number of possibilities.

Outstanding throughout the evening is the smooth and inventive staging of Lewis Denison and the splendid musical direction of Arthur Lief. Both Mr. Denison and Mr. Lief splendidly surmounted some pretty grueling difficulties—Mr. Denison the limited stage space and Mr. Lief the tendency of several of his performers to ignore him and the fact that his entire orchestra was composed of a single piano. Incidentally, the pianist, Norman Secor, should also come in for special commendation.

Showing off to perhaps the best individual advantage among the players was Earl Norland who the voice is over-light for the roles, did excellently both as the counsel in *Trial* and as Captain Corcoran in *Pinafore*. As in the case of almost all his colleagues, he uses his chest rather than his full diaphragm in breathing, and as a result he tends to manufacture many of his notes in his throat; but he is young, he has the foundation of an excellent voice, and proper training should build him into a splendid performer. In addition, he is personable and good-looking and, like all the others under Mr. Denison's beautiful direction, he achieved the precise but usually illusive note of perfect G&S tomfoolery.

Sylvia Cyde, who sang both soprano parts, similarly displayed a potentially splendid voice, and read and acted charmingly. Wells Clary distinguished himself as both the learned judge and Dick Deadey; Ruth Grlrooff made an unusually pleasant and effective Buttercup; Charles Kingsley, as that aged and ink-spattered water-baby, Sir Joseph, was easily adequate; Seymour Pensner brought a rich but a little slight, and somewhat to both the usher and Bill Bobstay; John Appinwall sang the foreman and Bob Beckett nicely; and Vivian Denison was a charming and pleasant Hebe. A tenor named Patrick Henry sang the defendant in *Trial* and Ralph in *Pinafore*, and chose liberty (in the matter of lyrics, at any rate) rather than death. His frequent lapses of memory were the only blots upon an otherwise excellent production. The small chorus boasts a number of fine voices, and is better trained than a number of more nearly professional groups that come to mind.

Incidentally, this reporter caught the show Thursday (17), the day after the death of William Danforth, the greatest of all Mikados and the most infernally triangular Dick Deadey ever seen on any stage. Knowledge of his death lent a note of sadness to the evening—and also emphasized more than ever the pressing need to develop new Gilbert and Sullivan

Material — Experimental Theater Offers Its First Trout Production

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talent in America. It is quite possible that the Savoy Opera Guild, judging from its modest initial effort, may help to fill that need.

Eugene Burr.

Exclusive Service Clause Action Skedged by Equity

NEW YORK, April 19.—At the Actors' Equity Association Council meeting Tuesday (8) Tom Tully appeared and argued on behalf of members who had signed a petition requesting that the exclusive service clause be deleted from Equity contracts.

The council heard Tully, but postponed action until Tuesday (22), at which time it will be brought up as a special order of business.

FROM OUT FRONT

(Continued from opposite page)

voice if properly used are still infinitely superior to any mechanical gongaw in creating both enjoyment and entertainment.

As for Mr. Fredericks' argument that the screen is a superior medium because it can entertain without recourse to good acting, you can apply the same argument to a horse race or a building excavation. And the crack about sound effects and musical scores merely makes one wonder again if Mr. Fredericks has seen a Broadway show in the past decade. It seems extremely doubtful.

Punished of all, tho, he forgets to mention freedom and diversity of action—the one real advantage that the screen has over the stage.

TO DIGRESS in order to discuss a couple of cheap plays obviously inferior to *Blondie Plays Cupid* and *That Night in Rio*, there seems a remote chance at present that New York next season may see two different productions of *Antony and Cleopatra*. A couple of first-line players (who may as well go nameless, because acting has so little to do with entertainment anyhow) have been independently toying with the idea of doing the play; but all the excitement over this particular hunk of Shakespeare seems a bit odd to this corner. A & C is by no stretch of the imagination one of Shakespeare's better plays—and Dryden wrote an infinitely superior drama on the same subject. If one of the players considering *Antony and Cleopatra* would give us instead the Dryden piece, *All for Love*, I'd be eternally grateful. I have a hunch that Mr. Fredericks would probably prefer *Andy Hardy's Private Secretary*, but nonetheless I persist in considering *All for Love* one of the three most beautiful plays in all the annals of the drama. . . . While speaking of Shakespeare, it may be well to report that young Mr. Orson Welles announced verbally during a rehearsal of *Nation's Son* that he will probably do *Macbeth* next season. He made the announcement only after hearing that Maurice Evans was planning a production of *Macbeth*; his own, he said belligerently, will be 20 minutes of Shakespeare and two hours of Orson Welles—which won't be a surprise to anyone who has seen an Orson Welles production. Parenthetically, it is to be noted that the fundamental test of the honesty and artistic integrity of any director is his willingness to conceal himself and reveal the aim of the playwright.

IT SEEMS a shame to speak of mere acting after Mr. Fredericks has disposed of it so neatly, but the various members of the Group Theater acting company who have appeared this season under other managements and other directors have shown up better than anyone could have expected from their Group appearances. The list of examples is rather long, and there's no use going into it; but the fact remains that the season has been studied by excellent performances from actors who, while with the Group, were stylized, self-conscious, and phony ineffective. There's a pretty obvious moral there—one that has to do with acting "methods" there, or create self-consciousness and allow perniciously silly generalities to distort any sort of honest acting approach. . . . On practically the same subject, there is a famous drama coach who works according to the same ruinous "methods" and who has probably spoiled more potential acting talent than any other one man. Yet he is patronized not only by tyros, but also by well-known actors and actresses who could teach him more about acting in an hour than he will ever otherwise know. And they really should try to teach him—if only in self-defense. . . . Related justice: Several weeks ago this corner made a crack about the low level reached by fashion designers in their stage clothes this season. There is at least one definite exception: Helmo Pons. Her designs have been consistently tasteful and effective.

NEW YORK, April 19.—The Experimental Theater, which was formed to allow young playwrights, actors, and directors to display their wares at special trout showings, finally got around to its avowed purpose in its second production, George Harr's *Steps Leading Up*, which was offered yesterday afternoon at the Cort Theater for a single performance under Paul A. Foley's direction. The Experimental Theater's first production had been *The Trojan Women*, by that up-and-coming young playwright, Euripides, directed by a struggling young director named Margaret Webster, and including in its cast such unknowns as Miss Webster herself, Dame May Whitty, Tamara Geva, and Walter Szlak.

When the Experimental Theater was formed there was a general feeling that it would present pieces which, despite certain merit, were for some reason considered uncommercial and might otherwise never have a hearing. In this respect it was to parallel London's Stage Society, which brought *Journey's End*, among others, to the attention of the public and the managers.

Steps Leading Up, however, is neither particularly "uncommercial" nor, for that matter, particularly good. It is a routine, uninspired, and infernally boring tale of a lad who organizes the finishers in the millinery trade and tries to get them representation in the hat blockers' union. It has been presented countless times on the maligned commercial stage in one form or another, most of them infinitely better, both artistically and dramatically, than that worked out by Mr. Harr. The author is said to be a millinery worker himself, and the countless details of his play are boring enough to indicate that it is largely autobiographical.

Dave, the fine young finisher, gets the other finishers together to protest against the sweatshop conditions under which they, as the only unorganized workers in the millinery trade, are exploited; and he and a committee ask the powerful blockers' union for aid. But the blockers' union is run by wicked racketeers who try to sidetrack the kids, but are blocked by the NLRB. With the

finishers promised a charter of their own the evil officials of the blockers offer to take them in as a subsidiary local whose members have no union vote; and, since Dave offers furtive gleams of intelligent suspicion at this proposal, they decide to break him. After he has gotten all the finishers to sign applications for union membership, they tell his boss to hire him, and beat him up when he protests. At the end, he and the extraordinarily noodle-pated girl for whom he has been on the make throughout the play decide that they'll keep on fighting to clean up unionism, and rush out enthusiastically—headed, so far as this reporter could make out, straight for the eighth ball.

It's really not a play at all, but merely a case history, told with a minimum of theatrical effect, with undistinguished dialog punctuated occasionally by passages of painfully purple writing, and marked through by a wholehearted lack of any particular interest. Even as a case history, it carefully avoids saying anything that might have been new, startling, or emotion compelling.

As for the presentation, which was done before a black eye and with a minimum of props, it might by a stretch of the imagination have been regarded as a routine production of the junior class of a dramatic school. Mr. Foley's direction allowed, which, if it were to be called either to point up or give a steady drive to the action, provided a pace so fumbling that it occasionally grew almost embarrassing, and in general gave the players less a chance to show themselves than a chance to show themselves up. James Gregory, as Dave, read splendidly in spots, but handled himself awkwardly and missed many of his best scenes. A lot of the others turned out to be unbelievably bad, highlighted by a determined bit performance from Judah Coprut, who offered the funniest overplaying seen in months. Florence Robinson, in an incidental role, did the only altogether excellent job of the lot.

The Experimental Theater, at its inception, seemed one of the finest things to hit the American theater in years—but its inception held on promise of things like *Steps Leading Up*. There are enough bad plays to be seen at night without anyone going out to add a few more for afternoon consumption.

Eugene Burr.

Good Will Invades Legit

NEW YORK, April 19.—The Pan-American good-will angle has hit the legit field with the announcement that Lew Brown and Ray Henderson are completing the score, book, and lyrics of *Good Will Hunting* for either a June or September unswelling.

Negotiations are under way to get Ann Sheridan and/or Cesar Romero in the lead spots.

Jack Curtis, of the Lyons Agency, will be general manager of the show.

OUT-OF-TOWN OPENING

(Continued from opposite page)

maid. The part of Dolly de Vries was well handled by Margaret Banerman, and Reginald Mason was effective as affable Lord Charles Temperley. Julia's faithful admirer, Carl Harbord performed with proper shyness and frustration in the ungracious role of Tom Fennell, the young lover.

Jack Merivale acquitted himself well as a young photographer. Good work was also done by Ralph Barker as Jevons, the butler; Stanley Harrison, as the stage door guard; Frederick Bradley, as Julia's 17-year-old son; and Joan Wetmore, in the limited part of Avico Oughton, the young ingenue.

The settings by Donald Oenslager are excellent.

As did *Claudie* when exhibited here, *Theater* has its minor faults, but these assuredly will be cleared up in due course, and there is no doubt that Mr. Golden has chalked up another success.

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UNITS FISH INTO CAMPS

Chi's Rumba Casino 25C Budget; Duchin Broke Palmer H. Record

CHICAGO, April 19.—Lent did not hurt cases, particularly the classy ones, as much as expected, and local clubs have optimistic plans for the spring and summer.

At Greenfield's Rumba Casino, on the site of the old Three Deuces, opens the end of May. Latin atmosphere and talent will predominate and some \$2,500 a week will be spent for entertainment. Don Pedro and a 13-piece band have been signed for the opening show, which will feature Tito Guizar, the Eddie Rogers Troupe, and Felipe de Flores. MCA is booking.

The Palmer House is doing well with its new show (Jan Garber's band and revue), after winding up a record-breaking 12 weeks with Edy Duchin. Duchin attracted 50,694 people in 72 nights (band is off one night a week). The five-week all-time record in the hotel's Empire Room is still held by Veloz and Yolanda, and the 10-week high is still credited to Orrin Tucker and Bonnie Baker. Garber may remain thru the summer. The fall attraction will be

Griff Williams, who opens September 4. Sherman Hotel's Panther Room will feature an ice show starting May 31, to be produced by Bonnie Moore, who staged the first ice revue in the hotel's College Inn (same room) nearly four years ago. Cab Calloway will open with this floor bid and, while the band is in for only a month, the ice spectacle is slated to hold the entire summer. Change in show policy is to stimulate early evening trade.

The Villa Moderne, suburban spot, ushered in the spring season with Ken Thompson's band. Name orks are out this year.

Duchin's, south of Chicago, is under new management and returns to work show next month. John King will book.

Harry's New Yorker revamped its show Wednesday (16), holding Billy Gray and the Muriel Kretlow line (6) and adding Patricia Brent (formerly Yvonne Monoff), singer, with Al Tracey at the piano; the Hartnells, Alex Perel, and the Three Musical Moods.

Club Talent

New York:

GEORGETTE DANIELS went into Bertolotti's April 2. . . BUDDY MACK, former band leader, is now bartending with Marty White's new band.

GRACE MACDONALD will fill her contract at the Versailles for two weeks starting April 24. . . BILLY DE WOLFE and Mill Monti will be at the Rainbow Room June 21.

Chicago:

DON AND BETTE LYNN will remain at the 606 Club the next four months. NAN BLAKSTONE held over for 12 weeks at the Brown Derby; Barbara Purke also a holdover.

THE GOLDEN PAIR moved into Colosimo's, replacing Zerby and Wiers, who left for Mexico. . . JACK MARSHALL'S contract at the Hi Hat has been extended to six weeks.

RALPH COOK and Blake and Lambert stay over with the new show at Colosimo's, opening May 1. The Brucettes, acro sextet set by Ray Lyte, will join the line-up.

JOHN BOLES is coming in with the Paul Whiteman show at the Chez Paree May 16. . . WALTER DONAHUE moved, from the Edgewater Beach Hotel to the Sherman's Panther Room. The Albins joined him there Friday (18).

BOB DUPONT closed at Harry's New Yorker last week and picked up three vaude weeks with Ray Noble's band in the Midwest. . . LINDA PRESTON, formerly singer with Al Milton's band at Harry's New Yorker, is now the straight in Gene Sheldon's vaude act. . . MARIA KARIZA is the new name used by Marie Kuhlman, dancer.

Boston:

MORTON DOWNEY closed Wednesday (23) after a week stand at the Mayfair. . . HARRY SPEAR, in his 43d week, at the Latin Quarter, is establishing a new record for local night club ensembles. . . LARRY THORNTON is host at the newly reopened Dreamworld Hall, Scituate, Mass. . . SALLY KEITH returns for her umpteenth engagement at the Crawford House, Boston. . . Opening of Penguin Club, Nahant, Mass., features Hubberneck Holmes and Jennie with an all-colored revue. . . BILLY KELLEY, emcee at Hotel Essex, now known as Little Ziegfeld, also produces the shows.

Philadelphia:

FAY AND GORDON, coming in from California, make their Eastern debut at the Benjamin Franklin Hotel. . . TOMMY MONROE, up from Florida, leads the new Latimer Club show. . . SAM SILBER, Embassy Club asst. mng., back from Hot Springs, Ark., minus 18 pounds of

The Billboard Review Quoted—on Sugar Lumps

PHILADELPHIA, April 19.—Trade papers have been quoted in devices and designs of every shape and form. But it remained for Stanley Carroll, operator of Carroll's, local nitery, to carry the quote on a lump of sugar. Taking advantage of a *Billboard* review of the club that said, "The food is excellent," Carroll is carrying the quote on the jackets of the sugar cubes at each table.

Holtz Big 9,000; B. Roberts, 7,500; Youngman a Builder

DETROIT, April 19.—Business at the Bowers Cafe has been holding up well despite Lent, altho general night club business in the city has not been too good. Bowers's better record is caused primarily by its known policy of name acts—a policy that gives the spot around 5,000 customers even in a week when no outstanding name is booked.

Lou Holtz returned for his third Bowers booking in a year to play Holy Week—a return engagement, since he played Holy Week a year ago to 14,000 people. In September he set the house record of 15,000 attendance, according to Manager Frank Barbro. This time, however, he dropped down to 9,000, a figure that is high for most attractions but low for Holtz. Reason was the coincidence of the Jewish Passover with Holy Week.

Going back four weeks, Lucille Page and Buster West played a week to a fair 8,000 customers. Henry Youngman, following, opened to the same attendance and achieved the rare feat of building attendance the second week up to 9,000. Beverly Roberts followed in with a draw of about 7,500, just before Holtz.

More Names for Youngstown Area

YOUNGSTOWN, O., April 19.—Activity is increasing greatly in this area, with several new clubs unshuttering and better acts being booked. Tess Gardell is currently at Pete Meyers' Gray Wolf Tavern, Masury.

The Checker Board Band has opened at the Hotel Ohio here. The boys play poppy music, but also for dancing.

Name bands are also scheduled to come into this territory soon, including Sammy Kaye, Manny Prager, Tommy Dorsey, Al Donahue, and Vincent Lopez.

Tabarin, San Francisco, starting April 29. . . SID TOMACK AND REIS BROTHERS go to the Florentine Gardens, Hollywood, May 12. . . FRANCES FAYE opened at the Glen Wintergarden Casino, Williamsville, N. Y., April 19 for two weeks. . . BERYL GRANFORD opened Wednesday (9) at the Blue Mirror, Newark, N. J., along with Patti Cranford and Olivette and Mary. CHAZ CHASE headlines the Mayfair, West Orange, N. J., show which opened April 5. Paul and Paulette also in the show.

RAY WENCH, emcee, was drafted into the army last week after finishing only two of a 30-week engagement at the Town and Country Club, Milwaukee.

THE STADERS set at the San Soule, Havana, thru May 15. . . STARR, ROLO, AND DITSON held another three weeks at the Tin Top, Milwaukee. . . JOE OAKIE, formerly in Jack Haley's vaude act, worked with Maxie Rosenbloom at the Yacht Club, Pittsburgh, last week. . . EVERETT AND CONWAY have begun their second month at LeVan's, Buffalo. . . FERNANDO AND FAIR, marionette workers, are at the Bowers, Detroit, on a two-weeker.

THE DELLS are current at the Gantian County Club, Hull, Que. . . CARLTON AND JULIETTE are set for a few weeks at the Beachcomber in Boston.

THE VARRONES (Carlos and Dolores) began a two-weeker at the Circle Club, East Dubuque, Ill., April 12, set by Leo B. Salkin, of the Chicago Morris office.

Facilities Still Poor, But Shows Make Best of It

NEW YORK, April 19.—Now that vaude activities in army camps have started, it appears that the United States Army officials are finally recognizing the fact that live entertainment is a vital factor in keeping up drafts morale. However, it appears an unofficial policy has been adopted by the War Department: having agents, bookers, and talent take all the monetary risk, with the government taking a cut on the profits.

Units now touring the khaki circuit have been okehed by the morale of fliers at the individual camps. Admission scale and type of entertainment having been approved, the officers stipulate that a percentage, from 10 to 20 per cent, go to the camp recreation fund.

As yet the government has made no appropriation for live talent. The units have to carry their own tents and equipment, since many of the camps, even those with recently constructed theaters, have no provision for dressing rooms or stages large enough to carry a unit or band.

Vaude bookers see as one of the reasons for the unofficial change the poor films which have hit the army theaters. Bookers have registered many protests, with the result that many go off the camp ground in search of recreation.

The booking of live talent is seen as an unofficial answer to rookie peeves. Several units have already hit the camps, among them the Wally Wanger unit, Stars Spangled Jamboree, and the H. E. Booker combo, All American Musical.

Booker's outfit is playing the Southern camps, while the Wanger unit starts at Fort Benning, Ga., for eight days, Monday (21) and follows at Fort McClellan, Central City Park, which is near Fort Basiss, Macon, Ga.; Camp Croft, Spartanburg, Ga., and Newport News, Va.

Other bookers are negotiating with camp officials. Al Rogers and Alex Gerber are among those who recently approached army brass h'rs. Fred La Reine opened a unit at Fort Bragg, but had to call it off later because of illness.

Bobby Sanford, who was to have produced three units for camps for a committee of socialites, has been told to abandon the project. Sanford units were to have entertained soldiers without charge. Reports are that pressure was brought on Mrs. Junius F. Morgan to withdraw financial backing, as a free unit would have competed with professionally produced outfits.

Hurricane Opening Held Up by Suit of Former Owners

NEW YORK, April 19.—Complications arising from a lawsuit are preventing Mike Larson from taking possession of the Hurricane, for which he signed a lease last week.

The Nalit Realty Corporation, which leased the spot from Brill Brothers, owners of the building, and rented it back to the Hurricane, has filed suit for \$25,000, charging conspiracy. It charges that Brill signed with Larson before it was given a chance to clear up the arrears of \$7,397.97. An eviction notice was served, calling upon the current tenants to clear the premises within five days, and Nalit Corporation charges the lease was signed before the five days were up.

Larson, operator of the Iceland and Queen Mary restaurants, expects to take possession as soon as the difficulties are settled.

He has shuttered the Queen Mary for changes of decor and will open that spot April 15 at the Forbidden City, with an Oriental floorshow.

802 OFFERS INDIES DEAL

Magician Chang Opens Strong at Havana National

HAVANA, April 19.—Magician Chang, one of the best in his line, opened Saturday (12) at the big National Theater to a packed house.

Shows were well presented, with elaborate scenery and costumes, not the least of which were the magnificent robes worn by Chang himself. He must have made at least 50 changes of robes and hats.

Show consisted of two acts and 49 scenes presented in rapid succession to the large and appreciative Cuban audience. Prices ranged from boxes (\$7 and \$5), orchestra chairs (\$1), to top galleries (30 and 20 cents).

Chang was ably assisted by Joanna Claire, his leading lady and dancer; a Spanish singer, Josefina Meza, and a chorus of 12 nice looking and shapely girls, who added not a little to the show's success. The girls were Shirley Manion, Gloria Gardner, Virginia Ford, Margory Clay, Florence Walsh, Amalia Davis, Rita Goldsmith, Lucille Marvel, Anne Wilson, Jean Dodge, Edna Terry, and Lydia Scott.

Chang performed the usual acts of a gilled magician and his work was first class in every respect. The fast and finished production left nothing to be desired.

L. Maclean Beers.

More Vaude for Bridgeport Houses

BRIDGEPORT, Conn., April 19.—Because of the great success of vaude at the Loew-Lyric Theater here Sundays, and at the Loew-Globe two days a week, Manager Morris Rosenthal, of the Loew-Majestic Theater, has booked in the Singer Midgets unit this week for a full-week stand. If it is a success, house may use vaude regularly.

Manager Matt Saunders, of the Loew-Palace, has booked the Leigh Knowles orchestra, doubling from the Seven Gables Inn, Milford, with the Arthur Murray Dancers, in connection with rumba and samba contests.

Evans-Viner Trial Up May 7 in Chi

CHICAGO, April 19.—The contract suit filed by Bob Evans, ventriloquist, against Joe Viner, his manager, will be heard by Judge John C. Lewis in Superior Court here May 7. Date was set by Master John Kelly yesterday (18) after examining the case.

Evans claims that his 10-year, 40-per cent contract be signed with Viner last year while working at Viner's Eden Cafe is not equitable because, Evans says, he was never given any work. Viner denies the charge.

Sedalia Paper Sponsors Vaude

SEDALIA, Mo., April 19.—Newest stage-show here is a novel affair, *Sedalia's Own Show*, weekly at the Liberty Theater (500 seats) Fridays. The revue is sponsored by *The Sedalia Times and Free Press*. It consists of a quiz program plus other acts. Show also includes pictures.

King Joins Borde

CHICAGO, April 19.—John King, local agent, has joined Al Borde's office as manager of the night club department. Borde is also negotiating with Billy Diamond to join him as booker of all units office-produced. Diamond, until this week, was booker of the Oriental Theater here and was replaced by Dan Friendly. Borde wants to spend all his time producing units. Current Borde units include Ada Leonard's all-girl revue, *Screwballs of 1941*, and *Pussycats*.

SHEP FIELDS began a Midwest theater tour at the State-Lake, Chicago, week of April 18.

Another for Ripley

CHICAGO, April 19.—Lamberti, the xylophone-playing comic, is tired of work. He says that he hasn't laid off in two and a half years and refuses to accept dates following his current run-of-the-show stay at Mike Todd's Theater Cafe here. Instead, he is going back to his home near Los Angeles, will put his 50-foot boat in shape, and sail for an extended vacation in Alaska.

Group May Convert Boston Op to Cafe

BOSTON, April 19.—Boston Opera House may soon be converted into a gigantic night club. House is located far from the bright light section and has been dark almost entirely the past few years. Used for U. of Pennsylvania's Mask and Wig Show and for Hot Mikado's first Hub engagement, only other times the place saw money was for Clifford C. Fischer's *Night at the Follies Berger*.

Former attorney general Paul Dever is reported acting for a local group, including Paul Mullen, former manager of the Beschbomer.

Vaudeville Notes

* ROSITA CARMEN, exotic dancer formerly at both New York World Fairs, is now playing vaude. . . . ANDREWS SISTERS pick up the Roosevelt Hotel, New Orleans, middle of April on their way eastward from Universal Studios in Hollywood.

LESTER JEFFRIES, assistant manager of Fay's, Philadelphia, on the mend after an attack of pneumonia. . . . FRED TAIT DOUGLAS, former vaudeville performer, comes out of retirement to lend his talent to shows for the British War Relief.

INK SPOTS set for a four-week date with options at the Paramount, New York, for some time in July. They will return there in January for another date.

WLW's Boone County Jamboree playing the Lyric, Indianapolis, week of April 18, following with the Colonial, Dayton, O., April 25.

RAY AND ARTHUR, now with Irving Yates' *Crazy Show*, opened April 20 with two weeks of Warner houses in Pennsylvania, the Century, Buffalo, and Tower, Kansas City.

JOE BESSER is in the Harry Rogers-Jack Pine show, *You're in the Army Now*, which plays State-Lake, Chicago, week of April 25, and the Riverside, Milwaukee, week of May 23.

ANTON SCIBILLA's new edition of *Walkie Nights* breaks in at the Colonial, Detroit, week of April 27, picks up two days at the Capitol, Madison, Wis., a week-end at the Palace, Rockford, Ill., and moves into the Oriental, Chicago, week of May 9.

JACK HINKY WYLLIE still at the Liberty Theater in Davenport, Ia. New here are Dolly Dede and Ramona Lovejoy.

PAUL CHILLY, arc leader and composer, will head his own band at New York RKO houses this week and will introduce his latest song, *I Knew You Too Well*. Others to appear are Vincent DeCosta, tenor and guitarist; the Harmonists Trio, DeMayo and Olga, and Minerva. . . . BOSE MARIE finished a return at Boston's RKO-Boston theater and has opened at Villa Madrid, Pittsburgh, for two weeks.

EVELYN FARNLEY, tapster, set for a date at the Erie, Washington, week of May 9. . . . MARGIE WARD, wife of Bert Gervis, band manager, is back with a ballet-tap angle.

DAVE APOLLON, now with Ed Wynn's *Boys and Girls Together* at the Selwyn, Chicago, will take out another vaude unit in the fall.

MILTON BERLE is lining up theater dates for May. . . . ANDREWS SISTERS are re-signed for the Paramount, New York, for the latter part of June. . . . TED LEWIS will start a vaude tour in the Midwest following his work in films, heading eastward. . . . CHARLIE SPIVAK goes to the Erie, Washington, May 9.

3-Piece Pit Ork, No Stand-Bys, To Induce Vaude

NEW YORK, April 19.—Plan of Local 802, musicians' union, for a revival of vaude in independent movie houses moved another step this week with Jack Rosenberg, 802 proxy, directing talks behind closed doors with motion picture exhibitors and booking agency execs.

Union is awaiting approval for national action on the plan submitted by 802 delegates to the Miami conference of the American Federation of Musicians executive board last January, which would set machinery to install vaude and band shows into theaters which apparently have been released from the double feature grip by the government consent decree outlawing film block booking.

Approval on a national scale, however, has nothing to do with the local's plans, according to Rosenberg, who said that the program will get under way fully at the beginning of the fall season. Rosenberg and other officials of the union have been meeting with exhibitors and offering them plans to supplant the extra feature. Union is amenable to having pit bands composed of as low as three men, with no extra charges for stand-bys for traveling bands. Rule at present is man-for-man stand-by fees.

Union is basing its program on the theory that the film business is heading for a complete departure in selling tactics, that there will be fewer films available, that the top films will cost much more than heretofore, and that exhibitors will be receptive to stagehouses.

Rosenberg said there are approximately 500 local theaters equipped with pits and stages. He said that if only a small percentage go for the proposal, there will enough impetus to stimulate a similar campaign all over the country. "The best examples of theaters making money from stagehouses," said Rosenberg, "are the Strand and Paramount. They were dying before they put the vaude policy to work for them."

Independent exhibitors are going to get a good sounding out this summer so that the local will have a basis for dealing with them. Rosenberg also insisted that this attempt to bring back vaude will not have the character of the ill-fated campaign five years ago, which cost the local and the American Federation of Actors more than \$100,000. He said he thinks the owners will talk turkey without picket lines.

Actor-Agent Dispute Goes to Arbitration

NEW YORK, April 19.—The contract squabble between Chris Cross and Charles Allen will be aired by the American Arbitration Association some time next week.

Already selected as arbitrators are Dan Simmons, former Keith-Albee booker, to represent Allen, and Lillian Posse, attorney, representing Cross. The impartial chairman is still to be set.

Cross lost the previous round when a panel made up of officials of the American Guild of Variety Artists and of the Artists Representatives' Association awarded his contract to Allen for three years, on the basis of a 60-day assignment signed by Cross.

Music Corporation of America, which has been booking Cross, was ordered by the ARA Board of Governors at a meeting Thursday (16) to hold all the commissions paid by Cross in escrow.

The ARA also voted for a general membership to be held Wednesday (23).

They'll Scare 'Em

CHICAGO, April 19.—A horror unit headed by Bela Lugosi and Keya Luke has been signed for the Oriental, starting May 2. The outfit will work Midwest theaters before heading East.

Irving Yates is handling the show. Eastern dates will be lined up by Charlie Yates.

Customers Too Musical

DETROIT, April 19.—Tinkling of *Jingle Bells*, as played by Harry Stevens at the Club Royale, was stopped by the club management after checking up on the damages.

The audience speedily developed the habit of adding the music by clinking on their glasses with table silverware, and the accompaniment, becoming a fortissimo, resulted in plenty of broken glassware.

2 Philly Sundays; Big Vaude Stays

PHILADELPHIA, April 19.—Two Sunday vaude stands return with the seasonal openings of Woodside and Willow Grove amusement parks tomorrow (20). Both again booked by Florence Bernard, of the local Eddie Sherman office, Cappy Barra Boys, Jack Steck and Florence Bendon, and Crawford and Mack on Woodside show, with Frankie Schluth heading Willow Grove bill.

Outlook for vaude this summer is brighter than ever. Earle Theater will carry on all summer, booked by Warner, Carman, booked by Sherman, is satisfied with the experiment last year in keeping the stage lit all summer. Fay's, Sherman house, always shuttering when the heat sets in, figures on keeping going until June at least.

City Drops Vaude After 3-Week Try

NEW YORK, April 19.—The City Theater, operated by Max Rudnick and Sam Briskman, dropped vaude after Saturday (12). The house had been operating for three weeks with vaude and double features. Despite names, grosses were too low for profitable operation.

A. & B. Dow and Al Rogers did the booking. House reverts to double-features.

The operators of the City are seeking a burly license. It is probable that, if the license is granted, *Follies* shows will start in September.

Ada Leonard Unit Returns to Loop

CHICAGO, April 19.—Ada Leonard's all-girl unit, with new acts, will play a repeat date at the State-Lake here week of May 16. Helen Morgan will be co-featured, and acts will include Alan Carney, Flo Mayo, Callahan Sisters, and Sylvia and Clemence.

Also set at the State-Lake is another Major Bowes unit May 23 week, to be augmented with a name act, and *Grandfather's Follies* week of May 30.

Asking \$6,500 for Doghouse Net Show

NEW YORK, April 19.—*Uncle Walter's Doghouse*, network radio show emanating from Chicago, is being offered as a vaude unit. Charles Allen and Sidney Morse are peddling it at \$6,500.

In the unit are Tom Wallace, Virginia Verrill, Linn Borden, Bob Strong, etc. The unit will use puppy giveaways.

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In the Carnival Department of This Issue

Night Club Reviews

George White 2d Edition on Cut Budget; But Show's Fast, Good

Talent policy: Dance and show band; relief trio; production floorshow at 8:30 and midnight staged by George White. Management: George White, owner-operator; Leon Lee, press agent. Prices: Dinner and supper from \$1 minimum.

NEW YORK, April 19.—George White's Gay White Way, which opened December 29, undraped its second edition Thursday (17). It uses only seven principals compared with 20 principals in the first show, and they along with the 20 girls (compared with 28 opening shows), 15-people Gya Arnheim band and relief trio compose the entertaining, pleasing show that White hopes will keep his big club open right thru the summer.

The show is on a smaller budget, in keeping with uneven business nowadays, but White has woven his principals and production numbers so skillfully that the show looks as good, if not better, than the initial bigger production. He's selling the girls, good specialties, and short, amusing blackouts, rather than names. And more than in the first show, he's selling the "good old days" idea, which dominates the first part of the revue.

Principals include Bob Shea, baritone whose voice is smooth and big, and who makes a strong impression through; Gloria Blake, coloratura soprano who's young and pretty but whose delivery is hurt somewhat by a too-loud p-a system; Carol King, refreshingly pretty, whose toe flutters, spins and graceful movements are a delight; Norman Harris and Sylvia Shore, comedy ballroom dancers whose satirical turns brought lusty laughter and show-stopped. They also doubled in skits and surprise with their excellent handling of lines.

Also, there's shapely Mimi Kellerman whose sex-charged to spinning and acro dancing is an eye-ful; Kay Penton, small and pretty brunette, who sang rhythm tunes nicely and who originally opened here as a chorine, and Coley Worth, who works in the blackouts from offstage.

New productions are 20 Years Ago, with the girls in period costumes and

chanting special lyrics, and the remember-when songs. Holdovers are Trinidad, song-and-dance, and Charleston, dance. The finale is new, but not in good taste. It includes a tribute to four European nations, topped by Shea's singing *God Bless America* as showgirls pose in appropriate costumes. We still believe night clubs are better off avoiding political issues.

The show's only nudity comes in two flashes of gals with uncovered busts posing behind the glass cage rear of the stage. All of the principals double in blackouts, doing a good enough job handling lines. The chorines are nice-looking, and their costumes are revealing but in good taste.

Gus Arnheim, just in from the Coast, played the opening show without a rehearsal and did a fair job, with Howard King handling the baton. For dance music the band is on surer ground, and sounded okeh. Four brass, four rhythm, and five brass, with pretty-brunette Katherine Joyce, vocalizing nicely. San Valley trio (violin, manacacac-guitar, accordion) handle relief nicely. Paul Denis.

Cafe Society East, New York

Talent policy: Two dance bands; floorshows at 8:30, 12, and 2:30. Management: Barney Josephson, owner; Ivan Black, press agent. Prices: \$1.50 minimum weekdays and \$2 Saturdays.

An entirely new show which includes most of the old faithfuls who spend their time between this spot and the original Cafe Society Downtown. New-comer is Jack Gilford, a CSD alumnus of a year or so ago, who is doubling from *Meet the People*.

At show caught, Gilford was forced to work under the extremely adverse condition of having a drunken heckler at ringside, but the comic successfully blew off the inebriate at each heckle.

John Kirby and his six-piece combo open with a fine swinger rendition, doing their inevitably fine precision job. Their swing music can be appreciated by persons who do not care to have their ears blown off. Their *Rehearsin' for a Nervous Breakdown* features drummer Spencer O'Neill, who does as terrific a job as any in the biz, but leaves out the slap-happy contortions.

Ernie South brings his violin to the floor, and with the smooth accompaniment of his four men on the stand, fiddles three beautiful numbers on the classical side. Superb.

Hazel Scott continues to amaze with her absolutely top-flight piano doings. Gal can take Franz Liszt's *Second Hungarian Rhapsody* and give it a swing treatment that would give even the composer a lift. It isn't the type swing arrangement which is so garbled that the true melody is lost completely. All of the intricate passages are there. Also did Percy Grainger's *In a Country Garden* and Chopin's *Minute Waltz*.

Gilford does his sock bit on the sport's slow-motion film take-off, then his movie fan with descriptions of a gangster movie, horror mystery, and hospital films. Does a satirical *Empty Saddles* for the finish. High-class comedy that should keep him here for a long time.

Golden Gate Quartet closed show and stopped it, too. Had to sing five numbers. The boys' smooth, fast singing of Negro spirituals is in a separate field of artistry from anything else.

Show is emceed by Gilford, who does it simply and quickly.

Harold Humphrey.

Havana-Madrid, New York

Talent policy: Dance and relief band; floorshows at 8:30, 12, and 2:30, produced by Del Castillo; costumes by Estela Romanoff. Management: Angel Lopez and Raymond Ferrer, operators; Ed Wiener, publicity. Prices: Weekday minimum, \$2; Saturdays and holidays, \$2.50.

New show, *Flamenco Folies*, is an authentically native layout, the only concession to modernity being a single rumba number. Despite the non-commercial aspect of the individual routines and numbers, the blueprint and production of the floorshow make the affair punchy and entertaining.

Flash, of course, is by Rosta Ortega,

the fiery flamenco practitioner, whose routines and personality are an immediate click. Took several bows.

Las Adelitas, two femme singers, give out with Spanish tunes in several spots. Working in so forte, but surrounding production sets them off to advantage.

A flamenco tap sets a nice hand for Cesar Tapia and Del Castillo. The routine has its dull moments but then again smart production puts them across.

Senor Villarino does a guitar single that is flashy and includes some deft fingering. His vocalizing, however, is on the weak side.

The teaming of Tapia and Miss Ortega, in a fine, classy routine to the *Capriccio Espagnolo*, got a big hand.

Del Toro emceeds effectively and on occasion helps along with his singing. Dolores, from the line, warbles as a single.

The line, altho short on lookers, is long on talent. Their routines are gracefully executed, and in several instances very hot. They do a *Malaga*, a shawl number, rumba, and a buleria for a finale.

Costuming is colorful and show moves along at a speedy pace. Joe Cohen.

Tic Toc, Montreal

Talent policy: Dance and show band; floorshows at 8:30 and 12:30. Management: Sydney Tapley, manager and producer; Ann Leserer, dance director; Elizabeth Owen, costumes. Prices: Dinner from \$1.50; drinks from 55 cents; no cover or minimum except Saturdays and holidays (\$2).

One of the smarter spots here, this niter has long been prosperous. Good productions and food have made it popular.

Trend in shows, since the war news became harsher, has been to escapism and light risqué. Currently, Dora Maugham's piquant sexy rhymes and a South Sea dance with Alviral and Margo, supported by four show girls and a chorus of eight, are clicking nicely. Miss Maugham is being held a second fortnight.

There is a spirited start, with the show girls as sailors and the chorus weaving a routine in scantiness. Margo follows doing a writhing hula in a pants reduction of a beachcomber. Alviral, Pretty fair act, bringing off some interesting effects.

Dora Maugham, jolly and buxom, displays adroit timing in handling sophisticated patter. Her stuff is a mixture of the subtle and the broad. Very clever. She has some things Noel Coward did for her, tho for this performance her material was by Eric Valentine and Blanche Sewell. One piece tells of her faltering attempts to obtain fur coats the easy way. Brightly rendered, it brought lusty laughter.

The Waves, youths who sang, tap danced, and played clarinet and guitar, lagged in spots. Best with their instruments, they overdid versatility. Their stepping was below par and their imitation television was weak.

The closing has Alviral as a voodoo specialist, with Margo wriggling even more sinuously. Then the girls sing brightly *We Joined the Navy To See the World*.

The Tic Toc seats comfortably 275 and the decorative motif is Venetian.

"Happy" Milton Sherman's ork played the show and dressed with smooth danceable airs. Percy Neuman.

Lindy's, San Francisco

Talent policy: Dance band and show. Management: Richard Lunderman, owner; publicity, Don Steele; Sam Rosey, booker. Prices: Dinner, \$1 up, no cover; drinks 35 cents and up in dining room, 25 cents and up at the bar.

Spot for years has been a case of open and shut but reopened now under new management. It is the last word in swank and elegance.

Ernie Hecksher's band provides the music for dancing and twice nightly shows. Talent includes the Balboa Boys, Doris Del Nel, and B. B. B., with Grace Tufty at the piano.

Acts perform on a stage on the top of the far end of a huge bar, affording an unobstructed view for customers. Entertainment is very informal, with B. B. B. as emcee and roaming around back of the bar with a hand mike to invite patrons to sing.

The Balboa Boys (4), with their bass singer, Don Brookins, at the piano, give out with a wide and well selected repertoire of straight songs and novelty numbers. Boys have a fine appearance

and delivery, and should go far.

Doris Del Nel, formerly with NBC here, has a pleasing voice and was well received. Grace Tufty, at the piano, plays for Miss Del Nel and B. B. B., besides intermissions, which are few.

Spot has been open about eight weeks and is doing remarkably well. Located in the heart of the legit theater district and adjacent to most of the best hotels, it should be a clicko.

Eduardo Murphy.

Waldorf-Astoria Hotel, Sert Room, New York

Talent policy: Dance and show band; floorshows at 8:30 and 12. Management: Lucius Boomer, manager; Fred Strick, publicity director. Prices: Dinner from \$2.50; supper cover \$1.50 week nights, \$2.50 Saturdays.

This rendezvous of the upper crust, now informal for the warm months, is offering a prime attraction in Xavier Cugat and his ork, and since Cugat's reputation as the foremost exponent of Latin rhythms is constantly increasing, business should be excellent as long as he stays. He is slated to switch to the hotel's Starlight Roof May 14.

Sharing honors with the band in the floorshow are Rosario and Antonio, formerly billed as Los Charvallios Sevillanos. This team is one of the finest standard-bearers of the authentic, fiery brand of Spanish terpsichore, and its work here approaches thrilling proportions at some points. Dancers limit their performance to two routines (and a short encore), but in them is packed all of the fascinating color and temperament of storybook Spain. Change of native costume for the second routine enhances the fast, intricate footwork, and the superlative, grandiose gestures, whirls, and taitia.

Cugat's violin, the Afro-Cuban singing of Miguellito Valdes, and the charm and effective vocal work of Lina Romay are the highlights of the band's contribution to the show. Xavier and his men are ear-arresting in the band's show numbers, and Valdes and Miss Romay (both of the ork) lend humor and visual appeal respectively to their too-brief stints. Band is supreme in its delineation of rumbas, congas, beguines, boleros, and sambas, and its quality is not dissipated when it swings away from the Latin beats and into current pops or familiar waltzes. Listening or dancing are equally pleasing when this crew is on the stand.

Daniel Richman.

Yacht Club, Pittsburgh

Talent policy: Dance and show band, variety floorshows at 10 and 12:30. Management: Jackie and Sol Heller, proprietors; Sol Heller, manager; Jackie Heller, thru William Morris office, booker; Esther Kessler, publicity; Mitchell, heater. Prices: Dinner from \$1.50, water. Drinks from 50 cents; minimum, \$1 per person week nights, \$1.50 person Friday, Saturday, holidays.

Maxie Rosenbloom blew in on the wings of a publicity gale, and immediately this club made gray.

"Names" will be frequent policy henceforth, according to Jackie Heller, who recently took over co-management with brother Sol and doubles between here and Chicago network broadcast Sundays. Average weekly nut of \$2,100, including



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pay roll of 30 besides show, will be upped with warmer weather.

Slaps! Maxie troupe is the nuts. A line of singing, dancing, floor glitz. Rosenboom showed here approximately same layout used during winter in his Miami club. Standout was soubrette Patti Moore, who, despite being a vet, occasionally suggests a younger Ethel Shutta.

Emcee Cully Richards, smooth through the set-up, heads line-up of Joe Pietski, Al Klime, Sammy Lewis, and Miss Moore. Then, the first of the blackouts, acted on a staged rigged up above regular floor.

Maxie's debut came with his story about "a little girl 5 years old," interrupted every few seconds by his henchmen's heckling. Lewis and Miss Moore followed with a tap and song by the girl, Richards again, tale-telling, then Shirley Heller on *Perfidia* and *You Oughta Be in Pictures*. Fair pipes.

A blackout. Richards and a trouper humming Maurice Evans singing *Mommy* for a heavy hand. Richards dancing, and another blackout.

The tiny tenor whines home *Smoke Gets in Your Eyes*, *Make Believe*, *Why Do I Love You?* and *I Cry for You*. Singing in a plug for his radio sponsor, Jackie ties in his high clear voice and a dynamic personality with hometown familiarity. For encore, *Ampella*.

Top trick was Miss Moore hollering *Scrub Me Mama With a Boogie Beat* surrounded by four of the heavies dressed as washwomen.

Archie Tarala's band plays for show and dancing.

Finally anchored at good spot in river after several moves in past several years, and with a quick greeting at door, Yacht Club should reach its 450 capacity several times weekly. *Mort Frank.*

Club 100, Des Moines, Ia.

Talent policy: Show and dance band; floorshows at 9-85 and 12-15. **Management:** Dave Fidler. **Prices:** No cover or minimum.

Starting its second year, Club 100 is still No. 1 night club in Iowa.

After several dismal attempts, and with the city minus any stage or floorshows of any kind for several years, Fidler bit the gray with top-talent looking when he opened Club 100.

Floorshows are changed weekly, with soloists sometimes. Frenchy Graffier's band, in its eighth week, furnishes faceable music, with the leader packing in showmanship. Music is especially acceptable to the older tapers, and has enough swing to satisfy younger dements. Graffier's ensembling clicks with the crowds.

Jack Gallus, a versatile chap, opens with a clarinet solo and then adds a ball-balancing routine using the clarinet.

Phil D'Rey, ventriloquist in his third week, tops the show. After opening with usual patter and gags, dummy sings while D'Rey smokes cigarettes and has the dummy smoking at times. Act closes with dummy whistling in a sock 50, and gets encore.

Gallus returns for marionette act, using first eight dancing dolls and then balancing ball on clarinet while shaking the gal dancers. Closes using 16 doll dancers.

Georges and Nanette, dance team, do three original routines, a Parisian tango, Ted Lewis novelty, and a cake-walk, with the pulchritudinous Nanette clicking as well as her partner.

The dance team winds up the show with an Oomp-a-Daisy instruction stunt that brings customers on the floor. *Otto Weber.*

The Bowery, Detroit

Talent policy: Dance and show band; floorshows at 8-30, 10-30, and 12-30. **Management:** Frank Barbara, manager; Peter J. Iodice, booker. **Prices:** Admission 55 cents weekdays, 75 cents Saturdays and Sundays; drinks from 45 cents.

An integrated revue, unusual for this pop price show, *Midnight in Paris* manages to hold customers during its two-hour running time by its variety and style. Well-produced line numbers, featuring parade and pose routines rather than spectacular stuff, furnish the background, with a "fashion before the mirror" bit by a set of twins being outstanding. Benny Resh's band boys, especially the trumpeter, have a hard task ably performed, and Charlie Carline emcees.

Lola Moore has a distinctly daring and genuinely skillful haremphroditic dance. Her *Lovers* in mixed-sex costume, especially effective in the handling of the pink dances and the man's hat. Emile Boreo has a grand French muste

hall style. He is a singing pianomist and opens with some French comedy songs, making them effective by expression, both vocal and facial, in masterful fashion. His Oh Johnny in French is tops, his take-off of *Dark Eyes* rated encore, and his *Wooden Soldier* was the closest to making an automaton come alive we've seen.

Vernie Wilcox has a fast acro number with some platform work, and a complete swift body twist worked with her feet while standing on her head. Grisha and Brona have an Indian style bronze and silver dance, with the effect of many snakey limbs, achieved in dim light.

Nino and Lenora have a "baseball conga," a pleasant and swift-paced innovation in flashing costume effects, working with the line in one unified bit. Patricia Joyce, exotic dancer of personable appearance, works uniquely in a green costume.

Frank Mazonne Dancers, one man and three girls, have a strong apache routine, and another leopard skin number that combines control and strong-armed acro stuff for Mazonne, impressing with added whip-cracking.

Henri Therien mixes straight ballads and a *Rigoletto* aria in a powerful voice. Heli Carroll, soprano, works on several lighter tunes, and aids on emcee work as well.

Midge Williams, diminutive colored songstress, appeals with her naive personality in *Love Is Not Pretty*.

H. F. Reeves.

Bismark Hotel, Walnut Room, Chicago

Talent policy: Dance and show band; floorshows at 8, 9-45, and 11-30. **Management:** Otto Eitel, general manager; William F. Padgett, Walnut Room manager and in charge of advertising; Gene Kelly. **Prices:** Dinner from \$1.55; drinks from 40 cents; minimum, weekdays \$1, Saturdays \$2.

Leonard Keller, who for several years has been alternating with Art Kassel and Phil Levant in the Walnut Room, is back for the spring and early summer with his nine-piece combo and a femme singer, Dorothy Dee. Instrumentation is same as last season, three each of sax, brass, and rhythm, with Keller handling the vocals. Band fits the room nicely. Its repertoire has sufficiently varied to suit the older dinner clientele and the younger supper crowd. Leans strongly to sweet pops interspersed with occasional rumbas and novelties. Vocals handled capably by Miss Dee and Rex Griffith.

Floorshow is brief but entertaining. The Jane Hadley Dancers lead off with a novel introductory number, each of them doing a turn with Maurice, of Maurice and Maryea, as they are introduced by song title names, such as *Beulah*, *Louise*, etc. Maurice and Maryea are a nifty looking team and their ball-room routines are beautifully done.

Leonard Keller scores with violin solos. Young Frank Payne does some very good imitations, best of which is his Hal Tynell broadcasting a baseball game. Finale is a colorful routine to *Easter Parade* by the Jane Hadley Dancers and Maurice and Maryea, with Rex Griffith doing the vocals. *Nat Green.*

Casa Manana, Culver City, California

Talent policy: Dance band with entertainment; shows at 9 and midnight. **Management:** Joe Zucco and Harold Levin; publicity, Kay Blair; headwaiter, Carl. **Prices:** Dinner from \$1.10, Saturday, \$1.65. **Admission:** \$1 a couple, except Saturday (\$1.50).

Casa Manana, a few minutes from downtown Los Angeles, is one of the most popular nightclubs in this section. Features name bands and has a clientele of j-bugs and those who come to listen. When caught, Jack Teagarden, on the Coast for a screen shot in *Birth of the Blues*, was headlining.

While the music of Mr. T. would be enough, Casa Manana has a bang-up show, which includes Rita and Reuben, acoustic dance team, and Lionel Kaye, wacky auctioneer. All are well known in this section.

Show opens with Rita and Reuben doing a military dance. Graceful, fast, and interesting. Make exceptionally good appearance and both know how to sell their wares. Teagarden follows with his 12-piece band consisting of seven brass, five reeds, and three rhythm. Vocals are handled by pretty Marianne Dunne, who returned to the band three weeks ago, and David Allen and Mr. T. himself. Rhythm is light for the load

Short Follow-Up Club Reviews

CHEE AMI, BUFFALO.—The newly decorated green-gold and metallic red interior of this smart theater-restaurant is making a bit and provides a fitting and glamorous background for the consistently good talent employed here. Phil Amigone, owner, and Jack Crood, manager, still succeed in making everyone feel at ease.

Standout of the small but solid floor offering is Vic Hyde, one of the finest and funniest one-man bands ever encountered. He is back here after several successful previous stands with practically the same routine, but his deadpan antics and excellent instrumental tricks still sell 100 per cent and stopped show.

Aided by Hyde's clowning in a comedy strip introduction, Donette De Lys has not trouble putting across her excellent acro work. She is a slick looker and performs with lithic ease and grace. Clicked well.

The Great Rocheyes add a pleasant novelty touch to ballroom prancing by doing it on high stilts. Male partner solos with some neat tap dancing, and team does a slow waltz and peppy rumbas, with man the more agile of the two.

The Lenore Debs are an able and nice-

looking six-girl line. Offer a snappy rhythm, an eye-filling feather fan, and a gypsy fantasy.

Fran Hines, velvet-voiced ballad thrush, comes on the floor from Tommy Flynn's cirk. He is aided by modest behavior, and adds lustre to *A Nightingale Sang in Berkeley Square* and *You Go to My Head*. Flynn emcees capably and his band is still doing a bang-up job. Fits well into the class atmosphere here.

Warner.

EL CHICO, NEW YORK.—Sticking to its formula of authentic Spanish entertainment, Benito Collada's charming nitery is presenting a colorful, varied floorshow emphasizing the beauties of flamenco dancing and singing.

Maria Luise Lopez's fresh tomboy personality is a grand audience warmer-upper. She gives warmth to the entire show. Carlos Montoya draws delicate flamenco melodies with his deft fingering of the guitar strings, and his wife, Trianita Montoya, provides graceful flamenco dances. (They left April 14 for the Belgrano, Buenos Aires). Manuelito Del Rio and Alberto Torres, mixed dance. (See FOLLOW-UP REVIEWS on page 25)

it carries, but Ernest Hughes, piano; Arnold Pliskind, bass, and Paul Collins, drums, carry it admirably.

Lionel Kaye and his method of buying and selling at a loss get many laughs and puts everyone in a good humor. He bought a piece of Kleenex for 20 cents, a tie for \$100, which he whacked off with scissors. He sold a hat (value \$2.95) a case of ale, a candid camera for about a quarter. He got \$1.50 for a 26-piece silverware set. No money in the business, but a lot of laughs.

Rita and Reuben finish off the show with another acro number. They're tops. *Sam Abbott.*

Freddie's Cafe, Cleveland

Talent policy: Dance and show band; floorshows at 8, 10, 12, and 2. **Management:** Freddie Barnes, producer, Eddie Barnes, booking, Frank Seeman. **Prices:** \$1 minimum Saturdays; dinners from \$1; supper a la carte; drinks from 30 cents.

Night clubs come and go in Cleveland, but Freddie's Cafe continues to pull 'em in, six nights a week. This week it gets an extra break with a couple of conventions in town.

But even without the conventions the main reason for constant good business here is the popularity of the show's emcee and producer, Eddie Barnes. Barnes is on the go during the 45-minute show and then takes over for at least 30 minutes at the end of the show. Not content with a few gags and a song, he adds fast spice songs and gags, playing his own accompaniment on a spinet. And during the show he snags pictures of customers as they laugh and applaud. Then, if these customers happen to stick around for another hour, he hands them a copy of this candid picture. Since Barnes left vaude four years ago he has held fast to this featured spot.

Second to Barnes on the show is the best dance team to appear in Cleveland for many a year, Arturo and Evelyn, wearing a very unusual and attractive ensemble, with her formal gown in a pastel blue matching perfectly his tailcoat and accessories of a pastel blue from collar to shoes. They not only perform whirls, twirls, lift-ups, and breaks with much rapidity, but they shift from a right to a left turn with such grace and rhythm that they register applause practically thruout. They took two encores, which is unusual here.

Even Morey, a midjet just 42 inches high, has a good torch voice and a good tap dance. The scanty-attired pulchritude bits in the show were two dances by lithesome Gale Parker. Opening and closing the show is the Del Gray Trio, doing tap numbers to *Poet and Peasant* and some modernistic concoction.

Art Lacey and his band play for dancing and the show.

Oscar A. Bergman.

885 Club, Chicago

Talent policy: Band for show and dancing; shows at 8, 11, and 1. **Management:** Joe Miller, owner and manager. **Prices:** Dinner from \$1.25; drinks from 50 cents.

This attractive and intimate spot is offering a small but peppy show headed

by Jackie Green, whose breezy emceeing keeps things moving rapidly. Tony Cabot and his combo (6) dispense danceable music. Besides Tony's violin and sax there are piano, bass, trumpet, drums, and accordion, quite ample for so small a room. Band intersperses pop tunes, rumbas, and congas, and an occasional novelty.

Jackie Green has an effervescent personality and is a first-rate entertainer. Shows marked versatility and talent in his impressions of stars.

Betsy Atkinson is an attractive miss who makes a pleasing personality with her rumbas tap routines plus sex appeal. Sings sophisticated numbers, poking good-natured fun at customers and booking agents.

It's a sophisticated crowd that frequents the 885, and the current show fits nicely. *Nat Green.*

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MUSICIANS FOR A TOUR
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AF SPONSORS WHITEHEAD**Urges Four A's To Take Former AFA Exec. Secy.**

NEW YORK, April 19.—Ralph Whitehead, deposed executive secretary of the American Federation of Actors which was succeeded by the American Guild of Variety Artists, is getting strong backing from the American Federation of Labor for a comeback in variety performer unionism.

Matthew Woll, AFL vice-president, appeared before a meeting of the Four A's last Friday (11) armed with a letter from William Green, AFL head, saying that the return of Whitehead to variety performer unionism would help straighten the current AGVA middle.

Four A's officials today refused to substantiate or deny the report. Frank Gillmore, when queried, flatly refused to comment on whether Woll appeared before the committee and on what kind of reception Woll's plea received.

Woll could not be reached in his New York office today for comment.

It is known, however, that the Variety Artists' Betterment Committee, headed by Lou Taylor and Murray Lane, has been in communication with Green on the subject for months. Green, it is understood, is ready to sanction a new variety performer union under a separate international charter should AGVA be unable to straighten out its affairs.

Lane and Taylor made a trip to Washington yesterday (19) to confer with Green, but refused to reveal the results of the party.

Whitehead has been in Washington all week and was unavailable for comment today.

Whitehead was deposed as the APA head in the summer of 1939 at Atlantic City, when the Four A's withdrew its charter from APA and formed AGVA.

Since its inception, AGVA has had five executive secretaries. It is also in debt for \$70,000 to the Four A's.

It is known that many in the Four A's are still opposed to the return of Whitehead.

Reid Back to Memphis

MEMPHIS, Tenn., April 19.—Ed R. Reid has returned as manager of the Skyway, roof spot of the Peabody Hotel. He had been managing the Mural Room of the Baker at Dallas.

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Cow in Night Club

BOSTON, April 19.—Mickey Alpert, maestro and emcee at the Cocoanut Grove here, pulled another animal stunt recently to create business. Last year Alpert staged a party for Brass Monkey, veteran race horse, which reached a climax when the nag forgot where he was.

Latest stunt was to bring Noble Golden Pazzette, a sister of the cow Esie, into the club. Cow was milked from the stage and patrons were given a can of milk apiece as souvenirs. Slight of cow on the floor caused one well-known man-about-town to swear off liquor.

Spring Is Here, So Phila Factions Love Each Other

PHILADELPHIA, April 19.—A "love feast," with all factions promising a solid front for the actor here, characterized the first open meeting of the AGVA local since Tom Kelly was ousted as executive secretary.

Meeting Wednesday (16) at the Commodore Hotel, Kelly, who had carried on independently with his United Entertainers' Association, swung his support to AGVA, stating he was not against the union but against certain "subversive" elements in the local and national administration. Membership unanimously passed a resolution pledging continued support of Dick Mayo, executive secretary of the chapter.

Gerald Griffin, national administrative chairman, asked that differences be forgotten.

The Entertainment Managers' Association announced AGVA cards would be required from all performers on their bookings. Jimmy Loughran, EMA president, and Ed Zwicker, EMA board member, promise support.

Meeting was attended by 120 members. Membership includes 206 paid-up members. Nominations of officers, with elections to be held within 30 days, resulted in the following:

For president, Al Rea, Jimmy Walker, and Ben Perry; first vice-president, Kil Ban, Danny Montgomery, and Robert Mack; second vice-president, Bill De Mayo and Joe Campo; third vice-president, Edward Schwartz and Frankie Dawling; fourth vice-president, Lenore Jaxson, Jack Herbert, and Virginia Lee; fifth vice-president, Jack Griffin and Sid Raymond; recording secretary, Billy Maples and Betsy Balm; treasurer, Mary Wynne and William A. Jones. For the board of directors, 13 to be elected, Dick Jones, Buddy Coll, Tommy Rowe, Bill Prazse, John E. Patchen, Canfield Smith, Dancesing Dave (Stratton), Betsy Balm, Dave Vanfield, Hal Sidaura, Harry McKay, Lillian Russo, Allen Mayo, Dottie Winters, Emma Linn, and Patsy LaVerne.

Sullivan Guarantees "Crazy" Unit Salary Coin in Union Pact

NEW YORK, April 19.—Ed Sullivan's Crazy With the Heat unit, which will tour vaude, has been signed with the American Guild of Variety Artists. Sullivan and Leslie Litomy, AGVA organizer, negotiated the pact. Unit opens at Love's State Thursday (24).

The pact represents a departure from the usual AGVA pacts, inasmuch as the posting of bonds covering salaries and transportation from the farthest point of its tour to New York, is being covered by the same kind of guarantee contained in the standard Equity contracts. Sullivan personally guarantees the coin.

Minimums agreed to are \$40 for chorus and \$60 for principals. Chorus members stepping out for a bit will receive \$7.50 additional. More than one bit calls for a \$50 salary.

The chorus will retain Chorus Equity as its parent organization and will pay AGVA \$6 initiation fees. Principals pay \$7.

Wells Complaint Being Shelved As Griffin Files Charges, Too

NEW YORK, April 19.—The charges by Pety Wells, deposed president of the New York local of the American Guild of Variety Artists, are due to be quashed as "having no justification."

Wells in a letter to Frank Gillmore, president emeritus of the Four A's, charged that Griffin was holding two incompatible jobs—night club advertising solicitor of The New York Enquirer and administrative chairman of AGVA.

Upon receipt of the letter Gillmore referred the charges to the AGVA, which in turn, at a meeting Wednesday (16), referred them right back to the Four A's executive board. However, Henry Dunn, national treasurer of AGVA, introduced an amendment recommending to the Four A's that the complaint be dismissed.

Wells charged that Griffin recently had expressed himself as not being able to go to the Boulevard Tavern to negotiate an AGVA contract since the club management owed The Enquirer \$50. Griffin at the meeting called in Arthur Shields and Jack Miller, organizers, to testify that he didn't want to go there for fear of having the tavern management think that he was high-pressureing them for the dough thru his AGVA office.

In turn, Griffin announced he will bring charges against Wells for conduct unbecoming a member and for distortion

AGVA Organizer In Dispute Over Moneys Collected

NEW YORK, April 19.—The executive board of the American Guild of Variety Artists, according to Gerald Griffin, administrative chairman, has asked Dick Richmond, Miami organizer, to rescind his recent resignation, as there will be enough night clubs opening to warrant a year-round organizer there.

The matter of his financial accounts is still to be straightened out. Richmond was hired by Dewey Barto, former AGVA national president, and Barto paid Richmond his \$25 weekly salary for the first five weeks. Barto, after that period, was reimbursed out of the national treasury.

Richmond was sent out as an organizer and was to hand over all collections to the New York office, which took over the members Richmond signed.

After a period of sending out all the coin Richmond followed the procedure of local executive secretaries, who send in only the 40 per cent per capita tax, retaining the remainder for running expenses. He was then informed that since he was only an organizer and not a local executive secretary he would have to turn over all the money, for which the New York office would send him his salary and expenses.

The matter of about \$150 is still to be untangled.

SF Local Owes \$3,164 to AGVA

SAN FRANCISCO, April 19.—Emily Holt, chairman of the Associated Actors and Artists of America committee administering AGVA affairs, has cited the AGVA local here for non-payment in retaining the 40 per cent of gross receipts due the national office.

The local is charged with making no payments since October 18. Total now owed is \$3,164.

Meanwhile AGVA and AFRA boards are to meet next week to pick a successor to Vic Connors, local rep, who has been appointed national AFRA organizer.

Alan Mowbray for Vaude

NEW YORK, April 19.—Music Corporation of America has set Alan Mowbray for personal appearances. Opened Saturday (18) at the Earle, Philadelphia.

MCA has also signed Basil Rathbone, who may play vaude later.

of truth. Griffin said he will not sit on the board that will try Wells on his charges.

Griffin's name, despite the fact that he is now on a \$75 weekly salary, is appearing on the election ballots being mailed today. Four A's spokesman said there is precedent for such a move. Griffin will be allowed to run, and if elected to the national board will be asked to choose between that office and the paid post.

Griffin, at the time of his acceptance of the salary, said he was accepting it with the understanding that the new national board, when elected, would have complete freedom in its choice of a permanent executive secretary of AGVA. The permanent job pays \$6,000 annually, which is the salary that Hoyt Haddock received.

Marden Set May 15; Oriental Club Due; Iceland Ice Dropped

NEW YORK, April 19.—Definite opening date for Ben Marden's Riviera, Fort Lee, N. J., is May 15. New act to the already signed Gower and Jeanne and Pancho's ork is Carroll and Gormon, singers.

Newest nitery, Forbidden City, will open April 21 on the site of the Queen Mary night club. New bistro, with an Oriental motif, will offer an Oriental floorshow headed by Ruth Sato, dancer, including Mays Keila, dancer; Kimi Toys, singer and dancer; Moo Shee, singer; Sen Lee, dancer, and Vernon.

Iceland Restaurant installs a new show to replace its ice revue this week, with Sidney Sprague in charge of the production. In the new show are Danny White, emcee; the Benton Twins, singers; Jack Lane's Lovebirds, and Ted Edgy's band.

Charges Gypsy Rose Lee Jumped Contract

NEW YORK, April 19.—Charges have been brought against Gypsy Rose Lee by Joe Tenner, who alleges breach of contract. Tenner claims Miss Lee was to have opened for him at a San Francisco club for four weeks starting April 15, but instead joined the Mike Todd Gay New Orleans unit, now on tour.

American Guild of Variety Artists will hear the case.

Miss Lee answered from Chicago that she was and still is willing to play Tenner's date, but demands that Tenner post \$5,000 in escrow to cover her \$1,250 salary for four weeks. Instead, she said, Tenner, agreed to advance her \$500, which she said was unsatisfactory.

ACTS, SKITS, GAGS, MINSTRELS

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Vaudefilm Grosses

BG, "Zanzibar" Great; Strand Is Also Big; Music Hall 108G 2d Week

NEW YORK.—Now that Easter week has gone gross—are rising above normal.

The Paramount (3,664 seats; \$37,000 house average) is continuing in the super column, and is looking forward to a nifty \$57,500 for the second week with Benny Goodman's band, Copacabana Revue, and film, *Road to Zanzibar*. First week of this layout did a great \$68,000. Bill will run four weeks, altho Goodman will vacate at the end of the third.

The Strand (2,758 seats; \$33,500 house average) is set to come across with a good \$32,000 for the second week of Jimmy Dorsey's band and pic, *The Great Lie*. The first week scored a strong \$43,000. This show is also set for four weeks.

The Music Hall (6,200 seats; \$84,000 house average) experienced its best Easter week in nine years with the current bill, including the Easter spec, spring revue, and *That Hamilton Women* on the screen. Cashiers raked in a monumental \$108,000. First week of the bill produced a big \$96,000. Third week should do about \$85,000.

Loew's State (3,327 seats; \$32,500 house average) is set to do \$19,000 with *Lady Eve* on the screen and Clyde McCoy's ork. Sims and Bailey, and Dean

Murphy on stage. Last week layout, with *Great Dictator*, Joe E. Lewis, and Peggy Pears, hit \$37,000.

The Fox (5,835 seats; \$36,000 house average) opened a new bill Thursday (17) with Three Pitchmen, Johnny Howard, Estelle and Leroy, and film, *Lady From Cheyenne*, and looks forward to about a \$40,000. Last week, the second and last of *Pot o' Gold* and stage bill with Larry Adler, took \$36,000. First week of this bill drew \$30,000.

Philly Earle Weak \$15,800; Fay's 6G

PHILADELPHIA.—Easter holiday had little heartening effect at the box offices. In spite of the fact that the young'ns were all home from school, pulling power was poor with unseasonal heat hurting some. Moreover, seashore resorts drained the town's population for the Easter week-end. Earle Theater (seating capacity, 4,000; house average for straight picture booking, \$14,000) for the week ended Thursday (17) found a disappointing figure in \$15,800 for Will Bradley's orchestra in the top spot. Ray McKinley, Freddie Slack, Lynn Gardner, the Bradley Boogie-Woogie Trio, and Terry Allen got band billing, with Hal Leloy and Lynn Royce and Vanya completing the roster. Screen had *Las Vegas Nights*.

New bill opened Friday (18) strided off slowly and a disappointing \$16,000 is in sight, with Abe Lyman's band and mortelard's Alan Mowbray splitting the marquee. Tommy Giesason's Royal Guards, Henry King and Arlene, Rose Blane, and Arren and Broderick round out the bill. House is depending on the screen to support with *A Girl, a Guy and a Gob*.

Fay's Theater (seating capacity, 2,200; house average, \$6,500) for the week ended Wednesday (16) still at Lenten levels with \$6,000, with Sunya Blane and Joan Lee in the strip spots. Act interpositions included Al Stone and Tish Lee, Carlton Emmy's Mad Wags, Art Carney, Mark Dawson, with Jimmy Lonergan's house line and Billie Klaias' house band. Repeat at *Leisure* was on the screen.

New bill opened Thursday (17) has the advantage of Lois Delee, a local fave in the lead, and along with Dimples Delle for the flesh fare figures on a more favorable \$6,400. Joe and Jane McKenna, Cappy Barra Harmonica Swing Ensemble, and Pritchard and Jack Lord and Willie Solar support, with *The Saint in Palm Springs* for the screen.

Rimacs Low \$5,500

At Colonial, Dayton

DAYTON, O.—Colonial grosses skidded to the season's low last week, \$5,500, with the Rimacs as the headliners. Xavier Cugat recently suffered one of the year's worst weeks here, so it seems this region doesn't care for the Latin rhythms.

John Boles is here this week and probably will up the box-office figures, providing spring weather does not prove too enticing to motorists.

Minn. Grosses Off

In Pix, Burly Spots

MINNEAPOLIS.—Amusement business last week took a terrific kick. Box office was off, except, perhaps the film, *Buck Privates*, which went out of the Gopher Theater after a record-breaking five-week run.

The Orpheum has had no flesh since the *Truth or Consequence* show two weeks ago, but has Wayne King opening Friday (25).

At the Alvin, burly house operated by Harry Hirsch-Harry Katz combine, business was off for the first time since it went burly months ago. Altho Kay Pears and Jeanne Williams headlined, Hirsch said box office was so bad he would rather not quite grosses. Margie Kelly opened April 18.

Whiteman 10G 4 Days in Atlanta

ATLANTA, Ga.—Paul Whiteman orchestra and Cass Daley opened at the Paramount Sunday (13) for four days. The show grossed \$10,000 with a thrown away Kay Francis film, *Play Girl*. Night business was capacity but afternoon business was poor.

Lee Rogers, amusement editor of *The Constitution*, wrote this week about the failure to spot Class A films with stage attractions here and then blaming stagehouses for disappointing business. "People today want to see stagehouses," he wrote, "otherwise why would 14 theaters (mostly community houses) be offering stage entertainment, often pulled from touring units passing thru. Big name stagehouses have been brought to Atlanta before. We've always been told by theater people that they didn't pay, that the theater lost money. But not once has a big time stage attraction been brought to an Atlanta theater to play on the same program with a big-time movie."

The Whiteman show pleased. He offered a fast, well-balanced show plus show-stopping Cass Daley.

Easter, Strike, Sun Tough on Detroit

DETROIT.—Easter Week proved poor for Detroit shows. Warm weather, which went up to an all-time record of 87 on Sunday (13) hurt indoor show business generally. The Ford strike, even settled, hurt considerably. The one lost payday meant so much less box-office trade.

Outstanding of downtown flesh attractions was *Crazy Shoes*, at Raymond Schreiber's Colonial (1,500 seats; house average, \$6,500). It pulled around normal business of \$6,500 for the week. At Jack Broder's Town Theater (2,300 seats; house average, \$2,700), the *Seef Trust Revue* turned in a poor week. House introduced stage shows early in Lent, and this week goes back to straight pictures, including foreign.

Tourists Build Washington Takes

WASHINGTON.—Tourists continued to swell local business at downtown theaters for another week, justifying Warner's Earle in holding over *The Great Lie* for week ending April 24, stage featuring Lorraine and Rognan. Ben Yost's Continentals, the Helmsmans, and the Roxyettes for the second week. Gross last week clicked with \$19,500 and current engagements should bring in \$12,500.

Loew's Capitol is going for a hefty \$18,000 for week ending April 23, with well-balanced program featuring *Cheers for Miss Bishop* on screen, George Church, Sara Ann McCabe, Gower and Jeanne, Al Bernie, and the Rhythm Rockets on stage. Last week Horace Heidt band on stage and *Trial of Mary Dugan* pulled a big \$21,000.

Britton Weak \$9,200

BOSTON.—Milt Britton band pulled a pale \$9,200 here last week for a seven-day stand at the 3,200-seat RKO-Boston Theater. Band opened Thursday (10), playing thru end of Holy Week.

Tickets were scaled 33 cents, 44 cents, and 55 cents. Pic was *Mr. Dynamite* (Universal).

Harry Howard Unit 17Gs; Shep Fields Opening Off, But 16½Gs for Week Seen

CHICAGO.—No exciting combo house grosses in store for week beginning April 16, combination of poor week-end weather, one holdover bill, and some competition from the first circus of the season at the Stadium (April 18-May 4) keeping receipts on level scale.

Chicago (4,500 seats, \$32,000 house average) is holding over *Road to Zanzibar* and a house revue featuring Eddy Howard. Should do an all right \$36,000 for week ending April 24, draw of Bob Hope-Bing Crosby pic and local popularity of Howard contributing to gate. Last week, ended April 17, combination grossed a big \$40,000, best in weeks.

Oriental (3,200 seats, \$13,000 house average) has a good stage attraction this week (18-24) in Harry Howard's unit *Red, Hot, and Beautiful* and this show can take all the credit for the best business since Mike Todd's *Gay New Orleans* week. High \$17,000 in sight. Accompanying pic, *Ellery Queen's Penthouse Mystery*, just a filler. Week of April 11, show featuring Rosita Royce and *Wild Man of Borneo* on screen closed with an okch \$15,500.

Spinal Cord Cut 2 Years Ago, Loretta Harris Walks

HOLLYWOOD, April 19.—Loretta Harris, formerly of the acro team of Harris Twins and Loretta, whose spinal cord was severed in an auto accident two years ago, is at last able to walk.

Because of the accident, in which her brother-in-law, Ben Harris, was killed, she was condemned by physicians to spend the rest of her life in a horizontal position. An 18-month series of treatments at a local institution specializing in such cases has finally resulted in her being able to walk alone.

Malden Sunday Bill Flops After 1 Show

MALDEN, Mass.—Sunday vaude at the Malden High School Auditorium (1,700 seats) was suspended after a disastrous opening week show. Under auspices of Malden Elks' Christmas Cheer Fund, Sunday shows were to have been held with name acts and orks.

First show featured Fenton Brothers' orchestra, Blanche Calloway's orchestra, Helen Kane, Pat Rooney Sr., Tony Juanita, and Manny; Dan Healey, Four Arley, Five Herzogs, Dick Newell, and Cortello's Dogs. Public, however, wanted scenery, fire dishes, and life insurance.

Unofficial estimates placed attendance at 400 for the four shows Sunday afternoon and evening. Tickets were scaled at 40-60 cents for matinees and 60-85 cents evenings.

Booking by Ben Ford Agency, Boston.

Kaye Band Strong 11½G in Ind'polis

INDIANAPOLIS.—Swinging and away-going Sammy Kaye led \$11,900 into the Lyric till for the week ended April 17. Par for the 1,892-seat house is \$8,500.

With Kaye on the stage were the Staller Twins, Walter Dare Wahl, and Billy Dewolf. Pic was *A Shot in the Dark*.

"Blackbirds" Good

SPRINGFIELD, Mass.—An unbroken run of good weather served to draw out the crowds for the three-day vaudefilm bill that closed at the Court Square (1,250 seats) Saturday (12).

On the stage was the *Blackbirds of 1941*, an all-colored show featuring Arthur Bryson as emcee. On the screen, *Back Street*.

Krupa \$3,200 Big

BRIDGEPORT, Conn.—Gene Krupa, in for five performances last Sunday (13) at the Low-Poll-Lyric Theater (3,048 seats), did a dandy \$3,200 gross.

House manager Eddie Madden and vaudeville manager Fred Perry were pleased with Krupa's showing, which, next to Tommy Dorsey's, was best so far this season. Dorsey broke house records with seven performances for \$4,000.

JACKIE ROGER, after four months in Miami Beach, Fla., recovering from a serious illness and operation, rejoins the Three Smart Girls act April 29.

Hipp, Balto, Good; Kaye 15G Was Fine

BALTIMORE, Md.—Sammy Kaye's orchestra registered a nice \$15,000 for week ending Wednesday (9) at the Hippodrome (2,200 seats, \$13,500 house average). Screen attraction was *The Penalty*.

Combo bill for week ending Wednesday (16) just equalled house average of \$12,500. On the screen was *The Devil and Miss Jones*, which is being held over. Stage included Lane and Ward, 601 and Bernie Mason, Johnny Woods, and Sallie's Marionettes.

Loew's State, New York

(Reviewed Friday Evening, April 18)
Fair business tonight. Nice flesh layout plus pic, *The Lady Eve*.

Opener is the Kanazawa Troupe, four-man Oriental Risley turn. Act is fast, men working among themselves and with barrels. Non-Risley acro introduced for occasional variety, but turn's punch is very expert Risley, with a bit of juggling and balancing extra. Excellent opener.

Al Stone and Letitia Lee, mixed comedy team, in the deuce spot. Man opens with chatter and is soon joined by girl in a dumb Dora routine. Talk is a take-off on quills shows, man posing the questions and the girl flooring him with non-sensical answers. The comedy is somewhat old-fashioned, but undeniably funny and in good taste. Miss Lee, in addition to her talk, lends the act a piquant charm. She sings a bit and shuffles an eccentric dance. Stone blows a trombone between gags. A very pleasant act.

Lee Sims and Ilomay Bailey, with Sims at the piano and Miss Bailey warbling, gave their act a domestic touch. Miss Bailey let out that she and Sims were celebrating 10 years of wedded bliss. Sims tossed off the situation with a couple of asides much appreciated by the first three rows. Miss Bailey, with a dreamy look in her eye, started tonishing forthwith, delivering a French tune, *I Hear a Rhapsody*, and *Tex for Two*. An added international touch was given by the encore, a lively Greek tune, *Ebrinaki*. Sims, by his fine piano work, would sometimes grab attention. Act went off nicely.

Dean Murphy, a wonderful mimic, did take-offs on celebrities including Mae West, Zasu Pitts, Ronald Coleman, Lionel Barrymore, Clark Gable, Mrs. F. D. Roosevelt, Charley McCarthy, and many others. The impersonations are very good, but very strong point is Murphy's chatter, which is very funny. Practically begged off after impersonation of the President, a killer-diller. Closed with a rapid-fire play on the word "hell," which did not impress.

Clyde McCoy and His Sugar Blues Band delivered pleasant music, not too swingy and not too sweet. Still delivering with the corn trumpet and conducting in a very likable manner. With McCoy are the three Bennett Sisters, who look like high school girls and who warble harmonies pleasantly. When seated they shake maracas, and toward the end of the act they indulge in a mild and somewhat Anglo-Saxon conga. Male vocalist is Dick Lee, baritone. One of the band's more interesting instrumental effects is

accomplished by four metallophones, one of which McCoy plays. Closed okay.
Paul Ackerman.

Coliseum, London

(Reviewed Monday Evening, February 17)

Alfred Eddalite's *Strike Up the Music* revue opened here to fair business. Stage crew needed more rehearsing, as hits were surprisingly frequent for a house of this caliber. One such gave the audience its biggest laugh when the sets went wrong in the most spectacular scene. Tabs were hurriedly drawn and the band, undecided as to best course of action, stopped playing. The silence was suddenly shattered by a loud exclamation from the stage: "Let the bloody thing drop."

Production numbers were very reminiscent of Paris Bal Tabarin and London Casino but not as well done. Too much aimless dancing, with show girls lacking essential poise. There were occasional displays of feminine pulchritude, girls observing the law by remaining stationary.

Comedy side may build up, with three experienced performers, Douglas Byng (pungently witty in feminine roles), Hal Bryan, and Andre Randall (not too well served with material).

Major honors went to the specialties: Gaston Palmer, with his juggling humor; Wilson, Keppel, and Betty, whose travesty of Egyptian dances remains one of the brightest spots in British vaude, and the Brodwins with their combination of straight and many acrobatics. Air raid alarm was given during this performance, but no one left the house.
Edward Green.

State-Lake, Chicago

(Reviewed Friday Afternoon, April 18)

Shep Fields, who introduced his "rippling rhythm" at the Palmer House here some six years ago, is breaking in a new musical style this week. He fronts 14 playing men—10 sax and four rhythm. With the exception of his theme song, which is retained, everything about the band is new. The style is certainly different and only time can tell whether or not it will click. Clarinets and flutes, played by the sax men, take the place of brass and strings when combined with reeds, and the effects are commercially novel.

The combination, generally, commands

attention and the men display real playing ability. Added to this are two capable singers and Fields' commendable, straightforward job as leader and emcee. Larry Nell, of the sax section, takes care of the ballads in good style (*High on a Windy Hill* and *I Hear a Rhapsody*), and Dorothy Allen, tall, good-looking brunette, sings the pops intelligently and with an easy-to-take delivery.

The band's contribution throughout the show included *Amapola* (opening), Irving Berlin medley, *Amel Chorus* (strong arrangement) and, for the finale, its version of the trends of music in recent years with a commentary by the leader.

Three outside acts augment this hour show. Betty Atkinson, cute rhythm tapper, is on early with two routines. Personable worker.

Bob Evans, young singing ventriloquist, went big. Works with a rascallish, disheveled doll and has a number of suitable lines that fit the character. Surprising angle is his high voice fed to the dummy, a show-stopping feature. Carries such tunes as *Indian Love Call*, with an Oh, Johnny finish; *Irish Eyes*, and *If I Knew Them*. All sock.

Buster West and Lucille Page, with Chick Gagnon as straight, are next to closing. Act is beginning to feel a little too long, possibly because of the talk portions which have become too familiar. Remaining strong as ever are Buster's eccentric dances and Lucille's acro work, which is strictly big time.

Business off second show opening day. Dressed in costume, honest opera, is the accompanying screen feature and certainly no box-office stimulant.

Sam Montberg.

Roxy, New York

(Reviewed Friday Evening, April 18)

Current flesh is palmed off as a night club revue, with the entire stage built into a night club setting; the band working on a nitery bandstand, and the atmosphere complete to waiters prancing around and filling glasses of water. The show, however, is another thing; pretty slow in some spots and bristling with good entertainment in others.

Johnny Howard, night club emcee, takes over similar duties here, marking his first local vaude show. Howard works energetically, handles himself well, but has weak material. He has stinging talent and delivers well, but material has none of the sparkle that goes with big time vaude.

Margery Days comes thru with some neat acro twists in her dancing. Handles intricate anatomical juggling tricks with ease and showmanship. Maysy and Brach, unicycle act, do lots of things that most every other act of that type does, including dancing and high ball acro, but don't create any excitement until closing with some hoop juggling.

The Three Pitchmen score the most complete show-stopper of the bill. The pitchmen (Gans and Myers) are using the same pitch in vaude as they did when they peddled whistles at the World's Fair. They do a corkingly funny routine with the whistles, and have extremely clever material, some of which went way over the audience's head. Their use of broken down instruments and imitations of Busse, McCoy, King, Fields, and Sousa sent them off with show-stopping applause.

Estelle and LeRoy offer suave, and technically perfect ballroom dances with plenty of dash and class. Complementing the dancing end of the bill was a single Latin production number with the One Poster Girls and the Twelve Esquires (chorus boys).

Pic is *The Lady From Chelyenne*. Pretty much of a dog.
House about three-quarters full.
Sol Zatt.

Olympia, Miami, Fla.

(Reviewed Saturday Evening, April 12)

A simple, easygoing, and pleasant week-end offering.

Headliner is Muriel Angelus, film actress, who provides an enjoyable surprise by having something to offer. Sang three semi-classics in a sweet and dignified voice and, as contrast, a pop ballad, *Walking by the River*.

Opener is Deval, Merle, and Lee, ballroom dancers, with very funny comic interpolations. Also mix in plenty of adagio.

The Royal Guards, six personable young men who scored a hit at the Royal Palm Club this season, were the most enthusiastically received act.

Called back three times after the usual encore. Their best numbers are the rollicking vagonbon-d-ranger type ballads.

George Tapps, also received enthusiastically, is an exceptionally good dancer. His best was a take-off on the old-fashioned tap dance, which provided a surprising reminder of the change in tap technique in the last 15 years. He also does a neat tap rumba.

Emcee Don Cummings, with a couple of good rope tricks and smooth patter, is satisfactory.

House orchestra, Charlie Shay and his boys, provides the music.

Pic, *Footsteps in the Dark*. Audience most receptive.
Fred J. Gobeille.

Hippodrome, Baltimore

(Reviewed Thursday Evening, April 17)

Current film, *The Devil and Miss Jones*, is holdover, and stage fare is Major Bowes unit. The 45-minute presentation is opened by the Bridgeport Four, male musical quartet on drums, sax, trumpet, and piano. The boys play hot and furious, with the drummer particularly beating it out. Begged off. Billy Lorraine, blonde trush, sang pop tunes in the following slot. With a throaty voice, she proved a seller. Her best asset is a free and expressive delivery.

George Gillette registered nicely as the novelty attraction. He plays recognizable tunes on a variety of odd instruments, some of which are concealed in his clothing. By blowing thru gloved fingers he plays a selection on the harmonica, and then produces music from auto horns by pressing various parts of his clothing. He also gets rhythm from an assortment of spray guns, as well as toy balloons.

Jack Carter, youthful mimic, does well in a group of varied impersonations. His imitations contained an astonishing likeness to the long list of characters portrayed. Included were Vallee, John Barrymore, Maxie Rosenbloom, Cary Grant, James Stewart, Hepburn, Hugh Herbert, Wallace Beery, and Willkie. Sixteen-year-old acrobatic tap dancer, Sherman Blener, follows for a short turn. Outstanding was the ease with which he demonstrated some difficult somersaults. The Andrews Trio, two boys and their father, all with electric guitars, played several selections for which they received a nice hand.

Minda Lag, cute little brunet, is a novel whistler. She whistles thru her teeth rather than lips, emitting a beautiful tone resembling a group of canaries all whistling together. Best selection was *Starburst*.

Cyril Smith, who also acted as emcee with straight intros, at this point takes his turn in the proceedings. He does an excellent portrayal of two drunken Englishmen leading up to a fight. Also humorous was his comic rendition of *Suzanna's a Finny Old Man*, complete with sound effects.

Closing spot is handled by Earl Lawrence, baritone. Lawrence displays a rich-toned voice, as he sings *The Great American*. Entire company files on to accompany him for the second chorus.

Hippodrome is led by guest conductor Lloyd Marx.
Phil Lehman.

Earle, Philadelphia

(Reviewed Friday Evening, April 18)

Hollywood and harmony again unite to better the boards. Alan Howarth sharing the spotlight with Abe Lyman. This being his first try at a personal appearance, the vet screen character actor makes no bones about his deep terror in meeting the folks face to face. However, much of his fright is apparently fanned for he has little trouble telling an odd assortment of stories, mostly English in origin. While that sense of humor fills little humor at this hour, the well-filled emporium at the late supper show caught enjoyed Morebary's informality of delivery to a generous degree.

Excepting for an elaborate and long arrangement of *Melancholy Baby* with a Capella Choir treatment and a bright melody of Irving Berlin hit plus a *God Bless America* finish, band is content to provide a smooth pattern as background for the act interpolations.

Tummy Gleason's Royal Guards, sextet of stalwart *Student Princes* male singers strikingly costumed, show-stop with a roundelay of musical comedy martial and collegiate airs. Group also augments the dance band.

Rose Blane, band vocalist, is in the same class, clicking with an assortment



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Also a winner is the standard comedy team of Arren and Broderick. With Johnny Broderick at the piano, Mia Arren has an easy time of it with her slapstick coloratura singing.

Boy-Bele team of Henry King and Anna round out the 35 minutes of show with rhythmic tap interlude.

A Girl, a Guy, and a Gob on the scene. M. H. Orodienker.

Paramount, Los Angeles

(Reviewed Thursday Evening, April 17)

Following engagements at the Wilshire Bowl here and the Orange Show in San Bernardino, Phil Harris moved into the Paramount for a week. House was filled when caught, proving that Harris is still a coin magnet. This is his first time in three years at this spot.

Harris takes advantage of his association with Jack Benny and uses the mike to take pot-shots at the comedian. Some are good, some not so hot. Band uses six brass, four sax, and four rhythm, including twin pianos.

Show opens with the band, Harris taking his first look at the show. Band gives out on Nobody Knows But the Pigeons and Mc, an original composition. Brass section brings the tune to a flashy finale that draws plenty of applause.

Jean Devereaux, ballerina, follows. She is easy to look at, graceful, and executes fast spins in her toe dance. Pleased no end.

Show's tempo is speeded up when Ruth Robin offers *Hello, Me, I've Done It Again*, and *The Moon Won't Take A Duet* by Miss Robin and Harris on *How's My Star at the Moment?* Harris takes over from this point on. To prove that the band can read, Harris offers *Intermezzo*, with the twin pianos going to town.

Billy Raye gabs and juggles. His juggling is the routine stuff until he imitates how Jack Benny throws away money, and how Greta Garbo, Boris Karloff, and Sally Rand would do the act. He tap dances and juggles. Singing *Are You Having Any Fun?* he handles three banners during a dance. His take-off on a tony woman dressing is all right, but it drags in spots.

Harris' band comes to the fore again with *San Antonio Rose* and a novelty of two Civil War soldiers playing their respective anthems. When this is given in Goodman and Lombardo style and then together it's swell. The sock of the show is at the finish when Harris takes the mike to give out on *That's What I Like About the South*. Brass section is at its best on this one.

Yo is Road to Zanibar. Sam Abbott.

FOLLOW-UP REVIEWS

(Continued from page 21)

team offer several numbers, including gyp and peasant affairs, and impress with their earnestness and competence. Cantoro Gil Trio, youths strumming guitars and singing Mexican tunes, have the appearance and do good work. Don Alberto sings and fiddles in front of his house band and also throws in an occasional vocal. Band plays both show and for dancing well. Denis.

ST. MORITZ HOTEL, CAPE DE LA PAIX, NEW YORK.—New band, Ford Harrison, opened here Friday (11), succeeding the Eddie Varros combo, which completed a 10-month run. Harrison is a tall, pleasant-personality front man and sweet fiddler who also sings and doubles on maracas and carrying the guard for Latin tempo. He is backed by piano, drums, sax, guitar-vocals, and string bass. Rumbas, tangos, congas, and pops keep the dancers happy.

Tall, blond Marcella Hendricks is an okay band vocalist, but is not strong enough to solo in the floorshow. Lacks billing ability.

Johnny Howard, here several weeks, is growing in popularity and currently frolicking into the Roxy Theater. He has developed enormously and, when caught twice last week, panicked his audience both times. He has an intimate style, pointing his gags at patrons, ad libbing, and doing special comedy lyrics and impressions that involve audience participation. A fine audience warmer-upper.

Claire and Arena, also here several weeks, continue to impress with their novelty ballroom routines (the girl works in toe slippers), which combine spins, lifts, tricks, and toe work. She sheds the toe slippers for their last numbers, the waltz being done without a lull.

Lois and Ramon, Latin guitar-singers, provide pleasant relief music. Teddy Rodriguez and a girl now handle the

rumba-conga Champagne Hour of instruction, doing a fair job. Up to four weeks ago this hour had been handled by the ballroom team. Denis.

BEACHCOMBER, NEW YORK.—Carmen Amaya, who became a name to American audiences thru the shrewd publicity campaign engineered by Dorothy Kay for Monte Prosser, is still here and is set to pick up four more weeks after April 23. (She is booked for the Ritz, Boston, for two weeks, and then to Chez Paree, Chicago).

She and her two dancing sisters and four male guitarists (introduced as her uncle, father, brother, and cousin) provide the entire short floorshow. First the two younger sisters perform a lively gypsy castanet number and then Senorita Amaya follows for her forceful, rumba, gypsy dancing, embellished by showmanly spins and a wild disheveled look that adds a dramatic note to her performance. One of the guitarists solos with fine nimble technique and then Amaya returns for a hand-clap, finger-snap, heel-click dance that builds to a quick, punchy climax.

The secret of Amaya's success is no doubt her ability to dramatize flamenco dancing—hitherto appreciated mostly by Latins—plus the publicity campaign since she opened here January 17.

Pancho's band of nine plays the show well and provides excellent waltz rhythms, both Latin and American. (Band increases to 14 for the Ben Mandel Riviera opening May 8.) Michael Loring, tenor, fronts a five-man combo that's good. (He's rehearsing a 14-man band for his next job.) Denis.

G. A. RATHSKELLER, NEW YORK.—While the name of this ancient college and sports hangout hasn't been changed, most of the literature mentions merely the initials instead of the full name (German American Rathskeller). This spot is owned by Joe King and Jack Lichtenberg. Has three floors; on night caught only one in operation.

As always, the patronage, lingering over 12-ounce beer steins, followed an ancient gent pounding college and old-time songs on the piano. That apparatus is all the professional talent necessary, customers preferring their own billing.

Bill King is the host. Cohen.

Talent Agencies

TONY PHILLIPS AGENCY, New York, has signed Lenny Kent and Marion Powers to exclusive management contracts.

SAM ROSEY AGENCY, San Francisco, will again book shows and a dance band into the State Line Country Club, Reno, this summer, opening June 26 for 10 weeks. . . . MCA (San Francisco) has increased staff, adding Allan (Happy) Powell and Flora Martin to handle acts. Reul Freeman announces Sophie Tucker set to open at the Bal Tabarin, San Francisco night spot, for four weeks starting April 29.

RAY S. KNEELAND, Buffalo, has added another nitery, Little Harlem, which will use about five acts weekly, both white and sepia. . . . RICHARDS ENTERPRISES, headed by William Richards, newest local talent office in Buffalo, announced booking shows at Clark's Oasis, Liebler's, Ryan's, Brogan's, and Cafe Aloha. . . . WALTER J. GLUCK, Buffalo, has met Magda Love, of burlesque, at Kaufman's Cafe Madrid. . . . FRANK J. DUBICK, Empire Entertainment Service, Buffalo, has returned from a five-week trip to California, has exclusive three-day week-end shows at Hanley's, Gerace's, the Parkway, Tonawanda, the Usable, Fredonia.

YVONNE DE BRIER set to produce the line numbers at Palumbo's Cafe, Philadelphia, replacing Noel Sherman.

BEN YOST, New York, is planning a Chicago office. Buck Warnick has joined Yost's arranging staff. . . . COSMO AMUSEMENT ENTERPRISES, New York, has contracted for the services of Jimmy Mahr, former dance director for Paramount-Public and RKO. . . . JOE ORLANDO, former New York agent, will begin a theatrical column soon for Wentworth Chapman Publications. . . . ACE AMUSEMENTS of New Haven, Conn., booked *Top of the World*, musical extravaganza, for a series of one-nighters. . . . SOUTHERN THEATRICAL AGENCY, Miami Beach, Fla., now booking Fort Montague Beach Hotel, Nassau, Bahamas; Dempsey Vanderbilt Hotel, Miami Beach; Paddock Club, Miami Beach; Kitty Davis Airliner, Miami; Jimmie's, Miami; Embassy Club, Jacksonville, Fla., and Tarp and Bar, St. Petersburg, Fla.

Atlantic City's Big Piers Open To Big Business With Name Bills

ATLANTIC CITY, April 19.—Emphasis will be on big names for the stages at Steel Pier and Hamid's Million-Dollar Pier. With a record-breaking Easter Sunday season opening, pier management now look forward to a banner summer. Tommy Dorsey teed off for the Steel Pier's Marine Ballroom, and Frank M. Gravatt, pier operator, says stage names will match those on the bandstand.

For Easter Sunday, John Boles topped the stage fare in Steel Pier's Music Hall. His pipes still ring true, and with plenty of showmanship had an easy time pleasing the packed hall at the 3:15 p.m. show caught. In the next-to-shut spot he offered *I See Your Face Before Me*, *Following the Sun Around*, and his standard *Deer's Song*. Encored with *Waiting at the Gate for Katy*.

With the pit band elevated to the stage, 50-minute show got away nicely with the Three Dancing Debs. Do three turns in one—precision tapping for a rumba, rhythm routine, and high kicks with somersaults.

In duce spot, male comedy team of Ryan and Benson still manage to get laughs from aged burly skills. Business of murdering a mythical bartender built up to high. Pared better later with timely gagging about drafters.

Movieland's Isabel Jewell got off to a bad start by confessing that "I can't sing, I can't dance, and I can't make funny faces." Goes dramatic, doing monolog anent a waitress at a roadside stand. No go with this mob.

The Christians, five men and a girl, gives it a fast finish with tumbling and teeter-board antics that built to a four-all curtain call. *Cheers for Miss Bishop* on the screen. *A Girl, a Guy, and a Gob* on the pier's Casino Theater screen rounded out the holiday bill.

Names at Hamid's

Hamid's Million-Dollar Pier, taking advantage of the names in town for the Greek War Relief benefit the day previous, offered names for the Easter Sunday throngs. Presented as a floorshow in the Ballroom of States, with dance maestro Little Jack Little playing show

music, a goody crowd at the 5:30 p.m. show not only witnessed the show but also sat in on a rehearsal and literally "ate it up."

Emceeing of Morey Amsterdam was in the bad-gag class, in face of the offerings that followed, but improved when he stuck to straight announcing. Running over-long for 75 minutes, audience enthusiasm, after sitting thru a public rehearsal almost as long, proved how hungry the public is for flesh.

Jay and Lou Selter teed off. Warmed up with eccentric hoofing, clicking handsomely with a comedy *March of the Toy Soldier* on giant staves. Seven Freddysons, all males, had the wind-up spot for their top tumbling and teeter-board thrills.

Molly Poon pleased with her song stories, *Hands and Song of the Penitent Top*. Movieland's Mabel Todd was not nearly as funny as she is on the screen, but recued the jaded gagging with songs. Offers a hula chant, waves the flag for *I Am an American*, which always rates a recall. Finished Latin-styled *Panama*.

Mitzi Mayfair, on next, easily the best bit. Twinkling tooties make a veritable symphony for a tap ballet and a rumba tap. Mary Small cheers 'em with a *Cheer-Up* ditty and a medley of South American song favorites. Buck and Bubbles have an easy time of it with their standard song and hoofing antics. Benny Fields, pointing out Blossom Seely in the audience, tops it off with his stylized singing for *I Hear Music*.

M. H. Orodienker.

Soldiers Patronize Spot

FAYETTEVILLE, N. C., April 19.—Andy's night club, which opened on the Fort Bragg road last Christmas, is getting a big turnout from the neighboring Fort Bragg Army Post, which is now housing 33,000 soldiers and expects to have 70,000 by July. Current talent bag-out includes Hoy McDowell's orchestra; Viola Lee, singer, and Paul Sandifer, singing waiter. Spot has a \$1 minimum.

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 Anita & Millard (Gay Nineties) Albany, N. Y., 17-30, no.
 Anson (Hi Hat) Chi. no.
 Arren & Broderick (Earle) Phila. t.
 Atkinson, Betty (888 Club) Chi. no.
 Aud, Aggie (Lexington) NYC. h.
 Austin, Marie (Colonial Club) Chi. no.

B
 Barnes Twins (Gay White Way) NYC. no.
 Barry, Sylvia (Park Central) NYC. h.
 Barry, The (Palmer House) Chi. h.
 Barton, Ross (Jack & Bob's) Trenton, N. J., no.
 Bennett, Lee (Palmer) NYC. no.
 Bennett, Waldemar (Algonquin) NYC. h.
 Bernie, Al (Capitol) Washington, D. C., t.
 Berns, Loretta (Keith-Boston) Boston, t.
 Bessie, Gloria (Coke) Phila. NYC. no.
 Blackburn, Ben (Brown Derby) Chi. no.
 Blanche & Elliott (Essex House) Boston, h.
 Bolos, John (Colonial) Dayton, O. t.
 Bolter, Arthur (Cave Club) Winoipeg, Man., Can. no.
 Bowen, Rhyd (Oriental) Chi. t.
 Bracken, Eddie (Michigan) Detroit, t.
 Brady, Patricia (Harry's New Yorker) Chi. no.
 Briant, The (Chicago) Chi. t.
 Brown, Evans (Rex) Terre Haute, Ind., no.
 Brodner's Hickvills Follies (Astor Grill) Mont.-Can. no.
 Brucia (Colosimo's) Chi. no.
 Bryan, Jula (606 Club) Chi. no.
 Bryan, Willie (Cafe Society) NYC. no.
 Bucher, Fairfax (Le Montparnasse) NYC. no.
 Butterfield, Erskine (Harney Gaiant's) NYC. no.

C
 Calvin's, The (Bison) Pittsburgh, t.
 Campbell, Cheryl (Keith-Boston) Boston, t.
 Cain & Ferguson (El Morocco) NYC. no.
 Canfield, Charlie (Bowers) Detroit, t.
 Carlson-Jolietta (Haitier) Cleveland, h.
 Carter, Allen (Coke) Phila. NYC. no.
 Carole & Sherod (Belmont-Plaza) NYC. h.
 Carr, Billy (466 Club) Chi. no.
 Carr, Jack & Jill (Club Pettie, Hiis Hotel) Pittsburgh, t.
 Carroll's, Earl, Vanities (Keith-Boston) Boston, t.
 Carter & Bowie (Barney Gaiant's) NYC. no.
 Carter, Bob (Village Barn) NYC. no.
 Cerv, Alyse (466 Club) Chi. no.
 Chandler, Beth (Village Barn) NYC. no.
 Charro III Trio (El Morocco) NYC. no.
 Chick & Perry (Cincinnati) Cincinnati, t.
 Chittison, Herman (Le Ruban Bleu) NYC. no.
 Chords, Three (Lain Quarter) Boston 20-26, May 3, no.
 Church, George (Capitol) Washington, D. C., t.
 Claire, Dorothy (New Yorker) NYC. h.
 Claire & Arens (St. Moritz) NYC. h.
 Clark, Beverly (Morocco & Inn) Detroit, no.
 Claudet, Marguerite (Olio) Youngstown, O., h.
 Cleary, Michael (Chalet Moderne) NYC. no.
 Clela, Three (Moose Club) Johnston, Pa. Chi. t.
 Cole, Jack, Dancers (Chez Paree) Chi. no.
 Cole, Lydia (Algon) Chi. no.
 Collins, Three (Billmore) Phila. no.
 Collins, Perry (Hubert's) Cincinnati, t.
 Conclaid, Buehlo (L'Algon) Chi. t.
 Conrads, The (Riverside) Milwaukee, t.
 Consuelo & Maria (466 Club) NYC. no.
 Conrad Ralph (Colosimo's) Chi. t.
 Copacabana Four (Paramount) NYC. t.
 Copacabana, Froy (Atlantico) Rio de Janeiro, S. A., no.
 Coralli, Claudia (Yar) Chi. no.
 Corcora, Victoria (New Yorker) NYC. h.
 Covert & Reed (Billmore) NYC. h.
 Craig, Renaud (Keith-Boston) Boston, t.
 Crane, Ford (Ireland) NYC. no.
 Craven, Ruth (888) San Francisco, no.
 Cuthie, Rudolph (Hi Chico) NYC. no.
 Currito & Coral (Capitol) NYC. no.

D
 Daby, Cass (Palace) Cleveland, t.
 Daisy, Roy (Hessbacher) NYC. no.
 Day, Margery (Roy) NYC. t.
 Deas & Del Casco (Hildesbrand) Trenton, N. J., h.
 Deas, Mar Josephine (La Compa) NYC. no.
 De Leo, Marcia (El Morocco) NYC. no.
 De Rio, Diane (Lookout House) Covington, Ky., no.
 Delahanty Sisters (Rosevelt) Gallatin, Pa. (Southend) Cambridge, Md., 24-May 3, h.
 Delta Rhythm Boys (Ruban Bleu) NYC. no.
 Dekardo, Isabel (L'Algon) Chi. no.
 Del Marco, Tony (Ruban Bleu) NYC. h.
 Dennis & Dale (Hubert's) Cincinnati, t.
 Depps, Louis (Grand Terrace) Chi. no.
 Dering, Rosemary (Chicago) Chi. t.
 Desjones, Charles (Leeds & Miller's) NYC. no.
 Deviere, Sharon (Atlantico) Rio de Janeiro, S. A., no.
 Dillard, Bill (St. George) Brooklyn, h.
 DeLoof, Lou (Gay Nineties) Albany, N. Y., 17-30, no.
 Don & Cassandra (West) Milwakee, Pa. h.
 Donahun, Walter (Edgewater Beach) Chi. h.
 Doran, Wray (Chez Paree) Chi. h.
 Dorsale & Edis (Palmer) Chi. h.
 Dorsay & Diaz (Chi Am Chateau) Mountain-View, N. J., no.
 Doty, Ruth & Paul (Riverside) Milwaukee, t.
 Downer, Orme (Hubert) Cincinnati, t.
 Duke, Al (Mark Twain) St. Louis, h.
 Duke, Clasper (Park Central) NYC. h.
 Dunlap, Marie (Hi Hat) NYC. no.
 Duncan, Winnie (Gaucha) NYC. no.
 Dunn, Kitty (Gayety) Baltimore, no.

E
 Ebersole, 12 (Roxy) NYC. t.
 Ebbie & LeRoy (Copacabana) NYC. no.
 Estes, Del (Minnit) Chi. no.
 Etzler, Edwin (Music Hall) NYC. t.
 Evans, Bob (State-Lake) Chi. t.

F
 Fabares, Nanette (Pierro) NYC. h.
 Fay & Gordon (Ben Franklin) Phila. h.

(For Orchestra Routes, Turn to Music Department)

TRADE SERVICE FEATURE

Billboard

Acts-Units-Attractions

Routes

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

EXPLANATIONS OF SYMBOLS

a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; n—night club; p—amusement park; r—road house; re—restaurant; s—showboat; t—theater.

NYC—New York City; Phila—Philadelphia; Chi—Chicago.

F
 Fenwick & Cook (Tower) Kansas City, t.
 Fields, Jack (Ireland) NYC. re.
 Fiebig, Ed (State-Lake) Chi. t.
 Finnerl, Carrie (466 Club) no.
 Fishers, Five Flying (Mitar, Tenn.)
 Flower (Park Central) NYC. h.
 Flower, Consuelo (888 Club) Chi. no.
 Fortreas, Ines (Gayety) Baltimore, no.
 Foster, Gae, Girls (Earle) Washington, D. C., t.
 Foster, Gae, Girls (Earle) Washington, D. C., t.
 Fracon (Keith-Boston) Boston, t.
 Francis, Jeanne, & Jerry Oray (Villa Madrici) Pittsburgh, no.
 Frank, Paul (Palace) Cleveland, t.
 Frank, Eleanor (Coc House) NYC. no.
 Fuld, Leo (Builder's Tap Room) NYC. no.

G
 Galbreth, Nick (Pinoche) San Francisco, no.
 Garcia & Dulce (888 Club) Chi. no.
 Gaudier's Bricklayers (Oriental) Chi. t.
 Geddis, George, & Rowdy (Hi Hat) Seattle, Wash., t.
 George, Keith-Boston Boston, t.
 Geraldine & Joe (Atlantico) Rio de Janeiro, S. A., no.
 Gilford, Jack (Cafe Society) Upland, N.Y., no.
 Gleason's Royal Guards (Earle) Phila. t.
 Glover & LaMar (Adolphus Hotel, Tex., h.
 Golden Pair, The (Colosimo's) Chi. no.
 Gordon Trio (Oriental) Chi. h.
 Gower & Jeanne (Capitol) Washington, D.C., t.
 Gray, Billy (Harry's New Yorker) Chi. no.
 Green, Jackie (888 Club) Chi. no.
 Guinar, Tito (Pete's Music Carlo's) NYC. no.

H
 Haakon, Paul (Piazza) NYC. h.
 Hackler, Dave (466) San Francisco, no.
 Hadley Dancers (Bismarck) Chi. h.
 Hagan, Evelyn (Greenwich Village Inn) NYC. no.
 Hall, Cliff (Crest Farm) Zanoville, O., 23.
 Hall, Wilbur (Palace) Cleveland.
 Harrington, Pat (Hi Club) NYC. no.
 Harris, Marcia (Shore Road Casino) Brooklyn, no.

J
 Joe & Pegoria (Balle Versailles) Washington, D. C.
 Juarez, Juanita (Copacabana) NYC. no.

K
 Kalbous, Louva (Russian Yar) NYC. no.
 Kanawava, Lous (State) NYC. t.
 Kavanagh, Stan (Waldorf-Astoria) NYC. h.
 Kaye, Edith (Lenox) Duluth, Minn., h.
 Kaye, Lionel (Cass Manana) Culver City, Calif. no.
 Kaye, Selma (Music Hall) NYC. t.
 Kellerman, Mimi (Gay White Way) NYC. no.
 Kern, Royce (Oriental) Chi. t.
 Keen, Betty (Billmore) NYC. h.
 Keller, Dorothea (606 Club) Chi. no.
 Kent, Kenny (Butler's Tap Room) NYC. no.
 Kerwin Trio (Beverly Hills) Newport, Ky., no.
 Kidd, Ruth (Greenwich Village Inn) NYC. no.
 Kimball, Duke (Tower) Kansas City, t.
 King, Carol (Gay White Way) NYC. no.
 King, Charles (Diamond Horseshoe) NYC. no.
 King, Terry (606 Club) Chi. no.
 Korda, Nina (Copacabana) Rio de Janeiro, S. A., no.
 Kosloff, Stanley, Dancers (Oriental) Chi. t.

L
 Ladd, Hank (Keith-Boston) Boston, t.
 Lalage (Mike Todd's Theater Cafe) Chi. no.
 Lamb, Gil (Paramount) NYC. h.
 Lang & Lee (Michigan) Saginaw, Mich., t.
 Lane, Larry (Jack & Bob's) Trenton, N. J., no.
 Lane, Arlene (Gayety) Baltimore, no.
 Le, Bob (Hi Hat) NYC. no.
 Lemmo, Jerry (Arcadia Grill) Canton, O., no.
 Lester, Ted (Palace) Cleveland, t.
 Lewis, Dorothy (St. Regis) NYC. h.
 Lewis, Joe E. (Versailles) NYC. no.
 Lewis, May (St. George) Brooklyn, h.
 Lewis, Ralph (Queen's Terrace) Woodside, L. I., N. Y., 21-May 3, no.
 Lewis, Frank (606 Club) Chi. no.
 Libuse, Frank (Chez Paree) Chi. no.
 Lind, Della (Diamond Horseshoe) NYC. no.
 Lis, Berne (Gayety) Baltimore, no.
 Lloyd & Willis (Hi-Hat) Chi. no.

Night Club and Vaude Routes must be received at the Cincinnati offices not later than Friday to insure publication.

Harris & Shore (Gay White Way) NYC. no.
 Hartzella, The (Harry's New Yorker) Chi. no.
 Hayward & Allen (Roy's) NYC. no.
 Hayward, Beanie, Revue (Grand) Leaville, N. C., 24; (Paramount) High Point 25-26, t.
 Healy & Evans (Butler's Tap Room) NYC. no.
 Heilmann, Lino (Earle) Washington, D. C., t.
 Hildgarde (Savoy Plaza) NYC. h.
 Hoffman, the Mad Hatter (Oriental) Chi. t.
 Hollenbeck, Loren (Music Hall) NYC. t.
 Hope, Gloria (Hessbacher) NYC. h.
 Hotis, Lou (Lookout House) Covington, Ky., no.
 Honey Family (Colonial) Dayton, O., t.
 Bonner, John (466 Club) Chi. no.
 Hope, Gloria (Hessbacher) NYC. h.
 Houston, Josephine (Piazza) NYC. h.
 Howard, Bunny (Park Central) NYC. h.
 Howard, Edie (Chicago) Chi. t.
 Howler, Winnie (Ireland) NYC. re.
 Hoyrstadt, John (Drake) Chi. no.
 Hyers, Frank (Club 13) NYC. no.

I
 Iles, Steve (Weylin) NYC. h.
 Ingr, Adele (New Yorker) NYC. h.
 Ingle, Ned (Hubert's) Cincinnati, t.
 Iranova, Olga (Russian Kretschka) NYC. re.

J
 Jakobi, Anha (Northwood Inn) Detroit, no.
 James, Terry (Hi Hat) NYC. no.
 Jarvis, Lucille (Chalet Moderne) NYC. no.
 Jarvis Lillian (Gayety) Baltimore, no.

POLLY LENKINS

And Her Musical PLOWGOS

Apr. 26, 27, 28, 29, 30, 31, starting

For Dates and Terms: JOHN SINGER, Mayfair Building, 701 Seventh Ave., New York City.

Jennings, Don & Sally (Royale) Detroit, no.
 Jewell, Isabel (Michigan) Detroit, t.
 Johnson, Lucille (Belmont-Plaza) NYC. h.
 Johnson, Peter (Cafe Society) NYC. t.

Presenting Outstanding Attractions

ALAN GALE—Lido Venice Club, Philadelphia, Pa., 26-28, starting April 28.

THREE PEPPERS—New 20th Century, Philadelphia, Pa., 26-28, starting April 28.

JOLLY JOYCE—Elite Theater Bldg., Philadelphia, Pa., no.

Write to: JOHN SINGER, 701 Seventh Ave., New York City.

J
 Jones, Johnny (Gayety) Baltimore, no.
 Jones, Owen (Leone's) NYC. no.

K
 Joseph, Jean (Keith-Boston) Boston, t.
 Keane, Fred (606 Club) Chi. no.
 Red, Hol. & Beatrix Revue (Oriental) Chi. t.
 Reese & Root (Hi Hat) Miami, Fla., no.
 Reynolds & White (Oriental) Chi. t.
 Ribbon Rockers (Capitol) Washington, D. C., t.
 Rice, Artie (Keith-Boston) Boston, t.
 Rice, Don (Palace) Cleveland, t.

R
 Randall, Rosemary (Palace) Boston, t.
 Rand, Carl (606 Club) Chi. no.
 Red, Hol. & Beatrix Revue (Oriental) Chi. t.
 Reese & Root (Hi Hat) Miami, Fla., no.
 Reynolds & White (Oriental) Chi. t.
 Ribbon Rockers (Capitol) Washington, D. C., t.
 Rice, Artie (Keith-Boston) Boston, t.
 Rice, Don (Palace) Cleveland, t.

S
 S. A., no.
 Olympia, The (Atlantico) Rio de Janeiro, S. A., no.

P
 Page, Lucille (State-Lake) Chi. t.
 Parker, Jessa (Keith-Boston) Boston, t.
 Parsons, Bernice & Fernandes Alvaes (Paramount) NYC. t.
 Patterson, Trent (Park Lane) Buffalo, N. Y., no.
 Payne, Fred (Bismarck) Chi. h.
 Pevo & Rafal (Hi Hat Club) Niagara Falls, N. Y., no.
 Perel, Alex (Harry's New Yorker) Chi. no.
 Petrie, Shirley (Riverside) Milwaukee, t.
 Pitchman, Three (Roxy) NYC. t.
 Powell, Jack (Palace) Cleveland, t.

R
 Randall, Rosemary (Palace) Boston, t.
 Rand, Carl (606 Club) Chi. no.
 Red, Hol. & Beatrix Revue (Oriental) Chi. t.
 Reese & Root (Hi Hat) Miami, Fla., no.
 Reynolds & White (Oriental) Chi. t.
 Ribbon Rockers (Capitol) Washington, D. C., t.
 Rice, Artie (Keith-Boston) Boston, t.
 Rice, Don (Palace) Cleveland, t.

R
 Rio, Routs (Beverly Hills) Newport, Ky., 26-May 1, cc.
 Rita & Reuben (Cass Manana) Culver City, Calif., no.
 Romaine & Cawthorne (Jack & Bob's) Trenton, N. J., no.
 Roitt & Deen (Edgewater) Chi. h.
 Ross, Tom (Roy's Palace) Cleveland, t.
 Royce, Lynn, & Vanya (Colonial) Dayton, O., t.
 Royce, Routs (Fox-Tower) Kansas City, Mo., 15-24, t.

S
 S. Clair & Durant (Iceland) NYC. re.
 Screwwalls of 1941 (Palace) Cleveland, t.
 Sharon, Nita (36 Club) Preport, Ill., no.
 Sheldon, Gene (Chicago) Chi. t.
 Shon & Pando (Million Dollars) Los Angeles 20-26; (Hi Hat) Los Angeles 27-30, t.
 Siegel, Albert (Rhumba Club) Kearsburg, N. J., May 1-10, no.
 Slade, Shirley (State) NYC. t.
 Slade, Curley (Lookout House) Covington, Ky., no.
 Staples & Cery (Riverside) Milwaukee, t.

STATER TWINS

currently

MAYFLOWER HOTEL, AKRON, O.

Per. Mgr., Jack Lenny, Herman Flakoff Agency

Starr, Hollis & Dison (Saks) Detroit, no.
 Stewart, Jacquelin (Sutton) NYC. h.
 Stirling & Rubia (Hessbacher) Baltimore, no.
 Stone, Lee (State) NYC. t.
 Stuart, Gene (Pinner Club) NYC. no.
 Suzanne & Christine (Maxim's) Bronx, N. Y., no.
 Swann, Russell (Warwick) NYC. no.
 Sweeney, Bob (Village Barn) NYC. no.

T
 Tallis (Wivell) NYC. re.
 Tanner, Don (Riverside) Milwaukee, t.
 Tanno, Edmo (Cincinnati) Cincinnati, t.
 Thorne, Marilyn (Hubert) Cincinnati, t.
 Timber, Herman (Riverside) Milwaukee, t.
 Tracy, A. Harry's New Yorker) Chi. no.
 Trill & Sta (Gay Washington) Jacksonville, Fla., h.

V
 ValStar Sisters (Mayfair) Detroit, no.
 Varlos & Vida (French Monte Carlo) NYC. no.
 Vaughn, Virginia (Sherman) Chi. h.
 Valencia, Carlos (French Monte Carlo) NYC. no.
 Verd, Al (Palace) Cleveland, t.
 Victoria, Vera (Jack & Bob's) Trenton, N. J., no.

W
 Wahl, Walter Dare (Hubert) Cincinnati, t.
 Wallace Puppets (Court Sq.) Springfield, Mass., 24-26; (State) Torrington, Conn., 27, t.
 Warren & Phillips (Tower) Kansas City, t.
 Welch, Robert (Greenwich Village Inn) NYC. no.
 West, Buster (State-Lake) Chi. t.
 Wheeler, Bert (Keith-Boston) Boston, t.
 Whelan, Maurice & Betty (Riverside) Milwaukee, t.
 Williams, Bob, & Red Dust (Keith-Boston) Boston, t.
 Williams, The (Herman's (Waldorf-Astoria) NYC. t.
 (See ROUTES on page 34)

BURLESQUE

(Hirst Circuit Shows)

Broadway Scandals (Lyric) Bridgeport, Conn., 21-24.
 Cavalcade of Girls (Troadero) Phila. 20-24.
 Dave Devilla (Gayety) Norfolk, Va., 20-24.
 Jermosa's, Bob, Show (Mayfair) Dayton, O., 18-24.
 Frisky Follies (Old Howard) Boston 21-26.
 Lid Lifters (Garrick) St. Louis 18-24.
 Midway Merry (Crescent) Philadelphia 20-26.
 Sassy Sireners (Gayety) Washington, D. C., 20-26.
 Speed Dicks (Hudson) Union City, N. J., 20-26.
 Scandal (Gayety) Baltimore 20-26.
 Tons of Fun (Sempers) Newark, N. J., 20-26.

DRAMATIC AND MUSICAL

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

Arvento and Old Luce (Grand O. H.) Chi.
 Blossom Time (Auditorium) Worcester, Mass., 2.
 Crows Feet (Crescent) Cincinnati 25; (Bussell Aud.) Hartford, Conn., 24; (Hubert) New Haven 25-28.
 Cabin in the Sky (Hartman) Columbus, O., 21-25; (Ritz) Indianapolis, Ind., 24-26.
 Chatterbox, Ruth (Klinger) Atlanta, Ga., 21-22; (Hi Hat) Knoxville, Tenn., 23; (Hi Hat) Chattanooga 24; (Byman Aud.) Nashville 24-26.
 Danie (Illa Majesty's) Montreal, Can.
 DuBarry Was a Lady (Colonial) Akron, O., 22; (Park Aud.) Cincinnati 25.
 Hayes, J. P. (Crest) Detroit 26.
 Helianthop (Municipal Aud.) Kansas City, Mo., 20-24; (Orpheum) Sioux City, Ia., 20; (Columbia) Sioux Falls, S. D., 26.
 Hope for a Harvest (National) Washington, D. C.
 Imit & Pomatoes (Farris) Phila.
 Men Who Came to Dinner (Irving) Chi. 21.
 My Sister Elsie (Hessbacher) 20-22.
 Pins & Needles (Cox) Cincinnati 20-21.
 (Memorial Aud.) Louisville 23; (Pantheon) Vincennes, Ind., 7; (Hippodrome) Terre Haute 25; (Columbia) Evansville 26.
 Rip Van Winkle (Lansing, Mich., until April 10).
 See Carlo Opera Co. (Pabst) Milwaukee 21-22; (Strine Music) Pittsburgh 20-22.
 See My Lawyer (Statebaker) Chi.
 Skinner, Cornelia Ditt (Ford) Baltimore.
 Studen, Prince (Crest) Detroit, 26.
 Time of Your Life (Billmore) Los Angeles.
 Tobacco Road (Plymouth) Boston.
 Wynn, Ed (Bellevue) Chi.

ICE SHOWS ON TOUR

Lamb-Young Ice Revue (Hotel Schroeder) Milwaukee 13-May 24.
 Ice-Capades of 1941 (Pan-Pacific Arena) Los Angeles 13-May 11.

Magic

By BILL SACHS

THE GREAT LESTER (Noel Lester) is playing midnight shows in Illinois houses, using the ghost idea along with a number of illusions. Lester also does his slick-wire and juggling routine. Business has been good, reports say, with only three people sharing the spoils—Lester, his wife, and an agent. . . . **HECKER THE MAGICIAN** has had a number of dates recently in Northern Illinois for the International Harvester Company. . . . **THAT WAS A TIMELY AND well-written article, "Easter Art Parade,"** which John S. Van Gilder had in *The Knoxville (Tenn.) News Sentinel Sunday Magazine* April 13, wherein the imitator John took *The Sentinel's* readers on a trip thru the new National Gallery of Art in Washington. . . . **ALG RAPP**, now showing his magical wares to the natives of Missouri, moves into Tennessee soon. . . . **TOM BLANCHARD**, since quitting the road, has been operating a print shop in Jonesboro, Ark. He keeps in shape by working an occasional show in the territory. . . . **CHARLES RUBENS** recently performed for the Club La America, New Orleans, doing his stint in Spanish. . . . **BELLCAMP**, of Little Falls, N. Y., has had a good season in the South, working hotels and resorts on one-night stands. . . . **LOUIS DOUGAN**, chief engineer of the Missouri Pacific Lines' power plant, Little Rock, Ark., and who has been doing magic some 20 years, recently was re-elected to Little Rock City Council for an additional two years. Bill Salisbury, Chicago, and Bill Martin, Fort Smith, Ark., recently jumped in on Dougan, with the trio retiring to a Fort Smith hotel for an all-night gab and magic session. Dougan infos that Slim Johnson and "Heavy" Levine, of Midwest Merchandise Company, Kansas City, Mo., have opened a magic and novelty shop on Little Rock's main drag. . . . **HEANEY THE MAGICIAN**, during his recent engagement at the Kellogg Auditorium, Battle Creek, Mich., had in his audience some 35 magic enthusiasts made up of members of the Battle Creek Magic Club and their wives. After the show Heaney and members of his show were guests of the Battle Creek lads at Asla Inn there. Douglas Harrison, club treasurer, was in charge of the affair.

H. ADRIAN SMITH, national president of the Society of American Magicians, has been put on the draft deferred list due to bad peppers. . . . **MARDO** is showing his wares at El Pinto's, Philadelphia nitery. . . . **FRED HOWARD**, former assistant to Blackstone the Magician, is now serving his third term as mayor of New Port Richey, Fla. *The St. Petersburg Times* recently carried more than a half page of photos on the town, illustrating the progress that has been made toward the efficient management. . . . **AMONG THESE** slated to appear in the two public shows at the Playhouse Theater, Providence, R. I., in connection with the 13th annual conference of the Society of American Magicians' Memorial Day week-end are Dal Vernon, Dell O'Dell, E. J. Moore, LaBrent, John Mulholland, Arthur Ellis, Val Evans, Jay Marshall, Jess Webster, H. Adrian Smith, William K. Williston, Bertram Adams, Geraldine Conrad Larson, and Willard S. Smith. . . . **ELMER (SKIMP) MORRIS JR.** is presenting his "Trix from the Sticks" with Lonnie Glosston's Sugar Creek Gang, formerly of W.J.D., Chicago, in North Arkansas theaters. . . . **SINCE RESIGNING** as president of the Detroit local of I.O.O.F., Professor Majl has been working week stands for the Pete Iodice office, Detroit. He appeared last week at Castle Farm, Lima, O. . . . **KARDYRO** is fooling 'em at the Brass Rail, Southwest, Mass. . . . **MARDON AND LOUISE** at the Shubert Theater, Cincinnati, this week with the Ted Vernon show, before their opening show to ask if we're ready for our second flight lesson in their new Piper Cub. And we are. . . . **JOHNNY KATT** opened in Galesburg, Ill., April 21 for a swing of Southern Illinois towns for Standard Oil Company. His partner, Eleanor De Leon, is working single with her mental turn at the La Fayette Hotel, Clinton, Ia. . . . **BLACKSTONE** did a special midnight show at the Carter Hotel, Cleveland, Easter Sunday (13) when he gave away the bride at the wedding of George Johnston and Betty Marsh, his assistants. Company Manager Ed Milne and Mrs. Milne stood up for the pair, and

Chi Spots Compete With Negro Shows; DeLiza Opens Club

CHICAGO, April 19.—A comparative boom in Harlem niteries is seen here with the reopening of Mike De Liza's club tonight coinciding with a change in entertainment policy at the near-by Dave Heilig Cafe (formerly Swingland). And with the Grand Terrace in that district still in action, the battle among colored shows is spreading. . . . De Liza, veteran operator of Harlem niteries, was out of business for a couple of months, since his spot burned down. He invested \$50,000 in a new building across the street from his old cafe, and is reopening tonight with Red Saunders and band (De Liza veterans) and a colored show. Floor bills are to change every three weeks, booked by the owner himself.

Heilig recently bought the Swingland back from Benny Skoller, but his policy of an unknown band and show drew little business. Last week he bought in Erskine Hawkins, who starting tonight, will front a local band and play for a new floorshow.

The Grand Terrace is still operated by a syndicate, but Ed Fox is no longer fronting. It has been getting by with name bands, sandwiched in between local outfits (as per request of the local musicians' union), and hour production shows. Lionel Hampton's band remains this month, followed by Walter Ford and a local outfit.

But breaks for Negro talent in Loop spots are still few and far between. Cocktail lounges serve as the best markets, going in for Negro instrumentalists and small musical combos. The Sherman uses name bands periodically, Count Basie, Pat Waller, Stuff Smith, and Duke Ellington having played there in the last couple of seasons, with Cab Calloway scheduled to open a four-weeker May 31. The Ches Parce recently spotted the Nicholas Brothers in its production show.

Hirst, Midwest Circuits Make Co-Op Agreement

CHICAGO, April 19.—Midwest and Hirst burly circuit theater managers at a special meeting at the Rialto Theater Wednesday (16) entered into a co-operative agreement whereby performers working on both circuits will be given a season of 36 weeks or more without repeating in any towns. Various economies also will be effected under the new arrangement.

No change in policy of either circuit is contemplated, it was stated. The Hirst Circuit will continue traveling the principals and chorus from town to town on the present basis, while the Midwest Circuit will travel the principals only, the circuit continuing as a co-operative group of theaters.

At the meeting were I. Hirst, J. J. Hornick, and Phil Rosenberg, representing the Hirst Circuit, and N. S. Berger, Harold Hochberger, and Milton Schuster, of Chicago; Arthur Clamage, Detroit; Gureton Allen and Lou Appleby, Toronto; Dewey Michaels, Buffalo; Max Michaels, Boston; George Young, Cleveland, and Bill Collins, Toledo, representing the Midwest Circuit.

Milton Schuster is to continue as booker for the Midwest Circuit, and Phil Rosenberg for the Hirst Circuit. All performers are to be engaged by these two bookers, and contracts must be confirmed by Berger or Hirst.

Reading, Pa., Burly Out

READING, Pa., April 19.—David Brodstein, manager of the Orpheum Theater here, closes burly May 1, House, playing pictures, has been bringing in Izzy Hirst units Wednesdays. Brodstein reports the burly season here has been the best in years, and has already made arrangements to return the shows next season.

the show's p.a., Tommy Thompson, served as barkeep at the after-the-wedding shindig. Allen Jones, movie singer, contributed *I Love You Truly* to the ceremony. . . . **PRINCE HASSAN** is doubling between two Hollywood spots with his mystery turn.

No. 1 Pass—to All

PHILADELPHIA, April 19.—When Rube Bernstein recently returned the local Shubert Theater to the burly field, press agent Sam Bushman found the ideal formula for appealing to the vanity of the local press. Practically every scribbler has been puffed up over the receipt of a No. 1 gold season pass for the show place. And nobody was slighted, for all of them are that number.

Marcus Unit Opens Salem Spot Policy

SALEM, Mass., April 19.—A. B. Marcus show skedded to open Wednesday (23) for four days at Paramount (2,176 seats) except for New Year's Eve and other one-night holiday shows, this is the house's first raude. Management believed to be interested in spot bookings only.

Matinees will be 40 cents and evenings 55 cents, compared with 25 and 40 cents regularly.

Shubert, Philly, Burly Chartered

PHILADELPHIA, April 19.—Operation of the Shubert Theater for burlesque next season was assured with the granting of a charter to the Jayway Amusement Company, organized by Rube Bernstein, operator of the darkened house.

In addition to Bernstein, incorporators include Julius Hauser, of Roxborough, Mass., and Alma Brooks, of this city. Capital amounts to \$500.

Take Over Kretlow Lines

CHICAGO, April 19.—Two lines managed by the late Muriel Kretlow, dance teacher, have been bought by former students, Ted and Mary Taft, dance team, took over the six-girl line now at Harry's New Yorker, while Evelyn Mantion took over another sextet now out of town. Both will be known as Muriel Kretlow lines.

Miss Kretlow was killed in an accident last year when she fell off a horse.

Burlesque Notes

(Communications to New York Office)

NEW YORK:

MARGIE KELLY shifted from the Hudson Union City to the New Alvin, Minneapolis, opening April 18 for a week. Then to Florentine Gardens, Hollywood, for two months, May and June. Returns here in July at the head of her own orb of six girl and six male musicians. . . . **IRVING KARO**, singer on the Hirst Circuit, is in a Detroit hospital under treatment for pleurisy. . . . **DONNA DARNELL** held over two weeks at the Carroll Club, Philadelphia. Also doubling in Hirst Circuit shows as extra featured attraction at the Troc.

LENNY GALE, impersonator, while in Baltimore, Md., with a Hirst wheeler, visited Johns Hopkins Hospital for an ear examination. Returns to Glenn Park Casino, Williamsville, N. Y., for the summer. He worked there nine months last year. . . . **JERRY BRUCE** and Billie Lee, show girls on the Hirst wheel, celebrated birthdays Easter Sunday. . . . **"PEANUTS" BOHN**, comic, forced to cancel eight more weeks of Midwest Circuit tour to come East for another legit offer. Meanwhile, opened April 18 at the Ettinge. . . . **LARUE AND CAROL**, dance team, from vaude units, new to burly via a Hirst Circuit show.

ANN CORIO, after her Galety week (April 18-24), opens May 12 at the Windsor, Bronx, in *White Cargo*. Then, following a tour of the subway circuit, resumes other roles in summer theaters. In September, back to *White Cargo* for a Coast-to-Coast tour, rehearsal starting May 1. Canceled four weeks of extra attraction bookings, which included a \$1,500 Oriental, Chicago, week. . . . **EDDIE KAY STERLING**, in charge of the WIN ART Bureau, resort department, is busy placing burly talent. . . . **JESSICA ROEERS** opened at the Ettinge April 11, from off the Hirst Circuit. . . . **PAULA NORTON** stepped out of show girl ranks in a Hirst show to do scenes and strip specialty, replacing Zara in Washington April 5, and continuing the week after in Norfolk, Va.

DAGMAR, dancer, back east after a lengthy stay in Western houses and niteries, opened at the Star, Brooklyn, April 11, as did Diane Johnson, Tony Mitchell, and Harry Kane. . . . **ZIEKE EVANS**, from cafes, became a burly comic at the Ettinge April 4. . . . **MAC BARRON**, comic, still doubling between the Globe and Piccadilly nitery, Baltimore, Md. Last week was his 21st at the Globe. . . . **FRAN LEWIS** and Scarlet Kelly new at the Republic April 6, when Bob and Babette, dance team, came in from the City Theater. . . . **ERNEST McLEAN**, singer, left the Republic March 30 for Camp Dix, and Leon Murray, another singer, moved from the Ettinge to Camp Upton at the same time. Bobby Burns was replaced at the Republic and Danny Tucker at the Ettinge. . . . **GLORIA DAHL**, former showgirl at the Ettinge, who broke in as a principal at the Globe, Baltimore, Md., is now on the Hirst Circuit. . . . **CHET ATLAND**, singer, off on a two-week vacation. Replacing him at the Galety

April 4 was George Tuttle. . . . **PAT BERNARD** not a chorus but a show producer at Jacques, Waterbury, Conn. . . . **UNO**.

CHICAGO:

CHARLES (RED) MARSHALL, has closed on the Midwest Circuit to replace Rags Ragland in *Panama Hattie* when Ragland goes to the West Coast to do a picture. . . . **DIANE SHAW** was compelled to close at the Rialto due to illness. . . . **JACK KANE** is in a Youngstown, O., hospital taking treatment for stomach ulcers. . . . **CHARLIE FOX** is playing Kay Pear at the Empress, Milwaukee. He reports that house did very good business with Peaches. . . . **NATIONAL**, Detroit, went to a stock policy Friday (18). . . . **RUSSELL TRENT** has closed on the Midwest Circuit and is driving a new car to the West Coast. . . . **JACK BUCKLEY** closed at the Alvin, Minneapolis, and reopens at the Rialto here this week with Kenny Brenna. . . . **RAY KOLB** is in the current show at the Rialto.

DIAN ROWLAND closes at the 606 Club here Sunday (27), opens the following night at the Bowery, Detroit, for six weeks and returns to the 606 Club June 16 for an additional 16 weeks. . . . **JUNE MARCH** is back at the 606 Club after a recent run of 13 weeks there.

PHILADELPHIA:

RICHARD (SHORTY) McALLISTER rated a feature story in *The Evening Ledger* about this Keystone Comedy days. . . . **LUCILLE RAND** signed for the new Abbott-Costello musical which the Shuberts may try out at Jones Beach, N. Y., this summer. . . . **BOOTS BURNS**, Ermaine Parker, "Slats" Taylor, and Saul Fields head a new Hirst unit opened April 16 at the Orpheum, Reading, Pa. . . . **ZONIA DuVAL** headed the unit starting a turn on the Hirst wheel at the Troc, along with Mike Sachs, Alice Kennedy, Harry (Shuffles) LeVan, Isobel Brown, Herbie Harris, Dolores Green, Dot Darling, Danny Manton, and Savoy and Regina. . . . **TIRZA** is arranging a stunt with University of Pennsylvania grid officials.

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More Small Tricks For N. E. Resorts

BOSTON, April 19.—There is a move toward small traveling shows taking on the entertainment field in New England summer resort places, particularly in the smaller towns. Resorts that have had summer stock of the professional and semi-professional type have been taking an interest in small traveling trunks the last several seasons. Vaude-pix outfits have caught on, and the dance-after-the-show idea is also coming into its own.

Summer stock for some reason does not get the youthful patronage it should, most likely because the younger element has not been trained on this fare, and this has worked greatly to the detriment of such ventures. Also, a week is seemingly too long for many stock bills in many places, two or three days being all that is needed to take care of available bits.

Small variety tent shows have proved good draws near New England vacation spots the past season or two, where youngsters who like vaude and pix can be counted on to help the gross.

"Silas Green" Plays To 3,500 in Macon

MACON, Ga., April 19.—Charlie Collier's *Silas Green From New Orleans* played to about 3,500 persons at Macon Auditorium last Friday night (11). There were as many white persons as Negroes on hand to see the all-colored musical revue.

Ordinarily presented under canvas, the Macon date, played every April, has been indoors at the auditorium for several years. Collier is a resident of Macon. Newspapers gave much praise. The show has a personnel of about 85 and travels in a private railroad car, a bus, a fleet of trucks, and several automobiles.

Silas and Lila, comedians, are again featured. Specialties include Edwards Sisters, tap dancers; Gaines Troupe, acrobats; Johnny Hudgins, pantomime artist; Julia Moody, blues singer; Jill Smith, baritone; Brown and Brown, dancers; "Kid Lips" Hackette, clown drummer; Edna Waddell, singer; Sidney Easton, eccentric pianist; Fred Durrall, and Lassie Brown, S. H. Dudley Jr. and Charlie Moton are stage and contact managers respectively. There is a chorus of 12.

POINT PLEASANT, W. Va., April 19.—Majestic Showboat, T. J. Reynolds, owner-manager, cracked its new season here, its winter port, April 1, with the craft now making its annual cruise up the Kanawha River. Spick and span and newly painted, boat makes a good appearance. Jack and Margaret Griffith are back on the Majestic for the fourth season.

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Snookum Nelson's All Star Minstrels
Experienced Chorus Girls, one good comic, two comedians, two acts, one variety act, one song, one dance, one tap, one piano, one violin, one guitar, one saxophone and bass. Must be able to cut it. Plentiful Minstrel Shows on the road. In a few minutes. JAMES BONNELLI, Colored Blossom Showboat, Paducah, Ky. Write or call. MAX GELFMAN, Wilmington, N. C.

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Facts

By J. N. WISNER

AT NEARLY 80 years of age I am spending the evening of a fairly full life in Plainview, Tex., a congenial community sustained almost entirely by an agricultural trade territory, as its largest industry is a flour mill employing 30 men.

Plainview and the entire Texas Panhandle have recently had good slow soaking rains and now have what is commonly known as a season in the ground. In view of possible, also probable higher prices for wheat and cotton, also very good prices for wool and mohair, the Panhandle and West Texas seem to me to be good territory especially for small shows of merit, either under canvas or in auditoriums. Virtually every town today has a school or city auditorium that is much better, as a rule, than the small-town theater of years ago, and these auditoriums are operated more from a standpoint of civic pride than profit.

Altho the City Auditorium in Plainview has a seating capacity of over 2,000 and its rental is reasonable, there have been no flesh shows in Plainview since Harley Sadler and His Own Show were here under canvas over six months ago, and regardless of a night football game, a large portable skating rink, and the annual flower show on the night he was here, Harley was forced to give two shows, both to capacity. This was not exceptional, as the same condition occurred in Lubbock, Tex., with Cole Bros. Circus and four picture shows as competitors, and his business at one and two-night stands has been phenomenal.

Sadler's present show (musical revue), based on cost of operation, prices of admission, and audience reaction, is the best I have ever seen. It is true his popularity in his established territory is great but this is due principally to the fact that for over 20 years he has always given a good, clean, pleasing performance, and satisfied customers are the very best asset any business can obtain, also retain.

If I were younger I would organize a similar show and play auditoriums, as I am confident the public desires flesh shows.

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

Danny Brammer Makes Plans For Derbyshow in Honolulu

LOS ANGELES, April 19.—Danny Brammer, well known in endurance show circles, announced today that he will stage a derbyshow in the Downtown Civic Auditorium in Honolulu, opening late in May.

Brammer said that \$1,000 in prize will be offered and that contestants will be given free transportation from Los Angeles to Honolulu and return. Boat leaves here May 22.

With the new defense program going strong in Hawaii, a banner run is expected, he said. Carl Holt is now in Honolulu making arrangements for the show.

Ross Passes Up Dayton, Ky.

DAYTON, Ky., April 19.—Hal J. Ross early this week discarded plans to open his derbyshow here, when Judge Odie Bertsleman of Campbell County Court issued an edict opposing the contest.

Show was slated to open Thursday. Ross operated a successful contest here a year and a half ago, running uncollected. Politics is blamed by Ross for the railing against the show's opening this week.

SAMMY LEE is still tending bar at Chuck's Tap Room in Peoria, Ill.

BOB BROWNIE, still sojourning in Los Angeles, plans to hop east soon to make another contest.

B. & L. CONCESSIONS are now operating the refreshment stands on two endurance contests—Sam Fox, Kansas City, Mo., and Brady Productions at Pine Bluff, Ark.

KENNY GRUWELL posts from Alhambra, Calif., to say that recent reports

Jack-Kenny Group Winds Up Circle

TRAEER, Ia., April 19.—Jack and Kenny's Comedians, circle stock group, played their final weekly engagement at the community-owned Traer Opera House Thursday night. Troupe has been playing a circle out of Tampa, Ia., since the holidays and has enjoyed a successful season. Starting slowly, business showed a consistent increase throughout the season, with last week showing up best.

Other towns on the circle were Victor, Garwin, Clutter, Conrad, Garrison, and Clarence. Merchants' ticket tie-ups were used in all the towns except one. Modern plays were alternated with old-time faves, with the various bills being preceded by 30 minutes of vaude.

In the company were Jack and Doris Schauf, Kenny and Warda Magoon, Sonny and Ardis Dexter, and Stark Robinson. All will leave next week to join various tent reps for the summer, but plans have been made for the unit to return to this section in the fall.

This was the first time that the 650-seat Traer Opera House has operated with circle stock, but the idea caught on well here despite strong movie competition. No films are shown with the stageshow. Most successful attraction to appear here in recent years was the WEO Barn Dance Frolic, which grossed more than \$400 in one day. Major Bowes and Gus Sun units also have been used occasionally, usually grossing over \$300. A recent home-talent minstrel sponsored by the local Lions' Club, grossed \$450 in two performances.

Thomas Ofay Opry Begins Trek in Nashville May 5

NASHVILLE, Tenn., April 19.—H. A. Thomas's colored musical, *Mandy Green From New Orleans*, now readying for the new season at its quarters here, is carded to make its canvas bow in Nashville around May 5.

Opry will be housed under a new top having accommodations for 1,300 persons. Several new towns will be added to the show's regular route. Manager Thomas announces. W. R. Arnold has been engaged to handle the press.

about he being married are not true. It was his ex-partner, Opal Williams, from had the knot tied. Kenny informs. "However, I'm still trying to find some poor girl that will have me," Gruwell scribbles. He is anxious to read something in the column on Mickey Martin, Al Painter, and Ray Passo.

THERE'S A DEARTH of good contestant talent. The draft has taken much good material from the field, while others have been forced out of the game by the unethical tactics of unkosher promoters in the last several years. Promoters in recent weeks have been working frantically trying to corral enough contestants to open with. Contestants are getting better treatment and more money today than they have in a long time, largely because the promoters need them. Without contestants there can be no contests. Some of the contestants are taking advantage of the promoters under the circumstances, but for the most part the contestants are a pretty level-headed and loyal bunch willing to play ball with the promoter who is on the up and up.

INQUIRIES HAVE BEEN received during the past week on Phil Chis, Ely Beilly, Pistol Pete Wilson, Bill McDaniel, Monte Hall, Joe O'Neil, Teddy Hayes, Frankie Weseburn, J. Kenny Werkman, Rookie Lewis, Leonard (Pop) Reeder, Johnny Russo, Red Oleski, Forrest Bailey, Frank and Lee Tremery, and Henry Lewis. Shoot the column a line and let your friends know where you are and what you are doing.

THE BILLBOARD'S Mail Department is maintained for your convenience. If you wish to contact friends write them in care of The Billboard, 25 Opera Place, Cincinnati. The mail will be advertised and forwarded upon receipt of an address. The service is free. Also get into the habit of looking thru the Letter List each week. There may be mail for you.

Rep Ripples

GIMBEL'S SHOW, vaude-picture combo, is finding pickin's good in the Granger, Tex. sector, and is slated to move under canvas. . . . FREL'S FUN-MAKERS report okish business in schools and halls in the Ogden, Utah, territory. . . . MR. AND MRS. WILLIAM PATTELMAN, who formerly operated the old Polly English Players, now are engaged in the printing business in Springfield, O. . . . DALE HYATT is readying a vaude-picture tent outfit to play the sticks in Northern Minnesota. Hyatt has been operating a crime show the last two seasons at Minnesota fairs. . . . ALICE RICHEY writes that the unit operated by she and her husband, Roy Butler, will resume operation soon, but with some changes. Al Kazi, magician with the troupe, was called home recently by the illness of his mother; Bob Butler is with Douglas Aircraft at Santa Monica, Calif., studying for exams to enter the army air corps. Roy Butler is doing some picture work, while Alice is doing a bit of negotiating for the Alice Richey and Company. . . . ROGER H. GALLAGHER, who has been promoting amateur shows in New England the past winter, is readying a vaude-dance show to play summer resort towns in that section. . . . GRIFF AND HIL, well-known repsters, together with Patsy Burns, wind up four weeks at McVan's, Buffalo inlet, April 27, after which the trio is set for other nitery dates in New York State. . . . JAMES KINNAIRD, former rep and vaude performer, is readying a vaude-picture truck at St. Paul to play small towns in Minnesota until the fairs open. . . . PHILENA CHAPPELLE, who has been ill since last November, is returning to her apartment, 6615 Kenwood Avenue, Chicago, where she will be forced to rest two months longer. She would appreciate hearing from old friends.

Ed Myhre Cracks New Season May 15

MINNEAPOLIS, April 19.—Ed E. Myhre Show is en route to Minnesota after working Missouri, Arkansas, and Kansas all winter. Manager Myhre reports that winter business was considerably ahead of last season.

Ed Myhre Cracks New Season May 15

Members of the Myhre troupe visited the Keith, Thompson, Holloway shows at Fort Smith, Ark., and the Tivoli carnival and Kelly & Miller and Russell Hall circuses in Joplin, Mo.

The Myhre organization begins its 28th season under canvas in Southern Minnesota around May 15. Show will again play its regular route in the Northwest.

CONTESTANTS ATTENTION!

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Derbyshow Opens Friday, May 30

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Non-Theatrical Films

Conducted by THE ROADSHOWMAN
(Communications to 1564 Broadway, New York City)

N. E. Thomson's Nickelodeon Nights Playing to Good Biz

Roadshowman fills in intermissions with biographies of stars and pictures—reads actual letters from old-time movie stars to audiences

HOLYOKE, Mass., April 19.—Nickelodeon Night enters its 10th week at the Holyoke Valley Arena with the showing of *The Cat and the Canary*, starring Laura La Plante, *Broken Wings*, with Harry Carey and Blanche Sweet, is the companion feature and *Chapter 3 of Flame Fighter*, with Herbert Rawlinson, will also be shown. Norman Earl Thomson presents the program every Sunday evening, working under a city license arrangement. Mayor Henry J. Toepfert has continued to grant this license and has received many thanks from lovers of the old-time movies. Show has been doing good business, especially from the near-by city of Springfield. Best programs have been *Pickled in Shades of Doubt*, *The Phantom of the Opera*, with Lon Chaney, was the biggest drawing card, followed closely by *Tarzan of the Apes*, with Elmo K. Lincoln.

William S. Hart and Douglas Fairbanks are popular favorites in this section.

ANFA and Its Work in the Non-Theatrical Film Industry

By W. K. HEDWIG

THE rapid development of the 16mm. and non-theatrical industry of necessity was accompanied by much confusion due to lack of a general understanding of its importance and an unavailability of standard formulas to conduct various phases of the business along the same lines of the greatest benefit to all.

The cry throughout the country for information and co-operation among all classifications of the industry's members was taken up by a group of far-sighted and ambitious men who, in 1938, began

to formulate plans for an association that could in some measure be instrumental in eliminating chaos and bringing order to this important field of entertainment, education, and public relations.

Numerous meetings were held in New York, with the result that April 29, 1939, the organization called the Allied Non-Theatrical Film Association had its first meeting, elected its board of directors and officers, and began its work.

As in every new industry, it soon became evident that it was necessary to assimilate hundreds of ideas and conceptions from which could be devised rules and regulations, as well as necessary information beneficial to all.

The various activities of the association included:

1. The creation of a monthly bulletin, by means of which all members were informed of the progress of the association and by which helpful information was imparted to its members.
2. A credit committee, whose function it was to inform members of undesirable accounts and elements, including the publishing of stolen prints and equipment.
3. A legislative committee, which in conjunction with other bodies did much work in preventing the passage of unfair and unsound legislation. This committee has been active in almost every State where unfavorable legislation has been introduced.

It might be interesting to note some of the principal aims and purposes as set forth in one of the pamphlets circulated by the association:

1. To further develop the use of motion pictures in the non-theatrical field.
2. To foster amicable relations with schools, colleges, churches, and other educational, religious, and recreational institutions.
3. To disseminate useful information and to furnish data and reports designed to assist the members in the profitable pursuit of their business.
4. To conduct campaigns for the better understanding of the functions and consequent enhancement of the use of film libraries.
5. To maintain amicable relations between the non-theatrical field and the theatrical producers and distributors.
6. To safeguard our industry from adverse legislation.
7. To protect all legitimate persons and firms from trade abuses.
8. To elevate the standards of honor, integrity, courtesy, and fair dealing.

Through the association the members are enabled to obtain equitable and safe insurance covering theft, fire, and acci-

dents.

Among other things, the association is making available to its members a seal which is looped across the reel with a tab, warning that if the seal is broken the film must be paid for as scheduled.

These and many other problems are being worked on by the various committees, who meet once every month at 1564 Broadway, New York, the secretary's quarters.

Among the many problems and ideas discussed and studied by the board of directors was the problem of just what could be done in behalf of our members and the entire non-theatrical industry with respect to a more widespread understanding of the kinds of service rendered by the industry, as well as the established fact that the industry daily and hourly, through the length and breadth of the land, makes manifold contributions to the national and community welfare.

Members of ANFA know this, even others who are not members know this, but the general population and the countless institutions which are not yet users of motion pictures and equipment probably do not. Individually, we are all trying to enlarge the scope of the field. The board of directors of the ANFA has come to the conclusion, after very careful analysis and discussions with leading factors in the industry, that everyone's job can be aided tremendously by a brochure which can be disseminated in huge quantities by members and by special arrangement with the different national and regional institutions—educational, religious, civic, cultural, fraternal, etc. This brochure has been prepared and was made available to members at the third annual convention and dinner of the association, held April 18 and 19 in Hotel Astor, New York.

In closing, it may be well worth noting that two years of unceasing activity has laid the groundwork for the building of a bright future of the non-theatrical industry.

The Billboard

47th YEAR

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DISPLAY ADVERTISING—Fifty Cents per page line, whole page, \$30; Half Page, \$17.50; Quarter Page, \$8.75. No display advertisements measuring less than 10 lines accepted. Last advertising from goes to press noon Monday. No advertisements accepted unless remittance is telegraphed or mailed so as to reach publication office before noon Monday. The Billboard reserves the right to edit all advertising copy.



Vol. 53 APRIL 26, 1941 No. 17

W

Wald, George; (Brown) Louisville, h.
Wald, Jerry; (Child's Spanish Gardens) NYO.
Wallers, Lee; (Casanova) Detroit, h.
Weems, Ted; (Shubert) Cincinnati, t.
Weisley, Leon; (Congo Club) Los Angeles, nc.
Whitman, Paul; (Casino) Durham, N. C., 22.
Wicks, Sam; (Nicolls) Minneapolis, h.
Williams, Harry; (Astor) NYO, h.
Windsor, Ray; (Rainbow Grill; (Toppers Cafe) Merchantville, N. J., nc.
Winton, Barry; (Rainbow Grill) NYO, nc.
Winis, Julie; (Top Hat) Union City, N. J., nc.

Stanton on U. S.-Irish Pic

PHILADELPHIA, April 19.—After having made several pictures of Ireland for 10mm. distribution, many of which have enjoyed successful showings in America, Pat Stanton, Philadelphia roadshowman and 16mm. film producer specializing in Irish pictures, is now writing and planning a series of 16mm. pictures about the Irish in America. It will combine history and drama with music and dances, featuring prominent Celtic bits of songs and reels. Films will be produced in Philadelphia and shown in Ireland.

ORCHESTRA ROUTES

(Continued from page 14)

Trace, Al; (Ivanhoe) Chi, h.
Tresler, "Pappy"; (Blackhawk Grill) Chi, c.
Trint, Anthony; (Greenwich Village Inn) NYO, nc.
Tucker, Orrin; (Arson) Chi, h.
Tucker, Tommy; (Asalia Festival) Charleston, S. C., 25.

U

Unell, Dave; (Alabama) Chi, nc.

V

Valero Sisters; (Rainbow Room) NYO, nc.
Varral, Tommy; (Club Bally) Brooklyn, nc.
Vargas, Eddie; (Providence Billiard) Providence, R. I., h.
Venuti, Jimmie; (Schoolhouse Inn) Phila, nc.
Venuti, Joe; (Auditorium) Fort Wayne, Ind., 24; (Westminster College) Fulton, Mo., 26.
Versatilians, The; (Olmos) San Antonio, Tex., nc.

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"THE DRUNKARD"

IN 4 REELS
All Talking With GEORGE STUART
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BROADWATER—Henry S., 47, European playwright, in Arrowhead Springs, Calif., April 6 after a long illness. Several of Broadwater's plays were produced in London, Paris, and Brussels. He was divorced from his first wife, Mrs. Ethel M. Broadwater, and in 1937 married Victoria Schinasi, daughter of the late Morris Schinasi, cigarette manufacturer. His wife was with him when he died.

BROSIOUS—Roy M., 48, manager of the Bagley Theater, Detroit, in Hazel Park, Mich., April 1. Survived by four brothers and sisters. Interment in Mount Elliott Cemetery, Detroit.

CANOVAN—T. J., 73, stagehand, at his home in Cleveland April 10. He served as a stagehand at several theaters in Toledo, O., and later was stage manager at the Old Opera House, for the Lyceum, Hanna, Loew's State, Ohio, and RKO Palace theaters in Cleveland. He also played bits with Sarah Bernhardt and Edie Kliler. Surviving are his widow, Lulu D., and a sister, Mrs. Elizabeth Rowdell. Interment April 19 in Cleveland.

CAREY—Mrs. Mary F., wife of Robert Carey, concessionaire, and member of the Lone Star Show Women's Club, suddenly in Dallas. Body was sent to San Antonio for cremation.

CLANCY—Alice Hannah, 54, wife of Fred Horn Clancy, rodeo publicist, at Brown County Hospital, Chenango Bridge, N. Y., April 14, where she had been ill a year with tuberculosis. Born in Wyoming, Ill., the daughter of Isaac Cowen, theater designer and builder, she was known to rodeo folk as Mother Clancy. She traveled with her husband and, although she never took an active part in the rodeo performances, often worked in the office and handled programs for her husband. Also survived by three sons, Fred M. Jr., Ossington, N. Y.; Frank, Hilsdale, N. J.; and John Patrick, U. S. Navy, and two daughters, Mrs. Helen Hammerschmidt, Washington, and Mrs. Kathryn Scott, Ft. Worth, Tex. Interment in Glenwood Cemetery, Waverly, N. Y., April 16.

CLEGG—William F., 71, well known to outdoor showfolk and operator of a hotel in Greensboro, N. C., for 47 years, in Brown Long Hospital, Greensboro, April 12. His widow, two children, and three sisters survive. Burial in Green Hill Cemetery, Greensboro, April 15.

CURRAN—Mrs. Pearl Gilderleeve, 65, composer, April 16 in the New Rochelle Hospital, New Rochelle, N. Y., after a brief illness. Some of her compositions were sung by the late Enrico Caruso, Anna Case, and John Charles Thomas. Among the songs she wrote were Rain,

The Final Curtain

NOCTURNE, and *The Best Is Yet to Be*. She was a member of the American Society of Composers, Authors, and Publishers. Her husband and a daughter survive.

EDWARDS—James A., 46, orchestra leader, at his home in Waterloo, Ia., April 14. His widow, Jeanette Wagner, accompanist; a son, and two daughters survive.

ELLET—Fannie O., wife of Charles Ellet, bar performer, at her home in Tekonaha, Mich., March 29. Burial at Riverside Cemetery in that city. Survived by her husband.

PANZEEKA—Mile, (Mrs. Fannie Law), 20, former vaudeville performer, suddenly April 17 at home in New York. She appeared with her troupe of trained birds on vaudeville circuits all over the world. She retired seven years ago.

GARNEAU—Frederick N., 47, of the Great Hutton Train Shows and formerly with Ringling Bros.' Circus, in Wichita Falls, Tex., hospital April 11 after two weeks' illness. Survived by his widow and two sons, Billie Garneau, Panama Canal Zone, and Harmon T. Garneau, Phillipsburg, Pa. Services April 15 at the Dalton, Hampton, & Vaughan Funeral Home, Wichita Falls, and burial in Rosemont Cemetery there.

GINNIVAN—John W., 90, veteran trouper and father of Frank and Norma Ginnivan, who operate their own tent theater companies, suddenly at the home of his grandson, Howard Miranda, in Fayette, O., April 13. His entire life was spent in show business and he was one of the first to launch a tent theater troupe. He founded the tent show operated by his son and daughter. Services in Fayette April 15 and burial in Memorial Cemetery, Dayton, O. Surviving are his son, Pleasant Lake, Ind.; his daughter, of Dayton, and grandson.

GLYNN—William, veteran outdoor showman, April 8 at Cook County Hospital, Chicago. Burial in Mount Auburn Cemetery there.

GREENBERG—Samuel, 62, Philadelphia case man, April 4 at his home in that city after a short illness. He was the father of William S. Greenberg, viola player in the Philadelphia Orchestra. His widow, Nellie; two daughters, and two sons survive.

GREENE—Virgil (Pop), popcorn concessionaire, ride operator, and watchman with carnivals, March 31 in Fort Worth, Tex. During his 15 years in outdoor show business he was with C. A. (Curly) Vernon, C. R. Leggett, and other shows. Three sons, J. R., Virgil, and Willie, survive.

GRISVUS—Harvey E., 40, orchestra leader, April 12 in a Milwaukee hospital. Grisvus was a saxophonist and a member of the Milwaukee Musicians' Association. Survived by his widow, two sons, a daughter, three brothers, and a sister.

HICKS—Charlie, 48, assistant manager of the Ocealo (Fla.) Indian Village, in Veterans' Hospital, Bay Pine, Fla., April 6 of double pneumonia. He was a member of the American Legion in Jacksonville. Survived by two brothers, both residing in Florida.

HOLDREITH—Matthew A., operator of the Delmont Restaurant, which has catered to Detroit theatrical trade for a quarter century, in that city April 7. His widow and three children survive.

HOWE—Robert (Chick), 41, side-show manager and heart talker, April 3 in St. Louis of a heart attack. Interment in Sunset Cemetery, St. Louis. Survived by his brother, Rex Howe, operator of Oak Amusement Park, Newburg, Mo.

JOCKIN—Henri A., 57, stager and radio performer, April 14 at the House of Calvary, New York, after a long illness. He had been a member of the National Male Quartet, which received one of the first commercial radio contracts from Station WJAF, New York, in 1928. He also appeared in Florenz Ziegfeld's 1936 production of *Rosalie*. He leaves his wife and a son.

KREIN—Howard B., 74, former musician, April 2 in Homeopathic Hospital, Reading, Pa., after a long illness. He was a musician for 50 years and a charter member of the Reading Musicians' Union, Local 135, as well as the Philadelphia Musical Association. Surviving are two sisters.

KOUTZEN—Leo, 64, musician and composer, April 11 at home in New York. At the time of his death Koutzen was a member of the WPA New York Symphony Orchestra. He leaves his wife and a son, Boris, composer and a member of the NBC Symphony Orchestra.

MCCRATH—Richard H., 70, one of the McGrath Brothers, banjoists, in John Adams Hospital, Chelsea, Mass., April 10 after a short illness. McGrath toured in vaude and chautauqua with his brother, Fred T., teaching music after his retirement. He served in the Spanish-American War and belonged to the U. S. W. V. in Boston. Services at St. Cecilia's Church, Boston, with interment with military honors in Gloucester, Mass. Survived by his widow, the former Tavis Heath, a brother, and a sister.

In Memory of a
WONDERFUL FRIEND AND PAL
J. L. "LOUIE" LANDES
Who Died April 16, 1939.
**MR. AND MRS. CHESTER I. LEVIN,
EDWARD JOHNSON.**

McQUILLIN—George R., 59, president of Fulton County Fair, Wauscon, O., for the past several years and president of Bi-State Fair Association, composed of fairs in Northern Ohio and Southern Michigan, April 7 in Toledo (O.) hospital. Services at his farm near Swanton, O., April 10 and burial in the family plot on the farm.

IN MEMORIAM
J. L. "LOUIE" LANDES
Gone But Not Forgotten.
April 16, 1939.
MR. AND MRS. CHAS. ROTOLO

MARTIN—George P., 80, former tenor with the Al G. Field Minstrels, in a Shreveport, La., sanitarium April 10 after an illness of several weeks. Services at the Osborn Funeral Home, Shreveport, April 11, with burial in Greenwood Cemetery there.

IN MEMORIAM OF A LOVING HUSBAND
J. L. LANDES
Who Passed Away Two Years Ago
April 16, 1939
PEGGY LANDES CHAPMAN

MILLAR—George M., 60, magician, April 9 in Grace Hospital, Detroit, following an operation. He was a member of the Society of Detroit Magicians and International Brotherhood of Magicians. Interment at London, Ont.

PAGE—Stacy W., 60, advertising executive, April 16 at St. Luke's Hospital, New York, after a long illness. At the time of his death he was vice-president and director of Batten, Barton, Dinein, & Osborne, advertising agency. He leaves his wife, a daughter, a brother, and a sister.

PARKER—Mrs. Mary Moncure, 79, former actress and playwright, in Cleveland April 13. She acted in her own plays in New York and Chicago and for a time read her monologues over CBS networks.

Claude S. Humphrey
Claude S. (Tink) Humphrey, 64, former vaudeville booker, April 12 in Van Nuys, Calif., after a heart attack. In 1906 Humphrey started as a singer in illustrated songs in Col. W. S. Butterfield's Lansing, Mich., theater. He was later employed as manager of the house. Butterfield opened several more houses and placed Humphrey in charge of booking, with headquarters in Chicago.

When the major circuits combined their booking offices Humphrey headed the combined Butterfield and B. F. Keith Western time, which handled all bookings east of Chicago. After several years he was moved to New York and put in charge of the Fifth Floor in the Palace Theater Building, which handled the family time.

He later went to Hollywood and became associated with Harry Sherman in producing film Westerns. Humphrey retired five years ago because of ill health.

He leaves two daughters.
Buried in Forest Lawn Cemetery, Van Nuys.

Survived by a son, Gilman Moncure Parker.

PERRY—Ben F., 40, former conductor of Perry's Black and Gold Orchestra, April 12 at his home in Youngstown, O. His orchestra played ballrooms and pavilions in the Youngstown area for a number of years. Services at the Shriver-Allison Funeral Home, Youngstown, with burial in that city.

PRATT—George H. H., 54, member of the Transportation Division of the Barnum & Bailey Circus from 1915 to 1917 and one of the founders of the American Legion, at his home near Benton, Ark., April 9 of a heart attack. Survived by his widow, Mrs. Gladys Pratt, and three children.

REIST—Lawrence H. (Larry), 88, former booking agent, in Dayton, O., April 13. Reist at the age of 34 opened the Park Theater, now the Mayfair, Dayton, presenting such performers as Emma Abbot, Edwin Booth, James O'Neil, Madame Januski, Lawrence Barrett, Nat Goodwin, Richard Mansfield, and Sarah Bernhardt. He later went to New York, where he was agent and manager for many performers.

RINEHART—Bentley L., 74, inventor of the sound box used in the old Victor talking machines, April 2 in Phoenix, Ariz.

RIPPLE—Paule, singer and actor, April 16 at the Post-Graduate Hospital, New York, after a brief illness. He was a former Edwiny Carté Opera Company player and made a world tour with the company, appearing in Gilbert and Sullivan operas and appeared one season under the personal direction of Gilbert and Sullivan at the Savoy Opera House in London. Ripple also appeared in several Broadway productions, among them *The New Moon*, *The Farmer's Wife*, *So This Is London?*, *Overture*, and *Under Glass*. His last New York appearance was at the Alvin Theater in *Anything Goes*, with Victor Moore and William Gaxton. He leaves his wife.

SILROYER—Clinton (Preach), 38, brother of Mrs. C. D. Scott, of Scott Exposition Shows, at his home in Dayton, O., March 23 of an ulcerated stomach. Survived by his widow, a son, his mother, and two brothers.

SILVERS—Mrs. Jessie Egan, 61, med show performer and operator, in Victoria Hospital, Miami, recently. She was formerly with the Kitty Company, John A. Himmelfein Stock Company, Dunlinsky Brothers Stock Company, and Jewell Kelly. She and her husband, Doc Silvers, operated a med show the last 20 years. Survived by her husband and a brother.

SOUTHWICK—Edward D., 68, who many years ago toured as a pro magician and for many years a prominent business man in Granite City, Ill., April 3 in Martin, Tenn., following a stroke while driving home from a vacation in Florida. He was president of the St. Louis Society of Magicians at the time of his death. Services from Tate Funeral Home, Granite City, April 5, with interment in Sunset Hill Cemetery there. Surviving are his widow, Mrs. Dimple Garner Southwick; two sons, Harry and Frank; a daughter, Mrs. Rosie Whitaker, all of Granite City, and a brother, Fred Southwick, Freeport, Ill.

TAYLOR—Dr. John M., 50, vaude musician of 20 years ago and later a physician in Indianapolis, at his home there April 12 of a self-inflicted gunshot wound. He was a member of the Society of American Magicians and the Indiana Society of Magicians, Indianapolis. Survived by his parents, Dr. and Mrs. James H. Taylor, Indianapolis, and a sister, Marjorie Taylor, New York.

TRIVERS—Albina Catherine, 21, night club singer, leaped from a 13th floor hotel room April 10 in Chicago.

VICKERS—Mrs. Lise McCalliard, wife of R. S. Vickers, secretary-manager South Louisiana State Fair Association, at home in Donaldsonville, La., April 11 after a prolonged illness. Rites held April 13 in that city.

VOGERITZ—Otto C., member of the New Haven Symphony Orchestra and a clarinetist, with the Governor's Foot Guard Band, in New Haven, Conn., April 2 after a short illness. Vogeritz was also a nationally known chess player, having represented Yale University several years ago.

WAGNER—Joseph, 87, father of Sam Wagner, operator of World Circus Sideshow, Coney Island, N. Y., April 14 in New York of natural causes. Survived by four other sons. Burial April 18 in Mount Lebanon Cemetery, Queens, N. Y.

Marriages and Coming Marriages will be found on page 45. Births and Divorces on page 59.

William Danforth

William Danforth, 73, Gilbert and Sullivan player, April 16 in Skaneateles, N. Y., after a long illness. Danforth was one of the country's leading performers in O&S light operas before his retirement a few years ago.

He was first seen in the role of Dick Deadey in Gilbert and Sullivan's *H. M. S. Pinafore* when he was 11 years old. In the next 57 years he played almost every important role in the Gilbert and Sullivan catalog.

In 1897 Danforth became associated with the actor-producer, Frank Daniels. In 1899, together with Daniels, he appeared in *The Amerer* at Wallacks Theater, New York. Other shows in which they were together were *The Chieftain*, *Hay a King*, *The Monks of Malher*, *The Wizard of the West*, *Miss Simplicity*, and *Miss Hook of Holland*.

Danforth had also toured the country with the Rice Opera Company, appearing in such favorites as *The Mikado*, *The Pirates of Penzance*, *Fatience*, and *H. M. S. Pinafore*.

In the early part of the century he appeared in such productions as *Hoppland*, *The King of Cuckolds*, *The Girl Who Couldn't Leave Behind*, *Little Miss Fizz*, and *The Three Rascals*. During the World War period he was in the casts of *Trial by Jury*, *The Debutante*, *The Girl Who Smiles*, *Come to Bohemia*, *The Maid of the Mountains*, and *Follow the Girl*. He appeared more recently in *The Gondoliers*, *Blossom Time*, *Peterson*, *The Pirates of Penzance*, and *The Yeoman of the Guard*.

Danforth appeared in more than 100 productions in this country and London. He once estimated that he had played in more than 5,000 performances of Gilbert and Sullivan operas.

He leaves his wife, a son, and daughter.

BOWS LIVE UP TO BILLING

CW Registers Formidable Start At Petersburg, Va.

PETERSBURG, Va., April 19.—Drawing an estimated 5,000, believed to be a record opening night crowd for the organization, Cettin & Wilson Shows' 1941 trek got off to a formidable start at the Mock Orange Baseball grounds, under Veterans of Foreign Wars and Central Labor Union auspices, here Monday night. Committee members, including Willard Eames, A. M. Kimball, G. M. Willis, L. C. Hutchinson, W. M. Slate, and J. A. Thimus, gave good co-operation. Popular with local patrons were shows' free acts, including Six Queens of the Sky, and Delmar's Fighting Lions, presented by Capt. Billy Reid. Queens are managed by Pop Vess and include (See CW AT PETERSBURG on page 35)

Crystal Exposition Is Winner at Click Camden, S. C., Debut

CAMDEN, S. C., April 19.—Aided by good weather Crystal Expositions Shows opened the season at the fairgrounds Monday night under American Legion Post auspices to one of the largest crowds the shows have exhibited to in their nine years of inaugurations here. With a heavy gate, crowd proved a good spending one and an abundance of paint and plenty of illumination greeted patrons as they toured the midway. Much of the credit for shows' attractive appearance was given Mechanic Ben Fowler, Electric Earl Swiggood, and Scenic Artist W. Beck.

Owner-Manager W. J. Bunts was the recipient of congratulations on shows' appearance from many visitors, including Secretaries Creed, Heirs, Harper, and Gay Hood, of Kershaw City, Walterboro, Union, and Lancaster, S. C. Fair representatives, Dr. Pennington, W. L. Brown, Bernie Shapiro, and Secretary King, Georgetown (S. C.) Fair.

Boser to date includes W. J. Bunts, owner-manager; Mrs. W. J. Bunts, secretary-treasurer; Walter Bunts, manager of billposters; Henry Lewis, assistant manager; Lew Harris, advance and contracting agent; George Southern and (See CRYSTAL IS WINNER on page 35)

Empire Amusement in Good Tour of Rio Grande Valley

RIO GRANDE CITY, Tex., April 19.—After a successful tour of the Rio Grande Valley, Empire Amusement Company opened its regular season with a week's stand here, which opened April 5 to fair weather and good business. Mr. and Mrs. J. H. Knight rejoined with their blags, Balika and Eddie Litherland will operate the cookhouse, Johnnie and Babe Martin came on with their Girl Show.

Concessionaires include Jack Hutchinson, shum skunk; Jim Evans, candy floss and slum spindle, and Mr. and Mrs. J. E. Pennington, photo gallery. Rides and foremen include Mix-Up, W. J. Wain; Geo. Allen, Merry-Go-Round; Fred's Wheel, Guy Walters; Kiddie Merry-Go-Round, Anna and Robert Moore. Sailor Oliphant, assistant manager and lot superintendent, is doing a good job of operating the lot. Joe Lucia, owner-manager, is optimistic about the season.

Lake State Sets Bow Date

BAY CITY, Mich., April 19.—Lake State Shows, formerly Lee's United Shows, will open their tour the first week in May near Detroit. Manager Charles Lee, who has been operating the Lee United Shows for the past several years, said he plans to play spots in Michigan and Indiana under the new title. The shows will open with four rides, five shows and 15 concessions. Joseph O'Brien, last season with Fisher United Shows, has signed as general agent and is now lining up bookings for the season.

Franks Greater Biz In Macon Is Up 50%

MACON, Ga., April 19.—Franks Greater Shows, which jumped in here after a rainy opening in Albany, Ga., played to unusually good business at the foundry lot. W. E. Franks is manager and Bill Dollar, general agent. Shows stayed over for the second week on same lot and receipts were good. Ideal weather prevailed thruout.

Business was about 50 per cent ahead of the same weeks on the same lot last year, Manager Franks said. He added that shows will play several more weeks in Macon neighborhoods. General business conditions are booming because of three huge defense projects and the big army camp located here. Shows carry three major rides, two kiddie rides, Snake, Illusion, Midget, and Girl shows, and 18 concessions.

Emporia Gives Kaus Successful Opening

EMPORIA, Va., April 19.—Good crowds and weather greeted Kaus Exposition Shows at their 1941 bow here, which got under way Monday night. Business at opening was highly satisfactory. Lester Kern reported. Buster Gordon's cannon act is the free attraction.

Visiting showmen and local officials complimented the management on organization's well-laid-out midway, which is featuring four new fronts. Rest of shows have been remodeled and redecorated. Management is carrying 10 rides again this season.

Floyd Newell Is Jones P. A.

SAVANNAH, Ga., April 19.—During Johnny J. Jones Exposition's stand at the annual Coastal Empire Paper Festival here the management announced that Floyd Newell, well-known outdoor show publicist, had been engaged as general press representative and had assumed duties in Charlotte, N. C., the shows' next stand. Newell, recently recovered from a winter illness in Chicago, appeared hale and hearty when reporting and enjoyed several days of confabbing with fellow press agents, Starr DeBelle and Jack Dadswell. DeBelle is now Side Show manager on the midway, and Dadswell has been in charge of publicity for the local engagement. Newell served as press department head for many years with the Mighty Sheesley Midway. Last year he was with Hennies Bros.' Shows.



MR. AND MRS. LEW ALTER and their son, Tommy, a corporal in the U. S. Army, posed for this photo in Stroudsburg, Pa., quarters of Penn Premier Shows. Tommy has left for Hawaii, where he will be stationed for a year with the Air Corps. His father is managing the new 160-foot Ten-in-One Show on Penn Premier Shows, and the season gets under way in East Stroudsburg on April 26.

Bee's Old Reliable Dickson Inaugural Ends on Right Side

DICKSON, Tenn., April 19.—Bee's Old Reliable Shows ended their 1941 inaugural engagement here last Saturday on the right side. Aided by good weather, shows drew big crowds and obtained good co-operation from American Legion Post and high-school band, sponsors, Friday and Saturday were the best nights. Joe Phillips, Legion commander, and Burly (See INAUGURAL OF BEE'S on page 35)

Hennies Framing Girl Show

CHICAGO, April 19.—Harry W. Hennies, head of Hennies Bros.' Shows, was in Chicago this week framing a girl show. In addition to engaging a number of girls, he has purchased a quantity of wardrobe and expects to have an elaborate show.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DE BELLE

Selfie, Pa. Week ended April 19, 1941.

Dear Editor:

Rumors and later facts spread gloom over the entire midway. Men who have given the best part of their lives to help make this show one of the largest on earth and women who have served the office thru mud, rain, and depression, asking little or nothing for their services, walked around the lot much depressed and spiritless. The oldsters walked with their heads bowed and we noticed tears in the eyes of many.

After the unloading of the train Monday morning orders were given to unload the equipment from the wagon and to let it lie on the ground until further orders. The five Ballyhoo brothers and their staff and their banker were huddled in the office wagon, where heated arguments were in full swing. The boy who sleeps under the office wagon with his ear to the floor gave us the first inkling of what was going on among the bigwigs of the show. From what he could hear it was evident that the show was to be sold and that, after the banker had been satisfied, the bosses would retire from the carnival field.

The next report given out by our boy on the carts was that the owners insisted upon holding the Ballyhoo Bros. title. This was some encouragement to the personnel. They felt that after a sale a new show would be taken out under the old trade name. Tuesday morning a large set of scales were erected in the center of the lot and each show and ride foreman was instructed to weigh all equipment and turn in all weights to the office. Wednesday morning we knew that our fears were well founded when we saw fleshy men carrying brief cases arrive at the office double handed. Thru the open office door we could see these fat cigar smokers playing the spread for the banker and his secretary. We were positive then that our doom was sealed. The weighing went on.

Thursday night found us still in the dark and the weights running higher and higher. By Friday morning the check-up showed a gross weight of 992,000 tons, 1,600 pounds, 10 ounces of midway equipment ready to go under the hammer. The meeting in the wagon became louder and louder. It wasn't a matter of price that caused the heat (See BALLYHOO BROS. on page 65)

Art Lewis Enlarges Midway; Prelim Bow At Norfolk Success

NORFOLK, Va., April 19.—Featuring an enlarged midway, Art Lewis Shows' preliminary week's stand which ended tonight in South Norfolk proved highly satisfactory. Regular season gets under way Monday at the circus grounds here. This year's midway has been augmented by two major rides and at least four more tented attractions. All rides, shows, and concessions reported good business.

A number of rides and shows were left down here because of limited space. The three modernistic fronts on the Polites, Cotton Club Revue, and LaConga Nights, designed by Howard Ingram, attracted much attention. Plenty of neon pre-lights. Owner Art Lewis entertained numerous friends during the week and was complimented on the many innovations on the shows for 1941.

Lucie Gillette's cannon act is attraction. Local papers and radio stations gave good co-operation. The Four Stars, in charge of Eddie Viera, have added a number of routines to their aerial act and also came in for their share of complimentary notices in local papers.

Marks' Richmond Preview Clicks; Midway Attracts

RICHMOND, Va., April 19.—John H. Marks' Shows inaugurated their 16th annual tour with a preview showing here April 14. With ideal weather, shows got under way at 3 p.m. to a good crowd. Near-capacity crowds were on the midway opening night. Attendance totaled over 6,500. Because of the limited size of the COA Baseball Park several shows and rides were left off. They will augment the midway starting April 21, however.

Midway this year is streamlined and modernistic thruout. Show fronts are attractive, and the new fluorescent lighting system, combined with lavish neon effects, makes for additional improvements. Attractions here included the La Conga Nite Club Revue, managed by Maybelle Kidder. Ray Valley is in charge of the front. Others are L. W. (Duke) Jeannette's International Congress of Freaks; Speedy Merrill's Wall of Death, assisted by Hazel Merrill, Ralph Justice, and James Pehelny; Miss America, with Georgia Brown in charge; Doc Anderson's Club Chocolate, with Evelyn Redson (See MARKS PREVIEW BIG on page 41)

Fuller Preps for Opener

MEYERSDALE, Pa., April 19.—Recently organized Fuller Greater Shows are making preparations in quarters here for their scheduled opening in Jenersontown, Pa., May 3 under Jenersontown Volunteer Fire Department auspices. Manager Paul E. Fuller said this week. Shows plan to open with four rides, booked by Thompson Brothers, Altoona, Pa., and a number of shows and concessions. Spots to be played include industrial sections of Western Pennsylvania, following several weeks in Somerset County.

McLendon Signs

BRIDGETON, N. J., April 19.—R. P. McLendon, who some months ago announced his intention to retire from outdoor show business, returned to the field this week when he signed in a general capacity with Max Gruberg's World's Famous Shows. He will also handle press for the organization.

Lawrence Shows Ink Barlow

RALEIGH, N. C., April 19.—Carl (Red) Barlow, carnival executive, joined Lawrence Greater Shows here this week as business manager, Bill Snyder reported. Barlow, who formerly was with Dodson's World's Fair Shows, succeeds W. M. (Billy) Breeze on the shows' staff.

HELLER'S ACME SHOWS WANT

Shows—Jungle, Furhouse, Madrone, Freak, Animal, Whip, Chairlains, Foremen and Ride Help of all kinds. Want Concessions of all kinds. Few Wheels open. The following get in touch with Sid Smith, Dick Muter, Sandy Hogan, Fats Lorrain, Sweet Marie, Dan Reed, and Talkers. Girls, capable showmen. Former girls wire or come on. Jay Ross wants Musicians, Girl Teams, Help for Plantation Show. Joe Liberty, Cliff Carter, Harry Livstrom, Perry, get in touch with me. Joe Brown, come on. Greenville, Gloucester, N. J., till April 26th; Scotch River, N. J., week of April 28th. ALL ADDRESS: HARRY HELLER, 15616 BOSTON, NEW JERSEY

ZACCHINI BROS.' SHOWS WANT

Monkey Show, Midget Show, Pit Show. Office owned Side Show wants strong Freak to feature. Can use Grind Shows. Want Penny Arcade and Stock Concessions of all kinds. Diggers, Pitch-Til-Win, Cigarette Gallery, Long and Short Range Galleries, Mitt Camp (must be American), Snow Bath, Ride Help that can drive semis. Ross Sisters, wire. Address all correspondence to BRUNO ZACCHINI, Mgr., Martinsville, Va., week April 21.

GREATER EXPOSITION SHOWS

WANT RIDE FOREMEN—Top salaries to real Foremen. CAN PLACE SHOWS WITH OWN OUTFITS OR WILL FURNISH COMPLETE OUTFITS TO MANAGERS WITH ORGANIZED TROUPE FOR GIRL REVUE, MINSTREL, SIDE SHOW OR OTHERS. Twelve good Fairs starting July 4th, and excellent route of Still Dates in industrial towns. All address: CARE OF MARYLAND HOTEL, ST. LOUIS, MO.

CENTRAL STATE SHOWS WANT

Show People and Shows. We can furnish taps and transportation for 10-to-1, Grind Shows, Pit Show, Snake, Gags, Illusion, Monkey Show. Concessions all open except Bingo, Photo Gallery, Percentage and Cookhouse. Show opens April 28th. Wire or come on.

MGR. CENTRAL STATE SHOWS, HAZELTON, KANSAS

KAUS EXPOSITION SHOWS WANT

Ten-in-One, Legitimate Concessions. Ride Help. Walter B. Cox wants two Agents, Balloon Darts and New Game just copyrighted. This week, Hopewell; next week, Petersburg, Va., Camp Lee pay week.

WANT SCOTT EXPO SHOWS WANT

Colored Musicians and Performers. Manager that can talk and handle Show. Grind Shows opening for Drama and Ten-in-One, one more big Ride not conflicting, Stock Concessions, Foreman and Help for Loop-Loop, Ride Help and Semi Drivers. Dalton, Ga., this week; Swainsboro, Tenn., follows; Maryville, Tenn., week May 5.

CUNNINGHAM EXPOSITION SHOWS

LAST CALL BEFORE OPENING MARIETTA, OHIO, MAY 3 TO 10

Want Concessions of all kinds that work for ten cents, also Lead and Cork Galleries. Want Shows of all kinds with or without own outfit. Don Edwards wants for Side Show—Mind Reader, Half and Half for Annex, Fat Girls. Dalton, get in touch at once. Grinders, Ticket Sellers, Girls for Posing Shows. Fair Secretaries and Committeemen, get in touch with me at once. Address: CUNNINGHAM EXPOSITION SHOWS, NEW MATAMORAS, OHIO

CLYDE'S UNITED SHOWS

OPENING DUNCANSVILLE, PENNA., SATURDAY, APRIL 26 TO MAY 3.

Wanted: Outfitter, Penny Arcade, Long or Short Range Lead Gallery, Bowling Alley, Game Back, or any other legitimate Concessions. Wanted: Grind, Lickery, Monkey Shows. Wanted: Loop-Loop, Merry-Go-Round, Tilt-a-Whirl. Wire all communications to: GEORGE C. SMITH, MGR., DUNCANSVILLE, PENNA.

Bullock Amusement Co.**WANTS**

Ferris Wheel Foreman. Must be able to drive semi-trailer. Also Second Man on other rides. Must join this week, Cramerton, N. C.

GRUBERG WORLD FAMOUS SHOWS, Inc.

Grand Spring Opening, Salem, N. J., Saturday, April 26 to May 3. First Show in Ten Years.

On account of misrepresentation want reliable party to take complete charge of beautifully framed Girl Show. Must have wardrobe and can join immediately. Want 2 Fat People for newly framed Show. Salary paid from office. Will book Kiddle Auto Ride and Semi-Car Tilt-a-Whirl. Want General Help in all departments. Wanted: Concessions—All open; no salaries for Salem. This show positively plays fourteen Fairs. Complete list to be announced in The Billboard May 10th issue. Wire MAX GRUBERG, SALEM, N. J.

WOLFE AMUSEMENT

Abbeville, South Carolina, all this week. Boy Scout Colonization on the streets. Can place the following Concessions: Fish Pond, Ball Games, Cigarette Galleries, Candy Apples, Candy Floss, Devil's Bowling Alley, Hoopla, Lead Gallery, heart-shaped Pitch-Til-Yoo-Win. Will give ex. on Freeze Outfitter and will book any legitimate Concessions. We have four celebrations, six fairs. Gallery to follow Abbeville. All uptown locations. We have no gate, no racket. Mrs. Dairymilk, World Galleries, Sylvester Bowser, Ray Price, get in touch with me. We have wonderful Fourth of July Colonization. Have good opening for Penny Arcade. Will give good proposition. All Wire and Mail: BEN WOLFE, MANAGER

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., April 19.—In the earlier years of our association's history it was comparatively simple to plan annual visitations to shows on short notice, but as our membership now consists of over 50 organizations it is difficult to plan visitations so brief notice, and we especially request member shows to contact the ACA offices if they are interested in having their shows visited in behalf of the association. As a result of the intensive program planned for this year and resulting larger number of visitations which will be required, due to increased membership, we shall be obliged to begin these visitations at an earlier date than usual.

For the benefit of newer members we desire to point out that the visitation program was originally adopted and has been continued with a view to affording an opportunity to our show members and their personnel to discuss with the representative of the association at first-hand various problems pertaining to their shows. At the same time it affords the association, thru its representative, an opportunity to obtain at firsthand information on subjects uppermost in the minds of members during the period of actual operation. These visitations also afford an opportunity for the association's representative to speak to the personnel of a member show where it is desired that such an address be delivered.

On occasions we have observed that matters of particular interest to the association as a whole are more easily available and are in the minds of members when they are more directly affected by these conditions. After close of the season many of these instances, incidents, and situations are forgotten and never come to attention of the association and thru it to other members who might profit by the experience of a particular member. So we would appreciate it greatly if members interested would contact this office as soon as possible when and where and if they would care to have a representative of the association visit them and also if they would care to have the representative address their personnel. The visitation schedule is not intended to be limited territorially by proximity to the association's offices, but will also be handled by associate counsel for the association located in the Middle West, South, and in Canada.

B AND V SHOWS

OPENING GARFIELD MAY 1

Want Free Act, Bingo, Penny Arcade and Grind Stores, Ball Games, Shows with own outfit. Rides—Octopus, Whip, Tilt, Kiddie. Ride Help and Electrician that can handle plant.

5 Westminster Place, Garfield, N. J.

J. Harry Six Attractions

OPEN SATURDAY, MAY 3—

Derby Day—Louisville, Ky.

Want Independent Exhibs of all kinds for season's location in and around Louisville. Want Electrician with portable plant experience. Want Trailer Lash Stand. Concessions of all kinds except Pop Cans. Max Eisenman, write. Address: Buechel, Ky., Twin Cedar Inn, Bardonia Road.

LOROW BROS.**WANT**

Few more Working Acts. Billy Tirko, answer. Also Talker for Illusion Show, John Kenlo, wire. Feeks and other good Side Show Acts, contact

S. N. LOROW
Hennies Bros.' Shows
Gadsden, Ala., April 26th to May 3rd

WANTED CONCESSION AGENTS

Wheel and Grind Store Agents at once. This show plays best industrial territory.

CARL H. BARLOW

Lawrence Shows
Danville this week, Harrisonburg next week; both Virginia.

WANT

Party to take charge of beautifully framed panel front Girl Show outfit. State what you have. Good proposition for Special Agent with car. Will book mostly industrial Penny Arcade, Bolo-Plane, Octopus, Dual Loop or Rollie. Any Concession that works for Stock and not over 10 cents. All address:

BUCKEYE STATE SHOWS

Laurel, Miss., week April 21st; Meridian, Miss., week April 28th.

Great Sulton Shows WANT

Manager for 10-in-1 that has Acts. We have complete frame-up. Want Manager for Minstrel that can furnish people. Can place Cook House.

BENTON, ILL., 21 TO 26

WANT

For Charlottesville, Ind., Spring Festival in the heart of largest government project in the world. Will book 120 Wags, smart Merry-Go-Round, or will buy if priced right. All legitimate Concessions open. Want Cookhouse. Special offer to Shows worth while with own outfit. This Show will play nothing but money shows in respect to Ball Games, Hoop-La, Hoop-La, Whip-La, Ring Show, Popcorn, Ice Jettis. Want to buy Concessions. Must be no junk. Priced for cash. OHIO VALLEY SHOWS, Charlottesville, Ind., week May 21. Ma Sicker, Owner; Geo. Hall, Mgr.

Pierce Greater Shows**WANT**

Long Range Gallery, Novelties, Frozen Custard, Scales. Can place Kiddie Ride. Want Musicians for Minstrel Show. Ride Help. Will book any worth-while Show. 3 more weeks North and South Carolina, then Pennsylvania. Bob Russell, come on. York, S. C., this week. Chester, S. C., April 25-May 3.

EVANGELINE SHOWS CAN PLACE

Legitimate Concessions—Flour, Cigarette Gallery, Country Store, Corn Game, Hoops, Fish Pond, Bowling Alley, Cat Back, Milk Bottling, Lead Gallery, Ice Cream, Whirls, etc. Will furnish complete outfit for Girl Show five business. Must work local. Want Ride Help. Agents for Game Back, Snow Cones, Ball Games, Whirls open. Albany or come on Franklin, La., uptown location, week April 21-20.

O. R. LEGGETTE, MGR.

Wanted - Agents - Wanted

For Roll Down and Wheels, Jackie Allen and Jackie Owens, get in touch with me at once.

JACK (JUP) FELDBERG

662 Avenue A, Bayonne, N. J.

ALHAMBRA SHOWS WANT

Show of all kinds, Bango, Cookhouse, Diggers, Ball Games, Polynesian Showing Gallery, Photos, Fat Corn, Stock Joke, 87.00, Brenda Briggs, Don Meyer, can place you. Harb Bunk and Smith Chair-Plane (half model) for sale. Jacksonville, Florida, this week then three weeks in the strawberry country. Biggest crop in ten years. 12,000 pickers. Write for information. Address: ALHAMBRA SHOWS, Jacksonville, Ark.

WANTED HIGH-CLASS CARNIVAL

For 1 Week, July or August. Lake Placid Post, American Legion. Reply to A. J. DOLAN, Carnival Chairman, 67 Saracen Ave., Lake Placid, N. Y.

F. R. HETH SHOWS

Want Concessions of all kinds except Bango. Complete 10-in-1 Girl Show Performers for Show. Various Red wags, people, with kid just year to wire. Bobby Bloom, Carl Freeman, Harry Lewis wire. Clifton, N. C., downtown, this week! Get yours.

FUZZELL'S UNITED SHOWS

Will book or buy Roll-o-Plane, Octopus or Loop-o-Plane. Will book Monkey or Animal Show, Crime Show, Funhouse, Motorcade (Speedy Babbs, answer). Capable Mechanic with own tools and Ride Men at lines, answer.

Flat River, Mo., this week

WILL BUY FOR CASH

FLYING SCOOTER, SILVER STREAK OR ROCKET RIDE

Wire or Phone

Tim O'Connell

White City Park Worcester, Mass.

WANT FOR BIG ARMY PAY DAYS

CAMP BLANDING AREA, FLORIDA

Week April 28th or Longer

Ferris Wheel, Tilt-a-Whirl, or any other Rides. Legitimate Concessions, no Wheels. Fun House, Penny Arcade, Bingo, Long Range Gallery, small Platform Shows. 45,000 soldiers here. This park operates Sundays. Wire or write

SOUTHLAND PARK

Starks, Florida. Heart of City.

RIDE HELP

On place on account of disappointment a Ferris Wheel and Chair-Plane Man. Also other Rides. Bids have quarters May 1. Answer at once, giving full details.

THOMPSON BROS.

2506 Fourth Ave. Allentown, Pa.

FRISK GREATER SHOWS

Want Roll-o-Plane, Ferris Wheel or Scooter, Concessions—Ball Game, Novelties, Prizes, Custard, Candy Shows, Snake Game, Howling Alley, Hoopery, Candy Wheel, Shows—Lids, Ten-in-One, Magic Illusion. Come on now if you want to play the early show. Fairs start June 23. Address as per notice.

J. E. KAUS RIDES

Want Foreman for Merry-Go-Round, Sweeper, Electric Whip, Ferris Wheel, and Kiddle Rides, Silver and reliable Agents for Bings and other Concessions. Playing Eastern Carolina this week. 202 George St., New Bern, N. C.

RIDE HELP WANTED

Whip Foreman, Second Man on Ferris Wheel, Second Man on Merry-Go-Round. All help must be experienced, sober and reliable. Address or come on. CHARLES GERARD MGR. Central Grounds, White Plains Ave. and Gun Hill Road, Bronx, New York City.

FERRIS WHEEL AND CHAIRPLANE FOREMAN WANTED

Will sell exclusive Patch Tilt 'n' Win, Hoo-La, Long and Short Range Shooting Gallery, Opening Run Wheel, Cigarette Shooting Gallery, Company Run Wheel, Philadelphia, Pa. Write or wire MIKE ZIEGLER, Hotel Miller, Philadelphia, Pa.

BRIGHT LIGHTS EXPO. SHOWS

On place Concessions and Shows of all kinds, Girls or Girl Shows, Ticket Drive, wire, leading to movie stunts. Write or wire JOHN DECOMA, Ashland, Va., this week.

SMITH'S VARIETY SHOWS

WANT General and Last Call Shows, Wild West Show with people and stock. Transportation of concert. Percentage only. Ride Shows with own outfit. Working Men for Concessions and Concessions. Reply must be by wire. Wire-post day form. Show opens April 29, Haverhill, Ind. Address: H. R. SMITH, Haverhill, Ind.

Hughey & Gentsch Shows

Fun House Operator for Turn-Over Crazy House. Job at once. Also want Ride Help and Stock Concessions. New Albany, Miss., this week.

WANT

Ride Help. Athletic Show open. Concession Agents.

ROGERS GREATER SHOWS

Carmi, Ill.

WANT DROME RIDERS

Because of disappointment, Want Man and Girl Riders. Prefer Texas. Letting season. Pay every week.

JOE DOBISH

Palladio Amusement Park, Palladio, New Jersey

Byers in Kennett Debut; Roster Set

KENNETT, Mo., April 19.—Management of Byers Bros.' Shows, which successfully opened the season here April 5, announced this line-up for 1941: Rides—Twin Ferris Wheels, Joe Gavern and Blackie Warr, foremen; Merry-Go-Round, C. E. Phelps, foreman; Octopus, Buddy Mann, foreman; Tilt-a-Whirl, Harold (Sully) Summers, foreman; Rolloplane, Walter Chaney, foreman; Miniature Train, Budd Munn Sr., foreman; Sky Ride, Temple Chaney, foreman; Pony Track, Gus Bartel, boss hostler; Chairplane, Temple Chaney, foreman; Autoe, George Gastneck, foreman; Airplane Swings, Dutch Gastneck, foreman.

Shows: Parade of Wonders Side Show, Dr. Mel-Rol and Bobby Ann, managers; Dixie Smart Set Minstrel, Arthur Ray, manager; Hawaiian, Jack Taylor, manager; Funhouse, Bud Munn Sr., manager; Athletic, Felix Lektus, manager; Teddy Wrestling Bear, Lon Martin, manager; Bugology, Prof. George Crawford, lecturer and manager; Pop Eye Circuit, Pete Madison, manager; Mickey Mouse Circus, A. L. Skidmore, manager; Strange People, A. L. Skidmore, manager; Cellophane Bandards, Ned Rao, manager; Gay New Yorkers, Arthur Barnett, manager.

Concessions: Shows have a corn game and eight other concessions; Robert E. (Bobbie) Jacobs, corn game operator and concession manager; Ike Wolfenberger, photos; F. R. Rainey, cookhouse; Mrs. Jewel Robinson, custard machine; A. L. Skidmore, Penny Arcade, and James Buley, Mrs. Gladys Jacobs, Mrs. Oella Hunter, Mrs. Sarah Buley, Mrs. Margaret Sullivan, J. L. (Blackie) Sullivan, Mrs. F. E. Rainey, Ester South, Everett Ballow, and Mrs. J. M. Byers each has one concession.

Staff: Carl W. Byers, co-owner-manager; J. (Bill) Carner, general agent; Mrs. Carl W. Byers, secretary; Otis Cannon, treasurer; Albert (Blackie) Wins, mechanic; George McLain, electrician; Jack Diamonds, ride superintendent.

June Byers, daughter of Mr. and Mrs. C. W. Byers; Patty Byers, daughter of Mr. and Mrs. J. W. Byers, and Bernice Bunnell, daughter of Mrs. Jewel Robinson, who are attending schools in Texas, will join at completion of their school terms. June will assume the duties of assistant secretary, while Bernice will assist her mother with the custard machine and *The Billboard* sales.

Los Angeles

LOS ANGELES, April 19.—Dick Gowdy, formerly with Zeiger United Shows, is planning to enter the army soon. He's got his eye on the aviation corps. Clyde and Topsy Gooding are putting in a post-season with West Coast Shows. A number of showfolk from the Ted Corey Shows were sighted here recently when the shows were in Corona, Calif. J. Edward Brown, executive of their school from Gilman Hot Springs, Calif., Otto Hubs, who was injured in an automobile accident near Eugene, Ore., in which Ralph Lacey, concessionaire, was killed, has recovered sufficiently to join the Huggins Model Shows in Seattle, Wash. Mrs. Jewel Hobbay is in Glendale Sanitarium, recovering from a recent appendectomy. Until she is well enough to return to her Virginia Park stand where she and her husband, Bill, have a mental act. Mildred and Sid Birch are pinch-hitting for her. Morris Gladstein, formerly with O. M. Crahan and Ploy & Burk shows, has a photo gallery on Hollywood Boulevard near Grauman's Chinese Theater. Eric Erickson says his free act troupe will open in the East in May.

Leland A. Garland, formerly of the Zeiger United Shows, is in the army and stationed at Fort Sill, Okla. Cherrie Browning, of the Browning Shows, visited recently from Albany, Calif. Other visitors included W. C. Travis, Seattle, Wash.; R. E. Emerzen, and Kenneth Downs. Ray Johnson reports his protégées, the Sheridan Sisters, also known as the Gold Coast Twins, and Rosita, who lives at Monterey Park, Calif., visited him at the Pacific Coast Showmen's Association. Barry Gray, for years with Gray's Marionettes, celebrated his 29th birthday April 14 at a party tendered him by Mrs. John H. Maloney, Mr. and Mrs. Jack Lowry left for their home in Salinas, Calif. Professor Smith, of glass-blowing note, who was with Wolfe & Levey's Glass Blowers of the World at the Golden Gate International Exposi-

GREATER UNITED SHOWS

WANT ROLLO PLANES OCTOPUS RIDE OR TILT A WHIRL

Glass House or good Walk Thru Show. Mechanical, Snake and Monkey Show. Have outfit for complete organized Minstrel. Will furnish complete equipped Union Show with new 30x70 top to capable Showman.

FAIRS CONTRACTED

Mangon, Okla., Radio Anadarko, Okla., Indian Exhibition Woodward, Okla., July 4th Celebration Columbus, Kan., Reunion, Holserville, Okla., Free Fair Durant, Okla., Free Fair Greenville, Tex., Fair Corsicana, Tex., Fair Crockett, Tex., Fair Rosenberg, Tex., Fair La Grange, Tex., Fair Beaville, Tex., Fair And Others

CONCESSIONS

WIRE J. GEO. LOOS

Want Cigarette Gallery and Fish Pond, Hoopla, Scales, Custard, Ball Games, Country Store and Novelties.

APRIL 21 TO 26, AUSTIN, TEXAS
APRIL 28 TO MAY 3, BROWNWOOD, TEXAS

MIGHTY SHEESLEY MIDWAY WANTS

Will book Custard Machine or would like to hear from Custard Operator and legitimate Concessions only; others save ink. Can use good Help in all departments. Committees and Fair Associations, take notice. Have few open dates.

FOR SALE—Flyer, German built, wonderful flash, Hey-Doy, Ride-O and Over the Falls.

Address, Rome, Ga., week April 21; Chattanooga, following week.

LAST CALL PAN-AMERICAN SHOWS

Opening Saturday, April 26th, Anderson, Ind., for 8 days. Good route payroll spots to follow. Can use Octopus, Pony Ride, or any Ride that does not conflict with new transportation. SHOWS: Want Monkey Circus, Mechanical, Midget, Snake, Single Pit Attractions or any capable Show with own equipment. Kemper & Collins want Side-Show Acts and strong Annex Attraction. Can place Talking Manager and Girls for Revue, Ray Weir wants Musicians and Dancers for Hula Shows. Want experienced Operator for Fun House. CONCESSIONS: Want Penny Arcade, Custard, American Palms, Floss, Striker, Short Range, Summer, Fish Pond, Novelties, Rat Game, Peg Pool, Scales and any Concessions that work for ten cents. Want to hear from Special Agent who can chat and will post; personal interview, want good Show Painter. Can place capable Ride Help. All Address: PAN-AMERICAN SHOWS, 409 Main Street, Anderson, Indiana.

CETLIN & WILSON SHOWS

25TH AND KIRK, BALTIMORE, WEEK APRIL 28

Want Grind Show. Will finance anything worth while. Fitzpatrick Animal Show, answer. Want Silodrome and Monkey Circus. Want real Pony Ride. Want legitimate Concessions only. Answer, this week, Ostend and Nanticoke Streets, Baltimore, Md.

J. J. PAGE SHOWS

Opening Johnson City, Tenn., downtown location, 7 days, Saturday, April 26, to May 3; Jefferson City, Tenn., auspices Fire Department, week May 5. \$300,000.00 Government and Zinc Mine payoffs. Then Bristol, Va., downtown location, week May 12. On account of disappointment want Girl Show for Hollywood Revue, nice outfit, 52 ft. panel front, to join on wire. Can place legitimate Concessions of all kinds except Cookhouse, Corn Game and Popcorn. Want Grind Shows with or without own outfits. Can place useful show people in all lines, including Talkers and Grinders. Everybody wire, no time to write.

J. J. PAGE SHOWS Johnson City, Tenn.

5 RIDES 5 RIDES

HAPPY SATURDAY, APRIL 26

Want Snake, Deep, Geak, Athletic, Girl Show. Will furnish outfit for any Show. Want Concessions—No grill. Following booked: Bingo, Photo Gallery, Cone Rack, Penny Arcade, Penny Pitch, Diggers. Want Man for Chair Plane, Coshogton, Ohio, week April 26; Mt. Vernon, Ohio, week May 6. HAPPY ATTRactions, COSHOCTON, OHIO

ATTRactions OF ALL KINDS OPEN

ST. LOUIS, APRIL 26TH

Following people wire at once: Geraldine Shaver, Alfred Shouse, Grace McDaniel, Laurell and any other attraction of merit.

R. E. BEST, ROYAL AMERICAN SHOWS

WANT RIDES, SHOWS, CONCESSIONS

Celebration starts May 12th, Nampa, Idaho, seven days on the street; Dayton, Emmett and Union follows before the fourth stopset Fourth spot in the West. Have nine fairs already booked. Write or wire

PATRICK'S GREATER SHOWS

1023 NORTH HAMILTON SPOKANE, WASHINGTON

WANTED

Electrician immediately. Don't write, wire by Western Union.

PENN PREMIER SHOWS

LLOYD BERFAS, Grandburg, Penn.

tion, is located in Mexican Village in downtown Los Angeles. Mr. and Mrs. MacBybee returned to Los Angeles after a two-week visit in Las Vegas, Nev. Mr. and Mrs. Harry Hargrave, of Venice Pier, are contemplating a month's trip to Alaska.

Patrick's Midway Pleases at Debut In Spokane, Wash.

SPOKANE, Wash., April 19—Puckering plenty of eye-appeal, Patrick's Greater Shows closed a satisfactory opening week's business here on April 11th although handicapped by cold weather. All rides, shows, and concessions reported exceptionally good business. Attracting much attention as the organization rolled in here from quarters in Dishman, Wash., were the new panel fronts, including a 110-foot front gate, and those for the Girl, Athletic, Grind, and Pooping shows.

Centanni Greater Shows

Open April 20, 1941, Forst, N. J. Two Saturdays. Wanted—Seasonal Free Act (female of 16-18), 4-5' tall, blonde, blue eyes, brown hair. Wanted—Fish Pond, Cigarette Shooting Gallery, Long Horse Shooting Gallery, Hoops, Frick, Dodge Ball, Games or other legitimate Concession. Wanted—Frisbee Wheel and Merry-Go-Round Foremen. Best wages paid.

LEWIS BROS.' CIRCUS WANTS

One more Big Act to feature. Also Menagerie Riders, Girls for Swingin' Lasso, Traps, Lion Jaw and Wolf, Wilding Men, come on in. LEWIS BROS.' CIRCUS, Jackson, Michigan

WANT

Reliable, experienced Bill Poster with car. Good openings. Ride Show, Auto-Light Show, Girls for Minimal Show, \$12.00 salary plus office shows. Foreman for Loop-o-Hoop drive. Good salary. **W. J. BUNTS, CRYSTAL EXPO SHOWS**, Forest City, N. C.

W. A. GIBBS SHOWS WANTS

Athletic Show Manager, Tiger Smith, wife if open. Have fights here. All other shows except Snake and Monkey and Fun. Any legitimate concession not conflicting. We work one of a kind on still. Will back bat or Roll-o-Plane. **W. A. GIBBS, Parsent, Kans.; tele next.**

FLOYD KING'S MUSEUM

WANTS Fresh, Oddities and Curiosities, Fat People, Fatigue, Live Trench Man or any Novelty. Act suitable for high-class Museum. Museum could May 19, then leave for one or all circuses after joining accepting hotel room. Write or wire **FLOYD KING, Mgr., World Fair Museum, 144 N. Union St., Olean, N. Y.**

DYER'S GREATER SHOWS

Creator of Helosa, Ark.; Hocking's Funk, Monday, April 15th. Wanted any show that can make \$500. We have complete outfit. West Gravel Man and other Cook House Help. Have several concessions for female or will show Agent, legitimate only. Will book concessions, reasonable rate. Back-manufacturing Shows, Pony Ride, Drive Yourself, 24-40. 1941. 40-60-Piano for \$100. \$200.00. Address per note.

FORD & KOUGH CIRCUS WANTS

Colored Band for Ride Show. White Mousians and Leader for Big Show. Will loan or buy gentle female trained elephant. Wire **Art. Gills for Ladies, Circus, Working Men, and Free Men. Show opens Austin, Minn., Saturday, May 10. Cook House open. State all first offer. Pay your own way. Address Austin, Minn.**

SMALL VARIETY CIRCUS

Opening May 5. Want Circus Acts and Shows that can do several Acts. Also small Animal Acts, especially Donkeys and Cows, Working Men, and Free Men. Show very low, and you get it. Address **VARIETY CIRCUS, St. James Hotel, Ann Arbor, Mich.**

C. L. SHOWS

Want to book all shows with own transportation. Shows—Mechanical, Big Slide, Monkey, Ten-in-One, Girl Show with own outfit. Concessions—Candy, small Cigarette Stand, Frisk, Fish Pond, Cigarette and Lead Gallery, Power Frick, Ball Games, Frisbee-Ride, Hot Lasso, write. Pay your own way. Write or wire **C. L. SHOWS, Fairgrove, Mo.**

RIDE HELP WANTED

Operator for Ride-o-Go. Work on beach all season. Also, operate for Merry-Go-Round Man, Bill and Mary White who if at liberty. **MYRTLE BEACH, VIRILION Ride Department, Myrtle Beach, So. Car.**

construted this winter. Color scheme is white, with moderate use of blue and red.

All fronts are featuring indirect lighting. Transportation fleet includes 12 semi-trailers and tractors and two large trucks and trailers. Concessions total 26, and Major John's Ten-in-One and R. D. Titter's Pongo make a total of eight shows. There are seven rides and two will be added. New ride, built by Leo Fee under supervision of W. B. Patrick, is doing well. W. G. (Slim) Tremain has assumed his office duties. Mrs. Patrick, shows' former secretary, will travel with her husband this season. Virgil Waters was the guest of Mrs. Patrick here.

The Billetti Troupe, free act, arrived from Bloomington, Ill. Mickey Wilson joined with five concessions. Wilson arrived with five concessions. When called back to Los Angeles, where her mother is residing in L.A. Peggy and Tom Bailey have the Girl Revue, and Mr. and Mrs. Cecil Bezely have taken over operation of the Pooping Shows. Mrs. Earl Raider will work the popcorn concession for Fritz Henkle, while Earl continues to work in the long-range gallery. Mr. and Mrs. Jack Hughes are with it again. Jack as transportation master. He also has charge of the Diesel power unit.

Earl Richardson's cookhouse did well here. Mrs. Richardson is operating her own penny pitch. Eddie Roswell came in with two concessions. Mrs. Boswell remained in Portland, Ore., with her sister-in-law, who recently underwent an operation. She's expected to join soon. Mr. and Mrs. Bull Walker and daughter, Phyllis, motored in from Los Angeles. Phyllis is working with Ona Conners in the balloon store, and Bull is working the grind store. Willard Meredith, brother of Mrs. Patrick, has assumed operation of the show during his spring vacation from school.

West Coast Show Beats Weather at Oakland Getaway

OAKLAND, Calif., April 19—West Coast Circus Shows officially opened their 1941 tour with a nine-day stand at 63d and East 14th Streets here recently. Business was excellent the first five days, but the last four were practically lost to rain and cold weather. Staff includes: Mike Krokos, general manager; W. E. Jessup, business manager; Louie Leck, auditor; Marie Jessup, secretary; Ted Levett, publicity director; W. A. Barnes, advertising agent; Carl No. 1; Mildred Levett, banners; Harry Meyers, concession manager; Isabel Meyers, front gate tickets; Al Hannum, marquee director; Nick Krokos, transportation master; Bob Schoenover, 1st superintendent; Harry Baker, chief electrician.

Shows

Mr. and Mrs. Jack Joyce have the circus attractions. Line-up has Scotch collie dogs, ponies and monkeys, presented by Miss Martha; high school horses, Lottie Smith, Miss Joyce and Jack Joyce; hand balancing, Chappell Brothers; pony drill, Miss Martha; Adias, tax-4-motor mule, Joe and Lottie Smith; Jack Joyce, Liberty horses; Lucy, Hollywood picture elephant, Miss Joyce; the Aerial Chappells, high act; menage riders, Misses Martha, Joyce, Smith, and Marie; superintendent, Ed Brennan; ring stock, Cecil Potter; elephants, Benny Wallace; dogs, Joe Smith.

Alligator Monster and Monkey shows. Mr. and Mrs. Joe Smith; Circus Side Show, Frank Forrest, manager; Silver Queen, motion picture dog; Tanya, torture act; Joyce Sheldon, electric chair; Mels DeLeon, strong man; Astoria Gitz, baton, tattooed lady; Ruby Ashwell, sword boss, tattooed lady; Ruthy Ashwell, sword boss, anatomical wonder; Dolly, the doll lady; Pets Nelson, tattoo artist; annex. Rae Terril, double-bodied wonder. Streets of Paris, Mr. and Mrs. Ted Right, managers; Eva Bartlett, Helen Rayford, and Frances Allen, dancers; specialty act, Ming Tot; Miss America, Mr. and Mrs. Ted Right, managers; Betty Stevens, feature.

Photo gallery, Barbara Hellwig; two ball games and cat rack, Ed Hellwig; popcorn and candy apples, Hazel Christensen; duckpond, Margaret Farmer; rat and pan game, Al Rodin; bingo, Edith Walpert; scales, Ed Kennedy; piggy bank gallery, balloon store, and penny pitch. Bob Schoenover, diggers, lung and short-range galleries. Joe Zoster; live

ducks, George Sackson; high striker, Guy Osborne; nuction store, A. H. Hermer; commissary, Andrew Kocoon; grab stand, Tony Soares; watch-la, Ralph Johnson; Penny Arcade, Al Bryant. Radio store, John Weiss; Miss America dolls, Charles Walpert; blower, Hunter Farmer; grind stores, Jim Smith, Monty Morgan, J. Brown, and Whitey Ceres; ham and bacon, Lee Dobbs; Visitors' stand, Mr. and Mrs. John Enders, Mr. and Mrs. Vernon L. McBeavy, Sam Po-lock, Louis Stern, Norman Shue, Harry Squires, Leon E. Prescott, George Davice, A. H. Lee, Jack Carter, Mr. and Mrs. Les Hart, James V. Chaloupek, Tom Heenehy, Al Kinde, Leona Boew, Clarence Wrightman, Glen Loomis, Bud Cross, James Carey, and Lee Brandon.

ROUTES

(Continued on page 28)
WLW Boone County Jamboree (Lyric) Indianapolis.
Wood's Bray (Northwood Inn) Royal Oak, Mich., Mo.
Woods, Johnny (Colonial) Dayton, O., I.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly smaller points are listed.)

Alhambra; Jacksonville, Ark.
Anderson-Grader; Wichita, Kan.
Baugh O. J.; Emma, N. Y., 24-May 2.
Bastly's All-American; Du Bois, Pa., 26-May 2.
Barker; Boone Terre, Mo.
Baysinger; All; Springfield, Mo.
Biscuit; Minneapolis, Minn.
Bee's Old Reliable; Bowling Green, Ky.; Elizabethton 28-May 1.
Blue Ribbon; Newark, Tenn.
Brons; Fairfield, Ia., 28-May 3.
Bright Lights Expo; Ashland, Va.
Buck O. C.; Trenton, N. J.; Burlington 28-May 3.
Burdette State; Laurel, Miss.; Meridian 28-May 3.
Bullock Am. Co.; Cranston, N. C.; Gastonia 28-May 3.
Burke, Harry; Gonzales, La.
Byers Bros. No. 1; Hannibal, Mo.
Byers Bros. No. 2; Chulais, Mo.
Carnival Greater; Fords, N. J., 30-May 10.
Central Am. Co.; Whitman, S. C.
Cedillo & Wilson; (Ostend & Nantuxote sta.) Bilshorem, Md.
Charles; Portland, Ind., 29-May 3.
Chick's Greater; Fresno, Calif., 21-27.
Clyde's United; Duransville, Va., 26-May 3.
Coleman Bros.; Middletown, Conn.
Coley, J. J.; Shawnee, Okla.
Conlin; Hamilton, Ont., Can., 29-May 10.
Cotton State; Thebes, Ill.
Crafts 29 May 10 second, Calif., 21-27.
Crawford Expo; Forest City, N. C.; Kannapolis 28-May 3.
Dick's Paramount; East Hartford, Conn., 24-25.
Dixie Belle; Mount Vernon, Ind., 26-May 2.
Dodson's World's Fair; Charleston, S. C., 26-May 19.
Downs Greater; Yakima, Wash.; Walla Walla 28-May 3.
Down East Attr.; York, S. C.
Dudley, D. B.; Wichita Falls, Tex.
Dyers Greater; Red Oak, Ark., 23-May 3.
Elite Expo; Emporia, Kan., 23-27.
Elk Valley; Camden, Tenn.; Breuckton 28-May 3.
Empire Am. Co.; Kerrville, Tex., 29-27.
Eudy Bros.; Richmond, Va.; Wilmington, Del., 28-May 3.
Evangeline; Bunkie, La.
Fleming; Rome; Bayreuth, N. J., 30-May 3.
Fleming, Mad Coy.; Columbus, Ga.
Fleur Star Expo; Spring Hill, La.
Frank's Greater; (Washington & Melrose sta.) Mason, Ga.
Frick Greater; Rolla, Mo.
Fuzell's; Fiat River, Mo.
Funk; Colorado Springs, Co., 21-May 3.
Gold M. A.; Parsons, Kan.
Gold Medal; Harrisburg, Ill.
Golden Arrow; Murfreesboro, Ark.
Golden Bell; Salem, Mo.; Jefferson City 29-May 3.
Goodman Wonder; (Fair Park) Little Rock, Ark., 28-May 3.
Grand Under; Graham, Tex.; Olney 28-May 3.
Grady, Kellie; Bartlett, Ala.
Great Lakes Expo; Milan, Tenn.; Cairo, Ill., 28-May 3.
Greater Greater; Benton, Ill.
Greater Greater; St. Louis, Mo.
Happy Attr.; Coshocton, O., 28-May 2.
Heller's Arms; Gloucester, N. J.; South River 28-May 3.
Benke; (South 18th & Cleveland sta.) Milwaukee, Wis., 19-May 3.
Beth, F. R.; Clinton, N. C.
Big L. J.; Tallahassee, Tenn.
Buggins' Model; Olympia, Wash.; Hoquiam 28-May 3.
Burger's; (Fleming's) New Albany, Miss. Ideal Expo; Petersburg, Va.
Imperial; Meberry, Mo.
Jackson Am. Co.; (Dunwoody St.) Palm Beach, Fla.; (Cocoa) S. C., 26-May 3.
Jones Greater; South Charleston, W. Va., 26-May 2.
Jones, Johnny J.; Enno; Charlotte, N. C.; York, Pa.; Calif.
Kass Expo; Hopewell, Va.; Petersburg 28-May 3.
Kays; Modern; Bristol, Va.
Keaton-Dawker; Manchester, N. H., 24-May 3.
Large, H. P.; Hurst, Ill.; Wayne City 28-May 3.
Larkin; Charleston, W. Va.
Lava's Greater; Danville, Va.; Harrisonburg 28-May 2.
Lewis, Art; Norfolk, Va., 21-May 3.
Lester; Fair & Am. Co.; Jersey City, N. J., 24-May 3.
Lorenz Attr.; Ruskin, Fla.
M. & O. J.; (Crest) Ga.
M. & O. J.; Poughkeepsie, N. Y., 30-May 3.

Messie Empire; Clinton, Mo.; Higginville 28-May 3.
Mark; John H.; (Peteburg Pike & Maury st.) Richmond, Va.; (West Broad st. & Belt Line Showgrounds) Richmond 28-May 3.
Merited Shows; Clovis, Tex.
Messie Bros.; Baltimore, Md., 26-May 2.
Midway of Myth; Louisiana, Mo.
Mighty Monarch; Kilmestry, S. C.
Miller Am.; Hammond, La., 21-May 4.
Motor City; Newark, O.
Ohio Valley; Charleston, Ind.
Page, J. J.; Johnson City, Tenn., 28-May 3.
Palmetto State; Hamp, N. C.
Pan-American; Anderson, Ind., 26-May 2.
Pareda; Neodesha, Kan.; Paola 29-May 3.
Patrick's Greater; Colville, Wash.; Spokane 28-May 3.
Pearson; Paris, Ill., 28-May 2.
Penny Premier; Stroudsburg, Pa., 26-May 2.
Pierce Greater; York, S. C.; Chester 28-May 2.
Pixie Am.; Bunker, Mo., 21-29.
Pratt's World's Fair; Adelphi, Md.
Reynolds & Wells; Newnan, Kan.
Rogers Greater; Carmel, Ill.
Rogers & Powell; Pontotoc, Miss.
S. & A.; Rockwell, Va.
Santa Fe; Meira, Tex.
Scott Expo.; Dalton, Ga.; Sweetwater, Tenn., 28-May 3.
Shedley Midway; Rome, Ga.; Chattanooga, Tenn., 28-May 3.
Shugar, Doc; Disney, Okla.
Suckles United; Lebanon, Tenn.
Scholar Bros.; (Fair) Leno, Ill.
Slim Greater; Wetland, Ont., Can., 29-May 1.
Smith Bros.; Harrisburg, Okla.
Smith's Greater; Pittsboro, N. C.
Soll's Greater; (Fair) Columbia, S. C.
Southern United; Fisher, Okla.
Sparks, J. P.; Birmingham, Ala.
Stevens Superior; Temple City, Calif., 21-27.
Storris 25-30.
Strater, James E.; (4th & Florida sta.) Washington, D. C.; Wilmington, Del., 28-May 3.
Sunset Am. Co.; Sedalia, Mo., 28-May 2.
Tasell, Barney; Greenwood, S. C.
Texas Expo.; Dumas, Okla.
Tilley; Champaign, Ill.
Tived Expo; Aurora, Mo.
Towner Am. Co.; Gordville, S. C.
Truman; Summit, N. J.
Ward, John R.; Monroe, La.
Walker; Jacksonville, Ga.
Wallace Bros.; Evansville, Ind.
Whelley Attr.; (West Washington & Baltimore ave.) Indianapolis, Ind., 28-May 2.
West Bros.; St. Joseph, Mo.
West Coast Circus Shows; San Jose, Calif., 27. (also show special) Fair) Los Banos 29-May 4 and (Fair) Losi May 2-4.
West, W. E. Motorized Madson, Kan.; Herington 28-May 3.
West's World's Fair; Mendocounty, Ala.
William; Bear Post Reading, N. J., 28-May 3.
Wolfe Am. Co.; Abbeville, S. C.; Gaffney 28-May 3.
World of Today; Panama City, Okla.
Zachelin Bros.; Martinsville, Va.; Winchester 28-May 2.

CIRCUS

Anderson, Bud E.; Npucora, Kan., May 2-4.
Cole Bros.; Louisville, Ky., 28-27.
Dudley Bros.; Ralls, Tex., 28-27.
Eskew Bros.; Richmond, Va.; (Arcs) Cleveland, O., 18-27; (Gardens) Pittsburgh, Pa., 30-May 10.
Ford & Kough; Austin, Minn., May 2-4.
Galveston Community; Galveston, Tex., 23-25.
Hamid-Morton; (Auditorium) Ottawa, Ont., Can., 21-26; Quebec City, Que., 23-May 1.
Mills Bros.; Herts, O., 26; Worcester 28; Dover 28.
Pelack Bros.; (Municipal Aud.) Sacramento, Calif., 28-May 3.
Ringing; (Aud.) Barnum & Bailey; (Madison Garden) New York April 7-May 4.
Russell Bros.; Ralls, Mo., May 1.
Wallace Bros.; Huntington, W. Va., 23. Ashland, 24-25.
Wallace-Gordon; Danville, Va., 29-May 3.
Yankee-Patterson; Los Angeles, Calif., 28.

MISCELLANEOUS

Birch, Magellan; Glasgow, Ky., 23; Elizabethtown 24; Paris 25; Versailles 26; Georgetown 28; Richmond 29; Berea May 1; Somerset 2; Barbourville 3.
By-Gosh Tent Show; (Fairgrounds) Taney, Va., 14-30.
Campbell, Loring; Holbrook, Ariz., 25; Windsor 26; Florida 27; Wickenburg 28.
Campbell-Sternway's Circus Parade; Nashville, Tenn., 28; Chattanooga, May 2.
Lewis, M. Kay; Hollywood Varieties; Fort Worth, Tex., 28-29.
Lippincott, Magellan; Chesterfield, S. C., 21-23.
Lott, Thomas Emore; Minneapolis, Minn., 28-30; Kansas City, Mo., May 1; Wheaton, Kan., 2.
Long, Leon; Hastings, Fla., 21; St. Augustine 22-24; Jacksonville 25-28.
Lyon, V. D.; (Dug) S. C.; Bears; (Central School) Mayville, N. Y., 25.
White Dog Circus; (Sportsmen Show) Franklin, N. H., 28.

ADDITIONAL ROUTES

(Received Too Late for Classification)

Arndt Sisters; (Club Morocco) Detroit 21-26.
Baird & Barnett; (Cave Night Club) Wimpac, Can., 21-28.
Daniel, Magellan; Wilmington, O., 23-24.
Lynn, George 25; Hillsboro 26; Manchester 27; Darryl Dixie Show; Colton, N. C., 21-28.
Distina Tent Show; Campbelle, S. C., 21-28.
Johnson, Boundin; Jacksonville, Fla., 21-28.
Kearney; (Cinema Hotel) Cincinnati.
LaParis & Pals; (Castle Club) Portland, Ore., 21-26; (Kebao Club) Kelo 23-May 3.
Luis & Delilah; (Mayfair Hotel) Worcester, 21-May 2.
Miller, Al H. Show; Grantville, Ga., 21-28.
Porcella, Aerial; Manchester, N. H., 24-May 3.
Roma, Frying; Carlsbad, N. M., 27-28.
Russell; (S. C.) Dallas, N. Y., 27-28.
Angelo 28-May 3.
Sico, Henry, Tent Show; Danville, Ga., 26-28.

Winter-Quarters News and Gossip

As Reported by Representatives for the Shows

Gruberg's World Famous

BRIDGETON, N. J., April 19.—Shows are receiving the finishing touches for opening at Salem, N. J., April 26, under Veterans of Foreign Wars Post auspices, with promotional features being handled by Sam Burgdorff. The show has been enlarged over last year and Owner Max Gruberg added six new rides, giving the midway 11 rides and 8 shows, all of which are ready for opening. Under the direction of Barney Williams, electrician, and Bill McNeely, builder, work has progressed satisfactorily. Manager Gruberg is optimistic over the route, booked by Sam Burgdorff, which takes shows from New England to New Orleans. Recent arrivals include Tommy Carson, concession manager; Nat Morgan, secretary; James J. Boyd, promoter, and R. P. McLeod, who will serve in a general executive capacity. Reported by an executive of the show.

Convention

FREDONIA, N. Y., April 19.—A crew of 15 is working in quarters and is sufficiently ahead of schedule to ease the strain of a rushed opening. A number of changes and additions to the general staff have been made. Cliff Ralyea, electrician, is supervising the innovations in his department. Mr. and Mrs. Jack D. Wright Jr. are in charge of special events, and Jack Arnot signed as general manager. He'll also have charge of the Boyle Show. Al C. Beck, formerly with Sells-Sterling Circus, was engaged as manager, and Mrs. Beck will be in the office. Louis, Frank, and Winnie Woznick and Cliff Harris came in with the Woznick concessions. Mrs. Frank Grossi has been added to the cookhouse staff. Mrs. Eddie Peden wires she is en route, and Roy Gough has been added to the ride department. Four rides have been reconditioned and are ready to go, and the rest will be ready for opening. Marty Smith has completed a new front for his Fun-O-Rama, and new banners have been ordered. Walter Lanford has forwarded plans for his Monkey Show front, and it will be ready for opening. Sue Rogers is expected soon, and the Connors troupe is en route. Three new fronts, Hip-Hillatie, War, and Oh Susannah, will be ready in time, as will Chester cars.

FAY LEWIS.

C. W. Nail

MONROE, La., April 19.—Shows will open at Crosscut, Ark., May 1. All rides and trucks have been painted and new canvas arrived for the Colored Show, Merry-Go-Round, and four concessions. Show will carry 6 rides, 3 shows, and about 15 concessions. Bill Boyle will have four concessions; Harold Jennings, two; Pete Kretzka, cookhouse and popcorn; Mr. Briggs, bingo and snow cone, and Earl Sumdell, two. Harold Jennings is ride superintendent again. Mrs. Nail's father, who has been very ill, seems to be improving. Mr. Beasley has taken over the Colored Show.

L. M. BROWN.

Raney United

MINNEAPOLIS, April 19.—Shows are ready for their annual four-week stand on Twin City Playgrounds, under Booster Club auspices. Showfolk are arriving daily. Ray Raney, general manager, reports the route is about completed. Pat Riley's crew is applying finishing touches to all equipment. Charles Sheany built five new panel fronts with indirect lighting. Two new trucks have been purchased and shows' sound truck has been repainted and a new sound unit with generator and bigger power unit has been installed. Phil Warren's cookhouse has been signed, and Jack Winters will be back with a new Funhouse and Snake Show. Mrs. Pearl Connelly signed with her corn game, Ollie Byer writes that he and family will be on hand for opening. Happy Ropper booked his Penny Arcade again.

WANTED A-1 COOK

C. FLOYD MELLE

Care of Sol's Liberty Shows, Mattoon, Ill.

A new front has been added to the Octopus, and a main entrance, with indirect lighting, has been built. Electrician Pat Riley is making final adjustments on transformer wagon. Two new transformers and 2,000 feet of new cable have been purchased. Billy Wolfe and George Yahr visited quarters.

PAT RILEY.

Hartsock Bros.

BRASHEAR, Mo., April 19.—With showfolk arriving daily and official opening only three weeks away, plenty of activity prevails here. Manager Walter Hartsock returned from a three-week booking trip and is optimistic about all spots booked. He also purchased some rolling stock and three new tops. Billy and Jean Bacon arrived to take over all shows on the midway, and Billy is building new fronts and framing three new shows. Manager Hartsock is pleased with the progress being made on rides and shows. Mrs. Billy Hartsock is in charge of the office. She's also getting her two stands ready for opening. Roy Hartsock has about completed painting and overhauling of his Chairplane. Romaine and Bety Hartsock are working on their photo gallery and pitch-till-you-win concession. Mr. Yarett is expected soon with his corn game. Personnel is looking forward to one of the best years in history. The writer's Girl Show will be bigger. Writer will handle The Billboard sales and mail this season.

JEAN BAACON.

Fred Allen

SYRACUSE, N. Y., April 19.—Activities at quarters are progressing rapidly and another tractor, trailer, and two trucks were added. Rodney Power, formerly with Hennes Bros.' Shows, signed as scenic artist. New top and sidewalk for the Merry-Go-Round and marquee arrived. Tim Mulhoney, boss canvasser, is here getting canvas in shape. Show plans to open May 19 with 6 rides, 4 shows, 20 concessions, 2 sound cars, and free act. Recent visitors included Jimmy Burns, King Reid, and Harry Decker.

LBO GRANDY.

CW AT PETERSBURG

(Continued from page 31)

Josephine Thompson, Mickle Moore, Jewell Howell, M. Mitchell, Ronnie Bremer, and Dorothy Caldwell. Station WPID co-operated, as did Curtis Lyons, city editor, and others of Petersburg Progress-Index. Tuesday night brought out an even larger crowd and included many of the 20,000 soldiers at Camp Lee. Personnel includes I. Cetlin and John W. Wilson, owner-manager; Jimmy Coffman, secretary; Mrs. Mary McLaune, secretary; Frank Masick, superintendent; Harry Dunkel, general agent; William Cowan, business manager; E. K. Johnson, advance agent; Henry Mears, billposter; Neal Hunter, tramleader; Fred Utter, chief electrician; Blackie Woods, assistant; George Griswold, carpenter; Tony Lewis, The Billboard sales agent and mailman; Blackie Smith, boss canvasser; Henry Roelker, sound truck; Raymond D. Murray, press agent.

Shows

Paradise Song and Dance Revue, Mrs. I. Cetlin and Mrs. John W. Wilson, managers; Princess Mittel, Princess Olga, Kitty and Johnny King, Lorraine Gallion, Tilly Frenier, Dorothy Milligan, dancers; Lucille (Mom) Lee, wardrobe mistress; William (Heavy) Harris, foreman; Scotty Whitehead, Curly Jarrell; Arthur Ellis, spotlight; Art Parent, orchestra leader; Tony Balsom and Dick Parrish, Funhouse, Harry Thompson, manager; James Buckel, assistant. Miss America, Althea Demar, Corrine Kane, Cleo Motridge, June French. Carl Lauther's Side Show, Carl J. Lauther, manager; Mrs. Lauther, mystery girl; Woodrow Olson, front talker; Mrs. Woodrow Olson, assistant to Mrs. Lauther; Jack Rodgers, inside emcee; Persille, monkey girl; Emmitt, alligator-skin boy; Miss Hollywood; Howard Boer; Mrs. Betty Greaves, Miss Electra; Earnest Greaves, punchproof man, and front talker; Ralph Jergenson, pincushion; Jessie Franks, champion bag puncher; Donald Tuten, tattooer; Duke Edwards and Thaddeus Roach, pigmy village; Herb Walberg and John Albanzo, tickets;

Glaudette and sister, Kay, annex.

Stranger Than They Seem, Doc Smith, front talker; Harry Wise and Gene Pelzer, tickets; Happy Jack Long, inside talker; Walter DeLena, magician; Mary Rodgers, blade box; Evelyn Morrison; Angelita Vedia, four-legged girl; Ann Kelly, headless girl; Dorothy Baughman, sawing thru a woman; Ada Mae, broom act; Isadore Kopp, assistant emcee; Lydia Snooks, dope expose; annex, Mrs. Walter DeLena. Two Star Ranch, Lee Hayford, Mac Comer. Van Ault's Penny Arcade, Porter Van Ault, manager; Edith Van Ault, cashier; Burr Van Ault and Henry King, assistants. Glimmer Oaks, Mary Fitzgerald, Alice Cornell, Charlotte Newsome, Rita Rio.

Rides

Ferris Wheels, George Dobbins, foreman; Al Hall, Bob Mason, Howard Conaway, Rolloplane and Octopus, John Hirtl, foreman; Tony Marino, Keith Sutton, Al Wengeler; Mrs. John Hirtl, tickets. Merry-Go-Round, Curley Eiland, foreman; Frank Milton, Charles Peacock, William Bell. Moon Rocket, Peter Johnson, foreman; Pete Dickson, Robert McQuade; Andrew Rice, tickets. Scooter, W. P. Hannon, foreman; Johnny Minter, Sam Harris, Claude Eckert; Mrs. Henry King, tickets. Kiddies' Airplane, R. S. Walters; Miniature Train, R. S. Walters Jr.; Mrs. R. S. Walters, tickets; Chairplane, Clifford Knotts, foreman; Fred Lowe, Eric Gallion, tickets. Kiddie Auto Ride, Frank Neister, foreman; Joe Longmore.

Concessions

Frozen Delight, Jimmy Baker, Robert Orr; bingo, Charles Cohen, owner; Joe Shesser, Al Hyman, Art Ludwig, Lee Bernard, Joe Patterson; Michael Roman's Restaurant, Mr. and Mrs. Michael Roman, owners; Buenos Dixon, cashier; Curly Renda, manager; Mike Dotson, griddle man; Tony Eves, steam table; Ray Williamson, chef; Bill Bradshaw, Eddie Ellis, William Austin, John Page, and Mack McNamara, waiters. Canded apples and popcorn, Johnny O'Rear, manager; Mike Berra, Mrs. Frank Walker.

Diggers, Claude Secret, Arthur Paul,

Mel Mueser, Frank Walker, Wallace Barber; photo gallery, Jewell Scanlon. Other concessionaires are Anthony Pantano, Mr. and Mrs. C. A. Stephana, Mr. and Mrs. W. E. Kinley, Happy Smith, George Morey, John Talbert, Frank Brock, Maurice Friedenheim, Mr. and Mrs. Augustine Poccanti, Louis Sandler, Dorothy Lustin, Dorothy Stevens, and James E. Martin.

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Want Penny Arcade, Girl Show, Circus Side Show, Motor Drome, Big Snake, Pit Shows. Good proposition to same. Want Man to handle Single Loop, also Ride Help Drivers. Want Concessions: Ball Games, Darts, Pitches, String Game, Scales, Taffy, Floss, Cork Gallery, American Palmist, Pan and Rat Color open, or any clean 10c Stock Store. No racket. Have sold Bings, Cook House, Pop Corn, Lead Gallery, Photos, Waffles, Apples. Want Transformer Truck that will handle all current. Will pay cash for same. Have for Sale—Mangels 8-Car Whip.

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WANT SHOWS: Glass House, Monkey Show, Fat Show, Midlets. Anything that does not conflict. CONCESSIONS: Scales, High Striker, Photo Gallery, Guess Your Age, Jewelry, FERRIS WHEEL FOREMAN, must be show, and Ride Help. Want first-class Whip Foreman. Write or Wire ART LEWIS, MGR., NORFOLK, VA., UNTIL MAY 3.

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Wants Pin Show. Will furnish new 80-ft. panel front, 20x70 top for any worthwhile attraction. Small Grand Shows with own transportation, 25% to office. Want 100 Concessions. White Mitt Camp. John Pinfold, writes. Willard Davernport can use 3 or 4 Dancing Girls; Trumpet, Sax, Trombone, and Drummer. W. McLennan wants Curly Pin Apple. Must be more and work according to the style of this show. We play all choice still dates in Kentucky, as usual first in, then 17 fairs and celebrations following, beginning with the 4th of July. Get with the winner. No collection Saturday nights. Reply to: BOWLING GREEN, KY. THIS WEEK; ELIZABETHTOWN, KY. NEXT WEEK.

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 Want Ride Help who drive steady. Top salaries paid in cash. Whip Man, who Whip Shows with own outfit and transportation. Want to book Osceola, Holl-o-Peace and Logo-Peace. Concessions—Some show cases still open. Photo Gallery, Cigarette Gallery, Duck Pond, Cane Rack and others that work for ten cents. Wire C. W. NAIL, 102 S. 3rd St., Phone 4018, Morrow, La.
 P.S.: Bill Berte wants Commission Agents, especially a Road Ball Game Worker.

Midway Confab

(Communications to 25-27 Opera Place, Cincinnati, O.)

CARNIVALDOM bounces back!

FRANK REDMOND, with shooting gallery, joined Crafts 20 Big Shows in San Diego, Calif.

GENERAL AGENT on Fuzzell's United Shows is Charles Noell, P. W. Pratt reports from Pocomontas, Ark.

FORMER carnival troupier, Wanda Lee cards from Paris, Tenn., that she will tour with Cole Bros.' Circus.

GAS and rail guys do all right, too.

CONKLIN SHOWS are expanding their show train to 40 cars and not 30 as was reported in a recent issue.

MACK HOGE and Reno are still with the office staff on Paradise Shows, Manager Jake Miller cards from Charleston, Mo.

IKE GOLDSTEIN pencils from Carlton, Ga., that he has closed with the M. & G. Amusement Company and is heading north.

"THIS is what we waited all winter for."

DAVE STEVENS, of Tony Martone's Heart of America rides, is again in Research Hospital, Kansas City, Mo., and would like to read letters from friends.



THE MEN PICTURED HERE represent 417 years of show business. They are, left to right, John Enright, billposter, 64; Ben Bone, carnivalist, 59; Jim Gallagher, of former Barnum show, 71; Capt. Billy Ament, London Ghost Show, 82; Jimmy Dunn, talker, 63; and Ray Johnson, 78-year-old minstrel. They all reside in and around Los Angeles.

MYRTLE COURTNEY, who closed an engagement at the Nut Club, Miami Beach, Fla., recently, has signed her penny pitch stand with the West Shows.

FORMER SHOWFOLK Mr. and Mrs. Bob Ruth, who quit the road in 1939, are still operating their service station and tire shop in South McComb, Miss.

"SURE it's cold and rainy, but ain't we first in?"

BERNARD AND ESTHER SHAFER have booked their concessions with Tivoli Exposition Shows, making their second season with Manager H. V. Peterson.

AFTER several years' absence from the road, Jack C. Phillon has been contracted to handle publicity for Dodson's World's Fair Shows, he reports from Jacksonville, Fla.

"HAVE BEEN ILL the last few days and business hasn't been so good," cards Lou Lorette, annex attraction with the Deo Lang Famous Shows, from Fort Smith, Ark.

AS to wardrobe, these posing-show gals are never heard squeaking about having nothing to wear.

ENTERTAINING showfolk friends at dinner while Arthur's Mighty American Shows were in Santa Maria, Calif., were Mr. and Mrs. Martin E. Arthur and Mr. and Mrs. Al Wine.

TONY MARTONE, who opened his Heart of America Ride April 24 in Kansas City, Mo., plans to play lots there until July 4, when he will play celebrations in the vicinity.

JOINING Arthur's Mighty American Shows in Santa Maria, Calif., were Mr. and Mrs. Everett Madison Butler, he to assume duties of master mechanic. Mrs. Butler will sell tickets on the Mix-Up.

GAZING at a banner depicting a frog boy, a colored lad asked the ticket seller, "Do he talk like a frog?"

ONE OF THE busiest men on the Art Lewis Shows' midway is Charlie Lewis, assistant manager, reports Roy B. Jones. He says Charlie has a multitude of duties and can be seen on the lot early and late.

AFTER two good weeks with J. F. Sparks Shows, Kenneth Wynne Franklin closed to take a position with the office staff on James E. Strates Shows, he reports from Ensley, Ala.

GARRET GARRETSON, concessionaire, advices from San Bernardino, Calif., that he will not return to the road this season as he has taken over management of an auto court near the California city.

MR. AND MRS. RAY VAN WEIT joined the Deo Lang Famous Shows in Fort Smith, Ark., after visiting with friends and relatives in California. Ray is manager of the Bopple Show, while Mrs. Van Weit is handling the front gate tickets.

NED TORTI, of Wisconsin De Luxe Corporation, during a visit to The Billboard St. Louis office, predicted a good year for the outdoor show business. He added he is thru with several of the "musketees" since they failed to live up to expectations.

IT'S okeh to have your secrets about other showmen but don't waste other showmen's time letting them in on what you claim is "exclusive news."

HAVING concluded their winter tour of Wheeling, W. Va., theaters with their pony and monkey shows, Mr. and Mrs. Salvatore booked the units with Claudie's Amusement Company. They report Owner Claude Shipley has had an attractive front built for them.

RALPH H. BLISS, who closed with Mighty Monarch Shows in Waycross, Ga., is now at Rex Howe's Amusement Park, Newburg, Mo. He reports that a number of carnival folk are in charge of park-owned concessions there.

ASKED why his father was leaving his show in the barn this season, a manager's son replied, "Daddy beat the horses wrong last winter and mamma blanked out on the dogs."

H. W. JONES Bingo unit with Lawrence Greater Shows had a successful opening at the inaugural at Charlotte, N. C. Bill Snyder reports. Staff includes Manager Ray (Lesly) Behring, Ray Behring Jr., Gene Snyder, Dick Moore, Robert Brady, and Chie Saunders.

O. F. (RED) FRIEND, who has been with Harry Lewiston's World's Fair Frenks Museum the past winter, has returned to his home in Mansfield, O., for a vacation. Besides assisting Lewiston with lecturing, Friend handled publicity and radio exploitation on the unit.

"WHOOPEE!" yelled an Indian at Billings (Mont.) Fair in 1932 as he came down a Funhouse slide and wrung out his blanket. This was coined a name for many such attractions.—Edmund.

VISITORS to Arthur's Mighty American Shows' midway at Santa Maria, Calif., included Jack Schaller, Mr. and Mrs. Philo Escalante, Mr. and Mrs. Monroe Eickman, Red O'Farrell, Clyde Gooding, and George and Mel Wiler.

FORMERLY with Cumberland Valley, Reading, Scott Bros.' and Royal American shows, L. E. (Red) Turner was inducted into the army and is stationed at Company A, Reception Center, Fort Bliss, Tex., with the rank of private.

THE adage, "Take care of the pennies and the dollars will take care of themselves," was kicked over by the guy who invented the penny pitch.—Colonel Patch.

PERCY RADEMAKER, clown, left West Palm Beach, Fla., recently for Wilmington, N. C., where he is awaiting opening of the season for Jimmie Lynch's Death Dodgers. Mrs. Rademaker, who also spent the winter in Rademaker, went to Muskegon, Mich., to visit her sister, Percy advises.

HAVING BEGUN his second year on Main Street, Los Angeles, T. L. Tunney, operator of Officer Sonney's Crime Mix-up, reported that 100 new figures will be added to the collection. Verlin Spencer, mass killer of Pasadena, Calif., will be one of the new wax features. Walter Daintier is on the door.

WHAT you do and what you don't do isn't always of interest to the office. What?

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 Put new "pep" into your life and make it last longer. Pep is a new, powerful, V-8, 16 hp. 416 cc. motor for your 12 in. increased business.

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For the Ride

CARNIVAL TRAINMASTER (to couple of hoboes riding the show flats)—"Where do you fellows work? Where you goin'?" First Hobo—"Please don't throw me off, mister. I just hopped on at the last station and I got a telegram in my pocket that says, 'Come home at once. Grandmother died.'" "Where you goin'?" asked the trainmaster of the second hobo. "Me?" was the reply. "Oh, I'm going to the funeral."

It wants to know is—wouldn't you have done to put an extra dollar in the office.

A FEMALE LION cub took up residence at the Alexandria (La.) City Park Zoo recently, while an older female lion hit the road in a swap with the Mighty Sheesley Midway. Baby lion was bought by Sheesley from the Little Rock (Ark.) Zoo to replace the older lioness, which was shipped to Gadsden, Ala., for shows' opening there.

OWNER of the shows bearing his name, Art Lewis was pleasantly surprised during the engagement in South Norfolk, Va. A delegation of city officials and members of Norfolk Chamber of Commerce visited the midway one night to congratulate him on the shows' appearance and to wish him luck on the season.

DRAFT Note: Even the you were in the habit of sleeping in the berth car Hill 4 in the afternoon, when that bugle blows "You gets up in the morning."—Whitely Cooks.

EDWARD (SLIM) JOHNSON, of Midwest Merchandise Company, Kansas City, Mo., has returned to Little Rock, Ark., to take charge of the firm's new branch store. He recently completed a long trip thru the South, introducing company's representative, Leon Sevit, who will call on the carnival trade in the future. Chester I. (Heavy) Levin will be in charge of the Kansas City headquarters.

"COL. WILLIAM P. CLEGG, friend of showfolks and operator of a hotel in Greensboro, N. C., for 47 years, who died April 12, will be missed by the many showfolk who knew him." H. C. (Count) Harrington, formerly with the Johnny J. Jones Exposition, writes from Raleigh, N. C. "Clegg was a true friend to trouper and one of Greensboro's best loved citizens, kindly at heart and gracious in manner."

AFTER working in army camps all winter at \$1 an hour, many of the boys returned to winter quarters so badly broke that they didn't even have eye water to weep with.—Milo McGool.

FOLLOWING several weeks' vacation in Florida, Terry LaMonte returned to Philadelphia to be inducted into the army, but was rejected. Terry will return to the road this season as feature in Marion Berry's Life Show on the Ben Williams Shows. Before leaving Starke, Fla., Terry's manager, Paul C. Miller, built a new front for his girl show, which will play independently thru Eastern Pennsylvania.

GEORGE MICHAHO STEVENS (Larry Curry) writes from Detroit: "Have returned to the States after having toured Europe with my mechanical act since 1937. I'm doing my act for Benjamin Rosen. Old-time jockey on the Walter L. Main Circus. Ben with his brother, Cy, and a Mr. Wira are operating a fur store, and I met an old trouper friend, Benita Lopez, recently. She will celebrate her 71st birthday on July 18."

WORKING in winter quarters where a requisition from the office was necessary to get even a nail to drive, one of the workmen remarked, "It's so tough around here that you got to have an office requisition to get a book of Charlie Cost's matches."

FRANK J. KUBA reports from quarters of Myers Concession Company, Dalton, O.: "Custard wagons and all general concession equipment have been rebuilt and redecorated under supervision of Maurice Myers and the writer. Myers reports that he has a large number of fairs and celebrations booked in Ohio, Indiana, West Virginia, and Michigan. He also closed contracts to have concessions with the Gooding Shows this season."

"JUST CONCLUDED repairing tents and tops for Tom's Amusement Company at Balmbridge, Ga.," letters Thomas

Deweese from Madison, Ind. Owner and Mrs. Tom Rich are swell people to work for. Plan to work fairs repairing tents and concession tops and then return to Georgia to take charge of Rich's show tops and concessions when he starts his fair tour. He has about 7 rides, 8 shows, and 25 concessions. He also has 10 new trucks, and Brainbridge quarters are busy."

MAKING one opening after another to blanks, a girl-show manager whispered to his talker, "Tell 'em all the gal's husbands were drafted into the army and that this is their only means of a livelihood. That oughta turn 'em."

SOME 20 friends attended the recent birthday dinner party tendered Estelle Hanscom by her husband, Elmer, at a Bakersfield, Calif., night club, while Clark's Greater Shows were exhibiting in the California city. Guests received favors, and Mrs. Hanscom was the recipient of many attractive gifts. Following the dinner dancing prevailed. Among guests were Rose and Archie Clark, Lilabel Williams, Mike and Peggy Sinc, Marjory and Billie Williams, Sam Brown, Roy Barnett, Florence Webber, Jimmie Campbell, Dick McDowell, Ethel McDonald, Harold Lear, Kenneth Guiler, Marie and Louis Ricks, and Lucille King.

PUNLAND SHOWS NOTES from Columbus, S. C., by Ted C. Taylor: Local stand for the week ended April 12, under Rebecca Lodge auspices, resulted in good business there. Stand marked the shows' seventh consecutive engagement in Columbia under the same sponsorship. J. J. Marlon replaced Sid Smith with the Revue and Hong Kong shows. George Baldwin left for another show, and Billy Arnet joined with his Minstrel Show and band. F. E. Spain did a good job here. Jim Braden joined, and Charles H. Sutton signed as adjuster and will assume his duties May 5.

ON some shows a new talker hasn't a chance and is considered a "furriner" until he has put himself into the cliques' good graces. "Just wal'w' we burn him down with our loud-speakers," bragged one. "Then we'll see how good he is."—Cousin Peleg.

A SURPRISE SHOWER held in San Diego, Calif., on April 9 in honor of Mrs. Bertie Kanthe Harris was attended by many of her friends on the Crafts 20 Big Shows. Mrs. Harris was the recipient of numerous gifts, telegrams, and cards. Party was staged in the trailer home of Mrs. William McMahon and among those in attendance were Mrs. Maybelle Crafts, Mrs. Ella Starke, Mrs. Ethel Bishop, Mrs. Charlotte Warren, Mrs. Ruth Korte, Mrs. Fern Chaney, Mrs. Cecelia Kanthe, Mrs. Ruth McMahon, Mrs. Mary Ludington, and Mrs. Mary Taylor. After Mrs. Harris was made a member of the Married Women's Club on the shows, the rest of the night was given over to the playing of bridge. Luncheon and refreshments were served.

PENN PREMIER SHOWS' notes from Stroudsburg, Pa., quarters by Miles Detrick: Lew Alter is manager of all shows with it, excepting the Girl Show, which is operated by Mr. and Mrs. Reid McDonald. Stanley Reed has been added to the advance staff and will handle all press, radio, and publicity work. Staff will include Lloyd D. Serfass, general manager; Rocco Masucci, business manager; Reed, publicity; Albert Witchey, lot superintendent; Dale Osborn, transportation superintendent; Albert Byrdark, ride superintendent. Opening has been set for April 26 in East Stroudsburg and shows plan to carry 8 rides and 10 shows. The writer will be The Billboard sales agent.

SCENE: Atlanta, 1922. Well-known carnival agent in swanky hotel walls on money telegram from show. Colored bellhop raps at door. "Who is it?" shouts the agent. "Telegram, suh." Agent—"All right, boy; shove it under the door." "Ah cain't, suh," said the boy. "Why not?" demanded the tapped-out agent. "Cause, suh, it's on a tray."

LARRY MULLINS, Alamo Exposition Shows, tells from Freeport, Tex.: "While shows were being set up here, I became interested in the smooth, workmanlike manner in which the ride foreman and his assistants operated. Working under trying handicaps because of a soggy lot, the men ironed out the obstacles as fast as they made their unswallowable appearance. It was further interesting to note the absence of unnecessary noises and the bolterous shouted orders that some-

Convincer

A SIDE-SHOW MANAGER who never used money for a payoff and who considered it a big favor to let his actors break bread with him in his cookhouse picked up all the empty fruit and vegetable cans on the lot and stacked them up on the scott tent shelves. He filled coffee sacks with sand and decorated the center poles with dummy hams. When trying to hire a new man he would first take him to his cookhouse to let him peek the flash. Then the boss would remark, "It doesn't look as the we'll go hungry around here, does it?"—DIME JAM JOHNSON.

times blare forth from many midway on setting-up days. Often the importance of capable ride help is overlooked. But one can easily realize that a carelessly placed connection or a loose nut could readily result in a serious and costly accident. Considering the few ride accidents that do occur on the numerous carnivals now on tour, one cannot think otherwise but that ride employees are a credit to the outdoor show world.

PEGGY SINIC was honored guest at a party held by members of Clark's Greater Shows in Club Cathay, Bakersfield, Calif., on April 3 in celebration of her birthday. Wright Spot, Taft, Calif., nitery, was the scene of another informal gathering by members of the shows to celebrate the birthday of Mrs. Billie Williams. Al Kline's orchestra provided the music at the Sinic party, with Al emceeing the floorshow. In attendance were Mr. and Mrs. Jack Hensley, Mr. and Mrs. Joe Walker, Mr. and Mrs. Roy Clark, Mr. and Mrs. Fred McConnell, Mr. and Mrs. Bob Purcell, Mr. and Mrs. Lloyd Hale, Mr. and Mrs. Louis Ricks, Mr. and Mrs. Elmer Hanscom, Mr. and Mrs. Billie Williams, Mike Sinc, Mr. and Mrs. Cleo Qualls, Mr. and Mrs. Tammie, Mr. and Mrs. Red McAdams, Bette McAdams, Leon (Chic) Trooper, Midge Rosemore, Tony Norman, Donna Hale, Eddie Wasmers, Sam Brown, Joe and Earl Matney, Bob Thompson, Gene Hudson, Harold Lear, Jimmie Campbell, Charley East, Joe Anston, Dan Gilbert, Mary Lundford, Mrs. Phil Williams, Bill (Pop) Slover, and Chief White Cloud.

PALACIOS, Tex., notes by Al Nation: Old man weather favored the J. George Looe Greater United Shows their second week here. Organization is an attractive one and Manager Looe has surrounded himself with a swell bunch of showfolk. Maple Williams has several attractive concessions, including a flashy bingo layout. A. & C. Cafe and Bayview Inn played hosts at night to the showfolk. Ma Nation played bingo nightly with Johnnie and Ruth Walsh, and Claude Williams and the writer cut up many a jackpot at the A. & C. Cafe. Visitors included Maple and Joe Williams, J. George Looe, Pop Hill, Jingle Walls, Carl Martin, and Ben Morman. Ray Brewer's Penny Arcade continues to click. Mr. and Mrs. Art Signor and Ma Nation and the writer motored to Freeport, Tex., to visit the Alamo Exposition Shows, and the organization was well laid out in the Jack Ruback style. He and Hymie Ruback were busy on the midway, while Rose Ruback handled the office. Mrs. Tony Kitterman looks well after her recent illness, and Martha Rogers has a new and well-stocked concession stand. Johnnie Graves' cookhouse did swell business. We also met the Flying Millers, Mr. and Mrs. Jack Oliver Dugan, Myrtle Haven, Charlie White, and Mr. and Mrs. Bill Carr.

MIGHTY SHEESLEY MIDWAY notes from Anniston, Ala., by W. H. Rice: Rides which were set up on the City Park lot here operated to gratifying business. Work is progressing in all departments and the new wagon to take care of the two new Deisel units is completed. New front entrance is almost

finished and will feature about 3,200 feet of neon. H. A. Burdgo, billposter, left the opening stand in Gadsden, Ala., and Capt. John M. Sheesley is rapidly recuperating from a recent flu attack. Charles E. Sheesley has assumed his duties as lot superintendent. Ed (Texas) Smith will report soon from Jacksonville, Fla. Mrs. Minnie Pounds completed alterations and additions to her cafe. Harry Cramer, night watchman, is on duty. He wintered in Miami visiting Mr. and Mrs. Carl Baker, Mr. and Mrs. Chris M. Smith arrived from Savannah, Ga., and he is supervising reconstruction of the animal show, which he will manage for John D. Sheesley. Mrs. Smith will handle ticket box on one of the rides. Bill Trimmer assumed his duties as general utility ride man. D. C. (Bud) Cross shipped his Double Octopus here and it is being operated by George Oshel. The ride made the trip from Oakland, Calif., in four days. New Spitfire ride is expected soon. Rudy and Katherine Riven, with cigarette shooting gallery, worked with the rides to good business. Also working with the rides were Mary and Bill Hartley's ball game, Pauline Lennon's ball game, Mrs. Mack Hickey's concessions; George Jones's photo gallery, and George Birdsey's popcorn stand.

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Mattoon, Ill., April 26-26.
Sam Solomon, Mgr., Sol's Liberty Shows.

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FLYING

Damages Allowable for Injuries

By LEO T. PARKER, Attorney at Law

A GREAT deal of time, effort, expense, inconvenience, and suspense is involved in a lawsuit. In fact, much more than the average person even remotely anticipates when contemplating beginning a suit. Moreover, if the average person should realize the relatively small amounts in damages allowed in a majority of cases, it is certain that the number of lawsuits filed by injured persons would immediately decrease to an astonishingly small number.

To convey dependable legal information on this subject, we shall review late and leading higher court cases which relate to suits decided in favor of injured persons who filed suits to recover damages.

On the other hand, the fact must not be overlooked that only a small percentage of injured persons are held by the higher courts to be entitled to recover any damages, because many elements must necessarily be in favor of the injured person. First, the injured person must prove that the injury resulted from negligence of the person being sued; second, the testimony must prove that the injury did not result from negligence on the part of the injured person; and, third, the higher court must agree with the decision rendered by the lower court, and simultaneously verify

the validity of the complete legal procedure, including presented testimony, instructions given the jury, and effectiveness of various State, county, and city laws.

For instance, in *Carlyle vs. Goettee*, 13 S. E. (2d) 206, reported March, 1941, suit was filed against the proprietor of an amusement park in which there was a track where two-wheeled motor Scooters were maintained for the use of the public. To get the public to attend the park the proprietor advertised as an attraction the two-wheeled motor Scooter, and the public was charged a certain price to ride on the Scooter.

At approximately 10:30 one evening a person went to the park, paid an admission to ride on a Scooter, and while he was riding the Scooter hit a hole in the track which caused the Scooter to fall over and the foot rest of the Scooter cut the rider's foot, effecting severe injuries. The injured person contended that the proprietor maintained the track in a defective manner, in that the same was not properly drained, and holes were formed in the track by water draining off of same during and after rains, and he failed to scrape the track after such rains to eliminate the holes. It is further alleged that the proprietor knew of this defective construction and maintenance, and that the Scooters were defective and unsafe because the parts which came in contact with persons riding them were of sharp metal.

The injured person further contended that the proprietor of the park was liable because he induced the public to use the Scooters which were defective and unsafe, by not having proper safeguards to prevent injuries, and as a proximate result of this negligence he had suffered "great physical and mental pain and suffering, lost time from his work, and sustained expenses and damages" in the amount of several thousand dollars.

After considering all presented testimony, the jury refused to hold the proprietor of the park liable, particularly because the injured person could see the holes in the track and, further, because a patron of a place of amusement is expected by the law to assume all ordinary risks when patronizing amusement devices. The higher court upheld this decision, and said:

"Where one enters the premises owned or operated by another, for profit to the one and pleasure to the other, such person is an invitee, and the owner or operator, while not an insurer of his safety, must use reasonable care and caution to maintain the premises so as to prevent injury to him in their use or enjoyment."

In other words, proprietors of amusement places are not required by law to exercise an unusual or extraordinary degree of care to protect patrons against the injuries. But such patrons are expected by the law to use reasonable care to protect themselves against injuries liable to occur under the ordinary and apparent circumstances.

In the above case, for example, the higher court decided that the patron should have observed the holes in the track and should not have paid to ride the motor Scooter if he were unwilling to assume the ordinary risks incident to taking the ride. Also, the court decided that the proprietor was not legally obligated to provide an absolutely safe Scooter. Therefore, the injured patron was held not entitled to any damages for the injury.

The modern law, based upon late and leading higher court cases, states that the operator of a place of amusement must use "ordinary care" to safeguard patrons and all other persons against injury. Irrespective of the kind, character, or classification of the litigation the legal rule is applicable, as follows:

The operator of a place of amusement cannot be held liable for an injury to a person unless the testimony proves conclusively that the injury resulted from negligence on the part of the operator or his employees. To the average reader, not experienced with modern law, this assertion means little or nothing. However, all the readers will be interested to know that the modern courts hold that the term "ordinary care" means that the operator of a place of amusement used exactly the same degree of care that would have been used by the average and experienced operator under the identical circumstances. Broadly speaking, this is the modern law.

Professional Dancer Injured

Notwithstanding the character of the testimony presented by an injured person, the higher court will consider all elements of the evidence and may considerably reduce the amount of damages allowed by the lower court, particularly if the lower court overestimates the value of the presented testimony.

For illustration, in *White vs. Harrison*, 200 So. 476, reported March, 1941, it was shown that a professional dancer received injuries consisting of a fracture of collarbone, burns and skin injuries to her back and left arm, and rather severe lacerations over the right eye, right cheek, and left ear, necessitating confinement in a hospital for four days and to her bed and house thereafter for several weeks. She sued to recover \$18,000 damages. However, the higher court reduced the total damage allowance to \$3,500 and explained its reason for doing so, as follows:

"Mrs. White no doubt sustained very painful injuries, but not as severe as she would have the court to understand they were. She undoubtedly also must have suffered a good bit of shock. Her most severe injuries consist of a fracture of the clavicle, commonly known as the collarbone; extensive bruise burns and skin injuries to her back and left arm, and rather severe lacerations over the right eye, the right cheek, and the left cheek. Fortunately, she has recovered from all of her injuries, save two brown discolorations on the left side of her back. The evidence bears out that Mrs. White was a professional dancer specializing in acrobatic dances, and the preponderance of the medical testimony is to the effect that at the time of the trial of the case, at least, she was handicapped in performing such dances by reason of the injury to her shoulder. She has had considerable experience in her profession, but we do not think that she has shown her earnings to be anything like what she alleged. For her injuries, physical and mental pain and suffering, the district judge allowed her, as already stated, the sum of \$4,000 which, we are inclined to believe, is a bit excessive. Certainly the award in the present case should be reduced to the sum of \$3,000. In view of the fact that in her performances as a professional dancer plaintiff has to wear costumes in which her back is exposed, we believe that the award of \$500 for the discolored skin spots is justified."

It is, therefore, quite apparent that the testimony presented regarding the earning capacity of the dancer was not utilized by the higher court as a basis

for determining the justifiable damage allowance. In fact, other testimony was given which tended to disprove the prior testimony.

On the other hand, nominal damages are allowable—if the testimony positively indicates greatly reduced earning capacity.

Validity of Damage Allowances

It is important to know that the validity of a damage award depends upon (1) the seriousness of the sustained injury, (2) the earning capacity of the injured person prior to the injury, and (3) the relative impairment or reduction of the injured person's earning capacity. And, obviously, the character of the testimony permitted by the court to be introduced by the injured patron is important, as only specific testimony is permitted.

For example, in *McCullough vs. Holland Company*, 293 Pa. 45, an injured maverick desired to prove to the court his average earnings after paying his assistants. The testimony of a theater proprietor who was well acquainted with the character of his work was held by the higher court to have been properly admitted by the lower court as proof of his loss of earning capacity. The higher court said:

"It was competent for plaintiff to prove the value of the services which he was able to furnish and customarily supplied. This amount, taken in connection with evidence of his reduced capacity to earn after the accident, gave the jury data upon which to base an estimate of one element of his loss."

In another leading case, *Goods vs. Wills*, 26 Pa. (2d) 504, the court permitted a professional dancer to testify, and also introduce verifying testimony of others, that a year before the accident in which she received her injuries she was earning from \$300 to \$400 per week, and that she had heavy medical expenses and had been unable to work for a period of seven months after the accident.

In view of this testimony the higher court rendered a verdict in her favor in the sum of \$6,000.

And, in still another case, *Power*, 169 So. 534, the testimony indicated that a woman was making more than \$400 per month as a teacher of piano music, and additional money as a radio and convention entertainer. After her injury she was able to earn only \$200 per month and she lost her radio and convention employment by reason of her injuries. The higher court took into consideration these facts and allowed the woman unusual damages, saying:

"The condition of things as to earnings at the time of the injury as compared with that at the time of the trial, especially if the trial be within a short time, is not the rule for the measurement, although those facts are to be taken into consideration. The reasonable and dependable probabilities, looking thru all that may happen and for all the years of the plaintiff's computation, are to be made, and viewed according to the general experience and observations of life, are the elements which are to guide to a fair and acceptable result."

Housewife Sues for Damages

Generally speaking, the amount of damages allowable to an injured person is to a great extent based upon the actually reduced earnings of the injured person. Notwithstanding this usual rule of law, a modern higher court held that although a person is not employed the same rule for allowable damages may be used.

For instance, in *Matloff vs. Chelsea*, 31 N. E. (2d) 518, reported February, 1941, it was shown that a married woman who was accustomed to spend all her time in caring for her household actually reduced earnings of the injured person. Notwithstanding this usual rule of law, a modern higher court held that although a person is not employed the same rule for allowable damages may be used.

For instance, in *Matloff vs. Chelsea*, 31 N. E. (2d) 518, reported February, 1941, it was shown that a married woman who was accustomed to spend all her time in caring for her household actually reduced earnings of the injured person. Notwithstanding this usual rule of law, a modern higher court held that although a person is not employed the same rule for allowable damages may be used.

"The plaintiff was a married woman, her time was her own, and she had a right to employ it to earn money which she had a right to keep for herself. Whether she actually did an employ her time or not, she was entitled to damages for impairment of her earning capacity."

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Concessions—Cockhouse, Fish Pond, Pitch Tilt You Win, String Games, Photo Gallery, Shooting Gallery, other Stock Concessions, Hava Bingo, Penny Pitch, Popcorn, Diggers, Hoops booked, Shows—Athletic, Pit Show, Motor Drome, and Operator for Wax Show. Ride Help that can handle semi-trailers.
McMAHON SHOWS, Marysville, Kans.

FULLER GREATER SHOWS

Will open May 3, Joplin, Mo. under the department concession. Can place any rides except Ferris Wheel, Chair-Plane, Kiddie Auto Ride and Kiddie Swing. Need the Bureau. You can get Shows of all kinds. Bingo and some other concessions still open. Concession men, write, Leo Hill, P. O. Box 201, Joplin, Mo. contact me.
All mail to PAUL E. FULLER, 514 Main St., Marysville, Pa.

WANT--RIDES--WANT

Want to buy Super Roll-Off-Plane, also Kiddie Rides. Immediate cash for same. Equipment must be in first-class condition.

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Cook House, Shows that do not conflict; also Concession Agents for Ball Games and other Concessions.
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Above prices for any wording desired. For each change of wording and color add \$3.00. For change of color only, add 50c. No order for less than 10,000 tickets of a kind or color.

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WORLD OF PLEASURE SHOWS

WILL OFFICIALLY OPEN THE 1941 SEASON AT PONTIAC, MICHIGAN, MAY 1-11

TWO SATURDAYS — TWO SUNDAYS — FOUR PAY DAYS

RIDES—Will pay cash for Super Roll-Off-Plane, must be in A-1 condition. Also Ten-Car Kiddie Auto, SHOWS—Aerobic Life, Motor Drome, Mechanical City, Frozen Alive or any worth-while attraction. CONCESSIONS—Frozen Custard, Snow Balls, Fish Pond, Bowling Alley, String Game, American Palmtree and Merchandise Concessions of all kinds. This Show booked under strong auspices in the industrial cities of Michigan. Defenses orders galore. Capable showpeople who can stand prosperity, contact us. Our route as follows: Lansing, May 12-13; Grand Rapids, Muskegon to follow. All addresses:

JOHN QUINN, 100 Davenport, Detroit, Michigan

P.S.: All people under contract acknowledge this call.

Club Activities

Showmen's League of America



Sherman Hotel
Chicago

CHICAGO, April 19.—Past President Sam J. Levy is in the chair at the April 11 meeting and with him at the table were Treasurer William Carlsky and Secretary Joe Streblich. Membership committee presented applications of James Lamont and Vernon L. McReavy, credited to Brothers Irving J. Polack and Fred H. Kressmann. Brother Judd Goldman is recovering and expects to leave the hospital soon, as does Jack Lydick. James Murphy and Tom Rankine are still confined at their homes. President Conklin appointed this committee to work with that of the NAAPP: M. J. Doolan, chairman; Charles T. Goss, Morris A. Haft, L. C. Kelley, Ned E. Tort, S. T. Jessop, Lew Keller, John O'Shea, and Albert J. Sweeney. Members received an award to be guests of the Chicago Stadium and Barnes-Carruthers at a performance of the Greater Olympia Circus. John P. Snyder attended his first meeting. Relief committee sent a wheel chair to Mae Giles. Members were sorry to learn of the death of Brother Fred N. Gerstner.

Brother Mike Wright left by plane for the West Coast on business. Brother Bobby Cohn letters he will be promoter of the entertainment for the West Coast army camps. Final disposition has been made of the estate of the late Brother R. P. Trevellick, and the League is now in possession of the funds. J. D. Newman is seen regularly in the Sherman Hotel lobby. Aut Swenson and Frank Winkley are here on business. Vice-President Harry Hennies visited. Irv J. Polack sent in the application of Vernon L. McReavy, and Max Goodman visited from St. Louis. Dick Wayne Barlow visited the rooms while en route to Columbus, O.

Al Sweeney and Gaylor White are still hunting for summer business. Final spring meeting will be May 2. There will be no regular meeting after that until October. Mel Smith and John Alexander Pollitt are still here. Louis Berger was in for a short visit. Nate Eagle says he will leave about May 1 to join the Beckmann & Gerey Shows. Past President J. C. McCaffery left on a business trip. Al Rössman says interest in the contest for prizes in the Outdoor Amusement World Directory is increasing. Vice-President Harry Hennies leads the ad getters with a total of 17.

National Showmen's Assn

Palace Theater Building
New York

NEW YORK, April 19.—Member activities: Sam Berk is leaving for Terre Haute, Ind., and Jake Linderman for Richmond, Va. Ike Weinberg is in Pittsburgh, where he will work block parties. Sam Finkel and Sam Cohen will manage four of Brother Morris Levi's concessions opening with Brother Max Gruberg's World Famous Shows in Salem, N. J. Recent arrivals in town are Brothers Sid Goodwalt, Al Katzen, Harry Decker, and Dorey Chisholm. Max Eichholz's two new rides have just arrived and will be put up on location with Billy Groud's show. Joseph and Al McKee have been

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SECOND-HAND SHOW PROPERTY FOR SALE
\$20.00—Glimco Twins Mummie with banners, balloons. \$10.00—Two-Medals Medalist Red Girl. \$16.50—New Umbrella Tent, 9'x10', Window & Floor. \$18.00—Electric Seating Piano with Drums. Cost \$25.00. Write to: We buy & sell Dime Games and Kiddie Rides. Pay cash, 20 or wire WELSH'S CURIORY SHOP, 20 S. 2nd St., Palladium, Pa.

Working at top speed to get Palladium Amusement Park ready for its opening on April 26.

Members and friends are sorry to learn that Brother Sam Wagner's father, Joseph, passed away on April 14. Delinquent members are reminded that the new dues period is not far off and to send in their dues now. Members are also urged to take advertising contract blanks with them on the road and solicit ads for the yearbook which will be issued at the annual banquet, Hotel Astor, November 26. George Traver is in town for a few days confabing with Fred Phillips.

Birthday congratulations to Harry Haddad, Harry E. LaBreaque, Edward J. Madigan, April 23; Louis Sage, Louis Light, Charles S. Stone, 24; Dr. Frank E. Rahn, David Mordecai, Raymond A. Young, 25; Hyman Schutta, Carl A. Turquist, 26; Lewis Aaron, Leonard Traube, George Harris, 27; Franklin B. Rüssel, Rene J. Zouary, Edward W. Wassman, Daniel Donnini, 28.

Ladies' Auxiliary

Now that many members are leaving to join various organizations, there isn't much activity in rooms, except on those nights that meetings or socials are held. Next meeting will be a business session on May 14th. Card party will take place on May 7. Ticket sale is in progress for the Annual Strawberry Festival, May 1. There will be games and refreshments. Sister Bess Haid is away on business, these days. Sister Marlon Berry will open with the Ben Williams Shows at Port Redding, N. J., April 28. Sister Irene Greene reports that her mother is very much improved, but she is staying on at her home for a week's visit. Treasurer Ida Harris, who has been suffering from a severe throat condition, is fully recovered and is happy to have her mother here on a visit from California.



Pacific Coast Showmen's Assn

623 1/2 South Grand Ave., at Wilshire
Los Angeles

LOS ANGELES, April 19.—First summer semi-monthly meeting was held April 14. Vice-President John R. Ward presided in the absence of President Joe Glacy. Also on the roster were Pop Ludwig and Past President Ralph Smith and Harry Hargrave. Attendance totaled 78. An impressive Memorial Service, conducted by Chaplain Ludwig, was held for the late brother Ralph Lacey. Communications were read from Joe Glacy, Hort Campbell, Shel Barrett, and Tom J. Myers, who is back in the harness with Huggins' Model Shows. Finance Chairman John M. Miller gave the auditor's report. Dr. Smith, chairman of the board of governors, made a good report, as did House Committee chairman Ed Walsh. The Convention Committee is making progress.

Henry Myers and Burt Warren are reported to be improving, and Past President J. Ed Brown is confined to his cottage at Gilman Hot Springs as a result of a fall. Brother Nate Miller has returned to Long Beach much improved. Joe Wortman is reported in a critical condition in Coachella Valley Hospital, Indio, Calif. Al Weber reported for the Ways and Means Committee. Harry Hargrave reported on plans for the Annual Banquet and Ball. Sam Abbott, The Billboard West Coast representative, was initiated and put to work on the publicity committee. Since the other members, Harry Chipman, Jack Grimes, and Walton de Pellaton, are en route, Sam accepted the appointment.

Lion tamer John Miller's collection netted a neat amount for the Christmas dinner. Visiting brothers were Sig Sastad and Harry Mason. Brother Al Onken announced he would donate a frame for the picture of the late Brother Pat Armstrong. George Lauerman won the popularity contest. At adjournment beer and lunch were served by Ben Beno.

Ladies' Auxiliary

April 14 meeting was presided over by President Alberta Foster. All other officers and 28 members were in attendance. New bylaw books, describing important changes in club matters, were

distributed. Tillie Palmateer was in attendance after a long absence because of illness. Eight Easter baskets, donated by Mora Bagby, were awarded to Allertia Foster, Laila Peppin, Ann Stewart, Jenny Rawlings, Minnie Fisher, Vivian Gorman, Rose Rosard, and Vivian Horton.

Hostesses at the April 26 meeting will be Ann Stewart, Esther Luthey, and Peggy Forstall. After adjournment all joined in an Easter egg hunt, and Blossom Robinson was awarded the prize for finding the most eggs. Luncheon was served and all reported an enjoyable meeting.

Heart of America Showmen's Club

Roid Hotel
Kansas City

KANSAS CITY, Mo., April 19.—Regular weekly meeting was called to order by Second Vice-President Neal Walters. Secretary G. O. McGinnis also was present. Communications were read from President Robert L. (Bob) Lohmar, Ed Strassburg, and D. K. Straub. One more weekly meeting and a luncheon will climax the spring activities. Brother and Mrs. Sammy Ansher were in the city for a few days, as were Brother and Mrs. Mel Vaught, C. A. (Curly) Vernon, owner United American Shows, was a visitor, as was Ed Moran, of Al Baysinger Shows. Brother and Mrs. Jim Taylor stopped over en route to Little Rock, Ark.

Brother and Mrs. Elmer P. Houston returned from a business trip to San Antonio. Brother and Mrs. Doc Brown will have the bingo game on Cherokee Amusement Company. J. Bennett Murphy, of World of Mirth Shows, who

has been a guest of Dave Stevens, George Houk, and Tony Martone, was elected to membership. Brother Joe Stevens, former trouper, is in Menorah Hospital suffering from the flu.

Jimmy Porter, well known to all Midwest showmen, is recovering from a recent operation at Trinity Lutheran Hospital. The banquet and ball committee has about completed its plans to exploit the annual event, which will be at the Hotel Continental on New Year's Eve. Brother Chester I. Levin returned from Little Rock, Ark. A recent report said that Brother Frank Capp had acquired the Baker-Lockwood stock. It should have read overstock. Brother F. M. Shortridge spent last week-end here on business.

Ladies' Auxiliary

Club held its Easter Party on April 11. Bingo was played, with Ruth Martone, Helen Brainerd Smith, and Myrtle Duncan doing the calling. Winners were given attractive handkerchiefs as prizes. Nellie Weber, entertainment chairman, and her committee then brought gaily colored tablecloths and plates filled with sandwiches, cakes, coffee, and brightly colored Easter eggs.

Those present included Tillie Johnson, Billie Hueston, Martha Walters, Rosa Lee Elliott, Ruth Ann Levin, Margaret Ansher, Mae Wilson, Lovetta Ryan, Nora Suggatt, Sally Stevens, Harriet Calhoun, Myrtle Starling, Catherine Boyd, Hattie Hawk, Gertrude Parker Allen, Bird Brainerd, Edith Moon, Lucille Hemmway, and Mrs. C. W. Parker, who presented President Ruth Martone with a lovely bouquet picked from her garden at her home in Leavenworth, Kan. Also in attendance were June Taylor, Mollie Ross, Ruth Spallo, Georgia Brown, and Boots Hart. Night's award, donated by Ruth Martone, went to Mae Wilson. Blanche Pollman is reported to be recovering from illness, as is Lois Hart.

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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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14 RIDES

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2 FREE ACTS

Motorcrom, Monkey Circus, Glass House, Novelty Shows or any other Show that does not conflict. Can use legitimate Concessions of all kinds except Bingo, Popcorn and Lead Shooting Gallery. Have opening for Custard (must be new style).

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18
FAIRS AND
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OZARK AMUSEMENT SHOWS

WANTED AT ONCE

18
FAIRS AND
CELEBRATIONS

Opening May 1, Van Buren, Ark., ten days, in the heart of the Strawberry and Spinach Crop, now ready. Shows all open except Athletic Show. Will book Shows with own outfit, 25%. Want Manager for Side Show complete with acts; we have complete show with banners, 100-foot banner line. Will book Mechanical, Piano Arcade, Fusing, Fat Lady, Snake or Geck, any Grand Show. Concessions that work for 10c and Steak, \$12.50 to \$15.00 per week still dates. This show has 18 Fairs and Celebrations booked for 1941. List furnished to interested people. Act quick; no time to lose. Frank DuShane, Concession Mgr. Address: OZARK SHOWS, 201 N. 6th St., Ft. Smith, Ark. Phone 6313.

LAWRENCE GREATER SHOWS WANT

PEOPLE to run Monkey Show. We have few monkeys and all equipment. Prefer couple capable of training. Fully organized MINEYREL SHOW. Salaries from office. Jimmy Smith no longer connected. GIRLS for Posing and Expose Shows. Experience unnecessary. Salaries from office. RIDE HELP! Chairlady Foreman, Experienced Ride Help that can drive auto. CONCESSIONS: Custard, Cigarette Shooting Gallery, Bowling Alley, Wheels and Grand Show. TROY LARGE, write Bill Snyder.

"RED" BARLOW, Business Mgr., Danville, Va., this week; Harrisonburg, Va., next week.

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FARIBAULT, MINN.

Full-Date Carnival Show Letters

As Reported by News Representatives for the Shows

Wallace Bros.

Paris, Tenn., Week ended April 12. Location, City Park. Auspices, American Legion Post. Business, satisfactory. Weather, warm with cool nights. Pay rate, 10 cents.

Annual mule day celebration here Monday started this engagement off on the right side and drew hundreds of strangers to town. Business was slow thru Tuesday and Wednesday, but picked up again Thursday night. Another matinee on Saturday, and that night's business was all that could be desired. Concessions did not fare so well, but shows, rides, and front gate registered satisfactory grosses. Newsboys from the Star-Gazette were guests of the management and escorted on a midway tour by General Agent A. R. Wadley. Roy L. Cowan was made an honorary member of the American Legion Post here. Frank Sparks and the writer made a business trip to Nashville, Tenn., and upon arrival were informed by police officials that they had made the 115-mile trip without license plates. Mr. and Mrs. Homer Simmons and daughter, Nashville, were week-end guests of Mr. and Mrs. D. T. Thomas. Mrs. Dorothy Farrow entertained her mother and brother from their home at Gleason, Tenn.

Thomas J. Hughes, San Francisco, who has two rides booked, visited briefly while en route from Washington to Kansas City, Mo. Other visitors included W. J. Williams, manager Reading Shows; James (Kokomo) Aarons, William Hopper, and Ted Rosen. Mrs. Lois Wolf and Adam (Pop) Erbe joined here.

WALTER B. FOX.

Fuzzell's United

Batesville, Ark., Week ended April 12. Auspices, Batesville Fire Department. Business, fair. Weather, good. Free gate.

Shows made the move in here from North Little Rock, Ark., in good time and spending at Monday night's opening was beyond expectations. Fire department gave good co-operation. Harrison Muzzy joined to assist Al Suski in the radio store, and the bingo game is proving popular. Al Kish, owner-manager of Diamond Lou show, took delivery on a new car. Mrs. Kish is making a new wardrobe. On Saturday morning a fire broke out in concession row, destroying two tops before it could be checked. Owner T. A. Fuzzell celebrated his birthday here and received many gifts. Mr. and Mrs. Harry Bass, Midway Cafe managers, tendered him his birthday dinner. Buster Obrecht's kiddie rides continue popular. Saturday matinee was good. The writer and Mrs. Pratt did well here. Al Seldman, manager of Paris Folies, added some new talent.

F. W. PRATT.

Blue Ribbon

Corroilton, Ga., Week ended April 12. Location, Fairgrounds. Auspices, Lions' Club. Business, fair when weather permitted. Weather, fair.

After a short move from Columbus, Ga., everything was ready for opening early Monday. Because of heavy rains the first part of the week business was slow, but it picked up considerably the latter part, and shows, rides, and concessions did fair business. Boomerang and Ferris-O vied for top honors, with the Rides Wheel in third place. Babe LaBarthe Life Show and Johnnie Williams' Minstrel Show were best among shows. Vernon Moore reported a satisfactory business and added two concessions, as did Mr. and Mrs. Arthur Alexander and Forrest Poole. Among new arrivals are Walter Lankford's band; Curley Cowart, pea pool, and Sam Solomon, candy pitch. Much visiting was done between the Scott Shows at Atlanta and Mighty Sheesley Midway at Anniston, Ala.

LEE PADEN.

L. J. Heth

Fort Payne, Ala., Week ended April 12. Location, City Park. Auspices, Athletic Association. Business, excellent. Weather, superb.

Move from Birmingham, Ala., was made in good time. George Kelly, job superintendent, did a good job on a small difficult lot here. For the first

stand out of shows' quarters city organization opened with 8 shows, 9 rides, 31 concessions, and Bob Fisher's Fearless Flyers, free act. Heavy billing was used over a 25-mile radius and shows got a break from the weather for the first time since opening March 15. All shows, rides, and concessions did a remarkable business. Mark Williams' Circus Side Show led shows, with George Harris' Minstrels, and Charley Wren's Motordrome runners-up. The Tilt-a-Whirl was best among the rides. Jimmy Davidson, concession superintendent, entertained relatives from Dothan, Ala. Bill Bozeman, ride superintendent, has a capable crew. Curly Rivera's Girl Show is proving popular. George Spaulding, vet trapper, is the mailman and The Billboard sales agent.

H. B. SHIVE.

O. N. Crafts

San Diego, Calif., Week ended April 12. Location, water front. Auspices, American Legion Post. Business, good. Weather, rain.

At the conclusion of the three-week stand here all were in an optimistic state of mind because of the good week-end business. Rainy weather interfered the first part of the engagement, but fair and warm weather brought out large crowds the latter part. The pay gate policy adopted this year is proving successful. Aerial Barts and Mary Ann, educated elephant, are the free attractions. Harry Taylor's frozen custard machine is doing exceptionally well. Morris and Claxton did good business with their sling shot shooting gallery. Karl Miller's Glamour Girl Revue was popular, as was the Lilliputian Nudist Colony. Fred Mortensen, operator of the Athletic Show, reported the attraction's opening-night business was the best of his career. The neon glass blower attraction was here the last week and chalked good patronage. John (Spot) Ragland and Louie Korte are operating 10 concessions on the midway this year.

ROY SCOTT.

Alamo Expo

Freeport, Tex., Week ended April 12. Auspices, American Legion Post. Business, good.

Shortage of housing accommodations because of the government defense projects caused a scramble among members to obtain rooms. However, all were reimbursed for their privations as the date was a banner one. Business held up during the week and gross receipts on rides and shows were good nightly. Jimmy Podesta's Motordrome was the top attraction, followed by J. T. Hutchen's Side Show, and Bill Williams' Monkey Circus. Lorraine Bass, Joe Murphy, Dutch Cantrell, and Eddie Boothman also came in for their share. Bob Mays and Andy Twinning, electricians, helped the local company in erecting the lines to the grounds. Mrs. Jimmie Reece left for Little Rock, Ark., to at-

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Want Arcade Mechanics, Ride Help, No trucks to drive. Booked solid until October. Will book YOU, Holl-o-Plane, Bingo, Spinning, Double Loop, Open May 2nd.

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WANTED
Ride Help for New Hill Wheel and Merry-Go-Round. Write for Appointment.
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Allan Henschell 1941 30 Ft. Three-Axle Merry-Go-Round, \$2500.00 cash; no terms.
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First-class Chair-or-Plane Operator. Can always make room for first-class Operators on all Rides.
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Opening 1st of Palm Beach, Charlotte, N. C., April 26. All people holding contracts for Concession space report. Have space for few more legitimate Concessions. No percentage. Can use good Wood, Ferris-O, top salary.
MURRAY JACKSON, 1st of Palm, S. C.

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices:
85 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$6.25; 200 cards, \$7.50; 250 cards, \$12.00; 300 cards, \$16.50.
Remaining cards, \$5.00 per 100.
No. 140 — Extra Heavy Green Back Bikes. Per 100, \$9.50.

Made in 20 sets or 100 cards each. Piled in 3 rows across the cards—out up and down. Lightweight card. Per set of 100 cards, tally card, selling markers, \$3.00.
All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 8x7.
LIGHT WEIGHT BINGO CARDS
Black on white, postal card thickness. Can be returned or discarded. 3,000, size 8x7, per 100, \$12.50. In lots of 1,000, \$1 per 100. Selling markers, extra, 50c.

Automatic Bingo Shaker. Real Glass \$2.50
3,000 Jack Pot Bills (strip of 7 numbers) 1.25
Per 1,00050
Lightweight Lapards, \$4.00, Per 10050
3,000 Small Thin "Broom" Bingo Sheets, 7 corners, pads of 25, Size 4x8, per 1,000 1.25
3,000 Featherweight Bingo sheets, 5 1/2 x 8, 100's, \$1.25 per 100, shipped in pads of 25, Per M 1.50

Package extra on show sheets.
Bingo Card Markers, in strips, 25,000 for 1.25
Dice boards and pads, wardrobe checks, coupon books, subscription books, must. items, Pat. and sample cards free. You pay any C. O. D. fees. No personal checks accepted. Eastern delivery.

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Best Salaries
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CAN PLACE Fun House, Unborn Show and Rocket.
CONCESSIONS—Long Range Shooting Gallery, Mitt Camp, Rat Game, Novelties, Coupon Agents.
WANT Ride Help, Semi-Drivers, Wheel Foreman, Tilt-a-Whirl Foreman, Drome Riders.
CLEO HOFFMAN WANTS for Outstanding All-Girl Revue, Dance Teams, Skating Team, Show Girls, Organist, Musicians, Office paid.
HAVE FOR SALE—8-Car Whip, 25KW New Light Plant, Transformer Truck complete.
TO BE WITH ENDY MEANS PROGRESS. The East's Most Beautiful Show. This week, Richmond, Va.; week April 28, Wilmington, Del.

SQUARE DEAL AMUSEMENT SHOWS

Opening June 1st. Playing all bona fide celebrations in the Southern Tier Region. WANT legitimate Concessions of all kinds. Have good proposition for Penny Arcade and Shows that can produce. WANT Free Act for entire season or will book for short periods. What have you open? State all in first letter. All Boxall wants Cook House Help; only sober, hard workers need apply. We feature Free Attractions and Free Gate.

Address, CARL D. FERRISS, Medina, N. Y.

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W. E. WEST MOTORIZED CARNIVAL

Want Manager for Athletic Show, Half and Half for Side Show, Concession Agents and Ride Help. Come on. Will book Ball Games, Ice Diggers and other Concessions. No paid gigs. Irish Kennedy, Slim Collins, Joe Kelley, write. Madison, Kansas, this week; Herrington to follow.

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Several good clean Shows for July 4, Hillsdale, Mich., biggest Fourth of July spot in State. Address mail to

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Belgian Merry-Go-Round Foreman. Must be sober and reliable. Good salary, steady work.

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GOLDEN BELT SHOWS
Salern, Mo., this week

Keystone Modern Shows

Want Minaret, Hillbilly and Grind Shows on account of disappointment. Can place Girl Revue with talent, also Posing Show. Will furnish outfits with panel fronts. Wire by Western Union, as outfits are ready here. Have openings for Talkers and Grinders. Want legitimate Concessions of all kinds, including Custard, Cigarette Gallery, Pitch-Till-You-Win, Hoop-La, Watch-La, Bumper, Camp Rack and Long Range Shooting Gallery. Want experienced Second Men that drive trucks for Twin Wheels, Octopus, Roll-o-Plane and Loop-o-Plane. Boozers, save time. All address Bristol, Va., this week.

Last Call--W. S. Curl Greater Shows--Last Call

1941—SEASON OPENS—1941

Madison, Indiana—6 Days—Starting May 2. Weekly defense \$250,000.00.
Show will leave Winter Quarters April 27.
Want Rides—Will book Octopus or any Rides not conflicting. Shows—Especially want 10-1, Snake, Fat Girl, Hillbilly, Athletic, Monkey Circus, Fun House or any good money-getting Show. Concessions—Want legitimate Concessions that put out stock and do not work for more than ten cents. Ride Help and Help all departments. Address: W. S. CURL GREATER SHOWS, P. O. Box 27, London, Ohio, until April 26; then Madison, Indiana.

tend school exercises in which her son participated. J. T. Hutchens was tendered a surprise birthday party. He was given a gold watch. H. Guyton played host to Owner Jack Ruback at a party late Saturday night. Hypo Demcke, Jimmie Reece, Bill Aldrich, Hymie Ruback, Benny Hyman, Bennie Fields, Tony Kitterman, Brownie Bishop, and Cecil Baker attended. Bill Bass purchased a new car here, and Martha Rogers was elected president of the Ladies Auxiliary. M. O. Williams added another concession, bringing the total up to four: Johnnie Graves, cookhouse, commuted daily to Austin, Tex., to visit his wife, Geo. who is ill in a hospital there. Harry Corry joined to take over the Auction Store. Visitors included J. George Loo, H. Hill, and Al and Ma Nation.
LARRY MULLINS.

MARKS PREVIEW BIG

(Continued from page 11)
ding Anderson as producer; Rubo Nixon's Monkey Speedway, and Penny Arcade, with C. Jack Shafer as manager.
The new Moon Rocket arrived and proved popular. It is managed by E. L. Jenkins, who also operates a string of concessions. Chet Dunn's Rolloplane and Octopus, Twin Ferris Wheels, Auto Speedway, Grand Whip, Caterpillar, and Merry-Go-Round were among the other rides at opening.

Midway restaurant, with elaborate lighting effects and under the management of Eddie Hollinger, is popular, and Walter C. Holliday's frozen custard packs plenty of flash. Joe Sontag has been appointed chief electrician instead of C. P. Tidball as previously announced. Joe has two assistants. Present at the opening were Charles A. Somma, Clarence T. Riddick, Joe Kass, Max Grubert, Tommy W. Rice, George T. Chesnut, Peazy Hoffman, Barney Meehan, Leo Bessany, Abe Frel, and Hazel Kemp. Owner John H. Marks was host to city and county officials at a cookhouse dinner at opening. H. W. Jones' binggo did well under management of Ralph Flanagan.

TAFT HOTEL 208-10 South Eighth St. PHILADELPHIA, PA.

Subway Connection to All Sections of the City. DAILY AND WEEKLY RATES. Headquarters for Showstix at Special Low Rates. Inquire by Mail or Phone.

WANTED

Best Fairs and Celebrations in the Northwest
WANTED FOR DOUGLAS GREATER SHOWS, INC.
Best Fall Fairs and Celebrations in the northwest. Concessions — String Game, Watch-La, Pitch, 100-Yo-Win, Knife Race, Baby Ducks, Dart Game, Photos, High Striker, Pan or Eat Game. Stock only. Pig Rides, Game Loop Agr, Jewelry Engraving, American Palisade, Tronon Custard, Juice Joints, Girl Shows. Write or wire **FRANK WARD, Douglas Greater Shows, Inc., Yakima, Wash., week April 21; Walla Walla, week April 28.** Other useful Central People, write.

TRILLY SHOWS

WANT

Shows with or without own outfits. Will furnish complete 20x100 Side Show to Manager with Acts for same. Can place few more Merchandise Concessions. Real proposition to flashy Artists. Will give exclusive to American 3rd Class. Geo. E. Mann wants to hear from Jack (Toby) Riley. Also Art Miller. Show opens Wednesday, April 23rd, Champaign, Ill. Address: Champaign, Ill.

10 RIDES 2 FREE ACTS FAIR AT HOME SHOWS, Inc.

Not the Biggest But the Cleanest

CALL
SHOW OPENS WEDNESDAY, APRIL 30, AT SAYREVILLE, N. J.
Everybody knows this spot, as the Du Pont and Hercules Mills have the big mills working 24 hours a day. All Shows and Concessions take notice . . . you can build on grounds.
WANT
Shows with or without their own outfits. Will furnish outfits to reliable showmen. All Concessions open except Cook House, Popcorn, Custard, Wheels and Photo Gallery.
ALSO WANT
Ride Help. Good proposition to experienced Ride Men, as we own all our own Rides. BINGO still open owing to disappointment.
This show will positively play all industrial cities throughout New England. Address:
FRED PHILIPS, Gen. Mgr.
13 NO. SUMMIT AVENUE ONATHAN, N. J.

Sunburst Exposition Shows

GRAND OPENING SATURDAY, MAY 10, WARREN, PA.
All people contracted can report to winter quarters. Show leaves quarters the 8th. Can use a few more Concessions that work for Stock, Scales, Floss, Novelties, Watch-La, Palms, Lewis Augustino can use Agents, Talkers and Acts for Twenty-in-One and Animal Show. Want experienced Canvas Men to care for new canvas. Address all mail and wires to
WINTER QUARTERS, LITTLE VALLEY, NEW YORK

CALL

BEN WEISS DELUXE BINGOS

Opening April 28, Port Reading, New Jersey.

WANT—PARTY THAT IS RESPONSIBLE

To take charge of Girl Revue and Posing Show, also Exposé. Must have wardrobe and girls' outfit, or book same to enable party on percentage. Jack Montague, Matt Crown, write. Want party to take charge of organized Side Show. Will book Fat Show, Snake Show, Midget Show, Motorcade or Fun House, Monkey Show. Have equipment for the above. Book legitimate Concessions, Long Range Gallery, String Game, Hoop-La, Duck Pond, Bowling Alley, Show. Will book Frozen Custard, Book Rack, Dazzle or Roll Down. Herman Weinert, write. Want Outfit for Bingo and Bingo Help.
GREAT LAKES EXPOSITION SHOWS, INC.
Eddie Lipman, Mgr., week April 21, Milan, Tenn.; week April 28, Cairo, Ill.

SHOWS RIDES BILL NYE'S BIG SHOW FREE ATTRACTIONS CONCESSIONS

— 52 WEEKS A YEAR —
OPENING AT OWENSBORO, KY., WEEK MAY 8—KIWANIS CHARITY FAIR.
WANT Concessions of all kinds. Demonstrations, etc. Will sell ex. on any Concession. Can place Mechanical Oil, Peep Show, Wax Show, etc. **GROUND AND PLATFORM ACTS WANTED.** Also want organized Units, Tab Show, Magician, Hillbilly and Cowboy Acts for one, two or three nights for special feature nights. **PROMOTERS WANTED** to join on wire. First few weeks are big indoor events, then regular carnival with route of celebrations and fairs. **WANT SOUND CAR** at once. **RIDES AND SHOWS WANTED** to join May 19. Can place Kiddie Ride May 5. Get with an organization that will give you year-round action in real spots.
B. H. (BILL) NYE, RUDD HOTEL, OWENSBORO, KY.

BANTLY'S ALL AMERICAN SHOWS

Opening Du Bois, Pa., April 26th; Glassboro, Pa., May 5th; Uniontown, Pa., May 12th. Due to disappointment can place Side Show. Will furnish complete outfit. Want Girls for Revue, office paid. Want Ride Help, Truck Drivers, Scenic Artists, Brooks Wilkinson, write. Can place Game Rack, Knife Rack, Cigarette Shooting Gallery, Long and Short Range Gallery, High Striker, Ball Games. We have four complete Ball Games for sale.
ALL ADDRESS: HERMAN BANTLY, REYNOLDSVILLE, PA.

PRYOR'S ALL-STATE SHOWS

Opening 1941 season Champaign, Ohio, May 2nd—8 Big Days. Celebrations start June 2nd, Buckhannon, W. Va., Strawberry Festival, attendance 80,000; July 4th, Spencer, W. Va. I have 8 Bingos. Fair Fairs contracted, with others pending. Playing the Heat Bill and printing Lewis white. Ours is plenty of money. **Wanted: Rides**—Real proposition to small Merry-Go-Round. **Want Roll-o-Plane or Loop-o-Plane, Fun House, Concessions**—Penny Arcade, Frozen Custard, Cork Gallery, Lead Gallery, David's Bowling Alley, Bumper, Dark Show, or any legitimate Concession not conflicting. **Show**—Worthwhile Shows with or without own outfits. **Good Girl Show** with flashy wardrobe. **Can place** sober, reliable Ride Help that can drive truck. **Committees and Fair Secretaries** in Ohio, W. Va., Penna. and Ky. **wanting clean, modern midway, wireless contact men.** I have a few open dates.
All Address: **JACOB PRYOR, WEST UNION, OHIO, WINTER QUARTERS.**

WANTED FOR TIDEWATER AREA DEFENSE EXHIBITION AND NATIONAL HOME SHOW

PORTSMOUTH, VA., JUNE 14 TO 22.
EXHIBIT AND SPACE SALESMEN FAMILIAR WITH FFA SHOWS. Can place Shows, Rides, Demonstrations, Concessions for amusement area. Would consider organized Show. The Tidewater Section is the greatest defense area in the United States. Million-dollar pay rolls and a large spending population. Entire community co-operating. Address: E. S. SMITH, President, Commandants Housing Comm., Inc., Room 239-238 Coast Theatre Bldg., Portsmouth, Virginia.

St. Louis

ST. LOUIS, April 19.—Plenty of activity will prevail in outdoor show business here the last of this month and early in May. Royal American Shows will open April 26 at Grand and Laclede Avenues; Beckmann & Gerety Shows start on April 30 in East St. Louis, and Goodman Wonder Shows get under way on a new lot at Kingshighway and Chipewee Streets on May 5. Fidler United, Groves Greater, and Greater Exposition Shows, and Oliver Amusement Company are playing local lots now, and business is good when weather is favorable.

Max Goodman, owner, and Louis Berger, general agent of the Goodman contingent, were here several days making final arrangements for shows. Local appraiser J. C. McCaffery, general manager Amusement Corporation of America, was in the city for some time making arrangements for the Royal American and Beckmann & Gerety Shows engagements. John Howard, owner-manager of the Hollywood Museum, visited The Billboard office Tuesday while in the city on business.

The International Congress of Oddities is now in its third week at 10th and Olive Streets and business has been fair. Unit closes there on April 30. Ormer Bay Marsh Brydon left last week for Knox, Ind., to get his Bass Beach Park ready for the opening next month. Cash Witte, unit's general agent who has been sojourning here, will leave next week on a booking trip. Burrell & Rust Shows will open early next month.

in Southern Illinois and will play picnics and celebrations in that section this spring and summer. Peter G. Rust reports.

Robert (Bob) Hancock successfully underwent an operation last month and is able to get about on crutches. He's at the Maryland Hotel, where members of the International Association of Showmen visit him daily. H. B. (Peter) Wheeler is operating his string of concessions on the Fidler United Shows. Mrs. Daisy Barry arrived several weeks ago from California and will visit friends here for some time. Mrs. Anna Jane Pearson, owner Pearson Shows, was in the city on a buying expedition Tuesday. Mr. and Mrs. Ellis White, cookhouse operators on the Al Baysinger Shows, visited with friends here several weeks ago. It was the first time they were in St. Louis in a number of years. Charles A. Lenz, insurance man, spent several days visiting the various show owners this week.

John Galligan, who will operate several rides and a string of concessions on the Imperial Shows, visited The Billboard office on Tuesday while in the city on a purchasing expedition. Sunny Bernet, of the Globe Poster Corporation, was in the city this week. Prince Buddha, for several years with Beta Korte Museum, has taken over one of Bert Grim's Photo Studios here.

Reports from 12,470 employers in Canada showed 1,328,207 people at work on March 1, 1941, as compared with returns from 11,899 employers whose staffs aggregated 1,109,443 persons on March 1, 1940.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25 Opera Place, Cincinnati, O.)

Jones Pulls Crowds at Bow Of Savannah Paper Festival

SAVANNAH, Ga., April 19.—Johnny J. Jones Exposition, playing a week's engagement in connection with the third annual Coastal Empire Paper Festival here, opened last Saturday with an estimated 15,000 on the midway, a 20 per cent gain over last year's mark. Monday, Industry Day, showed a 30 per cent gain over the corresponding day of 1940.

Program schedule included mummer and float parades, coronation ball, and sports. Ravenel Gignillett is general chairman; J. A. Bennett, carnival chairman, and E. H. King, secretary.

Shorts

SECOND Vermontville (Mich.) Maple Strip Festival on April 4 and 5 drew over 5,000. Tim Doolittle's orchestra played nightly to 1,500 for dancing, and Pop Johnson's Family provided the floorshow.

CHARLES LEE, owner of Lake State Shows, reported he has signed to furnish attractions at the 12th annual three-day Ubyl (Mich.) Home-Coming under auspices of the Community and Lions' clubs. There will be contests, fireworks, and street dancing.

WHILE the Legislature was approving a measure forbidding use of the name "Aquennial," except with authority of the Minneapolis Aquatennial Association, arrangements got under way for parades which will be highlights of the nine-day Aquatennial. Peter B. Juster, parade chairman, said nationally

WANT CARNIVAL

For North Dakota's Biggest Three-Day Celebration, July 9th, 10th and 11th

VAN HOOK RODEO ASSN.

Van Hook, N. Dak.

WANTED

Carnival for Week of June 23

ANNUAL HOME COMING

Last Year Bentley's All-American

Contact HYNDMAN (PA.) FIRE DEPARTMENT immediately

WANTED WANTED
O. J. BACH SHOWS

Capable Man and Wife to take over most elaborate 25 or 30 Show built. Must join at once. American Palmist, Florida, Aronde, Lead Gallery, Ball Games, Darts, Hoop-La, Second Car, etc. at 5000.

O. J. BACH SHOWS, Elmira, N. Y.

BILL (BIG BAM) STOREY WANTS

Agents for Nell Stone, Swinger and Basket Score. Van, Frank (Radio) Chassis, Jingo Howard, some cars. Business very good; best spots in the East. No drinkers wanted.

ALABAMA BILL STOREY

Care of Coleman Bros.
Middleton, Conn., April 21-23

Portable Sound System

and Record Player, complete with Floor Model Microphone. Cost \$99.50; sell for \$59.00. Almost new, never used outside. Fine for orchestra or Occasional.

BOX 480, The Billboard, Ashland Bldg., Chicago.

H. P. LARGE SHOWS

Want Bingo, Eric Dagers, Mitt Camp, Cookhouse or Grab and legitimate Concessions of all kind. Want Concession Agents, Drinks and chasers, cake stamps. Account disbursement, cash place Chicago. Plans and any KIDIE HIDE. Playing the heart of the oil fields. Week April 21st. Hurst, Ill.; week April 28th-May 2nd. Wayne City, Ill.

Sunset Amusement Co.

Opening in Sedalia, Mo., April 25

Concessions and Grand Shows open.
Sedalia, Missouri

FOR RENT

Desirable land suitable for Carnivals and other Occasions. Land consists of 25 acres of dry level land, 1/2 mile east of city of Union, N. Y., on Route 5-8. Has a drawing from a population of 250,000 people.
J. A. KENNETH, R. F. D. #2, Frankfort, N. Y.

Minnesota, Wisconsin, Iowa

Celebration Committees

We still have open dates. If you want Amusement Rides, Free Attractions, Sound Car, write us. Wanted—Will book or lease 2 more Rides, Shows with transportation. Concessions all open, prices \$10.00 to \$20.00. Bingo, \$10.00 week stands; \$30.00 split weeks.

E. J. MARDELL'S MIDWAY OF FUN

2509 Girard, So. Minneapolis, Minn.

WANTED

Free Entertainment and Concessions for the Fulton County Soldiers' & Sailors' Reunion at Cuba, Illinois, July 31-Aug. 1 & 2, 1941.
Write to
LEO CLAYBERG, Secy.-Treas., Cuba, Ill.

WANTED

Concessions, Rides and Shows for LABOR DAY CELEBRATION AUGUST 30, 31 AND SEPTEMBER 1. Write LABOR DAY CELEBRATION COMMITTEE, Box 181, Appleton, Wis.

CARNIVAL WANTED

8 Big Days
June 28 to July 5 (Inclusive)
ANNUAL COMMUNITY CELEBRATION
AMERICAN LEGION PARK, Post 8, Everett, Pa.

RELIABLE CARNIVAL

Wanted July 4th Week
License, electricity furnished. Sponsored by Metro Club with C. C. and American Legion co-sponsoring.
Write GEO. FRENCH, Lamar, Mo.

WANTED

Legitimate Concessions for annual celebration sponsored by Band Boosters Club, Dushier High School, Dushier, O., June 8-14.
Buy Weer's Elixir crazed. Address all mail in care of JOE GERDEMAN, Dushier, O.

WANT CARNIVAL

For Annual Old Settlers' Reunion, Alton, Mo. July 25th to Aug. 2nd, inclusive. Also want Free Acts. Large crowds every night. No gift.
H. L. THOMPSON, Secy., Alton, Mo.

Seller
THE STRATOSPHERE MAN
World's Highest Aerial Act!
THRILLS and CHILLS!
This act—thrill-packed from beginning to end, finishing with a breathless, spine-tingling "slide for life" is proclaimed the greatest drawing attraction ever presented and will help to increase attendance anywhere. Send for photographic similar today.
Unusual and Exclusive Publicity Features—Write or Wire.
PERMANENT ADDRESS: Care of The Billboard, Cincinnati, O.



WANTED
CARNIVAL OR SHOWS
RIDES AND CONCESSIONS
JULY 3, 4, 5 AND 6
CENTENNIAL CELEBRATION
BEAVER DAM, WISCONSIN
This will be the largest celebration in the State of Wisconsin this year. Elaborate preparations now being made for this event. Over 100 men have been letting their beards grow for the past six months. Want to book an organized Carnival Company or Shows, Rides and Concessions independent. Big crowds expected. Write at once. WM. H. HOMMEL, Association of Commerce, Beaver Dam, Wisconsin.

WANTED—RIDES
and Several Outdoor Free Acts for
13th Annual Delta Staple Cotton Festival and
DE SOTO CELEBRATION
Clarksdale, Miss. May 19, 20, 21, 22.
Write fully to RUSSELL L. ROWLAND, care of Chamber of Commerce, State proposition.

Ridgeville
Home Coming Committee
WANTS
Free Acts, Concessions for July 21 to 25, Inclusive. Write
W. L. THOMPSON, Ridgeville, Indiana

18th Annual
Osecola Firemen's Fair
Osecola, Minn., Pa.
June 30, July 1, 2, 3, 4 and 5, 1941.
NOW BOOKING
Independent Concessions, Outdoor Acts, Shows, Rides, etc. Carnival Companies need not apply.
WILLIAM J. DELANSKY, Secy.
Osecola, Minn., Pa.

RIDES WANTED
For **CENTRAL LABOR UNION**
2 DAY LABOR DAY PICNIC
Write HARRISON COON, Kaukauna, Wis.

CARNIVAL WANTED
Mouse River Park, 3rd, 4th, 5th July.
Seven thousand people daily. Write
LAPLAND & MCCOY, Mohall, N. Dak.

CARNIVAL WANTED
MISSISSIPPI OIL EXPOSITION
August 25 to 30
R. L. GREENE, Yazoo City, Miss.

CARNIVAL WANTED
First or second week of June. Reply to
Gordonsville Fire Dept.
Gordonsville, Va.

CARNIVAL WANTED
Week June 23 to 29, Int'l. Reading, Ohio. Industrial society adjoining Chalmers, and adjacent to \$22,000,000 Wright Aeronautical plant, with a \$8,500,000 Salomon plant in close proximity. Free contact or call, 925.
Contact by **READING POLICE DEPARTMENT**, Reading, Ohio.

Thousands See Jacobs' Outdoor Show in Peru

PERU, Ind., April 19.—Thousands of spectators, many from out of town, on Easter Sunday saw Terrell Jacobs' wild animal and zoological gardens in a circus and rodeo routine that outdid any other previous attempts at the old circus winter quarters (east of the city) in magnitude of troupes, thrills, and attractions. Jacobs and his associate, Fred (Brigham) Young, say the event was successful financially and will be an annual event.

Preceding the opening, crowds were entertained by the Montana Mountaineers, six radio stars of Station WKMO, Kokomo, Ind., who were well received.

Lion-borne riding number by Dolly Jacobs started the matinee and got a big hand. Capt. Terrell Jacobs, with a mixed group of 28 cats in pyramids and stunts, thrilled the crowd. At the conclusion of his routine, a lion and a tiger started to fight while entering exit chutes and were finally beaten apart.

Mac MacDonald, working five elephants, assisted by Dolly Jacobs, presented a routine that had not been seen by old-time bull men in many years. The Joe Hodgkin Troupe of five were beautifully costumed and thrilled the crowd.

Happy Kellems, Raymond Duke, and Joe Marsh worked clown alley and had crowd in uproar at all times. Kellems and Duke presented children with colored Easter eggs at the close of the show.

Rodeo featured Ralph Clark, roping champion; Jinx Hoagland and troupe in fancy roping, riding, and shooting with high school horses and jumpers, direct from the Chicago Coliseum. Female unit of the troupe was beautifully costumed and encored many times. Red Lunford's riding and roping was also highly pleasing.

In charge of the p.-a. system was Roger Wright, Wabash, Ind., representative of Warner Brothers, who capably filled in waits with witticism. Military band leader, Floyd Ammerman, scored with circus music and cues. Seen under the marquee were many old-time circus veterans: Pat Kramer, George Kline, George Valentino, Doc Boyd, and J. P. (Casey) Carson and Clarence Keyes, of United Indoor Circus. Nick Carter, concessionaire, had a gang of veteran hustlers, headed by "Hard Times," on the ground.

Day's activities closed with a balloon ascension and parachute drop by Capt. C. M. Schwicker, Aurora, Ill., who narrowly averted serious injury or death when blown by high winds into trees.

Jacobs and his cats and MacDonald and his bulls left here Tuesday to appear in the Chicago Stadium show which opened Friday.

Visitors included Mr. and Mrs. Jess Murden, Mr. and Mrs. Noylea Burkhardt, Mr. and Mrs. Bert Backstein, Mr. and Mrs. Ray Marsh Brydon, and Bert Wilson.

Three British Shows

LONDON, April 5.—It is now officially intimated that in addition to Mrs. Paulo's show, Robert Possett's and Rosalie's circuses will be on the road tenting this summer. All three have advertising for tent men and general staff men above military age.

Douglas Cooke, noted equestrian director, has left to join his wife in Australia. Mrs. Cooke, when Iona Ginnett, was only woman rider to play Dick Turpin in equestrian drama of that title.

Lewis Opening May 12

JACKSON, Mich., April 19.—Lewis Bros.' Circus will open May 12 at Ann Arbor, Mich., after two days of rehearsals at winter quarters here. Paul M. Lewis, manager, has announced.

In former years the Lewis show has opened around May 1, moving almost immediately into Ohio.

Cole Refused Permit

ZANESVILLE, O., April 19.—The Muskingum County Fair board has refused to permit Cole Bros.' Circus to use the fairgrounds for a performance Sunday, May 18, explaining that the board's policy does not permit the use of the grounds for exhibitions of any kind on Sunday.



JEAN ALLEN, star equestrienne, who will be with Cole Bros.' Circus this season, on her rearing horse, Amber King. She recently left the show's quarters at Louisville, Ky., for New York, with Mr. and Mrs. Zack Terrell on business for the show.

Elks' Show in Bismarck Okeh

BISMARCK, N. D., April 19.—The Elks' Indoor Circus here March 31-April 5 in the World War Memorial Gymnasium, which has seating for about 3,000, was well attended and grossed about \$1,000, which was divided between the manager and the Elks. This lodge uses the money for medical and surgical treatment of crippled children.

The show was under the direction of G. G. Gray, who has conducted an annual circus for the Elks for eight years. Members of the Elks distributed 30,000 free tickets to school children in 11 counties tributary to Bismarck.

Jimmy Gallagher Back in Harness, Joins Hunt Bros.

NEW YORK, April 19.—After several years' absence from circuiting, Jimmy Gallagher is back in the field, having joined Hunt Bros.' Circus as banner man. Gallagher was in town this week lining up national advertising for the season. For 10 years he handled the banners on Downie Bros.' Circus, a job at which he was one of the top-fighters.

Enlarged Wallace Show With New Canvas Has Big Opener at York

YORK, S. C., April 19.—Wallace Bros.' Circus opened the season to big crowds here last Saturday and won praise for an unusually high caliber of entertainment.

Because of the addition of nine trucks, five elephants, and other features, the show lot within the circus quarters here was too crowded, and a new lot was used about a half mile away across town. Show equipment looks flashy.

Show's new big top, purchased from the O. Henry Tent & Awning Company, was erected on the lot several days before the opening. There is also new canvas for dressing rooms, pad-rooms, and outside concession.

Big show features include Hartzell Brothers and Brownie Brothers, ground bar acting the Arjens, head balancing; Irma Ward, aerialist; Captain Pickard's troupe of seals; Eno Family, acrobats and Bisleigh performers; Ray Goody, tight-wire act; Gretie, flying act; Rogintosh, riding act; Gus and Augusta Konarva, acrobats and head balancers; Ross Brothers, acrobats; Liberty horse acts, worked by Midge Deaver and Texas Ted Lewis, and elephant acts, worked by Norma Rogers and others under direction of Mac McDonald, superintendent of elephants. Show is carrying eight elephants and 54 horses. Ed Raymond is producing clown and has eight assistants in clown alley.

Mike Guy is director of the 10-piece band. Concert features Lee Powell, billed as the original Lone Ranger of the

Eastern O. Mecca for Circuses This Spring

CANTON, O., April 19.—That Eastern and Northeastern Ohio will be the mecca for both large and small circuses this spring is indicated by early activities of advance agents, who have been keeping close tab on this territory for the last month. Due to concentration of several major defense industry plants, now under construction within this area, circus owners are eyeing it zealously because of new peak employment and prospective all-time industrial activity by midsummer.

Almost certain to be good circus stands are this city, where a \$16,000,000 naval ordnance plant is being rushed to completion; Akron, where a new bomber parts plant will be under way shortly; Ravenna, where a \$15,000,000 shell loading plant is being constructed, with more than 15,000 workers working three shifts a day; Youngstown, where steel plants have been maintaining a near 100 per cent capacity operation for months; Columbus, where new airplane plants are soon to go into production, and Sandusky, where a TNT plant will soon rise.

Mills Bros.' Circus will be the first to invade the booming Ohio territory, opening at Wooster April 28.

First of the major truck shows to move into Ohio will be Wallace Bros.' Circus, which launched its 1941 tour at York, S. C., April 12. Long over-Sunday jumps and a quick move thru the South will bring this show into the Buckeye State early in May or before. Some Eastern Ohio towns already have been contracted, and it is likely the show will pick up some of the larger towns which are rated good industrially at this time.

Lewis Bros.' Circus is expected to play some of its regular Ohio towns early in the season. Present reports indicate that the show will be in Eastern Ohio the latter part of May, sticking close to the more active of the larger industrial towns and cities.

There is a possibility that the Cole Bros.' Circus will get into Ohio before the season is long under way. Scheduled to open April 25 at Louisville, Ky., the show will swing westward thru Northern Kentucky, then will probably pick up some Indiana towns before turning east thru Ohio.

From all indications the Big Show will have Ohio to itself by the time it gets this far west. Early bookings will keep the show in the East well into June.

Hunt show is scheduled to open in Trenton, N. J., April 28, with other dates in New Jersey and Eastern sector to follow.

Enlarged Wallace Show With New Canvas Has Big Opener at York

screen; Baron Richard Nowak, midget, and Ted Lewis's Wild West Show.

Ira Haynes, for many year bandmaster with show, is now living in York, having retired after 48 years of trouping. He was at the opening performance.

The Staff

Ray W. Rogers, manager, has his staff composed of veterans of former years, including Harry Mack, equestrian director and announcer; O. C. Cox, legal adjuster; Dory Miller, general agent, with James M. Beach, contractor and handling schools; Harry B. Chipman; general press agent and car manager; Oscar Wiley, assistant to Rogers; Julian West, treasurer, assisted by George Feinstein; Keller Pressly, superintendent of front dock; Ralph (Specs) Cautin, superintendent of tickets.

W. R. Tumber is again side-show manager and also handles press back with show. The side show has been considerably strengthened. Ray Camper, giant, is featured in the hilling in contrast with Baron Nowak, midget. Anna-John Budd is also a side-show feature. Mexicana Rose, fat woman, and a minstrel show are among other attractions. Dantini is inside lecturer, and Boston Towne and Bill Woodcock are on ticket boxes.

Show is deviating from usual route this spring, largely because of West Virginia's coal mine situation. After opening here, show jumped to Kanawha, N. C., with several stands in North Carolina and Virginia billed to follow.



SERGEANT JAMES ALBERT YARBROUGH, who is with the medical corps of the U. S. Army at Camp Jackson, S. C. He was connected for many years with the Sparks Circus and Downie Bros.' Circus as assistant superintendent of the front door. He joined the army January 15 as a private and was promoted to corporal February 13 and to sergeant March 15.

Matinees Sellouts, Night Crowds Good For RB at Garden

NEW YORK, April 19.—Every afternoon performance this week has been a sellout for Ringling-Barnum at the Garden. On several occasions they've been standing in the aisles and perching on the rafters to get a view of what practically everyone agrees is the best costumed, best lighted, and best presented circus in Big Show history. Long lines at the box offices beginning in the morning have been the rule rather than the exception, a definite indication that that's still good business to come after the current Easter week, which, when the figures are disclosed, is certain to set some sort of record. Even the nights, tho' not capacity, have been sizable.

The weather this week has been one of those once-in-a-lifetime breaks—mid-summer registry on the thermometer without midsummer humidity. For once reason, tho', the Garden has been on the abnormally hot side, which gave the soft-drink and ice-cream department, with Frank and Paul Miller operating this concession again for the season, plenty of take.

At this engagement John Ringling North & Company instituted a new price policy affecting children under 12. Heretofore it has been half price every afternoon except Saturday for this class, but Sunday afternoon is being included in the full-price arrangement. On the first Sunday matinee, April 18, the house was far from filled, which may be a coincidence. The Sabbath tomorrow will be the real test as to the effectiveness of the new policy.

Harriman To Join RB Under Smith

NEW YORK, April 19.—Jerome T. Harriman, veteran general agent and contracting press agent, is due to join Ringling-Barnum, probably starting with the under-canvas tour, it was learned here.

Harriman was contracting p. a. on the show part of 39. His new capacity will be as utility man under George W. Smith, general manager.

—Be Safe Than Sorry—
In Legal Affairs...
READ
Damages Allowable
for Injuries
In the Carnival Department
of This Issue

With the Ringmaster

By THE RINGMASTER
CFA Secretary
WILLIAM H. JUDD W. M. BRIDGEMAN
28 Murray St. P. O. Box 4
New Britain, Conn. Gales Ferry, Conn.
(Consulted by **WALTER ROTENADEL**, Editor
of the White Type, care Holenden Printing
Company, Rochelle, Ill.)

ROCHELLE, Ill., April 19.—President William H. Judd, of New Britain, Conn., headed a group of Fans attending the opening of the Big One in New York April 7. Other members making the opening were former President Melvin D. Hildreth, of Washington; Percy O. Sherwood, Schuyler C. Van Cleef, Jacob B. Jones, Joe Minchin, Bill Montague, and Mr. and Mrs. James B. Tomlinson. After the performance the Fans gathered at a near-by night spot to put it up and take it down until the wee small hours. Others joining the Fans were Mrs. Emil Pallenberg, Janet May, Bluch Landoff, Pete Van Cleef, and John Peters.

President Judd will give his talk on the circus and show his circus movies to the following groups: April 24, Pirato's Athletic Club of the New Britain YMCA; May 2, Father and Son Club of the Reformation Lutheran Church of New Britain; May 12, Swedish Junior League of West Hartford.

Houston (Tex.) Fans received post card notices from the management when the Tiger Bill Show was in their neighborhood. April 12 Frank J. Walter, A. W. Kennard, and Joe M. Helzer Jr. rambled down to Danbury, Tex., to visit the show. Manager Leo Snyder, his family, and associates demonstrated a brand of good, old-fashioned hospitality.

Father Ed, chaplain, and his mother, Mrs. Edward F. Sullivan, of Charlestown, Mass., motored to New York April 14, where they spent several days making frequent trips to the circus.

Dr. Staples, of New Haven, Conn., president of the Con Collesano Tent there, spent April 11 in New York and visited the backyard of the Big One with Elsie and Paul Jung and others of the show.

During the latter part of March the monthly meeting of the Charles Sparks Tent No. 14, of Norwich, Conn., was held at the home of Joe Daley, with the following present: Mr. and Mrs. Holden, Mr. and Mrs. Walter M. Buckingham, Mr. and Mrs. Felix Callahan, Mr. and Mrs. Joseph Daley, Mr. and Mrs. Berz Gager, Ed Smith, Margaret Roarke, and Lillian C. Roarke.

Mr. and Mrs. Randall Palmer, of Fitchville, Conn., are enjoying a Southern trip. They expect to make the Big Show in New York on their way home.

The regular meeting of the P. T. Barnum Tent No. 12 will be held in New Haven, Conn., April 26. Samuel M. Pevens, State chairman of New London, will preside. Headquarters will be at Hotel Tarz, where registration will start at 4:30 p.m.

ERNE WISWELL and his Dixie Lazzie have been contracted for the Chicago Stadium engagement.

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Circus Troupers Hold "Reunion" in Sanitarium

LANSING, Mich., April 19.—Ingham County Sanitarium here is acting currently as a reunion place for circus performers.

Josef Rix, who played an air calliope for Cole Bros.' Circus as late as 1937, is one of those convalescing there. He recently had several night club engagements but is advised not to return to these after his release. His roommate, Barney White, was formerly with Hagenbeck-Wallace in its early days and was a vaudeville actor with the Al G. Field troupe. He also played for "Death Valley" Scotty during a lecture tour in Indiana.

Mrs. Thelma Stowell, ex-trapeze performer with the Ringling show, is also a patient there. She has been ordered not to return to aerial work, which she abandoned a few years ago.

Gainesville Circus Opening April 23

GAINESVILLE, Tex., April 19.—Gainesville Community Circus will open its 12th season here April 23 when the first of three night performances will be given under the show's big top on the Cooke County fairgrounds.

Brevet Lieut. General John A. Hulen, noted army officer and former Gainesville citizen, will be honorary ringmaster and will lead a pioneer days parade on opening day.

Four members of the show who are in the army at Camp Bowie, Brownwood, Tex., have obtained 10-day leaves during the local engagement and will work in the program. They are Bill Ritchie, and George McCutcheon, Bud McCann, and Jack Lewis.

Only disappointment so far has been failure of new wardrobe to arrive from Mexico, due to labor trouble in that country, but the Rio Grande Importing Company, which holds the contract, hopes to make delivery in time for the opening.

Mr. and Mrs. Jimmy Conners, who completed their work as instructors in acrobatic and aerial acts this week and went to Dallas April 12 to play night club engagements, expect to return for the opening.

In addition to the opening day here, other early engagements include Denison, Tex., May 1-2, under auspices of St. Luke's Episcopal Church Guild, and Irving, Tex., June 6, under American Legion. The show's closing date will be the same as last year at Henrietta, Tex., for the Clay County Pioneers' Association, September 12-13.

Peru Pick-Ups

PERU, Ind., April 19.—Charles Young, many years with American Circus Corporation until, later superintendent of operations with Cole Bros., will be with Armbruster Tent & Awning Company this year.

George (Duke) Graff, model circus builder, and Bert Beckstein, Decatur, Ill., renewed acquaintances here. Graff has a large collection on display at the library here.

Duke Kamakus, who conducted Hawaiian music college here many years, arrived from the West Coast and is busy putting together a troupe for Cole Bros' career with Cole Bros. at Terrell Jacobs quarters; Jane Pattison, Ringling representative here; Mr. and Mrs. Emery Stiles, formerly of A.C.C. units, James Bennett, 90, one of the oldest active circus attaches in the nation; Elsen Tinkome, Wallace show star; Jack Richardson; Mr. and Mrs. Earl McClain, former railway show troupers, and Steve Lautz, retired horseman.

E. L. Churchill, Eaton, O., was a guest of his brother, George Churchill, scenic artist with Jacobs' units. E. L. tramped many years with circuses but is now retired.

ANITA CASTILLO, former lion trainer, who was admitted to Creedmore State Hospital, Queens Village, L. I., September 2, 1938, is recovering there from pneumonia. Attending physicians said she will remain at the hospital indefinitely and listed her age at about 70. Description given with former trainer Adolfo Costello. It is probable they are one and the same person.

Circus Model Builders and Owners' Association

By RUSS T. WARNER
(Director of Publicity, 1418 Mulberry Street, Reading, Pa.)

READING, Pa., April 19.—Charles Sateja, who tramped with Russell Bros.' Circus last season, is now "trouping" with that big outdoor outfit, the U. S. Army. He entered the service April 4 and is in the 29th Medical Training Battalion at Camp Grant, Illinois.

Chester Slusser, of Porterville, Calif., writes he is about to begin work on a blacksmith wagon, patterned after the 1938 Al G. Barnes-Sells-Foto wagon. Chet is working on 3/4-inch scale and is drawing up plans for the cookhouse and dining department, with wagons, which will follow the blacksmith department thru his shops.

Bob Good, of Allentown, Pa., is "grooming" a 10-horse hitch for his Two Hemispheres band wagon. These will be dapple-grays and when in harness the outfit will string out for about seven feet.

The CMBOA has added the following to its membership: Charlie Campbell, of Sylva, N. C.; Johnny Blair, of Springfield, Mo.; and Delmar Brewer, of Flint, Mich.

Clarence Pfeiffer, of Johnstown, Pa., spent several days in Harrisburg, Pa., with the general manager, Charlie Doelker. While there he also visited John O. McCurdy, Russ Wagner, and Eddie Wagner and looked over their circus collection. Plans were discussed with Russ of publication of the association's monthly bulletin.

Charles Ewell, of Bennington, Vt., is enlarging his collection of old circus pictures. He has a very large selection of quite a few different old circuses.

Many of the members of the CMBOA living within distance of New York City have already taken in the Big Show at Madison Square Garden and report a very fine performance. Before the show leaves the Garden a large percentage of the Eastern membership will have seen it, as we have reports of quite a few more who have already made arrangements to see it between now and the closing date.

Ivan Christy, of Los Angeles, and James Craven, of Glendale, Calif., report a pronounced upswing of circus model building along the West Coast. Christy has been busy whipping his show train into shape, as well as having fine cages going thru the shops. Craven is kept pretty busy building models and kits for those who do not have the time or conveniences with which to build their own.

Circus Historical Society

WICHITA, Kan., April 19.—Walter W. Tyson, CMB of Guelph, Ont., contributes some old titles of shows that played Canada: Lev J. North's Colossal Circus (1855), E. B. Howe's Menagerie and Circus (1855), Joe Pentland's Circus (1854), W. W. Cole's Monster Railroad Show, first time in Canada (1876), the Great London Circus and Sanger's English Menagerie (1877), the Great Pacific Show (1874), P. T. Barnum's World's Fair (1874), and the Pullman & Hamilton Show (1877).

The Lerches are at Jensen, Fla., vacationing. Mrs. Lerche landed a blacksmith drummer. Mr. and Mrs. Nell McCrea are in the party.

P. M. Farrell, of Ithaca, N. Y., visited the Hamd-Morton Circus at Binghamton, N. Y., and saw G. W. Christy. Bill and Bebe Woodcock will again be with Wallace Bros.' Circus.

C. Kenneth Audibert, CMB of San Diego, Calif., has added a blacksmith wagon, prop wagon, and four trucks to his model circus.

Pete Lindemann, former co-owner of the Sells-Sterling Circus and his son, Orville, have a tavern in Sheboygan, Wis., called the 5 o'Clock Club.

Old Circus Posters Found

LANSING, Mich., April 19.—Posters advertising the appearance of the G. P. Holley Circus here September 7, 1887, were recently uncovered by wreckers tearing down a 75-year-old dwelling here. The posters dwell on James Melville, who was featured in the show.

Barnum Honored

BRIDGEPORT, Conn., April 19.—Business was suspended and signs of mourning were displayed throughout this city on April 7 in observance of the 50th anniversary of the death of P. T. Barnum, Bridgeport's most distinguished citizen.

Zack Terrell Heard On Natl. Hook-Up

LOUISVILLE, Ky., April 19.—Manager Zack Terrell of Cole Bros.' Circus was heard in a 15-minute interview on a national hook-up over Station WINN, the NBC Red network affiliate here, last Sunday. Other broadcast arranged by Harry Thomas, show's radio director, included Dorothy Herbert, Mamie Ward, and Paul Nelson over Station WINN on Monday; Eileen Harrold, of the Six Flying Thrillers; Alton Dever, head elephant man, and the girls of the Nelson Troupe over WAVE, the NBC Blue network station, on Tuesday; and Hazel King on a special women's program over Station WGRC on Wednesday. The show is getting splendid radio and newspaper breaks for the opening.

The new blue and gold big top is up. The Baker-Lockwood Company wrote Manager Terrell that it is the most beautiful top it has ever constructed. At the request of the Baker-Lockwood Company a group of photographers from Chicago will augment the staff from the Courier-Journal in Louisville to shoot exterior and interior views of the tent before the show takes to the road. With spring weather prevailing, all new tents have been spread around the race track and parafined.

J. D. Newman is in Chicago handling railroad contracts, and G. Cornwall Spencer and A. E. Waltrip, of the press staff, begin their duties ahead of the show this week. C. O. Parks, after handling the opening date at Louisville, will jump to Indianapolis to cover the first two-day stand of the show on May 3 and 4. Parks and Dick Scatterday, national advertising representative, sent the 1941 program to the press last week, and it is said this will be the largest and most pretentious program ever produced for the Cole show.

Rex de Rossell returned Tuesday from Chicago, where he has been rehearsing the ballet girls for the new show, *Pan American*. The girls will arrive in Louisville two days before the opening.

Nearly all people are in now, with stragglers arriving daily, and because of a national teachers' convention in Louisville, filling the hotels to capacity, the show train had to be opened six days earlier than was planned.

Several thousand persons turned out to the zoo on Easter Sunday.

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Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati, O.)

BABY ELY, formerly with the Big Show, is appearing at Mayo's Showplace, Philadelphia night club.

LOUIS ROTH, wild animal trainer, is seen in the Hal Roach production, *Kood Show*.

PATSY KELLY, who has 97 parachute jumps to her credit, is living in Hermosa Beach, Calif.

DOLLY AND JIMMY CONNORS have finished 10 weeks as instructors with the Gainesville Community Circus and gone to Dallas, Tex., for club dates.

MONTANA TIM has arrived at Hunt Bros' Circus quarters in Glen Burnie, Md. This will be his second season with the Hunt show.

BARRY GRAY, of Los Angeles, celebrated his 80th birthday April 14. He says he has never missed an issue of *The Billboard* since it began.

C. A. (PEANUT) BUCHEL, formerly with Bingham-Barnum and the Al G. Barnes shows, is operating a transfer company in Hermosa Beach, Calif.

AL ONKEN, well-known circus man who trouped with the Robinson Show, is a popular member of the Pacific Coast Showmen's Association.

ERNESTINE McCUE, after an absence of three years from the road, has returned to trouping, presenting aerial web and rings with the *Argentine Nights Revue*.

H. R. BRISON, George Shirley, and Doc William Taylor visited Washington to see the Cherry Blossom Festival. Shirley and Taylor also visited Bell Bros' Circus quarters at Glen Burnie, Md.

VETERAN BILLPOSTER Fred Toby, of Fort Fort, Pa., was the principal of a feature article in *The Sunday Independent*, Wilkes-Barre, Pa. The article cited Toby's 52-year record as a billposter and told of his experiences.

OLGA CELESTE has not signed a contract to tour with Jimmie Wood's show this season, as was reported recently. Olga says she is working in pictures in Hollywood and expects to continue that work for some time.

GEORGE HANNEFORD is in his seventh week of indoor dates with the Hamd-Morton Circus. The HM indoor dates close at Montreal May 11, after which Hanneford will begin his park and other outdoor dates.

THE SHEELAR TROUPE, after three successful weeks with Barnes Bros' Circus, spent a week at Mule Shoe, Tex., resting and getting their car repaired before joining the Al G. Kelley-Miller Bros' Circus.

CURLY FORD, cowboy who has been with the Al G. Barnes, Hagenbeck-Wallace, Russell Bros., Lee Bros., and other shows, is in the State Hospital, Tallahassee, Fla., with tuberculosis. He entered the hospital last January 11.

MARION WALLACE and His Texas Playboys have completed several weeks of broadcasts from Station WQMI, Huntington, W. Va., and are currently in New England for a tour of theaters, after which the troupe will broadcast over a Boston radio station.

FREDERIC W. WORK, well-known Akron, O., circus fan and long-time friend of Ray Rogers, manager of Wallace Bros' Circus, is back in the Rubber City after attending the opening of the Wallace Show at York, S. C., April 12. Work said the show looks very good this season.

INFORMATION comes to Solly that Cole Bros' Circus will not be the first major circus to open in Louisville, as was stated in the March 29 issue of *The Billboard*. The Hagenbeck-Wallace Circus is said to have opened there in 1923 and the John Robinson Circus in 1926.

THE HENRYS (Art and Marie) have completed 10 weeks with the Gainesville Community Circus and left for Austin, Tex., where they opened with the *Argentine Nights Revue* at the Capitol Theater. From there they went to Beau-

mont, Tex., to work the National Horse Show this week.

BILLY SCHULTZ JR. and Dennis Edwards, students at Lincoln High School, Manitowoc, Wis., have refused an offer to troupe with the Big Show, as they have not yet finished school. Schultz is the son of the director of the vocational school's indoor circus. The senior Schultz has trained many circus performers.

GOOD NEWS to circuses playing Los Angeles is that water rates are to be reduced. W. J. Hoffman, well known in circus circles and in charge of the billing section of the Los Angeles Department of Water and Power, is working on the new rates. Circus agents and 24-hour men have always found Hoffman most co-operative in their deals.

HAROLD CONN and Joe Bowers had a fine trip driving from Lansing, Mich., to New York to join the Big One. They stopped overnight en route at Annville, Pa., for a visit with Bowers' folks. Conn says that although it's his first year on the Big Show, he feels as if he had been with it for years, as clown alley has a fine bunch of fellows.

STERLING (DUKE) DRUKENBROD, who will be with the Clyde Beatty Jungle Circus with the Johnny J. Jones Exposition this season, will leave Canton, O., April 28 for Washington, where he will attend preliminary details preparatory to Beatty's attraction joining the Jones show in that city. Beatty's unit, currently at the St. Louis Police Circus, makes its debut on the Jones midway May 5. Close of the season next fall.

"CORKY" clown dog of the J. B. Malloy show, which became lost when the unit played the Ringside night club, Mansfield, O., has been recovered. A Mansfield resident found the dog wandering about in a city park and took it home. A radio broadcast the same day revealed that the dog was lost and he immediately notified Malloy at Canton, O., who returned to Mansfield and claimed his trained pooch.

ACCORDING to Dick Lewis, well-known circus follower, the 75-piece Southern Pacific Club band will play at the Yankee-Patterson Circus when it is staged under the auspices of the Railway Clerks in Los Angeles April 28. Among other new wrinkles to be featured in a collage to be installed with Charlie Post's band. Co-operating in securing a tie-up between the organization and the circus, Hugh McGill served in an advisory capacity to the union group.

FREDDIE FREEMAN writes from Cole Bros' Circus quarters at Louisville, Ky., that Adolph Delbosco and John Smith are busy men, breaking new stock and getting their menage stock together. Persons already in quarters include the Harold Vasey Troupe, the Reiffenach family, Clara and Rosie Bruce; Freddie and his wife, Ethel; Paul Nelson and troupe, Arthur Windecker, George Singleton, Scotty Dunn, Eddie and Golda Grady, Jo Jo Coffield, Mayme Ward, Laughing George Davis, Miss Lucy, Gene Weeks, and Herbert Leeman. The Reiffenach riding act is going to be a big number this season with nine persons, including the Reiffenachs, Clara Bruce, Freddie and Ethel Freeman, Miss Lucy, and Corinne Hodgkin.

Marriages

ASH-MATTHEWS—Harry A. Ash, lawyer, and Dorothy Matthews, dancer, April 13 in Chicago.

BETHEL-HOLTZMAN—William U. Bethel, secretary of the Motion Picture Associates in Philadelphia, and Mrs. Esther Holtzman, owner of the Collonade Theater, Millersburg, Pa., April 9 in Philadelphia.

BLAKEMAN-HANLEY—Raymond Blakeman, nonpro, and Violette B. Hanley, circus equestrienne, in Boulder City, Nev., April 4. They will reside in Los Angeles.

CHANDLER-HAMILTON—Grant (Simp) Chandler, of the Goodman Wonder Shows, and Anne Hamilton, Alpena, Mich., in Little Rock, Ark., March 23.

HOUSTON-BEDONI—Elmer P. Houston, member of the Heart of America Showmen's Club, Kansas City, Mo., and

Frontier Contest List

A list of frontier contests will be found in the List Section of this issue.

Billie Bedoni, of the HASS Ladies' Auxiliary, recently in Harrisonville, Mo.

JOHNSTON-MARSH—George Johnston and Betty Marsh, assistants to Blackstone the Magician, April 13 at the Carter Hotel, Cleveland, during the show's engagement at the Palace Theater, that city.

JOHNSON-SHERWOOD—Eddie Johnson, trombonist with Milt Britton's orchestra and Dorothy Sherwood, nonpro, March 28 in Philadelphia.

KENNEY-STEVENS—James Kenney, nonpro, and India Velare Stevens, namesake of Mr. and Mrs. E. C. Velare, of the Royal American Shows, March 17 in Kansas City, Mo.

LA CAVA-GARLAND—Gregory La Cava, motion picture director, and Mrs. Grace O. Garland, nonpro, recently.

LORCH-WARRINGER—Carl Lorch, orchestra leader, and Mary Anne Warringer, singer with the band, March 27 in St. Louis.

MAGUZZI-SHULTZ—Pietro A. Maguzzi, owner and director of a chain of theaters in Pennsylvania, and Laura Mae Shultz, nonpro, in Miami, March 10.

MANN-KRICK—Johnny Mann, orchestra leader at the YMR Club, Philadelphia, and Betty Krick, of the service staff at the Gay '90s Cafe, Philadelphia, April 10 in that city.

MAULIK-GEST—Floyd Ronald Maulik, nonpro, and Gretlyn Gest, singer and prima donna, March 9 at Albrook Field, Caswell Hills, Calif.

MICHAELS-TAYLOR—William A. Michaels, fair concessionaire, of Charlotetown, P. E. I., and Margaret Taylor, of that city, recently.

RANNY-LITTLE—James F. Ranny, radio technician, and Kay Alaire Lytle, April 12 at First Baptist Temple, Youngstown, O. Bride is Sister Kay on Station WPMJ, Youngstown.

ROOSEVELT-SCHNEIDER—Capt. James Roosevelt, film producer, and Romella Schneider, nonpro, April 14 in Beverly Hills, Calif.

VIR DEN-ALDA—Ray Vir Den, New York advertising executive, and Mme. Frances Alda, former Metropolitan Opera soprano, April 14 at the First Presbyterian Church, Charleston, S. C.

WOODRUFF-LONG—Dale E. Woodruff, assistant manager of the Rialto Theater, Allentown, Pa., at present with the 21st Coast Artillery, and Frances A. Long, nonpro, March 29 in Allentown, Pa.

ZATT-COROVER—Sol Zatt, of *The Billboard's* New York staff, and Lillian Corover, of the publicity department of Station WJMC, New York, at City Hall, New York, April 2.

Coming Marriages

Emerick J. Stralo, nonpro, and Jean Mode, burlesque performer, June 25.

Dr. W. A. Miller, nonpro, and Nellie Marie Reynolds, burlesque performer known to the profession as Mariane, in June.

Bernard Simon, formerly on the staff of the Colonial Theater, Allentown, Pa., and Katherine Reinhard, treasurer of the same theater, soon in that city.

Dr. Paul Chodoff, nonpro, and Selma Blum, Philadelphia singer and actress, in that city in May.

Romo Vincent, comedian, current at Beverly Hills Country Club, Newport, Ky., and Mildred Hamilton, Boston dancer, formerly in Yokel Boy.

Marvine Gorham Jr., Buffalo, nonpro, and Margaret Wood Dunn, Stockbridge, Mass., granddaughter of the founder of the Stockbridge Playhouse, early this summer.

Paul Genkin, assistant manager of the Casino Theater, Philadelphia, and Pearl Rosenfeld, nonpro, June 14 in that city.

Thomas Anas, picture theater operator in Weirton and Holidays Cove, W. Va., and Regina Pella, New Orleans, in New Orleans June 11.

Prof. Garret Garretsen II, concessionaire, of Salt Lake City, to Ruth De Well, Plainfield, N. J., in Salt Lake City soon.

Walt Potamkin, manager of the Girard Theater, Philadelphia, and Bobby Kallen, nonpro, in that city June 8.

John Arthur Morrison, of the Western Massachusetts Theater, Springfield, Mass., and Barbara Louise Martin, Springfield, in that city soon.

Sam Vitale and Nancy Roman, daughter of Mike Roman, cookhouse operator (See COMING MARRIAGES on page 59)

The Corral

(Communications to 25-27 Opera Place, Cincinnati, O.)

SHORTY KIRKINDALL and wife, the former Mary Carter, recently purchased a new house trailer. Shorty is employed by the government at Fort Reno, Okla., remount station.

COL. JIM ESKEW'S JE Ranch Rodeo, with Gene Autry, grossed about \$25,000 at the five-day show at the Hershey, Pa., Sports Arena, Herb Maddy reports. From there the show went to the Cleveland Arena for its 10-day engagement, where the advance ticket sale is reported good.

AMERICA'S ROOFTOP ROUND-UP will be staged this summer at Estes Park, Denver, reports Jack Poling, president of the Estes Park Rodeo Association, Inc. Many entries in the rodeo events will come from the park's own stables, where nearly 2,000 horses are available during the summer. A rodeo queen will preside over the event.

LARRY SUNBROOK'S Rodeo, Circus, and Thrill Show has been booked for a six-day rodeo at the Sam Houston Coliseum, it was announced in Houston, Tex., last week. Barney Oldfield's Thrill Show has been booked in conjunction with rodeo, Sunbrook said. Everett Colburn directed a rodeo there for nine days in February during the annual Houston Fat Stock Show and Livestock Exposition.

GUYPON, OKLA. is completing plans for its ninth annual Guypon Pioneer Day Celebration and Rodeo early next month. One-day event, sponsored by the Chamber of Commerce, will present afternoon and night performances. Butler Brothers will provide the stock; specialty acts include Weaver and Juanita Gray, trick riders and ropers; Jazbo Pulkrason, clown, and Cecil Cornish and his Golden Eagles. Joe Sullivan is rodeo manager, and C. D. Rhoson is secretary. Earl Gilson will announce.

ABOUT 6,000 new steel seats have been added to the Newhall-Saugus Rodeo Arena at Saugus, Calif., Andy Juaregui, manager, announced last week. Site of the event is the old Hoot Gibson Ranch. In addition to the extra seats, which increase the capacity to 22,000, road conditions from Los Angeles to Saugus have been improved and tunnels thru the mountains have been enlarged to accommodate four lanes of traffic. Juaregui said that a number of contestants from the Red Bluff (Calif.) Rodeo are expected to make the event. Officers include Harry Carey, president; Walter Muller, vice-president; Arthur C. Miller, secretary; Roland Reddell, treasurer, and John Moss, business manager.

THE SIXTH ANNUAL Bear Club Rodeo, Waco, Tex., sponsored by a group of business men there for the benefit of the Baylor University Athletic Fund, will be held for five nights next month. Everett Colburn, of the World's Championship Rodeo Corporation, operator of the Lightning C Ranch, Florence, Ariz., and Dublin, Tex., has been contracted to provide the stock. Colburn also will be arena director. Ralph Wolfe continues as general manager, and Harrison E. Waite is publicity director. This will be the second year for the show in its new arena, which has a seating capacity of 8,000. Event is governed by Southwest Rodeo Association, Rodeo Association of America, and Cowboy Turtles Association rules.

HAPPENINGS in the rodeo field 10 years ago: Homer Roark was working out of Santa Fe, N. M., for a construction company. . . . Kay Shaffer was visiting his parents at Bernalillo, N. M. . . . Tom Lee was riding bronks and training polo mounts down New Mexico way in the Southwest. . . . Tex Gublette signed to manage the Wild West concert with Snyder Bros' Circus. Col. Frank Hatley was in Toledo, O., directing a rodeo and Wild West exhibition for the Rough Riders of the Toledo machine-gun troop. . . . Anna Gublette was recovering from injuries sustained when her horse fell on her. . . . Shorty Kelso and partner were on a pack trip thru Colorado and Wyoming. . . . Leonard Stroud was putting on small shows in the Southwest. . . . Jack Chapman, bronk rider and bulldozer, of Hot Springs, Ark., joined King Bros' Rodeo at Cleveland, as did Jack Quist, Poncho Villa, Red Carmichael, Pearl Galt, and Eddie Botsworth.

BIG EASTER TRADE PULLED

500,000 Peak Sunday for AC

Crowds 25,000 larger than '39 Boardwalk bumper crop—special bills on piers

ATLANTIC CITY, April 19.—Atlantic City last week-end had a record holiday crowd that reached its peak on Easter Sunday. It was estimated at 500,000, breaking July 4 as well as all prevailing Easter records. Auto traffic was almost as heavy as in any key summer week-end. Records went at Delaware River Bridge out of Philadelphia. The four-day Easter week-end record of 161,973 vehicles in 1939 was shattered by a new total of about 183,000, officials said. Shore bus lines handled the heaviest traffic of any Easter. Pennsylvania-Reading Seashore Lines estimated Easter traffic at 15 to 20 per cent more than in 1939, its best in recent years.

The throng was more than 25,000 better than 1939's bumper Boardwalk crop. Hotel and amusement interests estimated they far more than offset a disappointing Palm Sunday that cost the trade \$250,000 for unwanted food and help. George A. Hamid, operator of Hamid's Million-Dollar Pier, reported (See PEAK EASTER IN AC on page 31)

Dayton's Lakeside Hits 15-Year Mark

DAYTON, O., April 19.—Manager Gerald Niemann reported that over the Easter week-end Lakeside Park here did the biggest business of any similar opening in 15 years. It looked like old-times, when excursion trains used to bring in Sunday amusement seekers from miles around. A week before Sammy Kaye, playing a one-nighter, drew about 3,000, breaking all of last summer's ballroom records.

Park ballroom has been decorated in a red, white, and blue motif, with dance panels of various nationalities in flaming reds and orange, and is now known as the Victory Room.

Until Decoration Day the park will be open week-ends only. Practically all rides are in working order except a new one, the Flying Scooter, which will not be ready for some weeks. Other rides include Wild Cat, Whoopee, Veloplane, Octopus, Kiddie Merry-Go-Round, and Scooter. Old Mill is being torn out to make room for more parking space. About 25 concessions, including new Penny Arcade, new and enlarged hot-dog stand, new and also enlarged photo gallery, Hilarity Hall, shooting range and five new games on the midway will be in operation each week-end.

The park is entering its 51st successive year, it having been started when all that section of Dayton was a cornfield. Name bands will play the ballroom each week-end.

Eastwood's Preview Is Big

DETROIT, April 19.—Eastwood Park's preview here on April 12 was best on record, exceeding even those of the boom years of 1928 and '29, according to Manager Henry Wagner. Afternoon business at the park, only one in the area to unshutters, was excellent as a result of warm sunny weather. Night business was hurt somewhat by light rainfall about 6 o'clock. No comparison could be made with last year, since the 1940 Easter date was so early the park didn't open. Business was considered all the more remarkable because the day was not advertised, all publicity being centered on the regular opening set for April 18. Edgewater Park opened yesterday with Mrs. Edna McNab, daughter of the late manager. Paul Heinze, who died two weeks ago, carrying on. Park has a new ride and major changes in the Penny Arcade and other concession buildings.



CORP. ANON H. MILLER, promoter of events in Northeastern forest, is now with Company I, 133d Infantry, 24th Division, at Camp Claiborne, La., having entered the service with the Iowa National Guard. He started in show business 15 years ago, working at the State Fair of Louisiana, Shreveport, not far from where he is soldiering. The past six years he has been manager of Roof Garden Ballroom, Arvonia Park, Ia., for the Howard C. Turney Amusement Corporation.

Seaside, Va., Is Primping

VIRGINIA BEACH, Va., April 19.—Spurred to greater activity by recent fire, Rex D. Billings Jr., manager, is readying Seaside Park for a scheduled May 24 bow. Mrs. Bertha Metville is bringing in Scooter and kid Auto rides, former to be spotted in park's center. "Present extensive building program, made necessary by our recent fire, is being adjusted to complement the Scooters," Billings said. Giant roof-asp is being revamped. Varsity Club of University of Arkansas will be first to ride in, June 10. Additions will be several new concession buildings and a new asphalt midway. Billings states local boom is even greater than newspapers predicted some months ago.

Previews at Buckeye Lake

BUCKEYE LAKE, O., April 19.—Buckeye Lake Park had an Easter Sunday preview with opening of the outdoor dance season and operation of many concessions in the park and along the pier midway. Earl Hood and his orchestra were in for inaugural of Crystal Danceteria. Park Manager A. M. Brown said it will operate Sundays only until Decoration Day. Occasional name bands will be offered. Pier Ballroom started on April 5 with Paul Hand and his orchestra. On Easter Sunday it had the Shiveley-Yates orchestra. Ballroom will be open week-ends until May 30.

Briefs From All Around the Field

DETROIT.—A new threat to Detroit Zoo has been voiced by Edmund H. Waterhouse, city manager of Huntington Woods, in which part of the zoo is situated. Latest attack is to void the city's beer license. A case is pending in the Supreme Court over the right of the little city to tax the miniature railroad operated by the zoo as personal property, and some \$250 in back taxes allegedly due have accumulated. City has threatened to take over some of the cars and engines on the railway to satisfy the alleged debt.

BEAUMONT, Tex.—If sufficient land around McPaddin's Beach, close to Sabine Pass on the Gulf of Mexico, can be secured without heavy cost, a permanent pleasure beach will be developed there by the national State park service, said Frank Quinn, Austin, executive secretary of the park board, after an inspection trip. Facilities for bathing, boating, and other concessions would be built thru a COC camp project, with

Volume Is Tops In NAAPPB Plan

CHICAGO, April 19.—This year will see the biggest premium volume in its history for the public liability insurance plan of the National Association of Amusement Parks, Pools, and Beaches, declared Executive Secretary A. R. Hodge in his offices here.

"The usual procrastination by operators has slowed up receipt of questionnaires, with the result that we are kept going day and night to get clearance for everyone before opening and also make possible the necessary inspections by the carrier of all devices to be covered," he said.

"At the beginning many operators were skeptical of the success of the plan, but with five years of history behind us and more than \$190,000 saved operators in premium costs and the unsurpassed record for inspection and claim service, our list of assured is rapidly growing and each year sees a satisfactory increase. In no other plan of insurance do members of the organization sit down with the carrier and pass on the experience of each individual risk each year and, from the figures thus studied, arrive at an equitable rate for the ensuing year. Our plan has been recognized as the finest of its kind afforded by any organization to its members.

"Any operator who has not as yet made application is advised to do so without further delay. An inquiry to the secretary, Suite 1130, 201 North Wells Building, Chicago, or any of the authorized brokers, J. L. Campbell & Company, Baltimore; Fred S. James & Company, Chicago, and Cleveland Insurance Agency, Cleveland, will insure prompt service."

Philly Operation Is Begun

PHILADELPHIA, April 19.—Woodside Park opened today for operation from Monday until Saturday after 5 p.m. and on Saturdays and Sundays for full days. A new Stratohip ride has been installed and all other rides have been conditioned. Sunday shows will be presented in Sylvania Hall, amateur shows Sunday afternoons, and nightly skating in the Rollerdom. Willow Grove Park will be open on Saturdays and Sundays until the regular opening on May 30. There will be Saturday night dancing in the ballroom, with different orchestras every Saturday. Herb Woods orchestra opened. Stage shows will be given in the music pavilion Sunday afternoons, with Frank Schults as emcee. Roller skating is set nightly and for Saturday and Sunday afternoons.

MADISON, Wis.—A 120-pound colt born on April 7 to Zora, member of Vilas Park Zoo camel herd here, died two days later, reported Zoo Director Fred Winkelmann.

Pontchartrain Host to 25,000

Batt stages special events for preview—Galveston's season is most promising

NEW ORLEANS, April 19.—Ideal weather, which allowed bathing at an unusually early date, helped the pre-season opening of Pontchartrain Beach to draw about 25,000 on Easter Sunday. An egg hunt and a fashion parade were staged by Manager Harry J. Batt. Cash awards went to best dressers, men and women, most attractive hats, and beach apparel. Beach will continue Sunday programs thru April. May 4 is opening date of the regular season. Huge bathhouse and locker quarters, two new rides, and Funhouse are announced for this season. Successful policy of free outdoor acts will be continued.

Galveston Is Active

GALVESTON, Tex., April 19.—Over 6,000 kids and many times that many adults crowded Galveston Beach on Easter Sunday, a week in advance of Splash Day, April 20. Kids hunted thousands of eggs and received a dozen cash gifts under sponsorship of Galveston Kiwanis Club. President W. D. McMillan, Galveston Beach Association, predicts the best season in history of the resort. Opening day will be featured by a contest for the most attractive carhop. Beach has booked the Great Glyndon, slack wire, and fireworks for opening day.

A Galveston contractor was awarded a contract this week for construction of the central unit of new Stewart Beach Park.

Prelim work on the foundation for the new 1,200-foot steel pleasure pier into the Gulf of Mexico on a 500-foot front of beach is under way. Pier, to cost nearly \$2,000,000, was financed by a city bond issue and R.R. Loan, and will have a theater, auditorium, fishing quarters, rides, concessions, convention hall, and other recreational facilities.

Pa. Spots Start Operations

WILKES-BARRE, Pa., April 19.—Several parks in the anthracite region have unofficially started their seasons. Lakeside Park, Barnesville, had a flower and garden show on April 13 and followed the next day with the Vincent Lopez orchestra and Johnny McGee's band on April 19. Series of Sunday night dances started in Hazle Park Pavilion, Hazleton, last Sunday. Interior of the ballroom has been redecorated and the floor resurfaced. Lakewood Park, Mahanoy City, opened with Little Jack Little's orchestra on April 13, with Sammy Kaye slated to follow on April 24 and Raymond Scott on May 1. Lakewood's tennis courts and swimming pool will open on May 1. Remodeling of the ballroom and grill has practically been completed. West Side Park, Berwick, Pa., opened with Tony Pastor's orchestra on April 16.

CINCINNATI.—Final touches are being given the new deer yards at the zoo here. New walks have been constructed about the yards. Many schools from surrounding communities are making arrangements for annual inspection tours and a number of convention committees have included a visit to the zoo in their program plans.

Be Safe Than Sorry
In Legal Affairs...
READ
Damages Allowable
for Injuries
In the Carnival Department
of This Issue

LANSING, Mich.—Two bills affecting township bathing beaches and parks are in the Michigan Senate here. One authorizes any cities' legislative bodies to (See PARK BRIEFS on page 51)

PENNY ARCADE SPACE WANTED!

Will install complete Penny Arcade on rental or percentage basis in any progressive amusement park, beach or summer resort. All BRAND-NEW machines. Send full details and space available.

BOX D-27, care The Billboard, Cincinnati, Ohio

American Recreational Equipment Association

By R. S. UZZELL

A lot of interest has been aroused in building amusement parks adjacent to training camps. Unless there is a future for a resort when a training camp is discontinued, it is a hazardous undertaking. Some of us saw this experience in the last World War. All parks situated near camps and already well established are going to profit by this extra volume of business obtained, with little or no effort. When it is all over the amusement park will just resume the even tenor of its way. But the park which must be discontinued when the armed forces go back to civilian life is sure to meet disaster.

George A. Hamid has a combination at Trenton, N. J., on the State Fair grounds that has some merit. A park could run as such during the park season and could get some business during the fair, which is rather late for park business, and the carnival would have the best of it for location during the fair, but during park season the large buildings near it could be used for attractions. It is rather late to get going for this season, but if George decides to go thru with it he will make things happen with his usual dynamic force.

Quarters of O. C. Buck

He has been using some of the buildings for auto storage while O. C. Buck has been using one large one for repairs (See AREA on page 51)

AC-Piers Injunction Ruling Is Scheduled for April 28

ATLANTIC CITY, April 19.—A decision on injunction proceedings brought against Steel Pier and Hamid's Million-Dollar Pier here to restrain the piers from charging more than a single entrance fee and from selling other commodities, including foodstuffs, will be handed down on April 28 by Vice-Chancellor Albert S. Woodruff, presiding judge.

Suit is an action of former State Senator Emerson L. Richards, who operates bathhouses on the Boardwalk. Similar action against Steel Pier only, was taken by Atlantic City Restaurantmen's Association. Frank P. Gravatt, Steel Pier operator, is seeking to have the suit transferred to Federal Court on the ground that Steel Pier Company is a Delaware corporation.

After filing of briefs by both sides, action on the Richards suit, based on an alleged violation of the easement deed, was expected last Saturday. Vice-Chancellor Woodruff, sitting in Camden, N. J., announced a two-week postponement to give him time to study the evidence.

Play Day Will Open Idora

YOUNGSTOWN, O., April 19. — Idora Park here will open its season on May 10, said M. A. Rindin, assistant manager. Charles Deibel, general manager, back from a winter in Florida, is supervising pre-season details. Play Day will again inaugurate the season with a special program for Mahoning Valley high school students. Four new rides will be added, replacing old ones, Rindin said. Considerable painting is being done and sections of the midway are being rearranged. Dance parties in the ballroom started on April 18. Picnic bookings are reported heavy. It is planned to have special attractions for holidays and busy outing season. Name bands will be playing at intervals.

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Portable Dance Hall, Portable Roller Rink, Penny Arcade, Bath House, Miniature Railway to operate from No. 8 Parking Lot to Beach, Speed Boats, Canoes, Water Toboggan, Water Boats, Motorized Surfboards.
Get your bid in early, as I am opening on Decoration Day or sooner. Contact

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Box 71, Mt. Morris, Mich., for details and contracts.

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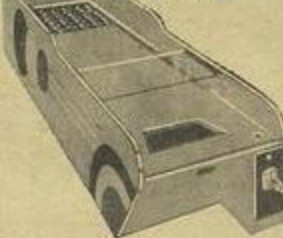
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The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Pool operators with extra land on their hands can convert that property into something that will net extra revenue without going into the park biz and without having to know too much about it. Solution is riding devices. Many portable rides are naturals for operation adjacent to restrooms. They lend themselves perfectly to pool patronage. And they will bring in more money than anything else one can think of as a side-line activity.

Another advantage of adding a ride or two to your swim estab is that such activity will encourage night bathing. Rides will not only entice new biz to your pool but will also entertain your regular swimmers. One can rent some portable rides for the summer or buy them outright. Or, if preferred, pools can book rides thru concessionaires. Such portable contraptions are compar-

tively easy to install and do not require great maintenance. Portable rides for pools might be just the thing you've been seeking to up your income.

Night Bathing

An announcement from Ravenhall pool and baths, Coney Island, N. Y., calling attention to motion pictures planned there, brings to mind the old problem in the RKO field—that of night bathing. Many pools have tried, but only few have succeeded. One of the most successful night swimming operations is enjoyed by J. Ziegfeld, of Meadowbrook, Baltimore, Md., who attributes his success to price reduction. A large number of aquadromes offer special rates for night patronage. Some call it "Businessmen's Sessions." Others call it "Moonlight Swims." But whatever name is used, you've got to give 'em something if you expect to draw them in after the sun goes down. A program of motion pictures is one thing. Discounts are naturally very good, for there is so much competition from nabe movies and home radios that you've got to make it inviting enough to draw. But, in addition, you've still got to do something. Remember that at night a pool loses its biggest attraction, Old Sol, and so you must provide a substitute. Just offering a pool full of water and some handball courts won't suffice. You must keep night patrons active every minute spent at your place. Try one or a few of these and perhaps you'll make a success of night swimming this season: Bridge parties, amateur nights, free dance lessons, free acts, free band concerts, radio tryouts, and, of course, portable rides, mentioned in the preceding item.

Charlie Richman, former ballyhoo artist for Manhattan Beach, Coney Island, N. Y., has turned in his swim trunks for a khaki uniform.

Jack Beber, managing director of Shelburne Beach and pool, Miami Beach, Fla., forecasting the greatest spring and summer season for that resort, writes that bookings of Miami Beach hotels for May, June, and July are beyond expectations. His slump last winter is blamed on the war boom, causing many who ordinarily visit Florida to be too busy to get away. However, a big summer is looked for, and many tanks which ordinarily closed between seasons a few years ago will remain open.

Castle Hill Bathing Park, Bronx, N. Y., is first Gothamtown aqua-emporium to advertise lockers for the season. Bronxdale, Starlight, Palisades, Cascades, and others don't start making their bids until the middle of May.

Readying in Michigan City

MICHIGAN CITY, Ind., April 19.—Washington Park, city-owned amusement spot, is preparing for opening of the season and, with industrial concerns working full blast, a record season is expected. The park, situated on the shore of Lake Michigan, has one of the largest dance halls in Indiana, as well as a large number of rides and other attractions. It will make a strong bid for picnic business. Johnny Reeves, last season publicity man for Dodson's World's Fair Shows, is handling publicity.

Coney Island, N. Y.

By UNO

Coney Island is busy preparing for heavy visitation with plenty of new rides and other innovations. Chief of these are the Bob Sled and the Parachute Jump, transferred intact from the Flushing Fair. Former is being erected on the Bowers site where Stauch's, ocean-famous dance hall, dating back over 40 years, stood. Joseph Bonignore, long operator of the L. A. Thompson Scenic Railway on Surf Avenue, is the Bob Sled owner. Capacity of the ride will be three trains, with five 10-people cars to each. Price per passenger will be 20 cents. Bonignore has a crew working overtime to have everything in readiness for a Decoration Day opening. Depth of the ride from Bowers front toward the ocean will be 275 feet. From there to the shore front he will operate a bathing establishment, retaining the same structure and rooms that stood there before.

There is no doubt but that the presence of the Bob Sled will make a vast improvement in this section of Coney. And that is emphasized by the many calls for spaces in the immediate neighborhood by all types of concessionaires. E. C. Sandsteel, who erected the Bob Sled at the Fair, is also in charge at Coney.

Steel for the Parachute is being as-

sembled under the supervision of Jordan L. Most, president of the International Parachuting Company, and architect R. Dalton Scott. Work is progressing rapidly. It is expected that real operation will start Decoration Day.

Steeplechase Reading

In Steeplechase Park the Tilyou Brothers—Edward, George, and Frank—together with Manager Jimmie Ocranio, have their sleeves rolled up and are diligently at work every day and far into the night getting new and old amusement devices ready for a busy season. New features in the park will be the four gigantic wheat poles that Coca-Cola had at the World's Fair; a 12-car Whip ride; the reinstallation of the bicycle carousel, and a redecked giant swing with new Rocket Ships made of (See CONEY ISLAND, N. Y. on page 52)

Building Is Rushed At Ind. Ideal Beach

MONTICELLO, Ind., April 19.—Ideal Beach Resort on Shafter Lake here will open for the summer season on May 29, with the largest celebration in its history planned for Decoration Day weekend, said Manager T. E. Spackman. Five major rides, one of Tom L. Baker's units from Miller Amusement Enterprises, have already been booked. Rides and concessions will be set up along the redesigned lakeshore, extending 900 feet from the ballroom to beyond the new rink location.

Fireworks are set for Saturday and Sunday nights. Dancing will be nightly and Sunday afternoons, beginning on May 29, with a matinee dance on May 30. An 11 to 12-piece territorial band will play the first two weeks. Name bands will be featured as one-nighters on weekdays.

Work is being rushed on new bathhouse and Toboggan Slide, and finishing touches are being put on additions to the Arcade and Roof Garden Cafe. Ideal Beach Resort, Inc., operates the spot, which has 33 cottages, hotel, ballroom, bathhouse and beach, roof garden refreshment pavilion, boats, picnic grounds, and concessions.

Weather Helps Excelsior To Earlier Pre-Season Bow

EXCELSIOR, Minn., April 19.—Because of unusually good weather Excelsior Park opened its pre-season week-end periods last night, a week earlier than usual, with Rudy Shogren in charge of the newly decorated ballroom. Shogren, who also doubles as publicity, advertising and promotion man, said if the weather holds out some concessions will be put in operation.

First band is in Chick Barry's outfit. Schedule until opening day, May 21, when Lawrence Weik and his ork take over, includes George Hamilton and His Music Box Music, April 25-27; Buddy Fisher's orchestra, May 2-4; Charlie Agnew's orchestra, May 9-11, and Jack Crawford's band, May 16-18. Park has been renovated and Manager Fred W. Clapp is expected to arrive early in May from Detroit to take charge.



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BERT FLYNN, BOX 303, LOCKPORT, N. Y.

"Planning" in AC Is Agitated Again

ATLANTIC CITY, April 19.—Atlantic City Planning and Improvement Association, partly dormant for more than a year, came to life again. Reorganized, with Robert B. Scull continuing as president, plans were made this week to work in conjunction with the Chamber of Commerce to devise "the kind of planning people want." It is expected an attempt will be made to revive the enabling act that provided for setting up of a system of collecting tolls at entrances to the resort to provide funds for financing city improvements.

F. Fisher White, chamber president, blamed lack of vision in the past on the part of city officials and business interests for failure to improve the tone of the Boardwalk. He declared proper zoning of Boardwalk property to keep big signs apart from hotels and enforcement of existing ordinances would go a long way toward improving the Walk. He said city laws against allowing bathers on the Walk, picnics on the beach, and "barking" by the amusements should be enforced. Edward Walls, Dorland Advertising Agency, which handles the resort's advertising, said sustained entertainment is badly needed, and he suggested that daily band concerts be sponsored.

Little encouragement in the planning program is expected from Mayor Thomas D. Taggart Jr., who said he had been contacted by members of the association, but he would not discuss details. It is remembered that the mayor when a State senator was the bitterest opponent of the program put forward by the planning association during the administration of his predecessor, former Mayor C. D. White. However, he attacked particularly the enabling bill introduced in the Legislature, rather than opposing the planning idea. While the mayor is in favor of planning, he is insistent that it be the "right kind."

SEND IN YOUR ROUTES

Routes of bands, acts, vaude units, ice shows, repertoire-tent shows, dramatic and musical shows, circuses, and carnivals are carried in The Billboard free of charge. Get into the habit of sending us your route promptly. Send it to Route Editor, The Billboard, 25-27 Opera Place, Cincinnati, O. Routes reaching Cincinnati not later than Friday will appear in following week's issue.

Bands and acts playing indefinite engagements should let us know as soon as they leave a spot so that the listings can be kept up to date.

Chain Concern Sets Skate Dance Finals

BAYONNE, N. J., April 19.—Final standings in 1940-'41 inter-rink dance competition preliminaries, conducted during the past 10 weeks by America on Wheels, operator of seven roller rinks in the East, were announced by George Sticks, general chairman of competition. Winner was Mount Vernon (N. Y.) Arena, with a score of 1,255.2 points, closely followed by Boulevard Arena, Bayonne, 1,253.1; Passaic (N. J.) Rink, 1,194.8; Perth Amboy (N. J.) Arena, 1,067.1; and Roseland Rink, Long Branch, N. J., 867.9.

Efforts to determine the couple most proficient in roller dance steps of the Waltz (Style B), Two-Step, Promenade, 14-Step, and Tango Barn Dance will be held in Casino Arena, Asbury Park, N. J., on May 30. Couple with the highest score from each rink will compete and the couple amassing the most points will be crowned "Champion Couple of the America on Wheels Inter-Rink Dance Competition."

They will receive as grand prize two trophies. Each of the remaining eight contestants will be awarded a trophy to signify that they are champion couple of their home rink. Medals have already been awarded to 84 skaters who participated in the competition. During finals a large gold trophy will be presented to Mount Vernon Arena, winner of the most points during preliminaries.

Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

Colo. Entries Win Spots in Nationals

DENVER, April 19.—Winners in two divisions of the Colorado State skating championships in Mile Hi Roller Rink here will be sent to Cleveland to compete in national contests held in connection with the fourth annual convention of the Roller Skating Rink Operators' Association of the United States in Public Auditorium. Manager Carl Johnson will accompany the skaters. While in the East they plan visits to some of the leading rinks.

Harold Asmus, Greeley, won the speed-skating championship on April 12 with 16 points. Helen Theisen and Gene Young won the skate-dance contest. Finals in the latter division were held on April 3, with four couples participating. In preliminaries 11 couples took part. Contests were reported to have aroused much local interest, drawing capacity crowds at all sessions.

Annual RSROA night on March 24, when proceeds were donated to the association for the advancement of amateur skating, drew visitors from all over the State. Highlights of the affair were a dance parade and a hockey game between teams from Ault and Greeley.

University of Detroit a few months ago, staged his first race meet recently, putting on a program that included novice and junior boys' races, a girls' half mile, and senior men's mile and five-mile contests. Event drew 32 entrants and a full gallery of spectators. New rink is drawing heavily from some 17 high schools within a two and a half-mile radius, operating seven nights weekly, with Saturday and Sunday matinees. Neighborhood is considered good from an average income standpoint, and class trade is being built. Skating club of 300 has been formed. A near-by auxiliary hall has been leased for social activities of club members.

BILL HALL is new floor director at the Roller Bowl, Hollywood. Fred Neth is manager and Lillian Twitchell is cashier.

MYERS BROS. Roller Rink opened in the new Owens Building, Corbin, Ky., recently, with Alton Myers as manager. They formerly operated a rink on a lot in Corbin. Rink has a new floor and new skates.

INDOOR roller skating season in Idora Park dance pavilion, Youngstown, O., ended April 15. Park management has started readying the ballroom for opening of the spring dance season. John Peruzzi, operator of the rink, said that the outdoor rink at the park will open late this month. He reported the indoor season was satisfactory.

DOT EATON, roller skating star, highlights the floorshow revue at Gruber's Clementon Inn, near Clementon, N. J.

MRS. LEONA PRICE, operator of Uptown Skating Club, Oklahoma City, Okla., had 20 skaters practicing for an April 20 show, proceeds of which were to go to the Roller Skating Rink Operators' Association of the United States. There were a number of skaters in costume, joined by five from Shawnee, Okla. Mrs. Price will take four skaters with her to the RSROA convention and national contests in Cleveland on April 23-26. She reports increased interest in dance skating. Uptown has recently experimented with the Virginia Reel and square dancing on skates.

CHAMPLAIN PROVENCER, honorary secretary of the Amateur Skating Association of Canada, reported that the Alberta Amateur Skating Association during the past season has established a record in number of skaters who have joined its ranks. Many carnivals were held by members of Canadian clubs during the season, the outstanding one being conducted by the Toronto Skating Club. W. C. Mainwaring, credited with fostering all forms of skating in Vancouver and other parts of British Columbia, because of war occupations has resigned the presidency of the British Columbia Amateur Skating Association. He is a member of the council of the Amateur Skating Association of Canada.

SUNDAY noon figure-skating class at Bay Ridge Roller Rink, Brooklyn, has been changed into a club, purpose being to bring skaters into closer harmony of thought and action, reported Manager Art Launay. Rube carnival has been scheduled for May 6. Prizes will be awarded for costumes. St. Patrick's Day party on March 17, when prizes were given for costumes, drew a large crowd. Among judges were Joseph Seifert and Carl Carlson, Bay Ridge proprietors.

CON R. HARRIS has begun rink operations in a Newberry, Mich., building which was recently reconducted by Walter Sutphen, operator of Varsity Gar-

dens Rink, Detroit. Spot was established as a rink 25 years ago by the father of the new owner, but has not been used as a rink for the past 15 years. It is operating each afternoon and night and good business is reported, altho it is in the cold Upper Peninsula of the State. An increase in patronage is expected in about a month, when the resort season opens.

WHIRLING WHEELS (Al and Lorraine) reported playing a benefit for inmates of Veterans' Hospital, Batavia, N. Y., on April 20.

SILVER LAKE BEACH, near Oconomowoc, Wis., on April 18 began offering roller skating each afternoon and night.

TOTO, skating clown who has completed five weeks at Rainbow Garden, night club in Little Rock, Ark., reported he will remain there indefinitely.

ARRANGEMENTS have been completed whereby Art Hegnes, of Grand Forks, N. D., will operate a roller rink in the Crookston (Minn.) Winter Sports Building during the summer. Deal was completed between Hegnes and the Crookston Park Board. Under the terms a sectional maple floor will be laid over the concrete floor by the park board, and Hegnes will furnish equipment and employ necessary workers. He will continue to operate his rink in Grand Forks Auditorium.



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12,500 sq. ft., built in 1938. Also 500 Pairs of Richardson Skates. Call at

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H. A. BORNKESSEL

Sea Breeze, N. Y.

Victor J. Brown Has 250G Arena Under Way in Newark

UNION, N. J., April 19.—Victor J. Brown, president and general manager of Hy-Way Arena Roller Rink here, announced on April 10 that he has under construction in Newark, N. J., a new rink, Dreamland Arena, to be opened in August or early September. When completed and equipped the project will represent an investment of \$250,000 and, according to Brown, will be an example of the latest in design of modern rinks. It will be a 145 by 278-foot all-brick soundproof structure with terra cotta front and will be used exclusively for roller skating. Its location is at Frelinghuysen Avenue and Virginia Street, within three blocks of the location of Brown's old Dreamland Park Rink and but a few miles from his location in Union.

BUSINESS at recently opened Amusement Gardens Roller Rink, Spartanburg, S. C., has surpassed all expectations, reported Lucie Mattie. Located a block from the theater district, across the street from the bus terminal, it is operated by Amusement Gardens of Spartanburg, Inc., Paul J. Mattie, president and general manager. He is a ride operator of Syracuse, N. Y., and has purchased portable equipment. He plans installation of a shooting gallery, ball game, and Ferris Wheel.

THREE TOPS, two girls and a man, appeared in a skating routine in the Major Bowes All-Star Radio Revue at the Capitol Theater, Wilkes-Barre, Pa., on April 14-16.

NEW ENGLAND contingent to the national skating championships to be held in Cleveland Public Auditorium in connection with the annual convention of the Roller Skating Rink Operators' Association of the United States on April 23-26 left Boston on April 20, traveling in a special coach. In the group are Fred H. Freeman, RSROA president and general manager of Winter Garden Rollerway, Dorchester, Mass.; Mrs. Freeman; Mr. and Mrs. Melvin Umbach, Winter Garden professionals; Mr. and Mrs. Hyde, Hyde Athletic Shoe Company; Raoul Bernier, proprietor of Portsmouth (R. I.) Roller Rink; Eleanor Nevills and Charles Kennedy, Massachusetts State Junior dance champions; Mary Keating and Donald Homans, State novice dance champions; Estelle Fraser and George Hatfield, New England senior dance champions; Phyllis McQuinn, New England women's novice figure-skating champion, and Lionel Stewart, New England men's novice figure-skating champion.

WALTER SUTPHEN, who opened Varsity Gardens Roller Rink across from



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of Rink Roller Shoes at the R.S.R.O.A. CONVENTION

Cleveland, Ohio

19 Styles in Stock, including the Betty Lytle Shoe

Hyde Athletic Shoe Co.

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PROFITABLE RINK FOR SALE!

John Lane must sell his fine, well-equipped, money-making Coliseum Rink! Purchaser will get a successful business at a bargain price amounting to only a little more than last year's total gross profits. Located in the heart of Minneapolis and St. Paul midway district; 1/2 block from the Twin Cities' main car line; draws trade from both cities with population totaling about 700,000. Parking space for 500 cars. Building with slides and stairs measures 325x120 feet, actual skating surface without posts, 245x90 feet. Gross receipts in 1940 from 10 1/2 months' skating and six weeks' dancing \$81,450. Increased by 10% over previous rink experience, by operator with \$18,000. Rink is equipped with latest loud speakers, new Hammond organ; Department, lighting, cooling system; 800 pairs wide fiber Chicago Skates in perfect condition. Skating club with 4,400 members, and owners' skate club of 800 members. Fine building with ten-year lease. Must require purchaser to show evidence of experience or ability to operate. Present owner's business interests in Seattle necessitate his moving there and sacrificing this great, profitable business for \$18,000. Write JOHN J. LANE, Coliseum Rink, St. Paul, Minn.

RINK MEN WHO USE "CHICAGO" SKATES

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Turnover in Secretaries, Thru Politics and Switches in Set-Up, Takes Some Leaders From Field

CINCINNATI, April 19.—The turnover in fair managers since first of the year has been notable and interesting, especially as to the number of changes and the prominence of some of the men involved. Several who have been conspicuous in activities of the International Association of Fairs and Expositions are in the list.

The exigencies of politics has had all to do with the switches made in several instances and in the case of numerous smaller fairs secretaries have died, have resigned, and have been replaced at the pleasure of boards and stockholders who have considered changes advisable. Albo have at times been referred to as "political footballs," observers have noted that their success as educational institutions and crowd pullers apparently has not been greatly impaired in recent years.

Not considered as necessary money-makers, their taxpaying supporters evidently have been satisfied that the often frequent changes in administration have not called for any crying need of reform or legislation which would permit the engagement of permanent and non-politically affiliated managers. The sustained success of numerous major fairs with full-time, show-minded secretaries or managers who have been in their posts for years has occasionally given rise to reported efforts to take some State fairs out of the path of recurring political upheavals every couple of years or so.

Changes at Des Moines

Arthur R. Corey, who managed 30 Iowa State Fairs, stepped down as secretary of the State Fair board at its annual meeting in Des Moines in December, and was succeeded by Lloyd B. Cunningham, Cresco, a member of the board. Corey is a former president of the IAFE and long has been considered an authority on fair management. It was announced after the meeting that Corey had been named assistant secretary, had asked that he be relieved of the secretary's post, and had placed Cunningham in nomination. President J. P. Mullen, Iowa, later said that Corey would be "contact man" and would visit other State, district, and county fairs. The 58-year-old former secretary was elected in 1911.

Harry G. Templeton, who was manager of Indiana State Fair, Indianapolis, four years, was succeeded in January by Paul Dunn, Indianapolis. Templeton had served under Henry P. Schrickler, then Democratic lieutenant governor

and now governor. The present lieutenant governor, Charles M. Dawson, Republican, named Dunn to the post. Templeton took much interest in affairs of the IAFE and Indiana Association of County and District Fairs. Dunn, a former banker and Marion County councilman, is first Republican State Fair manager since 1933.

At the 50th annual meeting of the IAFE in the Hotel Sherman, Chicago, on December 2-4 Templeton was named director of Zone 3 for 1941 and elected to the board of directors of the association.

E. E. (Gene) Irwin, Salem, who had been manager of Illinois State Fair, Springfield, since his appointment by the late former Gov. Harry Horner, Democrat, in February, 1938, was succeeded in March by William V. Ward, Bloomington, appointed by Gov. Dwight H. Green, Republican. Irwin was active in IAFE doings and was president of Illinois Association of Agricultural Fairs. He had been connected with the fair many years and is a widely known breeder and livestock judge. Ward is a business man, has long been interested in breeding and in fairs, and is said to have ideas for betterment of the Illinois annual.

Switch Made at Detroit

Dr. Linwood W. Snow, Northville Republican, who was manager of Michigan State Fair, Detroit, for two years, tendered his resignation on February 1 to Gov. Murray D. Van Wagoner, Democrat. (See Managers' Turnover on opp. page)

School Exhibits Out at Ohio Annual Due to Short Awards

ZANESVILLE, O., April 19.—Declaring that exhibitors have not received all of their premiums from last year's fair and that space allotted for school exhibits is insufficient, County Schools Supt. P. D. Ring has announced that rural schools will not participate in the 1941 Muskingum County Fair here.

Fair directors said, after the action of the school board, that the balance due from the \$569 in premiums will be paid within the next two weeks to the county school system. Other unpaid premiums also will be liquidated, they reported.

Dughi Goes to Lynch Unit

CHICAGO, April 19.—William (Bill) Dughi, former publicity man for Reading (Pa.) Fair, has signed as press agent with the Pat Purcell unit of the Jimmie Lynch Death Dodgers. Purcell and Dughi were in Chicago this week and will leave shortly for Laurel, Miss., for opening of the thrill show season.

HASTINGS, Mich.—There will be no harness racing at the 1941 Barry County Fair here. Officials said the policy change was due to conflict in dates with fairs at Ithaca and Ploverville.

LANSING, Mich.—Passed by the State Senate, a bill allowing the National Guard to use any building on the State Fairgrounds. Detroit is now in a House committee. It provides that this usage shall not interfere with the State Fair.

ST. PAUL, Minn.—Minnesota House of Representatives here by a vote of 69 to 39 approved pari-mutuel horse racing. Law would have the governor name a three-man unsalaried commission to have control over racing, permitted 28 days of the year. Licenses to conduct races would be \$500 each, with promoters paying an additional 3 per cent of the mutual take and 8 per cent of the gross. Proceeds would be earmarked for State relief fund. No bookmaking would be permitted. Bill is now in the Senate.

CALGARY, Alta.—With three recent successful ventures behind them, horse sale, bull sale, and horse show, officials of Calgary Exhibition and Stampede,



REGIONAL MEETINGS of Wisconsin Association of Fairs, held in various localities, are sustaining the interest that has marked them since their start several years ago, officials report. William F. Marriot (above), two decades secretary of Sauk County Fair, Baraboo, and former president of the State association, represented the State department of agriculture and markets at the recent Chilton meet. Association Secretary J. F. Malone, Beaver Dam, also is active in the sectional purposes.

Calif. State To Operate Drink Concession in 1942

SACRAMENTO, Calif., April 19.—For the first time in 22 years the soft drink and beer concession at California State Fair here will be in the hands of a man other than James G. Duffee. Directors have awarded the 1941 concession to Roy McGee, and in 1942 the fair management will take over and operate the concession.

Plans were announced for construction of a \$30,000 National Youth Administration Building on the grounds, to be ready for this year's fair, and Secretary Kenneth R. Hammaker laid plans for plant beautification before directors.

A. B. Miller, Pontons, former fair president and on the board more than 12 years, who died on April 13 at his home, was widely known in Western fair circles.

MCA Signs Springfield, Mo.

CHICAGO, April 19.—Hogan Hancock, Midwestern outdoor representative of the Music Corporation of America, announced that he had obtained a contract to present a revue and Bernie Cummins' orchestra at Ozark Empire District Fair, Springfield, Mo. MCA also has signed Tri-State Fair, Superior, Wis., and Darke County Fair, Greenville, O.

Around the Grounds

Ltd., are preparing for the 1941 fair and stamped. Reserved seat orders for the stampede have already been received, including an order for 20 seats from Baltimore, Md.

COLUMBUS, O.—Seasons of Ohio State Fair Night Horse Show, one of the largest in the country, said John W. Galbreath, member of the State board of agriculture in charge, will be increased from six to eight this year. Rearrangement of classes provides 101 as compared to 98 last year. Premiums approximate \$10,000. Judges will be R. E. Moreland, Lexington, Ky.; William Pinch, Bristol, R. I.; and Thomas M. Baker, Derby, N. Y. A new committee on arrangements is composed of Mrs. D. H. Galbreath, Columbus, secretary; Walter P. Reiter, Fred E. Rathburn, and Morris G. Woodhull, all of Columbus.

FREDERICTON, N. B.—Sixth fair in 14 months in Fredericton Fair plant started under the grandstand recently, damaging considerably building supplies stored there. Property is under lease to the Dominion defense department for training purposes.

BC, TD Set Iowa's Show

Rodeo in Des Moines will be revived as day fare—two Thrill Days, auto races

DES MOINES, Ia., April 19.—Contracts with Barnes-Carruthers Fair Booking Association and Theatre-Duffield Fireworks Company for 1941 have been signed by Iowa State Fair board, said Secretary Lloyd H. Cunningham. Grandstand show will be billed as State Fair Revue, to run from Friday night to Friday night, and theme to be Music on Wings. Numbers will include Stairway to the Stars, Dance of the Butterfly, Perlasana, the Crazy Show, and Red, White, and Blue as a finale.

Rodeo will be revived in daytime performances with BC booking the show. The fair eliminated the rodeo last year but demand called for a return. Previously it was put on for the first three nights. Set-up calls for Thrill Days on Saturday and Thursday, auto races on Friday, Sunday, and Friday, and harness and running races with rodeo on Monday, Tuesday, and Wednesday.

Budget \$5,000 Smaller

Total budget for 1941 will be \$303,000, as compared with \$308,000 originally set last year. A rainy spell forced a cut during final days and the fair closed with less than \$1,000 loss. Secretary Cunningham said dance bands would be continued, altho the budget had been cut \$1,000 from '40 year, with a \$2,500 appropriation this year. Plan is to use territorial bands, with probably one or two semi-names.

The fair felt somewhat the legislative action taken in the session just concluded. State aid to fairs and achievement shows being trimmed from \$30,000 to \$40,700. The lawmakers also raised the salary of the treasurer of the fair board from \$250 to \$500 and expenses yearly.

Revision Cuts Board

The fair board will also feel the State congressional redistricting law, which reduced the number of congressmen from nine to eight and caused a revision of congressional districts. The fair board is composed of one member from each congressional district and as a result will lose one member. The revising three T. P. Campbell and C. J. Knickerbocker into one district and Carl E. Hoffman and H. L. Pike into another. Campbell and Knickerbocker will be up for election at the December meeting and one will be eliminated, while Hoffman's term does not expire until 1942 and Pike goes out in December. One new director will be selected from another district which is left without a board member.

89 Are Scheduled in Pa.

READING, Pa., April 19.—Dates for the 89 Pennsylvania fairs to be held this year have been announced by Charles W. Swoyer, secretary of Pennsylvania State Association of County Fairs. First one will be Spring Mill Fair, Conchohook, and last one scheduled is Pittsburgh Livestock Show. Swoyer also announced dates for 11 fairs in the Central Fair Circuit at Harrington, Del.; Clearfield, Butler, Bedford, Hatfield, Reading, Allentown, Bloomsburg, and York, all Pennsylvania; Frederick, Md., and Flemington, N. J.

Lavine Signs Sloan's Races

CHICAGO, April 19.—Max Lavine, secretary of Tri-State Fair, Superior, Wis., spent several days here this week on business connected with the fair. While here he contracted with Racing Corporation of America for presentation of auto races at the 1941 fair. Lavine said he also had contracted Hennes Bros. Shows for the midway. Royal American Shows have played the fair for the last five years. While here Lavine will confer with Hogan Hancock, of Music Corporation of America, on grandstand attractions for the fair.

Fair Elections

ENNIS, Tex.—Ellis County Fair Association elected Ernest Raphael, president; Walter Stephenson, Henry Smithwick, Rosen Rogers, vice-presidents; George Ledbetter, temporary secretary; J. W. Tolleson, treasurer; J. P. Bellow, board chairman.

LAUREL, Miss.—With drafting of Carroll Gartin into military service, South Mississippi State Fair Association named Hurdia Whittaker, Laurel, as secretary-manager to succeed him. Pete McLeod, Laurel, was elected chairman of the board to succeed D. A. Mattison, resigned.

Grandstand Shows

BANGOR (Me.). Fair officials have again signed with George A. Hamid, Inc., Jimmie Lynch and His Death Dodgers are booked for opening day and George Ventre's Stetson Radio Band will provide music. Eleven vaude acts will be presented, with Hamid's Revue Modern as the night feature. Fireworks display budget is up this year.

GRISHA AND BRONA, nude act, will play fairs this season, starting early in August. This will be their second season with Barnes-Carruthers.

HOLMES County Fair, Millersburg, O., has contracted Renfro Valley Barn Dance for opening night and Boone County Jamboree for Thursday night of fair week, both troupes having been big pullers at the 1940 fair.

PEAK EASTER IN AC

(Continued from page 46)
business more than 100 per cent better than last year's. Steel Pier chalked up new attendance records: At one time there were more than 5,000 dancing to music of Tommy Dorsey, who alternated with Alex Bartha, in Martine Ballroom. Present Steel Pier plans call for week-end operation, starting on Decoration Day, with Guy Lombardo set for May 30 and Benny Goodman for May 31 and June 1. Pier will go on a daily schedule June 28.

At Hamid's Million-Dollar Pier a gala program was presented in behalf of Red

war relief, which, according to Hamid, netted \$11,000. Pier will open week-ends on Decoration Day and start daily operation on June 27. In addition to name bands, plans call for the Jumbo Circus to return. Stage names will be booked for the Hippodrome, and the Roxettes, line of dancers, probably will be featured with stagshows all season. Bennie Segal is again in charge of the ballroom, Capt. Emil Schmidt is in charge of net haults. Helen Cooney is dancing instructor. Bill McMahon is in charge of press relations. Convention Hall had an athletic meet on Saturday with a military ball and show in the evening, and Central Pier featured a British war relief exhibit.

PARK BRIEFS

(Continued from page 46)
make appropriations to acquire, maintain, and improve any township sites to be used for recreation places or parks, including bathing beaches. Second amends the law giving townships authority to acquire sites for free public parks or resorts to include bathing beaches. Township boards controlling such spots are given further power to condemn land for these uses and to establish rules for use and maintenance.

MEDINA, O.—Parker Beach, manager of Chippewa Lake Park here, reported plans for a two-day apartment show on April 26 and 27. Added attraction will be a five-act floorshow offered twice daily.

MANAGERS' TURNOVER

(Continued from opposite page)
Dr. Snow had taken interest in fairs of the State and attended sessions of the IAFPE. In his place the governor appointed Bernard J. Youngblood, Detroit business man, who has held several offices and is a former under-sheriff of Wayne County. He has presented to the fair board numerous recommendations for changes and proposed improvements in the Detroit show.

Perry Reed, secretary of Nebraska State Fair, Lincoln, since 1933, was defeated for re-election at the annual election in January. He had previously announced his intention of stepping down. He had been a target for attack by a younger element of fair secretaries in the State. He is succeeded by Ed J. Millie, Loretto, who has been considered a leader in a movement to reorganize the State Fair management.

E. S. Vickers, Donaldsonville, after having been out three years as secretary of South Louisiana State Fair there, returned to the fold at the 1941 annual meeting. He had resigned after 25 years in the post and was succeeded by Sidney Harp, who told the board he would be unable to continue and who was named executive vice-president to assist Vickers, who is a figure in Louisiana fair circles.

Seward B. Price, for several years secretary of Muncie (Ind.) Fair and prominent in the Indiana Association of County and District Fairs and interested in the IAFPE, resigned in March because of other business and was succeeded by A. G. Norrick as secretary-treasurer-general manager. Norrick was for a long period clerk of the course at Indianapolis Grand Circuit meetings and is secretary of Eastern Indiana Fair and Racing Circuit.

AREA

(Continued from page 47)
and building some new wagons for his shows. About 35 people in all are at Buck's quarters, all of whom are fed in the large building until the new cook-house is ready. Oscar is in charge of the work and will go out with a blaze of new colors and the largest show he has ever had. This man started in a small way and for a number of seasons confined himself to Long Island before branching out to the wider field. He gradually accumulated the experience and equipment which have made him one of the leaders of motorized carnivals. He has had his wallops but kept his chin up and is now ready for the good business that seems to be approaching.

Some of the old-timers who went thru all of the trouble are spurred to new life by the present surge of business activity. Guided by a ripe experience, they should make themselves a downy couch for the evening of life while the bloom is on the eye this time.

Old and New Ones

Almost any amusement park is going places this year and as long as the defense and war preparations last. Older

men are going to profit by the past, while the new men will commit themselves too far into the future and spill all of the beans. At least it has ever been so. Youth and the inexperienced should listen to a few who lost their shirts before and had to begin all over again. Caddy enough, a lot of them did not lose it in the park business but in outside ventures—the stock market as an example. One park man lost a young fortune in coal business and a hotel. Another had two good parks but sought other worlds to conquer. A \$500,000 arena staggered him onto the ropes. Still another was going to have the income of a prince from four apartment houses—large ones. Alas! They finished him!

One old-timer has the right spirit. He says he does not want to rust out but prefers to wear out and is looking for a chance to get back into the park business. There is more wisdom in our business than there was 25 years ago and he who will can easily profit by it.

At Coney Island, N. Y., on April 15 we saw women in fur coats and some with no coats but with winter gowns. Others were in spring get-ups with flowers on the skypeeps. And by contrast a goodly number in abbreviated bathing suits were on the walks and several in the surf.



High, sensational and thrilling. Make your program outstanding. Write today for complete information. Some time still open.

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TAZEWELL COUNTY FAIR

5 Days—AUG. 19-23, 1941—5 Nights
(Good clean Carnival Type Show)
One of the Best County Fairs in Virginia.
Local residents good.
T. E. ROSENBAUM, Mgr., Tazewell, Va.

FAIR SECRETARIES!

WIN \$50.00 in CASH

Feature the Big Fifth Anniversary Jubilee Program of the Nation-Wide

CROCHET CONTEST

Here's your chance to win \$50.00 in cash for your Fair and build your Fair attendance at the same time.

\$50.00 in cash goes to each Fair represented by one of the ten National first prize winners. Here are the Fairs awarded the \$50.00 Prizes last year.

Nebraska State Fair, Lincoln, Neb.
Mahoning County Agricultural Society, Canfield, O.
Stutman County Fair, Jamestown, N.D.
Fiesta Ranchera, Santa Paula, Calif.
Twin Falls County Fair, Filer, Idaho
New Jersey State Fair, Trenton, N. J.
Alabama State Fair, Birmingham, Ala.
Flemington Fair, Flemington, N. J.
Erie County Fair, Hamburg, N. Y.
California State Fair, Sacramento, Calif.

YOU CAN'T LOSE

\$5.00 in PREMIUM MONEY will also be given to ALL cooperating Fairs to be used as awards in their Crochet Contest division. \$1,350.00 in cash goes to the winning contestants.

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WORLD RENOWN FLYING TRAPEZE ARTISTS

BOB FISHER'S FEARLESS FLYERS

Some Open Time Available
Care of THE BILLBOARD, CINCINNATI, O.

HIGH POLE THRILLER

World's Highest Aerial Contraction Act. Also Two Different Rope Acts. Literature and Price at your request. Box D-55, Billboard, Cincinnati, O.

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Concessions—Rides—Shows

For Money-Making 1941 Dates, including GLADIOLA FESTIVAL, MORGENTHAU, ILL., Aug. 6-7-8-9. Now booking, so act immediately.

TOMMY SACCO THEATRICAL MART

142 No. State St. Chicago, Ill.

WANTED

Concessions and Rides of All Kinds for

Western Illinois Fair Assn.

Griggsville, Ill., July 29th-30-31st-Aug. 1st

4 Big Days — 4 Big Nights

JNO. F. NAPIER, Secy.

WANTED

Concessions and Rides of All Kinds for

Western Illinois Fair Assn.

Griggsville, Ill., July 29th-30-31st-Aug. 1st

4 Big Days — 4 Big Nights

JNO. F. NAPIER, Secy.

KNOX COUNTY FAIR, Inc.

August 12-15, 1941, at Bicknell, Ind. Riders invited. Need all 1941 Shows except Girls, Non-riding Concessions. Booking independent only. Concessions formerly Jerry Scudder. **MANAGER R. T. HARRISON, 508 Broadway, Vincennes, Ind., until June 1; then Bicknell.**

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Hartmann's Broadcast

CINCINNATI

IN THIS pillar, issue of March 29, we quoted Mayor LaGuardia, of New York, as having said to a newspaper reporter that he believed the practice of "motorized prostitution," commonly referred to as the chippy wagon, had gotten its start at traveling carnivals. In commenting on this we said that the remark was uncalled for—that it allured a profession in which they are just as many good people as in any walk of life and that to express the belief that traveling carnivals are guilty of having started such a practice was just as ridiculous as to express the belief that they are guilty of having started all the evils that exist in the world today.

Now comes Mike Hatt, of Philadelphia, with a letter in which he says that he does not blame Himmeler for making the remark even tho, as he puts it, "motorized prostitution did not have its start around carnivals any more than any kind of prostitution did." Mike blames some showmen for doing things that probably caused the Mayor to express such a belief. Here's Mike's letter:

"I read your Broadcast in The Billboard of March 29. I read everything in The Billboard—no one has to call my attention to anything.

"Mayor LaGuardia is not to be blamed for his impression that the chippy wagon or motorized prostitution had gotten its start at traveling carnivals." He is honest in his opinion, and there is a reason for it. We showmen know that as far as prostitution goes, there is little of it in any branch of show business and as far as chippy wagons are concerned, that term originated in the early days of the Northwest when wagons containing "loose" women followed the harvest gangs.

"Why is Mr. LaGuardia honest in his opinion? I will tell you without mentioning any names. Last summer he and some other gentlemen visited a carnival in New Jersey. This carnival had a girl show that was what might be termed 'red hot.' They got to it on their tour around the lot, and the exhibition was pretty raw. Mr. LaGuardia was disgusted and said so in a manner that all present might hear and understand. These present will remember his words.

"For myself, I cannot blame Mr. LaGuardia. Parties to blame are the few people in the show business who permit raw shows. I have always been able to make a living without dirt, and I think that anyone can. I am not bot at Mr. LaGuardia but am sorry that such wide publicity was given his remark. Motorized prostitution did not have its start around carnivals any more than any kind of prostitution did. It is the people that prostitution drove around in chariots in the early days of the Roman Empire, and they can't blame carnivals for that."

CHARLES (KID) KOSTER got a bang out of J. Ed Brown's yarn (March 29 issue) regarding adjusters on the circus lots. "Some of them Eddie mentioned," writes the Kid, "were not exactly legal adjusters, but were circus gents and at one time or another paid the license and tried hard to cut same. Here is a list that Eddie did not mention. With all of them I came in during my many years of circus trouping: Archie Ray, Al Cohen, Dannie Lynch, Mike Nagle, Nick Pettit, Bill Horton, Al Butler, Tom Perry, Hughie Harrison, Harry Gray, Bert Scott, Ed C. Knupp, Jim Peter Logan, Jim McIntyre, Nobby Clark, Mike O'Brien, Al W. Martin, De Forest Davis, Ed Saiter, Ed F. Davis, Walter Murphy, George Shiffin, Bottle Newkirk, Jack Newdow, Bert (Kid) Wheeler, Kid Hunt, W. E. Ferguson, W. E. Franklin, Jake Newman, Ed Kake, Ben Krause, W. H. Al Clark, Jim Euston, Harry Morris, Harry Earl, Harry Hawn, Roy Pettus, W. E. Tarkington, Nick Bullington, Harry Seamon, Bunk Allen, Phil Ellsworth, J. H. LaPaire, Sam McCracken, Ned Alford, Pat Bacon, Carl Hathaway, Paul Harold, George Cisar, King Coleman, George Robinson, Lester Murray, John D. Carey, Billy Cain, J. M. J. Kane, Doc Nolan, Dick Jeffries, Clint Finney, George Goodheart, Louis E. Cook, C. Primrose, Fred Hussy, George Black, Tommy Grandall, Jack Glines, Doc St. Clair, Al Clarkson, Frank Lee. I could go on for hours. Some time I'll send you another batch."

From Doc Waddell comes the follow-

ing: "Hard to name all the bright lights in the mending game. These were overlooked: Harry Allen (think he has passed on), Basil Melleny, alive, retired, a citizen of Akron, O.; Horace Stevens, Charles Andrews, Frank Aldrich, Lou Ludlum, Charley Van Dusen, Reed Waddell, Tom Brewer, and Gerry Cathcart, last named alive and going strong at Toronto."

And from Walter L. Main comes a second message (first was published in last issue) on this subject: "More about legal adjusters. Wrote you that I forgot the name of the fixer in 1918 with the Main Circus when Downie was manager. He was Chapman but I don't recall his given name. His nickname was Whitey. Leter Downie had Peck Amaden, who died a few years before Downie. A Mr. Cox (don't recall his given name) had been a mender for the Barnett Bros. Circus for years. And there were Harry Seymour and a Mr. Hagar, the latter fixer for Barnum & Bailey for several seasons, beginning in 1891."

Nat Green's

The Crossroads

CHICAGO

YOU have your troubles? Well, so do I! If you don't think so, try to answer this one: "Am a traveling trouper and the lady that used to run the Wild West show all called her Dolly and she was one of my best friends and could you kindly send me her address and I will be very much obliged." Easy? Huh? Or this one, from a lady in England: "My son, John Tulley, left England 11 years ago to join a circus in America. I do not remember the name of the circus, but John was an acrobat and as you keep in touch with all shows I hope you can locate him and ask him to write to me." We're open to suggestions!

IF you want to start an argument just write something about who started the first carnival, or who was the fixer on the Ballyhoo Bros. show in 1894. There are always two sides—your side and the wrong side—and you're sure to hear about it. There's the letter from F. Durston in last week's issue, for instance, correcting Walter D. Nealand on the origin of the C.S.S.C. We're inclined to believe Freddy is right in this instance, for we happened to be present at the meeting in 1929 when Benham clashed with the CPA and walked out of the meeting after an argument over who was entitled to what "tent" name. It was shortly after that meeting that the Saints and Sinners organized.

THAT was Admiral Richard E. Byrd lurching alone in the Hotel Sherman coffee shop. Page Bill Naylor! . . . Joe Glaser in from New York conferring with Michael Todd on a big show Mike will stage at an Eastern fair. . . . Congrats to Max Lavine, Superior (Wis.) fair sec and newspaper man. The Lavines are now three and the new arrival has been named John Morgan. . . . That was a clever promotional stunt of Del Courtney, band leader—sending a live bunny as an invitation to his pre-Easter opening, but it sure disrupted the office routine. . . . Eddie Woekener, circus band leader, in Chi on his annual spring pilgrimage to stock up on new tunes. Eddie, who prides himself on keeping his music library up to the minute, will again be with Russell Bros.' Circus and leaves soon for rehearsals at Rola, Mo. . . . Al Butler, Holy City impresario, in from Madison, Wis., where his show did terrific business. In fact, it never misses. Springfield, Ill. is Al's next stand, with other Illinois cities to follow. . . . Sorry we missed Jack Mills, owner of Mills Bros.' Circus, who stopped off on his way to Cleveland.

BILL CONWAY, of the Ringling show, doesn't pretend to know anything about art, but when it comes to practical circus knowledge he's there. According to some of the Chi boys who were at

Leonard Traube's Out in the Open

NEW YORK

The Whirl of Today

MADISON SQUARE GARDEN'S greatest spectacle during Easter week afternoons was greater than the official spec, Old King Cole and Mother Goose, and that is going some. This was the magnificent sight represented by kid-dominated audiences of the standing-room-only variety. There appears to be no doubt, at the present writing, that the New York engagement will equal, if not surpass, last year's, and it will be remembered that 1940 grosses came from the storybook. There may be something wrong with the circus business, but there's positively nothing wrong with the business of the circus.

THE printed booklet of proceedings of the 10th annual meeting of the American Recreational Equipment Association is a handsome and informative piece edited by R. S. Uzzell, executive secretary. But we wonder why the title pages failed to mention the National Association of Amusement Park, Pools,

and Beaches, with which the AREA is affiliated. This could be an oversight, as Uzzell himself is and always has been a staunch NAAPB supporter and one of its more influential Old Guardians.

WILLIAM GLICK, boss of Ideal Exposition Shows, will be as active as ever with his midway, despite the fact that he has bought a hotel in his favorite city of Baltimore and which he will operate beginning in mid-June. A resident manager will supervise it for him. . . . Glenn Ireton, for the last three years the tub-thumper for Eddy Bros.' Shows, went to Toronto last December to exploit a picture for Warner Bros. His contract was for a few weeks. But he's still there. . . . Jimmy C. Stone, long of midways, is back with Uncle Sam's navy after about 15 years' absence. He is stationed at the Navy Yard in Charlestown, Mass. Aside to A. Morton Smith, program director, Gainesville (Tex.) Community Circus: We wish we could attend the 12th annual homecoming April 23-25 (adv.).

GENE GRAVES, former circusor, emceed and announced the National Ice Revue, presented by Damascus Temple of the Shrine at the Sports Palace, Edgerton Park, Rochester, N. Y., April 12-20. Was this Rochester's first "modern" ice layout? . . . Ben Rubin's Marine Terrace restaurant at Luna Park, Coney, will be a 600-seater with an unobstructed view of the World's Fair of 1941. . . . Concession neighbors of Casper Sargent at Palisades (N. J.) Park are hereby warned that Casper threatens to have all of them in stitches. He's a delightful dialectician. . . . In St. Louis, Eastern Missouri, and Southern Illinois, picture houses are worried about tough competition from carnivals. Reason given is the close proximity of large army camps such as Jefferson Barracks, Scott Field, Fort Leonard Wood, and the navy's air training school in St. Louis County. Now, that is just too bad for the pic palaces, one of the world's largest industries. Let us all cry in our favorite towels.

Madison Square Garden just prior to the opening of the Big Show, Bill discovered that in laying out "Elephant Town," "Giraffe Town," and so forth, the art department of the show had spotted the elephants where there was no drainage, and the giraffes alongside some open ventilators. "What of it?" Bill was told in effect. "That's where they're going." "But, fortunately, art bowed to common sense and when the show opened the bulls were in a spot with ample drainage and the giraffes had been moved to a location where no air blasts could give them sore throats.

IRVING GOLDSTEIN, king of the whistles, appears to have deserted the humilis for another line. But Brother Teddy, now in Florida, will occupy his usual spot on State fairgrounds this summer and fall, and two of the boys are playing the vaudeville houses with the little aluminum gadget. . . . From A. Maxton Smith comes an announcement of the third annual circus round-up and home-coming of the Gainesville (Texas) Community Circus, opening its 12th season April 23-26. No other community show in the country has gained such fame or has done more to advertise a community. . . . J. D. Newman, Cole Bros.' general agent, in from Louisville and enthusiastic over this year's show, which he says will astonish the natives. . . . Max Goodman, owner of the Goodie Wonder Shows, and Pat Purcell, of Jimmie Lynch's Death Dodgers, were business visitors early last week.

THE composing room gets the blame for a lot of mistakes it doesn't make. But we've got 'em dead to rights this time. In last week's Crossroads we said that this year Indiana finds itself without a circus quartered in the State for the first time in more than 100 years. The printer made it 10. No life-and-death matter, but—just to keep the records straight!

CONEY ISLAND, N. Y.

(Continued from page 48)

stainless steel and built by the Chambers Company. All concessionaires from last and previous seasons have returned. Missing will be six employees who have been called by the draft. These are Joe Coela, of the Silver Streak ride; Joe Cafereff, locker boy; Ambrose King and Joe Myers, of the Dodgem ride; Richard Walsh, cowboy clown on the stage, and John Gulge, office clerk. Billy Friedberg, of the Irving Hoffman publicity office, will again exploit the park. Special days already booked are Girl Scouts, May 24; Junior Naval Militia, June 5; Police Sheridan Post, June 28; Police Anchor Club, July 2, and Foresters of America, August 16. The Chicago Daily Times will send about 800

newboys from the Windy City to Steeplechase for a good time at the paper's expense on July 2.

World Circus Side Show

Sam Wagner's and Louie Newman's freak show opened to get the Easter Sunday crowd for the day only. About the middle of May will be the season's official opener. This season's freak menu includes Tom Thumb and father, midgits; Princess Marie, chimpanzee; Warren Lincoln Travis, strong man; Sealo, the seal boy; Adam and Eve, sex puzzle; Big Mouth Mac; Madame Zerkmental; Frank Graf, a tattoo artist for 17 years here; Lady Gladys, ventriloquist; and expose of the headless girl illusion. Also booked are the former Nudist Camp and a blow-off with Ramona, billed as Europe's miracle sex girl. Jimmie Hurd and Justin Wagner are the lecturers.

Feltman's

Edwin W. Gottschalk, general manager for 21 years at Feltman's, open all year except for a few weeks in midwinter. Said the only new feature will be James Krigman's Sky Diver, a centrifugal ride brought to Coney direct from the factory at North Tonawanda. This is being put up on the Bowery section opposite the Tit-a-Whirl.



CONVENTIONS

Alabama
Fairhope—Un. Spanish War Veterans. June 15-17. Wm. H. Adams, Box 294, Birmingham.
Huntsville—American Legion. July 14-15. Ben Giles.
Mobile—Order of Odd Fellows. Aug. 11-12. H. C. Pollard, Box 629, Besenmer, Ala.
Montgomery—Modern Workmen of Amer. May 1. Fred B. Drain, 1128 Oak st., Mobile.
Tuscaloosa—Veterans of Foreign Wars. June 8-10. O. M. Barron, Besenmer, Ala.

Arizona
Frederick—American Legion. Aug. 21-23. E. J. McDevitt, 485 E. State Blvd., Phoenix.
Tucson—Knights of Pythias. May 12. John D. Lopez, Box 2191, Phoenix.

Arkansas
Fort Smith—Veterans of Foreign Wars. June 29-July 1. I. J. Friedman, 730 1st. Nail.
Little Rock—American Legion. July 21-22. Joe Stratman, 1204 W. Markham st.

California
Berkeley—Disabled American Veterans of World War. June 8-10. Wayne H. Casler, 1214 E. Figueroa st., Los Angeles.
Marysville—Foresters of Amer. May 17-19. Frank L. Zelich, 1162 Market, San Francisco.
Oakland—G. O. B. of Elks. April 27-May 2. Mrs. L. Gardner, 1623 Loveland st., Los Angeles.
San Buena—Order of Red Men. Aug. 18-21. Albert Maitland, 240 Golden Gate ave., San Francisco.
Sacramento—American Legion. Aug. 10-13. Charles A. Harelson, 2227 46th st.
T. M. Dominick, U. S. Grant Hotel.
San Jose—American Legion. July 13-28. Silvia, 460 N. First st.
Santa Barbara—Veterans of Foreign Wars. June 23-25. C. Hermann, Veterans Bldg., San Francisco.
Santa Cruz—Order of Odd Fellows. May 12-17. Frank D. Macbeth, 25 7th st., San Francisco.

Colorado
Alamosa—Stock Growers & Feeders' Assn. June 18-21. B. F. Davis, 1641 Stout, Denver.
Colorado Springs—Junior Order. May 1. L. E. Young, 725 Colorado Bldg., Denver.
Del Monon—Knights of Pythias. May 15-18. William J. Carter, 135 W. 8th, Leadville.
Falls—American Legion. Aug. 10-12. G. V. Travers, Box 348.
Grand Springs—State Firemen's Assn. Aug. 18-16. Clinton Turnbull, 215 Boston Bldg., Denver.
Trinidad—Order of Red Men. Aug. 14-16. H. T. Tyark, 629 East st., Denver.

Connecticut
Bridgeport—Catholic War Veterans. Inc. June 19-21. James P. Scully, 358 Fifth ave., New York.
Hartford—Order Red Men. May 10. William E. Wood, 253 Woodgate ave., Waterbury.
New Britain—Loyal Order of Moose. June 13-15. Thomas Donlan.
New Britain—Disabled Amer. Veterans. June 9-11. Feingold.
Waterbury—American Legion. July 23-26.

District of Columbia
Washington—Soc. of Third Div. AEP. July 10-12. George F. Dobbs, 9 Colby st., Belmont, Mass.
Washington—Soc. of Amer. Florists. July 20-23. Robert H. Roland, Stevens Hotel, Chicago.
Washington—29th Div. Assn. Aug. 29-Sept. 1. C. W. Grooms, 1141 Blunderson road, N. E.
Washington—Nat'l Council Junior Order. June 17-18. Jas. L. Wilmett, Box 874, Philadelphia, Pa.

Florida
Jacksonville—State Florist Assn. May 18-20. C. Leslie White, Box 350, Callahan, Fla.
Key West—American Legion. April 24-26. Al Mills, Trumbo Hotel, Key West.
Miami—De. Veterans of Foreign Wars. July 4-6. H. Owens, Box 1214, N. Miami.
Orlando—Junior Order. May 12. John R. Steifer, 25 Cass st., Tampa.
Orlando—Knights of Pythias. April 23-28. L. S. Sparkman, 2411 Tallahassee st., Tampa.
St. Petersburg—United Spanish War Veterans. June 8-11. H. O. Hicks, 2674 15th st.

Georgia
Athens—Un. Spanish War Veterans. May 18-22. Wm. M. Burruss, 400 E. 8th st., Atlanta.
Atlanta—Improved Order Red Men. June 19. C. C. Gillett, 166 Central ave., S. W.
Atlanta—Klanian International. June 15-19. George W. Kimball.
Macon—R. & S. Masons. April 30. W. J. Peun Jr., 303 Mulberry st.
Savannah—Dis. Veterans of World War. June 9-12. J. C. Cochran.
Savannah—Grand Lodge Knights of Pythias. May 21. Lee F. Terrell, Nat'l Bldg., Atlanta.

Idaho
Boise—American Legion. Aug. 17-20. Oscar W. Worthington.
Habo Falls—Knights Templar. May 22-23. D. F. Banks, Box 2267, Boise.
Lewiston—Knights of Pythias. June 13-14. Forest E. Parley, Box 739, Kellogg.

Illinois
Chicago—Theatrical Mutual Assn. of U. S. and Can. July 2-10. J. J. O'Neil, 153 Dean st., Valley Stream, L. I. N. Y.
Chicago—Army & Navy Legion of Valor. July 21-29. Lt. Ben Frazer, 214 Court House, Springfield, Pa.
Chicago—Premium Advertising Assn. of America. Inc. April 26-May 3. Howard W. Deak, 508 5th ave., New York.
Chicago—3rd Division War Vets. June 28-29. John H. Plattner, Hotel Morrison.
Chicago—National Collectors' Assn. June 28-30. Max F. Burrer, 234 S. Michigan ave.
Chicago—Assn. of Dancing Masters. Aug. 24-30. Wm. J. Ashton, Congress Hotel.
Chicago—Soc. of 5th Div. Aug. 31-Sept. 2. J. W. Pomeroy, 1611 N. Lawrence ave.
Springfield—American Legion. Aug. 23-24. Wm. C. Mandl, Box 619, Bloomington.

Indiana
Bloomington—Elks. June 14-18. C. L. Sheldner, 2420 Wabash, Terre Haute.

Indianapolis—Grand Lodge F. & A. M. of Ind. May 27-28. William H. Swinick.
Indianapolis—Ancient Arabic Order Nobles of the Mystic Shrine for North America. June 19-21. James H. Price, Box 2023, Richmond, Va.
Indianapolis—Knights of Pythias. June 18-19. Reuben L. Robertson, 1006 K. P. Bldg.
Indianapolis—Loyal Order of Moose. Aug. 24-26. Malcolm H. Ollen, Moonheart, Ill.
Kokomo—State Firemen's Assn. Aug. 4-6. Robert Hoover.
Linton—United Spanish War Vets. June 8-10. Wilson C. Oren, Soldiers & Sailors' Monument, Indianapolis.
Michigan—City-Veterans of Foreign Wars. June 26-29. Dick Mitchell, 1419 S. Michigan st.
Muncie—G. O. A. R. June 15-19. Mrs. Irene Coffey, 119 State House, Indianapolis.
Muncie—Odd Fellows. June 15-17.
Muncie—Order of Eagles. June 13-14. Herbert A. Smith, 218 W. North st.

Iowa
Cedar Rapids—Bandmasters' Assn. June 1-3. Alonzo Leach, 804 Locust, Des Moines.
Clear Lake—Order of Odd Fellows. July 12. A. Crawford, Cedar Falls, Ia.
Clinton—Order Eagles. June 1-3. Herman Hansen.
Council Bluffs—Grand Lodge F. & A. M. June 10-12. C. G. Hunt, Box 271, Cedar Rapids.
Des Moines—G. O. A. R. June 8-11. T. J. Noll, 41 State House.
Des Moines—State Elks' Assn. June 7-10. Jesse Ward, Box 293, Iowa City, Ia.
Fort Dodge—United Spanish War Veterans. June 22-25. W. H. Bird, 1418 Sixth ave., South.
Spirit Lake—Knights Templar. June 22-27. Clinton Kautner, Home, Ia.

Kansas
Abilene—Sons Union Vets of Civil War. May 8-11. O. C. Altschack, El Dorado.
Clinton—Veterans 12th Ky. Cadets. June 25-27. Jas. A. Elliott, 721 E. 21st st., Little Rock, Ark.
Newton—Knights Templar. May 13-14. Elmer F. Hirtle, Topeka.
Winfield—Knights of Pythias. May 5. Wm. J. Dural, Box 445, Hutchinson, Kan.

Kentucky
Henderson—Veterans of Foreign Wars. June 18-21. Joseph P. McGraw, 914 Texas st., Louisville.
Louisville—G. O. A. R. of Ky. Last week in April. M. Davidson, 615 S. 35th st.
Louisville—Order of Red Men. Aug. 11-12. H. H. Musterman, 2323 Bowen st.
Louisville—Veterans Am. Veterans of World War. Aug. 3-16. Vivian D. Corby, 2840 Melrose ave., Cincinnati.
Paducah—Un. Spanish War Veterans. June 1-3. James P. Hobson, R. R. 5, Bowling Green.

Louisiana
Abbeville—Knights of Columbus. May 18-19. J. C. Chesavert, New Roads.
Crowley—Knights of Pythias. May 26. W. E. Crockett, 420 Carondelet, 333 New Orleans.
Lake Charles—Veterans of Foreign Wars. June 12-15. Fred G. Rothkamm.

Maine
Bath—Elks. June 1-2. Edward R. Twomey, Box 221, Fownal, Me.
Lewiston—American Legion. June 20-21. A. Voyer.

Maryland
Baltimore—Un. Spanish War Veterans. July 3-6. Jewish Home, 522 Green st., Portsmouth, Va.
Baltimore—American Legion. Aug. 13-14. J. Nelson Tribble, War Memorial, Baltimore.
Salisbury—Sons of War. Dns. & D. of C. Aug. 3-6. Calvert K. Hartle, Hagerstown, Md.

Massachusetts
Boston—Foresters of America. May 17-18. William J. Mitchell, 248 Boylston st.
Chicago—14th U. S. Infantry Veterans' Assn. April 24-26. Lawrence A. Wagner.
Fall River—American Legion. Aug. 21-23. James H. Roberts, 641 Meridian st.
Greenfield—Veterans of Foreign Wars. June 26-29. Wm. F. Casey, 111 Main st.
Plymouth—Eagles. June 1-3. Michael L. Foley, 59 E. Honniston st., Pittsfield.

Michigan
Bay City—State Firemen's Assn. June 1-5. J. Holsinger.
Cadillac—Disabled American Veterans of World War. June 20-22. O. L. Witherspoon, 617 Pearl st.
Detroit—Loyal Order. May 8-10. W. S. Enderick, 4157 Fairmount Drive.
Detroit—Institute of Radio Engineers. Inc. June 23-24. Harold P. Westman, 530 W. 14-1/2. Mrs. Order.
Detroit—J. R. Order. May 19. W. S. Enderick, 4157 Fairmount Drive.
Detroit—Amer. Fed. of Radio Artists. Aug. 14-17. Mrs. Emily Holt, 3 W. 45th st., New York, N. Y.

Detroit—Nat'l Customers' Assn. July 14-16. Lester C. Haris, 12 W. Lake st., Chicago.
Drayton Plains—329 F. A. Veterans' Assn. June 14. Leonard J. Lynch, 1747 Madison st., Grand Rapids.
Escanaba—Spannish War Veterans' Assn. July 2-4. Fred Bremer, 610 Lake ave., Ironwood, Mich.
Grand Rapids—Order of Elks. June 18-21. M. W. Ryan, Box 114, Alpena.
Grand Rapids—The Gleasons. July 24-27. N. F. Dewar, 202 S. State st., Chicago, Ill.
Grand Rapids—American Legion. Aug. 4-12. Addison D. Algure, 602 Barlum Tower, Detroit.
Pontiac—State Moose Assn. July 4-8. George Swasey, 115 E. Grand River, Lansing.
St. Joseph—Elks' Assn. June 19-22. J. M. Leonard, Box 789, Saginaw.

Minnesota
Crookston—Veterans of Foreign Wars. June 26-28. Ole Sage.
Elly-American Legion. June 21-22.
Faroo Falls—American Legion. June 14-18. C. J. Wittbacher.
Hastings—Odd Fellows. June 17-18. Ernest Haysnaker, Box 23, Motley.
Hutchinson—Veterans of Foreign Wars. June 18-19. John H. Anderson, Masonic Temple, St. Paul.
St. Cloud—State Moose Assn. July 1-3. Arthur Hogden.
St. Paul—American Legion. June 7. Roy P. Morgan, 1469 Court House.
St. Paul—G. O. A. R. June 1-6. Marion O. Jewell, 231 State Capital.
St. Paul—H. & J. LaSociete of Minn. Aug. 9-11. Harry W. Wilson, 113 State Capital.

Mississippi
Columbus—Order of Odd Fellows. June 18-19. H. O. Hall.
Gulfport—American Legion. July 20-22. C. P. O'Connor.
Gulfport—United Spanish War Veterans. June 1-3. J. W. Kerr, Box 132, Long Beach.
Vicksburg—Knights of Pythias. May 11.

Missouri
Chillicothe—United Spanish War Veterans. June 18-18. Harry D. Snyder.
Excelsior Springs—Order of Odd Fellows. May 27-29. Ben Weidie, 3765 Lindell, St. Louis.
Hermann—Order of Eagles. May 22-24. Al Joolin—G. O. A. R. May 5-8. Dorothy Peterson, 1229 Clara st., St. Louis.
Kansas City—Baby Chick Assn. (All Purpose Industry) July 22-25. Reece V. Hicks, 5718 Broadway.
St. Joseph—Order of Red Men. May 19. J. C. Peterson, 340 Elkhart st., St. Louis.
St. Louis—Mystic Order V. P. of Enchanted Realm (Grand). June 24-26. Otto F. Hillenbrand, 105 W. Madison st., Chicago.
St. Louis—White Shrine of Jerusalem. May 29-30. Clara Hannon, 5543 Congress st., Chicago.
Whitington—State Elks' Assn. May 3-4. Ernest W. Baker, Becker.

Montana
Billings—Odd Fellows. June 18-19. W. H. Johns, 15 W. Fremont, Butte.
Helena—State Elks' Assn. July 24-26. C. F. Coleman.
Lewistown—Veterans of Foreign Wars. June 1-3. L. Waters, Victor, Mont.
Lewistown—State Moose Assn. July 24-28. J. D. Ough, 722 Broadway, Helena.
Red Lodge—American Legion. July 9-10. H. Kahler, Helena.

Nebraska
Beatrice—G. O. A. R. May 29-32. Lena Bowen, State House, Lincoln.
Hastings—American Legion. Aug. 10-13. R. C. Peterson, State Capitol, Lincoln.
Norfolk—Veterans of Foreign Wars. June 8-10. W. R. Stacy, 1008 E. 8th st.
Norfolk—Elks' Assn. June 14-20. H. P. Zieg, Box 38, Grand Island.

Nevada
Beas-Knights Templar. June 9.
Reno—Veterans of Foreign Wars. June 13-15. Chas. Fairchild, Box 832.
Winemucca—Eagles. June 12-14. Frank Krenkel.

New Hampshire
Claremont—Order of Odd Fellows. May 7. Ernest Dudley, Concord.
Keene—American Legion. June 1-3. Orville Cain.
Manchester—Yankee Division Veterans' Assn. June 5-8. Eugene Dupar, 73 Elks st.
Rochester—Veterans of Foreign Wars. June 13-15. Frank Fernald, 21 Pine st.

New Jersey
Atlantic City—Sons of Union Veterans of Civil War. June 29-31. John L. Reeger, 672 Revere ave., Trenton.
Atlantic City—Nat'l Assn. Rainbow Div. Veterans. July 12-14. Albert Hoyle, 3792 W. 132d st., Cleveland.
Atlantic City—Grand Lodge Order of Elks. Aug. 24-30. James E. Kelley, 800 N. 12th st., Birmingham, Ala.
New Brunswick—Grand Encampment IOOF. May 1. Reuel A. Kopf, 609 Alexander ave., Linden.

Wildwood—United Spanish War Veterans. June 18-21. Henry E. Corcoran, 230 Union ave., Irvington.
Wildwood—Veterans of Foreign Wars. June 26-29. Benjamin P. Thomas, Box 521, Trenton.

New Mexico
Albuquerque—Veterans of Foreign Wars. June 8-11. William G. Alexander, Gallup.
Hot Springs—State Firemen's Assn. May 26-28. Theo. A. Rosenwald, Box 732, Albuquerque.
Las Cruces—Knights Templar. May 13. Alpheus A. Keen, Box 533, Albuquerque.
Ruidoso—American Legion. June 19-21. O. H. Farus.

New York
Albany—Elks' Assn. June 2-7. William T. Phillips, 19 W. 77th, New York.
Albany—Order of Odd Fellows. June 25-26. F. Moeb.
Binghamton—Moose Assn. June 13-14. Roy E. Rumpf, 43 East ave., Rochester.
Binghamton—Order of Odd Fellows. Aug. 19-21. Clayton W. Boyce, 31 Union Sq. W., New York City.
Danville—G. O. A. R. N. Y. Vol. Firemen's Assn. July 22-23. Wm. T. Hall, 80 Keehl st., Rochester, N. Y.
Franklinville—Catawugas Co. Vol. Firemen's Assn. July 17-18. W. Clyde Lee, Cattaraugus, N. Y.
Geneva—State Firemen's Assn. Aug. 19-23. Fred W. Kelly, 40 W. Main st., 45 W. 42nd st., New York.
Lake Placid—Sons of Union Veterans of Civil War. June 18-18. Julius Isaacs, 2225 Municipal Bldg., New York.
New York—G. O. A. R. & A. M. May 19-20. Charles H. Johnson, 71 W. 23d st., New York.
New York—Nat'l Assn. of Music Merchants. July 25-26. A. A. Mendel, 45 W. 42nd st., New York.
New York—Order of Red Men. Aug. 11-13. Guy V. Vinton, 130 Clinton ave., Rochester.
New York—Dancing Masters of Amer. Week of Arts & Social Study, 565 Farmington ave., Hartford, Conn.
Niagara Falls—Amer. Gully Banquets, Mandolinists, Guitarists. July 7-10. Jos. F. Fitzhugh, 500 State St., Buffalo.
Point Pleasant—Vol. Firemen's Assn. April 27. James H. Surridge, Box 52, Industry.
Poughkeepsie—Vol. Firemen's Assn. June 13-31. Chief Chas. W. Noyes.
Poughkeepsie—Un. Spanish War Veterans. July 6-6. Wm. Palestrino, 2 Oakwood Blvd., Rochester, A. S. R. of Odd Fellows. July 28. Chas. A. Brockman, 1160 Bedford ave., Brooklyn.
Rochester—Order of Eagles. June 25-26. Henry J. Kelly, 423 Kenyon, Westport, N. Y.
Rochester—American Legion. Aug. 14-16. Mauritz Bember, Hall of Records, New York City.
Saratoga Springs—State Council Knights of Columbus. May 29-31. Francis J. Nilan, 650 E. 181st.
Syracuse—American Peony Society. June 29-31. W. F. Christian, Westport, N. Y.
Utica—State Fire Chief's Assn. May 19-21. Chas. W. Noyes, Poughkeepsie.

North Carolina
Charlotte—Improved Order Red Men. May 13-14. W. B. Goodwin, Box 228, Elizabeth City.
Winston-Salem—Knights of Pythias. June 13-11.
Winston-Salem—Nat'l Council Junior Order. June 17. James L. Wilmett, Box 874, Philadelphia, Pa.

North Dakota
Bismarck—Veterans of Foreign War. June 8-10. John Karantewicz.
Fargo—Klanian International. May 19-30. W. L. Stockwell, Box 1269.
Grand Forks—Elks' Assn. June 1-3. Frank V. Kunk, Box 260.
Grand Forks—G. O. A. R. & A. M. June 17-18. Mashpotn—Odd Fellows. June 2. E. G. Koeneke, Box 389, Lisbon.
Williston—Firemen's Assn. June 4-3. H. R. Handman, 521 3rd South ave., Fargo.
Williston—American Legion. June 18-17. Jack Williams, Box 1745, Fargo, N. D.

Ohio
Akron—American Legion. Either July 13-15 or 19-20. C. F. Moore, 835 Amelia.
Cedar Point—State Elks' Assn. Last week in C. F. Edgar, 2134 Main st., Sandusky.
Cincinnati—International Brotherhood of Magicians. June 17-20. Harold R. Rice, 25 Sheehan ave.
Cincinnati—Firemen's Assn. of Ky. Aug. 10-11. J. W. East, Hopkinsville, Ky.
Cleveland—Great Lakes Command, Can. Legion. Walter E. Service, Legat, Aug. 29-Sept. 1. Walter K. F. Leith, 423 Huron st., Detroit.
Cleveland—7th Div. A. R. F. Veterans' Assn. Aug. 30-Sept. 1. Kenneth Little, 1101 Wyanadotte 102-2, Columbus.
Columbus—Nat'l Society Sons of American Revolution. May 18-21. Frank B. Steels, 1227 14th st., Washington, D. C.
Columbus—Odd Fellows' Encampment. July 9-10. H. E. Hazzell, 20 N. Broad, Lebanon, O.
Crestline—Vol. Firemen's Assn. June 13. J. W. Gardner, 395 Luther, Ashland.
Lakeland—International Lyceum Assn. Aug. 25-30. Caroline McCartney, Auditorium Hotel, Chicago.
Lancaster—Rainbow Division Veterans' Assn. June 13-14. Jack Henry, 131 N. Main st., Marysville.
Portsmouth—Odd Fellows. June 17-19. Charles T. Cross, Springfield.
Sandusky—Dis. Amer. Veterans of World War. July 7. George L. Daniels, 111 Wyanadotte Bldg., Columbus.
Youngstown—American Legion. Aug. 18-16. C. V. Thompson, Ohio Hotel.
Zanesville—United Spanish War Veterans. June 13-18. George L. Rakestraw, 1109 Wyanadotte Bldg., Columbus.

South Carolina
Charleston—United Spanish War Veterans. June 26-30. Wm. M. Burruss, 400 E. 8th st., Atlanta.
Spartanburg—United Spanish War Veterans. June 26-30. Wm. M. Burruss, 400 E. 8th st., Atlanta.

South Dakota
Sioux Falls—American Legion. June 13-14. Oscar W. Worthington.

In the Convention List appear only the dates of those meetings which we feel are of interest to the amusement industry. In this category we place, besides the strictly amusement and allied organizations, the following groups:
American Legion, Veterans of Foreign Wars, Disabled Veterans and other Veteran organizations, Odd Fellows, Knights of Pythias, Elks, Knights Templar, Junior Order, United American Mechanics, Eagles, Shriners, Red Men, Sons of American Revolution, Woodmen of the World, Masons, Moose, Knights of Columbus, Horticulture Societies, Farm and Home organizations, Livestock Associations, Poultry Breeders, Boards of Agriculture, Fleet groups, Patrons of Husbandry, State Grange, Firemen and Outdoor Advertising Associations.

Fair List
The Fair List appeared in the issue dated April 12. A copy of that number will be mailed upon receipt of 15 cents. The next list of fairs will be published in the issue dated May 31.

Oklahoma

Enid-Grand Commandery Knights Templar. May 6-7. James A. Latham, Box 277, Muskogee.

Oregon

Astoria-State Moose Assn. July 17-20. Walter V. Kirkland, 128 S. W. 11th st., Portland.

Pennsylvania

Altoona-Order Eagles. June 22-24. A. J. Deaghtery, 222 Parkman ave., Pittsburgh.

Rhode Island

North Scituate-Order of Odd Fellows. May 3. Albert E. Pike, 86 Weybosset st., Providence.

South Carolina

Charleston-National Sojourners, Inc. May 22-24. George F. Umschick, 135 Glenbrook road, Beltsville, Md.

South Dakota

Bellefourche-Knights of Pythias. June 22-24. R. E. Owen, Box 255, Sioux Falls.

Tennessee

Chattanooga-International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators. June 14-17. R. K. Koenig, Box 411, Mobile, Ala.

Texas

Breunert-Grand Lodge Knights Pythias. May 12-14. Theodore Yarbrough, Box 214, Weatherford.

Utah

Legion-American Legion. Aug. --. E. H. Elliott.

Vermont

Barre-American Legion. July 25-27. Rodolph Cutting, Fieldview, Vt.

Virginia

Lynchburg-Order of Odd Fellows. May 26-28. F. Wiley Davis, 709 E. Broad st., Richmond.

Washington

Aberdeen-Exks' Assn. June 18-20. Earl Rust, Exks' Temple.

West Virginia

Bluefield-Grand Commandery Knights Templar. May 14-15. Henry F. Smith, Fairmont.

Wisconsin

Antigo-American Legion. Aug. 2-4. Harry J. Kelly.

Wyoming

Cheyenne-State Exks' Assn. June 13-14. J. J. McInerney, Exks' Club.

Canada

Moncton, N. B.-Knights of Pythias. Aug. 19-21. S. A. Smith, 25 Queen st., Amherst, N. S.

Coming Events. These dates are for a five-week period.

Arkansas

Bald Knob-Strawberry Festival. May 19-24.

California

Fresno-Balsam Day. May 17. M. P. Lohse, Box 1469.

Sacramento-Horse Show. May 26-27. Dr. M. A. Hopkins.

Connecticut

New Haven-K. of O. Charity Circus. May 5-16. Edward J. McKrown.

Florida

Hoskin-Florida Tomato Festival. April 22-26. Oscar Buchanan.

Georgia

Atlanta-Horse Show. May 9-11. H. D. Oliver, Box 454.

Illinois

Chicago-National Premium Exposition. April 23-May 2. Howard W. Dunk, 900 5th ave., New York.

Indiana

Fort Wayne-Food Show. April 22-26. John Wilson.

Iowa

Marshalltown-Talkoon Expo. May 18-24. Don K. Hooper.

Kansas

Leavenworth-Pioneer Days Celebration. May 22-25. Ray B. Grantham, Jr. Chamber of Commerce.

Kentucky

Pineville-Ky. Mountain Laurel Festival. May 29-31. Mrs. James A. Bean.

Maryland

Baltimore-Strawberry Festival. May 29-31. J. Roy McLennan, Box 345.

Michigan

Benton Harbor-St. Joseph-Blossom Festival. Feb. 4-11. James H. Pound, Benton Harbor.

Minnesota

St. Paul-Home & Garden and Boat Show. May 3-10. M. P. Kelly.

Mississippi

Como-Northwest Miss. Livestock & Horse Show. April 29-May 2. S. R. Morrison.

Missouri

Joplin-Fiesta. Week Apr. 25. Charles O. Jorns, 111 W. 4th st.

New York

Rochester-Mardi Gras. April 24-25. Henry J. Gabe, 22 N. Washington st.

North Carolina

Cincinnati-May Musto Festival. May 6-10. J. H. Thurman, 142 W. 4th st.

Oklahoma

Osborne-Pioneer Day. May 1-2. John Bailey, Holdenville-Arkansas Day. May 9-10. Paul King, Box 75.

Pennsylvania

Concord-Old Home Week. May 25-31. M. A. Beam, Windler, Pa.

Rhode Island

Providence-Better Homes Show. May 12-15.

South Carolina

Charleston-Ashe Festival. April 23-25. Jennings Gauthier, 97 E. Bay st.

Tennessee

Humboldt-W. Tenn. Strawberry Festival. May 6-8.

Texas

San Antonio-Fiesta San Jacinto. April 21-26. Jack Raybould, 207 Insurance bldg.

Washington

Port Townsend-Rhododendron Day Festival. Legion. May 23-24. Helen J. Burns.

West Virginia

Cameron-Am. Legion Celebration. May 19-24. Orvil Howard.

Wisconsin

Oshkosh-Industrial & Home Show. May 22-23. Harold A. Brickham, 137 Main st.

Canada

Amherst, N. S.-Cumberland Motor Show. May 23-31. Frank J. Elliott.

Frontier Contests. These Dates Are for a Five-Week Period.

Arizona

Douglas-Douglas Rodeo. May 9-11. M. P. McCut.

Arkansas

Fort Smith-Ark.-Okla. Rodeo. May 30-June 2. Smith D. Hamilton.

California

Hanford-Hanford Rodeo. May 9. C. W. Robinson, Box 63.

Illinois

E. St. Louis-Rodeo. May 2-4. George Wilson.

Kansas

Dodge City-Dodge City Boothill Rodeo. May 15-18. Jim Danaford.

Nevada

Las Vegas-Hellbender and Rodeo. May 16-18. O. K. Adcock.

Oklahoma

Tulsa-Bo Will's Stampede. May 11-15. O. W. Mayo.

Pennsylvania

Pittsburgh-Rodeo at Duquesne Garden. April 30-May 10. James G. Balmer, Win. Penn Hotel.

Texas

Corpus Christi-Southwest Texas Rodeo. May 24. Frank Callen.

Washington

Chelan-Lake Chelan Rodeo. May 31-June 1. Ted Brulan.

Dog Shows. These Dates Are for a Five-Week Period.

California

Oakland-May 24-25. Helen Rosemond, 29 Stevenson st., San Francisco.

Indiana

Anderson-May 18. Rees L. Davies.

Iowa

Des Moines-May 18. Mrs. George Dyingert, 2609 48th st.

Kansas

Wichita-May 7-8. Mrs. Emma Loest, 2003 Genesee st., Kansas City, Mo.

Kentucky

Louisville-May 24. Mrs. Evelyn G. Morris, 2203 Edgehill road.

Maryland

Pikeville-April 27. Foley, Inc., 2009 Harstead st., Philadelphia, Pa.

Missouri

Columbia-May 17-18. Mrs. Emma Loest, 2003 Genesee st., Kansas City, Mo.

New Hampshire

Concord-May 4. Moley, Inc., 2009 Rantstead st., Philadelphia, Pa.

New Jersey

Madison-May 31. Foley, Inc., 2009 Rantstead st., Philadelphia, Pa.

New York

Buffalo-April 27. D. F. Scalam, 613 Amherst st.

(See LIST on page 57)

CLASSIFIED RATE

10c a Word

Minimum \$2. Cash With Copy
Forms Close in Cincinnati
(25 Opera Place)
Thursday for Following
Week's Issue

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 15c is necessary to cover this service. Therefore, when figuring the cost of publishing your advertisement kindly add 15c for the forwarding of replies.

AGENTS & DISTRIBUTORS

AGENTS — 300% PROFIT SELLING GOLD
Leaf Letters stores, offices. Free samples.
METALLIC LETTER CO., 439 N. Clark, Chicago, Ill.

AGENTS, NOVELTY STORES, ETC. — SELL THE
American Flag. Cash in now; 100% profit
taking orders for the 4x6" American Flag
made to United States Government specifications.
The biggest seller in the specialty field
today. National campaign is now in full swing.
Mail \$2.00 today for a complete selling plan
and 4x6" American Flag. **AMERICAN FLAG**
DECORATING COMPANY, INC., 68 Halsted St.,
Newark, N. J.

AGENTS — MAKE MONEY SELLING BOOKS.
Novelties, Jokes, Fun Cards, etc. Samples,
list. 10c. Big assortment, \$1.00. **BONACURA**,
1152 Broadway, New York.

DISTRIBUTOR FOR NEW YORK BY MANUFACTURER of coin-operated Travagelo Picture
Machine. Motion picture film, natural color,
list at \$22.50, including three film changes.
MAC SANDERS, 2837 W. Pico, Los Angeles,
Calif. my10x

EARN WHILE TOURING — SELL IMPROVED,
original Changeables. Religious (Blue Stock
Socks cost 3c; retail 25c). **KOHLER'S**, 335
Cottz. St. Louis, Mo. ad26x

EARN \$10-\$15 DAILY APPLYING BEAUTIFUL
goldlike Sign Letters. Cost 1c. Sell for 25c.
Free samples. **HURRY**. **MODERNISTIC**, C-3000
Lincoln Ave., Chicago. x

GOOD SIDELINE FOR PRINTING AND ADVERTISING
Selling 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

KEY CHECK STAMPING OUTFITS — BIG
profits stamping Checks, Name Plates, Social
Security Plates. **THE ART MFG. CO.**, 303 De-
graw St., Brooklyn, N. Y. my2x

NEW BIG SELLER — BOX CARMER, TAKES
127 film. Domestic. Sample 25c. Write
for quantity price. **WEISS MDSE.**, 146 Park
Rd., New York.

RESTRICTION PLANT—UNIQUE NOVELTY.
"Miracle of Nature. Costs below 2c; sells for
25c. C. E. LOCKE, 7 Rio St., Melita, New
Mexico.

WANTED — PERMANENT REPRESENTATIVE
for Hoover Uniforms, Smocks, Aprons, Frocks,
Nurses', Doctors', Waitresses' Uniforms. Smart-
ness, finest quality. Exceptional commis-
sions. Line free. **HOOVER**, 251 W. 19th St.,
Dept. 5K-4C, New York. ad26x

WHERE TO BUY AT WHOLESALE 500,000
Articles. Free Directory and other valuable
information. **MAYWOOD B. PUBLISHERS**,
1107 Broadway, New York. ad26x

SALESMEN WANTED

EVERY BUSINESS MUST BUY PRINTING ADVERTISING
Specialties, Book Matches, Taps,
Pricing Sets, etc. Take orders for the pioneer
line of 1,000 necessity items at 50% price saving.
Free dealers 40% advanced commission.
bonus. Experience unnecessary. **QUIFFE** free
willens, 2130 Gladys, Dept. 54, Chicago. x
SELL SENSATIONAL NEW BOOK MATCH LINE
Low prices, big cash commissions daily. Also
Salesbooks, Gummed Tape, Business Cards,
Stationery, etc. Free outfit. Write today.
RECAL MATCH, 2134 VanBuren, Dept. 34,
Chicago. x

BUSINESS OPPORTUNITIES

GOLDEN OPPORTUNITY FOR MUSIC MINDED
Operator servicing an established phonograph
route. Investment and quick action required.
BOX 1371, Rockford, Ill.

NATIONAL CANDY FLOSS MACHINE CO.
—and Commission Specialty Co. for sale. Long
established. Sacrifice good will, patterns, and
\$4,500 stock for \$1,500 cash. **RICHARD**
KUHNER, 8 Ridgeland Manor, Rye, N. Y. my3x

OPPORTUNITY FOR AGGRESSIVE MAN OR
Woman as Business Manager-Partner of large,
well-established music school in prosperous and
growing industrial center. Owner to retire.
BOX C-95, Billboard, Cincinnati.

"PALMISTRY" STUDIO — COMPLETELY FUR-
nished in heart of city; \$200.00. No license
required. Reason, selective service. **THOMAS**
VAUGHN, 121 Stuart, Boston, Mass.

PENNY ARCADE FOR SALE — ESTABLISHED
25 years. Concessionaires pay the rent.
Price \$4,000.00. **MR. COHEN**, 421 S. Main
St., Los Angeles, Calif.

REAL MONEY-MAKING BUSINESS STARTERS
dollar box, now only 25c. Full, spare time.
Little capital, no experience. **EKKAY PUB-**
LISHERS, Englewood, N. J. ad26x

START "ELECTRIC ENGRAVING BUSINESS"
Engrave on Keystats, jewelry, mirrors, steel
tools. Astonishing earnings reported. Small
investment. Details free. **MOORE MANUFA-**
TURING COMPANY, 651 South State, Chicago.

STOP GRUMBING! START CROWING! 100
Odd Business Plans. Work home, part or
full time. "Supernatural" literature free. **ERLE**
PUBLICATIONS, Box 25, Nutley, N. J. x

WILL MANAGE WITH OPTION TO LEASE-
purchase. Roller Rinks, Ballrooms with least
possibilities. **SHEA AMUSEMENT ENTERPRISES**,
1257 W. Alexandrine, Detroit, Mich.

INSTRUCTIONS BOOKS & CARTOONS

PRETTY GIRL (REAL PHOTOGRAPHS) BOOKS.
Novelties. Big assortment, \$1.00; catalog,
10c. **B. BRAUN**, 353 W. 47th St., Chicago. x

YOU CAN ENTERTAIN FOR ALL OCCASIONS
with our Trick Drawings and Rag Pictures.
Catalog 10c. **BALDA ART SERVICE**, Oshkosh,
Wis. my2

PERSONALS

WHEN YOU PRAY — WOULD YOU REALLY
like to receive what you desire? Ontology
can help you. Ontology promotes happiness,
prosperity, companionship. Teaches mind heal-
ing. Solves many problems. Request free
proof. **KEENE**, 651-89 S. State, Chicago. my3x

MISCELLANEOUS

COLORADO BLUE SPRUCE TREES—2 YEARS
old, extra New prices. quantity discounts.
ROCKY MOUNTAIN EVERGREEN CO., Dept. A-2,
Evergreen, Colo. my12x

DIE-CUT, TWO COLORED BINGO CARDS —
Unnecessary to use tables or bears. Large
crowds can play in small space. \$3.00 per
thousand, delivered. Write for details. **BUSI-**
NESNESS STIMULATOR, 2108 Payne Ave., Cleve-
land, O., or see your local jobber.

GET THE BEST FOR YOUR MONEY IN PASTER
Novelties. Large assortment. Heavy and at-
tractive. **INDIANAPOLIS STATUARY CO.**
(new address), 1549 Madison Ave., on State
Road, Indianapolis, Ind.

PRINTING

DATED HERALDS, \$1.25 PER 1,000; 5 DATE
changes. New prices. quantity discounts.
NONPAREIL, Pittsburgh 1101 Pa.

EXCELLENT SPECIAL PRINTED ROLL TICKETS.
1"x2", 20,000, \$6.10; 100,000, \$14.90; Stock
40,000, \$5.80; 100,000, \$12.50. K. C. TICKET
CO., Dept. C, 1717 Wyandotte, Kansas City, Mo.

"SHOW" WINDOW CARDS—14x21" WHITE
non-bending, 2-colors, 100, \$3.45; Bumper
Strips, 28x5 1/2", tie-ons included, 100, \$3.35;
500, \$11.00. Paraffined Strips, prices. **SOLLI-**
DAVS, Knox, Ind.

WINDOW CARDS — 14x22, ONE COLOR, 100,
\$2.50. 50% deposit. **THE BELL PRESS**, Winton,
Penn. x

1,000 LETTERHEADS, \$2.50; 1,000 ILLUS-
trated 8 1/2"x11 Circulars, \$3.00; Mimeograph-
ing, expert workmanship. Lowest prices. Will
gladly estimate anything. **EWAN**, Wood-
Ridge, N. J.

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.

ARCADE MACHINES SACRIFICE — \$5,500.00
worth for \$3,500.00 cash. Enough machines for
a complete Arcade. Will buy good used
Photomatics. **McGUIRE**, 1322 Lee, Long Beach,
Calif. my10

ALL MACHINES IN GOOD WORKING ORDER;
cabinets good, prices right—Mills, Kountze,
Kings, late model star reel, \$8.00; Jennings,
Cigaroia, 5c play, \$75.00; Jennings Cigaroia,
5-10c play, \$80.00; Jennings 50c mechanism in
custom built Console, \$90.00; Bally Favorites,
nine ea. play, \$20.00; Bally Favor, 5c
play, \$100.00; Beulah Park 5c play, \$45.00;
Stranco Bell, 25c play, \$45.00; Tanforan, 5c
play, \$15.00; Pacas Races, brown cabinet, 5c
play, serial \$706, \$100.00. V deposit with
shipping instructions. **BILL FREY, INC.**, Miami,
Fla. x

BALL GUM, 5/8" FACTORY FRESH, 12c BOX;
Tab, Stick, Midge, Candy, etc. **AMERICAN CHEWING**, Mt. Pleasant,
Newark, N. J. ny-my10x

BIG SHOW, \$22.50; CADILLAC, \$29.50;
Border Town, Vacation, \$39.50; Big Chief,
\$52.50; Keeney Antiract, brown cabinet,
\$25.00; Keeney Air Raider, \$125.00; Superior
Cigolla Slot, 5c, \$25.00. **HEARNE MUSIC**,
Hearne, Tex.

CAN'T BE TOLD FROM NEW—EVANS' LUCKY
Stars, 5c-25c play, \$80.00 each; Evans' Lucky
Lucerne, 5c-25c combination, serials about \$71,
\$200.00; Evans' Bangtail, 5c play, serial \$234,
\$175.00. V deposit. **BILL FREY, INC.**, Miami,
Fla.

CASH FOR 700 AND 800—ALSO COUNTER
Photographs. Want Jennings Barrel Rolls;
also all types Legal Equipment. Wire lowest.
MASSENGILL'S, Kingston, N. C. my24x

FACTORY REBUILT RED HEAD TRACKMITS
with latest improvements, including extra
clear glass over decorated glass to prevent
breakage of latter. The greatest money making
Comet, \$62.00. One third deposit. **BURGESS**
C. O. D. W. E. KEENEY MFG. CO., 2611 In-
diana Ave., Chicago.

FOR SALE — 5 PRACTICALLY NEW CEBCO
Hot Nut Vending Machines, \$5.00 each,
C.O.D. collect. **C. B. SCOTT**, 453 University,
Provo, Utah. x

GOODBODY HAS A MESSAGE FOR EVERY OP-
erator reading this advertisement. Send in
your name and address at once. **JOHN GOOD-**
BODY, 1824 E. Main, Rochester, N. Y. my10

JUMBO PARADES, FRUIT REELS, CASH PAY-
out, \$117.00; Mills 50c Blue Fun, drillproof
cabinet, \$132.50; Mills Clubbell 50c play,
drillproof cabinet, \$175.00; Groetchen Suppa
5-10-25c play, \$90.00; Groetchen G-
olumbia, 5-10-25c play, \$62.50. Machines just
like new. V deposit with shipping instructions.
BILL FREY, INC., Miami, Fla.

PENNY LITTLE DUKE VENDERS, \$19.50;
three for \$50.00; Nickel Liberty Bells, demon-
strators, \$25.50. Many others. **COLEMAN**
NOVELTY CO., Rockford, Ill.

SEND FOR BADGER'S 52-PAGE COIN MACHINE
Catalog. Over 1,000 reconitoned Machine
Bargains. Accessories, Parts, and Supplies.
BAVGER NOVELTY, 2546 N. 30th, Milwaukee,
Wis. my14

"SPECIAL" — 40 EXHIBIT POST CARD VENDING
\$3.50; 2c Postcard Letter model, \$4.95;
3 View-A-Scopes, \$20.00; 10c 1c Hershey,
\$2.50; 25c Penny King Ball Gum, \$1.50. **CAM-**
ENDING, 402 W. 42d, New York.

TRADING FOOL WANTS SLOTS, COUNTER
Games, Vest Pocket Wurlitzers. State price.
Cash paid. **KING HARRY'S**, 26 13th St., Au-
gusta, Ga. my10x

VEST POCKET BELLS — BLUE AND GOLD
cabinets, \$30.00; serials start 23.90. V
deposit with order. **BILL FREY, INC.**, Miami,
Fla.

VEST POCKET BELLS — GREEN CABINETS,
\$25.00. Send V deposit with order, balance
C. O. D. **BILL FREY, INC.**, Miami, Fla.

VEST POCKET BELLS — BLUE AND GOLD
cabinets, \$36.00; with crates. V deposit
with order. **BILL FREY, INC.**, Miami, Fla.

WANTED — MILLS OR EXHIBIT USED BAG
Punching Machine. **AUTOMATIC AMUSE-**
MENT COMPANY, 400 N. Second St., Rich-
mond, Va. my10x

WANTED — CASH FOR LATE SLOTS,
Chromes, Cherry Ball, Brown Fronts, Bonus,
etc. Also need Jack Pot Dominos, Bangtails,
Lucres, Trick Times, etc. Advise age, price
and condition. **LA BEAU NOVELTY SALES**,
1946-S University Ave., St. Paul, Minn.

WANTED — 1 OR 2 MUTOSCOPE PHO-
tomatics. State condition and best price.
Call **A. GRAY**, 2801 New Haven, Chicago

8 MODEL E DIGGERS, ERIS, MERCHANTMANS
Novelties, Arcade Machines, Hockles, Low
Testers, Victor Home Rns. **NATIONAL**, 4242
Market, Philadelphia, Pa. x

10 CHALLENGERS, \$12.00 EACH; 5 LONG
Base Gottlieb Gridders, \$8.50 each; 10
Double Nugget Venders, \$8.00 each. V cash,
balance C. O. D. **BOYER VENDING CO.**, 408
John St., Champaign, Ill. x

12 FT. ROCK-O-BALLS, \$50.00; KEENEY
Bonafette II, \$29.50; World Series, \$29.50.
Rock-Ola Photographs; Standard, \$125.00;
Monarch, \$75.00; Windoe, \$70.00; Imperial,
\$45.00. **PARAMOUNT MUSICAL COMPANY**,
1433 N. Wells, Chicago. Mohawk 6656.

40 NORTHWESTERN PEANUT VENDERS,
porcelain, \$4.95 each. **BLACK NOVELTY**
CO., 1127 Kinney Ave., Corpus Christi, Tex.

61 WURLITZERS, LIKE NEW, \$70.00;
100 like new, \$20.00; 100 Wurlitzers for cash. Price must
be right. **DANIEL MUSIC COMPANY**, 711
N. Indep. Enid, Okla. ad26

50 COLUMBUS 1c PORCELAIN BALL GUM
Venders, with new Dart Award (with original
carton), \$6.50 each; original cost \$11.00.
Half deposit. **CLEVELAND COIN MACHINE**
EXCHANGE, 2021 Prospect, Cleveland, O.

FOR SALE SECOND-HAND GOODS

ABOUT ALL DIFFERENT MAKES POPPERS.
Twelve Quart Gearing Popping Kettles, \$7.50
each. **CARAMEL CORN EQUIPMENT**, 122 S.
Halsted, Chicago, Ill.

ALL KINDS POPCORN MACHINES — BURCH,
Long Eakins, Peerless, guaranteed. Fearless
Twelve quart geared aluminum Popping Kettles.
NORTHSIDE CO., Indianola, Iowa. my31x

CORN POPPERS, GEARED KETTLES, CRIDDLERS
stoves, lanterns, burners, tanks, tubing, re-
pairs. Lowest prices. **TOWNA LIGHT CO.**,
111 Locust, Des Moines, Iowa. my31x

FOR SALE — USED HARD MAPLE SKATING
Rink Floor, 40x95, O. J. BUMP, Mt. Sterling,
Ill.

POP CORN MACHINE—POTATO CHIP OUTFIT
Dry Popper, Wet Popper, **LONG EAKINS**,
1976 High St., Springfield, Ohio. my31x

TRUNKS — ALL KINDS STRONG FIBER
Simple Trunks for all uses, size 36x20x26",
with strong locks, \$5.00. **LESSER**, 517 Monroe,
Chicago.

TWO CANDY FLOSS MACHINES IN GOOD
working order. Also Bonafettes and Ribbons.
C. Y. CLIFFORD, 138 W. Fern Ave., Wilmar,
Calif.

WILL TRADE KIDDIE RIDE (PONY CYCLE)
for a House Trailer or Truck. **BOX 24C**, The
Billboard, 1564 Broadway, New York.

5 USED RUNNING POCKET AND WRIST
Watches, American and Swiss, our assort-
ment, \$7.50. **B. LOWE**, Box 525, Chicago, Ill.
ad26x

FOR SALE—SECOND-HAND SHOW PROPERTY

BALLROOM, STAGE AND FREE ACT LIGHTING
Crystal Showers, Spotlight, etc. **NEWTON**,
253 W. 14th St., New York, N. Y.

FERRIS WHEEL, \$500.00; SINGLE LOOP,
\$400.00. A-1 condition. Now operating
Columbus, O. Draft cause of ad. **FRED**
NOLAN, 617 Whitehorse, Columbus, O.

FOR SALE—SIXTEEN AND TWENTY-FOUR
Seat Chair Planes complete; Kiddy Aero
Plane and Chair Plane. **CALVIN GRUNER**,
Pinckneyville, Ill. my3

FOR SALE — FROLIC RIDE, NOW OPERATING
Mission Beach, San Diego, Calif. \$500.00
will handle. **JOSEPH ZOTTNER**, 423 12th St.,
Oakland, Calif. ad26

FOR SALE — DOUBLE LOOPFLAME, TEN
Horse Power, Also Bonafettes and Ribbons.
Lights. Excellent condition, price right. At
Lakewood Park, Denver. Write **GEO. W.**
DRAPER, Fort Collins, Colo.

FOR SALE — 16 HOLE LIVE MOUSE GAME,
suitable for private parties or picnics. Write
H. RUDDY, 517 Adams St., Dayton, O.

FOR SALE CHEAP — TENT OUTFIT, 60x120,
Light Flannels, Trucks, Stags, Seats. Write or
call **JOHN B. WYLLIE**, Orchard Va.

LOOP-O-PLANE — DUAL RIGID, SPECIAL
ten horsepower Motor, separate blower,
beautifully finished. Best Loop in Canada.
UZZELL, Belmont Park, Cartierville, P. O.

MECHANICAL KIRCW AND BARREL FUN
House, 7 1/2 Curator. **McMAHON**
SHOWS, INC., Marysville, Kan.

MONEY MAKING MECH. FARM SHOW —
Mounted ready to go. G.M.C. Truck Tractor
with 19 foot Spencer trailer. Excellent
condition throughout. **Hurry**. Reinvestment calls me.
GOLDEN LOUGH, Blackwell, Okla.

NEW LAUGHING MIRRORS FOR PARKS,
Carnivals, fairs, fun houses, museums, etc. clubs.
Small outfit, big returns. **C. J. MURPHY**
Elyria, O. ma3

SIDEWALL BARGAINS—15,000 FEET, SLIGHTLY
used. Seven feet high, \$18.00 per foot; 10
feet high, \$20.00; nine feet high. **Good as**
new; light tan. Half deposit required. **MAIN**
AWNING & TENT CO., 230 Main, Cincinnati.

STAKES—44 PAIRS CHICAGO, LIKE NEW;
Steel Center Poles, Side Poles, Tent Stakes,
used blocking. Write for new prices. **LEON**
SMITH, 1201 State, Augusta, Ga.

SMITH AIRPLANE, CUSTER CAR RIDE, 38
Arcade Machines in park adjoining army post
near Niagara Falls. Very reasonable. **BOX 304**,
Celoron, N. Y.

SUPER ROLLOPLANE, \$2,500.00 CASH.
Quaranteed in A-1 condition. Used two seasons
in park. Looks and runs like new. **Shoreland**
Palmyra, N. Y. **LEWIS L. HOLMAN**, Geneva
 Falls, N. Y.

THREE ABREAST PARKER MERRY-GO-ROUND,
jumping horses, \$700.00 cash. Can be seen
fair grounds, West Union, O. **JACOB PRYOR**.

TWELVE PASSENGER KIDDIE BOAT RIDE —
Operates by electric motor; price, \$225.00.
Two Custer Cars, burgins. **WM. COFFET**, 707
W. High, Springfield, O.

12 FT. STANDS, ALL NO. WHEELS, 7-11
Games, AirBall, large Race Horse Wheel,
Cow Bell and Bingo Sets. **MRS. E. HILL**, 2206
Roscoe St., Chicago.

MOTION PICTURE
FILMS & EQUIPMENT

NOTICE

News and display advertisements of interest to roadshowmen will be found in The Billboard's new film department. Look for "Non-Theatrical Films" in the index on page 3.

A. LARGE SHIPMENT OF '38 AND '39 RELEASERS in 35MM. Roadshow Attractions received. Musical, Westerns, Horror, Gangster, Serials, and Slapstick Comedies. Outright sale only. BUSSA FILM EXCHANGE, Friendship, O. my10x

ATTENTION, OPERATORS — MERCHANTS—Free Movies. Biggest thing outdoor amusement world today. "Talkie" Programs. Equipments rented. No. 603 Steuben Bldg., Chicago, Ill.

BARGAINS IN USED REBUILT PROJECTORS. Sound Heads, Amplifiers, Speakers, Opera Chairs, Screens, Spotlights, Stereophones, Rectifiers, Rewinds, Ticket Machines and Generators. Catalogue 5 free. MOVIE SUPPLY CO., 1318 Wabash, Chicago. ap26x

BIG PROFITS 16MM. ROADSHOWS — THEATRES communities. Complete sound equipment; money-making film programs rented weekly. Rich territories available. SOUTHERN VISUAL, Box 2498, Memphis, Tenn. ma31x

CAN USE PORTABLE 35MM. SOUND PROJECTORS. Silent and Talkie Films. PHIL BLAND, 1018 S. Wabash, Chicago.

CIRCUITS. WE HAVE THE BEST FOR LESS. 16 and 35 Millimeter complete Programs. Will save you money on film rent. Free 35 Millimeter Prints for sale. MERTZ, Virginia, Ill. x

LARGE SELECTION OF RELIGIOUS, WESTERN, Action Features, 16MM, 35MM, OTTO MARIACH, 630 Ninth Ave., New York City. ap26

NEW AND LIKE NEW FEATURES AND SHORTS—(35MM.) (S.O.P.) special productions. New free list. VICTOR FILM, Box 422, Cincinnati, O. my3

TEX RITTER WESTERNS — ALSO TWO REEL Slapstick Comedies. All new subjects. 35MM. only. Free list. STANDARD FILM SERVICE, Charleston, W. Va.

35MM. SOUND WESTERNS — A-1 SHAPE, cheap. BOX 161, Vienna, Va.

PHOTO SUPPLIES
DEVELOPING-PRINTING

ALL 4 FOR 10c OPERATORS — CUT PRICE ON all Machines and Supplies. Full Length Camera. WABASH PHOTO SUPPLY, Terre Haute, Ind. my3

ASK FOR LITERATURE ON THE NEW MARFIL. Ask for Enlarger-Reduction. Takes copy from 1 1/2x2 to 3 1/4x4, Enlarges up to 10x12 portrait size or reduces to 3/8 inch. Nothing like it on the market. Send for free catalog. MARKS & FULLER, INC., Dept. B31, Rochester, N. Y. my3x

DIME PHOTO OUTFITS CHEAP — ALL SIZES. Better drop in and see them. All the latest improvements. Bargains. P. D. Q. CAMERA CO., 111 E. 35th St., Chicago, Ill. my10x

FOOL-PROOF CAMERA FOR 2 1/2x3 1/2" Photos, but or full size. Enlarger, Flood Lamps, etc. \$125.00. ELGIN MUSIC & NOVELTY, Elgin, Ill.

FREE — GET ACQUAINTED OFFER. WE'll make two Custom Quality Snapshots Prints from your favorite film negatives. Just mail this ad and two negatives. Free prints, mailers, new 1941 price lists sent by return mail. RAYS PHOTO SERVICE, Dept. 39-CA, La Crosse, Wis. Quality work since 1920. my3x

ROLLS DEVELOPED — TWO PRINTS EACH and two free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1c. SUMMER'S STUDIO, Unionville, Mo. my3x

4 FOR DIME OUTFITS — DOUBLE CAMERA for 1 1/2x2 and 2 1/2x3 1/2" photos, only \$25.00; 1 1/2x2 Camera, \$10.00; 2X 3 1/2x5 Camera, \$20.00; Enlarger for 5x7 and 3 1/2x5 enlargements, \$10.00; Center Panel, \$65.00; "Olson" Photo Machine, \$100.00. OLSON SALES CO., 315 9th, Des Moines, Ia. x

ACTS, SONGS & PARODIES

YOUR SONG ARRANGED FOR PIANO — FREE booklet, "Getting Ahead in Songwriting." Write today. SONG SERVICE, 43-F Park Place, Brooklyn, N. Y.

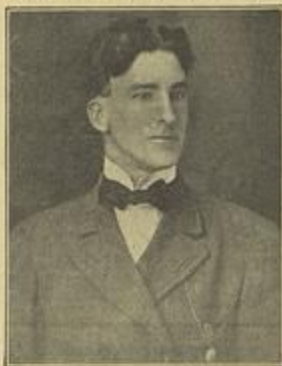
COSTUMES, UNIFORMS,
WARDROBES

A-1 EVENING GOWNS, WRAPS, \$2.00; SHOES, 50c up. Furs, Costumes, Mixed Bundles, \$1.00. Street Wear. CONLEY, 310 W. 47th, New York.

SCENERY AND BANNERS

BEST CARNIVAL SIDE SHOW BANNERS AND Modern Pictorial Panels. Positively no disappointments. NIEMAN STUDIOS, 1236 S. Halsted St., Chicago, Ill. ap26

Show Family Album



THIRTY years ago, when practically yearlings in the business, the derby-topped dandies at the left decided to give posterity a break by posing for the photographer. The place was Revere Beach, Mass., where they were associated in the operation of games. It is assumed that they didn't have time during the season to favor said posterity, as note their winter habiliments, gloves, etc. Or maybe in those days the photographer's price didn't include heat. But let's get down to business. On the right is Max Linderman, head of World of Mirth Shows. The other is Phil Isser, manager of the shows' concession department. They've been thru thick and thin together for the three decades.

C. E. Duble (right), Jeffersonville, Ind., circus historian, as he looked in July, 1912, at Victoriaville, Que., Can., where he played the stand with the Mighty Haag Show. Duble, author of "Gone Are Those Good Old Minstrel Days," was a trombonist with many shows from 1909 until last year. He makes the following reflections about the Haag show: "Fino parade wagons, nice spread of canvas, two rings and a stage, good-looking train painted canary color with silver lettering, and those brass pieces around vestibules of sleepers were kept shiny, too. We had fine, sleek ring and baggage stock. We would all delight in seeing a show of that type today."

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

SCENERY, CYCLOGRAMS, DRAW CURTAINS, Dye Drops, Operating Equipment—New and used at lowest prices. SCHELL SCENIC STUDIO, Columbus, O. x

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING, MENTALISM, Spirit Effects, Magic, Horoscopes, Forecasts, Budha, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts and Books, Wholesale. Largest stock. 164-page illustrated catalogue, 30c. NELSON ENTERPRISES, 336 S. High, Columbus, O. ap26x

A LATEST 216-PAGE ILLUSTRATED PROFESSIONAL Magic Catalogue of Tricks, Books, Supplies, Ventriloquist Figures, etc., 25c. KANTER'S, B-1311 Walnut, Philadelphia, Pa. ap26

BARGAIN LISTS FREE — HUNDREDS TRICKS and Illusions at half price. Get yours now. Don't delay. EXCEPTIONAL MYSTERIES, Marion, O. my3

CHINESE STICKS, 1 1/2x8 SQUARE, ROUTINE Patzer, Shrinking Wand and Tube, both postpaid, \$1.00. Bargain lists, stamps. MAC'S MAGIC SHOP, 506-B Main, Ft. Worth, Tex. my3

HOLLYWOOD MAGIC — FROM THE CITY of make believe Bert Wheeler presents new and exclusive Magic. Write for catalogue. BERT WHEELER'S HOLLYWOOD MAGIC SHOP, 628 Hollywood Blvd., Hollywood, Calif. x

LARGE PROFESSIONAL MAGIC CATALOGUE, 23c. MAX HOLDEN, 220 W. 42d St., New York City, N. Y. ma3x

TATTOOING SUPPLIES

BIGGEST OPPORTUNITY IN TATTOOING now! Outfits, Supplies, guaranteed Remover. Full instructions included. Write TATTOOING SUPPLY COMPANY, 651 South State, Chicago. x

ANIMALS, BIRDS,
REPTILES

ANIMALS, BIRDS, AND SNAKES FOR SHOW folks — Now contracting Trained Wild Animal Acts for coming season. SNAKE KING, Brownsville, Tex. ma3x

ANIMALS, BIRDS, REPTILES — WRITE FOR large free all new 1941 Spring Catalog, now ready. MEEMS BROS. & WARD, Oceanide, N. Y.

DOZEN WHITE RATS, \$3.00—RAISE ANIMAL food. Nice pets. Clean, odorless, big attraction, prolific. Sell young Rats. BIRDSEY, Lovell, Wyo.

FOR SALE — HAIRLESS BULL, 19 MONTHS old. Write for particulars. PHELPS BROS., Pottersville, N. Y.

FOR SALE — FINE EXHIBITION PROSPECT Mare Colt, 10 months, born without right front leg. 16x20 Tent. ARCHIE CROCKER, Pillerger, Minn.

FULL GROWN WILD HOUSE MICE, "RARIN" to go, for mouse games, \$3.00 dozen. HOWARD CROCKES, Piedmont, W. Va.

MEXICAN HAIRLESS DOGS — GREATEST attraction for shows. Make down payment, balance as you make it. Puppies preserved in formalin, \$4.00. "Cila Monsters, \$5.00. EVANS, Taxidermist, Phoenix, Ariz.

RHESUS AND JAVA MONKEYS, MACAWS, Emus. Birds of all kinds. Write for list. BIRD EXCHANGE, Box 7, Bell, Calif. my17x

HELP WANTED

EXPERIENCED TROMBONIST AND DRUMMER for Wisconsin's finest dance band. Young, neat, congenial and must have genuine musicianship. HOWARD KRAEMER ORCHESTRA, Elkhart Lake, Wis.

FOR COMING SEASON — FLOOR MANAGER for outdoor skating rink, Capable, sober. Prefer married man, 40 years up. R. I. PEERY, Brook, Ind.

GIRL VIOLINIST — UNION; STROLLING experience. Prefer one that can sing harmony with another girl. Qualifications, recent photos by airmail. Apt. 305, 1521 W. Kilburn, Milwaukee, Wis.

GIRL FOR STANDARD AERIAL ACT — LONG season starting May 1. Congenial surroundings. Amateur that can work some fraps considered. Answer immediately. MISS MARION FOSTER, Park Ridge, N. J.

LIVELY CASHIER — UNCOMMENCED. SEND photo. Also want man and wife for carnival concession. BOX NY-21, The Billboard, 1564 Broadway, New York. ap26

MED TEAM AND SINGLES — THIS AD DUE to disappointment. State all in wire or address. JACK O'BRIEN, Broadway, Wilson, N. C.

ORCHESTRA WANTED — PREFER GOOD 6 Piece Combination. For permanent night club. Address SPINNING WHEEL, Murphysboro, Ill.

ORGANIST WITH OWN INSTRUMENT — SIX nites week, four months' engagement, nice club. Lowest price and picture. STEINHAGEN'S SHORES INN, Moline, Ill.

PEOPLE ALL LINES — INCLUDING PIANIST. Med show. Two week stands. State all first letter. Have excellent proposition for Team or man with truck or light plant. JACK MOULAN, Bridgeton, N. J.

SOLID DANCE DRUMMER WITH VIBRAPHONE — Vocalist wife preferred. Manual labor, good wages, steady income. Play on side. L. ZIMMERMAN, Wheelwright, Ky.

THREE PIECE COMBO (COLORED) — FOUR months' engagement. Neat appearance and sober. Picture and lowest price first letter. STEINHAGEN'S SHORES INN, Moline, Ill.

TWO GIRLS TO ASSIST LECTURER IN THEATRE—No singing or dancing. Must have looks and figure; prove with recent photo (returned promptly). State lowest salary. ADVERTISING, INC., Richmond, Va. x

WANTED — 6 TO 10 PIECE NON-UNION String Orchestra; 40 hours weekly; entire summer season. DUDE RANCH, Atlantic City, N. J. ap26

WANTED — GUY MUSICIANS. ACCORDION, Violin, String Bass, Union; must sing in double. MUSICIAN, 3945 Camp St., New Orleans, La.

WANTED — ALSO SAX DOUBLING CLARINET. Location band, steady work. Cut or no notice. 911 Carpenter Ave., Iron Mountain, Mich.

WANTED — GIRL ENTERTAINER FOR COCKTAIL lounge. Must have personality and attractiveness. Steady work for right person. Forward photo, qualifications and salary required to ED HOFF, care Crescent Bar, Sheridan, Wyo.

WANTED — MED PERFORMERS IN ALL LINES. Hobbies, Dancers, Comics. State all first answer. Draft exemptions preferred. JIMMIE TUCKER, Black Horse Med Co., Upper Sandusky, O.

WANTED — MED PEOPLE ALL LINES. PLAT-form show, change two weeks. People with horse trailers preferred. DOC MATT, HARLAN, Waynesburg, O.

WANTED TO BUY

PORTABLE ROLLER RINK IN GOOD condition; spot cash. Also Tent. THOS. PATON, 957 E. Schiller St., Philadelphia, Pa.

USED TALLIES AND BLUE SEAL WATERINGS — BEN McALLAN, 1502 N. W. 25th St., Fort Worth, Tex.

WANT TO BUY A PORTABLE SEATING STAND. One that will seat one thousand people. RELL CLEMENTS, Norris, Tenn.

USED GASOLINE U-DRIVE CARS; ALSO HIGH Striker. Pay cash. Good condition. FRANK ALLEN, YMCA, 356 W. 34 St., New York.

At Liberty
Advertisements

5c a Word (First Line Large Light Capitals)
2c a Word (First Line Small Light Capitals)
1c a Word (Entire Ad Small Light Type)
Figure Total of Words at One Rate Only

MINIMUM 25c CASH WITH COPY

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service.

Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

AT LIBERTY
ACROBATS

Two Boys Doing Tumbling—Stock Wire. Ages 16 and 17. Price and photo on request. Ernest Bros., 5705 Florida Ave., Tampa, Fla. ap26

AT LIBERTY
AGENTS AND MANAGERS

MANAGER FOR RIDES AND CONCESSIONS—Park or beaches. Ten years' experience. Sober and reliable. Consider any reasonable offer for summer. I. M. RAMSEY, 924 W. Trinity Ave., Durham, N. C. ap26

Orms Ayres, Contractor, Publicity Director, Bowling Radio Speaker, Twenty years' coast to coast, desirable, park, theatrical, band and orchestra relations; expert Contractor, Booklet, high potential. 26th on W 10th; have car. State salary, Robert Reed, 159 S. Winter St., Adams, Mich. ap26

merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Communications to 1564 Broadway, New York

125 Firms To Exhibit Latest In Wares at Chi Premium Show

Leading prize, premium, and gift specialty users and sellers ready for five-day get-together opening April 28 at the Palmer House—all exhibit space sold

CHICAGO, April 19.—All those interested in the use of prize, premium, and gift specialty merchandise will have the opportunity of the year to inspect and compare the largest and most diversified display of this type of merchandise ever assembled in one place, when the 11th Annual Premium Exposition opens Monday, April 28, in the Palmer House, here for a five-day run. Booth space was increased from 134 units to 150 this year and all was sold a month ago. One hundred and twenty-five firms will display their products. This show has long been the mecca for premium buyers, sales and promotion managers, advertising executives, and others interested in increasing the sale of products thru the use of premium merchandise. In addition, an increasing number of concessionaires, salesboard dealers and operators, wagon jobbers, bingo promoters have been making it a point to attend the last few years. Attendance of men in these lines of business this year is expected to double the 1940 turnout.

Program

Program for this year has been altered so that all events outside of the exhibition hall will be held on Wednesday, April 30. Program for that day will include a round-table discussion to be conducted in the form of a quiz program, with a group of leading advertising executives and premium buyers and sellers on the rostrum to answer questions. Another highlight of the day will be an address by Charles Wesley Dunn on "Premium Law Progress." The annual dinner-dance and entertainment will be held in the Grand Ballroom Wednesday night. Rest of time will be given over to activity at the booths.

Exhibitors

Exhibitors who will have their products on display are Ballonoff Metal Products Co., Premium Sales Co., Gem Mfg. Co., U. S. Electric Mfg. Co., Excel Mfg. Co., Cannon Mills, Ingersoll-Waterbury Co., Knickerbocker Toy Co., A. E. Hull Pottery Co., McKee Glass Co., National Wood Products Co., Auto City Plating Co., Chicago Precision Products Co., Westinghouse Electric & Mfg. Co., Thomas H. Gibbons, Cattaraugus Cutlery Co., Outer-Crossette Co., Delta Electric Co., Kent Products Corp., West Bend Aluminum Co., Barr Rubber Products, Dinkelspiel & Co., Cronin China Co., Wm. L. Gilbert Clock Co., Universal Camera Co., F. L. McCabe, Hesselhoff Bros., Enger-Kress Co., Onaida, Ltd., Cadie Chemical Products.

Moore Enameling & Mfg. Co., Norma Milkulok, Inc., Knapp-Monarch Co., Russakov Co., H. Hertzberg & Son, Myer Rosenberg, McDonald Products Corp., Irving W. Schwarz, Inc., Utica Cutlery Co., Century Metalcraft Corp., Ox Fiber Brush Co., National Die Casting Co., Textile Premium Associates, Fred Gretsch Mfg. Co., J. O. Ferguson, Revere Copper & Brass, Inc., Libbey Glass Co., World Publishing Co., National Enameling & Mfg. Co., East Mfg. Co., Western Stoneware Co., Federal Glass Co., Well Made Doll Co., Hall China Co., Steel Materials Corp., Louis A. Landi, and Edward Katsinger Co.

Haire Publishing Co., The Billboard, Leonard Moly, Convection Binder Service, Gits Molding Corp., The Meeker Co., American Superkraft Corp., M. M. Gottlieb Associates, Pasmanter & Sons, Auto-point Co., Corning Glass Works, Burns Mfg. Co., Sessions Clock Co., Aluminum Goods Mfg. Co., Jeannette Glass Co., Mastercrafters, Parker Metal Decorating Co., Chicago Metallic Mfg. Co., Noblitt-Sparks Industries, Usonia Mfg. Co., Sterling Tool & Stamping Co., Zenith Radio Corp., Premium Practice, Herrog, Watt & Bush Potteries, Howard Clock Corp., Griffon Cutlery Works, Dormeyer & Miracle Products, H. W. Dover, Gund Mfg. Co., Shura Mfg. Co., Kromex Corp., The

Easter Parade Tip-Off on Ever-Increasing Demand for Red-White-and-Blue Mdse.

NEW YORK, April 19.—Tip-off on the ever-increasing appeal of patriotic and military items was the garb of the damsels in this town's Easter parade. This is one year that it really was a parade, what with every other female dressed in a suit, cape, or coat cut along military lines, topped by milliner's conceptions of military hats. Ornaments in the form of pins, clips, and brooches were also almost exclusively of a patriotic or military nature.

Manufacturers of this type of merchandise have been outdoing themselves, having developed another score of items since this department of *The Billboard* made its last report on the patriotic trend. One of the items featured lately is Old Glory, a silk, 12-inch by 18-inch flag hoisted on a chromium-plated flag-staff. The gadget, containing a Universal 110-volt AD-DC motor, waves the flag under its own power.

Another item is the Defense Auto Plate, which can be attached to the user's car just like any other license plate and which bears the legend, "Long May It Wave" above the flag, flanked by two swooping eagles. Beneath the flag the plate reads, "God Bless America."

Silk banners bearing patriotic messages are also coming in for their share of the attention, one attractive job bearing the message, "I Am an American—Defend America" above and below the flag. A colorful strip of copy across the top of this says, "1776—165 years of independence—1941."

Another company features a banner which is selling well to friends and families of draftees. This is a beautiful creation featuring a shield in full colors with blue star and red-white-and-blue stripes on a blue satin background and

the legend, "A Member of This Family Is Serving His Country."

Other featured items in the patriotic category are genuine mother of pearl necklaces with metal insignias of all service branches; U. S. Army pillow covers with inscriptions to mother, sweetheart, wife, or friends; U. S. Army handkerchief cases and kerchiefs; army, navy, and marine lapel pins; compacts bearing army emblems; God Bless America pillow tops; I Am an American banners, etc.

Doll manufacturers, too, are swinging into the America First trend. New doll numbers with a great deal of patriotic appeal, recently featured, have been the American Nurse and Miss Victory dolls. Former is 31 inches tall and is attractively dressed in nurse's uniform, complete with cape and cap. Miss Victory stands 33 inches high and is appropriately dressed in a patriotic costume of red, white, and blue, with a tasteful sprinkling of stars.

Workers in the vicinity of army camps, naval bases, marine encampments, and aviation centers report the demand for these items is exceptionally heavy and all express the belief that it will increase as the international situation takes on a "closer-to-home" aspect.



By BEN SMITH

OUT OF THE MAIL BAG.

One of our correspondents writes: "The establishment of training camps in the vicinity of Banner, Tex., has created a growing demand for patriotic awards distributed by salesboards, and operators who have been smart enough to satisfy this demand have been cleaning up. The section is strong on merchandise prizes, and such items as nautical clocks, electric razors, knives, cigarette lighters, and chocolate confections are going well.

"Typical of the deals being worked in Texas, many of them on counters in cafes, is the deal which gives away two Peace Time electric clocks on a 2,000-hole combination hit-and-take and regular board at 2 cents a play. Open number on board and number under seal determine the winners.

"Candy deals are also popular. One distributes 22 boxes containing chocolate-covered cherries on a 1,200-hole board at 2 cents a purchase."

A. H. B., of Springfield, O., writes:

"I wish to thank you for the information you gave me a couple of months ago in regard to some salescards I asked about and wonder if you can help me again.

"I would like to obtain about 200 salescards like the one enclosed which, as you can see, has 30 holes and takes in about \$7. I want the cards blank so that I can have them imprinted myself. Is it possible to buy a small amount of blank salescards without typing myself up to any large orders before I know whether the deal I have in mind will move? If I can't get blanks unless I order in quantity I wouldn't object to receiving salescards which have already been printed, as I can have gummed labels made to cover these. Perhaps you can recommend me to some deal distributors who would be willing to sell cards on this basis.

"I have a new salescard plan which I want to experiment with and it would be foolish for me to have a lot of salescards and circulars made and then not be able to use them."

We referred A. H. B. to several houses

Michigan Ponders New Reader Ruling

LANSING, Mich., April 19.—Licensing all itinerant peddlers is the aim of a bill before the Michigan Senate. Now effective in the Upper Peninsula, scope of the regulation would be extended to include the entire State by approval of the act. The same measure in effect above the State would be operative in the Lower Peninsula under the provisions, as the proposal merely amends the original act, part of an 1889 statute, by crossing out specific reference to "the Upper Peninsula."

Township boards are given authority in the act to license hawkers, peddlers, and pawnbrokers, and regulate the sales of merchandise, refreshments, or any kind of property on any vehicles or stands, in any locations, wharves, vacant lots, or public grounds in the township. It also provides a maximum license fee of \$100.

that may be able to supply the cards he wants. Anyone else who would care to have this information is welcome to write.

We are informed that Casterline Brothers have streamlined their special candy deals and that the assortments will now consist of approximately 50 per cent nationally advertised, big candy bars such as Baby Ruths. New merchandising plans include many premium features, and Casterline Bros. advise that full information is available free for the asking.

HAPPY LANDING.



LEGISLATORS in various sections of the country have turned to bingo more frequently during the past few weeks. In some sections aggressive and forward-looking legislators have put the stamp of approval on merchandise games.

Such is the situation in Connecticut, where attempts to put thru a cash prize law for bingo games were halted by the legislative judiciary committee. The decision of the committee was to leave standing the present laws under which merchandise prize games are permitted.

MUCH HAS BEEN WRITTEN recently of attempts to put thru proper licensing fees for bingo games. In some sections operators have been allowed to suggest what constitutes a fair fee. This practice can result in a great deal of good for the bingo business. It eliminates, by virtue of the licensing fee, any immediate attempts to ban bingo games. It also provides operators with a good chance to build up good will in the community.

EXPERIENCED operators are of the opinion that the coming season will prove to be the most profitable in the history of bingo. More money is being circulated as a result of the national defense plan. Increasing sums will be forthcoming as the activity is heightened throughout the country. In addition, the public is in a better spending mood than in several years. These facts, coupled with the fact that bingo provides amusement with the chance to win a prize, make the game the logical choice of many people. With the end of the Lenten season many games are starting up again. To these games will come more people than heretofore because of the amount of money in circulation.

WISE OPERATORS will take this opportunity of creating favorable impressions. (See BINGO BUSINESS on page 61)

LUCKY "WORRYBIRD"
(Floggie Boo)

HERE IS THE NOVELTY THAT SELLS ON SIGHT. EVERY MAN, WOMAN AND CHILD IS YOUR CUSTOMER.

A Worrybird to do your worrying. Its peculiar expression is very amusing. A novelty for either office or home. Made of pine cone and terra-cotta plaster in 12 brilliant lacquer color combinations, with 12 different comical facial expressions. 6" tall. Each complete with tag on leg that tells his story. A traffic stopper for any window! Each in mailing carton with parcel post label. Packed one dozen assorted to shipping carton (wt. 7 lbs.). No. 8177116—Sample postpaid \$64.
Per Dozen \$3.80.

Write for new catalog. State your business. We do not sell recalls. Prices less 2% cash. 25% deposit on all O. O. D. orders.

JOSEPH HAGN CO.
Wholesale Distributors Since 1911
217-223 W. MADISON ST., CHICAGO

Popular Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

Dizzy Dancers
Dizzy Dancers takes its name from the antics of a number of small figures, enclosed in a transparent box, who perform some of the most amazing stunts imaginable. The entertainment factor is greatly enhanced by the mysterious force which activates the figures, causing them to go thru a different routine every time. They dance, spar, wrestle, form pyramids, hang by their heads, and do a million and one tricks that have young and old talking to themselves trying to figure out how it works. Produced by Dizzy Dancers.

Signs
Silver-Lite Signs of new design are reported to be making money for those who handle such items. A large variety

Sensational! METRO BINGO BLOWER

It's Here Now! Just in QUALITY-BEAUTY EYE APPEAL Unconditionally Guaranteed

The most beautiful, colorful Electric Bingo Blower ever presented

- Changeable Revolving Lighting Effects.
- Trimmed With Beautifully Colored Plastics.
- Built To Last.
- Portable Size.
- Automatic Ball Return.

OPERATORS!!!
Insist on Metro Bingo Equipment. Guaranteed the finest.
Jobbers, write for confidential price list and illustrations.
Headquarters for all Bingo Supplies.



METRO MFG. CO. 28 W. 15 ST. NEW YORK

GENUINE FURS SPRING

Now Ready! 1941 Sportswear—Fall line of Boleros, Jackets, Coats and Scarfs. NEW BEAUTIFUL FREE CATALOG! Up-to-the-minute styles. For price list has not as yet affected our low price list due to our large scale production. Must satisfy or money back.

LOWEST PRICES

H. M. J. FUR CO., 150 W. 25th St., N. Y. C.

ARMY CAMP NOVELTIES

GENUINE MOTHER OF PEARL NECKLACE
Metal insignia of all service branches sweated on. Shapes 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. 1.90
U. S. ARMY KITCHEN. Beautiful colored emblems and soldier figures in action. \$3.50
24x24. Doz. 1.90
U. S. ARMY HANKERCHIEF CASES. Many colors. Inscribed with poetry to MOTHER - SWEETHEART - WIFE - SISTER. Packed 1 to box DOZEN \$2.00. GROSS \$24.00
ARMY INSIGNIA NECKLACE. Individually corded. Good 25c retail value. 9.00
Gross
COMPACTS WITH ARMY EMBLEM. 3.25
Dozen
METAL INSIGNIA FOR WATCH STRAP. One side army emblem - other side suitable for own engraving. 3.00
Dozen Sets 36.00
1/3 Deposit. Balance O. O. D.
SEND \$2.00 FOR SAMPLE ASSORTMENT. NO CATALOG. Above Prices Subject to Change Without Notice.

HAMMER BROS. NOVELTIES, INC.
114 PARK ROW, NEW YORK CITY

FRAMING A JOINT!
HERE'S WHAT YOU NEED

80481—Aluminum Milk Bottles, Each, \$.85
85101—Wood Plank Milk Bottles, Each, .35
81145—Throw Darts, Gross 3.25
81152—"Worth Special" Balls, Doz. 1.60
81151—Rubber Covered Balls, Doz.85
81384—3 Inch Wood Balls, Per 100, 4.50

VARNISHED RACK RINGS
80882—Knife Rack Ring, Per 100 \$2.10
81410—Cane Rack Ring, Per 100 2.10
Woods, Hoopla Rings, Hoopla Boxes, Corks, Cork Guns, Admission Tickets, Etc.

Write for Prices on Items Not Listed.

LEVIN BROTHERS
TERRE HAUTE, INDIANA 25% Deposit Required With All O. O. D. Orders

ELGIN, WALTHAM BULOVA, GRUEN

Famous make watches rebuilt by fine watchmakers. Lowest wholesale price. Write for FREE illustrated catalog.

KANE WATCH CO.
105 CANAL ST., NEW YORK

LARGEST, BUSHIEST, GENUINE FOX TAILS

Pitch, man, Fair Deal, rival, Premium Work! Here's this season's best seller. The money maker. Can always count on! Tails plus 2 string cords for a lot of money. For cycles, etc., with colorful milk red, white & blue streamer, or "knee saying" cards. Popular accessory & luck charm. 25% Dep., Bal. C.O.D.

H. M. J. FUR CO., 150 W. 25th St., N. Y. C.


SAVOY MFG. CO.
12 West 23d St. New York, N. Y.

OVER 300 BINGO BLOWERS SOLD!!

44 BLOWERS in 44 DAYS

Operators in the New York area should visit the Savoy showrooms for a demonstration of the Aero Bingo Blower.

Jobbers, Write to:
MORRIS MANDELL New York City
Manufacturers



ANOTHER SMASH HIT

OUR NEW 1941 CATALOG IS NOW READY

SEND FOR YOUR FREE COPY TO-DAY

GELLMAN BROS. MINNEAPOLIS, MINN. 119 NORTH 4TH STREET

CARNIVAL & BINGO SUPPLIES
MILITARY SOUVENIRS—PREMIUMS—PARTY FAVORS—HATS—BALLOONS
Write for REVISED No 50 CATALOG. Many new items.
BE SURE AND MENTION YOUR LINE OF BUSINESS

MIDWEST MERCHANDISE CO. 1006 BROADWAY, KANSAS CITY, MO.

BULOVA — GRUEN — WALTHAM — ELGIN

WE LEAD FOR PRICE AND QUALITY

NORMAN ROSEN Wholesale Jeweler
801 SANSON ST. PHILADELPHIA, PA.

Wrist & Pocket Watches FOR LADIES AND GENTS Reconditioned, Guaranteed Like New, 1941 Styles now available. Write for Free Catalogue.



PARKS and CARNIVAL MEN—

Here is your LEADING MONEYMAKER for 1941



The Original and Genuine
SLEEPY-HEAD DOLL
Every Girl and Woman Wants One

THE CUTEST and MOST LOVABLE DOLL. Zipper arrangement on back allows plenty of room for pajamas or bathing suit, which fit neatly into body of doll. Made of washable plush in assorted pastel shades, with kapok stuffed body, mask face and wool hair. Packed each in box.

18 inches Tall NO. B41N109
24 inches Tall NO. B41N105
Per Dozen \$18.50 Per Dozen \$24.00
Each 1.65 Each 2.10

N. SHURE CO., ADAMS & WELLS STS., CHICAGO

of sizes and motions is available. Large silver letters against the deep blue backgrounds of the signs are said to command instant attention. Sayings are short and snappy. Product of J. L. Butterworth & Son.

Egg Rack

The Pyramid Egg Rack is said to be a sure seller for men calling on taverns. It holds 18 eggs and makes a neat display at the bar. The rack has three shelves arranged in pyramid fashion, with nickel-plated hoops and a white frame that make an eye-arresting combination. A price card holder on top bears the sales message. Product of Cyr Specialties Company.

BINGO BUSINESS

(Continued from page 60)

slots to attract new players. Persons who are invited to join a party of friends may become regular patrons if the right impression is created from the start.

A CLEAN, well-equipped location, preferably on the street floor, is the first essential. Too many operators are of the opinion that a bingo game can be run under any conditions. This is not true. No matter how popular the game becomes, patrons will not visit an unimpressive, unclean location. They will seek another game or drop the game entirely.

THE SECOND REQUIREMENT for success is a businesslike method of conducting the game. Operators must remember that bingo is a business and must be run as such. Cards must be supplied promptly at the beginning of each game. Money should not be left lying on the counters. Prizes should be awarded promptly. In connection with the prizes, it would be well to note that attempts to high-pressure a player into taking any specific prize result only in distrust. No matter how well-intentioned an operator is, when he attempts to suggest a prize the player immediately feels that the operator is attempting to get rid of the prize.

ALWAYS REMEMBER that the good will of the patron is the most important thing in the continued successful operation of the game. Not only from the standpoint of increasing business in this important. A dissatisfied patron can prove the wedge needed by professional reformers. It is, of course, impossible to satisfy all customers. There will be a few persons who will be dissatisfied no matter what the operator does. However, if the majority of the players are pleased with the manner in which the game is conducted, there is less chance for any reforming crusader to single out bingo in his attacks.

We have in stock now quite a few numbers of
PORCELAIN FIGURINES
very nicely colored, consisting of Colonial Couples, Birds, Flower Holders, Grottoes, etc., etc.



This illustration is one of our Grottoes, the finest looking pair of nags on record. We call them *The Misanthropes* because they look so perfectly hopeless and deformed. They attract an audience the moment they are placed in show windows.

The prices of Figurines run from \$1.20 to \$6.00 per doz., with more expensive ones on the way. Completely illustrated price lists mailed on application.

LEO KAUL IMPORTING AGENCY

115-119 K. South Market St. CHICAGO

BIG MONEY

for EXPERIENCED HAIR GOODS DEMONSTRATORS

Selling world's fastest, easiest-to-use Automatic Hair Curler at 50c. Preferred by two out of three women to heretofore largest selling curler.

If you know hair-selling talk—have the right necessary to do a real job, we can place you in big paying stores on salary and commission or commission basis.

Don't apply unless you can sell. Our bookings are too important to take a chance on other than the best demonstrators in the business. Address:

BOX D-48, The Billboard, Cincinnati, Ohio

BABY GRAND PIANO RADIO
Newest Sales Sensation!



Proves "There's Something NEW Under the Sun"

Here IS an ENTIRELY DIFFERENT radio. Gorgeous hand finished genuine Walnut or Blondo Prima Vera inlaid wood cabinets, reproduced from most expensive grand pianos. Permeated-feature unceasing dial and knobs, 5 full working tubes, AC-DC radio with "Synchro Tenna". Re-orders are coming in fast. Click aboard this money making "band wagon." Order your sample today.

EVANS NOVELTY CO.

A Division of Premium Sales Co.
Dept. D-4, 800 W. Washington Street, Chicago, Ill.

ORDER SAMPLE TODAY . . . \$16.95
(Special Quantity Discounts)

LOOK!

Joe Hoy, Ark., writes: "Rigged up booth with light. GROSSED \$39.20 SATURDAY." Zeller, Mass., says: "DID \$20 SUNDAY WITH P. D. Q." Seymour, Pa., writes: "I operate Saturday and Sunday only and run about 400 PHOTOS IN 2 DAYS."

This amazing ONE MINUTE PHOTO MACHINE requires no films or dark room. Makes Direct Positive Photos day or night, indoors or outdoors, size 2 1/2 x 3 1/2 inches. NOT TIN TYPES. Easy to operate. Simple instructions teach you how quickly. Fascinating to SEE PHOTOS DEVELOP. A complete portable unit for making dime photos.

It's picture taking time. Carnivals, fairs, picnics, parks, beaches, street corners, back yards, porches—prospects and profits EVERYWHERE! Write or Wire for FREE information. P. D. Q. CAMERA CO., 109 E. 35th St., Dept. BB4, Chicago, Ill.



New!
P.D.Q. AUTOMATIC PHOTO MACHINE
Today's Big Money Maker

Takes and Finishes Black and White, or Sepia Photographs IN ONE MINUTE.

Complete outfit costs about \$60. That's all you require to start This Big Money Business.

ATTENTION, CONCESSIONAIRES

Due to price increase on raw materials, labor and other operating expenses, we are forced to increase PLASTER Prices. NEW PRICES will go into effect MAY 1st. Place your order now and save money. Write for new lists of Slum, China Novelty Items, Flash-Lamps, Wheel Items, Bingo Specials. Always first with the latest. State Show and kind of Concessions.

WIS. DELUXE CORP. 1902 N. Third St. Milwaukee, Wis.

ELGIN, WALTHAM, BULOVA

Guaranteed

STARTS AT \$3.25

MEN'S WRIST AND POCKET WATCHES

Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG.

LOUIS PERLOFF

720 Walnut St., Philadelphia, Pa.

MIDGET BIBLE

(Over 200 pages, size of postage stamp, completely legible)

And 10c & 25c Paper Covered Books on HYPNOTISM, JU JITSU, LUCKY NUMBERS, MAGIC, DANCING, WRITING CONTESTS, PALMISTRY, VENTRILOQUISM, MIMICRY & IMITATIONS, etc., etc. Over 100 books on unusual subjects. For wholesale and large retail selling, 400¢ profit. Write for prices. Add this profitable side line!

JOHNSON SMITH & CO.

Wholesale Dept. 4, Detroit, Michigan

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, an F. 8 lens and 1/32 shutter speed. All metal black case with chrome trim. Size 5 1/2 x 3 1/2 x 1 1/2 inches.

BB 9542 \$2.50

ROHDE-SPENCER
223 W. Madison Chicago

ATTENTION DRIVE-IN OPERATORS

No more worry about customers driving away with expensive service trays. Our new paper Auto Serve container solves the problem.

STOCK PRINTED TRAYS, \$17.50 PER THOUSAND

STOCK PRINTED SERVICE SAFETY RESTS FOR TRAYS, \$8.75 PER THOUSAND

Your name printed \$1.00 per thousand additional.

Send \$10 for a special introductory order 500 trays and 200 safety rests. All prices F.O.B. Indianapolis.

Paper Products Corporation
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NEON SUPPLIES

While on the road... make us your Headquarters for NEON SUPPLIES.

★ Rush Service to any part of the country.

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WALTHAM-ELGIN

Make extra money! Send for free 1941 Catalog of Watches, Diamonds, Jewelry, Novelty. Lowest prices.

PLYMOUTH JEWELRY CO.
163 Canal St., Dept. J, N.Y. City

FREE! WHOLESALE CATALOG

4000 OPPORTUNITIES

Household goods, display card items, wearing apparel, cosmetics, foods, jewelry and toys are a few of the thousands of articles shown in this exciting catalog. For salesmen, agents and dealers.

250 PAGES Check-full of interesting money-makers. Sales ideas that may increase your earnings \$2 to \$15 a day and thrilling retail galore. Each and every item sold under a money back guarantee. Get your copy by sending for it today.



SPURS CO., 441 Billie, Le Center, Miss.

- ARMY CAMP MDS.**
- U. S. ARMY HANKERCHIEF DRESSES, inserted with poetry to MOTHER, SWEETHEART, WIFE, SISTER, R. Individually boxed. Many colors. Gross \$21.60. Doz. **\$2.00**
 - MILITARY SEWING KIT Thread, Pins, etc. Gr. \$8.00. Dozen **.80**
 - ARMY INSIGNIA FOUNTAIN PEN & PENCIL COMB, G. \$21.00. Doz. **1.80**
 - MILITARY TRAVELING KIT, 5 pcs. Complete, with supplies. Doz. \$7.20. Each **.65**
 - MILITARY TRAVELING KIT, 10 pcs. Complete, with supplies. Doz. \$11.50. Each **1.25**
 - RED, WHITE & BLUE HINEMOON Lapel Pins. Doz. **2.25**
 - ARMY, NAVY or MARINE LAPEL PINS. Gross \$1.50. Doz. **.60**
 - TRENCH MIRRORS, 2 1/2 inches. Dozen **1.50**
 - RUBBERIZED ARMY CAP COVER. Dozen **1.75**
 - ARMY, NAVY or MARINE RINGS. Indian Silver Plated or Gold Finish. Will not tarnish. Doz. **1.50**

Picnic Items Selling Well

CHICAGO, April 19. — Pitchmen, demonstrators, house-to-house workers, and direct salesmen are doing well with picnic items and accessories, according to reports received here. With spring hitting its stride and summer just around the corner workers are finding Mr. and Mrs. America in a fine buying mood for items they will be using on their week-end outings.

Altho few new items have been introduced in this field the old standbys are getting an exceptionally good play. Selling well are such products as thermos jugs and bottles, camp knives, outing bags, grills, and blankets.

Portable radios and portable phonographs are also moving well since the picnickers these days rarely leave their music and entertainment behind.

Another item which has been a steady spring and summer seller for years and which shows evidences this year of breaking all previous records are the many different types of cameras currently being offered.

Cameras and radios definitely tie in with the outdoor season and workers report good results with them.

BENGOR PRODUCTS CO.
876 BROADWAY, NEW YORK, N. Y.

WATCHES and RINGS WHILE THEY LAST!



- WALTHAM & ELGIN—7 Jewel—with New Chrome Railroad Model Glass. In Lots of 6, Each **\$2.25**
- 10K SOLID GOLD LADY'S DIAMOND RING, SPECIAL. Lots of 2, Each. Special Price for Quantity Users. 25% Deposit. Balance C. O. D. Sample \$50 Extra. Send for Catalog.

N. SEIDMAN 173 Central Square, New York, N. Y.

Greatest Money Making Opportunity in Oil History—Cash in on First Post-Worldwide Amazing New Machine—Exclusive FRANCES

Five dies on machine, big selection. OILS OF LIBBY, LUCAS OILS, TRAVELER'S OIL, CRUISE and MANY OTHERS.

Write to: SEIDMAN CO., 400 N. W. 130, Avenue Miami, Florida

BULOVA—ELGIN WALTHAM—HAMILTON

GUARANTEED LIKE NEW

SEND FOR 1941 CATALOG

BERMAN GREEN CO.
801 Sansom St., Philadelphia, Pa.

Inventors Plan Gadget Display

CLEVELAND, April 19.—Hundreds of gadgets, brainchildren of inventors of seven States centering around Ohio, will be on display when the Inventors of America stage their seven-State convention in the Hotel Carter here April 29-May 2.

Dr. Frederic J. Root, Cleveland, an officer of Inventors of America, declared that a campaign has been waged for the past several months to bring a large group of manufacturers and creators to Cleveland.

"A special invitation has been extended to Kenneth Hubbard, of Angola, Ind., Recording Screw of the National Council, Screwballs of America," Dr. Root said. "The idea is to have all the balmy people together at one time."

"Seriously speaking, however, there are about 800 inventors in Cleveland, and nearly 4,000 inventions were patented in Ohio during 1940. We are assured of a fine show."

"A special invitation has been extended to Kenneth Hubbard, of Angola, Ind., Recording Screw of the National Council, Screwballs of America," Dr. Root said. "The idea is to have all the balmy people together at one time."

PATRIOTIC SOLDIER PICTURE FRAME PLAQUE

Mothers, girl friends and relatives will want to keep that soldier's picture in one of these beautiful frames. Glass front, with red, white and blue design.

5 1/2"x8", with die cut opening for regular 4 for 10c photos or any snapshot up to 1 1/2"x2". Mail hanging and easel on back. **\$1.60 Dozen, \$18 Gross. Sample 25c.**

6"x8", with die cut opening for any photo or snapshot up to 3"x4", with wall hanger and easel back. **\$1.95 Dozen, \$21.50 Gross. Sample 25c.**

SERVICE BANNER

Every home that is represented by a man in the service will want one of these banners, 9"x12", red, white and blue, satin finish. **\$1.40 Dozen, \$16 Gross. Sample 25c.**

WITH GOLD FRINGE BOTTOM
\$1.75 Dozen, \$20.25 Gross. Sample 25c.

SPECIAL SAMPLE OFFER!

One 5 1/2"x8 picture plaque, one 6x8 picture plaque, and one service banner with fringe shipped postpaid for only 50c.

All shipments F. O. B. New York. 25% with order, balance C. O. D.


SIGNAL & ROSSI, INC., 21-23 Irving Place, New York, N. Y.

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.



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.

PREMIUM SUPPLY CORP.
3333 LINDELL BLVD. ST. LOUIS, MO.

A PROFIT CLOUDBURST

Just Announced Last Month — and Already A TERRIFIC SUCCESS!



ROW and REDUCE

"STREAMLINES" THE FIGURE

Cash in on the surprise hit of the year — EX-ER-CI-50 — the truly low priced health builder that ties right in with today's national psychology of physical fitness. Every woman wants to streamline her figure — every man wants to be physically fit. EX-ER-CI-50 answers this demand. Portable. Fits overnight bag. Can be used anywhere—office, home, or beach. Offers tremendous profits. Wonderful demonstrator. Packed in attractive two-color, illustrated box.

SEND FOR SAMPLE TODAY
Agents, Merchants, Concessionaires, Pitchmen, order sample today. Send no money. On delivery pay postman C. O. D. of \$1.25 plus few cents postage, or send cash now and shipment will be made prepaid.

GRAB THIS WHILE IT IS HOT

Go Places with

THE NEWARK SPECIALTIES MANUFACTURING CO.
55 Hudson Ave. Dept. 24 Newark, Ohio

'41 WINNERS

a few of the hundreds of items from our General Catalog get your free copy... state line of business.





No. 6754 Table Lamp **\$5.40**

No. 6611 Bomber Lamp **Each \$3.25**

No. 6616 Vanity-Lite **Each \$0.85**

CONTINENTAL PREMIUM MART
822 N. Third St. Milwaukee, Wis.

ANOTHER SMASH HIT! RADIO CRUISER

Here's a real money maker... plenty of push and offered at such a low price, you can bet this quality merchandise will never be bought or sold for less.

\$11.70 EACH

- ★ Full size Super-Heterodyne Radio, A.C., D.C. Powerful built-in Dynamic Speaker... True reception.
- ★ Radio Cruiser is a realistic ship model... gleaming chrome rails and streamline hull... hand-rubbed walnut finish... authentic fittings.

Size 17 1/2"x17 1/2". Walnut Finish

ORDER A SAMPLE TODAY... DON'T MISS THIS PROFIT OPPORTUNITY.
25% With Order, Balance C. O. D.

A. MORTON GOLDBERG & ASSOCIATES
14123 MERCHANDISE MART CHICAGO, ILL.

EVERYTHING Wagon Jobs, House Carriers, Premium & Balloon Operators, BIG PROFITS, Drug Items, GOGGLES, Lotions, Notions, Candy Goods, Sideline Merchandise, M. E. T. A. L. P. L. A. G. LAPEL BUTTONS, 100 for 50c. Free Catalog. WRITE

SPRING SPECIALS! Moch Cakes, White Biscuits, Polish, Fly Swatters, Roach Powders, Window Cleaners, Etc.

KNIFE & PEN DEALS Nudies, Patriotic, Midget, Hunting, Jackmaster, 12 to Deal with, 1c to 39c Card, Per Deal... \$1.30

FLASHLIGHT-PENCIL DEAL—12 With Push Card—Takes in \$4—Your Cost \$2. Includes Dep. and Postage.

CHAMPION SPECIALTY CO., 814D Central St., Kansas City, Mo.

OAK WITEX BALLOONS

ORNAMENTAL CIRCULAR STRIPES

Marvelous "all-over" designs in flashy four-color effects. Be sure to see them. You'll want to sell them.

The OAK RUBBER CO.
SAVANA, OHIO

Sold by the Leading Jobbers

MILITARY ITEMS
With Insignia

For all branches of the service

HANDKERCHIEF CASES, Army, DOL. \$1.50
SEWING KITS, complete, DOL. .72
FOUNTAIN PEN & PENCIL COMBINATION DOL. 1.75
TRAVELING KIT & Pencil DOL. .50
PATRIOTIC LAPEL PINS DOL. .30
FLAG BOW PINS DOL. .45
TRENCH MIRRORS DOL. .50
CAP COVERS, Rubberized DOL. 1.70
RINGS, All Sizes DOL. 1.40
POCKET BOXES, with Puff DOL. 1.80
CIGARETTE CASES DOL. 1.30
LEATHER BILLFOLDS DOL. 1.50
KEY CHAINS (over 25) DOL. .34
IDENTIFICATION BRACELETS, DOL. 2.40
PENDANTS & NECKLACES DOL. 2.40
COMBATS & WATCHES DOL. 3.00
ARMY & NAVY NEEDLE BOOKS, Full Cover DOL. Gr. 2.45
Also 10¢ each

25 YEARS OF VALUE GIVING... Discount or full payment with all orders.

MILLS SALES CO.
101 BROADWAY, New York, N. Y.
WORLD'S LOWEST PRICED WHOLESALE

NEW JEWELRY FOR ENGRAVERS,
Complete Military Line, Sterling Silver, Heart Charms, Lockets, Rings, Crosses, Engraving Items, etc.

Send for Free Catalog or \$2.00 for samples.

MAJESTIC NOV. CO., 307 5th Ave., New York, N.Y.

ELGIN & WALTHAM
REBUILD WATCHES \$1.75

7 Jewel, 15 Sizes, in S. H. Engraved Cases, at

Send for Price List, Money Back if Not Satisfied.

GREENSBORO WATCH MATERIAL CO., 11 N. Broadway, Greensboro, N.C.

WALTHAM

New Push Button Pens—Lever Pens—Combinations. The new Waltham All-steel package gets you the real money. Write for price list on all type Waltham pens.

STARR PEN CO., 800 W. Adams St., Dept. B, Chicago, Ill.

CHWING GUM 23 BOX

RETAILS FOR \$1.00.

Each box holds 20 Colossalized 2¢ Packets. Factory Fresh Great Flavor Display Boxes hold you to get much 100% to be our distributor—get started! Send \$2 for sample box (postpaid). GREAT FIELD OFFICE AGENTS. Write AMERICAN CHWING PRODUCTS CORP., 4th and Mt. Pleasant Ave., Newark, N. J.

SUBSCRIPTION MEN

Make Money With Leading Reader Paper. Every issue a success. Attract \$1.00 per copy. Export good man wanted East of Mississippi River and North of Tennessee and Carolina. Write for details.

W. M. GURLEY, Manager of Agents, Room 301, Sandstone Bldg., Mount Morris, Ill.

AMERICA'S LEADING MANUFACTURERS OF

FELT RUGS

Lowest Prices. Sample \$1.25. Postage Prepaid.

EASTERN MILLS, EVERETT, MASS.

PAPER MEN

Come to Texas for real money. National publication. Texas will be good all summer. Millions being spent in Texas. Write

R. HUFF, 5416 Phillips, Dallas, Texas

ROLLED GOLD PLATED WIRE
Gold Filled

Fluorocene

227 Eddy St., Providence, R. I.

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**
(Cincinnati Office)

CURLY WATSON... novelty photographer, of Dallas, left Natchez, Miss., recently after working night spots there to fair business. He says he plans to return to Texas.

REGRETS: The passing of Simon (Cy) Ullman, ace paper purveyor.

T. E. (DOO) GLOVER... with his 14 stands, stopped over in Natchez, Miss., recently while en route to work the berry fields in Hammond, La. While in the Mississippi city Doo was a guest of Key Check Harry Hisco. Glover said he'd like to read pipes from Captain Thompson and Larry White.

REPORTS FROM... the boys working the Deep South indicate that business in that sector is only fair.

ITCHY FEET are synonymous with road folks these days.

KEY CHECK HARRY HISCO has returned to Natchez, Miss., after a successful stand at the Southwest Mississippi Fat Stock Show, Port Gibson, Miss., and is doing business at his regular stand in Natchez with key checks, rings, nameplates, patriotic pins, and other novelties.

ALTHO NATCHEZ, MISS. is closed, Chief of Police E. M. (Jack) Thomas, friend of pitchmen, says he is permitting the boys to work a few days there.

WON'T BE long now until the migratory boys and girls are back on the road.

THE BOYS AND GIRLS... tell us they'd like to know what's become of Texas Billy Finnigan, Doc H. J. Clayton, Rusty Woodward, Gilger Decker, Obbe O'Brien, W. D. Cooper, Gladys Bassett, Tex Younger, J. H. McCaskey, Al Mason, James L. Osborne, Ike Bowman, Doc Wilson, Chief White Eagle, George Sanders, Joe Morris, and H. B. Stanfield.

GEORGE J. OLIVIER is in Soldiers Home Hospital, Washington, suffering with a back injury sustained in an auto accident while driving from Erie, Pa., to Pittsburgh some time ago. He says he garnered plenty of gaudus at the Presidential inauguration, at which he had 12 boys working for him. George would like to read pipes from Mr. and Mrs. Harry Walker, Doc Burke, and Jack Campbell.

"WHICH WAY YOU GOIN'?" seems to be the current spring query.

"THIS IS MY fourth week here," cards Stanley Nalderet from Birmingham, Ala. "There's a worker taking some money on a local lot with colds, while another is chalking good results working static eliminators in doorways."

REPORTED TO BE... garnering some gaudus with her artificial flower line in Cleveland is Georgienne Griswold.

BEST WAY TO START the season right is to start it on the right foot.

HAVEN'T HAD any word lately from Jack Rushin, Carl Richardson, Tex Saumer, Sid Shipman, Jake Flowers, George Brecht, "Stiff-Finger" Johnson, Pappy Graham, or Jimmy Woodward. Pipe in, fellows.

DALE BAKER... letters from Des Moines, Ia.: "Have been doing fair here for the last six weeks at the H. L. Green Store in foot powder and oil and plan to remain another six. Local

sports show drew some of the boys here, but the event proved a larry, with the result that no one is booking the home show. How about some pipes from Chet Maine, Joe Mann, and Spud Blotch."

FAMOUS LAST WORDS: "Well, well, look who's here. Glad to see you. Can you let me have a sawky?"

"CONGRATULATIONS!"... on the Spring Special number and Dr. Graham's review on the writer," blasts Frank Halthoox from Statesville, N. C. "The writer, by the way, is known as the Old Judge at Station WHKY, Hickory, N. C., where he's doing eight 15-minute programs a week plugging his little two-ounce bottle of med at \$1. By working 16 hours a day broadcasting and pitching, my wife was able to have a small chicken for Easter, while I'm in bed getting my suit pressed for Sunday after a hard Saturday. Yes, just getting streamlined." Waxing poetical, Halthoox comes thru with the following, titled *The Old Judge*.

Now peers as if I might have got
Somebody's pot ablin'.
Or passed around the bellyache,
When I meant it all a-smilin'.
Jist when I only meant the best
Consarn'in roots and yarbs.
It peers as if my streamline stuff
Jist had a lot of barbs.
I didn't know I was on trial
And never duck or dodge,
An' didn't know that sellin' med
Was j'in't in a lodge.
It takes a lot of pluggin' now,
Jes keepin' fer myself
An' Mister Dun & Bradstreet
Ain't checkin' up my wealth.
And whilst I've elmed the ladder,
I've ald right back, you see,
An' lookin' out for Number 1
Jes works the hell out of me.

UNLESS IT'S AUTHENTIC it ain't news. This column appreciates getting the facts on everything for its readers.

ALTHO HAMPERED... by rain, Claude Knight has been working auto polish to fair results in Los Angeles.

MIKE HALPERIN... is in the army with the 94th A. T. Battalion, Fort Benning, Ga. He would like to hear from some of the boys.

PITCHMEN'S PRAYER: "Please make it possible for me to get a long summer's work in some choice territory."

SAM WILEMAN... paperman, handling trades and sports sheets, is doing well at shows, reports his assistant, Roy Graham, from Milwaukee. Sam has a new 26-foot trailer and a new car. Roy info.

VICTOR B. LUND... doing business in Oklahoma with Victor's Natural Mineral Products, passed thru Oklahoma City recently and reported his organization garnered fair results in Sayre and the western part of the State.

POSSUM AND BLOSSOM GILL... are now in Washington after filling an engagement in Baltimore, Md., to satisfactory takes.

JUST BECAUSE a man owns and operates a store, he shouldn't be permitted to dictate as to where or how the citizens of his town should spend their money.

BOB RIEBER... with the Mar-o-Vel Company in the Southwest, worked Hennessy, Okla., recently to reported good business.

HAVING QUIT... the road temporarily at least, Jack Moore is operating a grocery store in Oklahoma City.

GLENN BAGGERLY... letters from El Paso, Tex.: "Have been here for two weeks. The town is open

ARMY "EXPANSION" WATCH BRACELET!

No. B-1W4, \$13.50 Dozen

VERY BIG SELLER

Now—a low priced "expansion style" watch bracelet—with official army insignia (also navy and aviation)—with plate suitable for engraving and engravings. Number 1000, looks as nice as styles retailing for \$4.50 each. Both yellow gold and pink gold color; stainless steel "wooden finish" bands; also in all white finish. (We carry a big line of military jewelry, rings, brooches, etc.) Order samples today!

HARRY PAKULA & CO.
5 No. Wabash Ave., Chicago, Ill.

WHEREVER BEER IS SOLD

VALVE FOAM CONTROL BALL IS A NECESSITY!

Valve Ball in Foam Control breaks up gas bubbles, puts a uniform collar on every glass of beer. Reduces waiting to a minimum giving a greater volume of flavor per barrel. Fits on all beer tanks, new capacity. Ask Beer-Owners Buy them on Sight.

Saves time! No waiting for collar to rise. A surplus of one or more wherever beer is sold on draft. Retail at 25¢ to 50¢. Costs you 10¢ each in gross loss. Be first in your territory to clean up with this new specialty. Rush 10¢ test sample and full particulars.

GORDON MFG. CO.
110 East 23d St. (Dept. 409), New York City

CALIFORNIA TYPE

Coil-Up IRONER CORD stretches

GUARANTEED NEVER TO LOSE COILING POWER

BACK and FORTH

7 FEET

SOCKS 'EM FOR BIG FAYR SPOTS, WAGONS, FAIRS

Folding money boys clean up with "the socks, no knots, no tails, no get-ups, never 25¢ of ironing time" chatter. An amazing iron-on-like COIL-UP IRONER CORDS. Durable, snag-like, weight 100, pinch tight long green synthetic. Sells \$1.00 to \$1.50, 100% to 200% clickers. Sell out with electric demonstrator fun, to students. Patented & no complaint stocks. Sample \$1.00, credited 1st order. Write quick. COLLINS, Price, 1750 Berkeley St., Santa Monica, Calif.

PHOTO MOUNTS

DIRECT FROM THE FACTORY

Mountings from 1 1/2x2 up to the largest sizes—Now, a new line of "service" designs with flags and insignia—just right for military camps. Write for illustrated circular. Samples 25¢ postpaid.

THE GROSS PHOTO SUPPLY CO.
18417 W. Bancroft St., Toledo, Ohio

DEMONSTRATORS

Announcing 4 brand-new packages, Four-Color Job, Sloane's Sensational Sellers, great newspaper, media concentration. National advertising in 4 magazines, No-Foot Powder—shampoo, foot, itching, burning feet, Old World Colored treatment that does the trick. Sell the combination fast for 39¢. Double copy of powder and liquid \$12.00, plenty of free Advertiser's Foot, Disinfectant, and Foot Balms. Send and worker free. Protected Territory.

Sample 25¢. 50¢ deposits with order.

SLOANE PRODUCTS, Inc.
143 W. 41st NEW YORK CITY

VETERANS—SALES INCREASING YEARLY! America, Washington issues, the magazine monthly. Get a territory, Patriotic Calendars, Holiday Chit Chat, Service, Jack Books. "KEEP THE GOVT" 5¢. Selling slowly by wounded soldiers "8th Column Exposed," by J. Edgar Hoover, sold 35¢ communita in government jobs. With Rogers card near John Book, Flag, Respect, Bids, Oct. 2-26, sell 10¢-25¢. Samples 10¢ with copy of E. Sup. Cl. Law, VETERAN'S SERVICE-MAGAZINE, 148 Duane St., New York.

MEDICINE MEN

Write today for new wholesale catalog of Toulon Oil, Balm, Herbs, Tablets, etc. Low price—rapid service. (Products Liability Insurance Carried).

GENERAL PRODUCTS LABORATORIES
Manufacturing Pharmacists

197 E. Spring St., Columbus, Ohio

Convention List

A list of conventions and other events will be found in the List Section of this issue.

on private property to a small reader. One night recently Jean and George Gunn, and Bert Mayo, from Juarez, Mexico, were over for a visit. We are headed for the East and intend to work factories with a new layout that I have brought from Mexico. Boys working shops, pipe in."

TRIPDOP PINNINGS: "Now's the time to get busy, boys. The fact that many pitchmen who took up other vocations in recent years have returned to their first love points to a marked revival in general business this year."

Pitchdom Five Years Ago

Willard Griffin left Birmingham, Ala., for Chicago. He found Birmingham in better condition than any other city in the South, with only a small reader. . . Ben (Slim) Wilcent was in Milwaukee, boys there in chain stores were Earl Davis, ties; Martinellas, horoscopes; McDowal, peepers. All were getting money. Ben made Madison, Wis., before going to Milwaukee, and found the food show in the former town a flop. . . May Gorman, soap worker, was in Grand Rapids, Mich. . . M. I. Griswold was in Philadelphia playing clubs and vaude with his card set. He was working under the name of L. Cardo. . . Salem Bedonnie was in Springfield, Mo. . . Harry La Pearl was still on the sheet and hooding it most of the time. He found Welch, Va., hostile to papermen, also Bluefield. Pitchmen working the State had to have a State reader. . . Joe Morris was in Kansas City, Mo., en route from New Orleans to Detroit. He stopped off in Kansas City to give the factories a play. . . Billy Parrish and wife were in Fulton, Ky., recovering from injuries received when two drunks in a car crashed into their trailer and overturned it. The Parrishes had been working that territory all winter with their animals and had done fine in schools. Their best dog, Benny Boy, was killed in the mishap. . . E. W. Babbitt was having difficulty exhibiting his telescopic exhibits in Mississippi. He found most towns in the State closed to his business. . . Edgar F. (Pan Laffer) Clark had been making sales and Saturday towns in West Kansas. He worked the tractor show in Colby, which was free on your o.m. . . R. L. Grison was engaged in the hotel business in Canton, Miss. This was his first season off the road in 25 years. . . Doc M. A. Hathaway opened April 14 on a lot in Port Smith, Ark. Doc Happy O'Curran was there recovering from pneumonia. Others there were Smoky Pittman and wife, and Tex Conrad and wife. . . D. P. (Hoot) McFarland had just left Cleveland for Lewiston, Me. He planned to spend the summer in Maine. . . That's all.

- San Diego, Spring Fair of Modern House Ideas, 22-27.
- F.L.A.—Chicago, Fla. Tomato Festival, 22-26.
- Ill.—Chicago, National House & Garden Expo, 19-27.
- IND.—Port Wayne, Food, 22-26.
- KAN.—Neodesha, Metro-Eta West, 21-26.
- N. Y.—Buffalo, Food, Beverage, & Equipment Expo, 21-24.
- Ill.—Chicago, Mardi Gras, 24-26.
- PA.—Philadelphia, Relay Track & Field Meet, 25-26.
- S. C.—Charleston, Azalea Festival, 23-25.
- TEN.—Dallas, Dog Show, 20.
- Port Worth, Dog Show, 20.
- Gainesville, Circus Round-up & Homecoming, 23-25.
- St. Antonio, Fiesta San Jacinto, 21-26.
- San Antonio, Dog Show, 25.
- VA.—Alexandria, Dog Show, 26.
- Charlottesville, Dog Show, 22.
- Tenn.—Tenn., Dog Show, 24.
- Richmond, Dog Show, 25.

- April 25-May 1
- CALIF.—Lodi, Legion Picnic 3-4.
- Oakland, Garden Show, 30-May 4.
- ILL.—Chicago, Greater Olympia Circus, April 18-May 4.
- Chicago, National Premium Expo, April 20-May 2.
- IND.—Port Wayne, Dog Show, 4.
- KAN.—Topeka, Spring Jubilee, 24-May 3.
- MD.—Baltimore, Dog Show, 27.
- MISS.—Columbia, Northwest Miss. Livestock & Horse Show, April 29-May 2.
- MO.—Joplin, Fiesta, week of April 22.
- TEX.—Dallas, Dog Show, 2.
- St. Joseph, Apple Blossom Festival, 1-3.
- Springfield, Dog Show, 20.
- N. H.—Concord, Dog Show, 4.
- MA.—Boston, Dog Show, 27.
- N. Y.—Buffalo, Dog Show, 27.
- PA.—Phila., Dog Show, 2.
- Pittsburgh, Radio, 3-May 10.
- TEX.—Beaumont, Dog Show, 27.
- Corpus Christi, Rodeo, 3-4.
- VA.—Winchester, Apple Blossom Festival, 1-2.
- WIS.—Wisconsin, Turner's Show, 1-2.

Boston Protests Erection Of Proposed City Stadium

BOSTON, April 19.—Public reaction against the proposed Boston Municipal Stadium apparently is growing stronger. People are deluging Boston newspapers with letters opposing the plan. A bill authorizing the city to spend \$1,900,000 for constructing the stadium is pending in the Legislature. Under terms of the bill the city could go ahead with construction plans if trustees of the George Robert White Fund refused to build the stadium with money from the fund. The White Fund controls most of the spending activities of the city, apart from regular departmental expenses. Chief opposition seems to be the proposed set-up under which construction costs would be borne by the White Fund, but maintenance costs would be derived from increased taxes.

"Lone Ranger" Suit Up

GREENVILLE, S. C., April 19.—Trial of an action brought last September against Lee Powell and O. C. Cox, the latter lessee of Wallace Broe's Circus, in an effort to enjoin Powell's use of the "Lone Ranger" billing and certain other phrases, is scheduled in Greenville April 26 in United States District Court. The action was brought by Lone Ranger, Inc., Detroit.

Mass. Curfew Remains Same

BOSTON, April 19.—The house of representatives has killed a bill which would permit amusement places under jurisdiction of the Metropolitan District Commission to remain open until 1 a.m. Reports which come under MDC jurisdiction include Revere Beach and Nantasket, Mass. Commission operates independently of municipal authorities and has its own polling crew.

INAUGURAL OF BEE'S

(Continued from page 31)
Deason, amusement manager for the sponsors, were complimented on their efforts to make the event a success. Midway, featuring new canvas, plenty of paint, and a new lighting system, proved an attention getter. Roster includes David J. Huls, president; Leonard McEmore, vice-president and general manager; V. (Blackie) McEmore, assistant manager and general agent; H. A. Keys, special agent; R. Felton Robertson, secretary and treasurer; William M. Jarvis, construction superintendent; J. C. Godsey, advertising department; Vincent Belamore, band leader; Dan Culbert, electrician and front gate; Joe Willis,

front gate ticket taker; Mrs. William M. Jarvis, mail and The Billboard sales agent, and Sewell (Jimmy) Green, night watchman.

Shows
Minstrel, Willard Davenport, manager; Floyd Young, Albert Peterson, Ocle Lee Scott, Melvin Wingo, Robert Nichols, Willis B. Young Davenport, Lora Allen, Ethel May Nichols, Leola Thompkins, and Susan Williams. Girl Show, M. H. Campbell, Spot Morgan, Ethel Campbell, Thelma Schmidt, Lora Elmer, and M. H. Campbell Jr. Athletic, Bill Stinson, manager; the Shadow and G. Humphreys, wrestlers and boxers; Mrs. Bill Stinson, tickets. Honeymoon Trail, Mr. and Mrs. Bill Brown, owners; Slim Galloway, manager.

Rides include Tilt-a-Whirl, J. C. Godsey, foreman; Charles Shelton, and Bill Adams, assistants; Ferris Wheel, Meri Gribbons, foreman; Buddy Lamb, assistant. Merry-Go-Round, Jimmy Shipman, foreman; Edward Jones, and Eldridge Owens, assistants. Chairplane, W. C. Fromes, foreman; T. E. Staples, assistant.

Concessions
V. McEmore concessions: Corn game, James O'Dea, Ralph Bordinan, James Tulio; photo gallery, Mrs. V. McEmore, R. L. Hall; nickel pitch, Mrs. Alma Jett; clotheisn stand, Tom Cash; penny pitch, Anna Francis Shelton; rolldown, Charles Jett, Bill Bopper. L. McEmore concessions: Baby auto, Jack Prick, baby aeroplane, Junior Campbell; Mrs. L. McEmore, manager; bottle stand, Roy Bright; bottle ball game, Mrs. Jack Prick and Mrs. Dan Culbert; cat rack, Harry Foiden; popcorn and peanuts, George (Red) Graham; pea ball, Walter Critzer; oven and under, Mrs. Walter Critzer; E. J. Hardy, stock man.

Billy Jarred and Ira Perkins have the Penny Arcade; diggers, Mrs. Irene Brown; lead gallery, Sewell (Jimmy) Green; blower stand, Joe F. Smith, owner; Mac McLain, agent; cookhouse, Gus Bethune, owner; George Mullins, chef; Irene Gardner, cashier; Harley Foiden, griddle; William Stringer, waiter; George Morris, waiter; Ed Jones, dish washer.

BALLYHOO BROS.

(Continued from page 31)
but a matter of what the buyers considered saleable under their buying agreement. By this time the trainmaster, who hadn't reported his equipment's weight, arrived with some 200,000 tons more to add to the list. The arguing started anew.

Friday noon we noticed a steady stream of dump trucks, heavily loaded, leaving the lot. Rushing out of the wagon to put a stop to this sabotage, the banker learned that the independent ride and show operators were moving their stuff off the lot. This cut the selling weight down 95 per cent. Going down to the tracks to look over the train, they were surprised to see new plates on each car reading, "Property of the Midway Swayback Car Company, Inc." Upon their return we learned that the light plants were being reclaimed by the manufacturers.

Late that night the boy under the wagon reported that the whole deal was off, due to the American Junk & Scrap Iron Company not wanting to include the lumber in the front gate as such and because it was not sure whether or not the office owned the main electric switch. So 100 per cent minus 95 per cent gave the office a 5 per cent selling margin, providing it owned the cable. Early Saturday morning the bosses invited all to return and to set up, announcing that "the show would go on." Again everybody's happy except the banker.

CRYSTAL IS WINNER

(Continued from page 31)
Billy Landes, clown; Sam Bloodgood, announcer and sound system. Free acts are Art Carver's Trampoleneers,

Speedy Phoenix, and Thompson's Thrill Trio. Rides include Twin Ferris Wheels, Merry-Go-Round, Chairplane, Octopus, Loop-o-Plane, Tilt-a-Whirl, Pony Ride, Kiddie Auto, Big Apple, and Sky High. Shows: Hinges in Hell, Jack Montague and Matt Crown, managers; Strange Creature, Doc Moore, manager; Joe Moore, tickets; Circus Side Show, Whitey Ulmer Jr., manager; Myra, turtle girl; Davis, manager; Waldo, sword swallower; Joe Tustain, tattooer; Zippi, pinhead; Sparkline, electric chair and headless girl illusion. Athletic, Sam Petrelli, manager; Marvin Hutchins, boxer and wrestler; Allen Whitlaw, boxer; Tigress Louise, woman wrestler and boxer; Monkey Circus, Paul Baty, manager; Jesse Watta, trainer; Ethel Baty, tickets. Midget Village, Jimmy Murphy, manager; Harlem Revue Minstrel, Art Carver, manager; Johnny Samson, producer and stage manager; Wee Willie James, band leader; Legs Hantly, dancing comedian; Boogey-Woogey Green, comedian; Bertha Wallace, singer.

Concessions
Cookhouse, Billy Bunts, manager; chef, A. A. Hillyer; griddle, Joe Walters; waiters, Joe Davis and Allan Cooke. Pete Miller, Cherokee Village; palmistry stand, Madam Ruth; Roberts brothers, popcorn; bingo, Johnny Bunts, manager, and caller, T. E. (Heavy) Styles; Countermen, Roy Parker, Steve Koler. Other concessionaires are Johnny Bunts, 3; H. Benji, 3; Pearl Swicegood, 2; R. G. Baker, 2; long-range gallery, G. F. Roberts; Mary Jane Berk, 2; J. E. Fish, 2; Marian Long, 1; Claude Fitze, 2; J. William, 4; W. B. Reid, 2.

ATTENTION!
Wholesalers and Retailers
NEW! NEW! NEW!
ORIGINAL AND ENTIRELY DIFFERENT
GREETING CARDS
Funniest Cards You've Ever Seen
16 COLORFUL COMIC-JOKE BIRTHDAY CARDS
Write for Circular Today!

MARCY MFG. CO., Inc.
138 W. 17th St., New York City

NEW Suction-Cup AUTO FLAG-HOLDER
Cup can be placed in various positions. Complete with 8 American Flags, 8 American Letters. Sets for 25¢ to 90¢ each. Sample 15¢.
Doz. \$1.25
Gro. \$14.00
25% Deposit with order.
GORDON MFG. CO.
110 E. 23d St., Dept. FD9, New York City

America's Latest Craze
YOUR NAME
in raised Coral-Ordered Letters on a genuine Crystal
SEA SHELL BROOCH
Plaid, color, plus name appeal. Cost 2 1/2 cents complete, with printed brooch card, setting a fast quarter. Sample and price list post paid 25¢.
J. A. WYTHE & SON
8307 N. E. 2nd Ave. Miami, Fla.

TRADE SERVICE FEATURE
Events for Two Weeks

April 21-26
CALIF.—Newhall, Newhall-Baugus Rodeo, 25-27.

ON ACCOUNT OF DISAPPOINTMENT
Have a choice location for Weighing Scales, Costed Machine and Herschel Kiddie Ride at Rochester's only Amusement Park. Will buy Ride if price is right. Address:

H. A. BORNKESSEL
Sea Breeze, N. Y.

WINDOW CARDS
14x22 Cards, \$4.00 per 100
17x20 Cards, \$5.00 per 100
22x28 Cards, \$6.00 per 100
250 Bumper Strips, \$3.75.
BOWER SHOW PRINT CO., FOWLER, IND.

SPECIAL NOTICE
To all my friends, or anyone in the show business regardless if it is held in auditoriums, stadiums or on show lots, I am in a position at this time to be of great help to you in any branch of the amusement game. I am now the promotion manager of The Wichita Beacon, Wichita, Kansas, and I will personally handle any of your propositions or needs. Any kind of show business that is in keeping with the policy of The Wichita Beacon and our city, county and State authorities. Phone 32211.
JOHN R. CASTLE
PROMOTION MANAGER, WICHITA BEACON, WICHITA, KANSAS

NEW SENSATIONAL FOLD-UP!!
"UNCLE SAM FOLLS THE DICTATORS"
(All Rights Reserved)
BLITZKRIEGING THE COUNTRY!
Bigger than the "PIGS"
Per Hundred, Postpaid \$1.25
Includes on Lot of 5000 or More, Sent 10 for Sample.
NORSAM PRODUCTS 299 Broadway, New York City
Originators of "Confucius Says" Phone: Worth 2-2455

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AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Ashland Building, Clark and Randolph Streets, Chicago

Recognition -- A plan is announced to give due recognition for all good work done in building good will

From an industry standpoint the chief work of coin machine trade associations will always be in the field of public relations, or the job of building public good will for the industry.

There are many other tasks that fall to city and State associations, most of which relate to local situations, but every organization within the industry can greatly advance its own local interests by carrying on a definite program of public relations. The work which each organization does in this field contributes that much toward the national welfare of the industry.

There are a lot of men in the industry who are working hard at the job of promoting good will for the trade in city and State fields and in many cases their services are given voluntarily. In order to accomplish real results an organization must also have an active and loyal membership.

The work of city and State groups in the field of public relations needs every encouragement possible. Accordingly, The Billboard is announcing a plan of Association Awards in recognition of work done in the field of public relations. Details of the plan will be sent to associations and also the plan will be explained in detail in our publication.

The heads of the national associations—Coin Machine Industries, Inc.; Automatic Phonograph Manufacturers' Association, and the National Automatic Merchandising Association—will act as judges in the final appraisal of the work done by the various organizations. This will serve to bring about a closer community of interests between the national organizations and the city and State groups scattered over the nation.

The occasion for giving these awards to associations will be at the annual conventions in Chicago each year. The awards, of course, will be made annually on the basis of work done in public relations thru the year. The annual conventions are of increasing importance to association executives, since at least one evening during the convention is set aside for a dinner and program for these leaders. More and more attention will be given to these meetings for organization workers.

In giving these awards of recognition it has been decided to make separate awards to an association in each of the three main divisions of the industry. Thus, a principal award will be given to an amusement games association, a music association, and a vending machine association. The supplementary awards will also be made to associations in the three fields. There is a difference in the public relations work facing each division of the industry in many cases, so this distinction will be kept in mind in judging the programs and work done by the various groups.

The essential requirement to push this plan thru to success is the co-operation of every association and its officers in sending regular reports of programs and work done, samples of publicity material, news items, reports of meetings, of local problems, and other material. All of these reports and items will be kept on file to be placed before the judges at the end of the year.

More important still is the fact that all this material will be used as the basis for news items and articles on organized work in public relations. Its purpose will be to increase the exchange of ideas among all the organizations in the industry. Our publication will regularly feature news of associations as it has always done. This is the most practical exchange of ideas at present, and bulletins

will be issued from time to time giving all organization leaders the benefit of useful ideas and programs worked out by other organizations.

It will require co-operation; it will require push; it will require an exchange of ideas; it will require industry spirit; it will require public spirit. There are already enough progressive leaders in the industry sending in reports and exchanging ideas to deserve national recognition at the annual conventions. The need is for a stimulus that will arouse many other organizations to form a practical program for cultivating good will. At the present time the industry and all its organizations need to openly support national defense. There are many other jobs to be done which should keep all city and State associations busy thruout the year.



Giving serious thought to national defense. Cartoon by G. W. White, Tampa Tribune, May 25, 1940.

EASTERN FLASHES

NEW YORK, April 19.—It looks as tho the boys along CoIn Row are getting set for invasion. Showroom fronts are barricaded with huge boxes of games; some coming in from manufacturers, while others await trucks for out-of-town shipment. Used games are being shipped in greater quantity than ever before. The same boom condition holds true thruout Greater New York and New Jersey.

Irv Mitchell has taken an additional Brooklyn store to be used exclusively for reconditioning and packing used games. Much, by the way, is building his own shipping cases. . . . Speaking of packing cases, Hymie Budin warns his help to be careful in unpacking his shipments of Umpe from Stoner, as the boxes are used to ship used games. . . . George Guss is back from a successful selling trip for the Mike Munves Corporation and has had to put off for the present work on his new book in favor of getting out orders. He's had six books published so far.

Even the summer may be just around the corner. Max Levine, resident of Scientific Machine Corporation, is anxious under with demands for Batting Practice. . . . Sam Sacks has taken additional space to cope with orders for his reconditioned phonos, leasing an entire floor in the building opposite his CoIn Row showrooms. . . . Bill Rabkin, of International Mutoscope Reel Company, back from Florida, says the popularity of Ace Bomber, Drive-Mobile, and Voiceograph is increasing. . . . Bert Lane, Seaboard Sales, also enthusiastic about these three, reports that Gene's Ten Spot and Duval's "21" are also clicking.

OF MEN AND MACHINES

DeWitt (Doc) Easton, Eastern regional director for Buckley Music System, and Willie Blatt, of Supreme Vending, Brooklyn, seen riding over Manhattan Bridge in Doc's car. Whatever the boys were discussing, it must have been important, as Doc was actually driving slowly. . . . Earl C. Baeko, National Novelty, a tennis tomtecher, gets in a couple of practice sets early each morning. . . . Over at the George Ponser Building and in George's Jersey showrooms the main conversational topic continues to be Batting Practice. The firm is also doing a big job with Gottlieb and Success games and Peckard's Pie-Mor wall boxes. George has finally been able to get away for a brief trip up-State. . . . Play Ball, the new Bally game, has started off as a hit, reports Jack Fitzgibbons, with Jack Devlin and the other boys doing their bit to keep up with the demand. . . . Dave Frestone is back in town with plenty orders for Cent-a-Mint, which he reports is being well received by vendors thruout the country.

Paul E. Davis, of Davis Sales Company, Syracuse, N. Y., is running a sale on used equipment. The Ravreby brothers, Ed, Jack, and Al, have a wide variety of new and used equipment in their Boston salesrooms ranging from 1-cent vendors to a new Panoram. . . . Irvin Blumenfeld, of General Vending Service, Baltimore, Md., claims General is right up in the front ranks these days. . . . Jack Kay, of Ace Vending, Newark, has been continuously on the go taking care of orders for the Jersey shore trade. . . . Al Schlesinger, well-known Eastern distributor, has several Spotlight movie machines on test locations in upper New York State. Machine carries a variety of subjects with a nickel coin chuff. . . . Edwin P. Corrison, of the Palisades Novelty, Grantwood, N. J., reports business brisk in Bergen County.

PAST FLASHES

Helen Cohen, of Budin's, is being touted as the most popular girl on South Portland Avenue. . . . Tony Guidges, New Britain, Conn., operator, runs into Pennsylvania quite often, and Fred (Seaboard) Iverson is questioning him about it. . . . Angelo (Chickie) Delaporte,



A LITTLE BIT OF HEAVEN in the Mills Music Hall. Angel by Ray Badue, famous drummer in the Bob Crosby band; halo holder, Jim Mangon, advertising manager of Mills Novelty Company. Photograph—The Throne of Music. (Manufacturer's release.)

called the human dynamo by his friends, is getting around in Upper New York State. . . . Ralph Colucci came into town from Waterbury, Conn., and visited at Seaboard Sales. . . . Nat Cohn says Modern is headed for one of the best years in its career. . . . Bill Alberg and Charley Aronson, of Brooklyn Amusement, are banging away with the Evans Tommy Gun. Bill also cautions all operators to keep eyes open for the new Evans game scheduled for distribution soon.

Miss A. M. Strong, of the G. V. Corporation, finds operators of all types of equipment swarming to gum vendors to help stabilize their business. . . . Al S. Cohen, of Asco, is lonely these days with Mrs. Cohen and her mother in Florida. Al has only a heap of orders to console him. . . . It was a tough job to break Irving Orenstein loose from the Sunny South, but now that he's back at Hercules he has no regrets, and orders for new and used equipment keep him so busy he can't find time to tell his friends about his trip. . . . Jack Berger, of Newark Coin, on the other hand, looks envious every time a sun-tanned operator enters his showrooms. Jack hasn't been able to take time off for two years now and prospects for getting away soon are slim.

COIN SHOTS

A few of the boys are talking of buying Mike Munves a motor scooter to help him get to and from his 10th Avenue showrooms and his Arcade headquarters on 43d Street. But judging by the way Mike rushes back and forth he doesn't need mechanical help. . . . One of Tony Gasparro's old friends in Paris has been reported missing and Tony has been feeling a little low. But Tony has been doing a big job with Do-Re-Mi and it helps take his mind off the war. . . . Dave Robbins has placed a few of his new 1-cent skill games in test locations, with reports to date very encouraging. Dave will have the game in production in the near future. . . . Sarovy Vending Company is getting set for a special used equipment sale, according to Al Simon and Jack Semel. . . . Al Shery is elated with response he is getting from out-of-town operators from all over the country. . . . Charlie Litchmann, of Federal, is doing nicely in his new uptown offices. . . . Jack Kronberg has been out in the field quite a bit lately and reports things on the upswing all over the State.

Barney (Shury) Sugarman, of Music Systems of N. J., will be looking for new quarters if his business continues to expand at the present rate. . . . Irv Morris says that there is a decided demand for big arcade equipment all along the shore and lake resort front. . . . Dave Stern, of Royal, Elizabeth, N. J., sends word that things are really starting to happen in his neck of the woods.

Dream This One Out and Two Little Squirrels are way up on his request list. . . . Joe Ash, of Active, Philadelphia, is busier than ever before these days. . . . Art Nyberg, of Calvert Novelty, Baltimore, finds that Lucky Strike is his biggest seller these days. . . . Roy McGinnis, of Baltimore, tells us that orders are coming in faster than ever before. . . . Lew (Leader) London, Leader Sales Company, Reading, Pa., never finds it too much trouble to pop up the trade periodically. Lew is always willing to give his customers expert advice whenever they ask for it.

To Ban Use of the American Flag for Commercial Purposes

WASHINGTON, April 19.—Following passage of a bill in the Senate sponsored by Senator Charles O. Andrews, of Florida, last week, the use of the American flag in advertising or for any other commercial purpose will be banned in the near future, it was indicated. The proposal encountered no opposition either in the committee or on the Senate floor, and equally clear sailing is predicted when it comes before the House.

Under the terms of the bill, not only the flag itself but also the "standard, colors, or ensign of the United States of America" or any use of colors or the stars and stripes which may suggest the flag or other national emblems to the average person, will be banned. A fine of \$100 or less and a jail sentence of 30 days or less or both will be penalty for those who disgrace, mutilate, or use the flag for commercial purposes. The use of pictures of the flag or other emblems on packages is specifically forbidden also.

The bill passed by the Senate is S. 218. Representative J. Hardin Peterson, of Florida, will guide the measure in the House when it resumes its work on April 21.

No national law at present prohibits use of the flag for commercial purposes, but each State has its own statutes. The Andrews Bill seeks to eliminate confusion which results from conflicting State laws and to establish a federal law for the protection of the National Emblem.



FREE PLAY BIG GAME

Built with Animal Head Strips, or Standard Fruit Reel Strips. Also built with Mystery Cash Payout and Token Award Jack Pot.

Built for 1c-5c-10c-25c Play
Made Only By

WATLING MFG. CO.
4640-4660 W. Fulton St.
CHICAGO, ILL.
Est. 1889—Tel. COLUMBUS 2770
Cable address "WATLINGITE," Chicago

BEST FREE PLAY BUYS

Animal . . . \$25.00	Leader . . . \$29.50
Attention . . . \$2.50	Micro . . . \$7.50
Bandwagon . . . \$5.00	Nippy . . . \$10.00
Big Chief . . . \$7.00	O'Boy . . . \$10.00
Blonde . . . \$5.00	Powerhouse . . . \$7.00
Brite Spot . . . \$5.00	Rotation . . . \$5.00
Big Town . . . \$5.00	Revvy . . . \$3.50
Brookview . . . \$2.50	Seers . . . \$9.50
Commodore . . . \$5.00	Sport Parade . . . \$2.50
Cordelia . . . \$2.50	Stratoliner . . . \$5.00
C.O.D. Bally . . . \$10.00	Stars . . . \$9.00
Dial . . . \$2.50	Score Card . . . \$3.50
Drum Major . . . \$5.00	School Days . . . \$5.00
Dukes . . . \$5.00	Red Hot . . . \$2.50
Formation . . . \$3.50	Pink 'Em . . . \$1.50
Four Roses . . . \$5.00	Zoville . . . \$3.50
Gold Star . . . \$5.00	Wicket . . . \$9.50
Legalside . . . \$5.00	

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

LATEST MODELS—FREE PLAY

FLICKER (Bally) . . . \$52.50	Line Up . . . \$27.00
Attention . . . \$2.50	Micro . . . \$7.50
Animal . . . \$2.00	Nippy . . . \$10.00
Band Wagon . . . \$4.00	O'Boy . . . \$10.00
Big Chief . . . \$3.00	Powerhouse . . . \$7.00
Blonde . . . \$1.50	Rotation . . . \$5.00
Bang . . . \$1.00	Revvy . . . \$3.50
Big Show . . . \$1.50	Seers . . . \$9.50
Cordelia . . . \$2.50	Sport Parade . . . \$2.50
Jolly . . . \$1.50	Stratoliner . . . \$5.00
Credling . . . \$2.50	Stars . . . \$9.00
Chubby . . . \$1.00	School Days . . . \$5.00
Drum Major . . . \$5.00	Score Card . . . \$3.50
Four Roses . . . \$5.00	School Days . . . \$5.00
Formation . . . \$3.00	Variety . . . \$1.50
Gold Star . . . \$4.00	Zoville . . . \$3.50
Leader . . . \$3.50	Chief (Rev.) . . . \$3.50
1/3 Cash Deposit. Under \$18.00 Full Cash.	

Cable Address: Ostracoda, N. Y.
MARC MUNVES, INC. 656 West 157th St.
New York, N. Y.

110 Volts AC Anywhere!

WITH KATOLIGHT PLANTS AND ROTARY CONVERTERS

Furnish standard 110 AC 60 Cycles for operating coin-operated music machines, motion picture, AC radios, electric organs, pin-ball games, etc.

Complete 350 Watt, 110 AC Light Plant—List . . . \$ 87.00
Complete 500 Watt, 110 AC Light Plant—List . . . \$ 165.00
350 Watt Kato Rotary Converter—List . . . \$ 61.50

KATOLIGHT, Mankato, Minnesota, U. S. A.

BARGAINS FROM DAVE MARION

1 Remoy Anti-Aircraft, Late Brown . . . \$67.50
Vnt Peck, Recond., Reconditioned . . . \$2.50
Al-Rider . . . \$119.50 Western B. 8' . . . \$4.50
Glow, the Chutes 72.50 Wurlitzer 24' . . . \$4.50
Garcia, Late . . . \$100.00 Wurlitzer R.D. . . . \$7.50
Monkeys, Late . . . \$8.50 Dard 21' . . . \$1.50
Cubs . . . Write Characters . . . \$1.50
Write April List — Dozens of Bargains.
Jobs — Write Us for Quotations — All Types.
1/3 Deposit Required — Immediate Service.

Write for Complete Bargain List.
MARION COMPANY, Wichita, Kansas.

HERE AND THERE . . .
Maxie (Sugar Plum) Putterman, one of the live-wire operators of New Britain, Conn., spent a day at Jamaica Race Track. Maxie looked very sad after the seventh race, even tho the Alee Gold was there to console him. . . . Charles Engelman, the fast-stepping music operator, reports that Eddie Lane's songs, Let's

AUTOMATIC PHOTOGRAPHY

The remarkable coin-operated PHOTOMATIC machine, a worldwide public favorite, automatically takes, frames and delivers a fine personal picture in only 40 seconds! Requires no attendants; very little weekly servicing. PROVEN a steady money-maker. Investigate without obligation.

INTERNATIONAL MUTOSCOPE REEL CO., INC.
44-01 11th St., Long Island City, N. Y.

MUSIC MERCHANDISING

Band Leaders Find It Pays To Promote Own Recordings

More top-flight leaders concentrating on pushing their own records via personal appearances in record stores, automatic phono distributor offices, etc.

NEW YORK, April 19.—Regardless of how great a merit band leaders feel for air time, one-nighters, theater dates, and long ballroom engagements, they still devote a major portion of their waking hours to planning and pushing their records. A record, after all, they aver, is much more permanent than a tune played on the air maybe only once a week. A record, too, if it's a hit has even a larger audience than all the air time and other playing dates rolled together.

To what extremes a band leader will go in this belief is witnessed this month in the activities of Vaughn Monroe and Tiny Hill. Monroe has just completed a personal tour of 11 cities in Massachusetts, where in each city he made an appearance in the local music store for the purpose of satisfying autograph hounds, and of course hyping the sale of his records. To prove that this effort wasn't lost, RCA Victor reports that the average attendance for each store where Monroe appeared was 288 people. Total number of records sold as a direct result was 1,090, making an average sale per store of 99. This trip, which was made piecemeal out of Boston by Monroe, was done while the maestro was playing every evening at the Statler Hotel in that city, and it took him two weeks to make the 11 stores involved.

Contacts Location Help

From a different angle but with the same general goal in view, Tiny Hill spends his "off-hours" addressing union meetings of the waiters and waitresses and bartenders in towns throughout the Midwest during his stunts. In these places, Hill says he speaks before an average of 25 such gatherings every year. His point is that the people working in the phonograph locations are friends of his. It will mean more of his records on the machines and more play from the customers. Servicemen are always happy to get suggestions and requests from the owner or hired help in a location, so naturally where these people know Hill personally he is bound to get more than an even break.

Hill's technique when making these appearances is to pack along a portable phonograph and about six of his latest recordings. He plays as many of them as time permits, then makes a short and friendly few remarks, shakes hands all around afterward, and goes on his way. That it must pay off is attested to by the fact that Hill keeps on doing it.

Meet Coinmen at Distrib

Many band leaders have long made it a point to drop in the offices of automatic phono distributors to meet the operators usually to be found purchasing records in these spots. Sammy Kaye, Dick Jurgens, Frankie Masters, Lawrence Welk, Horace Heidt are but a few of the many who find time spent doing this pays big dividends in boosting the use of their records in music boxes. In addition, by getting first-hand information of what the operators want and can best use, these leaders feel they are thus in a much better spot to decide what songs to record and what sort of arrangements to make them.

More and more of this good-will ambassador sort of thing is being done by band leaders who are evidently working on the basis that if the United States Government feels it is worth millions of dollars a year to try and get the co-operation of the Latin and South American countries, then a band leader shouldn't scoff at the good-will idea when it comes to selling people in this country on the fact that he is good and should be listened to. Just playing good music today may not be enough, especially if the consumer, so-called, hasn't heard that music.

Correction

In the Horace Heidt half-page announcement in the April 19 issue of *The Billboard* the numbers of the two Columbia Records, *Friendly Tavern* Poika and *G'Bye, Now*, were incorrectly listed. *Friendly Tavern* Poika is numbered 36006 and *G'Bye, Now*, 36023.

Tri-State Buckley Distrib in Memphis

CHICAGO, April 19 (Manufacturer's release).—H. R. Perkins, sales manager for Buckley Music System, announces that Tri-State Music Company, Memphis, Tenn., is now organized to distribute the new illuminated music systems out of Memphis. This will serve music men in Western Tennessee, Northern Arkansas, and Northern Mississippi.

Perkins declared: "The Tri-State Music Company has recently been organized to handle the new illuminated Buckley Music Systems. This company will be handled by Clara Heinz and Chris Heinz, both well known in the music and coin machine field in the Memphis territory. Initial installations have already been made in several key cities.

"The new company is enthusiastic about what can be done with the new Buckley Music Systems. The initial installations have run true to form, have shown the operators and locations a big increase in profits. Announcements are being sent out to the operators in the territory calling their attention to the locations where installations have already been made so that they can get acquainted with the Buckley line."

Pearl New Phono Rep in N. Y., N. J.

NEW YORK, April 19 (Distributor's release).—Harry Pearl, Keystone Vending Company, with offices in Newark, N. J., as distributor for Rock-Ola, reports that he has been appointed distributor in Greater New York, and will open offices shortly on Coit Row. Pearl has been doing well in his territory and expects to do equally as well in the big city. Assisting Pearl is Harold Lawrence, well-known salesman of coin-operated equipment for many years. Moe A. Harris is in charge of the mechanical department.

Youngstown-Warren Assn. May Promote Disk-of-the-Month

CLEVELAND, April 19.—It was indicated at the last meeting of the Ohio State Automatic Electric Phonograph Owners' Association that the Youngstown-Warren chapter may undertake a record-of-the-month campaign similar to that currently being conducted in Cleveland. R. P. Edwards, representing the Youngstown-Warren group, was assured of aid in setting up the campaign by Cleveland representatives.

Members commented favorably on the increase of automatic phonograph business in Cleveland due to the record-of-the-month campaign. Cleveland program calls for newspaper advertising as well as numerous tie-ups with merchants and location owners to promote a certain record chosen by Cleveland servicemen each month.

President Leo Dixon, wielding the gavel at the Ohio State Association meeting, extended an invitation to all operators to attend the banquet and show to be conducted by the association at the Hotel Statler May 21.

He also reported that the Come-to-Cleveland Committee of the Chamber of Commerce is actively co-operating in giving the affair wide publicity. Committee reports and routine business rounded out the meeting.

Eddie Plugs Eddie

BALTIMORE, Md., April 19 (Distributor's release).—What's in a name? A lot of co-operation, when both names are the same. For instance, Eddie Lane and Eddie Ross. Eddie Lane is the industry's songwriting advertising man. Eddie Ross is the boss of Oriole Coin Machine Corporation, Baltimore. So Eddie Lane writes a new novelty song, *The Two Little Squirrels (Nuts to You)* and has it recorded by Mitchell Ayres on Bluebird. Tommy Tucker on Okah, and Louis Jordan on Decca—and Eddie Ross, a big music operator, goes nuts about the tune and puts a record on every one of his phonographs. Lane is happy because he's getting this big plug. Ross is happy because the tune is bringing in the coconuts, and the industry is happy because one of its own boys has now produced another hit song that brings him a step further up the ladder. P. S.: Eddie Lane's brother is Bert (Seaboard Sales) Lane.

Los Angeles

LOS ANGELES, April 19.—Reports picked up along Los Angeles' three Coit Rows—Venice, Boulevard, West Pico, and West Washington Boulevard—indicate that machines are getting good play. Many sailors and soldiers in for-furloughs are patronizing the machines.

Barry Beauregard, of Pike Novelty Company, is the first member of the Automatic Operators of Los Angeles County to enter the services of his country. He leaves soon for camp.

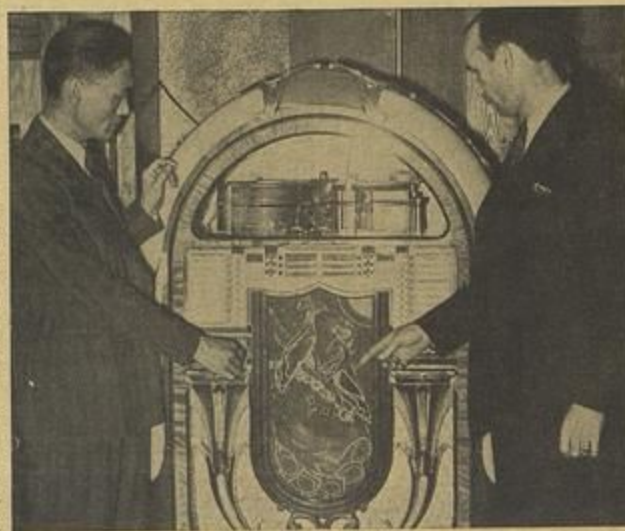
Harry O. Rawlings, of County Games, is an active member of the Pacific Coast Showmen's Association.

Mae Mohr, of the firm bearing his name, is now handling the Baker line. "I've got another good line," he said upon his return here Tuesday (8) from a trip into Washington State.

Bill Wulf returned to the Coast recently from a trip east. While in Chicago, he visited *The Billboard* office.

Mr. and Mrs. Paul Laymon are back in Los Angeles following a trip to Oregon. They motored thru the redwood country. Says Paul: "People don't know what a beautiful country that is."

Jack Gutshall, of Esquire Music Company, is one of the busiest coinmen on the West Coast. Complains Jack: "I can't get enough Packard Pla-Mor 88." (See LOS ANGELES on opposite page)



WURLITZER IN HOUSTON'S SILVER BOWL CAFE. Jimmie Lim (left) is proprietor of the Silver Bowl. With what storybook writers like to call "Oriental cunning," he selected a Wurlitzer phonograph to entertain his patrons. John Alico (right) is the music merchant who installed the instrument. (Manufacturer's release.)

Sidelights

on the
NEWS OF THE WEEK

OPA

The Office of Price Administration and Civilian Supply, established by executive order of the President last week, has as its primary objective the prevention of price fluctuation, rising costs, profiteering, and inflation. It will also aim to stimulate provision of a necessary supply of materials and commodities needed for civilian use. It will set maximum prices, profit margins, and charges, and other elements of cost or price.

Another duty will be to "formulate programs designed to assure adequate standards for and the most effective use of consumer goods; stimulate the utilization of substitutes by civilians for consumer goods and commodities of limited supply."

Leon Henderson, long adviser to the President on prices and present price commissioner of Office of Production Management (OPM), heads the new OPA. The price administration committee within OPA includes Secretaries Morgenthau and Withard, Federal Loan Administrator Jesse Jones, Federal Trade Commission Chairman Charles H. March, Tariff Commission Chairman Raymond B. Stevens, and William Knudsen, and Sidney Hillman, of OPM.

S. A. Ad Campaign

Five leading advertising agencies are to spend a total of \$600,000 in advertising in 350 Latin and South American newspapers inviting visitors to the United States and aiming at a better understanding among the "free and independent people of the Western Hemisphere." Campaign is being sponsored by the Inter-American Travel Committee and represents one phase of the program of Nelson Rockefeller's organization to improve commercial and cultural relations between the United States and Latin America.

Full-page ads will appear in the newspapers on the list over a 35-week period. Copy thruout will be keyed by testimonials featuring well-known Latin American personalities who will describe the pleasures of traveling in the U. S.

Millions More

Three million more men—more than half of which will come from the ranks of unskilled labor—will be employed in defense industries by the summer's end, William S. Knudsen estimates. In testimony before the Senate Appropriations Committee, Knudsen stated that since last September the defense program has already created jobs for 2,000,000 men.

Speaking of \$\$\$\$

As an example of what the defense program is doing to increase purchasing power: Wayne County pay rolls (Detroit) were \$24,000,000 higher in 1940 than in 1937, which topped 1929 highs, and pay rolls for first two months of this year is \$22,000,000 over same two months in 1940. Non-agricultural employment reached the highest February level on record, Department of Labor reported, the last week in March with 36,584,000 jobs.

Cig Machine in Film

A Rowe Cigarette Merchandiser comes in for a good publicity plug in the picture *Tall, Dark, and Handsome*. Machine is used as a prop in a railroad station scene, with one shot showing a clear close-up of the machine.

Army Seeking Candy Bar

The National Confectioners' Association, at the request of C. G. Herman, of the Subsistence Laboratory, Quartermaster Corps of the U. S. Army, is representing the candy industry in preparation of a special type of candy to meet

Phonographs Wanted

We pay following prices F. O. B. yours: \$164, \$36.00; 254, \$40.00; 600s, \$100.00; \$300, \$110.00.

BOX 0-40, Care The Billboard, Cincinnati, O.

specific governmental requirements.

Government, according to Herman, "needs a product that will retain its character under the blistering heat of the tropics and the frigid temperature of Alaska—a product that will be edible months after it has been prepared and one which will contain the necessary vitamins, minerals, proteins, and fats essential in an adequate ration."

Civilian Shifts

Army enrollments fell less than half the story of shifting markets directly resulting from expansion of the army, according to a recent item in *Printer's Ink Weekly*.

Recent surveys show that for every soldier who goes into training camp an average of one and one-third civilians come to the area to engage in servicing the military population. A camp adding 24,000 men means an additional increase of 32,000 civilian population in the region. The net army increase of approximately 1,000,000 will have moved 1,333,000 civilians to camp areas.

Latest definite figure on military enrollment is 1,418,000 men in army uniform by June. This means a net shift from the civilian market of 1,000,000 men, the remainder being members of the regular army. Some reliable Washington sources have it that steps will be taken this summer to boost enrollment by another 1,000,000. This lacks confirmation, however. Official version of army plans is that the total will be held at 1,418,000 unless and until an emergency develops.

LOS ANGELES

(Continued from opposite page)

lectors. We're putting them in all over this vicinity."

Irving Rich, of Consolidated Novelty Company, has added a station wagon to his mobile equipment. He reports that he is planning to expand his activities.

Verne Briggs was welcomed to the AOLA meetings the other day. Altho he still carries a cane, he doesn't have to use it much. He was recently injured in an automobile accident, when his car turned over many times.

Phil Robinson goes to the hospital soon for an operation.

Cliff Blake and Max Kraut have their heads together worrying about deliveries on the new U-Need-a-Pak machines designed by Norman Bel Geddes.

Report circulating around Los Angeles is that Bill Blake, of Coast Cigarette Services, is getting plenty of fried chicken these days.

Tom Morrissey, manager of Rowe Cigarette Service, is ill. The boys hope he will have a speedy recovery.

Charles Figgie, candy machine operator, is busy putting out machines. With



YOU pick the locations!
YOU name the terms!
YOU earn more, faster!

Sounds too good to be true? In 67 cities
AUTOMATIC HOSTESS TELEPHONE MUSIC
is the greatest profit sensation in history!

Get the **REAL** facts today!

Automatic Hostess
SINGING TOWERS PHONOGRAPHS

WALL BOXES BAR BOXES TOWER SPEAKERS

AUTOMATIC INSTRUMENT CO.
1907 WEST WASHINGTON BLVD., CHICAGO, ILLINOIS

increased airplane production and business in general, Figgie says the time to make hay is while the sun shines.

H. H. Linville was a recent visitor to U-Need-a-Pak's offices.

Paul Gerber is spending a few days at his Sportland Arcade on the Ocean Park pier, but is already making plans to return to Chicago. Woody Gerber, who with Barney Fishman manages the spot, has been called into army service and leaves soon for Camp Ord. Spot has about 18 people on the pay roll and uses about 1,100 machines. Plans are being made for expanding the operations. When asked what machines were getting good plays, Paul Gerber said: "Zoom and Pike Peak are terrific here." Sportland Annex, near by, is managed by Ralph Brojansky.

WIRED MUSIC

Complete Studio Equipment and
15 Units, including Accessories.

AUTOMATIC COIN MACHINE CORP.

340 CHESTNUT ST.
SPRINGFIELD, MASS.

MASTERCRAFT 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" x 30" x 22") . . . \$10.00

No. 12 Adjustable Pad

(for cabinets up to

67" x 30" x 22") . . . \$12.00

No. 25 Slip-Over Pad

(for cabinets up to

65" x 30" x 22") . . . \$8.00

No. 35 Slip-Over Pad (for cabinets

up to 67" x 30" x 22") . . . \$10.00

No. 39 Adjustable Carrying Hor-

ners (for all size cabinets) . . . \$6.00

BEARSE MANUFACTURING CO.

Inc. 1921.

5815-3825 Cortland St., Chicago, Ill.



ORCHESTRA LEADER JOE REICHMAN, currently at the Pavilion Caprice of the Netherland Plaza Hotel, Cincinnati, shows his approval of the Seeburg phonographs as operator Jack Matsum; Toni LeMare, the hotel's sommelier, and Joe Weinberger, Southern Automatic Music Company executive, look on. (Distributor's release.)

10 TO 21, SOCR. - 12 TO 99, 18C EA. - 100 UP, 18C EA.

MUSIC OPERATORS -

get wise, use

Miracle Point Needles

M. A. GIBERT CORP., 2947 NO. 30 ST., MILWAUKEE, WIS.

— J. J. L. GIBERT, ESTABLISHED 1910 —

Tell the Advertiser in The Billboard
Where You Got His Address.

Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

By HAROLD HUMPHREY

News Notes

Bandleader Tiny Hill has been relieved of being eligible for switching his baton for a rifle. He weighs 365 pounds—just 145 over the maximum limit set up by the army. . . . 20th-Fox is releasing its new musical picture, "The Great American Broadcast," and seven new songs will be split up among the cast, which includes the Ink Spots, Alice Faye, and Jack Oakie. Besides the title song there will be "Where You Are," "I Take to You," "Run, Little Raindrop, Run," "Long Ago Last Night," "I've Got a Bone to Pick With You," and "It's All in a Lifetime."

Muggsy Spanier, who had his own small band over a year ago and dropped it to play trumpet for Bob Crosby, is back on his own again but this time with a 13-piece outfit. He will probably be signed by either Columbia or Decca for recordings. . . . An influx of musical talent from European shores in recent months

has to a great extent relieved the scarcity of foreign records for American operators. Recording companies are now availing themselves of this new immigration and making the foreign stuff on this side. . . . From time to time operators inquire whether or not *The Billboard* *Star* has ever been recorded and where they can get it. A check-up at the various record houses reveals no record of it, but no doubt it will be made some day if enough requests are registered. . . . A few of the musical experts around at the disk companies are predicting that the samba will soon replace the conga in popularity. . . . It's the native dance of Brazil. . . . Johnny Messner and his band will record four sides for Decca this week, and the contract to be signed later will depend on the success of these items.

Exploitation

Altho not the first to try it, Capitol Amusement Company, Philadelphia, re-



KEENEY WALL BOX INSTALLATION in Ted's Corner, meeting place for youth of St. Louis, is considered one of the chief factors in continued profitable operation of the establishment. Public Sound Systems, operating firm, advises that music play at the spot is above average, thanks to the Keeney wall boxes. (Manufacturer's release.)

ports it is having great success thru the simple expedient of stripping its "rings" in the title-holders. For example, if the name of a location is the Sand Bar, the service man will take a not-too-well-known recording of a ballad and in typing out the title strip will label the tune, "Love on the Sand Bar." This usually makes a big hit with the patrons and gives a little-played record plenty of spinings on the turntable. Capitol Amusement's latest success in this line is the re-naming of the "Village Tavern Legionnaire" to "American Legion Post Polka." Legionnaires in this particular neighborhood are eating it up, Capitol says.

Release Proves

Barry Wood will join up with the King Sisters for one recording on Victor. Tunes will be *Tell Me Pretty Maiden* and *Bless Them All*. . . . McFarland Twins will record the new tune *Thumbs Up* this week on Okeh. . . . Dick Jurgens and Eddy Howard have just recorded two of their latest tunes. Jurgens' is *You're the Sunshine of My Heart* and Howard's is *I Forgive But Can't Forget You*. . . . Scandinavian Music House has a new Swedish importation titled *Mucker* and played by the Carl Jularbos band, which is going well in Swedish locations. . . . Larry Clinton and Vaughn Monroe recorded some new ones Monday for Victor and Bluebird, respectively. . . . And another four sides were done this week for Bluebird by Alvino Rey and the King Sisters.

Territorial Favorites

FOLLOWING is a list of reports from operators in various sections of the country who have mentioned artists and records as local favorites, in addition to the national leaders listed in the Record Buying Guide:

CHARLOTTE, N. C.:
You Are My Sunshine. Wayne King and the Airport Boys.

Mentions for this ditty have also trickled in from other scattered spots, so it looks as tho it will soon become more than just a territorial favorite. Tune is a ballad on the hillbilly order, especially as done by the Airport Boys. Wayne King sweetens it up, but of course retains the original melody. It's a simple tune and, as usually follows in such cases, is also very commercial.

WASHINGTON:
When That Man Is Dead and Gone. Glenn Miller.

This is one of Irving Berlin's latest creations and, because of the topical theme played up in the lyrics, is almost bound to come out of the territorial class at least for a time. Altho not mentioned by name, the story told by the words is obviously about Herr Hitler. Miller's version is on the swing side, and his popularity too will give the tune an added boost nearly everywhere.

DENVER:
Alexander the Swoose. Kay Kyser.

A novelty number which appeared in the "Possibilities" section of the Record Buying Guide last week and which is

already a "Going Strong" item with operators in this Western city. Kyser is a past master at this type of arrangement and does his usual job on same. What its chances are for national fame is anyone's guess, but it should be good for a little of the operators' budgets for records.

DALLAS: Bye, Bye Blues. Cab Calloway.

It's an old tune, but Calloway has a new recording of it. Operators here have got it on most their machines, especially in the Negro sections. Cab gives it his typical low-down treatment, and the hi-de-hi bandleader still has lots of followers in all types of locations.

Radio's Leading Songs

HERE is a comparative list of 10 songs broadcast most often during the week ended April 19 and the week before, ended April 12. 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—Amazola	2
2—It All Comes Back to Me Now . . .	6
3—Walking by the River	5
4—Maria Elena	—
5—There'll Be Some Changes Made . .	—
6—Georgia on My Mind	9
7—High on a Windy Hill	1
8—Two Hearts That Pass in the Night	5
9—Do I Worry?	—
10—Wise Old Owl	3

Pennsylvania

WILKES-BARRE, Pa., April 19.—Operator Lou Unterberger reports he is receiving fine reports on his latest installations of his Seeburg Hi-Tone Symphonola. . . . One of his top spots is Kearney's Barbecue Place, Wilkes-Barre, leading Jitterbug palace in the valley.

Local operators report that the advent of spring and warmer weather is beginning to have a satisfactory effect on business. With the Lenten season over things are beginning to look rosy.

The Wyoming, Pa., borough council passed the ordinance authorizing licensing of pinball machines. Burgess John Masel did not sign the ordinance nor did he disapprove it. It was reported he kept the ordinance for 30 days and then returned it to council.

Parking meter collections for March netted \$258.16 for Plymouth Borough, Pa. The figure is considered high because snow and ice barricades remained along Main Street for some time.

Wurlitzer distributor Ben Sterling Jr., of Rocky Glen Park, Moonic, Pa., who also owns about half of the park, admits he ordered a six-foot wire barrier built to divide his half of the park from the half owned by the Nallin-Jennings Park Company because of a dispute over parking charges. Sterling says the Nallin-Jennings unit charges for auto parking while he permits free parking.

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DOG-HOUSE POLKA

(PAPA'S IN THE DOG-HOUSE NOW)

By E. P. La Freniere, Charles French and Walter Bishop

TOMMY TUCKER

on Okeh



ART KASSEL

on Bluebird

JOLLY JACK ROBEL

on Decca

ROY MUSIC CO., INC., 1619 BROADWAY, NEW YORK

"THE WISE OLD OWL"

SAYS "A WORD TO THE WISE IS SUFFICIENT." READ IT AND REAP!

Record Buying Guide

COMING UP

APRIL 26th, 1941—"THE WISE OLD OWL" . . . cute sort of ditty . . . getting a nice bit of radio play. Only one record means anything on it . . . that being the disk by AL DONAHUE.



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Have You the Newest Hit—

"I'll Be With You In APPLE BLOSSOM TIME"

Featured by The ANDREWS SISTERS in the Universal Picture
"BUCK PRIVATES"

Decca Record—The Andrews Sisters
Victor Record—Wayne King
Bluebird Record—Dick Todd
Okeh Record—Frankie Masters (in preparation)

Fox Trot Arr. by Jack Mason—Waltz Arr. by Ted Dole

BROADWAY MUSIC CORP. 1619 BROADWAY, NEW YORK

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 15)

LANNY ROSS (Victor 27379)

The Night We Met in Honolulu—V. Some-where in England—V.

It's about time that Victor put its foot down on Ross's lending his fine tenor voice to every bit of tune-and-lyric writing that he seems to do in his spare time. Within recent weeks several of Ross's disks have contained some songwriting effusions of his own, and with this release comes the straw that breaks a steady listener's back. Both tunes here are Lanny's, and both of them are far

from good. The first is an uninspired palm-trees-and-pale-moon thing, and the second is a maudlin attempt to be sentimental and timely in one breath. A voice and style such as this singer possesses should be used on good material that will complement them, not get them down. Roy Bary's string-and-reed backing is good.

BENNY GOODMAN (Columbia 36039)

I Found a New Baby—FT. Breakfast Feud—FT.

Goodman lets his sextet, with the featured spotlight on Count Basie at the piano, run wild on an original and on a rhythm oddie that has been worked over by large and small hot combinations for years. This is one of those for-jazz-lovers-only platters, and one of the best of its type. Inasmuch as, in addition to Benny's clarinet and Basie's ivory work, it offers Cootie Williams' sensational trumpeting, George Auld's tenor sax tootlings, Charlie Christian's guitar pickings, Jo Jones' drumming, and Artie Bernstein's bass slapping, all excellent and all extremely non-commercial.

GLENN MILLER (Bluebird B-11110)

The One I Love—FT. VC. Sun Valley Jump—FT.

Glenn Miller can never be accused of being fickle. When he gets a formula he likes he sticks to it with a constant show of devotion that may be admirable but at the same time begins to seem a little interminable. Since the Modernaires joined the Miller band, their harmony voicings have blended with Ray Erber's lead warbling on practically every ballad cut by this ork. The format is going to get a little monotonous very shortly, if it hasn't begun to get so already. On the A side oddie it's in once again, as are the Miller reed stylings and the brass choir. It makes fine listening and all that, but it's very easy to get too much of a good thing. Plattermate here is a conventional jump tune, by arranger Jerry Gray, that combines the usual hot solos with the customary screaming ensembles.

JOE REICHMAN (Victor 23378)

It Was Wonderful Then—FT. VC. Hey! Stop Kissin' My Sister—FT. VC.

Reichman continues his efforts to make himself an important factor in the recording picture with a pair of tunes that showcase his piano nicely. Particularly on the second side is Joe's technically superior keyboard work in evidence, and this side also offers a hot sax passage that is both surprising and as surprisingly good for a band styled along hotel lines such as this one is. Tempos are danceable on both sides, and throat Reichman's piano keeps the interest up. Marion Shaw does both vocals.

ORRIN TUCKER (Columbia 36049)

Georgia on My Mind—FT. VC. Absence Makes the Heart Grow Fonder—FT. VC.

The best bet this band has ever achieved is discernible on the first side, a beat, for that matter, that is so good, so solid, and so danceable that a second look at the label is necessary to prove that it's really Tucker. In addition to the beat, there is also some forthright rhythmic playing and a heated trumpet bit that is still more eyebrow-lifting. Tucker and the Bodyguards combine for a pleasing vocal chorus, and the whole side adds up very favorably. The companion piece presents Bonnie Baker.

JAN SAVITT (Decca 3695)

April Showers—FT. VC. Big Bear—FT.

The Savitt band has quieted down considerably, and the treatment accorded the old Al Johnson hit on the first side is surprising in its subdued melodic arrangement and its lack of rhythmic lift. Allan De Witt's vocal is all right, but he receives little help from the band, with the result that his chorus drags more than it should. Companion piece is one of those start-and-end-softly rife tunes, with hot solos and conventional brass figures.

DUKE ELLINGTON (Victor 27380)

Take the "A" Train—FT. Sidewalks of New York—FT.

The unusual item on this disk is the grafting of an Ellington arrangement on

the familiar *East Side, West Side* anthem of New York. It's a jazzy jump version, full of hot solos, and a little bit undistinguished for a band as great as the Duke's. Barney Bigard's clarinet is outstanding, but little else is outside of that. More jump stuff in the advanced Ellington technique answers to the curious title on the A side.

MILLS BLUE RHYTHM BAND (Okeh 6119)

Ride, Ride, Ride—FT. VC. Congo Caram—FT.

Under the direction of Lucky Millinder, this septa outfit produces a tempo on the A side that can be described only as terrific. It's a pace that can be danced to only by whirling dervishes, and even listening engenders fatigue. For a few bars after the first chorus the boys break to a slower tempo, but pick up the original express train speed for the rest of the side, winding up in a steaming hot melange of instruments. This is the sort of thing that can turn a classie's hair white with horror, but it employs an instrumental technique that not too many symphony players can match. As an exhibition of how to handle instruments at a furious tempo this side is little short of a classic. Reverse is bouncy, but seems to be going at a small's pace after the white heat of side A. And after the virtuosity of that side, it's conventional stuff.

WOODY HERMAN (Decca 3693)

Everything Happens to Me—FT. VC. Sleepy Serenade—FT.

Only one apparent thing holds back the B side of this latest Herman pressing from the possibility of being a gratifying music machine click. That is its titular similarity to *Sunrise Serenade*, along the lines of which the song itself is patterned. A lilting, catchy melody, scored in a way to get the most out of it, it has good coin phono appeal, but the word "serenade" has been overworked in titles before this. Once past the title, its lovely intro and pleasant, relaxed, and softly melodic tune have definite chances for hitdom. If White's guitar passage is especially listenable. Reverse has a Herman vocal as its mainstay. Woody doing his customarily excellent job of personable singing. The tempo is slow, the lyrics are entertaining, and generally this side, too, is a potential seller.

VAUGHN MONROE (Bluebird B-11114)

G'Bye Now—FT. VC. Music Makers—FT. VC.

Monroe has two extremely likely looking coin phonograph possibilities in both sides of this newest disk. *G'Bye Now*, as a song, seems to be pointing for a hit, and although a couple of other versions of it have beat Vaughn's to the music boxes already, his increasing popularity will no doubt be responsible for pushing his arrangement of it to the phono fore. Marilyn Duke sings it well, and the band gets its customary fine beat. On the other side is the first vocal version of the Harry James tune, *Music Makers*, and this may give the song the start that it so far hasn't achieved. Miss Duke also handles this vocal, and the ork plays it in a two-beat style similar to the James arrangement, altho a shade faster.

SAMMY KAYE (Victor 27381)

Friendly Tuzers Polka—FT. VC. Hawaiian Sunset—FT. VC.

Kaye makes his bid for some of the popularity already starting to accrue to *Friendly Tuzers Polka* with a bright version of it, complete to German band effects and plenty of male chorus warbling. Fast and bouncy in accredited polka manner, it's a lively and spirited item, and its vocal department, led by Maury Cross, does well with the lyric. Plattermate is a grass-skirted original that doesn't offer too much that hasn't been heard many times before. Mary McKenna sings an okeh vocal, and the ork supplies its usual smoothness.

TED WEEMS (Decca 3697)

Out of the Night—FT. Oh Monah—FT. VC.

Weems has been meeting with success along the phonograph track with his versions of *There'll Be Some Changes Made* and *It Ain't Gonna Be Me No More*, and here he has one with which to make and play for a third click that is his alone, *Night* is his theme song, and its pretty tune has been heard by many record purchasers on late-hour dance remote programs. Elmo Tanner's whistling is a large part of the side, and it's possible that the attention Weems has attracted with his other current hit disks will carry over to this one. Reverse is all right. (See ON THE RECORDS on page 72)

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ANDREWS SISTERS
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In Apple Blossom Time...3622

INK SPOTS
You're Looking for Romance
We'll Meet Again...3656

MILDRED BAILEY
Georgia on My Mind
I'm Afraid of Myself...3691

GUY LOMBARDO Orchestra
The Band Played On
You Stepped Out of a Dream...3675

WOODY HERMAN Orchestra
Sorrento
Oh, Look at Me Now...3630

ELLA FITZGERALD Orchestra
I'm the Loneliest Gal in Town
The Muffin Man...3666

JIMMY DORSEY Orchestra
Maria Elena
Green Eyes...3698

GUY LOMBARDO Orchestra
Intermezzo
Star Dust...3674

LOUIS JORDAN
Pompton Turnpike
Do You Call That a Buddy...8500

BUDDY JOHNSON Band
Please, Mr. Johnson
Swing Along With Me...8507

JIMMY DAVIS
I'm Sorry Now
Some Other Man...5926

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BUCKLEY MUSIC SYSTEM is not just another means to bring music to a location and yet save your old equipment—it's the ONE SURE WAY to give your locations BETTER TONE!!! And, as every music operator knows, BETTER TONE means BIGGER PROFITS! BETTER TONE of the BUCKLEY MUSIC SYSTEM makes friends of your locations! BETTER TONE of the BUCKLEY MUSIC SYSTEM gains the

respect, appreciation and admiration of your location owners AND EARN'S BIGGER, STEADIER PROFITS FOR YOURSELF! Get going NOW!! PUT ALL YOUR SPOTS IN THE SPOTLIGHT WITH Buckley Music System DIRECT "Touch-To-Touch" ACTION—AND—BETTER TONE!!

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Oklahoma City

OKLAHOMA CITY, April 19.—Coin machine business in this area continues to move along with national defense expenditures, dealers and operators report. This is confined, however, to the phonograph field; interest in amusement games appears to be light.

Joe Williams, Dallas, owner of Commercial Music Company, and J. A. Tower, Southwestern credit manager for Wurlitzer, recently visited the Commercial office here.

Bryan Earle, 10-year-old son of Mrs. Clara Earle, of the Boyle Amusement Company, has been seriously ill in an Oklahoma City hospital with peritonitis.

Charles O. Gibbs and Bryce Martin, operators at Tulsa and Chickasha respectively, have opened retail record stores in addition to their coin machine business.

Mack F. Phillips, Garber, bought a new Bally Defender from Prock & Robins, Inc., last week. Prock & Robins have added Keeney's Air Raider to their line.

Recent purchasers of Wurlitzer equipment at Commercial Music Company include B. H. Oliver, Isabel; Kenneth Weston, Altus; Roger Whitfield, Ardmore; W. A. Reed, Enid; E. B. Gooch, Stillwater; C. F. Sandfer, Tulsa; R. H. Atkins, Muskogee, and Jack London, of the London Music Company, Oklahoma City.

Rice Music Company has joined the April 22 Pioneer Day celebration here by putting out a special program of "Spirit of '69" songs for its Tone-a-Tune machines. Lists of the eight songs included have been distributed to the various locations and will be given customers for song selection.

New State distributor for RCA-Victor is the DuLaney Distributing Company. The firm replaces W. C. Dance, Inc., which is leaving the record business. Murry Woodruff, record manager at Dance, will move over to head the department for DuLaney.

George Buske, Tulsa, bought Rock-Ola equipment last week from Prock & Robins. Jim Boyce and L. W. Rice, of Oklahoma City, have also been recent customers.

The London Music Company has bought four View-a-Scene movie machines and now has them on locations.

Cecil Clark, former operator in Oklahoma City and Tulsa with the Boyle Amusement Company, has joined the De Luxe Amusement Company, of Little Rock, Ark. Another addition to the staff of De Luxe is Fred Pringle, until recently a student at the University of Oklahoma.

Don Law, Dallas, district manager for Columbia Recording Corporation, recently visited Miller-Jackson, Inc., here for two weeks.

B. H. Williams, manager of Commercial Music Company, reports a successful business trip to Dallas.

Bob Lester, Duncan operator who recently purchased 35 new Wurlitzer machines here, lost five machines in a fire at Duncan last week. Lester said the equipment was stored in a garage in which the fire started.

B. F. Hutchins, Lawton operator, has opened a retail record store, and reports

he has 37,000 old-time records in addition to a large stock of new tunes.

T. G. Wolfe, head of the Sooner Novelty Company, said this week his firm sold 22 new Seeburg phonographs thus far in April.

Walter Pierce, former traveling serviceman, has joined Bob Lester's staff at Duncan.

ON THE RECORDS

(Continued from page 71)
too, with a lot of solo and ensemble singing backed by a swingy rhythm.

WILL BRADLEY (Columbia 36044)
I Boogied When I Should Have Woogied
—PT. VC. That's Her Mason Dixon Line
—PT. VC.

Lyrics are the thing on both sides here. With Ray McKinley to interpret them in his amusing drawl, the disk therefore makes entertaining listening. Musically it has some of the already established Bradley eight-beat rhythm on the first side, and some equally cogent four-four tempo and solid instrumentation on the reverse, but both tunes are essentially lyric numbers, and actually that's all that counts on these arrangements. Lynn Gardner lends an assist to McKinley on the B side words.

XAVIER CUGAT (Columbia 36041)
A Rendszeros in Rio—Bolero; VC. Intermezzo—Beguine.

Rendszeros also bears the title of *Un Momento*, and is by Albert Dominguez, who authored *Frenesi* and *Perfidia*. Lena Romay and a chorus take care of the words admirably, and over all is the distinctive style of this foremost exponent of Latin rhythms. *Intermezzo* is different from the numerous other versions available currently, in that Cugat plays it in beguine tempo, with his violin setting the pace for a beautiful, mostly choral performance. This side also has choral work behind the melody, handled in an impressive way.

MERRY MACS (Decca 3690)
If Just Isn't There—V. You'll Never Get Rich—V.

The Macs get their nice smooth blend on the slow ballad on the A side, and produce a pleasant, if unexciting, three minutes of harmony warbling. Flip-over is better, inasmuch as it offers brighter tempo, nice lift, clever lyrics, good vocal arranging, and a well-played vibes passage. Only those loyal followers of this foursome, however, will go for this, since the songs aren't known—and aren't likely to be—and the quartet has done much better work on previous occasions.



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GLENN MILLER'S RECORDING OF
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Belongs to Somebody Else

"IT'S A HONEY"

BLUE BIRD RECORD No. B-11110



Okeh RECORDS
present
CLAUDE THORNHILL



A name that means
MORE NICKELS
for your coin
machines!
**6124 O SOLE MIO
TRAUMEREI**

The sky-rocket success of Claude Thornhill's band this year has been one of the phenomena of the music business, and America is still on the up-beat. Claude has gone for these lads in a big, big way, and this ever-growing wave of applause is paying out pretty on the machines.

Thornhill's Okeh Records are hot! If you aren't cashing in on Claude & Co., get on the bandwagon now!

**THREE MORE THORNHILL
NICKEL NABBING NIFTIES**

- 5333 THE BAD HUMOR MAN
I'VE GOT A ONE TRACK MIND
- 5901 LOVE OF MY LIFE
THE LEGEND OF OLD CALIFORNIA
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Record Buying Guide

An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

TRADE
SERVICE
FEATURE
The
Billboard

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.

- High on a Windy Hill. (7th week) JIMMY DORSEY*, SAMMY KAYE*, VAUGHN MONROE*.
- There'll Be Some Changes Made. (5th week) BENNY GOODMAN*, VAUGHN MONROE*, TED WEEMS*.
- It All Comes Back to Me Now. (4th week) GENE KRUPA*, HAL KEMP*, TED WEEMS*.
- Amapola. (3d week) JIMMY DORSEY*, SAMMY KAYE*, CONNIE BOWELL.

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.

Oh, Look at Me Now. This TOMMY DORSEY* recording is going along to increasingly gratifying profits, and while it still doesn't merit a jump into the section above this one, each succeeding week now finds it a little nearer that category.

Dolores. TOMMY DORSEY* along with BING CROSBY is in on another nicely moving disk here. Both records have spurred ahead this week, advancing to within slight of the blue-ribbon goal. It won't be surprising to see both of them make it in another week or so.

The Wise Old Owl. AL DONAHUE has the field pretty much to himself on this old novelty out of the BMI workshop. JOE BISHOPMAN*, DICK ROBERTSON*, and TEDDY POWELL* are also present in the picture, but to a small degree. The number, almost wholly in Donahue's version, is doing exceptionally well.

Boogie Woogie Bugle Boy. After a strong upward jump last week, this ANDREWS SISTERS recording has sort of leveled off, but it still is one of the most profitable disks currently under the needles. WOODY HERMAN* has a record that is also contributing to the general success of the number.

Friendly Tavern Polka. One of the brightest prospects for real hitdom in another couple of weeks is this HORACE HEIDT* item. It's going along at a fast clip, and should have no difficulty climbing much higher before too long.

The Band Played On. Another speedily advancing song—curiously enough, after some time of sparsely filled "Coming Up" listings, this department is now crowded with near-hit recordings—that is likely to go quite a bit farther before its career is thru. GUY LOMBARDO* is alone here at the moment.

G'bye Now. HORACE HEIDT* is making his presence felt in the boxes in a big version of Friendly Tavern Polka. This song is likely to be big in itself, and this arrangement of it has the jump on everyone else, and is taking advantage of it. Despite the fact that it was a "Possibility" only last week, it's doing very well now.

I, Yi, Yi, Yi. This ditty from That Night in Rio, as waxed by the ANDREWS SISTERS is going along fairly well. It's not setting any records, or burning up any needles, but it's been a pretty consistent money-maker for the past several weeks.

Until Tomorrow. Improving noticeably this week is this SAMMY KAYE* ballad. He has the only disk available on it, inasmuch as it is his own song, and he is reserving the right to attempt to carry it to the top for himself. On merit, the disk should climb high, since it's pretty perfect phono fodder.

I Understand. Not moving forward to any great extent this week is the JIMMY DORSEY version of this ASCAP ballad. It's more than likely to be short, and point for the heights. But at the moment not too much is happening to it along the phono network.

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."

- New San Antonio Rose. (10th week) Going down. BING CROSBY, BOB WILLS.
- Tonight. (9th week) Heading down fast. JIMMY DORSEY*, GENE KRUPA*, XAVIER CUGAT*.

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.

Intormezzo. This is the song that was used in the movie of the same name some months ago. Now it has been recorded in a number of versions, and things are starting to happen in the phonos. This is likely to be extremely big, so watch it.

I'll Be With You in Apple Blossom Time. Another ANDREWS SISTERS record that is beginning to attract attention. It's the backing to their I, Yi, Yi, Yi, Yi, and a few operators are beginning to flip that one over, giving Apple Blossom a chance.

No. 10 Lullaby Lane. Some machines have been playing this to fairly profitable returns, and it may spread to other boxes and a more universal nationwide success may be created. It bears keeping an eye on, at any rate.

Yours. JIMMY DORSEY* has an effective re-recording of this familiar Latin song, known also as Quiereme Mucho. It's possible that it may become as good a thing for ops as Dorsey's Amapola is currently.

Alexander the Swoose. A likely looking novelty, done in the inimitable KAY KYSER* manner. Those operators who recall Kyser's Three Little Fishes will watch this one closely, for duplication of that hit is indicated here.

Do I Worry? Both the INK SPOTS and TOMMY DORSEY* have disks of this one that may develop into sizeable coin phonograph items. There's a little smoke already that would seem to indicate a fire of nice proportions later on.

* Indicates a vocal chorus is included

Double-manning records are purposely omitted from this column.

Pace Setters

of the
**Popularity
Parade**



on **VICTOR**
and
BLUEBIRD
RECORDS

VICTOR "POPULAR" RELEASE NO. 420
LIST PRICE 50c

- 27083 *They Met in Rio—Tango
*Chica Chica Boom Ch—Rumba
Leo Retaman
- 27084 *At the Mardi Gras—Bolero
*Bin Ban Ban—Dance
*Enrico Madriguera
- 27085 Alone Together
Who's Excited! Artie Shaw
- 27086 Cool Black Shine
Baby, Won't You Please Come Home
Mother's Day Song
Sidney Bechet and His New Orleans
Festswarmers
- 27090 Ave Maria
Lanny Ross, Tenor, with Orchestra
Conducted by Roy Bargy

BLUEBIRD "POPULAR" RELEASE NO. 326
LIST PRICE 35c

- B-11110 *Let's Get Away From It All
*I Wanna Hear Swing Songs
*Fats' Waller and His Rhythm
B-11110 *Do You Believe in Fairy Tales?
*Beneath the Lights of Heaven
Freddie Martin
- B-11117 That's the Blues Old Man
Good Good Blues
Johnny Hodges
- B-11118 *Minnie From Trinidad
Schwartz's Favorites
*Mitchell Ayres and Fashions-
in-Muscle
- B-11119 *Raggin'
Coolie Boogie
Tony Pastor
- B-11120 It's Sad, But True
Blitzkrieg Bag
*Big Mae Carlisle
- B-11121 *Dog House Polka
*Lullaby Land—Waltz
Art Kassel's His Kassel-in-the-Air
B-11122 My Sister and I
I Understand
The Four King Sisters with "The
Rhythm Boys"

BLUEBIRD RELEASE NO. 326
OLD FAMILIAR TUNES—LIST PRICE 35c

- B-8671 I Won't Care
Railroad Boomer
The Pine Ridge Boys
- B-8672 Home, Sweet Home, in the Rockies
Don't You Worry 'Bout Me When
I'm Gone
Pete Pyle
- B-8673 Peanut Special
G. & H. W. Railroad Blues
Byron Parker and his Mountaineers

RACE

- B-8674 Jivin' the Blues
My Little Machine
*Tommy Boy Williamson
- B-8675 Ain't You Comin' Out Tonight?
She's a Bad Luck Woman
Washboard Blues and Jive Wash-
board Band

*Vocal Retain
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 New popular
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 High speed
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 200). Features
 selling feature,
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1 PRIZE KING	ALL FOR \$11.00
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1c Columbus Fruit 2.95	1c Centa-Park ... 5.95
1c Stick Gum 20c 2.95	1c Imp. 6.95
1c Hershey 54 Bar 3.95	1c HomeRun B.G. 12.50
1c Eveready 4 Col. 3.95	1c Hole-in-One B.G. 12.50
1c Cigarette 2 Col. 3.95	1c Spillins B.G. 12.50
1c Newton Stand 3.95	1c Top Ten, Pop. 19.50
1c Log Cabin 20c 6.95	1c Marvel B.G. 19.50
1c In-a-Bag 7.95	1c T.P. 21.50
1c Ont-a-Mini 40. 8.95	1c Liberty T.P. 21.50
BALL GUM, 50	1c Ex-Ray T.P. 21.50
BOXES ... 5.90	1/3 Doz. Nat. O.D. 21.50
Pistachio Nuts, 5lb., Lb.82	Send for Complete List.

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**CMA of Mass. Will Banquet April 27; Interstate To Meet**

BOSTON, April 19.—Walter Guild, manager of the CMA of Massachusetts, reports that plans are virtually completed for the second annual banquet of the association April 27 at the Coconut Grove here. More than 350 persons are expected to attend.

Tickets are priced at \$3.50 per person. In addition to the regular floorshow offered by the night club, additional talent is expected, according to Guild.

A meeting of the Interstate CMA will be held Saturday, April 26, at which delegates from the New York, New Jersey, Rhode Island, Ohio, Connecticut, and Philadelphia associations will be present. Prior to the meeting the delegates will be guests of the Massachusetts CMA at a luncheon.

The committee in charge of the banquet is headed by Al Sharnow, Samuel M. Goldstein is vice-chairman, and the committee includes Frank Pender, Julian Karger, and Albert M. Coulter.

List 10 Popular Candies for March

CHICAGO, April 19 (Manufacturer's release).—Continuing their release reporting the most popular candy confections among bulk vending machine operators, Pan Confections, Chicago, names Candy Teeny Beans as being the most popular small confection during the month of March.

The list of the 10 most popular candies for March follows: (1) Candy Teeny Beans; (2) Midget Baked Beans, hard shell; (3) Regular Boston Baked Beans, hard shell; (4) Coconut Cream Nibbles; (5) Panko Ball gum; (6) Brite-N-Up Mix; (7) Assorted Licorice Pastels, hard shell; (8) Smooth Burnt Peanuts; (9) Buff Burnt Peanuts; (10) Assorted National Stars.

Buffalo

BUFFALO, April 19.—A warm Easter week-end aided coin machine business here. Music as well as vending machines are headed for happy days.

Jim Blakeslee, Iroquois Amusement Company, is now operating Vic Stehlin's music route, recently purchased.

Al Bergman, Royal Amusement Company, is shopping around for a summer arcade.

Pictures, Inc., is hustling to get its sound-on-film movie machines ready for official showing around April 17 at one of the local hotels. Machines are taking completed shape now, and some special films for the first big demonstration are expected to arrive shortly.

Operators are getting ready to check over their summer locations, altho in most instances machines aren't going to be set up before the middle of May.

Ray Daggert, Rex Amusement Company, Syracuse, N. Y., was a visitor along Buffalo's coin machine lane, stopping to see Lew Wolf of the local Rex branch.

J. H. Winfield Company continues featuring Keeney's Texas Leaguer.

Atlas Phonograph Company is selling 1941 Seeburg equipment fast and furious and can't keep any of the machines on the sales floor for long. Lester Weintraub, assistant to Atlas chief Ben Kulick, mentions a special custom-built installation for a spot in Rochester, N. Y., where a

Coming Events

April 23 to 27—Sixth Annual International Travel Exposition, Stevens Hotel, Chicago.

April 27—Cigarette Merchandisers' Association of Massachusetts, Second Annual Banquet, Coconut Grove, Boston.

April 28 to May 2—Premium Show at the Palmer House, Chicago. (See The Billboard at Booth 13.)

April 30—Installation of officers, Coin Machine Industries, Inc., Sherman Hotel, Chicago.

May 11 to 17—Bottled Carbonated Beverage Week.

May 18—Amusement Board of Trade of New Jersey, Inc. Banquet scheduled but time and place not yet announced.

May 15 to 17—Retail Tobacco Dealers of America, Inc., annual convention at Hotel Pennsylvania, New York.

May 21—Meeting of Ohio State Automatic Electric Phonograph Owners' Association, Hotel Statler, Cleveland.

June 9—American Federation of Musicians' Convention, Seattle, Wash.

July 10—Ohio Cigarette Vendors' Association annual meeting at Cedar Point, O.

Nov. 10 to 14—1941 Meeting of American Bottlers of Carbonated Beverages, Philadelphia.

specialty finished mahogany speaker and maroon-colored wall boxes will be used.

Mills Amusement Company has put several Ten Strike bowling games out on location and reports nice results.

Phil Rich, American Cigarette Machine Company, is spending a great deal of time in the outlying districts, which include Syracuse, Erie, Pa.; Lockport, Niagara Falls, etc.

Fred Van De Walker, Modern Automatic Music, reports excellent business and has already set up some machines in his summer spots.

James Blakeslee, Iroquois Amusement Company, says business is not at all bad for this time of year, especially in the music field. He is planning to cut down on summer spots, with the exception of those near his lakeshore summer home.

Al Bergman, Royal Amusement Company, board member of the new Amusement Operators' Association here, is pleased with music routes at present.

Amplified Music Company, piloted by Bernie Blacher, has replaced pin games with some guns in various spots and finds collections gratifying.

An influx of recording name bands in the Queen City is certain to create extra interest in these bands' disks. The currently playing Water Follies show is starring Harry James, Ben Bernie, and Red Norvo for two days each. Several April one-nighters include Sammy Kaye and Bob Chester, and Bob Crosby and band will appear at the Century Theater for a week in early May.

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With Carbonator and 40 Drinks

\$3,000.00**MAYFLOWER NOVELTY COMPANY**

2218 University Avenue, St. Paul, Minnesota

Minneapolis-St. Paul

MINNEAPOLIS, April 19.—Business at Acme Novelty Company, according to Ted Bush, firm head, has been very good. Three men are kept busy repairing Wurlitzer phonograph installations. Fry Sandler, Acme salesman, has returned from a tour of Southern Minnesota, and Oscar (Ozie) Truppman, Acme sales manager, is traveling thru Wisconsin. Ken Willis, another salesman, is contacting operators in South Dakota.

Hy-G Amusement Company is making plans for its annual Seeburg service school. Tentative dates are April 24-25. Two factory engineers will be on hand to give free instruction to all operators to give their servicemen. Arrangements are being made to handle twice the size crowd that attended in 1940, when an average of 60 daily took in the sessions. Remote control equipment and mechanical construction of phones will be stressed. Arrangements are being made by Henry H. Greenstein and Jonas Beasler, Hy-G execs.

Take it from Herman Paster, of Mayflower Novelty Company, trade at Mayflower is going full blast. "Packard Piano installations, for example," he said, "are keeping us moving at a fast pace. Panorama continues to be a hot number, while Bally's Jockey Club game, which arrived Friday, looks like one of the best winners in months."

Hy-G Amusement Company has been enjoying excellent trade in behalf of its Seeburg phones. Coinmen have taken to Seeburg in a big way and prospects for the summer season are bright, according to Sid Levin.

Doug Gleason, of Acme Sales Company, has returned from a vacation he took at the conclusion of the Northwest Coin Machine Show.

Recent visitors in the Twin Cities, these coinmen have shown increasing interest in phonograph and wall box equipment: Maurice Johnson, Emo, Wis.; Marty Olson, Winona; Vincent Clifford, Hurley, Wis.; George Hanstorf, Yankton, S. D.; Frank Norberg, St. Peter, Minn.; and Kelly Engstrom, Red Wing, Minn.

Business at LaBeau Novelty Company, St. Paul, has been moving along at a good pace. N. L. Nelson, of that firm, said Rock-Ola's new phone has been well received and that placements are increasing steadily.

Business here has been spotty during the past week despite the fact that after Lent and Easter trade usually takes an upward surge.

Sam Taran, Mayflower Novelty Company, said appointment of Clyde Newell as sales manager for his firm is already beginning to pay off big dividends. Friends of Newell are coming to the Twin Cities to visit Clyde in his new post and are ordering heavily, it is said.

The Seeburg service school will take place April 24-25 in the Hy-G Amusement company building here. H. H. Greenstein, head of Hy-G, has announced. Seeburg is sending down a number of engineers to conduct the school. Invitations have been issued to 1,200 operators and coinmen throughout the area.

Ted Bush, Acme Novelty Company, to Milwaukee to visit his office there. Oscar (Ozie) Truppman, Acme sales manager, has returned from a trip thru Wisconsin. He reports business very good. Phonographs, according to Truppman, are selling at a quickened pace. Scientific's new Batting Practice game has arrived and is being very well received, as are Mutoscope's Ace Bomber and Drive-Mobile.

At Silent Sales Company William (Sphinx) Cohen reports trade is moving along at a good pace, with all types of merchandise selling well. Keeney's Texas League, 1-cent baseball game, is being well received, while Wild Fire is a hot game right now, the Sphinx said.

Max Harrison, Minneapolis operator, has returned from Oakville, Minn., where he has been headquartering for the past week while checking on his locations throughout that territory. Business in county locations is reported up.

The P. C. Hayer Company is breathing easier now that it has caught up with the orders on Victor and Bluebird records,

according to P. C. Hayer, firm head. The Hayer organization is just completing its move into its new home.

Leo Landsberger, phonograph man for Minnesota Machines Company, reports business has been spotty the past week.

The fact that the draft is taking many young men into the army is one of the big factors for the slump in coin machine business, according to Lou Atkins, of United Machines.

Jackie Fields, former world's welterweight boxing champion, has been visiting Sam Taran, of Mayflower Novelty Company, another former welterweight fighter. He is going thru a coin machine course in preparation to entering the coin machine business himself.

Wired and wireless remote-control installations are moving ahead in very good manner, according to Sherna Schanfield, of Hy-G Amusement Company. Seeburg Symphonolas are being shipped regularly now and deliveries are being made to operators.

Paul Seestrand and Vera Foster, of Coin-a-Matic Amusement Company, joined to say the phonograph business has been holding up in good shape.

Record business is booming at Roycraft Company, Columbia-Okeh distributor, according to Herb Cooperman, in charge of the department.

Recent visitors to the Twin Cities include Frank Davidson, of Spooner, Wis.; Jess Willard, of Monroe, N. D.; Glib Gelst, of Norfolk, Neb.; Ben Lerner, of Fort Arthur, Canada; Norman Chapman, of Mason City, Ia.; J. H. Porter, Superior; Bill Hattiestad, Cottonwood; George Moody, Fergus Falls, Minn.; Earl Maunier, New Richmond, Wis.; Al Redding, Houston, Minn.; A. A. Brasseur, North Dakota; Harry Gallob, Menominee, Wis.; George Binek, Dickinson, N. D.; George Wagner, Fergus Falls, and J. Marquissey, Fargo.

Word from LaBeau Novelty Company is to the effect that business there has been holding up very well. Rock-Ola phonographs have been moving quite well, while Grotchen games are getting a good play.

Boston

BOSTON, April 19.—Ed Barreby, of Owl Mint Machine Company, reports that more than 50 Panorama-Soundies machines are already on location in Boston and vicinity. Locations range from night clubs and roadside restaurants to hotels. Owl Mint is operating the machines. Sub-distributors also are busy with installations. Ed reports, Panorama of Rhode Island and Panorama of New Hampshire already have several of the coin-operated movie machines on location. In addition, Ed and his brothers, Jack and Al, are being kept busy with their plans to make operators more conscious of the proper business methods. "Any operator who doesn't know by now that he has to keep a set of books," Ed declares, "just hasn't been in to see me."

J. J. (Jerry) Colombo, new district manager in New England for AMI's Singing Towers phonograph, is a hard man to catch. Jerry is out of the office almost constantly, making trips to survey his territory. For the present Jerry is maintaining offices in the Myles Standish Hotel here.

Salisbury Beach, popular amusement resort, is to have a new arcade this year. Boston districts report that the promoters have been visiting various showrooms getting estimates on equipment.

Joe Levine, of Eastern Distributors, local outlet for Rock-Ola, reports business is booming, with orders coming in constantly for the new Spectravox tone columns. "Orders are coming in so fast," Joe reports, "that we are having great difficulty in keeping up with our shipping schedule. So far we have been able to do so by keeping everyone working constantly. But with the national defense program cutting down on the possible shipments from the factory, it's getting tougher all the time."

Ben Palastrant, district manager for Packard, returned from the testimonial to Rudy Greenbaum in New York and stayed only long enough to throw a couple new shirts into his grip before starting out on the road. He's been back

three times since, but each time only long enough to catch up on current mail.

Station WEHI has eliminated the fuss and confusion of a dozen messenger boys chasing around the studios during the afternoon bringing various members of the staff cold drinks. Manager Harold Fellows had a coin-operated dispenser installed to eliminate the confusion.

A check-up of locations made recently shows that counter games are increasing in popularity in Boston and vicinity.

Edward C. Williams, of the Beverage Dispensers of Boston, Inc., reports the firm's beverage locations have almost tripled in the last three months. With summer coming on salesmen are reported to be having little difficulty in placing the machines in industrial plants and other places where national defense activity has resulted in increased employment and greater spending. In addition, the firm covers most of the theaters in the area.

New Orleans

NEW ORLEANS, April 19.—The expected pick-up in public interest in the re-instituted pinball games, non-automatic type, within the city limits of the Crescent City is reported from all operators this week. Play is favored by ideal weather conditions.

Music operators are also reporting steady expansion of business. The better patronage for phonographs can easily be verified by reports of record distributors that the April sales of disks will establish new all-time records.

In rural areas the demand for all types of coin-operated devices is best in many towns. Huge shipbuilding programs along the entire Middle Gulf area, a higher market on all important natural resources, and return to work of thousands combine to give the rural operators a new lease on life.

One of the enjoyable events attended by the operators of New Orleans was that given on Easter Sunday by George Brennan, proxy of the United Music Machine Operators' Association, at his beautiful camp at Citrus on Lake Pontchartrain. George overdid himself in serving barbecued chicken and trimmings.

Clarksdale, Miss. isn't paying attention to advice to watch out for wooden nickels these days because between April 10 and May 21 nickels, dimes, and quarters of wooden tender will be redeemable at face value as souvenirs for the De Soto Celebration in the Delta area. The wooden money is about 2 1/4 inches in diameter but not exactly round.

Dixie Parking Meter Company, Oklahoma City, is installing parking meters in downtown Jackson, Miss., in an effort to solve the parking problem.

Al Mendez, district sales manager for Wurlitzer, returns from a business trip to Texas, spending a few days with Joe Williams, distributor of Wurlitzer phonographs in the Dallas and San Antonio areas.

J. Chesser is manager of the new Jackson, Miss., office opened by P. A. Blalock, one of the nation's biggest pho-

nograph operators, with headquarters in Pensacola, Fla. Blalock operates over 1,200 machines in four Gulf States. His third office is in Mobile, Ala.

Houston Corder, Houston Music Company, Baton Rouge, in town last week and reports an increase in business. Corder recently bought several new Seeburg Symphonolas.

An increase of 52 per cent in sales of Decca recordings over April, 1940, is reported for the first three weeks of the month by E. J. Rice, office manager of Decca Distributing Corporation. R. N. McCormick, Decca Southern sales manager, is now in San Antonio.

Jimmy Root, stepping steadily up the ladder from an office boy a decade ago, has been named vice-president of the Electrical Supply Company, to succeed the late Paul Hogan. The firm is Louisiana, Mississippi, and Southern Alabama distributor for RCA-Victor.

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Salted Nut Meals
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Quality, Service and New
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In Lots of 100 or More
Less than 100, \$5.55
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CANDY CRAFTERS' NEW, IMPROVED BALL GUM

Beautifully round and uniform balls available in 1/2" 144 and 132-count, and also in 3/2" 195 and 170-count in assorted colors. Packed in bulk and boxes. Prize balls, too.

You'll like the smooth, easy way these new balls work.

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ATTENTION, OPERATORS!

A better quality coated chewing gum. Always fresh. 3/8" and 3/4"
Ball Gum also Pellet Gum. Write for samples and prices.

U. G. GRANDBOIS CO., Kalamazoo, Mich.

Fort Worth

PORT WORTH, Tex., April 19.—Equipment is being placed in outdoor spots early due to warm weather and unusual business activity.

Jack Maloney, Panther Novelty Company, is mapping out several advertising campaigns for use this summer. In addition to his large operating business, Jack is also distributor for the grapefruit drink, Woc Up. He also distributes candy and tobacco. He is adding a number of new phonographs to his extensive route.

D. E. Houghton, local penny vander king, reports business somewhat better thru the oil belt in East Texas. Houghton operates about 1,000 machines and covers approximately 900 miles weekly.

P. C. Ewing Company is now settled in its new home at 1000 Bessie Street, where Columbus vendors are on display and large nut roasting kitchens are busy all day.

Art Impressions are now offering cigarette reel strips in three colors. Operators can use the symbols for changing more than 100 type of counter games into cigarette counter games. The strips are receiving high acclaim from operators who have used the strips.

Worth Music Company, owned and managed by Bob Cowan, is one of the leading coin machine headquarters in the city. Bob is one of the most alert music merchants in the State and keeps a nice string of machines and installations going.

Highway locations, due to heavy army traffic and thousands of visitors, are noting increased receipts. The main

highways are becoming an almost continuous string of cafes, taverns, and filling stations.

Fort Worth operators are glad to learn that an old-timer is back in the operating business in Texas. He is Carl Ellison, of Delta.

Lake Worth Casino, always a well coin machine spot, will open shortly with Kay Kyser and his band. The Casino has been remodeled for the 1941 opening. The place affords space for many coin-operated machines.

Every Monday and Tuesday Fort Worth music operators trek to Dallas to buy their supply of records. Leading record buyers for the various music operating firms are Bee Frankrich, for Frankrich Distributors; Jack Maloney, for Panther Novelty; Eddie Vinson, for Fort Worth Novelty; Bob Cowan, for Worth Music Company; Bennie McDonald, for Star Sales Company, and Willard White for his firm.

Denver

DENVER, April 19.—Wolf Sales Company has added Arizona to the territory it serves as Wurritzer distributor. Wolf Retwitz is scheduled to make a six weeks' trip thru the seven States covered by his company. Retwitz reports that M. W. McElroom, of Colorado Springs, has purchased his second carload of phonographs; Johnny Frisco, of Trinidad, has purchased a carload, and E. Bowden, of Trinidad, a dozen Model 850. Al Roberts, Denver manager, is spending the Easter holidays in San Francisco, at which time he will confer with officials of that branch. Dorothy Girsberg has been added to the secretarial staff.

"Radio Joe" Warrington, Cody, Wyo.



TWENTY-TWO YEARS OLD and already one of the largest operators in Worcester County, Massachusetts, Ray Shea (left) bought his first music equipment at the age of 19. Joe Levine, Boston Rock-Ola distributor (right), adds that Shea is very successful with his Mystic Music sets. (Manufacturer's release.)

operator, who has been seriously ill in a Chicago hospital, has returned home feeling much better. During his illness Bruce Ritchie, of Shoshone, Wyo., took charge of his route.

Bert Alcott, formerly with Music Service Corporation, Omaha, and WE Novelty Company, Wichita, has been appointed territorial salesman for Mountain States Music Distributors. Louis Belotti, of Walsenburg, a partner in the firm, has passed his physical examination and expects a call to army service around June 1. Jim Gaddis reports

business going along nicely with this new distributor, M. W. McElroom, of Colorado Springs, has purchased his 15th Seeburg Hi-Tone.

Gano Senter, head of the Rocky Mountain Soundies Company and Denver Sales Company, announces that the sales office for both companies is now located at 522 First National Bank Building. Senter is expecting a shipment of new Mills models soon. Both Senter and Wallace S. Forth, attorney and vice-president, who were injured in an automobile accident on a return trip from Hollywood, are on the road to recovery, altho Senter is still confined to his home and Forth is still in the hospital. Senter expects to have the new remote control boxes for Panoram installed shortly.

John Barabash, Rock-Ola factory serviceman, has been in Denver the past few days conducting recent service schools among the operators. Recent Denver visitors at the Denver Distributing Company were Jack Cory of Sterling, Colo., and Mr. and Mrs. David Dingler, of Idaho Springs, each of whom purchased his first ToneColumn; Olin Gibbs, of Fort Collins, and D. W. Burns, of Grand Junction, who ordered 10 remote control set-ups.

W. E. Boesche, of Haton, N. M., has sold his Las Vegas route to Vincent Pina. Boesche has also sold his Durango operations and will concentrate in the Haton and Clayton (N. M.) areas.

Gibson Bradshaw, of the Denver Distributing Company, stopped off in El Paso on the way back from his trip to the West Coast to confer with George Murdoch, regional Rock-Ola manager. Both attended the showing of the Melody Music Company, owned by B. Reichl, of El Paso.

L. D. Shulman, owner of Modern Music Company, has been experiencing a bit of bad luck. His daughter Elaine has been ill and has to have an operation, and Lou is having a run of dental trouble himself. Mrs. M. J. True, wife of Denver Distributing Company serviceman, is hospitalized for an operation. Bill Davidson, Modern Music bookkeeper, is recovering from ankle injuries suffered during a skiing accident.

ZOOM

TO THE BIGGEST PROFITS YOU'VE EVER EARNED WITH NEW "DEFENSE" MODEL AMERICAN EAGLE

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WE'VE BOOSTED THE PROFITS BUT NOT THE PRICE!!!! STILL ONLY 10 FOR \$275

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All American	\$48.50	Grid Star	\$33.50
Atland	27.50	Limelight	17.50
Brita Spot	13.50	Leader	37.50
Bandwagon	26.50	Line Up	37.50
Broadcast	42.50	Parade	34.50
Cadillac	22.50	Power House	27.50
Cresline	22.50	Stars	37.50
Diode Ranch	26.50	Score a Line	16.50
Double Feature	13.50	Speed Demon	14.50
Fantasy	12.50	Strut-Liner	22.50
Fox Hunt	27.50	Swing Up	37.50
Four Roses	24.50	Sparks	44.50
Flicker	24.50	Yacht Club	17.50

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BRN. CABINET, \$37.50.
CHICKEN SAM COMPLETE
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Resort Men Organize To Make U. S. Tourists Minnesota Conscious

MINNEAPOLIS, April 19.—With Minnesota United adopted as its permanent name, resort owners from all sections of the State met here Wednesday (16) to set up a permanent organization devoted to making the nation Minnesota conscious and bring vacationers and tourists to this Commonwealth from all parts of the country.

Charter groups of the new organization include the Minnesota Arrowhead Association, Paul Bunyan's Playground, Minnesota Hiawatha Valley Association, Minnesota Spotlight Association, Southwestern Minnesota Lakes Association, tourist divisions of the St. Paul Association, Duluth Chamber of Commerce, Minneapolis Civic and Commerce Association, Minnesota Junior Chamber of Commerce, Minnesota Association of Commercial Secretaries, and the Minnesota Hotel Men's Association.

Hubert F. Dear, director of the Hibbing tourist bureau, was named president.

Purpose of the organization, as set out in the articles of organization, is to "co-ordinate the activities of existing patriotic organizations devoted to advertising Minnesota as a vacation State and to the development of Minnesota along vocational, industrial, agricultural, and promotional lines." The group also will study advertising, disseminate information, and promote the State's interests.

This movement is receiving the wholehearted support of coin machine operators, who feel that an influx of tourists and vacationers to Minnesota will be quite a boon to the coin machine industry in the Gopher State. There was some talk among operators to have the State association endorse the movement as a progressive step forward toward bettering business conditions in Minnesota.

Government Modifies Restrictions on Low-Grade Aluminum

WASHINGTON, April 19.—Announcement was made here on Monday that priority restrictions on aluminum have been modified by a supplementary order to permit a more widespread distribution of low-grade aluminum for commercial use.

The percentages of average 1940 shipments which consumers of this grade— for which there is little defense need— may obtain have been increased. Under the general order consumers of aluminum whose orders were rated in preference classes from B-2 to B-8 could obtain quantities of the metal ranging from 10 to 80 per cent of 1940 shipments from the same producers for corresponding purposes. Now B-3 consumers instead of 80 may obtain 100 per cent of low-grade aluminum; B-3, 100 instead of 70 per cent; B-4, 90 instead of 60 per cent; B-5, 80 instead of 50; B-6, 70 instead of 40; B-7, 60 instead of 30; B-8, 50 instead of 10 per cent.

No aluminum smelter will be allowed to degrade aluminum. Low-grade aluminum will be any copper type of aluminum alloy reduced from scrap containing at most 87 per cent of aluminum, the remaining constituents being at least 5.5 per cent copper and 1.5 per cent zinc or 1 per cent of either nickel, manganese, tin, lead, or bismuth, or combinations of them.

ABT of N. J. Switches Dates to American Day

NEWARK, N. J., April 19.—Just as soon as the Amusement Board of Trade of New Jersey learned that Sunday, May 12, had been proclaimed by the President of the United States as I Am An American Day the organization immediately changed its annual banquet from April 27 to May 18.

The occasion will be given an appropriate patriotic atmosphere, and the printed program will contain the proclamation of the President on I Am An American Day. Invitations have been extended to many prominent persons.

To Put Out Two More Arcades Under Canvas

COSHOCTON, O., April 19.—Dick and Ben Johns, arcade operators, are back home after a five months' sojourn in Florida, during which they visited major

amusement centers of the South in search of new ideas.

The Johns, who also operate Lake Park here, said they plan to put out two arcade units under canvas this season, including many of the newest type machines. Johns said he had contracts for all his regular Ohio fairs and several new celebrations which start in June.

San Antonio

SAN ANTONIO, Tex., April 19.—P. B. Thomson, well-known local operator and owner of Thompson's Tavern, is building a large addition to his tavern which will include a large outdoor dance pavilion.

Clyde Fowler, a former coin machine distributor of this city, is now operating phonographs. He is very enthusiastic about the future of the business and says he is back in the saddle 100 per cent. Good luck, Clyde!

Harold Thompson, Seeburg distributor, has added the services of Miss Eileen Love to his office force. Miss Love is well known to many of the operators. Harold also reports the addition of considerable floor space to his business, made necessary by the heavy demand for the new HiTone Symphonola phonographs.

Dick Durham, one of the old-time coin machine operators, was seen visiting the distributors a few days ago. Dick has been operating in the Kingsville territory for several years.

Coin machine distributors of this city are enjoying a very nice business from operators in Mexico. Many of the operators from Mexico purchase most of their equipment from San Antonio distributors. The demand for machines for Mexico is growing weekly.

A. S. Rodriguez and Mr. and Mrs. J. E. Deliganes, music operators of Laredo, were in San Antonio recently looking over music equipment. These men are among the leading operators of the border city.

Among recent visitors to coin machine row were Ben Hofer, New Braunfels; C. L. Fielder, Kingsville; R. E. Knight, Uvalde; Walter Schubach, Brackettville; Luis Fuentes, Hebbronville, and C. E. Jackson, Austin. All were buying machines.

Philadelphia

PHILADELPHIA, April 19.—Berio Vending Company causing plenty of favorable comment in its Moet Miss Cheerful in its advertisements in all the local newspapers to promote the candy venders. Spotted on the amusement pages among the movie ads, Miss Cheerful is seated among a group of sad-eyed movie patrons with the copy reading: "Meet Miss Cheerful. Even the saddest movies leave her dry-eyed and happy. She keeps her spirits high by enjoying that fresh candy from the A-B-O Candy Vender. And so can you!"

Alexander Swerve gives the Oak Lane section of the city still another operating firm in the opening of the Albee Amusement Service at 6100 North 17th Street.

Ripley has a sure-fire subject for his "Believe It or Not's" in "Speedy" Herman, chief serviceman of Lederer's Music Company. Herman claims he's the only man in the industry who can lift a music machine by himself. And if there are any who challenge his prowess, "Speedy" might be induced to duplicate his feats at the annual banquet of the music machine operators here on April 20 at Club Ball.

Reservations for the April 20 event will really make it a red-letter day in the local music industry. And the galaxy of stars who have already said they'll attend will really make it a holiday night.

According to the records of Common Pleas Court here, Jack Sheppard and Martin Pollock have dissolved their Bell Amusement Company concern.

Harry C. Newman, representing a drink vender manufacturing concern, was in town interviewing industry members on a new automatic vending machine which dispense 7 and 12 varieties of bottled beverages. Machine shown dispenses any size bottle or steeple up to 12 ounces, with a capacity of 12 to 14 cases. In addition to the Philadelphia



DIVISIONAL SALES MANAGERS for Buckley Music System, Inc., get together at a recent sales meeting. They are, left and right, Willie (Little Napoleon) Blatt, East Coast divisional sales manager, and Bill Corcoran, West Coast divisional sales manager. (Manufacturer's release.)

territory, Newman arranged franchises in Lancaster, Reading, Williamsport, Allentown, and Scranton in Pennsylvania; Wilmington, Del., and Atlantic City and Trenton in New Jersey.

Frank Hammond, business manager of the Phonograph Operators' Association of Eastern Pennsylvania and New Jersey, has finally gotten the best of a gripe, which has had him down too long.

Eddie Heller, record promotion expert for the Raymond Rosen Company, local disk distributor, was proud last week as he squired his ma and pa around the local gay spots. It was their 25th wedding anniversary.

Sam Lerner, president of Stanley Music & Amusement Company, busy getting a

carload of machines and merchandise ready for shipment to his Stanley Arcade on the Boardwalk at Wildwood, N. J.

It's easy to understand Joe Manzoni's knowledge of music that serves his music machine business in good stead if you know that he's a former big-time musician. Apart from being related to Woody Herman and Joe Venuti, big-name band leaders, Joe has played saxophone with the greats. He was last with Ted Lewis's band before joining forces with Adolph Stern to make for the Melody Music Company, one of the biggest music machine operating outfits in near-by Vineland, N. J.

Recording companies are missing a good singing bet in 8-year-old Barbara Sherman, charming daughter of Morris Sherman, record buyer for the Mutual Music Company. The vocal platters must first have Barbara's approbation before Morris orders up on them for the machines.

LeRoy Freedman, who contacts the operators up Harrisburg way for Motor Parts Company, local recording distributor, is expecting the bird with the bill that brings a bundle. His wife used to sell the disks here for the Music Sales Corporation at the chain stores.

The fact that all the big Broadway night clubs have photographers on hand to take souvenir photos of the patrons finds Jack Stamp depending on an automatic device to offer the same service at his Stamp's Cafe here. Jack has installed, photo machine in the lobby of his night club.

Local music machine operators are anxiously awaiting Sammy Kaye's forthcoming record of Daddy to cash in the wealth of local publicity it attracted here. Ditty was designed by Bob Troup, student at the University of Pennsylvania here, and maestro Kaye picked it up here during a recent stage engagement.

MID-RANGE SPECIALS

MILLS' VEST POCKETS \$29.50
Green—Late Models

- Western's Baseball, Walnut, F. P., Payout Combination \$79.50
- Kenney's Anti Aircraft, Black 57.50
- Kenney's Anti Aircraft, Brown 64.50
- Seeburg's Shoot-the-Chutes 59.50
- Mills 1-2-3 Free Play (1939) 47.50

BARGAINS IN PHONOGRAPHS!

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|------------------------------------|------------------------|------------------------------|
| SEEBURG'S | WURLITZER'S | ROCKOLA'S |
| Model C (12 Records) \$94.50 | 50, 1937 \$94.50 | Imperial 20 \$94.50 |
| Color-Roc 269.50 | 51, 1938 49.50 | Count, Mod. 39 \$84.50 |
| Gen. 1939 112.50 | 51, 1939 82.50 | 20 De Luxe 159.50 |
| Master, 1939 144.50 | 500, Keyboard 147.50 | Rhythm King 82.50 |
| Plaza, 1939, 139.50 | 600, Keyboard 142.50 | 16 Roc. 44.50 |
| Rox-20 74.50 | 600, Keyboard 142.50 | MILL'S |
| Royale 82.50 | 616 64.50 | Dancemaster, \$19.50 |
| | | Do-It-All 24.50 |

THE CREAM OF OUR FREE PLAYS!

- BALLY'S**
- Gold Cup \$40.50
- Sport Special:
- Console 64.50
- Log Model 89.50
- BAKER'S**
- Doughboy \$37.50
- Line-Up 42.50

WANTED!!
Cherry Bells
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Extraordinary
Write, Giving Serial Number

- Big Shoe \$32.50
- Gold Star 54.50
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- KENNEY'S
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Write Today for Complete Price List
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You can ALWAYS depend on JOE ASH — ALL WAYS FINEST FREE PLAYS READY FOR SHIPMENT!!

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|------------------------|-------------------------|---------------------------|
| All American \$32.50 | Foot \$34.50 | Roxy \$14.50 |
| Big Six 35.50 | Formation 37.50 | Red Hot 12.50 |
| Brite Spot 14.50 | Jolly 17.50 | Rollie Darryl 14.50 |
| Early Beauty, 14.50 | Leader 44.50 | Sunshine 19.50 |
| Howling Alley, 14.50 | Landslide, 22.50 | Swamp 9.50 |
| Comp 19.50 | Mills 1-2-3, '40, 19.50 | Superman—Write for |
| Crossline 37.50 | Animal Friends 67.50 | Speed Demon, \$19.50 |
| Chips 12.50 | Whooz 17.50 | Boozy 19.50 |
| Dble. Feature, 14.50 | O'Boy 14.50 | Save Card 14.50 |
| Dixie 12.50 | Powerhouse 32.50 | Tonno 9.50 |
| Follies 14.50 | Reaction 14.50 | Theater 9.50 |

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Announcing . . .

The Billboard ASSOCIATION AWARDS

*to be presented
annually to those
associations con-
tributing the most
to the progress of
the industry thru
public relations . .*

PURPOSE

The purpose of The Billboard Association Awards is threefold:

1. To foster public relations activities among State and local amusement games, phonograph, and vending machine associations.
2. To give public recognition to those groups who do an outstanding job each year to make the public in their territories more favorably disposed to coin machines as a result of their public relations programs.
3. To provide an interchange of sound and successful public relations ideas among associations.

AWARDS TO BE MADE

GRAND AWARD shall be bestowed annually on the association in each division of the trade (amusement machines, merchandising machines and automatic phonographs) which in the opinion of the judges has done the most all-round outstanding job of public relations work during the year.

SUPPLEMENTARY AWARDS shall be bestowed annually on the association in each division of the trade which in the opinion of the judges has done the best job of promoting favorable publicity for the trade in their local press, on the radio, or through the distribution of printed matter.

SUPPLEMENTARY AWARDS shall be bestowed annually on the association in each division of the trade which in the opinion of the judges has done the best job of creating good will for the trade by co-operating as a group in local civic movements such as Red Cross Drives, Safety Campaigns, Community Chest programs, and other charitable and civic enterprises.

SPECIAL AWARDS may be made for outstanding achievements that do not fall into the scope of those outlined above. Any local or State association is eligible for any and all of the above awards in its division.

NATURE OF AWARDS

Awards will be in the form of attractive plaques and scrolls. They will be presented to winners at the Annual Banquet of the Coin Machine Industries during the Annual Convention in Chicago.

Awards will be announced in the Post Convention Issue of The Billboard.

JUDGING

Judges will be the president of Coin Machine Industries; the president of the National Automatic Merchandisers' Association; the president of the Automatic Phonograph Manufacturers' Association.

Judging will be on the basis of what each association set out to do; methods used to obtain objectives, and success achieved.

METHOD OF OPERATION

A complete filing system of all Associations has been set up in the Chicago office of The Billboard.

Every month Association secretaries will be asked to file reports on public relations activities of their groups during the preceding 30 days. These reports will be supplemented by others obtained from The Billboard representatives and outstanding column in each territory. These reports, together with newspaper clippings, magazine tear-sheets, and other evidence of association activities, will be filed in each association's respective folder.

This material will be used as the primary basis for judging. Activities of associations from December 1, 1940, until December 1, 1941, will be eligible for the 1941 Billboard Association Awards.

Ideas and news obtained from these reports will be published in the regular issues of The Billboard and in The Billboard's Association Executives' bulletins so that all may benefit from them.

Deadline for all reports and other entry material to be considered is December 5, 1941.

All entry material and correspondence concerning The Billboard Association Awards should be sent to: Coin Machine Dept., The Billboard Publishing Company, 155 North Clark Street, Chicago, Ill.

Baltimore

BALTIMORE, Md., April 19.—A new cigarette coin machine concern has been organized here by New York interests, known as the Baltimore Cigarette Service, Inc. It has been granted a charter as a Maryland corporation. The incorporators are Monroe Chaplin, Leo Miller, and Emanuel Klump, all of New York. Capitalization consists of 1,000 shares of common stock, no par value. New concern has opened for business at 604 West North Avenue. Rows line of machines will be used exclusively. Louis Bogach, identified with cigarette coin machine vending field in New York and the New England States, is in charge of the firm.

Max Gaby, veteran figure in the coin vending machine field, is now ensconced in his new quarters at 2111 North Charles Street. With the opening of his new quarters, Gaby has changed the name under which he is operating to Standard Cigarette Service. Firm also operates candy, nut, gum, and cigar vending machines, as well as pin games and music machines. The music business is operated in partnership with Irvin Mason under the trade name of Advance Novelty Company.

The new Bally Play Ball game has met with splendid acceptance and the first shipment has been completely sold out, states Art Nyberg, head of the Calvert Novelty Company. Nyberg also states sales of the new Seebury phonos have shown a sharp upswing, due to the fact shipments of the new numbers have been coming thru in much better style.

The trade has taken to Keeney's Texas Leaguer as a duck takes to water, reports Roy McGinnis. Similarly the new Exhibit's Do-Ray-MI has met with an open-arms reception from the trade. McGinnis reports, and the McGinnis organization looks for many repeats on both games during the coming weeks. Business in general, the McGinnis organization reports, is on the upswing and ahead of last year.

The Hub Enterprises continues to find Genco's Ten Spot a humdinger. It has been a topnotcher since its first appearance on the market, Hub execs report.

The Northeastern Amusement Company has been chartered under the laws of Maryland. The incorporators are Agnes M. Vossen, Julia McKenzie, and Eleanor La Force. Capitalization consists of 100 shares of stock, no par.

David Margolin, head of the Penn-Coin-o-Matic Company, distributor for the Wurlitzer line of phonograph machines, spent a few days in the Philadelphia market recently.

Calvert Novelty Company is registering steady upward sales on Bally games, states Art Nyberg, head of the firm. A shipment of Bally's newest number, Play Ball, has just been received.

Consistent sales movement in Mills music boxes is reported by William J. Claire, manager of the Baltimore division of Keystone Novelty Company. He also reports good movement on Mills other numbers, particularly Four Bells. Very brisk action on the Packard Plamir is also reported by Claire.

A new important outlet for beverage, candy, nut, and gum vending machines will open shortly in Baltimore with the opening of a plant by Allied Aircraft Corporation. It is understood when the



HELPING DIXIE SALES COMPANY, Memphis, Tenn., celebrate its recent formal grand opening were, left to right: Mrs. Spratt, Memphis; Mrs. S. L. Stanley, Memphis; Operator Edgar Perry, Marked Tree, Ark.; Operator M. L. Armstrong, Brinkley, Ark.; Ed Hanson, Groetchen Sales manager; John Christ, Exhibit Supply Company sales manager, and Jim Boyle. (Distributor's release.)

plant begins operations it will employ about 1,000 men. Already arrangements have been made for installation of beverage vending machines, and it is understood arrangements soon will be completed for the installation of a number of candy, nut, and gum vending machines.

A substantial sales increase for the first quarter of this year over the same period of last year has been registered by Hub Enterprises, according to Aaron Goldsmith, president.

Splendid results are being reported by Dispensers, Inc., distributor and operator of Frigidrink beverage cup dispensers, from the promotional campaign which has been in progress for the past several weeks.

Two Frigidrink beverage dispensing machines are now in service at Camp Dix's Post Exchange, the installations having been effected by Dispensers, Inc.

Dave Davison, head of the Franklin Coin Machine Company, reports a steady business on the Wurlitzer music boxes. In recent weeks, he stated, music box activity has shown a definite upswing.

Fifty Revco Venders, ice cream vending machines, are now in operation in the Baltimore area. It is reported by Simco Sales, distributor and operator of the units. Simco Sales in Washington also has that number of Revcos in operation. It is planned to put more in operation in both Baltimore and Washington.

The induction headquarters for selectees of Maryland at the Fifth Regiment Armory, Baltimore, has several candy vending machines, beverage vending units, and an ice cream vending unit.

"Sales of used machines the past few weeks have been the greatest we have ever had," states Irvin Blumenfeld, of General Vending Service. "Taking care of the used machine orders has kept our force exceptionally busy. This, coupled with our new game sales, has taxed our personnel so much that we don't know whether we are coming or going. The new Gottlieb Horoscope, of which we received our first shipment 10 days ago, has been exceptionally good. In spite

of the receipt of a substantial shipment we already have a large backlog of orders. Duval's 21 continues to establish new sales records, too, Blumenfeld concluded.

London

LONDON, March 19.—At Herne Church, Herne Bay, March 12, Louise, fourth daughter of Arthur Burrows, was married to Sergeant George Withall, of the army. Louise, along with sister Lydia, accompanied her father on one of his visits to Chicago during the days when the marble games were reaching their peak here.

Several of the better known dealers will be affected by the call-up for military service this year of the 37-40 age classes. Subject to their being fit, those so called will include Charlie Holloway (Samson Novelty), Ralph Herwitz (Chicago Automatic Machine Supply), and Markie Kraft (Kraft's Automatics).

Recent sale of equipment and merchandise at Joyland, once a prominent Blackpool sportland, produced high prices. Even the old Jigsaw tables fetched as much as \$22 apiece.

Noted for many years as suppliers of wall and fortune machines, Bolland's Automatic Machine Supply has closed down for the duration of the war. This concern has one of the most remarkable headquarters in London, workshops and showrooms being located on two floors inside an arch of a railway viaduct. Bolland's enjoyed an expansive export trade to Australia and South Africa.

Latest Soundie Release

CHICAGO, April 19 (Manufacturer's release).—Two more soundie reels for the Panoram movie machine have been released.

Herbie Kay and his ork give out in *I'm Looking Out the Window*, with Elton Conner, vocalist, featured. Rita Rio stars in *Feed the Kitty*, directed by Reginald LeBorg. Maya's Pan-American Orchestra is seen in *Pen-Pon-Pen*; Mitchell Ayres presents Mary Ann Mercer in *You're a Lucky Fellow, Mr. Smith*; *The Same Old Story* stars Joy Hodges, with Rudolph Primi Jr.'s music. Swede Nielsen vocals with Johnny Long's ork in *Whatcha Know, Joe*. *The Kidoodlers* in *When the Circus Comes to Town*. Alvin Roy and his guitar are seen in *The Whistler and His Dog*.

Gray Gordon and band are featured in *The Mexican Hat Dance*, with Marcheta handling the dance routine. Les Brown and orchestra feature Doris Day, vocalist, in *My Lost Horizon*. Mitchell Ayres presents Tommy Tallor in *Boogie-Woogie Bugle Boy*. Nano Rodrigo, with Nilda dancing, in *Gangarric*. *Typing Apples* on a *Lilac Tree*, with the King Sisters and Alvin Roy. Tony Pastor and ork do *Corn on the Cough*. *The Ston Boys* in *My Little Girl*. Dave Schooler and His Twenty-One Swinghearts in *Pasquene*.

PHONOGRAPH HEADQUARTERS

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16-Record MARBL-GLO
With Illuminated Dome
As Illustrated



Complete \$69.50
Ready to Operate

400 Wur. MARBL-GLO	\$39.50
716 Phono. Spec.	44.50
616 Wurlitzer Rotary	44.50
616 Wur. Ill. Grill	49.50
500 Wur. Keyboard	134.50
500 Wur. Keyboard	149.50
600 Wurlitzer Rotary	124.50
600 Wur. Rotary	139.50
600 Wur. Keyboard	144.50

MISCELLANEOUS

Ten Strikes	\$37.50
Anti-Aircraft (Brown)	64.50
Rotary Merch.	79.50
De Luxe Digger	89.50
Mutoscope (New)	
Punching Bags	195.00
Love Testers (New) . . .	195.00
IMP	\$12.50
LIBERTY BELL	34.50

PIKE'S PEAK

\$32.50



100%
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1/3 Deposit With Order

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NOW AVAILABLE WITH
HIGH SCORE AWARD FEATURE

Ask your jobber to show you the new reward model with red and black stairway. It hits a new high in profits.

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SOMETHING
WORTH
SEEING!



WESTERN Products, Inc.
925 WEST NORTH AVENUE
CHICAGO



SEEBURG WIRELESS WALL-O-MATIC remote control music system proves popular at the famous Interstate Glass House in Chicago's north suburban area. Operator's report indicates that music revenue has climbed rapidly with installation of the new 1941 Seeburg HiTone Symphonola and accessory equipment. (Manufacturer's release.)

Druggists Pay 4.8 Cents of Every \$1 Sale for Rent, Survey Shows

Revenue from coin-operated equipment helps keep many in business

CHICAGO, April 19.—Out of every \$1 sale the average drugstore owner rings up on his cash register, 4.8 cents go to pay his rent—and about 82 per cent of the druggists rent their premises. These are the figures revealed last week by Dun & Bradstreet, based on a nationwide survey. Figures disclosed by Walter L. Mitchell Jr., director of surveys for the firm, further revealed that rent average for the profitable store is 4.6 per cent of sales—considerably lower than the unprofitable one, whose rent averages 5.2 per cent.

Rent for the average store runs about \$1,032 a year. When this figure is broken down to a weekly basis of \$19.85, it is easily understandable how much revenue from coin-operated devices means to Mr. Druggist Owner, and why most druggists are so eager to have machines on their premises.

Increase of cut-rate drug stores and growth of chain outlets have seriously curtailed the profit margin on most items stocked by the average druggist. Competition for his fountain business has also cropped up in the form of dairy bars and small lunch stands. Consequently, for many owners the revenue obtained from coin-operated devices gives them an extra source of income which they can apply either on rent, cost of utilities, equipment expenses, or use as a cushion to help absorb the shock of cutting over-the-counter prices to levels of chain and cut-rate competitors. In other words, those extra dollars the average druggist gets from his pin games and vending machines give him that necessary edge to keep in business.

Little wonder then that in several communities where reform groups have sought to ban coin-operated equipment druggists have been in the first line of defense to keep machines operating.

Other figures of interest revealed by the Dun & Bradstreet report showed that 20 per cent of the druggists who rent their premises are located in towns with a population of 100,000 or more; 12 per cent are in towns of 20,000 to 100,000; while 68 per cent are in towns of less than 20,000.

Druggists owning their own buildings find that store rental costs them about 4.7 per cent of annual sales, as compared with 4.6 per cent paid by druggists who rent.

And Now a Coin Machine That Sharpens Knives

YOUNGSTOWN, O., April 19.—A coin-operated knife sharpener is the latest automatic device to come to light here. According to a dispatch in The Youngstown Vindicator, the device has just been patented by K. A. Painter, former chief engineer for Republic Steel Corporation.

Painter said the machine will put a first-class hollow-ground razor edge on a butcher knife in a half-minute, the patron being required only to insert the knife blade into a slot. A nickel dropped into the machine's slot will run it for a full minute, long enough to grind two knives.

The machines, he explained, will be installed in butcher shops for the use of their patrons or for grinding the butchers' knives.

Painter said he has been studying such a machine for 25 years, finally developing it in his machine shop back of his home. He said use of new-type abrasives has made the machine possible.

CABLE TIPPIE Price Plus Guaranteed Satisfaction

BIG BARGAIN CLOSE-OUT SALE

All A-1 Reconditioned—Ready To Place on Locations.

AUTOMATIC		CONSOLES	
BREAKNESS	\$10.00	EXHIBIT LONGHOPS SR.	\$22.50
GRAND NATIONAL	87.50	BALLY ROYAL FLUSH	68.80
GRAND STAND	64.50	JENNINGS FAST TIME	67.50
FAIR GROUNDS	17.50	JENNINGS GOOD LUCK	64.50
MILLS 1-2-3	29.50	BALLY BIG TOP (Floor Sample)	69.50
THISTLEDOWN	67.50	BALLY BIG TOP, Free Play (Floor Sample)	107.50
MILLS BIG RACE	17.50	KEENEY 1936 TRACKTIME	22.50
BALLY GOLD MEDAL	47.50	KEENEY 1937 TRACKTIME	37.50
SPORT PAGE	39.50	BALLY DIXIE	69.50
		SUPER ZETA (Free Play)	17.50
		JUMBO PARADE (Free Play)	87.50

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.

SIMON SALES, INC.

437 WEST 42ND STREET, NEW YORK

COTTLEB
Gold Star\$42.50
Drum Major 19.50
Three Score 24.50

EXHIBIT
Start\$59.50
Zombie 48.50
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CHICAGO COIN
Sport Parade\$59.50
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O'Boy 17.50
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NOW DELIVERING:

Keene's
WILDFIRE\$109.50
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MAJOR LEAGUE BASE-
BALL (Free Play)
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BALLY
Flicker\$59.50
Broadcast 49.50

1/2 With Order, Balance C. O. D., F. O. B. New York. Write for Our Complete Price List.

TOPS IN LEADERS

Groetchen Columbia Cig Reels, C.A. \$34.50	Groetchen Liberty, 5c Play \$18.50
	Western Totals, 1c Play 12.50

WE HAVE A COMPLETE STOCK OF ASSORTED COUNTER GAMES. WRITE FOR PRICES.

AUTOMATIC PAYOUT CONSOLES

Mills Track King\$89.50	Fruit Symbols \$89.50	Bally Royal Flush Card Consoles \$89.50
Wendling Fatigue, \$9.50	Mills Rio 19.50	Mills Four Bulls \$49.50

MISCELLANEOUS EQUIPMENT

Seeburg Chicken Sam, Console, Refinished\$49.50	David/Bumper/Booting \$44.50	Bally Alley \$39.50
Rockola World Notes, 49.50	Eva's Ten Strips \$4.50	Keene's Anti-Aircraft \$8.00
Rockola Ten Mir. Rifle, \$44.50	Rockola Ten Pin 48.50	Exhibit, Hi-Bull 33.50
	Bally Bull's Eye 50.50	Western Baseball 49.50

Write for Closeout Prices on New Games—Complete Stocks of All Coin Machines.
Terms: One-Third Deposit—Balance Sight Draft or C. O. D.

MONARCH COIN MACHINE CO.

1545 NORTH FAIRFIELD AVE. (Armitage 1434) CHICAGO, ILL.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Benefits of Eight Years of Legalized Beer Recounted

CHICAGO, April 19.—April 7 marked the eighth anniversary of the return of beer, and, according to opinions expressed by many prominent leaders of American thought in a symposium compiled by the United Brewers' Industrial Foundation, it "marked the restoration of liberty" in the country, aided law and order by destroying Prohibition's "Empire of Crime," helped promote true temperance, and has been of great industrial and economic value.

In its summary the Foundation announced that in the eight years since the Congressional amendment to the Volstead Act became effective April 7, 1933, legal beer and ale have given a \$10,000,000,000 upsurge to business and have provided federal and State governments with \$2,800,000,000 in tax revenues.

The value of beer in promotion of temperance and order around the camps where our new armies are being trained was emphasized by Dr. Yandell Henderson, professor of physiology emeritus at Yale University, and he urged that federal and State governments avoid the mistake of increasing their taxes on beer and thereby induce the return of bootlegging and other disorders. Dr. William Gerry Morgan, former president of the American Medical Association, said that "from a long and wide experience, I believe that beer as it is con-

sumed by a vast majority of individuals is non-intoxicating and harmless." Among the other business, education, governmental leaders and private citizens who joined in surveying the values of eight years of legal beer are Herbert H. Lehman, governor of New York; James W. Gerard, former U. S. Ambassador to Germany; Hiram Bingham, former United States Senator from Connecticut; Dr. John Eskine, author; Dr. Samuel Harden Church, president the Carnegie Institute, Pittsburgh; Alfred E. Smith, former governor of New York, and Matthew Woll, vice-president American Federation of Labor.

Mississippi

NATCHEZ, Miss., April 19.—Fifteen hundred officers and draftees and selectees from Camp Claiborne, La., near Alexandria, were guests of the city of Natchez Thursday, April 10. Soldiers and officers were good players for all coin-operated machines. Several operators contacted use of phonos for free dances for soldiers under WPA recreation projects, but plenty of the others didn't play the free ones but proved good customers at the better locations.

Paul H. Byrne and Newton Jones, local operators, left recently to join the United States Army for a period of a year under the selective draft service. They were inducted at Camp Shelby, Hattiesburg, Miss.

Conner Burns, youngest operator here, will be leaving for camp early in May.

Warmer weather is helping beverage machine business plenty. Lots of new coin beverage machines being placed thruout Southwest Mississippi and Northeast Louisiana.

Conner Burns is disposing of his machines, as he expects a call soon from Uncle Sam. Conner's father, Emmett Burns, has taken over his machines and will operate same until Conner gets back from the army.

Robert E. Burns, State highway patrolman and son of R. E. Burns Sr., local operator, is one of six highway patrolmen in the State out of 82 who have been honored by the Mississippi State Highway Safety Patrol with a distinguished medal. Patrolman Burns has an enviable record with the department and is in line for an early promotion.

Several new locations have been established by Seramas, Bill Edt, J. D. Modisette, Lee Delaney, and other coinmen in this area. Wall boxes are especially popular in cafes, night clubs, and various other locations. A number have been installed in this section.

Summerlike weather is adding zest to coin machine business here. Soldiers coming in daily from neighboring camps are helping coin business. Week-end parties of several hundred officers and men come here every week from Camp Shelby, Hattiesburg, Miss., and Camps Polk, Claiborne, Beauregard, Livingston, and others situated in Louisiana.

Friends of Bill Edt, local operators, are offering him and members of his family sympathy in the death of his father, C. D. Edt, who died April 4.

Bill McKenney, who has recently returned from Milwaukee, is back in local coin machine business and is associated with his brother-in-law, Bill Edt. Both Bills are former golf professionals.

Big Bill Edt, another single operator, expects to go in July. In his absence the machines will be well cared for by his brothers, John, Frank, and Clem Edt.

Spring has brought new business to operators here. There are several new locations. Beverage machines are doing exceptionally well in this section. Defense projects in area and close proximity of several large camps has helped business in general.

New wall boxes, bar boxes, and other attachments are being put in by Bill Edt and other operators here. All are sold on the boxes, as more boxes mean more business, they say.

Conner Burns, youngest operator of Natchez who expects to become Private Burns ere long, has turned over his phonos and other machines to his father, R. Emmett Burns Sr.

STONER'S 'UMP'

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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!

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Order today!
\$109.50

OPERATORS!! Get in the Swim. Here are 2 New Spring Boards That Will Pop Up Your Locations.

SPRING HAS CUB

720 Holes

Takes In **\$36.00**

Pays Out **\$18.45**

Average Profit **\$17.55**

SPRING TONIC

- Double Stepup Jackpot
- Maltese Jackpot
- Solphur Jackpot

LAYZEE DAISEE

720 Holes

Takes In **\$36.00**

Pays Out **\$19.53**

Average Profits **\$16.47**

ACME F. AND M. CO.
1331 W. Monroe St., Chicago, Ill.

SPECIAL TERRITORIES
Open for Men To Sell Acme Boards to Operators. Write Us.

OPERATORS!

WRITE TODAY FOR LIST OF ALL TYPES OF USED GAMES, GUNS AND PHONOGRAPHS! TOP CONDITION! NEW LOW PRICES!

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Budin Brings You Bigger, Better Bargains!!

Stars	\$60.00	NEW!—IN CASES! SPARKIES —\$59.50—	Flicker	\$57.50
Red, White & Blue ..	55.00		O'Boy	12.50
Leader	39.00		Nippy	12.50
Gold Star	35.00		1/3 with orders, Balance C.O.D.	

Write for Our Complete List of All the Latest & Best New and Used Machines Today!!

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WE BOTH LOSE MONEY IF YOU DON'T TRADE WITH ME!

1 BALL AUTOMATICS		CONSOLES	
Darkness	\$115.00	Square Belle	\$87.50
Grand National	\$9.90	Kentucky Club	\$7.50
Grand Stands	\$7.50	Numbo Parade	P.D.
Sport Special	\$9.50	Long Champ	\$8.50
Sport Pace	\$2.50	1/3 Dep., Bal. C. O. D.	
Record Time	\$2.50		
Mini-1-2-3, '40	\$7.50		

READY FOR DELIVERY — A HUGE ASSORTMENT OF MONEY-MAKING 5-BALL FREE PLAY GAMES!

SEE BUD FOR NEW GAMES OF ALL LEADING MANUFACTURERS

831 W. WASHINGTON ST. CHICAGO, ILLINOIS
JUST A STONE'S THROW FROM THE SHERMAN!

"Every Deal Personally Handled by Bud."

SAVOY'S WEEKLY SPECIALS RECONDITIONED AND GUARANTEED

Anabel	\$27.50	Lucky	\$14.50	Score Card	\$17.50
All American	49.50	Powerhouse	27.50	Big Time	54.50
Blonde	22.50	Pols	22.50	Big Show	14.50
Crossline	29.50	Strasline	49.50		
Formative	37.50	Sports Parade	59.50	SPECIAL!	
Fantasy (Jack Pot)	14.50	Stars	59.50	DOUBLE FEATURE	\$12.50
Gold Star	37.50	Triumph	14.50	HOLDOVER	17.50
Leader	42.50	Flicker	57.50	LINEUP	29.50
Mr. Chips	14.50	Red, White & Blue	54.50	1/3 Dep., Bal. C. O. D.	

SAVOY VENDING CO. 651 ATLANTIC AVE. BROOKLYN, N. Y.

Chicago Manufacturers Ordering Materials Months in Advance

(Reprinted from The Chicago Journal of Commerce, April 19, 1941)

CHICAGO, April 19.—Purchasing agents for industries in the Chicago area have extended their buying policies until 57 per cent are placing orders for six months or longer ahead. Thomas J. Anderson, chairman of the business survey committee of the Purchasing Agents' Association of Chicago, announced this week.

On January 1 only 30 per cent were buying that far in advance, survey figures show, while 50 per cent were ordering for periods of three months or less. Today hand-to-mouth buying and purchasing to cover needs for 30 days have dwindled to 0.5 per cent in each classification.

The business survey also reveals that while 74 per cent of buyers report commodity prices higher, the real difficulty for makers of consumer goods lies in deliveries. In steel, for instance, many firms which have bought from warehouses because they didn't have priority rights to order from mills find stores of seamless steel tubing exhausted and face quotations of 20 to 30 weeks. Alloy steels are being consumed as fast as they come from the mills, and warehouses are entirely out of popular sizes in rounds, flats, and structural steel.

In non-ferrous metals the survey reports scrap supplies of zinc and aluminum in this area completely dried up, but copper scrap, under threat of a price ceiling such as that imposed on other metals, has loosened somewhat.

In soft lumber, yard stocks are holding up rather well despite increases of 20 per cent in sales, 6 per cent in shipments, and 12 per cent in production over a year ago. Prices in Southern lumber have dropped slightly. Bookings in hardwoods continue above production and shipments.

Government demands have cut heavily into most lumber stocks, and while industrial and rail demands are increasing, orders are still being filled. With arrival of warmer weather air-drying in

yards is expected to increase stocks, but rains in the South and West have caused setbacks.

In paperboard and boxes prices continue high and are going higher, the survey shows, but deliveries, now slow, are assuming more significance than rising prices.

Reporting on business conditions generally, 65 per cent of purchasing agents said they were improved from the preceding month, 31 per cent reporting them unchanged and 4 per cent leaning toward the adverse side. Favorable inventories increased from 44 per cent to 50 per cent during the month.

New Orleans

NEW ORLEANS, April 19.—A better-than-normal upturn in coin machine operations for the spring season is reported from all sections of the Deep South. Without doubt, business is aided by expanding industrial operations, advancing prices on staple commodities of this area, and lessening unemployment.

The service departments of several of the largest firms here are beginning to feel the effects of enlistments, the draft, and enticements of labor to higher paying defense work jobs in large industrial plants. As yet there has been no pinch felt but there has absolutely been a drying up of unemployed service men. Operators, too, are being drafted and no less than a dozen in the State have enlisted.

Over at the New Orleans Novelty Company Ray Bosworth, partner of Louis Bosberg, enters the services of the army pursuit squadron and has been lucky enough to be stationed at the New Orleans Airport. Bosworth himself came up for questioning this week and Uncle Sam will find it hard to overlook a fellow with several years of military schooling and ROTC classes at college.

Sales of Seeburg phonographs during March set an all-time peak for the Southern Music Sales Company, St. Louis distributor, Ernie Oertle announced. Practically all of the machines sold were desired with wireless music system. Frank De Barros, who joined the firm last week, is now on a State-wide tour. Rita May Stagna becomes new record stock clerk for the Southern company, replacing Ed Mintel, moved to the record room. Joe Mancuso is back from attending the Seeburg service school held recently in Chicago.

Kay Kyser's recording for Columbia, Alexander the Swoose, looks like another Three Little Fishes, according to several operators who have bought it from Southern Music Sales Company.

Herbert E. Mills, music operator, has purchased a number of new 850 model Wurlitzer phonographs, and expressed his pleasure with results.

Virgil Christopher, newly appointed Southern district manager for Bally Manufacturing Company, was in town for a week and reported a healthy demand throughout his territory for Play Ball and Mystic free-play games. Christopher looks for a big spring season with new locations taking more pins in this area each week. He called on J. J. Bertone of the United Novelty Company, Biloxi, before coming into the city early this week.

Dixie Wholesale Company has added the distribution of the Fada radio to its line of merchandise this week. Harry Dasher will be in charge of sales in Louisiana and Mississippi.

Collections of bell and vending machine privilege taxes in Mississippi during March totaled \$5,173, the State tax commissioner announces. There were 10 such taxes collected a year ago.

A new secretary to Louis Bosberg, of the New Orleans Novelty Company, is Dorothy Duesen. Tony Dallas is now managing the Sport Center, played out owned by the New Orleans company. He succeeded Ralph Bosworth, transferred to main office on Magazine Street.

PERFECT MECHANISM!

ANOTHER Outstanding Feature on the World's Outstanding Money-maker!

Not only guaranteed but DOUBLE GUARANTEED for perfect, absolutely flawless mechanism, and **Big Profits!** That's the phenomenal BUCKLEY 1941 DAILY DOUBLE TRACK ODDS! Veteran operators say it's the biggest money-maker of all time. LOOK WHAT YOU GET! Cashbook that holds over \$250.00 in tickets... and you NEED this terrific casing! Machine gun payout mechanism that sells coins triangular "Safe Steel" cash door that's drill-proof, tamper-proof, burglar-proof! Does not test of several routes on location... every possible "bug" forever eliminated! Solid Steel and Invenlind steel drill-proof cabinet... Tempered "The-Flax" glass that can't be drilled... Built-in Betting clutch handle that can't be bent or broken... New type Variator positively prevents "choking" IT'S A GOLD MINE, THAT'S NEVER DRY UP... so start coming today NOW with BUCKLEY 1941 DAILY DOUBLE TRACK ODDS! WRITE, WIRE, PHONE TODAY!



BUCKLEY MANUFACTURING CO. 4227 W. LAKE ST. CHICAGO, ILL.

Detroit

DETROIT, April 19.—Cameron Murray, of the Marquette Music Company here, may move to the Cleveland branch soon.

Nick Forest, Detroit pin-game operator, is opening the Park Theater as his first

theatrical venture on his own. He was formerly a theater manager, as well as machine operator.

Harry Wish, Detroit amusement and music operator, is forming the Orkio Music Company on Puritan Avenue.

Max Falk, of Palk Sales Company, is making a business trip thru the up-State territory.

Mrs. Delos P. Heath, who has been operating the Frigid Vending Company's beverage and ice cream vendors since her husband entered the navy several months ago, has sold her machines to the Gladieux Company, which has been operating similar machines in Toledo, O.

George Skinas, who formerly specialized in the pin-game field here, is expanding into the automatic phonograph field, as well as making a number of re-

note-control music installations. He is continuing an active route of pin games thru Northern Michigan, and looks for a distinct pick-up with the opening of the resort trade in this area.

Reynolds St. Onge, Detroit operator, is establishing the Merchandise Vending Service on Crane Avenue for the vending division of his business.

Henry C. Lemke has been very busy in the gum machine field down in Ohio, as well as attending to his own machine operations in southeastern Michigan.

Joe Reich, former owner of the Reich Coin Machine Exchange here, has returned from a long stay in Florida.

Maurice J. Feldman, manager of the Central Coin Machine Exchange, has just returned from a combined buying and pleasure trip thru the Eastern States.

10 Bally Grand Nationals.....	\$ 88.50
5 Bally Santa Anita.....	119.50
1 Bally Hawthorn.....	85.50
1 Buckley Track Odds.....	125.50
1 Mills Betting Reel.....	75.50
6 Mills 1-2-3, Latest Type Cash Mod.....	24.50
1 Mills 1-2-3, Free Play.....	42.50
10 Jennings Good Luck.....	49.50
5 Mills Jumbo Parade, Free Play.....	47.50
1 Jennings Fast Time, Free Play.....	75.50
2 Palace Brown Cabinet King Pin.....	69.50
5 Brown Cabinet Arrow-Head Paces.....	109.50
5 Brown Cabinet Race, 30 Pay, High Serial.....	97.50
5, 10, 25, 50, 100, 200, 500, 1000, G.A., 1939 Rock-Ola Deluxe Phonographs.....	239.50
1939 Rock-Ola Deluxe Phonographs.....	139.50
1939 Rock-Ola Master Floor Samples.....	199.50
1939 Keyboard Wurlitzer 500K.....	229.50
1939 Keyboard Wurlitzer 600K, Like New, Best Proof.....	148.50
1939 Keyboard Wurlitzer 600K, Like New, Best Proof.....	137.50
10 Wurlitzer 616, Clean.....	48.00
Closing Out 50 Novelty Tables. Write for Prices. Order Direct From This Ad. One-Time Deposit Balance C. O. D.	
JONES SALES CO.	
1330-32 TRADE AVE., HICKORY, N. C.	

FAST MONEY MAKING 1c SKILL GAMES ONLY \$17.50 EA.



Each game is equipped with ball gun, tender, marvelous clever appeal. Mechanically perfect. Skill awards are recorded. Order Today!

FREE!
1000 Balls of G.I. with Each Game.

SPITFIRE

HOLE IN ONE

D. ROBBINS & CO. 1141-B DEKAR AVE. BROOKLYN, N.Y.



BEAMING WITH SMILES caused by a fine response to his recent Rocky Mountain coin machine showing, Gibson Bradshaw (left), head of Denver Distributing Company, pauses a moment with I. H. Scott, local banker; Miss Colorado; Operator Dave and Mrs. Dingler, of Idaho Springs, Colo. (Distributor's release.)

Aussie Writer Reports Arcades in Favor; Fine Publicity for Games

CHICAGO, April 19.—The Melbourne Herald, published in Melbourne, Australia, recently carried a feature article entitled "We Spent an Evening at the Home of Good Clean Fun." The article, written by Arnold Gardiner, recounts an evening spent in an Australian arcade.

According to the story, the "home of good clean fun" is known as "The One Pence Fun Parlor." Coin machines of various types line the walls of the arcade, with patrons ranging from the aristocrats to charwomen.

These places are more or less on the style of the modern Penny Arcades in this country. Most interesting, of course, is the surprise the author shows over the fact that there can be so much fun in a pin game or in other types of machines. He reports that the fun people

seemed to be having on Bally Royal was genuine. And that the crowds coming in were told, in red, on each of these machines: "Strictly No Gambling."

To quote from the article: "The Home of Good Clean Fun and Amusement, the Fun Parlor, and the Amusement House of the Social Set all are part of Melbourne's latest amusement craze. Surely you've noticed them . . . erstwhile abodes converted into glittering palaces full of slot machines and every kind of entertaining device. Like mushrooms, they're springing up everywhere, threatening to transform our dignified city into a second Coney Island.

"Just why or how these places came into being nobody seems to know. Perhaps war-weary citizens are asking for something light and bright at the minimum of expense. Or perhaps all the soldiers, sailors, and airmen who flock into the city with a considerable amount of time, but much less cash, make such institutions popular.

"But, anyway, they're fun inside!"

Further along in his article, Gardiner writes: "The Home at one time used to be a men's store, but now, instead of collars and suits, happy-go-lucky people jostle and shove, trying their luck at the rows of slot machines. Everywhere there were notices requesting you not to swear or spit and giving the rules and directions for the various contraptions. Bally Royal, we read above a weird-looking machine; the rest was rather mystifying: (1) Shoot balls to get three horses at finishing line. (2) Award—three free plays. (3) Score void if tilted. Then, in red, "Strictly No Gambling."

"There's never any lack of amusement."

Gardiner winds up his story with this favorable comment: "Yes, our city fathers probably condemn this invasion, but Joe and I agree the city is all the richer for it."

Western Promises Fine New Games

CHICAGO, April 19 (Manufacturers' Release)—Don Anderson, sales manager for Western Products, Inc., declares: "The new line of Western Games will prove to be nothing short of spectacular."

"Behind the doors that lead into our production lines men and machinery are working on the first of the new Western games," declared Anderson. "The mechanics and assemblers who are readying the first of our new developments have been inspired by the knowledge that they are sharing in what we confidently believe to be a history-making event."

"The same spirit has also fired the imaginations of those coinmen who have witnessed the action and performance of our new ideas, and they predict plenty of action for the games on location."

"The new scheme at Western is devised to make it continuously worth while for operators to keep an eye on Western, and every member of the organization, from Jimmy Johnson and Roy Guilfoyle down, is co-operating. The results will speak favorably for themselves."

Marriages

ATKINS-ZIDEK — O. J. Atkins and Lillie Zidek, the latter at one time secretary to the R. & A. Music Company, Houston, Tex., recently in that city.

WITHALL-BURROWS—Sergt. George Withall, of His Majesty's Army, and Louise Burrows, daughter of well-known London coin machine distributor, in London recently.

SCALLEAT - EVANGELISTA — Albert Scalleat, of Hazle Vending Machine Company, of Hazleton, Pa., to Rose Evangelista, nonpro, in Hazleton, Pa., April 14.

Palestine Importer Seeks Contact With Coin Machine Mfrs.

CHICAGO, April 19.—Dated October 28, a letter to The Billboard from Tel-Aviv, Palestine, has just arrived in the Cincinnati office. Coin machine firms interested in contacting the firm may write to M. Hal, Universal Trading Company, Import-Export Commission, P. O. Box 1892, Tel-Aviv, Palestine. Cable and telegram addresses is Universal Tel Aviv.

The letter follows: Dear Sirs: We have learned thru a business friend of ours from the U. S. of the existence of your weekly. Being the biggest coin-operated machines importers in this country, may we respectfully ask you to kindly bring us into connection with the U. S. manufacturers of all kinds of amusement and vending machines, for which we thank you in anticipation.

On this occasion we take the liberty of requesting you to let us have a free specimen of your weekly The Billboard along with your subscription and advertising rates.—M. Hal.

About the Nickel

(Reprinted from The New York Times, April 13, 1941)

The American nickel or 5-cent coin, which is now rounding out its 75th year in circulation, is the most used of all the coins in the United States. Millions of its kind click daily into subway turnstiles, trolley coin boxes, the tills of automat restaurants, into slot and vending machines, into telephones. More millions pass from hand to hand and jingle in pocket and purse. During the past fiscal year the mints made and delivered to the banks more than 180,000,000 new nickels. All told, since the first American nickel was minted in 1866, more than 2,000,000,000 of the coins have been put into circulation.

The first nickel bore on one side a design dominated by the American shield, and on the other side a large figure "5." That design was unchanged until 1883, when the Goddess of Liberty was substituted for the shield and the Arabic figure 5 was replaced by the Roman numeral V. The best known nickel of all came along in 1913. It was the coin which bears the Indian head on one side, the buffalo on the other. The mint's official report indicates that the nickel with the figure of Liberty was discontinued in 1913, but coin collectors say a few of them ap-

Leading the Parade
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 wagers: from 2 Pairs to Straight Flush. 75%—25% Coin Divider; extra LARGE operator's cash box, holds 1280 pennies. Visible Gum Vendor refillable. Straight penny or nickel play. Case of six—\$103.50.



KLIX

BLACK JACK
GAME WITH
COIN DIVIDER

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. House Red shows hand player must beat to win. Coin Divider pays 75% of receipts into separate location cash box. 25% automatically 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.

\$19.75

peared with the 1913 date and they have coins to prove it. But the 1913 Liberty nickel is extremely rare.

The current Jefferson-Monticello nickel made its appearance in 1938, and now no more buffalo nickels are being minted. There probably will be no further changes in the nickel for a long time. According to present law, an interval of 21 years is required before the design of a coin may be altered.

The nickel, also named for the metal, is actually made of an alloy of copper and nickel. As metal, each coin is worth only about 1 cent. In circulation, the nickel has an average life of about 10 years. Nobody seems to know why, but the nickel is the only modern, American coin which does not carry the words "In God We Trust."

Wooden nickels, famed in joke and legend, are more common than is popularly assumed. They are frequently issued as souvenirs of fairs and other celebrations, during which they are often

redeemable at face value. Real wooden nickels were issued, along with scrip of many kinds, by a few towns during the depression years a decade ago.

DON'T PASS UP THESE PROVEN WINNERS

from THE HOUSE OF WINNERS!

Novelty Free	Play Machines
Paradise . . . \$89.50	Score Card . . . \$27.50
Gold Star . . . 67.50	Lite a Card . . . 29.50
Five . . . 37.50	Three Books . . . 34.50
Big Show . . . 32.50	Metro . . . 59.50
Brite Spot . . . 34.50	Bandwagon . . . 54.50
Scott Dutton . . . 34.50	Mr. Chius . . . 22.50
Speedway . . . 34.50	Landscape . . . 44.50
Short Stop . . . 32.50	Wings . . . 42.50
Score Champ . . . 35.50	Lancer . . . 22.50
Roy . . . 32.50	Roller Derby . . . 22.50
Red Hot . . . 29.50	Ziv . . . 12.50
Feature . . . 17.50	Super Six . . . 17.50
Leader . . . 48.50	Rebound . . . 12.50

Leading Console Money Makers!

1940 Pace Saratoga & Revs	\$110.00
1940 Pace Saratoga, like new, 25c	119.50
1939 Pace Saratoga, Bu. 10c	69.50
1939 Pace Saratoga Rev. 5c or 10c	48.50
Evans Lucky Luck, like new	149.50
Evans Royal Luck	139.50
Evans Royal Luck	147.50
Mills Jubee Parade, Free Play	89.50
Keeney Triple Entry	114.50
Keeney Pastime	119.50
Keeney 38 Truck Time, new Road	74.50
Buckley Flashing Lights	49.50
Pace Races, Brown Cabinet	89.50
Mills Flashers	29.50
Exhibit Eldorado, New	62.50
Exhibit O. P. B.	29.50

Multiple Paytable Buys

Winning	Score Page	\$47.50
Ticket	Grandstands	74.50
Spinning	Stopper	57.50
Rock	Fairgrounds	32.50
Man O War	Hey Days	22.50
Thrilldown	Dance	29.50
Gold Medal	Peekness	19.50
Hawthorne		

Amusement Skill Machines

Keeney Anti-Aircraft Guns	\$49.50
Deluxe Western Baseball	69.50
Score, P. P. A. O.	69.50
Score Prochessit	89.50
Western Baseball Revell	39.50
1/2 dozen with Order, Incl. C. O. D.	

SILENT SALES CO.

200 11th Ave., South, Minneapolis, Minn.



M. A. DOYLE, Winnipeg operator, and his staff view a new Wurlitzer phonograph in the RCA-Victor showroom in Winnipeg. Left to right: Frank Zender, Douglas Hilton, and Jack Houston, servicemen; Pat Burns, RCA-Victor district manager; Orsell Clark, serviceman, and M. A. Doyle. Showing of the phonographs were held simultaneously at Winnipeg, Calgary, and Vancouver branches of RCA-Victor. (Distributor's release.)

U. S. Exhibits at Travel Show To Promote Touring as Defense Aid; See Need for Vacations

(Summer Location Story)

CHICAGO, April 19.—"Travel Strengthens America," will be the theme of U. S. exhibits planned for The Chicago Daily News Travel Exposition, to be held at the Stevens Hotel, Chicago, in a five-day run beginning April 23. The federal exhibits will emphasize the fact that Uncle Sam doesn't necessarily want workers to forego their vacations in order to continue on their jobs in the interest of the defense program.

"Is it frivolous to think about that longed-for trip when every citizen's energies should be geared to the national defense effort?" The answer, say Uncle Sam's representatives, is an emphatic "No!"

Says W. Bruce Macnabee, chief of the United States Travel Bureau: "The statement that some laymen and even a few people in the travel business feel that it is unpatriotic to take vacations and that holidays ought to be abandoned because of defense measures is very disturbing. I have heard the same sort of sentiment coming from other sources, and I think that it is time an effort be made to stop this potentially damaging misconception before it takes further headway."

Will Take Official Action

"We intend to devote the April issue of our official bulletin to that question. In it we shall run statements from outstanding government and private leaders on the necessity for taking vacations, not only for the mental and physical welfare of the people concerned, but also because of the importance of keeping the wheels of a large sector of American business turning as efficiently, if not more so, than in previous years."

Thus, those who reap a big business from the tourist business each year—small town business men, highway business locations, coin machine operators, and others—have the support of powerful agencies which will promote even greater travel throughout the U. S.

Macnabee continued: "This seems to be one question on which there is complete agreement among the majority of government leaders, travel organizations,

"We are moving them into locations as fast as they are received. As a matter of fact, in all our four offices we have a large staff of experts who have been doing nothing but making remote control installations in new locations."

"The recent showings we have held throughout our territory have had much to do with the sharp rise in music equipment sales. Not only Wall-o-Matic remote control systems but HiTone Symphonics have been receiving a great deal of attention. Business this year will be considerably above that of 1940."

"In addition to taking care of volume orders on music equipment, we have had our hands full with huge orders on both new and used games of all types," said Weinberger.

and intelligent laymen everywhere."

The United States Travel Bureau was created in 1937 by Secretary Harold L. Ickes to act as a federal agency co-operating with the private travel industry to "keep more Americans traveling and more friends from other lands traveling to America." Recognizing the need for sound governmental leadership and encouragement to such an important segment of our economic life, Congress last July enacted the legislation necessary officially to establish a United States Travel Bureau in the Department of the Interior.

150 Exhibits at Show

The Daily News Travel Exposition will assemble in the huge exhibit hall of the Stevens Hotel, from April 23 thru April 27, the outstanding attractions of the vacation and transportation world.

Here more than 150 exhibits, motion pictures, talks and demonstrations, music and entertainment will show what the United States, Canada, Mexico, scores of States and resort communities, railroads, air lines, steamship systems, bus companies, and travel bureaus have to offer the vacation planner.

Adventure in Democracy

"The influence of travel in building the nation's wealth lies in the jobs it provides for more than a million people a year," Macnabee stated, "in its unique ability to keep money in circulation, pushing a stream of dollars to the furthest corners of the nation, and in utilizing the tremendous investments represented by hotels, all kinds of transportation mediums, oil and gasoline plants, and other kinds of business keyed to the volume of travel. The full use of these investments will promote business prosperity, vital at the present."

"In the creation of national and hemispheric unity, travel reaches the apex of its usefulness. Travel in the United States is an adventure in democracy. In the great conservation programs, in the diversity of cultural interests represented by the Western Indians and the Metropolitan Opera, in the CCC camps, in the new surge of life and hope in the 'Dust Bowl'—in all of these is the proof that a free people, working co-operatively together, have expanded and can continue to expand the horizons of individual living."

"As the peoples of the American republics come to understand each other, their problems and their objectives, the whole of the New World will become a mighty fortress impregnable to attack from without and to disintegration from within."

"Thus travel today has new significance. It has become a rejuvenating force of our nation, our business, ourselves. In achieving these goals the United States Travel Bureau pledges itself to work wholeheartedly with and for the travel interest of the United States."

New!
Different!
Dynamic!



The
HIT
of 1941!

LUCKY STRIKE

CIGARETTE COUNTER GAME
WITH BALL GUM VENDOR

A tremendous success! For the first time in 12 years, a counter game without the usual 3 reels! Brand new idea—introduces sensational new popular-brand cigarette play. Elaborate Fortune Telling feature provides additional amusement galore. New-type ball gum delivery, 1c play. Absolutely unequalled for play-getting and profits!

2 Dials spin in opposite directions. Matching name, color and brand awards 1 package. 2 packages or jackpot of 10 packages (equivalent of 150 to one!).

OTHER OUTSTANDING BAKER HITS:
★ SALUTE ★
BAKER'S PACERS

Operator's
Special Price
\$14.75
Ea.
F. O. B. Chicago

Write for Quantity
Prices in Case Lots
of 6, 24 and 96

THE BAKER NOVELTY COMPANY INC.

2624 WASHINGTON BOULEVARD—CHICAGO, ILL.

THE HOUSE OF

SUN BEAM	STARS	...\$90.00
Write for Price	Crossline	...32.50
Cadillac	Dude Ranch	...28.50
Powerhouse	Double Feature	...12.50
Rotation	Flicker	...57.50
Landscape		...17.00

All Games Reconditioned and Shipped Like New.
Free Play Games. Terms 1/3 Deposit, Balance C. O. D. Write for Complete List.

"GOOD WILL"

STRATO	Gold Star	...\$35.00
LINER	ZOMBIE	...32.50
Commodore	Formation	...35.00
Red, White and Blue	Brite Book	...15.00
Home Run	Shut Stop	...15.00
Write for Complete Stock of New and Used	Leader	...39.00

AMBASSADOR VENDING COMPANY, 789

CONEY ISLAND AVENUE, BROOKLYN, N. Y.

READY FOR LOCATION

PHONOGRAPHS

Seeburg Classic, remote control job, complete with Playlog and 2 Wall Boxes	\$270.50
Seeburg Classic	...139.50
Seeburg Veevo	...119.50
Seeburg Mayfair	...99.50
Wurlitzer 74	...120.50
Wurlitzer 600	...119.50
Wurlitzer 616, Light-Up Key Board	...76.00
Wurlitzer 616, Light-Up	...65.00
Mills Throne of Music	...119.50
Mills Zephyr, Light-Up	...19.50
Mills De Re M	...19.50
Rockola De Luxe	...119.50
Wurlitzer 61	...29.50
Wurlitzer 51	...27.50
Cinematone, Penny Phonograph	...27.50

PAYOUT TABLES

Santa Anita \$115.00	Gold Time	...\$10.50
Spinning Reel 99.50	Moll	...17.50
Patentmaker 75.50	Ak-Sol-Ben	...17.50
Grandstand 75.00	Aeros	...3.50
Thistlewood 49.50	Board	...17.50
Healthcare 44.50	Flintwood	...17.50
Sport Page 42.50	Party-Vue	...17.50
Man of War 39.50	Big Race	...15.00
Gold Medal 39.50	Prizeless	...12.50
Homesick 39.50	Arlington	...10.00
Derby King 29.50		

CONSOLES

Four Bell	\$240.00	Saratoga S.P.	...\$90.00
Triple Entry	...110.00	10r, 1940	...99.00
Royal Draw	...85.50	10r Standard	...3.50
Harbor Parade	...80.50	10r	...69.50
Flamingo-Lines	...89.50	Royal Flush	...59.50

COUNTER

1940 Sparks	\$22.50	Jolly	...\$7.50
DeLuxe Mercury	...17.50	Dent-a-Pack	...6.50
Marcel	...17.50	Draw 21	...3.50
A. H. T. Target	...12.50	Greenwich 21	...3.50
Mad. F. Metal	...12.50	Presto Dice	...3.50
Head	...12.50	Square Shooter	...3.00
Red-White-Blue	...12.50	Jenn. In the Bag	...3.00
Challenger	...12.50	Peanut Vendor	...3.00
Jennings Grand Stand, 5c	...8.00	Columbar Patent Vendors	...4.00
Jennings Club Vender, 1c	...8.00	Mickey Mouse Peanut Vendors	...2.50

LEGAL EQUIPMENT

Keeney Anti-Air Craft Gun	\$39.50	Gottlieb Skeeball	...\$27.50
Bicy Defender	...25.00	Seeburg Rayo-Lite	...22.50
New in case	...25.00	Tom Mix Gun	...22.50
Bully's Eye	...34.50	Mills Modern Scale	...30.00
Chicken Run	...34.50	Rockola Lobby	...27.50
West. Baseball	...30.00	Scale	...27.50
Ten Stars	...25.00		
Rockadoll	...25.00		

Mayflower Novelty Company

Mayflower Building
2216 University Avenue, St. Paul, Minnesota

Southern Automatic Busy on Wall Boxes

LOUISVILLE, Ky., April 19 (Distributors' release).—Leo Weinberger, executive of the Southern Automatic Music Company, reports that wireless remote control installations featuring Seeburg Wall-o-Matics are increasing throughout the territory served by Southern.

"Shipments of Wall-o-Matics are coming in by the hundreds," he declared.



BRILLIANT MUSIC COMPANY, Detroit, has been appointed distributor for Fidelity products of Permo Products Corporation, Chicago. Above are officials of both firms, left to right: E. C. Steffen, Permo; Joe Brilliant, Detroit distributor; Sherman E. Pate, Permo; Max Lipin, Brilliant, and Arthur J. Olsen, president of Permo. (Manufacturer's release.)

Keeney Produces Varied Equipment

CHICAGO, April 19 (Manufacturer's release).—"The wide variety of equipment coming off the many production lines in the J. H. Keeney & Company plant has won a host of supporters among the nation's operators, according to William (Bill) Ryan, sales manager for the Keeney organization.

"Thanks to the production of units for every type of operating, and thanks, too, to the tested, proven earning power of the various games, we are continuously working at full speed keeping our distributors supplied with necessary equipment."

"In addition to Texas League, off skill-type baseball amusement game, we are also in production on Wild Fire, our latest pin game hit. Other equipment rolling off the lines with great regularity are Keeney Adapters and Keeney Wall Boxes for music operation; our gun machine money-maker, Air Raider, and two operators' stand-bys, Triple Entry and Tysack Time, console games that have set all-time records for popularity in play and sustained earning power."



CHARLIE'S BUFFALO LOUNGE AND BAR is proving the popularity of the Wurlitzer Colonial model. It is reported. Ability to harmonize with any type of distinctive surroundings is one of the big features of the model, the location reports. The installation includes three Wurlitzer strollers.

To Announce More Scientific Distributors

BROOKLYN, April 19 (Manufacturer's Release).—Requests for distributorship deals on Scientific's new baseball game, Batting Practice, are convincing proof that the game is stirring up excitement in the coin machine industry, according to Max Levine, president of Scientific Machine Corporation.

"So intense is the interest in this new game that many prominent distributors have wired, phoned, written, or visited

the Scientific plant with offers to take on the deal," he says.

"The job of checking, sifting, comparing, and considering the list of applicants for these distributorships is taking a great deal of time, with the result that the appointment of a general network of distributors has been temporarily held up.

"We're thoroughly convinced," continued Levine, "that we have something really big in Batting Practice, and it is natural that we should be exercising great care in choosing our territorial representatives." Batting Practice has shown that it is a 12-months-a-year money-maker, and the dealers we choose to handle this game are going to have the pleasure of selling them all year around. I say 'pleasure' because that is exactly what our present distributors tell us. George Ponsler in New York and New Jersey; I. H. Rothstein, of Banner Specialty Company, in Philadelphia, and Dave Bond, of Trimount Coin Machine Company, in Boston, all report it is a game that sells itself. Morris Hankin, of Hankin Music Company, Atlanta, Ga., just sent us a congratulatory wire that reads: 'Received Batting Practice. Sure is a honey. Wishing you success.'

HERE IS YOUR - "Lucky Break"

REAL POOL TICKETS, TOO!

DIE CUT SHAPE!

PERFECT FOR "HI-LO" PLAY! Beautiful new design illustrating pool balls in actual colors! 1600 holes with 137 winners! 2 step-up jackpot! \$25.00 top award to shoot for!

No. 1600 Lucky Break—"A" (5¢ Play—Special Thick)

TAKES IN \$80.00
 AVERAGE PROFIT \$8.33

No. 1600 Lucky Break—"B" (1¢ Play—Special Thin)

TAKES IN \$40.00
 AVERAGE PROFIT \$4.17

BRAND NEW! AN AMAZING VARIETY OF POWERFUL HITS! WRITE FOR LATEST GARDNER CIRCULARS NOW!

GARDNER & CO.
 2307 ARCHER CHICAGO, ILL.

Koplo Gets Counter Game Exclusive

CHICAGO, April 19 (Distributor's release).—Koplo Sales & Supply Company has taken over exclusive distribution on two counter games, Roll-a-Cent and Seven Grand, according to Al Koplo, head of the firm.

"Both games are well known to the trade," declared Koplo, "and no description is necessary beyond stating that both are ideal for use on counters in all types of locations.

"A bigger demand has developed for these games because of thousands of new business places being opened all over the country, particularly in small towns now in the throes of booms because of construction of defense factories or because of near-by army cantonments.

"Operators report that Seven Grand is taking in more quarters than nickels and dimes, an indication that spending is getting more liberal everywhere. They also report that they favor Seven Grand and Roll-a-Cent because they are completely mechanical in operation, with a minimum of mechanical trouble."

Allied Celebrates Anniversary Week

CHICAGO, April 19 (Distributor's release).—"This week Allied Novelty Company marks its anniversary, which will be celebrated in a fitting manner," promises Samuel Kleiman, company official.

"Allied is proud of its achievements and grateful for the confidence, good will, and patronage which the trade has extended so generously. In celebration of our anniversary we are offering a large number of games so as to give our customers an anniversary gift which we know they will appreciate. We invite all operators to call on us in person if possible and see for themselves what considerable savings are in store for them on every purchase."

Made by
CHICAGO COIN

This on your games is your assurance of Top Profits!

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, STEADY, EASIER PROFITS!

SAMPLE \$19.75
 CASE OF 4 \$72.50

1/2 with orders Bal. C. O. D.

FRIENDLY PERSONAL SERVICE

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]

THIS WEEK'S SPECIALS

All American .. \$49.50	Booby .. \$22.50	Attention .. \$49.50	Skyline .. \$25.00
Anabel .. 27.50	Stars .. 58.50	Backwoods .. 35.00	Sport Parade .. 59.00
Big Chief .. 39.50	School Days .. 25.00	Bordertown .. 27.50	Seven Up .. 89.00
Broadway .. 80.00	Three Score .. 25.00	Dingo .. 19.50	Sara-Buzzy .. 30.00
Four Horse .. 80.00	Zombie .. 48.50	Gold Star .. 35.00	Traipse .. 25.00
Limelight .. 17.00	Imax .. 7.00	Landslide .. 15.00	Velvet .. 47.50
Leader .. 45.00	Cub .. 7.00	Metro .. 49.50	B in 1 .. 49.50
1-2-3 (1940) .. 65.50	Ace .. 7.00	1-2-3 .. 20.00	Marvels .. 17.50
Rotation .. 12.50	Parade .. 45.00	Lucky Strike .. 14.75	

100 ASSORTED FREE-PLAY GAMES AT \$6.50 EACH
 Write what you want, with 7/3 deposit. Western 1st, 2nd, and 3rd choices, for prompt delivery.
 LEHIGH SPECIALTY CO., 2nd and Green Sts., Philadelphia, Pa.

SPECIALS

WESTERN BASEBALLS... \$32.50 LUCKY STRIKE BUMPER BOWLING... \$27.50

1/3 Deposit With Order, Balance C. O. D.

Will buy, trade or exchange new or used equipment. What have you?

ADDISON NOVELTY CO.
 925 BELMONT AVE., CHICAGO

Earn bigger Gun profits with *Bally's* new sensational

SKY BATTLE



BETTER THAN RAPID-FIRE!

NEW MYSTERY-ACTION Airplane Target—with Variable-Flight and Fast-Finish features—keeps players crowding up to shoot—resulting in better-than-Rapid-Fire collections! Start earning bigger machine-gun money—order SKY BATTLE now!

SEE BALLY'S GREAT CONSOLES!

You're missing big money if you're not operating Bally consoles—ROYAL DRAW payout poker—HIGH HAND replay poker—ROLL-EM 7-coin 2-reel dice game—BIG TOP 3-reel console ball in payout, replay and skillful models, choice of comic animal or SELL-FRUIT reels. Ask your distributor for details today or write direct to factory.



BALLY MANUFACTURING COMPANY 2846 BELMONT AVENUE CHICAGO - ILLINOIS

ARCADE EQUIPMENT

1 Ball Jump, With Base	\$ 35.00
1 In the Berets	35.00
1 Keeney Air Raiders	125.00
1 Keeney Anti-Aircraft Gun	40.00
1 Chicken Guns	40.00
2 Shoot the Chutes	70.50
2 Grenade Metal Types	125.00
1 Bally Defender	150.00
1 Bally Reels Fire Guns	90.00
1 Electric Snooker, With Stand	7.50
1 Three-Way Gripper	9.00
1 Onoche	10.00
1 Daval Roulette	23.50
1 Ten Striker	45.00
2 Western Baseball	45.00
4 Buckley Diggers	60.00

Texas League — View-a-Scopes — Tommy Gun Scientific Balling Practice — Mitty Gripper, Exhibit Complete Arcade Line at Factory Prices.

Half Deposit, Balance C. O. D.
CLEVELAND COIN MACHINE EXCHANGE
2021 Prospect Avenue, Cleveland, Ohio

ONE BALL BARGAINS!

Hawthorne	\$30.00	Dead Heat	\$20.50
Postmakers	60.00	Gold Medal	32.00

COUNTER GAME BARGAINS

3 Milt-O-T's	\$32.50	3 Liberty's	\$22.50
3 Deuce Wild	6.00	1 Tally	4.00
12 Irons, Cis.	7.00	2 Skill Draws	4.50
6 Vent Pockets	24.50	5 Silver Balls	4.00
		(Clean Vend.)	

EXTRA SPECIAL!!!

Ten Eyes \$35.00
Auto Golf Greens, real golf putting mat, 50.00

IMMEDIATE DELIVERY . . .

Event Tommy Gun—Success Night Bomber—Kenny's Texas League.

FOR A GOOD DEAL WRITE WIRE OR PHONE JULES OLSHEIN.
SEIDEN DISTRIBUTING CO.
1230 Broadway, ALBANY, N. Y. Tel: 4-2019.

Imps. \$7.50; Liberty, \$17.50;
Q. T., 1c Play, \$30.00; Mills Slots,
\$25.00

O'BRIEN

89 THAMES ST., NEWPORT, R. I.

Set New ChiCoin Production Lines

CHICAGO, April 19 (Manufacturer's release).—"The coming week will see completion of the new production lines in our factories and the inauguration of a new era in streamlined production of amusement machines," declares Sam Gensburg, Chicago Coin Machine Company executive.

"This news will be greeted with enthusiasm by our distributors and coinmen who have grown to depend on our games for their extra operating profits," Gensburg stated. "The remodeling program which covered all departments of production will speed and increase production to the point where there can be no reason for delay in shipments, regardless of how popular a Chicago Coin game may become.

"At the present time we are beginning production on a new Chicago Coin game for which we predict stardom. We are also working on plans for other games which can be produced simultaneously. Skilled and experienced labor is being hired to man the enlarged production facilities, and when the complete staff is assembled Chicago Coin will pace this industry in production as well as in ideas and money-making equipment."

Spring Rush on For Baker's Pacers

CHICAGO, April 19 (Manufacturer's release).—"Baker Novelty Company, Inc., reports the best season in its history in sales of Baker's Pacers, racing console. Officials of the company state: "We are entering upon a season that indicates that our manufacturing facilities will be overtaxed. From a standpoint of sales, especially of fine console equipment, Baker's Pacers 1941, daily double models, are smashing all previous records."

"The new 1941 model is the last word in console equipment," said Harold L. Baker, president. "The features incorporated in this new version of our famous game make it an even greater hit than ever. Baker's Pacers is a tried and proven game, the aristocrat of consoles, which meets the requirements of operators who want the best that money can buy.

"Designed for long life, this machine is guaranteed to be a consistent money-maker on any location and an unequalled hit in top spots." Besides Pacers, the Baker company also reports sales high on Lucky Strike, counter cigarette game, and Salute, free-play novelty.

can be realized from operating our new premium venter.

"The fact that the sample premiums are displayed in the venter creates interest otherwise impossible to capture. The selection of premiums appealing to the younger people as well as adults goes a long way in accounting for the consistent play the Equire Premium Venter garners," concluded Schaeff.

Victor Premium Vender in Demand

CHICAGO, April 19 (Manufacturer's release).—"Harold Schaeff, head of Victor Vending Corporation, reports an avalanche of orders for the new Equire Premium Vender which has put the Victor plant on a 24-hour production basis.

Schaeff said: "Operators can readily see that they are getting something for their money when they order Equire Premium Venders and it doesn't take them long to find out that a substantial income



EMORY RIZSAK, International Metroscope Reel Company sales representative, points out the features of Drive-Mobile to Sid Stibel and Leo Weinberger, of Southern Automatic Sales Company, at their Louisville, Ky., showroom. (Manufacturer's release.)

Baltimore Coinmen Prepare for Summer

BALTIMORE, Md., April 19.—Local distributors are not only getting inquiries about machines of all kinds, including music boxes, free-play games, ray target guns, etc., but also are booking fine early business from operators who are completing plans for opening or reopening outdoor spots, particularly at the waterfront resorts and amusement parks.

If the current brand of weather continues, operators will begin their outdoor operations much earlier than usual, for since Easter the weather here has been of the summer brand.

Operators are particularly interested in spots in the vicinity of the several army posts housing selectees in Maryland—Fort George C. Meade, Edgewood Arsenal, Aberdeen Proving Grounds, and Camp Holabird.

Distributors look for increased business in sales of both new and used machines for these outdoor spots, and assert they look for a bigger season than usual. Operators, too, anticipate the best outdoor season. They point to the great increase in employment, together with increased pay rolls, as definite assurance that more money will be available for amusement purposes.

Deaths

THON—Louis, 54, inventor and operator of automatic phonographs, died recently in Marshfield, Wis. Burial in Marshfield.

STIGEL—Theresa, 84, mother of John Stigel, tavern owner and automatic phonograph operator, recently in Seymour, Wis. Survived by 14 other sons and daughters. Burial in Seymour.



THE AMAZING LEGAL FILM-A-SCOPE

Exhibits pictures in third dimension on film showing happy girls, comics or travel views with 1c or 5c play. Now you can collect earnings without legal worry. Easy to locate anywhere and ALL PROFIT. Write for information.

L. B. KLUGH COMPANY

715 Arch St., Zanesville, Ohio

SPECIAL
5 JUMBO PARADE \$92.50
FREE PLAY Each

LEGAL EQUIPMENT
BALLY BULL RAY GUN \$47.50
JAILBIRD (NO BASE) 60.00
ANTI AIRCRAFT (Brown Gob.) 62.50
ANTI AIRCRAFT (Black Gob.) 37.50
EVANG TEN STRIKE 35.00
BALLY ALLEY 15.00

Write for Our Prices on New and Used Counter Games and Free Play Games.

WANT TO BUY
LATE PACE'S RACES
BAKER'S SKI
1938 TRACK TIMES
SUPER TRACK TIMES
JUMBO PARADE PAYOUTS
MILLS BLUE FRONT AND BROWN FRONT SLOTS
MILLS SQUARE BELLS

Half Deposit, Balance C. O. D.
OLIVE NOVELTY CO.
2625 LUCAS AVE. ST. LOUIS, MO.



"IT'S TOPS WITH ME," says Erwin Schultz, as he places an order for Jennings' Silver Moon Chief. Schultz is shown in front of the machine, with two Jennings representatives, G. E. Vetterick (left) and F. Burgeson (right).

Hail Opening of Pittsburgh-Atlas

PITTSBURGH, April 21 (Distributor's Release).—The grand opening of new headquarters of the Atlas Novelty Company yesterday was acclaimed a huge success by Atlas officials.

Hundreds of Pennsylvania operators, as well as many columnen from neighboring States, visited the new sales and distribution building during the day.

According to Phil Greenberg, Atlas manager and executive, the reception accorded the presentation of Atlas service facilities was full justification for the expansion program leading to the establishment of the new quarters.

"It was most heartwarming," declared Greenberg, "to see how appreciative the folks were of the possibilities for better service. They marveled at the amount of space now devoted to individual exhibits of music equipment and to special show sections for the various types of equipment we are featuring. They displayed great enthusiasm for many other features of our new quarters, including the special service elevators to speed shipping and receiving of games."

The day was made perfect by the attendance of Seeburg officials, including C. T. McKelvey, Bob Dunlap, Pete Oles, and Reed Crawford, as well as representatives from leading game manufac-

urers. Congratulatory wires poured in on us all day long, and the floral tributes made our offices look like a greenhouse. Eddie and Morrie Ginsburg came on from Chicago to lend Art O'Melia a warm hand in welcoming our customers."

Spring Ups Sales for Cohen

MINNEAPOLIS, April 19.—Spring in the Northwest territory has its points, according to William (Bill) Cohen, Silent Sales Company chief. Not the least of these is that it sets operators thinking of the impending flood of visitors and vacationers, and when they think of that, they start thinking of equipment and, says Bill, "Their first thoughts are of Silent Sales."

"In preparation for the biggest year the industry has ever known in this territory, we have extended ourselves in obtaining the kind of equipment that will mean profits for our customers," declared Cohen. "Not only that, we have also gone the limit in bringing prices down so that Northwest operators can take full advantage of the great opportunity this year offers for expansion and profits."

"Results of our policy are already obvious in the rapidly increasing flow of games out of our stockrooms to various parts of the territory."

DO RE MI

Exhibit's

Ask Any Smart Operator

EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO

PRICES GO UP ON MAY 1st!

Increased Labor and Material Costs Force Boast in Prices of New and Improved

Holly Universal Grip Scales

ACT NOW! Save \$3.00 on Every Machine You Order.

Present Prices	Beginning May 1st
1 to 10, \$12.75	1 to 10, \$15.75
10 to 25, 11.75	10 to 25, 14.75
25 and up, 10.75	25 and up, 13.75

One-Third With Order, Balance C. O. D.

Absolutely No Machines Shipped at Present Prices After April 31st. First Orders Received, First Shipped. Immediate Deliveries.



HOLLY MANUFACTURING COMPANY
2761 Union Guardian Building
DETROIT, MICHIGAN

SPECIALS

The Machines listed below are slightly used and offered subject to prior sale.



N. F. MOSELEY
Pres.-Treas.

BARGAINS

5 Triumphs	\$9.50
3 Baker Dough Boy	19.50
3 Exhibit Congo	17.50
1 Bally Gold Cup	39.50
1 Paces Races, 5¢, in Baker Cab.	139.50
4 Paces Races, 5¢ Jackson, C.P.	105.00
5 Paces Races, 5¢, C.P., Brown Cab., Perfect.	92.50
5 Mills Jumbo Parade, F.P.	75.00
3 Bally High Hand, latest Mod., Conv. Cab&F.P.	165.00

5-BALL FREE PLAY

2 Exhibit Flash	\$14.50
1 Exhibit Lardslide	22.50
1 Exhibit Zip	19.50
1 Exhibit Contact	7.50
1 Kenney Vultor	49.50
2 Kenney Repeater	49.50
1 Kenney Big Six	14.50
1 Kenney Cowboy	17.50
1 Bally Ghoson	35.00
1 Gottlieb Bowling Alley	22.00
1 Gottlieb Drum Major	23.50
1 Baker's Black Out	10.00
1 Genco Pelles	19.50
1 Genco Band Wagon	22.50
1 Genco Big Team	18.50
1 Genco Mr. Chips	15.00
1 Chicago Coin Commodore	17.50
1 Chicago Coin Bayline	27.50
1 Chicago Coin Ocean Park	17.50

1-BALL

1 Bally Santa Anita	\$117.50
1 Bally Record Time	97.50
1 Bally Dark Horse	97.50
1 Bally Derby, G.P.	8.50
5 Mills 1-2-3, Motor	17.50
1 Pacific Perco Parlay, G.P.	8.50
1 Rock-Gla. Three-Up, G.P.	10.00

COUNTER GAMES

3 Columbia Bolls, Used 10 Days, G.A.	\$57.50
1 Liberty	16.50
3 Gnostchen Imps	6.00
2 Mills Vest Pockets, Green, No Meter.	25.00

TARGET MACHINES

1 Kenney Air Raider, S.U.	\$125.00
1 Bally Rapid Fire	85.50
1 Metropolitan Air Raider, in orig. crate	100.00

CONSOLE

1 Evans Jungle Camp, Cash or F.P.	\$92.50
1 Pace Barotops Jr.	75.00
1 Shoner Ritz	10.00
1 Evans Bang Tall, 1940	125.00
1 Evans Domino, 1938 Regular	95.00
2 Evans Domino, 1939 Regular	125.00

The above machines are slightly used and offered subject to prior sale. All orders must be accompanied by 1/3 certified deposit, balance C. O. D. Write us for your price on brand-new machines and ask us to put you on our mailing list. Prices above are effective April 26, 1941.

MOSELEY VENDING MACHINE EX., INC.
60 BROAD STREET RICHMOND, VA.
Night Phone, 5-5328 Day Phone, 3-4511



YOU CAN'T BEAT THIS ONE!
"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 @ 5¢ \$50.00
Pays Out: (Average) 17.25
Profit: \$32.75

SEMI-THICK, PRICE \$3.50. WRITE FOR CATALOG.
Ohio Territories Open to Sell Ajax Boards.
Other Territories Also Open. Write Today.

Northwest Coin Machine Show Banquet



CONVENTIONEERS AT THE NORTHWEST SHOW HELD IN MINNEAPOLIS March 25 and 26 gathered for a final get-together at a huge banquet. The show and banquet were held in the Hotel Radisson. The speakers' table is at the upper left between the two flags.

WE HAVE 'EM
Keeneys
100% SKILL
**TEXAS
LEAGUER**

ROY MCGINNIS

2011 Maryland Ave.
Baltimore, Md.

SPECIFY 1c, 2c or 5c PLAY

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

WE HAVE 'EM
Keeneys
100% SKILL
**TEXAS
LEAGUER**

SILENT SALES CO.

200 11th Ave., So.
Minneapolis, Minn.

SPECIFY 1c, 2c or 5c PLAY

WE HAVE 'EM
Keeneys
100% SKILL
**TEXAS
LEAGUER**

DIXIE SALES CO.

888 Union Ave., MEMPHIS, TENN.

BOYLE AMUSEMENT CO.

822 N. W. 3rd St., Oklahoma City, Okla.

SPECIFY 1c, 2c or 5c PLAY

Coinman Praises Gottlieb Games

CHICAGO, April 19 (Manufacturer's release).—"Here's one operator who won't let us be modest," said Nate Gottlieb, of D. Gottlieb & Company, referring to a letter his company just received. "This is from the Pennsylvania operator whose letter we quoted in part in these columns a few weeks ago, in which he said he was going all-Gottlieb.

"For reasons of modesty, we didn't quote all the complimentary things he said about us, nor did we give his name. Listen to this letter just received from him. He says, 'I recognized part of my letter which you printed, telling of the success I'm having with Gottlieb games. But why didn't you tell all of it, and why didn't you put my name on it? It's the truth and I'm not afraid to say so.

"I gave several reasons why I intend to establish an all-Gottlieb game route. Here's one more reason—and 100 per cent proof to anybody. I bought one of your late machines from B. D. Lazar, Pittsburgh, last January and put it on spot January 6. Each week since, upon opening it, I found the same thing without exception—cash box overflowing. Not one week, mind you, but every week, money box full of nickels. So I had to clean it out every three days to prevent the machine from clogging. So far have not even moved the machine, and it's as great as ever. Use my name with this—it's oked with me. Signed M. G. Kunden, Diamond Novelty Company, Mount Pleasant, Pa."

"So," added Nate, "we pigeon-holed our modesty this time to comply with this operator's request and tell the whole story."

Operators Throng Owl Mint Showrooms

BOSTON, April 19 (Distributor's release).—Owl Mint Machine Company is achieving fame as one of the leading centers for the New England coin machine industry. In addition to a complete stock of used pin games, the Ravreby Brothers, Ed, Jack, and Al, also have an elaborate display of new equipment.

Ed Ravreby, spokesman for the brothers, reports that more and more operators are taking advantage of the Owl Mint headquarters' large variety of machines every day. "Most operators have discovered that they can get anything they want by coming directly to us," claims Ravreby, "especially those interested in Mills bells, vendors, phonographs, and counter games. We are also equipped to supply operators with every type of arcade machine."

Harvey, of Va., Visitor at G&G

CHICAGO, April 19 (Distributor's release).—Recent visitor at the showrooms of Gerber & Glass, Chicago distributors, was E. Walter Harvey, of Kilmarnock, Va. Harvey operates large numbers of phonographs throughout the rural section of Virginia and, according to Gerber & Glass officials, uses many reconditioned phonographs.

"Harvey has taken many of our reconditioned and rebuilt phonographs," they reported. "Each of these units was housed in the famous change-over

cabinet developed by our firm. Harvey tells us that these machines are particularly well suited for use in the rural areas of Virginia, inasmuch as most locations in his sector would not be able to support a new model, yet these locations are highly profitable when a Gerber & Glass rebuilt phonograph is used. This is understandable, as the initial investment is not so high and it is not necessary to secure such a high weekly take as would be necessary with a new model."

New Pike's Peak Model Announced

CHICAGO, April 19 (Manufacturer's release).—"If you want to see some real high-speed action in a counter game," say Groetchen officials, "look at the new Black and Red Model of Pike's Peak. This special type of Pike's Peak has

been developed for those operators that want to give awards to the player for high scores obtained on Pike's Peak Games, especially in those territories where Pike's Peak must compete on location with payout tables and bells.

"To distinguish this payout model from the standard model of Pike's Peak, which continues to be very popular, a new color scheme has been designed, featuring a black and red stairway, which gives a fine contrast against the silver ball.

"Action on this red and black moveable stairway is faster than on the standard model, and it presents a real challenge to the skill of the individual player.

"Operators who have location-tested the new model of Pike's Peak are greatly enthused about the increased earning capacity and predict that through the summer months Pike's Peak will be a game for which a great demand will exist in all territories."

PLAYS NICKELS,
DIMES OR
QUARTERS



**CLUB MODEL
COLUMBIA
JACKPOT BELL**

Now Available
With Single Jack-
pot, Handloaded
by Location, or
Double Jackpot as
Shown.

Hammerloid or
Chrome Finish.
Large Reel
Symbols

Fruit or Cigarette
Gold Award
Optional
Check or Cash
Payout

Fully Guaranteed

ASK FOR
CATALOG
SHOWING ALL
TYPES OF
COLUMBIAS

GROETCHEN TOOL CO., 130 North Union, CHICAGO

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.





TIPPIE KLEIN, of Atlas Distributing Company, Philadelphia, so enthused over Packard Pla-Mor, called three of his friends in to tell them all about it. Above, left to right: W. J. Morrissey, Tippi Klein, Joe Mangone, and Frank Hammond. (Manufacturer's release.)

Grand National Adds 5,000 Square Feet

CHICAGO, April 19 (Distributor's release).—Within the next two weeks Grand National Sales Company will start

the addition of more than 5,000 square feet floor space to its present quarters, it has been announced.

"Rapidly increasing volume of business has made it necessary for us to take on this additional space," said Al Sebring, head of the company. "It will permit us to greatly increase our stock of merchandise. Our office space will also be enlarged so that we can handle our rapidly growing business efficiently."

In connection with sales at Grand National, sales manager Mac Grundis had this to say: "No matter how good business is in general, no company can expect to get its share unless it continues to be progressive. Grand National has kept well abreast of the times in the coin machine field, and the present large addition to our facilities will give us an even greater opportunity to be of service to operators."

BERT LANE
Says:

"Check your own records and see which pin game line has consistently brought you bigger profits, better performance and highest trade-in values. 3 to 1 it's Genco!"

SEABOARD SALES, INC.
619 10th Ave., N. Y. Wisconsin 7-5888

"The Yankees Are Coming"—Groetchen

CHICAGO, April 19 (Manufacturer's release).—In the biggest production program the industry has known, thousands and thousands of Yankees are being trained to serve as operators' shock troops in their fight for the summer business, which is now getting started, according to Groetchen Tool Company officials. Yankee is a new streamlined counter game by Groetchen, featuring a most astonishing combination of features.

"It's a double-barreled success," says Ed Hanson, of Groetchen Tool Company, and Karl Klein adds: "Call Yankee a double-header, because it combines the playing features of a fruit bell with those of a cigarette game."

"Yankee features two sets of reels in the same game, and the operator has the choice of running Yankee either as a fruit reel game or as a cigarette reel game."

"To make the change from fruit to cigarette reels, and vice versa, no tools whatsoever are required, and changes have been timed to take less than two minutes of actual time on location."

"Large advance orders have been booked from leading jobbers throughout the country, but the public announcement of Yankee will not be made until next week."

ROLL A PACK
The "SWEETHEART" of COUNTER MACHINES
SAMPLE ONLY \$12.50
CASE OF 4, \$48.00.
Save \$5.00. Notice: ROLL A PACK available with Ball Gun Attachment Only \$2.00 Extra. 1/2 Cash with Order, Balance C. O. D.

THE ATLAS SALES CO.
5221 LORAIN AVE., CLEVELAND, OHIO

BUY COUNTER GAMES
NEW IN CASES
12 mo. to pay—12 mo. guarantee
IMP, KLIX, ACES, MARVEL, CUBS, PIKE'S PEAK, "21", POKO-REEL, ZEPHYR, AMERICAN EGGE, CHAMPION, LIBERTY, ROLL-A-PACK, Etc.
Get our prices on Texas League, Betting Practice and Mason Mint Machines.
IMPERIAL VENDORS
2022 Market St., Philadelphia, Pa.

Bud Lieberman Reports Counter Game Sales Up

CHICAGO, April 19 (Distributor's release).—Bud Lieberman advises that along with increasing sales on amusement games, sales on Sanders counter games are also showing a sharp upswing.

"We are pleased with the way in which the operating world is taking to Zip and Little Clipper. These two midjet-size counter games have been giving a marvelous account of themselves since we took over national distribution of the line, and the steady increase in sales during the past few months indicated that when the spring season opened operators would begin a drive on counter spots for these moneymakers."

OPERATORS "IN THE KNOW..."
KNOW THAT
GENCO
MAKES THE MONEYMAKERS!

It's a **HIT!**
TAKE A SWING AT BIGGER PROFITS WITH HARLICH'S NEW PICTURE TICKET BASEBALL BOARD
No. 11385 5c A Play 1000 Holes SUPER JUMBO DIE-CUT BOARD
Takes in \$47.50
Average Payout \$22.50
50 Free punches on tickets reading "Single", "Double" or "Triple".
WRITE FOR YOUR COPY OF NEW FOLDER NC-412
HARLICH MFG. CO. 1413 W. JACKSON BLVD. CHICAGO, ILLINOIS

RECONDITIONED PHONOGRAPHS AT LOWEST PRICES!!
REFINISHED

Wurlitzer 800 \$139.50	Counter Model 71, with Stand \$149.50	Rock-Ola 12 Record . . . \$22.50
Wurlitzer 600 with Keyboard 126.00	Wurlitzer 800 245.00	Rock-Ola 12 Rec. Imperial 30.00
Wurlitzer 24 79.50	Wurlitzer 700 209.00	Real, 8-50 Old Mach. . . \$9.50
Wurlitzer 600 125.00	Mile De-Re-Mi, Being King or Zephyr 25.00	Chicken Sam 35.00
Wurlitzer Mod. 90 85.00	Seeburg Classic 158.50	Royal Flush 79.50
Wurlitzer Mod. 816 With Light Up Grille 44.50	Seeburg Concert Grand 139.50	'37 20 Record Cashbox 38.50
Wurlitzer 412 32.50	Seeburg Royal 115.00	Seeburg Cabinet with base 69.50
With Light Up Grille 35.00	Seeburg Gem 105.00	Kenny Anti-Aircraft Gun, Light Cabinet 49.50
Wurlitzer P-12 22.50	Rockola '39 Deluxe 135.00	Remola Control with any of the above Seeburg or Wurlitzer machines—Write for Price!
	Rockola '39 Standard 129.00	Tenets: 1/3 with orders, Bal. C. O. D. (Outside U. S. A. Full Cash with Order.)

SEEBURG FACTORY DISTRIBUTORS
DAVIS SALES CO., 105 Lexington Ave. SYRACUSE, N. Y.

QUEENS SALES COMPANY

Anabel \$30.00	Drum Major . . . \$20.00	Leader \$45.00	10 Miscellaneous Pokers \$25.00
All American . . . \$5.00	Dude Ranch . . . 20.50	Polo 29.50	1/3 with order, balance C. O. D.
Band Wagon . . . \$5.00	Formation 30.00	Football 17.50	Write for our Complete Price List.
Big Chief \$2.00	Four Rows 60.00	Hoorty 19.50	
Blonde 21.50	Gold Star 40.00	Stairmaster 57.50	
Brize Spot 11.50	Glamour 21.50	Stars 65.00	
Cadillac 25.00	Landslide 17.50	Yacht Club 19.50	

84-17 QUEENS BLVD., ELMHURST, L. I., NEW YORK CITY

WE HAVE 'EM
Keeneys
100% SKILL

**TEXAS
LEAGUER**

169⁵⁰



REX AMUSEMENT CO.

710 S. Salina St.
Syracuse, N. Y.

SPECIFY 1c, 2c or 5c PLAY

WE HAVE 'EM
Keeneys
100% SKILL

**TEXAS
LEAGUER**

169⁵⁰



ROBINSON SALES CO.

3100 Grand River Ave.
Detroit, Michigan

SPECIFY 1c, 2c or 5c PLAY

WE HAVE 'EM
Keeneys
100% SKILL

**TEXAS
LEAGUER**

169⁵⁰



MONARCH
COIN MACHINE CO.

1545 N. Fairfield Ave.
Chicago, Illinois

SPECIFY 1c, 2c or 5c PLAY

WE HAVE 'EM
Keeneys
100% SKILL

**TEXAS
LEAGUER**

169⁵⁰



J. H. WINFIELD CO.

1018 Main St.
Buffalo, N. Y.

SPECIFY 1c, 2c or 5c PLAY

WE HAVE 'EM
Keeneys
100% SKILL

**TEXAS
LEAGUER**

169⁵⁰



ARCO SALES CO.

802 N. Broad St.,
Philadelphia, Pa.

SPECIFY 1c, 2c or 5c PLAY

WE HAVE 'EM
Keeneys
100% SKILL

**TEXAS
LEAGUER**

169⁵⁰



MIKE MUNVES CORP.

593 10th Ave.
New York City, N. Y.

SPECIFY 1c, 2c or 5c PLAY

WE HAVE 'EM
Keeneys
100% SKILL

**TEXAS
LEAGUER**

169⁵⁰



SAVOY VENDING CO., Inc.

651-53 Atlantic Ave.
Brooklyn, N. Y.

SPECIFY 1c, 2c or 5c PLAY

WE HAVE 'EM
Keeneys
100% SKILL

**TEXAS
LEAGUER**

169⁵⁰



FRIEDMAN
AMUSEMENT CO.

441 Edgewood Ave., S. E.
Atlanta, Georgia

SPECIFY 1c, 2c or 5c PLAY

Cleveland City Council Gets Pin Game Petition

50,000 request considera-
tion of new license ordi-
nance—cite benefits

CLEVELAND, April 19.—Members of the Cleveland Amusement Machine Operators' Association and their manager, Harry Koonin, spent a busy week circulating petitions requesting consideration for the licensing of pinball machines and resumption of their operation. Members succeeded in getting 50,000 signatures throughout the city, and these will be presented to the city council when a new ordinance comes up for consideration.

The petition points out that there

has been considerable false agitation stirred up in opposition of coin-operated amusement machines and that thousands of people employed in the manufacture, service, and distribution of these machines are feeling the effects of the banning of games.

The petition also points out that thousands enjoy relaxation from daily problems in obtaining amusement by playing pinball games. The exact statement of the petition, in part, is: "Resolved, therefore, that we, the undersigned citizens and persons entitled to vote in the city of Cleveland, are desirous of continuing the operation of coin-operated machines and believe the city of Cleveland can secure valuable funds for relief purposes by enacting a license bill, assessing each machine some reasonable annual fee."

Bally Multiple Boasts New Features

CHICAGO, April 19 (Manufacturer's release).—"All five popular Bally Multiple features plus two new profit-boosting ideas—that, in a nutshell," says George Jenkins, general sales manager of Bally Manufacturing Company, "is the story of Bally's new Jockey Club multiple one-shot payout game. And it's the story of why Jockey Club on test locations takes the play from all competition and shows payout profits up to a new high.

"Considering the many multiple money-makers Bally has produced in the past, I know it's hard to believe we've again broken our own record—and have produced a game that tops all previous multiples. But facts are facts, and collection reports prove that Bally's done it again! And, best news of all, in the face of rapidly rising material costs—and in spite of the fact that Jockey Club includes two new additional features—our far-sighted purchasing policy permits us to avoid any increase in price, at least for the first few weeks of Jockey Club production. Jockey Club's extra features mean extra profits for operators, and payout operators in all sections of the country are already rushing to cash in."

Sidles Opens Disk Store in Des Moines

DES MOINES, Ia., April 19 (Distributor's release).—"In order to better serve dealers and coin machine operators in Central Iowa, the Sidles Company has announced the opening of a new record division here.

Comfortable listening facilities have been provided for coin operators who wish to drive in to Des Moines to check up on the latest record releases.

Mr. Double, manager of the record division for Sidles Company, will spend his time between his present department in Omaha and the new division in Des Moines.



SAM TABAN, of Mayflower Novelty Company, St. Paul, distributor for the Exhibit Supply Company in the Northwest territory, was a recent visitor to the Chicago factory, where this picture was taken with the company's current game, Do-Do-Mi. (Manufacturer's release.)



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 Bull Gum Attachment

only \$2.00 extra.

VICTOR VENDING CORP.
5711 W. GRAND AVENUE, CHICAGO

MODEL NO. 2

Cent Rolled
Thru Upright
Slot in Fence
Marked 5
Pays 5c

• 10
Pays
10c
• 15
Pays
15c

Walnut Finish Cabinet
ROLL-A-CENT

Model No. 1: Pack of cigarettes for every cent that rolls through either of the upright slots in that roll through either of the upright slots in fence. All winning points go into separate compartments. No record of payouts. No mechanism to get out of order. Pays for itself quick.

ONLY \$9.95 (Chicago)

(Be Sure To Order by Model Number)
Send Full Payment or 1/2 Deposit.
Get on Our Mailing List.

KOPLO SALES & SUPPLY CO.
3118-B Milwaukee Ave., CHICAGO, ILL.
Tel.: AVENUE 8088

Size: 8 1/2" wide
6 1/2" high
16 1/2" long

Boston Coinmen Busy With Summer Plans

BOSTON, April 19.—The first week of spring weather found local coinmen busy preparing for the summer. Business is expected to be better this year than at any time in the last 10 years. New locations are being opened constantly, according to local operators, and it is expected that with the start of summer business there will be another 50 per cent increase in the number of locations.

Music operators are watching the growth of the Massachusetts Amusement Merchants' Association, newly formed organization of the pinball game operators. Since the demise of the Automatic Music Association music operators have been without an association. It is believed that another association will be formed shortly, and the operators are studying both the pinball organization and the Cigarette Merchants' Association in an effort to discover where the flaws existed in the old music association.

A few new arcades are reported ready to open in the New England territory, and local distributors handling arcade equipment already are busy chasing prospects. Target guns, which proved popular during the latter part of last season, are the most important items on the market at the present time as far as local arcade operators are concerned, and orders for these machines are being placed in large numbers.

Local operators who have heretofore confined their activities to Massachusetts alone are turning their attention toward New Hampshire. Reports from the Granite State show that 22 industries have located or resumed operations there. The State unemployment compensation division reports these concerns have already provided total pay rolls of over \$6,000,000. Vending machine operators are finding New Hampshire fertile territory for all types of venders, and game and music operators also are discovering that the increased employment is making New Hampshire a good place for locations. Music collections in some sections of New Hampshire have already shown more than a 50 per cent increase, according to reports.

Coinmen are following with interest the fight being waged in the Massachusetts Legislature to legalize bowling on Sundays. Under present State laws, bowling is permitted only six days a week. Coinmen point out that a large majority of the bowling alleys in the State now use machines and that if Sunday bowling were legalized collections on these machines would show an immediate upsurge.

Another Counterfeiter Bites the Dust in Chi

CHICAGO, April 19.—John Frazier, 28, of Chicago, is in Leavenworth Penitentiary for an 18-month stay because his one-man cheap-money program went sour.

Frazier sold quarters of his own manufacture for a nickel apiece, creating much trouble for Chicago business men. Arraigned before a U. S. district judge, he pleaded guilty.



a midget IN SIZE

Completely automatic payout machine, with Bell reels, metered jackpot. An 8-inch cube, weighs only 18 lbs; cash box holds \$45 in nickels. A beautiful machine; either chrome plated or in hammeroid blue and gold. Terrific demand right now—rush your order. Mills Novelty Company, 4100 Fullerton, Chicago.



MILLS VEST POCKET BELL

a giant IN EARNINGS



Outstanding Buys—Perfectly Reconditioned

- 1 BALL AUTO, PIN GAMES**
- Fairground De Luxe (Bally) . . . \$29.50
 - Sport Pass . . . 50.00
- NEW COURTYEN GAMES**
- American Eagle . . . \$32.50
 - Champion . . . 39.50
 - Lucky Bell . . . 28.50
 - Lucky Strike . . . 14.75
 - Manurey . . . 28.50
 - Ball Shot . . . 22.50
 - Boars' Gold Award . . . 32.50
 - Pink Peak . . . 32.50
 - Ritz . . . 18.75
- Terminal 1/3 Deposit, Balance C. O. D.

PROMPT SERVICE . . . SAVE MONEY

W. B. NOVELTY CO., INC.
 1902 Washington Blvd., St. Louis, Mo. 2108 Gilman Plaza, Kansas City, Mo.

Reconditioned Phonographs

- Seeborg Plaza . . . \$119.50
 - Seeborg 20 Record King . . . 69.50
 - Seeborg BX 12 Record . . . 29.50
- All in Good Condition.
 1/3 Down, Balance C. O. D.
- METROPOLITAN AMUSEMENT CO.**
 2338 N. Halsted St. CHICAGO, ILL.

WANTED

Multiple Payout Gottlieb Track Record. Must be in good condition.
F. S. GRANT
 Veneer Hotel Watsonville, Cal.

R. M. BENDER, Bender Distributing Company, Charleston, W. Va., distributor for the Exhibit Supply Company, Chicago, demonstrates his skill on the Exhibit Bag Puncher, new arcade athletic machine. (Manufacturer's release.)



2 GREAT GAMES WITH ULTRA-REFINEMENTS!

EVANS' BANG TAILS

THE ORIGINAL CONSOLE AND STILL TOPS!



New Design Playing Top

New 2-Tone Cabinet

New Flint Coin Head

Super Jackpot, \$6.50 All Cash!

Machine-Gun Effect Payout

TOMMY GUN
 Lowest Priced Gun!
 Send for Circular

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

LOOK!!

ONLY \$145 BUYS YOU AN EVANS' TOMMY GUN

WITH THAT SENSATIONAL NEW THRILL IN REALISM...

"TRACER BULLETS"

Thrilling new TRACER BULLETS reveal each shot exactly . . . doubles excitement . . . aids marksmanship! IT'S TERRIFIC! TOMMY GUN IS LOWEST IN PRICE! LIGHTEST—SMALLEST—FASTEST! YET PROVEN HIGHEST IN PROFITS!!!

Immediate Deliveries ORDER NOW!

BROOKLYN AMUSEMENT MACHINE CO.

660 BROADWAY, BROOKLYN, N. Y. (Tel.: EVergreen 8-4732)

BEAUTIFUL BUYS!

- Bandwagon . . . \$35.00
- Seven Up . . . 57.50
- Stratoliner . . . 52.50
- Leader . . . 40.00
- Metro . . . 47.50
- Red, White & Blue . . . 55.00
- Sparky . . . 45.00
- Schooldays . . . 50.00
- Sports Parade . . . 62.50
- Big Chief . . . 35.00
- Crossline . . . 33.00
- Line Up . . . 28.00
- Velvet . . . 62.50
- Rotation . . . 13.00
- Sara Suzy . . . 22.50
- Anabel . . . 25.00
- Double Feature . . . 9.00

PHONOS

- Wurlitzer 500 . . . \$150
- Wurlitzer 616A . . . 45

TEN STRIKE
 High Score Units—
 Scores Up to 100
 Points!
ONLY \$50

1/3 Dep. Bal. C.O.D., F.O.B. N. Y.

MACHINE CLOSEOUTS

- SPECIAL: 15 Sport Specials (Base or Legs) . . . \$84.50
- | | |
|---------------------------------------|---|
| GUNS | PHONOGRAPHS |
| Bally Eagle Fire . . . \$104.50 | Wurlitzer 500 Keyboard . . . \$135.00 |
| Air Raider . . . 119.50 | Wurlitzer 600 Keyboard . . . 125.00 |
| Shoot the Chutes . . . 69.50 | Wurlitzer 24 . . . 74.50 |
| Chicken Sam (with Base) . . . 37.50 | Wurlitzer 71 (including Stand) . . . 119.50 |
| Shoot the Bull . . . 37.50 | Throne of Music . . . 94.50 |
| Anti Aircraft (Blk. Cab.) . . . 39.50 | Seeborg Gadget . . . 200.00 |
| Anti Aircraft (Brn. Cab.) . . . 59.50 | |
| Bally Defender . . . 124.50 | |
- All the above machines will be thoroughly reconditioned and ready to operate. Our used machines are worth more.
- ROBINSON SALES CO.** 3100 GRAND RIVER DETROIT, MICH.

WE HAVE 'EM
Keeneys
100% SKILL



69⁵⁰

**TEXAS
LEAGUER**

CLEVELAND COIN
MACHINE EXCH.

2021 Prospect Ave., Cleveland, O.

SPECIFY 1c, 2c or 5c PLAY

WE HAVE 'EM
Keeneys
100% SKILL



69⁵⁰

**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

WE HAVE 'EM
Keeneys
100% SKILL



69⁵⁰

**TEXAS
LEAGUER**

SIMON SALES, INC.

437 W. 42nd St.
New York City, N. Y.

SPECIFY 1c, 2c or 5c PLAY

WE HAVE 'EM
Keeneys
100% SKILL



69⁵⁰

**TEXAS
LEAGUER**

GORMAN NOVELTY CO.

85 Genesee St.
Utica, N. Y.

SPECIFY 1c, 2c or 5c PLAY

WE HAVE 'EM
Keeneys
100% SKILL



69⁵⁰

**TEXAS
LEAGUER**

TRIMOUNT
COIN MACHINE CO.

1292 Washington St.
Boston, Mass.

SPECIFY 1c, 2c or 5c PLAY

WE HAVE 'EM
Keeneys
100% SKILL



69⁵⁰

**TEXAS
LEAGUER**

HANKIN MUSIC CO.

708 Spring St., N. W.
Atlanta, Georgia

SPECIFY 1c, 2c or 5c PLAY

WE HAVE 'EM
Keeneys
100% SKILL



69⁵⁰

**TEXAS
LEAGUER**

BANNER SPECIALTY CO.

1530 Parrish St., Philadelphia, Pa.
1508 Fifth Ave., Pittsburgh, Pa.

SPECIFY 1c, 2c or 5c PLAY

WE HAVE 'EM
Keeneys
100% SKILL



69⁵⁰

**TEXAS
LEAGUER**

SICKING, INC.

1401 Central Pkwy., Cincinnati, O.
927 East Broadway, Louisville, Ky.

SPECIFY 1c, 2c or 5c PLAY

Coast to Coast, Distributors Back "21"

CHICAGO, April 19 (Manufacturer's release)—"From Coast to Coast," Daval Company officials report, "our '21' machine is receiving the backing of leading coin machine distributors.

"It is extremely interesting to note how orders continue to come in for '21' from all territories. This is definite proof of the demand for this machine. The leading distributors, jobbers, and operators everywhere in the country declare that '21' has shown many operators the way to the biggest and steady profits that they've ever earned.

"One distributer told us: 'I fully believe that you should keep "21" in production from now on. This game will become one of the standard counter games of the industry. It goes right on selling without halt. The operators try it and continue to come back for more. Yesterday I had an operator in my office whose territory is over 80 miles from here and after sending him out with a sample "21" I feel sure that within a few days I will get a postcard from him telling me to ship him a case or two each week. This has happened so many times before with your "21" that we just stock up in advance.' That's why I am enclosing the nice order you'll find with this letter."

Cleveland

CLEVELAND, April 19.—Mook Electric Supply Company, distributor of Victor and Bluebird records, held open house recently to celebrate the remodeling of its headquarters. The record department has been enlarged to twice its former size. Burt Dean, department manager, states that not only is a much larger stock of records being carried but additional employees added to insure better service.

Harry Elomlin, manager of the Cleveland Amusement Machine Operators' Association, reports that membership has reached the 100 mark and additional operators are joining every day.

Myron Erb, office manager of Triangle Music Company, and a bunch of the employees, including Miss Ray Green, have taken up horseback riding now that spring has arrived. Arline Wappler, assistant secretary-treasurer of the Merchants' Phonograph Association, is also a member of the group. They meet each Sunday morning at a local riding academy.

U. H. Benderman, manager of the Cleveland Pepsi-Cola Company, states the company is planning an aggressive campaign on its products vended thru Vendolator machines. Numerous installations are being made in factories and large offices in the Greater Cleveland area. The popularity of this type of service is increasing rapidly. He predicts a big demand this summer.

The Continental Record Company has been appointed distributor for International records and has opened quar-



DETROIT 5-AND-10 STORE used an automatic phonograph recently in connection with a phonograph record window display. The phonograph was furnished by Atlas Automatic Music Company, Detroit, a branch of the Atlas Novelty Company, Chicago. (Distributor's release.)

ters at 1738 East 23d Street. Foreign recordings are featured. Harry and Ben Cohen are the principals of the firm. Both are well known to operators, as they were formerly in the wholesale record business.

Jack Cohen, head of the J. G. Novelty & Music Company, is back from a business and pleasure trip to Los Angeles and other California points.

Sam Abrams, secretary of the Cleveland Cigarette Vendors' Association, addressed a meeting of Cleveland cigarette jobbers recently at the Fischer-Rohr Restaurant and explained the Unfair Cigarette Sales Act. He stated that prospects are very favorable for its passage at an early date by the State Legislature.



COME AND GET 'EM
FROM HARRY PAYNE!



CUB
3 Real-Cigarette
Fruit or Number
Play with Coin
Dividers and 2
Separate O's in
Boxes. 1c or 5c
or 10c.

Sample
\$13.95
Case of 6
\$75.00



ACE
5 Real Poker or
Jack with 10
with Coin Di-
viders and 2
Separate O's in
Boxes. 1c or
5c or 10c.

Sample
\$14.95
Case of 6
\$80.00

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 Locations now! Takes in \$126.00 at 5c per sale with an average profit of \$42.00.

WRITE FOR CATALOG AND PRICES TODAY!

H. & H. NOVELTY SALES
645 HAMM BLDG., ST. PAUL, MINN.



WANT TO BUY
1938 TRACK TIMES AND
SUPER TRACK TIMES
BROWN PACE'S 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. **THE NOVELTY CO.**

REAL BUYS!

EVERY GAME READY FOR LOCATION

3 Score	\$25.00	Topper	\$15.00
5000	50.00	Seven Up	62.50
Big Chief	42.00	Skyline	40.00
Vacation	35.00	Playmate	25.00
Leader	47.50	Ken-a-Ball	19.50
Mr. Chips	17.50	Top Notcher	14.50
Prize	62.50	Discs	38.00
Matro	35.00	Star-a-Liner	55.00
Manot	19.50	Gold Star	45.00
Spirity	22.50	Kairs	27.50
Paradise	37.50	Red Hot	15.00
Big Town	32.50	School Days	49.50
Wrist Sails	20.00	Picken	12.00
		All American	59.50

TERMS — 1/2 CASH DEPOSIT WITH ORDER, BALANCE C.O.D.

MADISON SPECIALTY CO.
203 S. MADISON, PEORIA, ILL.

HERE'S THAT TERRIFIC LUCKY STRIKE CIGARETTE COUNTER

Q & R E 1115 Ball Gun Vendor, Novel! Has no equal 3 merit New popular brand cigarette-play, high award 10 packs (100-1 odds). Fortune telling feature, 1c play.

\$14.75 Order Quick!

The Calvert Novelty Co.
708 N. Howard St., Baltimore, Md.

MILLS PHONOGRAPHS CONSOLES BELLS TABLES

Distributor

KEYSTONE NOVELTY & MFG. CO.

28th & Huntington Sts., Philadelphia, Pa.
Baltimore Office: 615 Cathedral St., Baltimore, Md.

Success's Boom Town Makes Bow

CHICAGO, April 19 (Manufacturer's release).—"Never, in the short but successful career of the Success Manufacturing Corporation, has there been such great enthusiasm as now infects all members of the staff," declares Charles Castle, sales promotion chief of the Success organization.

"We're doing a lot of cheering and with good reason, because we have developed a pin game idea that is proving a wonder on all test spots. Our first game to carry this new play-stimulating feature is Boom Town, and we think we have properly named the game, if its money-making action is any criterion.

"Boom Town features our new buy-back principle which enables players to build up a jackpot award while trying for the jackpot and high-score awards. Its money-making possibilities are unlimited.

"In addition to the buy-back and build-up jackpot award features, Boom Town incorporates many other play-making new ideas. Yet, in spite of all the new features, Boom Town play is fast and simple. Production is going ahead at a furious pace, commensurate with the big advance orders our distributors have showered upon us for Boom Town."

National Coin Finds Sales Up

CHICAGO, April 19 (Distributor's release).—"Our sales show that coinmen are cashing in on our dependable reconditioned games," reports Harry Helman, sales manager of National Coin Machine Exchange, Chicago.

"We feel mighty proud of this showing. More and more buyers are adopting the policy of buying here and we are inspiring this confidence by carrying floor stocks of practically all the hit numbers that have made operating history.

"Operators realize that our aim is to supply the best equipment speedily, as this means getting the games when needed, thus keeping locations happy and satisfied."

Mills Chrome Bell



Mills Novelty Company • Chicago

"The Richest Bell Ever Made!"

NEW! DISTRIBUTORS FOR LEADING MANUFACTURERS **ALLIED APPROVED** **RECONDITIONED COIN MACHINES USED!**

ANNIVERSARY SPECIALS!

Prices radically reduced in celebration of this event!
Buy TODAY and give yourself a Profit Gift!

FREE PLAY GAMES		PHONOGRAPHS	
Gold Star	\$57.50	Speedway	\$38.50
Affection	57.50	Masoch	34.50
Cavalry	54.50	Double Feature	34.50
Milly 1-2-3, 1939	47.50	Big Town	32.50
See Suez	46.50	Roxy	32.50
Cold Cup	44.50	Jolly	31.50
Landis	42.50	Lancer	29.50
Hold Over	38.50	Follies of 1940	29.50

AUTOMATIC PAYTABLES		LEGAL EQUIPMENT, TEN STRIKES, GUNS, ETC.	
Sport King	\$122.50	Bally Rapid Fire	\$104.50
Grand Nationals	88.50	Seeburg Jallied	72.50
Pace Maker	86.50	Seeburg Chicken Sam	49.50
Grand Stand	72.50	Evans' Ten Strike	49.50
Hawthorne	54.50	ABT Target, Model F, Yellow Cab.	12.50
Thriftedown	52.50		
Sport Page	52.50		

CONSOLES		FREE PLAY		FREE PLAY	
Lucky Lucre	\$124.50	Airline	\$10.00	On Deck	\$17.50
Jumbo Parade, F.P.	96.50	Lot-o-Pon	10.00	O'Boy	17.50
Paces Races (Brown Cabinet)	89.50	Up & Up	10.00	Ken-a-Ball	14.50
Bob Tail Payoff	86.50	Blackout	10.00	Ocean Park	14.00
Ray's Track	82.50	Shipwreck	10.00	Scorechange	14.50
		Lucky Strike	10.00	Red Hot	17.50
		Triumph	10.00	Reel	19.50
		Bawling Alley	10.00	Scorechamp	12.50
		Commodore	17.50	White Sails	12.50
		Follies	17.50	Yacht Club	24.50
		Life Guard	17.50	Sports	22.50

TERMS: 1/2 Deposit, Balance C. O. D. PHONE: CAPITOL 4747.

Allied NOVELTY CO. 3520 W. FULLERTON AVE. CHICAGO

QUALITY SPEAKS FOR ITSELF

ONE-BALL FREE PLAY		FREE PLAY		FREE PLAY	
Start Home	\$104.50	Airline	\$10.00	On Deck	\$17.50
Record Time	89.50	Lot-o-Pon	10.00	O'Boy	17.50
Mint Special	79.50	Up & Up	10.00	Ken-a-Ball	14.50
Mint 1-2-3 (401)	74.50	Blackout	10.00	Ocean Park	14.00
Milly 1-2-3 (1939)	29.50	Shipwreck	10.00	Scorechange	14.50
Lanka	27.80	Lucky Strike	10.00	Red Hot	17.50
High Flyer	19.00	Triumph	10.00	Reel	19.50
Arrowhead	19.00	Bawling Alley	10.00	Scorechamp	12.50
Big Prize	15.50	Commodore	17.50	White Sails	12.50
Jumbo Parade	79.50	Follies	17.50	Yacht Club	24.50
		Life Guard	17.50	Sports	22.50

1/3 Deposit With Order Balance C. O. D.

MODERN AUTOMATIC EXCHANGE, INC.
5307 South Ave., Youngstown, Ohio 2618 Carnegie Ave., Cleveland, Ohio

Superior THE CLEAN-UP SPOT ON THE TEAM OF PROFITS



SLUGGER... Clear the bases with the Die-cut homer! 1690 holes... 5¢ per sale... Baseball symbols... "Home Run" (8) and last punch in each large panel (5) each receives one punch in Batter Up.. Batter Up contains 100 tickets with a \$1.30 average each, and a top award of \$10.00... Takes in \$84.50... Total average payout \$46.00... Total average profit \$38.50... Maximum profit \$42.50... Extra-thick board.

SUPERIOR PRODUCTS
14 NO. PEORIA ST. CHICAGO, ILL.

MAKE YOUR COUNTER SPACE EARN THE LIMIT WITH HI-LO-FIELD FLIP-DICE COUNTER GAME

"The Hit of Miami"



Is sweeping the country like wildfire. Having been \$50 to \$100 daily in ordinary spots. The HI-LO-FIELD game is helping thousands of Cigar stores, Taverns, Night Clubs and Road Spots revive their dice game earnings. People flock to it as if by instinct—play it by the hour—and come back for more. Easy to understand—easy to operate—NO COIN SLOT. Get your share of the biggest and steadiest dice game profits in counter game history. Portable—Quickly and Easily removed from counter. Ideal for closed territory. Over-all size 12x18. Regular price \$17.50. Should pay for itself in 1 day.

INTRODUCTORY PRICE \$9.95 Cash with order, or C. O. D. Money refunded if not satisfied after 5 days' trial.

VALLEY SALES SERVICE, 31 No. Broadway, Aurora, Illinois

WE HAVE 'EM
Keeneys
100% SKILL

**TEXAS
LEAGUER**

\$69.50

Owl Mini Machine Co.,
Inc.
245 Columbus Avenue
Boston, Mass.

SPECIFY 1c, 2c or 5c PLAY

WE HAVE 'EM
Keeneys
100% SKILL

**TEXAS
LEAGUER**

\$69.50

Birmingham Vending Co.
2117 Third Ave., North
Birmingham, Alabama

SPECIFY 1c, 2c or 5c PLAY

WE HAVE 'EM
Keeneys
100% SKILL

**TEXAS
LEAGUER**

\$69.50

JOHN GOODBODY
1824 East Main St.
Rochester, N. Y.

SPECIFY 1c, 2c or 5c PLAY

WE HAVE 'EM
Keeneys
100% SKILL

**TEXAS
LEAGUER**

\$69.50

CENTRAL DIST. CO.
Grand at 23rd, Kansas City, Mo.
607 W. Douglas, Wichita, Kan.

SPECIFY 1c, 2c or 5c PLAY

WE HAVE 'EM
Keeneys
100% SKILL

**TEXAS
LEAGUER**

\$69.50

SOUTHERN AUTOMATIC MUSIC CO.
640 S. 2nd St. Louisville, Ky. 312 W. 7th St. Cincinnati, O.
531 N. Capitol Indianapolis, Ind. 426 Broad St. Nashville, Tenn.

SPECIFY 1c, 2c or 5c PLAY

WE HAVE 'EM
Keeneys
100% SKILL

**TEXAS
LEAGUER**

\$69.50

ACTIVE AMUSEMENT
MACHINES CORP.
900 N. Franklin St.,
Philadelphia, Pa.

SPECIFY 1c, 2c or 5c PLAY

WE HAVE 'EM
Keeneys
100% SKILL

**TEXAS
LEAGUER**

\$69.50

ATLAS NOVELTY CO.
2200 N. Western Ave.
Chicago, Illinois

SPECIFY 1c, 2c or 5c PLAY

WE HAVE 'EM
Keeneys
100% SKILL

**TEXAS
LEAGUER**

\$69.50

PLATTE
AUTOMATIC AMUSEMENT CO.
107 N. Jeffers St.
North Platte, Neb.

SPECIFY 1c, 2c or 5c PLAY

Boston Association Membership Growing

BOSTON, April 19.—The fifth meeting of the newly formed Amusement Merchants' Association is scheduled for Tuesday, April 22, at the offices of Attorney Louis L. Bobrick, who is guiding the new organization.

Formed a few weeks ago, the association already has a growing membership among Boston pinball operators and hopes to add members from all parts of the State. Officers include Daniel Dillon, president; Sidney Wolbarst, secretary, and Jim Woodward, treasurer.

The association's primary concern is to foster better public relations. In addition, group intends to place before the next biennial session of the Legislature progressive legislation which will aid the pinball operators. Legislative moves, however, cannot be undertaken for at least another 18 months, as the present Legislature will not consider any bills not already filed. The next session of the Legislature will begin in January, 1943.

Organization was founded by Woodward, who has long felt the need of such an organization. Attorney Bobrick is aiding in the formation of the association and will handle all legal details. Massachusetts pinball operators interested in joining are requested to communicate with Bobrick at his offices, 678 Massachusetts Avenue, Cambridge, Mass.

Houston

HOUSTON, Tex., April 19.—Commercial Music Company had a booth at the recent three-day showing and food demonstration by Houston restaurants and cafes at the city coliseum. Wurlitzer phonographs, courtesy of Commercial Music, furnished music for the affair.

Mrs. W. A. Atkins, wife of one of Houston's oldest music operators, is reported recovering from a major operation at a local hospital.

Houston Amusement Company held an all-day open-house party recently to celebrate the opening of new quarters on Tenth Street. Operators, their wives, and friends enjoyed refreshments, entertainment, and dancing. Houston Amusement is owned and managed by L. A. Gardener, with Zetta Bruton as secretary. They handle seven makes of coin-operated machines.

Lillie Zidek and C. J. Atkins were married recently. Miss Zidek, as secretary of R. & A. Music Company, now R. & A. Distributing Company, is well known among South Texas operators.

Don C. Bruce, Decca representative in San Antonio territory, spent a week-end in Houston on business. . . . Dick Warnecke, prominent distributor of San Antonio, attended the Houston Amusement Company open-house party.



ROY HAZELON, head of Monarch Coin Machine Company, Chicago, has returned from Florida in first-class condition. Hazelon recently underwent an operation. (Distributor's release.)

Reel '21' Black Jack DRAW YOUR OWN HAND

BLACK JACK according to Hoyle, with Automatic Coin Divider and Two EXTRA LARGE Score-Cash Boxes. Operator's Cash Box holds over \$11.00 in Pennies—more than \$25.00 in Nickels! 1c, 2c or 5c Play.

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 Daryl's famous Coin Dividers. Model 75-25 25%. Also available 80% - 20% model. Take your choice of Cigarette, Fruit or Soda. Model 75-15 15% play. QUICK!

SAMPLE
\$13.95

CASE OF 6
\$75.00

Size Just 5 1/2" x 10" x 10 1/2"

"ACE"

5 Reel Poker Play With Automatic Coin Dividers

*Eliminate need for meters. Cut down service. BIG CASH BOX FOR OPERATOR. G.M.M. Vendor. Reel with window covered when not being played. 1c, 2c, or 5c play. REEL POKER PLAY!

SAMPLE
\$14.95

CASE OF 6
\$80.00

Size 6 1/2" x 12" x 6 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

15c Per Box, 100 Boxes, Case of 100 Boxes, \$13.75.

1/2 Deposit, Balance C. O. D.

SICKING, INC.

1401 Central Pkwy., Cincinnati, O.
927 E. Broadway, Louisville, Ky.
SICKING CO. OF INDIANA
923 Fl. Wayne Ave., Indianapolis, Ind.

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 Multiscope Reel Co., Inc.
44-01 11th St., Long Island City, N. Y.

ADVERTISE IN THE BILLBOARD
—YOU'LL BE SATISFIED
WITH RESULTS.

HERE'S THAT PROFIT-BOOMING NEW IDEA!

A History Making SUCCESS by SUCCESS

BOOM TOWN



- ... with the Exclusive "BUY-BACK" that TRIPLES PROFITS!
- And these other "New Idea" Features:
- BUILD-UP JACKPOT AWARD!
 - UNLIMITED "BUY-BACKS"!
 - HIGH SCORE!
 - SPECIAL BUMPER AWARDS!
 - COMBINATION AWARDS!
- and Many Others!

ORDER TODAY FROM YOUR DISTRIBUTOR

Success Mfg. Corp.

1320-1328 ELSTON AVENUE • CHICAGO

NIGHT BOMBER

THE GUN MACHINE THRILLER THAT EARNS UP TO \$60 A WEEK REGULARLY! YOUR DISTRIBUTOR HAS 'EM!

BARGAINS

- | | |
|--|---|
| ROCK-OLAS
38 Dlx Use \$139.50
Standard, \$129.00
37 Imperial
20 49.50
Rhythm King or
Imp. 16 24.50
Ambos, 16, 50.00
Ambassador or
Rhythm King
12 22.50
Mills Throne of Music \$139.50 | WURLITZERS
Model 416 \$45.00
Model 414, 60.00
Model 24-A, 85.00
SEEBURGS
Classic
S. P. \$159.50
Piano 135.50
Crown 135.50
Regal 125.50
Gem 105.50
Model A 19.50 |
|--|---|

FREE PLAY EQUIPMENT

- 1 Week Special!
\$14.50 Each or Two for \$25.00
- | | |
|-----------|-------------|
| Conquest | Ragtime |
| Aslan | Chief |
| Odd Ball | Gem |
| Fantasy | Rebound |
| Paranquet | Contact |
| Triumph | Golden Gate |
| Chubbie | High Life |

1/2 Deposit — Balance C. O. D.
Write for LOW PRICE List!

Inventors To Study Patent Law Changes

CLEVELAND, April 19.—Pressing inventor problems, including a thoro study of proposed patent law changes, will be taken up at the Hotel Carter here April 29 to May 2, when the Inventors of America from seven States gather for a regional conference and convention. Albert G. Burns, of Alameda, Calif., president of the group, is making arrangements for the conference. Latest inventions of members will be on display.

A mass meeting of local inventors was called here last week to plan a campaign aimed at reorganizing present patent law procedure. Dr. Frederick J. Root, Cleveland inventor and executive chairman of the National Advancement Councils. In explaining the meeting's purpose, said: "In view of the fact that patent committees of both houses of Congress are in reality giving no thought or consideration to the inventor, who is actually responsible for the nation's progress, we propose to take some militant action toward immediate recognition."

COX'S SPECIALS

- | | | | |
|-----------------------|------------------------|----------------------|-----------------------|
| USED FREE PLAYS | Champion ... \$11.50 | Big Top ... \$10.00 | Gem \$ 7.50 |
| Flashings ... \$10.00 | Fifth Inning ... 11.50 | Big Town ... 10.00 | Baseball ... 10.00 |
| Rebound ... 10.00 | Victory ... 11.50 | Mr. Chips ... 10.00 | Big Show ... 12.50 |
| Contact ... 10.00 | Cheroot ... 11.50 | Commodore ... 11.50 | One-Two-Three 20.00 |
| Conquest ... 10.00 | Variety ... 11.50 | Sports ... 11.50 | Jumbo Parade ... |
| Golden Gate ... 10.00 | Big Six ... 12.50 | Major ... 11.50 | Automatis ... 87.50 |
| Lancer ... 10.00 | Cowboy ... 12.50 | Topper ... 11.50 | Grand Stand ... 40.50 |
| Scenes ... 11.50 | Super Six ... 12.50 | Queen Park ... 11.50 | Fast Time ... 78.50 |
| Sportland ... 11.50 | Bubbles ... 10.00 | Touchdown ... 7.50 | 5¢ Play Cigarette |
| Headline ... 11.50 | Stop & Go ... 10.00 | Hi Life ... 7.50 | Slot Machine 67.50 |
| Triumph ... 11.50 | | | |

All Machines listed are in first-class condition and ready for location. Distributors in North Carolina for Wurlitzer Phonographs. Deposit required. Wire or write for your needs.

COX VENDING MACHINE COMPANY

115 E. FISHER STREET SALISBURY, N. C.

5 AIR RAIDERS, LIKE NEW, \$124.50

Write for complete list of bargains in high-grade Reconditioned Machines. Also full details on our new deal on new games.

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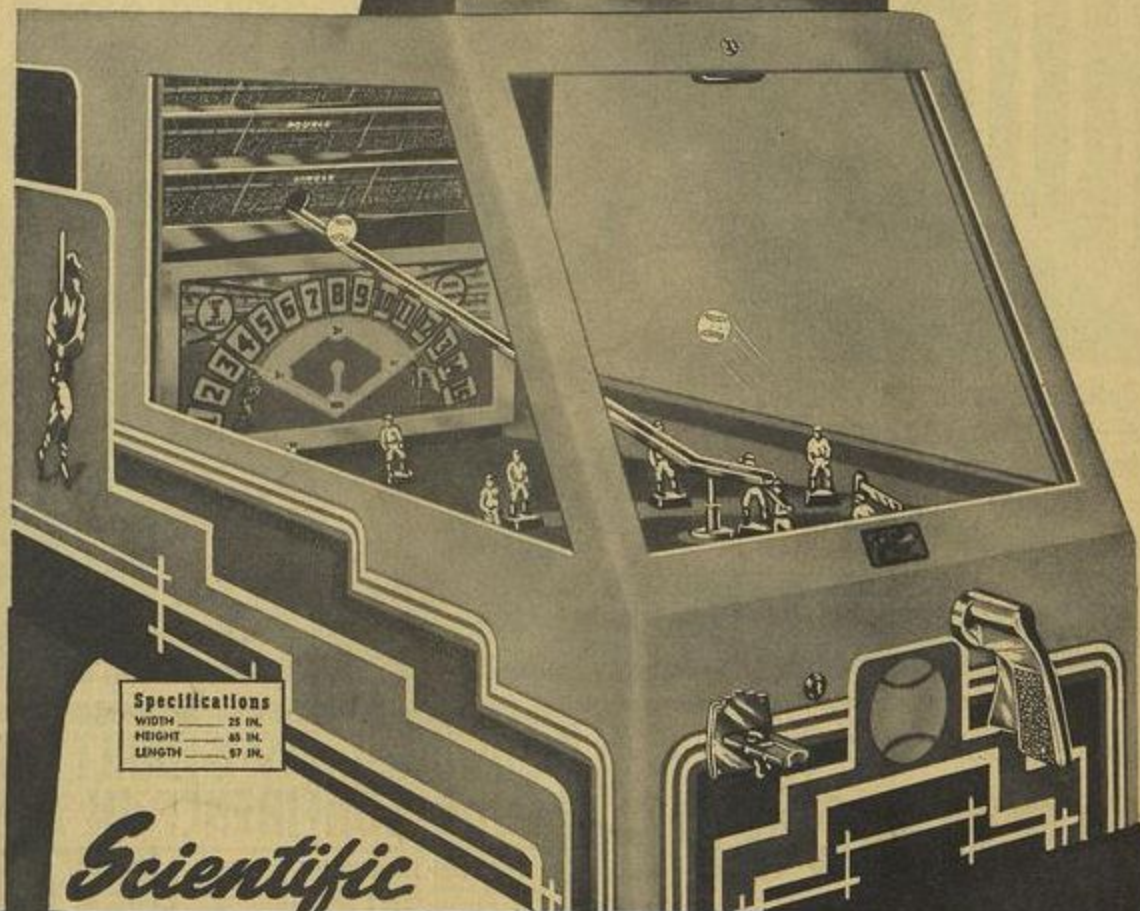
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