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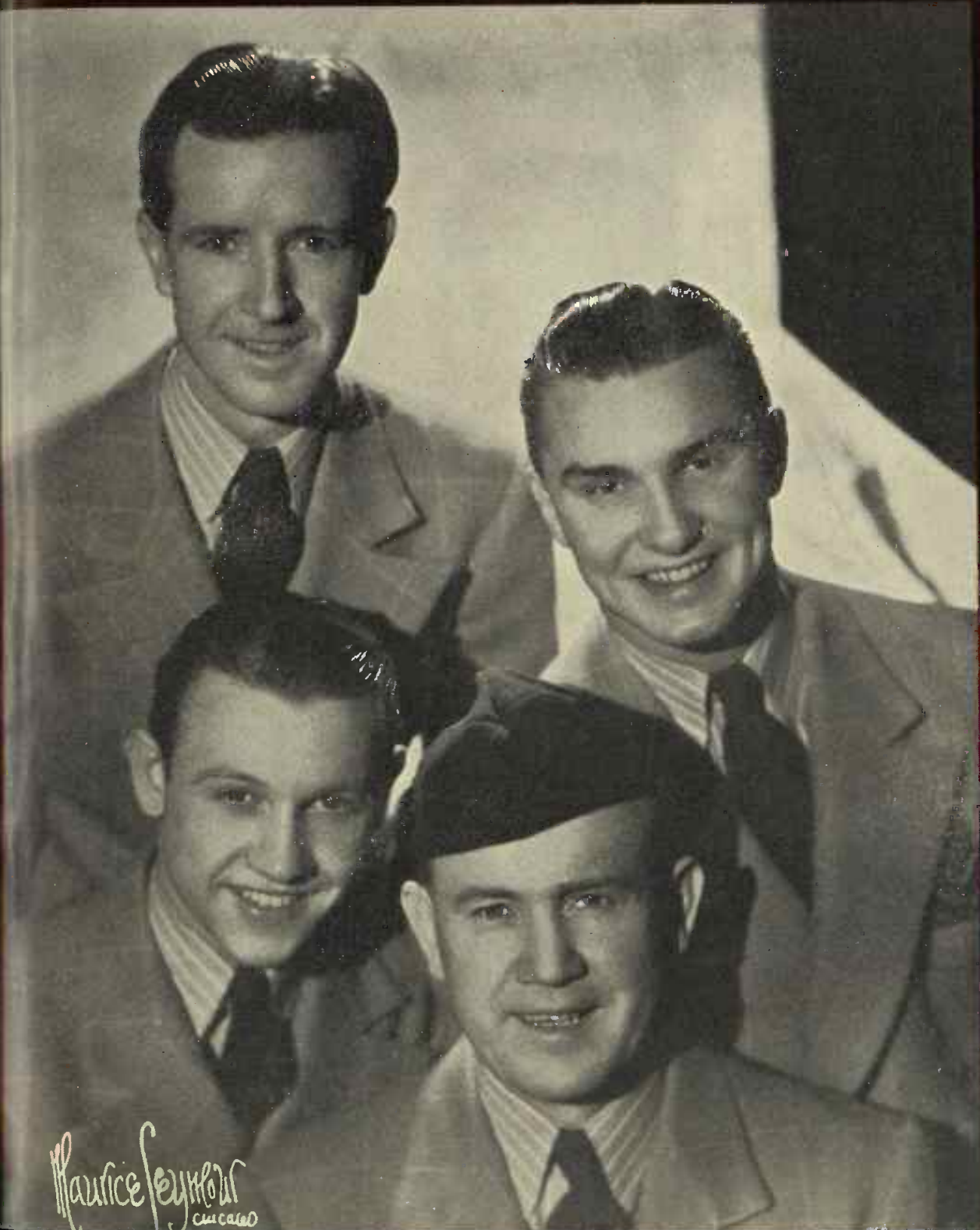
The Billboard

The World's Foremost Amusement Weekly

MAY 3, 1941

15 Cents

Vol. 53. No. 18



Maurice Seymour
CHICAGO

WHITSON
BROTHERS
Held Over
PALMER HOUSE
CHICAGO
Personal Management
Edward Smith

How GALE blows up a cyclone of interest

in the recordings of

ELLA FITZGERALD

THE FOUR INK SPOTS • ERSKINE HAWKINS



FROM:
DOROTHY KILGALLEN
5'WAY COLUMNIST
N.Y. JOURNAL-AMERICAN
N.Y. C.

"A GOLD STAR TO
ELLA FITZGERALD'S
DECCA DISC NO. 5608
"The One I Love"
THE BEST RECORDING SHE EVER MADE"
BACKED BY "THREE LITTLE WORDS"

PERSONAL MANAGEMENT GALE INC. 48 WEST 48th ST. N.Y.

BAND leaders and their managers devote a great deal of time and effort to their recording activities. They battle for the tune they want to make; take pains to get a good arrangement of the tune; rehearse till the boys are blue in the face; cut and recut masters, etc., ad infinitum.

But too few recording artists or managers know anything about "follow-through."

MOE GALE, of Gale, Inc., does. He makes it a point to follow through on every good recording made by the Four Ink Spots, Ella Fitzgerald and her orchestra and Erskine Hawkins and his orchestra. He's stirred up a veritable cyclone of interest in every one of their recent tunes. How? Like this:



WHY GRANDMA
WHAT BIG EARS
YOU HAVE!

THE BETTER TO
HEAR
ERSKINE HAWKINS
and his Famous Orchestra
LATEST JUKE BOX FAVORITES
"KEEP COOL FOOL"
AND
"NO USE SQUAWKING"

BLUEBIRD VICTOR RECORD NO. 11019
PERSONAL MANAGEMENT GALE INC. 48 WEST 48th ST. N.Y.

HE SELECTS the one medium which is read every week by every important music machine operator—as well as by thousands of record retailers, by one-nighter dance promoters, ballroom owners and managers, theater owners and managers, hard-buyers in all branches of the show business, indoor and outdoor.

The medium? The Billboard, of course.

HE GETS together with his advertising and publicity factotum, one Art Franklin, and carefully works out an advertising campaign which will catch the eye. It will tell a brief and interesting story about his artists' records. Six sample ads in the series are shown on this page (original size in The Billboard of each ad was 5 inches deep, 2 columns wide).

THAT'S all record promotion (via trade papers) amounts to. Select the right medium, spend enough time on your advertising in that medium to make each of your ads distinctive, appealing to the eye and the buy-instinct of your audience.

If this was one of those correspondence school ads, we'd say: You too can sell more records!

Simply advertise your good records in The Billboard interestingly and consistently.

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



DECCA RECORD # 5606
BACKED BY
"I'M THE LONESOME GAL IN TOWN"
PERSONAL MANAGEMENT GALE INC. 48 WEST 48th ST. N.Y.

"YOU'LL NEVER FORGET,"



says
WALTER WINCHEB
IN
630 NEWSPAPERS,
THE **FOUR
INK SPOTS**
RECORDING OF
"PLEASE TAKE A LETTER, MISS BROWN"
DECCA RECORD # 5626
BACKED BY "RING TELEPHONE RING"
PERSONAL MANAGEMENT GALE INC. 48 WEST 48th ST. N.Y.

"KEEP COOL FOOL"



LISTEN TO!
THE NEW BLUEBIRD—
VICTOR DISC NO. 11019
RECORDED BY
THE 20th CENTURY GABRIEL
ERSKINE HAWKINS
and his Famous Orchestra
BACKED BY "NO USE SQUAWKING"
PERSONAL MANAGEMENT GALE INC. 48 WEST 48th ST. N.Y.



CHARMING!
THE
**FOUR
INK
SPOTS**
NEW DECCA RECORDING OF
"YOU'RE LOOKING FOR ROMANCE"
BACKED BY
"WE'LL MEET AGAIN"
NO. 5958
PERSONAL MANAGEMENT GALE INC. 48 WEST 48th ST. N.Y.

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COLLEGES' TOP CHIRPERS

Park Central Hit By IA-AFM Move To Get Spot Jobs

NEW YORK, April 26.—International Alliance of Theatrical Stage Employees, Local 1, decided this week to bring added pressure behind its drive to get its spotlight men into the hotels here, with the result that Local 802 of the American Federation of Musicians gave the Park Central Hotel a two-week notice Tuesday (22) on Buddy Clarke's band and the Latin relief act now in the hotel.

Acts in the Coconut Grove room of the hotel are also on notice. They include Jack Waldron, Elmore Wood, Claude Dolco, Hubert, Bird, and LaBar, and Winton and Diane. Dancing also of one and six show girls would also be thrown out of work. AFM is backing up IATSE in an effort to get the hotels to rescind their agreements with the Hotel Trade Council, AFL, which has members of the International Brotherhood of Electrical Workers operating the spots now.

If Park Central shutters entertainment it will be the second hotel in two weeks to close its room, New Yorker catching it first when AFM canceled Bobby Byrne's act opening. Byrne was handed \$1,500 by the musician union to ease his loss. Elmore Wood has the Clyde Luma act. (See PARK CENTRAL HIT on page 23)

Gainesville Circus Opens to Big Biz

GAINESVILLE, Tex., April 26.—The Gainesville Community Circus embarked upon its 15th season here Wednesday night with a rousing ovation from an audience that filled the big top three-fourths capacity despite clouds which threatened rain all day. Four hundred members of 13 bands participating in the parade that inaugurated the circus round-up in the afternoon were guests of the management at the performance.

Thursday night the show had the largest crowd ever assembled in its 2,900-seat big top. Gainesville business men were hosts to 2,800 children from every primary school in the county, in addition to some 600 reserved seat purchasers. The youngsters occupied every conceivable seating and standing space.

The act-up has been enhanced by the addition of a new combination ring-stock and dancing tent, a 60 with two 20-foot middles, new spotlights with color wheels used on feature acts, and additional elaborate wardrobe for the Mexican opening acts. The costuming in many acts carries out a patriotic color scheme. The show carries 6 horses, 14 ponies, and 4 trained dogs.

James Smith suffered a broken ankle when his horse fell with him last week, putting him out of his footstool, wire, and message numbers. J. D. Stephens was forced to go to Dayton, Ohio, Wednesday night after the performance because of the critical illness of his mother, and was out of the show Thursday and Friday. Dr. H. H. Terry suffered a broken arm in a fall in the big top, and Mrs. Terry went to Waco, Tex., after the show Wednesday night to attend funeral of her grandmother, Mrs. Emmett Curtis, wife of the legal adviser, suffered a gash on her left leg requiring 13 stitches when a horse ran away with a buggy in which she was riding in the parade Wednesday, demolishing the vehicle. She was out of the cast of *The Gilded Lily*, after-show night club, Wednesday night, but resumed her singing role Thursday. The program and staff will be given in next week's issue.

Cheated!

NEW YORK, April 25.—When Gene With the Wind played local circuit radio houses 15 ran 2 hours and 40 minutes. But patrons, accustomed to double features, complained, "Where's the other feature?"

Calif. Bill Would Cancel Poster Tax

SACRAMENTO, Calif., April 26.—Circuses and billposters are vitally interested in AB 1679, pending in the judiciary general committee of the Legislature, which would eliminate the 25-cent tax imposed on posters and cards in unincorporated California towns. Under the present law a circus, carnival, or road show must pay 25 cents for every poster or card it puts up in an unincorporated town. Although most of these towns are small, arguments on the bill revealed that some cities with populations as large as 100,000 are unincorporated, and the law applies to them.

Testifying before the committee, Harry Plink, Sacramento representative of the International Alliance of Billposters and Billers, said that the present law costs a circus like the Ringling show between \$12,000 and \$15,000 in license fees alone in posting the State. Opposing it first, announced by Frank W. Clark, State director of public works, and by California Roadside Council has been withdrawn, according to Plink.

Cole Bros.' Circus, Breathing Spirit of Patriotism, Gets Big Sendoff at Louisville Inaugural

LOUISVILLE, Ky., April 26.—Cole Bros.' Circus after spending a healthy winter in Louisville opened its season here yesterday afternoon preceded by a dress rehearsal Thursday night. President Buck Terrell had his assistants at the rehearsal members of the press and radio, and judging by the manner in which those present received the performance he will not play in a more appreciative audience this year.

The new big top with red, white, and blue effects gives a warm feeling of patriotism to the performers and audience as well.

Terrell put himself on the spot in proposing this year's show in "Old Kentucky" from which the public will naturally expect wonderful horses and beautiful women. Well, he came thru with both and bow! So this State of good-looking gals and thoroughbreds will get

Opera-on-Tour Decision Is Reversed; AFM To Appeal

NEW YORK, April 26.—Court of Appeals, the third body to hear the case of Opera-on-Tour, Inc., vs. the American Federation of Musicians and the International Alliance of Theatrical Stage Employees, on Thursday reversed the Appellate Court's decision, and caused widespread discussion of the possibility of road musicals with canned music. The Court of Appeals in Albany ruled that striking because of mechanical music supplanting live musicians is illegal. The Appellate division had previously decided in favor of the union, overruling an injunction which Opera-on-Tour se-

Frank Sinatra and Ginny Simms Capture Campus Croon Crowns

Ray Eberle and Bob Eberly not far behind among men singers—Helen O'Connell close runner-up to Kyser vocalist—Helen Forrest third fem choice

NEW YORK, April 26.—Since vocalists, of both genders, in many cases are so vital to the success of the dance orchestras with which they sing as the leaders or the bands themselves, the editors of publications of the 171 colleges and universities participating in *The Billboard's* Fourth Annual College Music Survey were asked to reveal their campus' tastes in the matter of favorite singers and songstresses, in addition to their selection of favorite bands. Out of the welter of nominations stand the vocal personalities of Frank Sinatra, Tommy Dorsey's featured male vocalist, and Ginny Simms, the Kay Kyser song stylist, each selected over their closest competitors by substantial margins, and each arriving at the pinnacle of collegiate affection for different reasons.

Sinatra's soaring of the masculine crooning crown, pulling an impressive 183 points (on a basis of three points for first choice, two for second, and one for third), the polls split proportionately where the choice was divided between two singers, is perhaps the more exciting circumstance in this year's top selections. In *The Billboard's* college music survey of last year Sinatra managed to sis out only one first-place nomination, giving him a scant three points, and making him a poor 23d out of 40 names listed. Frank was with Dorsey at that time, but that was before the now immortal *Hi Neighbor Again*, which burst upon a highly receptive

record-buying public a couple of months after 1940's college poll.

It can safely be said that Sinatra's work on *Emile Ajoie* was the thing that started his upward climb in young America's opinion, to the point where 80 schools out of 171, taking in territory covering 46 States, named him as either first, second, or third choice among 35 male band vocalists. What cemented Sinatra's No. 1 selection was a series of fine recordings with Dorsey after the Ruth Lewis smash hit, and penumbral radio and in-person appearances.

Miss Simms' capturing of the top spot among the band ensembles has been a slower process, but one nonetheless sure. Last year Ginny landed in second place, and the year before she was returned a No. 3 selection. Now she comes into her own, with 68 campuses giving her a total of 144.5 points. Her recording activities on the Okeh label, on which she is starred as a solo artist, as well as her singing scores on Kyser's regular (See Simms and Sinatra Win on page 11)

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AGVA AFTER TWO YEARS

Survey Is Made of Promises to Members, How They Were Kept

NEW YORK, April 26.—More than two years ago, on March 3, 1939, the Associated Actors and Artists of America started an investigation which challenged the fitness of the American Federation of Actors to govern vaude, night club, and outdoor performers. Six months later, September 3, 1939, the AFA had been completely dismembered, a new American Guild of Variety Artists had been created, and Frank Gillmore, president of the Four A's, said that the actors had won a "clean-cut affirmation of the right to govern themselves." During the heat of the battle which finally saw the overthrow of Halph Whitehead the Four A's made many promises to do for the performers what the AFA had failed to do.

In order to give performers a new perspective on the activities of AGVA, *The Billboard* has analyzed printed matter, newspaper stories, and documents dating back to the revocation of the AFA charter. A close study reveals that the Four A's has not kept its promises to the performer, and many were made.

The check-up revealed that it cost non-AGVA performers, thru their union treasurers, more than \$70,000 to keep AGVA in business, and AGVA has not reached the development the AFA enjoyed when it was scuttled. In fact, the night club-vaude performer union situation appears to be in a worse mess than it was two years ago.

Out of most important promises made by the Four A's in its attempts to wean the actor over to AGVA was the promise of "one big union." At the first organizational meeting of AGVA, held at the Hotel Astor, September 12, 1939, Henry Jaffe promised that the "one big union" idea would be accomplished "in two weeks."

This promise implied lowered dues and initiation payments for performers interchanging jobs between pictures, radio, vaude, etc. Something was done on this situation, but never made public—the Hiss report. Performers are still asking the Four A's to let them see the report, which suggests "two big unions," one on the West Coast run by the Screen Actors' Guild and one east run by Actors' Equity. It also reveals performer unions cost \$360,000 to operate.

Circuit Contracts

AGVA also promised to negotiate and

obtain contracts with the vaude circuit houses. AGVA signed five-year contracts, but they were editorially attacked by *The Billboard* as not being a victory for performers at all. Regardless, it was a promise kept.

Another important promise made, which was the keynote for the settlement of what might have been a disastrous strike, was point No. 1 of the agreement which ended the mess. This provided for a pact between the Four A's, the IATSE, and the American Federation of Musicians. Altho the IA has an agreement with the AFM, neither the Four A's nor AGVA was able to work out a national agreement with the musicians' and the stagehands' unions.

The Four A's attacked the alleged lack of democracy in the AFA, its unsuitable methods of union government, and rubber-stamp council meetings. Whether or not this situation has been avoided in AGVA is open to debate. The fact is that AGVA members have not really controlled AGVA because of the Four A's grip. The AGVA constitution was handed to performers by the Four A's, and the national administration of AGVA has been appointed by the Four A's—not elected by the membership. On this question, however, AGVA is up against the same tough situation that AFA faced—apathy of its membership.

This lack of interest of members ob-

For Posterity!

NEW YORK, April 26.—The Four A's has been pretty cautious about whose hands the Hiss report fell into. The New York Public Library wrote asking for a copy but was told because of the secretive nature of the report the Four A's would be unable to give one for the library records.

Library countered with the proposition that the report would be locked in a safe, along with other valuable documents, for 100 years before it was made public. Four A's still refused.

The first part of the report, salaries of Four A's officials, is printed on this page.

viously makes it necessary for AGVA to do a lot of things without consultation and approval of the membership. The Four A's denounced the AFA for the same things.

One Leader

Another claim against the AFA was that it only developed one important leader—Whitehead. Altho AGVA has had five executive secretaries in its short lifetime, not one outstanding leader has been developed. Four A's board also claimed that too much of its time was taken up with AFA matters in which the AFA was usually at fault. For the past year and a half little else has been taken up by the Four A's except the administration of AGVA—only in this instance it's more expensive, \$70,000 so far.

Four A's also used as one of its chief

arguments the AFA's alleged failure to administer the affairs of its West Coast branches properly. Right now the San Francisco local is in dutch with AGVA because of its alleged failure to turn over funds belonging to the national office.

Concerning the economic circumstances which face the performer, AGVA spokesmen made a lot of hopeful promises. The six-day week was promised to performers in night clubs, but to date the only performers working in New York on a six-day week are those who get a night off when the club closes because of the musicians' day off.

Along these lines, Alan Corelli, addressing an AGVA meeting at the Hotel Astor last year, told performers that club date bookers were going to crawl on their knees by the time AGVA got thru with them. Corelli said they were going to get contracts from all of them, calling for fair wages and no free auditions. There are as yet no signed contracts, and there are still free auditions.

In retrospect, many performers have been asking themselves and others, including some *Billboard* reporters, "Was it worth it?" Some answer the question by swearing they'll never get stuck again paying dues. This attitude is very widespread.

The Real Picture

Now that the Four A-AFA battle is in the background, an examination into the dealings between the AFA and the IATSE and the strategic maneuvers between the Screen Actors' Guild and the IATSE reveal the truth of what was going on behind the scenes.

Performers had the general impression that the battle was a struggle between the IA and the Four A's. Picture, however, is quite different. AFA played into the hands of the IA, which used the AFA to acquire an agreement out of Screen Actors' Guild that protected the IA jurisdiction in film studios. IA knew that the SAG was supporting the United Studio Technicians' Guild, which was making headway in the studios as a rival to the IA. IA took the AFA under its wing to scare the Four A's, which it did successfully. As soon as the IA made an agreement with SAG (behind closed doors, of course) to desert the Studio Technicians, the IA dropped the AFA, which subsequently folded.

Haddock Goes to Maritime Union

NEW YORK, April 26.—Hoys S. Haddock, former executive secretary of the American Guild of Variety Artists, has been appointed legislative representative of the National Maritime Union, CIO. Haddock has been at work on his new job for some time, but this week moved from his home in Jamaica, L. I., to Washington.

Haddock said that his removal from the field does not end his interest in performer unionism. He said that even if he were drafted he would not resume his former position with AGVA. He insists he would be happy to advise performers, but reiterated that his interest would be passive rather than active.

"Ice Follies" Ends Long Tour With 736 in Boston

BOSTON, April 26.—The longest ice tour ever staged, the five-month trek of the *Ice Follies* of 1941, grossed approximately \$75,000 in a final return engagement at the Boston Garden.

Capacity houses marked the first appearance of the show in Boston a few months ago. Attendance was off on the return engagement due mainly to Holy Week. Garden, capable of seating 15,000 at each performance of the ice show, held 11,000 for the four-day, six-show stand. Tickets were scaled from 55 cents to \$2.20.

Show returned to Minneapolis, where it disbanded for month. Boss Elymarr remained in Boston for a routine hospital check-up.

Camp Attracts Show

MACON, Ga., April 26.—Frat theatrical event attracted to Macon primarily because of location of Camp Wheeler, infantry replacement center with 12,000 men now in training, was *The Spangled Banner* Revue. Billie, to play under canvas at Central City Park April 24-29. Show features Johnny Ham's orchestra and Wally Wanger Girls.

Salaries of Four A Officials

NEW YORK, April 26.—*The Billboard* herewith presents, for the first time in print, a glimpse into the salaries of the top executives of the Associated Actors and Artists of America. These figures, accurate to the penny, were taken from the Hiss report on the consolidation of the Four A's into "one big union." This report was submitted to the Four A's on May 20, 1940, but has remained in the exclusive custody of performer union officials.

The salary list, printed below, may be one of the reasons that the report never reached the membership of 11 unions affiliated by the Four A's. It reveals that the 30 people who run the actor unions draw \$133,680 annually.

Here are the annual salaries and who gets them:

I. B. KORNBLUM:		
AGVA representative in Los Angeles	\$3,150	
AFRA executive secretary in Los Angeles	5,200	
AFRA attorney in Los Angeles	600	
AEA representative in Los Angeles	2,600	\$11,550
FRANK GILLMORE:		
Four A's president emerita		13,000
KINNETH THOMSON:		
SAG executive secretary		12,950
MURRAY KINSELL:		
SAG assistant treasurer	3,940.08	
SAG agency division (Not paid by SAG)	9,449.92	10,390
JOHN DALBS JR.:		
SAG first ass't. executive secretary	3,900	
SAG agency division (Not paid by SAG)	3,600	7,500
EMILY HOLT:		
AFRA executive secretary		7,500
RAYMOND JONES:		
AFRA executive secretary in Chicago		6,300
PAUL DITZEL:		
AEA executive secretary		6,500
GEORGE HELLEN:		
AFRA treasurer	1,300	
AFRA executive secretary—N. Y. Local	5,200	6,500
FLORENCE B. MARSTON:		
SAG Eastern representative		6,200
BLANCHE WITHERSPOON:		
AGMA executive secretary		*5,200
HOYT S. HADDOCK:		
AGVA executive secretary		5,200
ALAN CORELLI:		
Theater Authority		5,200
PAT SOMERSET:		
SAG second assistant executive secretary		4,600
RUTH RICHMOND:		
CEA executive secretary		4,495
FRANK B. DARE:		
AEA Chicago representative		4,255
VIC CONNORS:		
AFRA executive secretary in San Francisco	2,400	
AGVA representative in San Francisco	1,300	
AGMA representative in San Francisco	530	
ALFRED HARDING:		
AEA special services****	2,400	
AEA Equity magazine	1,200	3,600
THEODORE HALE:		
AFRA retainer for San Francisco Local	1,200	
AEA retainer for San Francisco office	2,400	3,600
TED CASR:		
AGMA assistant secretary		2,080

**In addition, Blanche Witherspoon is to receive a bonus of \$1,300 if conditions justify, and an additional \$1,000 to be raised by certain members.

***Since discharged.

****Since resigned from AGVA job and now national organizer for AFRA.

*****Equity press agent.

*****Since resigned.

WHITSON BROTHERS

(This Week's Cover Subject)

THE Whitson Brothers (Lester, Buddy, Artie, and Deval) have been heralded by the press and public as the World's greatest Ripley Act. Their show business careers started under the big top. Since then they have played fairs, theaters, night clubs, and hotels. They were originally known as the Six Lucky Boys but condensed their act when they realized that the largest demand for entertainment was in the night club-hotel field.

The boys have had a tough pull in getting to the top, but finally tip-topped themselves atop Radio City, where they appeared for seven successful weeks in the swank Rainbow Room. This was the first act at its kind to be booked into the Room and John Roy, its managing director, has promised them a return engagement. They have also had successful runs in the Bonaville Hotel, New Orleans; Strand Theater, New York; and the Earl's Theater, Washington. Recently they were featured in *Life* magazine and have just completed a commercial film for General Motors, entitled "Right Side Up."

The Whitsons are currently featured at the Palmer House, Chicago, and will sail June 20 for an engagement at the Casino de Orca, Rio de Janeiro.

The Whitson boys are natives of Petersburg, Calif., but their present home is in Kendallville, Ind. Much of their life before entering show business was spent in an orphanage, which explains their willingness to play benefit performances for orphanages and hospitals.

LEGIT ACTORS FLOOD RADIO

"Can't Stem Tide"—Equity Exec; Producers, Directors Disagree On Legit Versus Radio Actors

NEW YORK, April 28.—"The tide cannot be stemmed." That is the opinion of Walter Gross, Actors' Equity executive, in reference to the ever-increasing flood of legit actors entering radio drama, particularly the daytime serial field. Job situation in radio drama has lately taken such a complexion that some of the casts read like *Who's Who of the Theater*, with the result that some of the older radio actors have been nursing a gradually mounting resentment. One radio actress voiced the feelings of the other Thespis by stating the infiltration of legit people had not only created an acute economic problem but had killed forever the idea of creating a "radio aristocracy."

Trade opinions vary as to whether the situation is good or bad. Some of the more interesting opinions follow:

Ill Brown, producer and director, says, "It's a horrible shame." Brown adds that legit actors are pushing out of jobs radio actors who have been in the business 8 and 10 years. "It's wonderful for buyers, producers, and directors, but unfair to the old actors. The American Federation of Radio Artists should definitely do something about finding jobs for the old timers."

Brown pointed out that in radio the performers' minimum scale is a "terrible maximum," and that prices are so juicy that the field attracts not only legit people but film actors. An actor playing two half-hour shows weekly makes between \$100 and \$150. "The rest of the time he can play tennis." On a five-week serial plus repeats, scale will amount to about \$140. Brown points out this is big money compared with legit wages, where an actor does eight performances a week and gets \$50 scale.

Listeners Don't Care

"The listener," says Brown, "doesn't give a hoot, and therefore legit names get preference over good radio actors without name value."

Jay Hanna, one of the pioneer radio producers and a man with extensive show business background, says he is completely in favor of the infiltration of legit actors into radio. "Eighty per cent of radio actors," he says, "are comparable to actors in first, second, and third road companies. A handful can be termed production actors." Hanna believes acting is essentially the same in the different media, but that stage actors have a better background and are "more thoroughly actors."

Chuck Vincent, director, claims there are "too many" legit actors entering radio. He says they feel "superior."

Hernard L. Schubert, producer, says, "Actors are actors, and I don't believe in discriminating between the radio and legit varieties." Schubert points out that, despite the claim that there is more money for a radio actor, every radio actor is nevertheless eager to get a legit job—even at less money than radio will pay. Reasons are prestige, possible bids from motion pictures, and change—the latter angle being that a voice continuously on the air becomes too well known. A radio actor who plays only radio is a "ham," adds Schubert, and the radio actors of the "so-called aristocracy" are perhaps those who could not make the grade on Broadway.

Harry Hoff, producer, says a good stage actor is not necessarily a good radio actor; but if he is good in legit he can be good in radio if he "attitudes" in correct and if he recognizes the obvious differences in the media. "A high school kid could mark the difference in technique," Hoff points out that "they have lungy actors on the stage, too, and there are actors who would be good anywhere."

Economics

While most of the radio dramas using legit actors still have a preponderance of radio performers, the use of stage people has shown a tremendous increase. According to Walter Gross, executive of Equity, the increase has taken place within two years and is a case of roid economics. Legit people are finding it impossible to earn a living in one entertainment field alone.

AFRA execs have no figures immediately available showing the extent of legit infiltration; but Gross, in answer

to a question as to whether 60 or 65 per cent of Equity membership works in radio, stated this figure might very well be true, but that he could not hazard a guess. In addition to legit actors switching to radio, Gross pointed out several other factors bearing on the situation. These are the transfer into radio of an ever-increasing number of stage directors and producers—a condition which would give added impetus to the increased use of legit performers.

Directors Stagestruck?

Gross states he has also come up against a feeling of resentment on the part of older radio performers, some of whom claim that they are at an additional disadvantage because radio directors become "stagestruck" when they come in contact with legit actors.

"However," adds Gross, "the older radio actors who are capable are as firmly entrenched that nothing will dislodge them. The others who cannot stand the gaff will have to go. But they cannot stem the tide."

WOR's Legitfers

One of the more recent programs giving the older radio actors a rivet is WOR's *We Are Always Young*. Cast includes William Janney, Margalo Gillmore, Linda Watkins, Jessie Joyce Landis, Horace Braham, George Coulouris, Martha Sleeper, William Harrison, Pert Kelton, and Joe Laurie Jr. Practically every one a solid legit player, although Laurie has played wide and only one dramatic legit, and Pert Kelton has played musical comedy and films.

Another WOR show, *Buildup Dramas*, has George Coulouris, Agnes Moorhead, Ray Collins, Paul Stewart, and Everett Sloan. Last three mentioned are currently in the legit *Marine Scout* and all were in the legit *Citizen Kane*.

In the case of *We Are Always Young*, WOR figures this is the first time a daytime serial has had a complete legit cast. Of course, not all the players are in the script every week. Production cost, despite the legit names, runs about average for a daytime serial—between \$1,000 and \$2,000.

Check-up of some of the advertising agencies handling soap operas indicates large use of legit actors. Cumston Advertising, Inc., shaking thru its casts for a couple of years, lists some 45 legit actors used on six programs. Programs, some of which are comparatively recent, are *Hilda Hope*, *M. D.*, *Wheatens Flag-Asse*, *Against the Storm*, *Life On Be Beautiful*, *The O'Neills*, and *This Small Town*. Some of the performers who appeared were Helena Royle, Vera Allen, Housie Jamison, Arline Francis, Elsiebeth Eric, Wesley Ady, George Coulouris, Arnold Moss, Jill Brown, Sidney Linnit, Claudia Morgan, Chester Stratton, Ruth Matison, Hex Ingram, Leslie Bingham, Ralph Locke, Richard Kollmar, Helen Claire, and Josephine Hull.

Other legit actors—who by no means a complete list—who have been playing serials include Raymond Brantley, Harold Vennilya, Alan Bonor, Morgan Parley, Erin O'Brien-Moore, William West Jr., Stella Adler, Zita Johann, Arthur Vinton, Ned Wever, Nancy Sheridan, and Boyd Crawford.

Lang-Worth Signs Nash

NEW YORK, April 28.—Lang-Worth Transcription Company has signed Joy Nash, legit debut, and a combination including Bert Hirsch, violin; Johnny Guth, mace, and Abe O'Connell, organist, for a series of waxes. Cutting starts next Thursday.

Practical Joker—Philadelphia Style

PHILADELPHIA, April 28.—The box outside the office of Harold Davis, WDAJ program director, has been removed. It was placed there to receive program ideas from members of the staff. The other day Davis ripped it from the wall and asked for the remainder of the day. The box contained the program schedule of one of the local stations—a competitor.

RCA Equip't Ready For Theater Tele; Estimate Cost 30G

NEW YORK, April 28.—RCA Manufacturing Company is prepared to supply theaters with large-screen television equipment, according to Thomas E. Joyce, RCA vice-president in charge of advertising and sales promotion, who addressed a gathering of trade paper reporters yesterday.

Cost of this equipment would be about \$30,000 for each theater under present conditions, but in the event many orders were received the cost might drop to \$15,000, according to Joyce. He pointed out, however, that the RCA could supply the equipment, the matter of programming would be entirely a problem for the theater industry—RCA Manufacturing having no idea of going into the matter of program service. Point was raised in discussion as to whether the equipment could mean anything in view of no programming service, but it was estimated that some five events per day in New York are available for television.

Theaters, it was estimated, could figure an expenditure of \$200 weekly for telephone lines.

WPAT Inks Milton Flamm

NEW YORK, April 28.—Milton J. Flamm, brother of Donald Flamm, formerly owner of WMCA, is back in radio. A pioneer in program sales and merchandising, he has become national sales director of WPAT, New Jersey, 1,000-watt station to operate on a frequency of 930 kilocycles May 3. It is classified as a regional station and will operate from sunrise to sunset.

Station will have a policy of recorded programs and news and will give news every half hour on the half hour. Major coverage area will be the metropolitan New York area.

WSPT Adds Spielers

SALISBURY, N. C., April 28.—WSPT, Salisbury, has added two new announcers. They are Eddie Carles and Woody Lester. The additions were made following the recent resignation of Bob Van Camp, program director, and promotion of George Brantley to that position.

In addition to announcing Carles will present programs of American and Mexican songs.

War Hits Agencies

NEW YORK, April 28.—Advertising agencies here are beginning to take measure to replace radio personnel sought by the draft. One of the industry's top agencies has just completed a survey of its personnel, and finds that approximately 28 per cent is eligible for service in the army. A few key positions have already been filled by women.

Del. Corp. Files Charter

DOVER, Del., April 28.—A charter to deal in radio broadcasting has been filed with the corporation department of the secretary of state's office here for the affiliated Broadcasting Corporation. The new company is capitalized at \$100,000.

The principal office is listed as the Corporation Trust Company, and the incorporators named are R. P. Lewis, I. H. Herman, and W. T. Cunningham, Wilmington.

ASCAP, MBS Pact Signing Imminent

NEW YORK, April 28.—Negotiations between Mutual Broadcasting System and the American Society of Composers, Authors, and Publishers have reached the stage where imminent signing of a pact is expected—with ASCAP music returning to MBS very soon, possibly May 1. As this is going to press, Mutual stockholders, directors, and board members are in the second day of a huddle over the music problem.

While Mutual refused to divulge information until Monday (28), report is that Fred Weber, MBS general manager, will speak to the affiliates over MBS wire tomorrow and explain the intricacies of the two possible license forms, per program and blanket. The affiliates, by Sunday, will have already received printed versions of the two license forms. Weber, in his talk, will also tell the affiliates of the recommendations of Mutual's copyright committee and will probably ask that the affiliates send him their feelings on the matter immediately, particularly in relation to whether a per program or blanket license is more desirable.

ASCAP execs, while admitting that a few wrinkles might delay the pact with MBS, are confident that the network will soon sign up. NBC is expected to be the next in line, with CBS likely to hold out. MBS has never been an anti-ASCAP as the other chains.

Once MBS is in the fold, ASCAP believes the radio industry will gradually have an "awakening" and begin to figure the cost of its venture in the music business, including the organization of Broadcast Music, Inc., and music cost for those stations which will have both BMI and ASCAP licenses.

Spot to be worked out by CBS and NBC will be clearance at the source, which will probably necessitate reworking of chain contracts with affiliates. It is third clearance at the source provisions of the consent decree that ASCAP hopes to tap some \$65,000,000 that allegedly was never tapped before.

Camden's WCMA Asks More Time; 2d Station Likely

CAMDEN, N. J., April 28.—While the city is trying to get an increase of 22 hours weekly for the municipally owned WCMA, which now gets a hearing of only 29 hours a week, indications are that the town is going to get a second station. Newly organized Camden Broadcasting Company has started construction of a building.

Aaron Heins, president of the company, said plans call only for a one-story structure for stores, but the possibility of adding a second floor for offices, presumably for a radio station, is being considered. Company has already applied to the FCC for permission to start a new station here.

Coppers Like FM

PHILADELPHIA, April 28.—FM will be put to rest for crime-chasers here. Police department has ordered 15 two-way FM receiving and sending sets for installation in its hand-to-hand cars, and, if the experiment proves successful, FM will be used on all cars. Cops have been dissatisfied for a long time with the regular radio system used today because of static and the large number of dead spots around town.

WEL's Business Splurge

BRIDGEPORT, Conn., April 28.—Thirty-five new contracts totaling six and a half hours of program time weekly, and 298 spot announcements per week, were signed by WEL, New Haven, during the past month. Jimmy Mills is manager of the station.

AFRA Signs WCFL, Chicago

CHICAGO, April 28.—American Federation of Radio Artists here signed WCFL, covering staff announcers, singers, and actors. Announcers' scale has been raised from \$45 to \$52 a week.

WFIL WINS REGIONAL NETWORK BLUE RIBBON



WFIL scores again!

Because WFIL performed the most outstanding job of promotion and public service in the fields of talent, education and merchandising **BILLBOARD** adjudged WFIL top winner in its **FOURTH ANNUAL EXPLOITATION SURVEY**.

THIS AWARD IS ESPECIALLY SIGNIFICANT TO TIME BUYERS. It means that WFIL has become a better advertising buy than ever. More listeners are being attracted through better programming and promotion... sales of WFIL advertised products are increasing through more extensive merchandising and co-operation.

The proof of the pudding? **38.4 PER CENT MORE ADVERTISERS ARE SPENDING 67.6 PER CENT MORE MONEY FOR WFIL FACILITIES IN 1941 COMPARED TO 1940. THEY HAVE FOUND IT PAYS TO BUY WFIL.**

NBC BLUE • Key Station Quaker Network

Represented by Ed. Petry & Co., Inc.

Advertisers, Agencies, Stations

NEW YORK:

ROBERT B. BROWN, assistant vice-president of Bristol-Myers, appointed a member of governing committee of the Co-Operative Analysis of Broadcasting. . . . **Robert A. Schmidt**, director of advertising and promotion for Mutual Broadcasting System, presented the "Award of the Mike" Thursday (24) by the New York Advertising Club. . . . **R. J. Reynolds Tobacco Company** has renewed Xavier Cugat's orchestra over NBC's short-wave stations, WRCA and WFIL. . . . **J. A. McPadden**, radio director for McKee & Albright, to the Coast to work on Rudy Vallee's summer series. . . . **J. Walter Thompson's A. K. Spencer** took from Hollywood after two weeks of work on the Old Gold and Chase & Sanborn programs. . . . **John Christ**, JWT producer, has been drafted. . . . **Stephen Field**, of CBS Station Relations staff, to Chattanooga to assist dedication of WOOD's news studios Monday (28). . . . **William Crawford** added to the WOR promotion department. . . . **Prescott Robinson**, news-caster formerly with CPCEP, Montreal, has joined WOR. . . . **Curtis J. Harrison** has joined the Eastern sales staff of MBS. **Tom Barker** has been shifted from Eastern sales to the Chicago office, succeeding **Howard Keeffe**. . . . **Lennox & Mitchell, Inc.**, elected to membership in the American Association of Advertising Agencies.

PHILADELPHIA:

MORT ROVINS resigns as radio director of the Julian C. Pollock agency to become general manager of the John

Blush chain of department stores up-State. **Julian C. Pollock**, agency exec., takes over the radio chores. . . . **Eddie Felton**, former relief announcer at WIP, doing a similar turn at WFIL. . . . **Dave Berk**, former WDAS salesman, has turned private detective. . . . **Clements Company** planning a radio campaign for the Moss Bros. Nut Company account, starting mid-May. . . . **Theodore Wells Sizer**, formerly with N. W. Ayer, has joined the staff of the Jam Handy. . . . **Couple of WFIL** smokers left town for Manhattan. **Henry Mockasin** hugging a role in the **Ben Johnson** net series and **Jane King** auditioning in the serial studios. . . . **Mital Lerrains** and her **Jack and Jills** inaugurate a new variety series on WHAT. . . . **John Irvine**, formerly of RCA-Victor, joins the WIP engineering staff. . . . **Kerby Cushing**, KTW sport-caster, again selected toastmaster for Germantown Boys' Club annual sports dinner. . . . **Cast-aluminum** WISB plates put out for station employees' cars to publicize the call letters.

FROM ALL AROUND:

MIKE FLANNERY, of KOIL, Omaha, Neb., where he's sportscaster, has been asked to come before his draft board for that physical exam preparatory to being drafted. . . . **Larry Lansing**, formerly with KPOR, Lincoln, Neb., is now with KVIC, San Luis Obispo, Calif., as an announcer. . . . **Last big department** asset held out against radio, **Miller & Peine's**, in Lincoln, Neb., finally accepted KPOR and **Jane Tucker** as an ad medium. . . . **Chuck Miller**, KPAB-KPOR program director, Lincoln, has been taking the news while **Harvey Swanson**, regular headliner, is vacationing.

CJRC Staff Changes

WINNIPEG, April 26.—Recently CJRC staff changes since All-Canada Radio Facilities took over last September. Include appointment of **Bill Wilson**, formerly musical director, as program director; former program director **Ednie Houston** is now in sales. **Jack Kemp**, formerly sales, is now in sales promotion, and **Jack Bennett**, announcer, is now night supervisor.



**Special award
for nearly causing
a riot**

MAYBE we should say a series of near riots. For that's why KGO-KPO jointly won *Billboard Magazine's* Fourth Annual Award for the nation's outstanding radio exploitation job of the year (and for the second consecutive time).

How? With a gigantic civic promotion idea that literally became a parade of events. A parade that took the San Francisco Bay Area by storm and set a new high in radio station promotion, and radio-newspaper cooperation.

Along the way the spectators were treated to many brilliant events: The KGO-KPO San Francisco Chronicle election party; the KGO-KPO San Francisco News promotion of the Golden Gate International Exposition; the KGO-KPO San Francisco Call-Bulletin Christmas party; the gigantic KGO-KPO San Francisco Chronicle Diamond Jubilee celebration which jammed 40,000 people into Civic Auditorium, and many more.

So now, more than ever before, KGO and KPO are important to Northern Californians. Important enough to give advertisers a remarkable personal relationship between listeners and these stations. That's the kind of relationship that gets action — action that brings out crowds — action that moves merchandise.

It took a series of near riots to prove it.

KGO · KPO

Represented Nationally by NBC Spot Sales Offices:
New York, Chicago, San Francisco, Boston, Denver,
Cleveland, Washington, Hollywood.

Blue Note

LOS ANGELES, April 26.—Last Sunday band leader **Jack Teagarden** was being interviewed by **Al Jarvis** over Station **KHKK** an ASCAP station. . . . Jarvis asked Teagarden if he would sing his ex-thunder song, "I've Got a Right to Sing the Blues." . . . Teagarden, not knowing it was an ASCAP station, said, "Sorry, but I haven't got a right to sing the blues."

MORE STATION P.A. SHOWS

The Billboard Exploitation Survey Reveals Growth of Station Units Playing Vaude, Fairs, Conventions

NEW YORK, April 28.—One of the most striking aspects of radio station exploitation, as indicated in The Billboard's Fourth Annual Radio Exploitation Survey, was the extensive use of station talent for personal appearances during 1940. Stations throughout the country did this, their talent playing theaters, fairs, conventions, all with the chief idea of personalizing the relationship between the artist and his audience. Just a few of the stations who hit the road so that the audiences could see the performers in the flesh are WLW, Cincinnati; WLS, Chicago; WOWO, Fort Wayne, Ind.; WFIL, Philadelphia; WIBW, Topeka, Kan.; KPO-KGO, San Francisco; WTC-WMAL, Washington; and KOA, Denver. All presented evidence that literally hundreds of thousands saw the station's talent.

At WLW for instance, the Boone County Jamboree, which includes 45 hillbilly musicians and comics, during 1940 played in six States to 423,364 people who paid admission. This is an average crowd of 2,458 per engagement. One of the unit's best grosses was obtained at the Lyric Theater, Indianapolis, where 57,673 people paid \$19,798.40 during an eight-day stand. According to WLW, more people attended the show at the Lyric than attended the same theater the week previous to see Guy Lombardo's band.

In addition to above engagements, station presented the Jamboree cast in Cincinnati's Emery Auditorium, where 33,800 people crowded in on 16 Saturday

nights to see the stagershow and meet the cast.

WLS (Chicago) presented its National Barn Dance unit in the Eighth Street Theater on 80 Saturdays during 1940 to a total attendance of 120,000. Station figures that the Barn Dance, since 1925, has played to 825,000 people—or, as the station figures—one out of every four in the United States. In addition to theater dates, Barn Dance was also presented as the principal feature at the Wisconsin and Indiana State fairs. At the Indiana Fair more than 12,000 jammed the Coliseum August 31, paying \$1 each to see the five-hour show. This was the first time the Coliseum had been filled completely despite such previous shows as Sonja Henie's Ice Carnival, farm congresses, etc. At the Wisconsin Fair in Milwaukee some 7,000 paid 75 cents each to see the show. Station's acts were also featured at the Illinois State Fair in Springfield.

In addition, a Rodeo and Third! Show, produced by the station's Artists' Bureau, drew 180,000 people and a gross of \$90,000 at Soldiers Field, Chicago, September 1 and 2, 1940.

Round-up of the station's activities in the way of p. a.'s included appearances at 45 county fairs, units varying from single acts to stagershow, and 300 p. a.'s at theaters, fairs, and miscellaneous celebrations. Another crowd-drawing activity was a series of county salutes, held in nine towns and pulling an estimated 107,500 people.

WIBW, Topeka, Kan., carried 60 broadcasts of stagershow done by 35 to 40 performers in a different Kansas or

Missouri city each Saturday night. Program, titled Saturday Night Round-Up, also played at Kansas State Fair, this appearance being sponsored by Guide's Pepsi-Mangsh. Admission was 35 cents for adults and 15 cents for children. When Topeka dedicated its municipal auditorium the Round-Up packed in 2,000, turning away additional thousands.

WFIL, Philadelphia, with its WFIL Barn Dance, played to between 2,000 and 3,000 weekly in cities adjacent to Philadelphia during 1940.

KPO-KGO, San Francisco, presented its City of St. Francis pageant, an epic promotion tying in with The San Francisco Chronicle's 75th anniversary, to packed houses in the Civic Auditorium. First of the shows played to 12,000. In addition, station artists made 365 personal appearances at the Golden Gate Exposition and attended conventions, food shows, etc.

Artists of WOW, Westinghouse station in Fort Wayne, Ind., kept contact with audiences thru 250 personal appearances at dances, theaters, conventions, and fairs. The engagements were often 100 miles away.

KOA, Denver, thru an affiliation with the Fox-Intermountain Theaters, is in a favored position with respect to personal appearances. In that 12 houses in the city, with capacities of 850 to 3,200, are available for broadcasts, Kallenborn, Dr. J. Q., and other NBC shows have broadcast from these theaters. Interesting angle of this affiliation is that the station has first option on services of all stage and screen stars booked for Greater P. A.'s. These names therefore become available for station guest shots.

WRC-WMAL, Washington, was fairly active during the year in spotting its station talent into night clubs. Examples were Lynn Allison, Gene Archer, Jean Cathon, and Linda Carroll. Spots played were the Mayflower and Carlton hotels, La Salle Versailles, and the Neptune Room.

Examples of stations' activity in the way of personal appearances, presented

WPEN Foreign Shows Folding by July 1

PHILADELPHIA, April 28.—WPEN is again being looked upon as a new avenue of employment for the local talent with the announcement by Arthur Simms, general manager, that station will junk all its foreign-language programs by July 1. At the same time station steps up its power to 5,000 watts. By May 19 all the foreign-language stuff will be off the evening hours, pushed down to the early-morning periods before going finally off.

De-emphasis of foreign-language programs has been going on at WPEN for almost a year, station cutting down the program from 14 hours daily a year ago to 7 hours now. Apart from the fact that listener interest in foreign language is decreasing and the foreign situation restricts many types of foreign-language shows, regular advertisers have squawked about following foreign-language periods.

Gen'l Mills Test Show

CHICAGO, April 26.—General Mills will launch a new strip show shortly on a number of stations for a 13-week test period on wax. Show, a five-a-week dramatic under the supervision of Max Wiley, will be titled Treasure Island. Fritz Beckel will direct, and the cast will include Arnold Robertson, Eddie Frostone, Paul Willis, Lou Krugman, Earl George, Carl Kroenke, Hay Suber, Norman Gottschalk, and Fred Howard.

Script will be written by Irving Crump, author of Boy's Life. Blackett-Sampson-Hummert is the agency. Starting date and stations have not been announced.

above, are apart from the appearances by non-theatrical station personnel—such as attendance at farm meetings by agricultural experts, etc.

Louis G. Cowan Company

8 SOUTH MICHIGAN AVENUE • CHICAGO, ILLINOIS • RAROLPH 2022

Dear BILLBOARD:

Winning your special award* for the "QUIZ KIDS" radio show promotion is a great honor, but honestly, it puts us in a tough spot. We've been wracking our brains to find some expression of appreciation comparable to this outstanding distinction.

Believe us, it's much easier turning out publicity and promotion for our office accounts -- the Stevens Hotel, Riverview Park, Esquire Theatre, Mc Vickers Theatre and the rest -- because THAT'S OUR BUSINESS! Even writing and producing radio shows is a cinch compared to the task of adequately expressing our feeling on winning this special award.

So, we are writing you this note to tell you in simple and direct statements -- Thanks very much. We are proud of the honor and distinction.

LOUIS G. COWAN COMPANY

Louis G. Cowan *Joseph W. Bailey* *Fredrick C. Baker*
Harry B. Miller *Bill Keith* *Egon Luger*
John D. Lewellen *Bernice Cameron* *Ray Heacock*

*Special award for outstanding exploitation on a single program - QUIZ KIDS sponsored by Alka-Seltzer - NBC Blue Network - Wednesdays, 8:00 P.M. EDST. Through the Wade Advertising Agency.

Radio Talent

New York

By JERRY LESSER

JIMMY FLYNN'S Spin and Win show replaces **HARRY SALTER'S** Song of Your Life over NBC. . . **BETTY GOULD**, formerly organist at Radio City Center Theater and on the staff of WMCA, will soon be heard over a major network. . . **HINNEY PAUL**, formerly of WFSB, Baltimore, and director of Baltimore's *Columbia Workshop No. 2*, is now a newscaster over WOV, New York. . . This column's favorite air show, *Sweet Land of Liberty*, starring **FRANK LUTHER**, **ZORA LAYMAN**, and the Luther-Layman singers, faded from the air waves last week. **FRANK** is now head of Decca's children's programs and sacred music department. He will devote his spare time to the completion of his book on American music from 1820 to 1900. **ZORA** leaves for Texas, her home. We sincerely hope this series makes its appearance this fall under someone's sponsorship, as we will miss too much these arrangements of **IRVING WELLS**, the voices of **JAMES BALLISTER**, **TRAVIS JOHNSON**, **CARRICK DOUGLAS**, and **GENE HOOD**, plus the terrific direction of **WYNN ORR**. . .

SILVIA CABE, WINS rhythm singer, was signed for the British Relief Ball at the Henry Hudson Hotel Saturday, May 10. **SILVIA** will turn her check for her services over to the War Relief Society. . . *Bid for Happiness*, script written by **THEODORE LEWIS** for the **HELEN HAYES** series, will be repeated in **NORMAN WEISBERG'S** book, *Radio Theater of 1940*, being published by Harper's. . . **RALPH EDWARDS' FRENCH** or *Consequences* program will continue on the air all summer. . . **BEN GRAUER** is now announcing **FRANK**

BLACKE'S symphonic program heard from 6:05 to 7 p.m. Sundays on the NBC Blue.

HELLO to "RED" **WALDEN WHISO**, Dallas, Tex., the "High Society Gentleman." Had a funny experience the other week when my radio set was being blanketed by a "ham" in the neighborhood. Finally traced the trouble to **WEBER**, who is **BILL DALLIN** and lives just two stories above me. All that was required was grounding my set, but it made a couple of new friends. . . **MARY PARKER** is forsaking radio to become the bride of **DR. ROBERT RIX**, of the U. S. N. . . **BRAD BARKER**, that animal imitating man, really outscored the scuzz when he snaked up behind **BOBIE KARLOFF** the other night at rehearsal and gave out with one of his frenzied lion roars. . . **HENRY HUBBIG**, known for his comedy fairy tales on the air, is CBS's newest addition to its production staff.

FREDERICK JAGEL, Metropolitan Opera singer, appeared on **HARRY SALTER'S** *Song of Your Life* recently. Told how he met his Scotch wife, **NANCY WEIR**. **SALTER** presented three copies of the recording to **JAGEL**, and on the other side of the record was a greeting from **JAGEL'S** two children to their grandparents. The recordings are being sent to Glasgow, where the **WEIRS** reside. This is the first time since the outbreak of the war that the **JAGELS** have been able to communicate with their family. . . **BETH HARRIS**, singing comedienne who has been touring the South, is returning to New York for radio work.



Well, who did win

The Billboard Awards?

WESTERNERS picking up the annual Radio Exploitation edition of **THE BILLBOARD** last month thought they had stumbled on last year's issue by mistake. Headlined as 1941 awards winners in the yearly competition sponsored by the veteran show-business weekly were these familiar names:

1. **NBC Western Division**, first award for the outstanding network exploitation job of the nation
2. **KGO-KPO, NBC San Francisco outlet**, first award for the outstanding station exploitation idea of the nation

Reading on, Westerners pridefully discovered that the case was one not of circulation department error but of NBC consistency. For both these national honors go to both these NBC Western offices for the second successive year.

Added factor in regional chest-

swelling this time is the special **BILLBOARD** award to **KOA, NBC Denver outlet**, for the most consistent exploitation by any network owned-and-operated station in the country.

While space is being cleared in already crowded NBC trophy rooms at Hollywood, San Francisco and Denver, thoughtful Western (and national) advertisers who use NBC Western stations—and thoughtful retailers who distribute their products—are realizing that actual dollars-and-cents value to them is indicated by these awards. For every piece of the exploitation so constantly perpetrated by aggressive NBC network and station staffs means added listenership, added impact, and in the long run added sales for NBC Network and station clients.

They, in the final analysis, won **THE BILLBOARD** awards.

Chicago

By NAT GREEN

WGN talent will be featured at the Wisconsin dance which will climax the annual Michigan Blossom Festival at Benton Harbor May 10. **HAROLD STUCKER**, in addition to his orchestra, will have with him the Three Graces (**PATT CLAYTON**, **ANNETTE TRENDLER** and **ADA BETH PEAKER**), **EDNA O'BELL**, **JACK HASKELA**, of the North-western University; **Wak Ma** show, and **JACKIE LYNN**, 19-year-old girl singer. . . **IRMA GLEN**, NBC pipe organist, is currently supplying theme and mood music for the *Road of Life* show. The music formerly came from New York. . .

JOHN WEIDEL last week assumed the emcee role on the *Musie Box* on **WGN**, replacing **MAROLD ISBELL**. . . New additions to Chicago NBC shows include **SHIRLEY MITCHELL** on *Gay Along*; **HILDA GRAHAM**, **JOAN YICHEL**, and **LOUISE STUCH** on *Beckwith's Wife*; **JOHN HODIAK** on *Doctor's Children*; **CLARE BAUM**, **STANLEY GORDON**, and

DeWITT McBRIDE on *Ma Perkins*, and **ART HERRIN** on *Jack Armstrong*. . . **TONY WONG**, having closed his *Radio Scrap Book* for the summer, is taking his family to the wilds of Wisconsin for the vacation months.

BRUCE KAMMAN (Professor Kalm-moye) was in town last week from New York and drove his family back east. . . **WILLIAM A. BACHER**, chief of programs and production at **WGN**, is back from an Arctico vacation. . . **VIRGINIA CLARK** back at the mike in *Romance of Helen Trent* after an 18-day vacation in the South. . . **MARION CLAIRE WGN** soprano, has returned from an extensive tour of the South and is back on the air. . . **LESLIE WOODS**, of *Woman in White and Road to Life*, leaves radio soon for a season in summer stock in New England. . . Actress **KATHERINE AVERY** writes those dramatic bits on **CBS's Trent Time** show.

MY THANKS . . .

TO THE BILLBOARD'S
AWARDS COMMITTEE

for choosing me

WINNER 2nd PLACE

INDEPENDENT PRESS AGENTS DIVISION

THE BILLBOARD'S 4th ANNUAL EXPLOITATION SURVEY

DEEPLY GRATEFUL TO THE NBC, CBS and MBS
PUBLICITY DEPARTMENTS FOR THEIR CO-OPERATION,
AND TO MY CLIENTS FOR THEIR QUALITY.

IVAN BLACK

PUBLICITY—PUBLIC RELATIONS
128 E. 58th Street, N. Y. C.
PLaza 3-1049-1006

NATIONAL BROADCASTING COMPANY

WESTERN DIVISION

Hollywood - Sunset at Vine, HO 6161 • San Francisco - 111 Sutter, SU 1920

The Billboard

Annual Radio Publicity and Exploitation Awards

In recognition of outstanding achievement in radio publicity and exploitation, according to selections made by the Editorial Staff of The Billboard and radio editors of daily newspapers in the United States and Canada.

Presented to
David O. Alber
for
First Place
in

Press Agents' Exploitation Division

Exploitation Awards Committee:

Allen Cook
National Publicity, Inc. New York
John D. ...
Frank ...
...

Miss ...
Paul ...

April 1941

DAVID O. ALBER ASSOCIATES

NATIONAL PUBLICITY + EXPLOITATION

30 ROCKEFELLER PLAZA

NEW YORK

CIRCLE 6-9595

Program Reviews

EST Unless Otherwise Indicated

"The Man of the House"

Reviewed Monday, 6:15-6:30 p.m.
Style—Quiz. Sponsor—Pern Tobacco Company. Agency—Lynn-Fieldhouse. Station—WBRE (Wilkes-Barre, Pa.).

This is a quiz program with an unusual twist. Presented by its originator, Franklin D. Coslett, WBRE program director, it offers human-interest appeal in a simple quiz of men answering as *The Man of the House* when a telephone call is placed to a residence from the studio. Numbers are chosen by giant selector in the studio.

Questions generally concern occupation of men called and his ideas on current events. Other questions are simple, designed to keep the person interviewed at ease. As the Man of the House usually is married, questions often concern domestic problems.

Due to communication laws, answers of persons interviewed are relayed to audience by Coslett, this seeming to hurt program slightly. Those interviewed, usually three on each program, are mailed gifts of one of the sponsor's tobacco products.

Will Miller,

"Open House"

Reviewed Tuesday, 4:30-5 p.m. Style—Musical. Station—Sustaining on WMCA (New York).

It's a half-hour of musical variety built around Joe Rines and his studio orchestra. Shot is aired five times a week and different WMCA artists are spotted on it from time to time. Show caught had Curtis and Colby, a piano duo, and Jean Ellington, who sings on the show Tuesday and Thursday. There is really nothing sensational about the proceedings, but it is a very pleasantly spent 30 minutes for the listener.

Opening has Rines vocalizing the theme, *Open House*, and the band giving it a sippy backing. Ork is good and solid and pours forth top-notch swing arrangements. Played *Charmaine*, *Five o'Clock Whistle*, *Do You Ever Think of Me?*, and other swing numbers. Within the band there is a smaller group tagged *Kitty's Killers*, which kicks out on the Miller staff.

Miss Ellington's song work is good. Did I Understand and Yes, My Darling Daughter. She sings in a clear pitch and with just enough of the torch touch to blend in with the ork.

Curtis and Colby beat the double eighty-eight with an arrangement of *Beachhead*, *Bothered*, and *Beuthered* from the musical score of *Pal Joey*. Sounded good.

The continuity has Rines gagging and kidding around with announcer Joe O'Brien to hold it together, but they don't go overboard. *Humphrey.*

At a Glance

Winners of The Billboard's Radio Publicity & Exploitation Survey

Publicity Winners

Columbia Broadcasting System—First place in network publicity.
J. Walter Thompson—First place in advertising agency publicity.
Young & Rubicam—Second place in advertising agency publicity.
Benton & Bowles—Third place in advertising agency publicity.
Tom Fladale, Inc.—First place in press agents' publicity division.
Earle Ferris—Second place in press agents' publicity division.
David O. Alber—Third place in press agents' publicity division.

Exploitation Winners

Western Division of NBC—First place in network exploitation.
WLW, Cincinnati—First place in clear channel station exploitation.
WLS, Chicago—Second place in clear channel station exploitation.
WON, New York—Third place in clear channel station exploitation.
WPIL, Philadelphia—First place in regional station exploitation.
WRAX, Yankton, S. D.—Second place in regional station exploitation.
WHIG, Greensboro, N. C.—Third place in regional station exploitation.
WJLS, Beckley, W. Va.—First place in local station exploitation.
Young & Rubicam—First place in advertising agency exploitation.
David O. Alber—First place in press agents' exploitation.
Ivan Black—Second place in press agents' exploitation.
Hal Davis and Les Lieber—Third place in press agents' exploitation.

Special Awards

EPO-KGO—For the outstanding exploitation idea by a radio station.
Don Lee Broadcasting System—For television exploitation and publicity.
Central Division of National Broadcasting Company—For outstanding exploitation under adverse circumstances.
WMEW—For outstanding use of newspaper advertising.
KOAA—For most consistent exploitation by a network-owned and operated station.
Louis O. Cowan Company—For outstanding exploitation on a single program.
Tom Fladale, Inc.—For the outstanding exploitation idea carried out by a press agent.

Dick Gilbert

Reviewed Saturday, 5:15-6:15 p.m.
Style—Recordings. Sponsor—Pastora Coffee. Station WOV (New York).

Dick Gilbert has a new idea here which he sells admirably. Gilbert plays recordings by name bands and provides vocal accompaniment for certain numbers. Also chats with recording artists by inserting his comments just before or just after a particular performing on the record.

Program is well set up and capably sold by Gilbert, who has a pleasing baritone voice. Handles the vocals capably and displays a keen sense of humor in his "chats" with the records.

Entire program is packed with showmanship and easily listenable. Has definite advantage over straight record programs, and the angle is played to the hilt. Gilbert manages to keep his vocal efforts at just the right point, doing neither too many nor too few.

Gilbert also handles commercials and does a swell job. Entire program is deserving of attention. *Mike Kopien.*

"The Munros"

Reviewed Tuesday, 10:15-10:30 a.m.
Style—Dramatic serial. Sustaining on WJZ (New York, NBC Blue network).

Supposedly this is one of those "alien of real life" dramas with a humorous vein added. As it comes out of the loud-speaker, it's a stupid, silly story about a young married couple making their way in New York. The 18 minutes caught had the husband just getting home from his night shift on a newspaper. The phone rings, and it's the city editor to tell him that he's to go back on the day tap. Husband and wife get into a silly conversation on when they should go to sleep. Phone rings again, and editor wants to know if young Munro will cover the circus at the Garden that night and also come down to the office right away. Wife insists that "snooky-pooky" (that's what she calls hubby) should tell editor where to head in with that stuff of working right around the clock. The phone again, and editor says he just remembered Munro worked last night, but he would appreciate it if Munro would come right down anyway. Wife gives hubby a scolding for being such a mope.

If real people act this way we'd all better pray for another flood. *Humphrey.*

Irma Serra

Reviewed Saturday, 6:30-6:45 p.m.
Style—Popular songs. Sustaining on WSPR (Springfield, Mass.).

Irma Serra, song stylist, gave an all-around good performance. She had capable assistance from Cookie Bates at the piano, Bates also doing an excellent job with his solo number, *I Give You My Word*.

Miss Serra specializes in romantic ballads and was at her best in *The Night We Met*. The program moves smoothly, with little time given to announcing.

Zack.

"It Takes a Woman"

Reviewed Friday, 8:25-9:30 a.m.
Style—Talk. Sponsor—West Distributing Company. Agency—Moser & Korins, Inc. Station—WABC (CBS Network).

It Takes a Woman features Frances Scott, who endeavors to prove the truth in the name of the program by telling success stories of various women. On the morning caught her talk was about a sob sister named Rita Saunders who was good by scooping the town on a murderer and by tracking down the murderer.

Miss Scott has a pleasing voice and does her best to make the stories interesting and attention-compelling.

At the end of her talk she gave a short commercial on the merits of OR and its usefulness in the home, where "It Takes a Woman." *Turner.*

"Songs of Ireland"

Reviewed Thursday, 10:45-11 p.m.
Style—Singing. Sustaining on WOR, New York.

Walter Scanlon, who in his 30 years in the show business has been in minstrel shows, vaudeville, and practically every other amusement field, offers a pleasant quarter-hour sustainer on WOR, singing old melodies of Ireland. He acts as his own announcer, and, tho there have been better Irish tenors, sells the songs with a sure knowledge of practically every trick in the trade. Program caught included, among others, *Kathleen Macounneen*, *Kitty*, and *By Killarney's Lakes and Falls*. Only suggestion would be to include some of the more stirring Irish ballads, such as *Kevin Barry*, as things stand, the tunes are pretty but consistently soacharine, and there's no suggestion of the many brave, splendid songs that stemmed out of Ireland's hundreds of years of brutal oppression at the hands of the British.

On May 1 program changes from 10:45 to 8:15, a better time. Scanlon asks his listeners for requests. *Kevin Barry* and *Wrap the Green Flag Round Me, Boys*, among others of their ilk, are hereby requested. *Purr.*

KFEL DENVER
5000 WATTS
MUTUAL NETWORK

Denver's
First
All-Night
Station

Represented by BLAIR

SIMMS AND SINATRA WIN

1940's Toppers, Baker and Ray Eberle, 7th and 2d This Year

Kay Kyser vocal department well represented—Harry Babbitt and Sully Mason among collegiana's favorite voices—Kenny Sargent higher this year

(Continued from page 3)

Columbia discs undoubtedly have done much to build her even more strongly than in previous years with the college kids.

The Runners-Up

For the second year in a row Ray Eberle finished strongly, carried along this time to the No. 2 position by the non-stacking tidal wave of popularity that for the second time swept his boss, Glenn Miller, into the top slot among dance orchestras. Miller's point score, as well as those of the 48 other favorite orks of collegiana, was published in last week's issue of *The Billboard*. (Although Ray failed to top the crown this year, his 176 points compare well with winner Sinatra's 183. And while on the subject of Miller, extremely interesting is the fact that Marion Hutton, who joined from Glenn's band several months ago, shows up this year better than she did the year before despite the fact that she is no longer singing professionally. Marion in 1941 wound up in fourth place among the chirpers, gathering 57.5 points, as against her seventh place and 30 points in 1940.

Stipulated in the questionnaire sent to the college editors was the notation that only singers appearing exclusively with dance orchestras, or those whose reputations have been made with bands

Down the Line

Kay Kyser is another maestro who can feel extremely gratified at having a warbling contingent that has found solid

The Singing Maestri

NEW YORK, April 28.—Nine vocalists, nominated by the campus editors of the 171 schools taking part in *The Billboard's* Fourth Annual College Music Survey, are not only band singers but the leaders of the bands with which they sing. Seven of the nine are men, while the other two carry the maestro-warbler standard for the distaff side.

Woody Herman, Vaughn Monroe, Jack Teagarden, Orrin Tucker, Skinnay Ennis, Bob Crosby, and Ed Gerlach, the latter a local ork, each got a smattering of votes for their vocalizing choirs with the bands they front. Ella Fitzgerald smared the most impressive point total (30) of the singing leaders, with Mrs. Ray Hutton, her only chirping competitor, among the gal wand wavers.

In last year's college survey conducted by *The Billboard* 11 batoniers were nominated as favorite word-

leader No. 1 position of last year. The sliding isn't serious, inasmuch as it involves only seven points less than it in 1940 for Ella. The biggest dip among the girls this year is for Bonnie Baker, whose meteor shot across the country's colleges last year, as a result of her sensational *Oh, Johnny* recording, to the extent of netting her first place and a point total of 100. There has been no *Oh, Johnny* follow-up, either for Bonnie or for her maestro, Orrin Tucker, and the result is seventh place this year, with only 35.5 points, 124.5 less than last year.

Cornell Haines, of the Tommy Dorsey song department, and Dorothy Claire, Bobby Byrne's chanteuse, are two names which didn't appear on the list last year, but a pair of chirpers who this year have made their mark to the extent of eighth and ninth places respectively. Extremely good considering they were unknown a year ago. Miss Claire started with the Myrna band last summer, leaving it for Glenn Miller's several months ago but returning to Byrne recently.

Leonard Puzzle

The loyalty exhibited in regard to Martha Tilton for some curious reason failed to carry over to Jack Leonard, Tommy Dorsey's former strayer. For that matter, loyalty or no loyalty, Leon-

ard's showing—or rather, lack of showing—this year is as puzzling as it is surprising. Last year Jack won second place, in spite of the fact that he had been singing as a single artist on his own for some time previous to the publication of *The Billboard's* 1940 College Survey.

In negotiating second place he was a mere three points behind winner Ray Eberle, amassing 95.5 points to Eberle's 98.3. This year, however, he failed to register even a single vote. Perhaps the stipulation that band singers only were desired in the voting had much to do with it, altho, as noted above, there were included those vocalists no longer with bands, but those whose names and reputations are more or less inextricably linked with certain orchestras.

Leonard's case is more of a mystery in the face of Miss Tilton's showing. Whereas the latter has done no recording and no network broadcasting on any large scale of late, Jack has been making solo records for the Okeh label, and has had his own radio show. His ability has not lessened, and, if anything, it has improved. Perhaps the answer is that the collegians consider him no longer in the light of a band vocalist.

(Continued Next Week)

COLLEGIATE CHOICE OF MALE VOCALISTS

The college editors listed, in the same preferential order as in selecting orchestras, the male band vocalists most popular with the student body at their schools. Votes were tabulated for only those singers connected exclusively with dance orchestras, or for those whose reputations have been built as band vocalists.

Tabulation follows that of the orchestra—three points for the first choice, two for second, one for third, and proportionate division of points where the choice was divided between two vocalists.

Identification of the vocalist is indicated in parentheses.

Vocalist	Points for First Choice	Points for Second Choice	Points for Third Choice	TOTAL
FRANK SINATRA (Tommy Dorsey)	123	42	18	183
RAY EBERLE (Glenn Miller)	90	64	21	176
BOB CROSBY (Jimmy Dorsey)	84	50	14	148
HARRY BABBITT (Kay Kyser)	36	14	9.5	59.5
KENNY SARGENT (Glenn Gray)	—	14	7	21
BON BON (Ex-Jan Savitt)	3	2	4	9
Tommy Ryan (Sam Kaye)	2	2	3.5	8.5
Bob Alton (Ex-Nat Kempf)	2	4	—	7
Larry Cotton (Horace Heidt)	2	2	7	7
Sully Mason (Kay Kyser)	—	6	—	6
Howard Delaney (Gene Krupa)	—	4	1	5
Dick Haynes (Harry James)	2	—	1	4
Ferry Come (Ted Weems)	—	4	—	4
Eddie Howard (Ex-Dick Jurgens)	—	4	—	4
Russ Carlisle (Blue Barron)	—	2	2	4
Ray McKinley (Co-featured with Will Bradley)	—	2	2	4
Bob Crosby (Band Leader)	—	—	4	4
Ed Gerlach (Band Leader)	—	—	—	3
Harry Cnel (Dick Jurgens)	—	2	1	3
Alvin Aulrey (Al Donahue)	—	2	—	2
Phil Bito (Al Donahue)	—	2	—	2
Clyde Burke (Raymond Scott)	—	2	—	2
Charlie Fisher (Blue Barron)	—	2	—	2
Fee Wee Martin (Ted Weems)	—	2	—	2
Woody Herman (Band Leader)	—	—	2	2
Vaughn Monroe (Band Leader)	—	—	2	2
Jack Teagarden (Band Leader)	—	—	2	2
Orrin Tucker (Band Leader)	—	—	2	2
Terry Allen (Will Bradley)	—	—	1	1
Stuart Churchill (Fred Weing)	—	—	1	1
Fred Ellis (Band Leader)	—	—	1	1
Skinnay Ennis (Band Leader)	—	—	1	1
Poc Wan Hunt (Glenn Gray)	—	—	1	1
Larry Taylor (Ex-Chetlie Barnet)	—	—	1	1
NO CHOICE	54 schools	56 schools	66 schools	

A YEAR AGO TODAY

For comparative purposes the following table lists collegiate choices in male and female band vocalists selected by school editors in *The Billboard* college music survey for 1940:

Male	Female
Ray Eberle	Bonnie Baker
Jack Leonard	Ginny Simms
Bob Eberly	Ella Fitzgerald
Harry Babbitt	Helen O'Connell
Bon Bon	Mildred Bailey
Eddy Howard	Bea Wain
Kenny Sargent	Marion Hutton
Sully Mason	Helen Forrest
Perry Como	Nan Wynn
Tommy Ryan	Martha Tilton

and who only recently have stepped out as singles on their own, were to be nominated. These votes for warblers definitely outside of the band field were tabulated as no choice, inasmuch as the selection of a picture star or a Metropolitan Opera coloratura offers no service to band-bookings offices or band leaders desirous of knowing just where their particular vocal batteries stand with the peon-trosters. In the case of Miss Hutton, or other singers who have recently left bands for one reason or another, the selections were noted because the names involved are noted more for their work with orchestras than as singles on their own, and a return to the original band, or another one, is not beyond the realm of possibility.

Helen O'Connell, winding up in second place among the gals, takes a nice upward jump of two notches and a half-point score of 190 additional points. The latter is particularly impressive, and should cause Jimmy Dorsey to point with even greater pride to his vocal department. Bob Eberly, Ray's brother (despite the dissimilar spelling), continues as one of the J. Dorey band's prime attractions, maintaining his third position slot of last year, and garnering 71 more points in the bargain. (Parenthetically it must be noted that the point increase is also due to the inclusion of 83 colleges from which were represented in last year's survey, when only 108 schools voted.)

favor with America's youthful dance music followers. In addition to Miss Simms's excellent showing, Harry Babbitt in the fourth position is occupied in 1940, while Sully Mason gets himself placed 11th. In the affections of the college crowd, that's a drop of two places for him, but it's still an enviable niche to wind up in. Kenny Sargent advances two steps to finish fifth, while Bon Bon, former septa seat-singer with Jan Savitt, drops down a notch, to finish behind Glenn Gray's halled warbler.

Helen Forrest solidifies her position with the Benny Goodman ork by making herself popular over and above Peggy's claim, and the band to the tune of third place in the fem division, a considerable bettering of her 1940 standing, when the best she could do was to slip into eighth position. Surprising, and also indicative of a certain loyalty on the part of Joe and Jane College, is the choice of Martha Tilton, Goodman's vocalist of a couple of years ago, as the fifth most popular chirper on the distaff side. Miss Tilton has sung with no band of national prominence since leaving Goodman, and the fact that she still retains her hold on the favor of the nation's campus athletes to her ability and the way she entrenched herself with the kids when she was with Benny.

Ella Fitzgerald slipped a bit as far as the collegians are concerned this year, settling into the sixth slot, after

Photo Finish

NEW YORK, April 28.—The number of male vocalists and their supporting sisters who enjoy varying degrees of popularity among the nation's ivy-covered educational halls comes to an even 70, and the distribution of that figure into the boys and the gals comes to an even even 35 apiece.

Whereas in former years the selections of the campuses participating in *The Billboard's* college music surveys have shown a decided advantage for the masculine warblers—such as last year's nominations for 40 tenorized singers, as against 30 fem chirpers (again, oddly enough, totaling 70)—this year the girls have increased their standing to the point where their number equals the men.

COLLEGIATE CHOICE OF FEMALE VOCALISTS

The college editors listed, in the same preferential order as in selecting orchestras, the female band vocalists most popular with the student body at their schools. Votes were tabulated for only those singers connected exclusively with dance orchestras, or for those whose reputations have been built as band vocalists.

Tabulation follows that of the orchestra—three points for the first choice, two for second, one for third, and proportionate division of points where the choice was divided between two vocalists.

Identification of the vocalist is indicated in parentheses.

Vocalist	Points for First Choice	Points for Second Choice	Points for Third Choice	TOTAL
GINNY SIMMS (Kay Kyser)	82.5	44	12	144.5
HELEN O'CONNELL (Jimmy Dorsey)	99	31	2.5	135.5
HELEN FORREST (Benny Goodman)	33	18	9	60
MARION HUTTON (Ez-Glen Miller)	42	10	5.5	57.5
MARTHA TILTON (Ez-Benny Goodman)	27	18	8	53
ELLA FITZGERALD (Band Leader)	9	16	11	36
Bonnie Baker (Oren Tucker)	13.5	18	4	35.5
Cornie Helms (Tommy Dorsey)	15	12	8	35
Dorothy Claire (Bobby Byrne)	9	10	4	23
Paula Kelly (Glen Miller)	6	2	—	8
Donna Day (Fred Waring)	3	4	1	8
Dolores O'Hell (Ez-Bob Crosby)	3	2	2	7
Dolly Dawn (George Hall)	—	4	1	5
Kay Little (Ez-Bobby Byrne)	—	4	—	4
Dorothy Quinn (Artie Shaw)	3	—	—	3
Anita Byers (Artie Shaw)	—	—	3	3
Irene Day (Ez-Gene Krupa)	—	—	3	3
Amy Arnell (Tommy Tucker)	—	2	—	2
Harriet Hilliard (Ozzie Nelson)	—	2	—	2
Ira Ray Hutton (Band Leader)	—	2	—	2
Bonnie King (Ez-Bob Crosby)	—	2	—	2
King Sikes (Alvin Karp)	—	2	—	2
Peggy Mann (Larry Clinton)	—	2	—	2
Maxine (Phil Spitalny)	—	2	—	2
Mary Ann McCall (Tommy Reynolds)	—	2	—	2
Anita O'Reilly (Gene Krupa)	—	2	—	2
Rose Anne Stevens (Ozzie Nelson)	—	2	—	2
Doris Day (Ez-Les Brown)	—	—	2	2
Dorothy Allen (Shep Fields)	—	—	1	1
Low Bell (Johnny Messner)	—	—	1	1
Jeanne D'Arcy (Johnny Messner)	—	—	1	1
Patty Garrett (Mitchell Ayres)	—	—	1	1
Mary Ann Mercer (Mitchell Ayres)	—	—	1	1
Maxine Moore (Helix Young)	—	—	1	1
Helix Young (Johnny Long)	—	—	1	1
NO CHOICE	54 schools	64 schools	88 schools	

Findings of Facts To Be Heard in AFM SS Case in Chicago

CHICAGO, April 26.—Further proceedings and a decision, if any, on the Griffith Williams test case involving payments

COMING UP . . .

COMING UP in next week's issue are the dance orchestras that collegiate America thinks are the most UP-AND-COMING—those among the newer crop of bands which are the most promising, the most likely to reach the top—the maestri who may be the MILLERS, DORSEYS, SHAWs, and GOODMANS of TOMORROW—in the important opinion of the college kids from Maine to California, who help create the big names of the band world. . . .

Not only do the nation's campuses nominate an heir presumptive to the band crown, but they tell WHY they hold the opinions they do hold. Be sure to learn who is the MOST PROMISING NEW ORCHESTRA, according to those who know, in next week's issue of THE BILLBOARD. . . .

of the Social Security taxes were postponed by Federal Judge Charles E. Woodward from yesterday to Monday (26), due to a crowded court schedule. The case will be heard in Federal District Court here, where the original evidence was taken five weeks ago.

Acting on suggestions made by Judge Woodward, attorneys for both the American Federation of Musicians, which is backing Williams's case, and for the government, the defendant, will present findings of facts Monday. Whether or not a decision will follow will depend on the understanding of the case by the judge.

The government contends that the band leader is the sole employer of his side men and is therefore responsible for Social Security taxes. The AFM claims that the leader is only a contractor and that these taxes should be paid by the establishment engaging the band.

General Samuel T. Ansell, AFM's general counsel in Washington, is in town conferring with Charles O. Randall, the plaintiff's attorney. Attorneys Paul Ziffria and Carl Masold represent the government.

Williams is seeking a refund of \$596.04 (and interest) he paid in 1938 under the Social Security Act.

OMAHA, Neb., April 26.—Eddy Dunsmore is now in California, third Vic Schroeder agency band to make the West Coast area since last November. Gene Pieper and Jimmy Barnett have preceded him. Dunsmore, in turn, will be followed by another VSA band, Larry Herman, who will spend six weeks on the Coast in June and July.

Orchestra Notes

By DANIEL RICHMAN

Of Maestri and Men

JACK EGAN severed his connections with Tommy Dorsey this week, and takes over the personal management of ALVINO REY and the KING SISTERS. Egan handed TD's publicity the past three years. . . . MARION HUTTON will not go back with Glenn Miller after she has her baby in July, despite printed rumors to that effect. . . . PAUL

WHITEMAN will be in Mickey Rooney's MOM flicker, *Shapody in Red, White, and Blue*, with Rooney playing a songwriter and PW his adviser. . . . Whiteman's All-American Band meanwhile is touring one-nighters in the South, and then goes into the Ches Paree, Chicago, May 23, for six weeks. . . . Hollywood after that. . . . DOBBY BYRNE is out of the hospital. . . . STUART WADE, new singer with the crew, which returns to Frank Dalley's Meadowbrook, Cedar Grove, N. J., May 27-June 22, fronted it on three one-nighters during Bobby's hospitalization. . . . FRANCIS DEVA, former Joe Prusotto (Philly) ork vocalist, now chirping the ditties with Sonny James's band. . . . The McGinnis restaurant interests have taken over Villaggio's at Sheepshead Bay, Long Island, and hope to turn it into another Glen Island Casino in the matter of building bands. . . . a network wire will be installed and an outfit is being sought to open about May 15. . . . MITCHELL

AYRES into the West End (N. J.) Casino June 28 thru Labor Day. . . . BEN BERNIE plays a dance at White Sulphur Springs, W. Va., May 24, for the National Association of Druggists' Convention, and picks up \$2,000 for the date. . . . Conny Island, Cincinnati, opens his gates May 24 with GEORGE HALL and DOLLY DAWY for the first nine days. . . . BEVERLY TWINE ork starts a three-month tour in Ohio territory for MCA this week. . . . JERRY WALD leaves Childs' Spanish Gardens, New York, Monday (28) for a month of New England one-nighting, then goes into the Mansion, Youngstown, O., May 29, for six weeks. . . . Wald starts another six-weeker July 12 at the Pier, Buckeye Lake, O. . . . hand has been hiked up to 16 pieces.

Coast Cacophony

GLENN MILLER recently purchased a ranch near Pasadena. . . . HERMAN (TRIGGERS) ALPHET, bass player with Miller, goes to the army June 1. . . . BEN POLLACK opens at Sherman's Cafe in San Diego April 30. . . . CHUCK FOSTER has been held over at the Biltmore Bowl, Hollywood, until September 1. . . . IRVING AARONSON and His Commanders will play one-nighters with the ANDREW SISTERS between pictures. . . . they open Piano Beach, Calif., May 7, following the Andrews trio's engagement at the Los Angeles Orpheum, which ends May 6. . . . tour ends the 15th, when the Andrews go to work on their fourth Universal picture. . . . RICHARD HEMBER plays Pacific Square, San Diego, May 9-10, and moves into the Los Angeles Paramount May 15 for a two-week

engagement. . . . then to the Universal lot for a flicker.

Atlantic Seaboard

BENNY GOODMAN checks out of his Memorial Day week-end stand at Steel Pier, Atlantic City, switch bringing in GUY LOMBARDO for May 30; JIMMY DORSEY, 31st, and BOB CROSBY, June 1. . . . SAMMY KAYE gets the July 4 stand, originally set for J. Dorsey. . . . JILL BARD, selected as Miss Opportunity by CLYDE LUGAS during his stay at the Benjamin Franklin Hotel, Philadelphia, joins the band for the singing chores at New York's Biltmore Hotel. . . . EDDIE McBRIDE brings his band to Bonanni's Cafe, Trenton, N. J. . . . TOMMY DORSEY finally gets the bid for the University of Pennsylvania famous Ivy Ball May 16 after much dickering and Tommy holding to his asking price of \$2,000 for the night.

Proser's Garden To Open With Goodman, Clinton, and Barnet

NEW YORK, April 26.—Monte Proser's Madison Square Garden dance-fest will open with Benny Goodman, Larry Clinton, and Charlie Barnet May 30, according to the latest info from Proser headquarters.

The Goodman ork is definitely signed, and Clinton and Barnet were scheduled to sign today. Each is for a two-week period. Original plan was to have one of the three opening orks a turntable outfit, but this will probably be held up until later on, when Chaves will fill that spot.

Music Corporation of America set Goodman and Barnet. General Amusement Corporation has Clinton, but Milton Pickman, general manager of the Proser Enterprises, is Clinton's personal manager, so current deal may be of Pickman's own making due to his Proser tie-up. Present plans for the Garden call for at least two name bands every two weeks throughout the summer.

WANTED FEATURED MALE VOCALIST

Prefer Doubling on Instrument.

Send Photo and Letter With Full Details.

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FEATURED BY—

LUCKY STRIKE HIT PARADE
BEN BERNIE
GUY LOMBARDO
FRANKIE MASTERS
THE MARTINS
FRED WARING, AND OTHERS

THE NIGHT WE MET IN HONOLULU

(Hawaiian Love Song)

FEATURED BY—

RAY KINNEY
GUY LOMBARDO
LANNY ROSS
KATE SMITH
LARRY CLINTON
KENNY BAKER, AND OTHERS

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(New Song Hit From Britain)

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The Billboard

MUSIC POPULARITY CHART

WEEK ENDING
APRIL 25, 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 50 most important phonograph operating centers in the country.

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

GOING STRONG

THERE'LL BE SOME CHANGES MADE (4th Week) Benny Goodman, Vaughn Monroe, Ted Weems.

IT ALL COMES BACK TO ME NOW (3th Week) Gene Krupa, Hal Kemp, Ted Weems.

AMAPOLA (4th Week) Jimmy Dorsey, Sammy Kaye, Connie Boswell.

OH, LOOK AT ME NOW (1st Week) Tammy Dorsey.

THE WISE OLD OWL (1st Week) Al Dunstun, Joe Reisman, Dick Robertson, Teddy Powell.

COMING UP

DOLORES. Tommy Dorsey, Bing Crosby.

THE BAND PLAYED ON. Guy Lombardo.

FRIENDLY TAVERN POLKA. Horace Heidt.

BOOGIE WOOGIE BUGLE BOY. Andrews Sisters, Woody Herman.

GOODBYE NOW. Horace Heidt.

I UNDERSTAND. Jimmy Dorsey.

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

DO I WORRY? Tammy Dorsey, Ink Spots.

UNTIL TOMORROW. Sammy Kaye.

I'LL BE WITH YOU IN APPLE BLOSSOM TIME. Andrews Sisters.

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, Bloomingdale Music Shop, Liberty Music Shop; Vee Jay Music Shop; Casey Music Shop. Boston: Damon Music Co.; The Melody Shop; Mosier Music Co., Inc.; Buffalo: Whittman Music Shop; Broadway Music Shop; Atlantic Record Shop; Pittsburgh: Volkwein Bros., Inc.; Philadelphia: Ted Burke, Inc.; Waynesburg Co.; Co-Operative Music Co.; Washington: George's Radio Co.; Los Angeles: The Map Co.; The Record Shop; Charles E. Wells Music Co.; San Francisco: Bickel-Bishard; Record Dept., Portland, Ore.; Meier & Frank Co.; J. K. Oll Co.; Los Angeles: Bickel-Bishard; Southern California: Music Co.; Hollywood House of Music; San Francisco: Schwabacher-Frey; Quigg Music Co.; Chicago: Sears, Roebuck & Co.; Marshall Field; Wurlitzer; Lyon & Healy; Garrick Music Shop; Goldstein Bros.; Cincinnati: Home Shop; Wichita Co.; Houston: Wurlitzer Co.; Birmingham, Ala.: Chilton Music Shop, Milwaukee: Schuster's Record Library (Ed Deam); Broadway House of Music; J. B. Bradford Piano Co.; Des Moines: Des Moines Music House; Davidson Co., Detroit: Wurlitzer's; Orinoid Bros., Kansas City, Mo.: Music Box. St. Louis: American Co. of Music; Funtun & Barr. St. Paul: W. J. Dyer & Son; Mayflower Novelty Co.; Cleveland: Halls Bros. Co.; Springfield, Mo.: L. E. Lantz Music Co.; Birmingham: Robert's Radio Service Shop; E. H. Forbes & Sons; Marchant Sales Co.; Louis Pierce Day Goods Co.; Atlanta: Cox Prescription Shop. Raleigh, N. C.: James E. Thiem; C. H. Stephenson Music Co.; Miami: Richards Store Co.; Burlington, Ind.: New Orleans; Louis Greenwald Co., Ind.; O. Rehrmer, Inc.; Fort Worth, Tex.: McCoy's; Kenville Bros.; Furniture Co.; San Antonio: Thomas Azuna; Alamo Piano Co.; San Antonio Music Co.

NATIONAL		EAST		WEST COAST	
POSITION Last This Wk. Wk.	1. 2. 3. 4. 5. 6. 7. 8. 9. 10.	POSITION Last This Wk. Wk.	1. 2. 3. 4. 5. 6. 7. 8. 9. 10.	POSITION Last This Wk. Wk.	1. 2. 3. 4. 5. 6. 7. 8. 9. 10.
1	AMAPOLA —JIMMY DORSEY	1	Amopola —Jimmy Dorsey	1	Amopola —Jimmy Dorsey
2	OH, LOOK AT ME NOW —TOMMY DORSEY	2	Oh, Look at Me Now —Tommy Dorsey	2	New San Antonio Rose —Bing Crosby
3	DOLORES —BING CROSBY	3	Apple Blossom Time —Andrew Sisters	3	Oh, Look at Me Now —Tommy Dorsey
4	GOODBYE NOW —HORACE HEIDT	4	Dolores —Bing Crosby	4	Dolores —Bing Crosby
5	APPLE BLOSSOM TIME —GUY LOMBARDO	5	Goodbye Now —Horace Heidt	5	Boogie Woogie Bugle Boy—Andrew Sisters
6	ALEXANDER THE SWOOSIE —KAY KYSER	6	Intermezzo —Wayne King	6	Music Makers —Harry James
7	INTERMEZZO —WAYNE KING	7	I Understand —Jimmy Dorsey	7	I Hear a Rhapsody —Charlie Barnet
8	TONIGHT —XAVIER CUGAT	8	Tonight —Xavier Cugat	8	Anvil Chorus —Glenn Miller
9	EVERYTHING HAPPENS TO ME —TOMMY DORSEY	9	Let's Get Away From It All —Tommy Dorsey	9	Standout —Artie Shaw
10	EVERYTHING HAPPENS TO ME —TOMMY DORSEY	10	The Band Played On —Guy Lombardo	10	Apple Blossom Time —Andrew Sisters
		MIDWEST		SOUTH	
		1	Amopola —Jimmy Dorsey	1	Amopola —Jimmy Dorsey
		2	Goodbye Now —Horace Heidt	2	Dolores —Bing Crosby
		3	Do I Worry? —Tommy Dorsey	3	Oh, Look at Me Now —Tommy Dorsey
		4	Oh, Look at Me Now —Tommy Dorsey	4	Blue Flame —Woody Herman
		5	The Band Played On —Guy Lombardo	5	Apple Blossom Time —Andrew Sisters
		6	Alexander the Swosie —Kay Kyser	6	Alexander the Swosie —Kay Kyser
		7	Intermezzo —Benny Goodman	7	Tonight —Xavier Cugat
		8	Intermezzo —Wayne King	8	There'll Be Some Changes Made —Benny Goodman
		9	Everything Happens to Me —Tommy Dorsey	9	The Band Played On —Guy Lombardo
		10	Tonight —Glenn Miller	10	Everything Happens to Me —Tommy Dorsey

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

This compilation is based upon reports received from the following sheet music jobbers and dealers of their 10 best selling songs of the past week. New York City: Music Dealers' Service, Inc.; Adley Music Supply Co.; Pittsburgh: Volkwein Brothers, Inc.; San Francisco: Pacific Coast Music Jobbers; Norman, Okla. & Co.; Los Angeles: Moris M. Friedman, Inc.; Seattle: Capitol Music Co.; Portland, Ore.: Elders Music Co.; Chicago: Lyon & Healy; Carl Fischer, Inc.; Gennep Ringed Music Co.; A. C. McClurg, St. Louis: B.G. Tenth Music Supply Co.; Kansas City, Mo.: Jenkins Music Co.; Detroit: Grinnell Brothers; San Antonio: Cuban Piano Co.; Phoenix, Ariz.: Dawson Music Co.

NATIONAL		EAST		WEST COAST	
POSITION Last This Wk. Wk.	1. 2. 3. 4. 5. 6. 7. 8. 9. 10.	POSITION Last This Wk. Wk.	1. 2. 3. 4. 5. 6. 7. 8. 9. 10.	POSITION Last This Wk. Wk.	1. 2. 3. 4. 5. 6. 7. 8. 9. 10.
1	AMAPOLA	1	Amopola	1	Amopola
2	WISE OLD OWL	2	Wise Old Owl	2	Wise Old Owl
3	WALKING BY THE RIVER	3	Walking by the River	3	New San Antonio Rose
4	NO. 10 LULLABY LANE	4	No. 10 Lullaby Lane	4	Oh, Look at Me Now
5	DO I WORRY?	5	Do I Worry?	5	Oh, Look at Me Now
6	MY SISTER AND I	6	My Sister and I	6	Walking by the River
7	NEW SAN ANTONIO ROSE	7	Georgia on My Mind	7	Georgia on My Mind
8	OH, LOOK AT ME NOW	8	Goodbye Now	8	Georgia on My Mind
9	GEORGIA ON MY MIND	9	Intermezzo	9	New San Antonio Rose
10	THERE'LL BE SOME CHANGES MADE	10	There'll Be Some Changes Made	10	There'll Be Some Changes Made
11	DOLORES	11	Dolores	11	There'll Be Some Changes Made
12	MARIA ELENA	12	The Things I Love	12	Do, Do, Do You!
13	GOODBYE NOW	13	Friendly Tavern Polka	13	Walking by the River
14	I'LL BE WITH YOU IN APPLE BLOSSOM TIME	14		14	Meet the Moon
15	INTERMEZZO	15		15	My Sister and I
		MIDWEST		SOUTH	
		1	Amopola	1	Amopola
		2	Wise Old Owl	2	No. 10 Lullaby Lane
		3	Do I Worry?	3	Wise Old Owl
		4	Maria Elena	4	Oh, Look at Me Now
		5	Walking by the River	5	Tonight
		6	New San Antonio Rose	6	Georgia on My Mind
		7	There'll Be Some Changes Made	7	New San Antonio Rose
		8	No. 10 Lullaby Lane	8	There'll Be Some Changes Made
		9	My Sister and I	9	I, Do, Do You!
		10	Georgia on My Mind	10	Walking by the River
		11	Oh, Look at Me Now	11	Meet the Moon
		12	You Are My Sunshine	12	My Sister and I
		13	Dolores	13	Because of You
		14	Intermezzo	14	Do I Worry?
		15	Goodbye Now	15	Alexander the Swosie

SONGS WITH MOST RADIO PLUGS

The following are the 20 leading songs on the basis of the largest number of network plugs (WZZ, WJAZ, WABC, WADJ) between 8 p.m. and 1 a.m. weekdays and 8 a.m. to 1 p.m. Sundays for the week ending Friday, April 25. Independent plugs are those recorded on WOR, WJAZ, WMCA, WINA. Plug times are designated as "P," musical production centers as "M."

Position Last This Wk. Wk.	Title	Publisher	Plugs Nat. Int'l.
1	DO I WORRY?	Melody Lane	25 3
2	MARIA ELENA	Southern	25 3
3	WISE OLD OWL	BMI	24 4
4	AMAPOLA	E. S. Marks	21 12
5	MY SISTER AND I	BMI	21 2
6	TWO HEARTS THAT PASS IN THE NIGHT	E. S. Marks	18 4
7	THERE'LL BE SOME CHANGES MADE	E. S. Marks	17 4
8	THINGS I LOVE	Campbell	17 3
9	TIME AND TIME AGAIN	London	17 —
10	IT ALL COMES BACK TO ME NOW	BMI	16 4
11	NUMBER 10 LULLABY LANE	BMI	15 4
12	OH, LOOK AT ME NOW	Embassy	14 18
13	WALKING BY THE RIVER	BMI	14 11
14	HIGH ON A WINDY HILL	BMI	13 3
15	SOUTH OF NORTH CAROLINA	Porgie	13 2
16	I HEAR A RHAPSODY	BMI	12 3
17	TONIGHT	Southern	12 2
18	YOU'RE THE ONE	BMI	11 7
19	YOU WALK BY	BMI	10 5
20	FRENCH	Southern	10 5

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—Fax Tone; W—Waltz; VC—Vocal duets; V—Vocal recording.

By DANIEL RICHMAN

DEAN HUDSON (Okeh 3143)

Red River Valley—FT. Can't You Tell—FT. VC.

HUDSON, whose versatile crew is familiar to dancers up and down the Atlantic Coast, and particularly through the Southern territory, here cuts his first sides for Okeh, and comes up with a pair of jump tunes that don't show off the band's flexibility to its best advantage, but that do impress very favorably within their own limitations. It is curious that no record company has picked up Hudson before this, inasmuch as his Eastern seaboard popularity has been conditioned not only by his location and one-night appearances, but also by a limited network radio commercial that has carried the ock's music into a number of homes over the past year.

Dean has a group that could be described as a miniature Fred Waring set-up, with versatility the aggregation's main stick-in-trade. These sides don't demonstrate that, and it would have been wiser to restrict the ragtime rhythm stuff delivered here to one side, allowing something different to occupy the reverse. Both tunes are similar, and the only large difference between the sides is Ruth Vale's vocal on the second one; companion piece is instrumental throat.

But if Dean so far hasn't had a chance to spread himself on wax, he at least does what he has to here extremely well. The band shows a fine drive and beat, and the sectional work is clean and precise. Scores in particular rate a couple of bows. The scoring makes every bar listenable, and the rhythmic lift engenders a high degree of danceability, thus answering two major demands made of any record.

These sides, as well as future Hudson pressings, should sell, if not in a sumptuously national way, certainly in the territories that know Dean and his outfit, and that have always liked his clean, capable, and interesting approach to varied types of dance music.

JOE MARSALA (Decca 3715)

Bull's Eye—FT. Slow Down—FT.

ANOTHER debut occurs on the Decca label this week, with Joe Marsala's first record release. Marsala is one of the figures in jazz who have helped to prove that there is much more to it than just a lot of noise, and his virtuosity is well displayed on this initial wax starter. The commercial aspects of this disk don't match the artistic angles, for the simple reason that Marsala's name value is all among the general run of record buyers. There will be, of course, a good number of people who will want this, and subsequent Marsala releases, but they are the jazz intellectuals who comprise a small minority of the main body of average disk fans.

One thing makes this stand out as being different from the customary excellent jazz pressings released in varying quantities each week. That is Adelle Gerard (Mrs. Marsala) and her splendid and supremely effective harp work. Just the mere presence of harp plucking on a pop record is unusual enough in itself to attract attention, but when the instrument of the angels is used for the delineation of intricate jazz patterns—and used superbly—it will be a matter for amazement to those who may never have heard of Marsala and his talented wife. If Joe can get over the handicap of not being widely known among average platter fanciers, and of playing non-commercial swing tunes, Miss Gerard's harp will be the thing that will establish this crew on wax. Which is not to take away from the general excellence of Marsala's clarinet work, and the fine solo stints taken by his sidemen, or the good lift and scoring of these sides, but no other recordings can boast of featured harp playing, and if interest is to be generated here, that's what will do it.

Bull's Eye, with its fast tempo and its interesting themes, is one of the better numbers in the Marsala repertoire, and *Slow Down* affords effective contrast with its medium beat and reflective rather than festive mood. And over and above it all is Miss Gerard's performance, which, rather than being an insult to a classical instrumental, lends new meaning and life to it.

HERBIE HOLMES (Okeh 6133)

Love Me a Little Little—FT. VC. Ida, Sweet As Apple Cider—FT. VC.

THIS THING was premiere of the week comes from this Midwest band, which shows promise as a recording outfit. The accent is on the vocal department here, especially on the second side, which displays the talents of the Cromwell Sisters, as well as the voice qualifications of the maestro himself. What goes on on both sides is as commercial as Joe Marsala's first effort is not, but by the same token what it offers rest students of jazz and dance music is very little.

Holmes enjoys a pretty fair amount of popularity in his Midwest balliwick, and it's in that section that this and other of his recordings will sell. Besides the ready-made audience for these sides, there is about them a slight aura of occasion—always present, but unmistakable at times—that also presents good sales possibilities. Fiddles lead smoothness, and there is a fair amount of beat and intensity built into arranging in spots. On B side the tempo is booby without too much solid rhythmic lift, but it's lively and danceable enough, and one passage offers a nicely listenable sax ensemble.

On the A side, Lovemore, of the Cromwells, has a lengthy vocal to herself, taking it in an intimate style that isn't bad. *Ida* showcases the three singing sisters, with Holmes for an added vocal solo, and the whole is pleasant and, in one spot, humorous. In 1940, these sides are not too exciting, but they probably won't be too hard to sell.

MEREDITH WILLSON (Decca Album Set No. 219)

An Album of Modern American Music—Two 10-inch and three 12-inch records.

Another Decca grouping takes advantage of the national defense effort and the Americanism it has engendered by incorporating an interesting conglomeration of musical styles, all prefaced by the word American (American Waltz, American Arabesque, American Minuet, American Nocturne, and so on), and by American writers such as Peter de Rose, Morton Gould, Harold Arlen, Duke Sinner, Ferde Grofé, and several others. Willson's orchestra has long since proved its capabilities on numerous radio shows, and here it does an admirable job on compositions of varied degrees of merit. Complete compe excellence, tho, is beside the point in an album that is visually attractive, titillatingly interesting, and musically effective.

(See ON THE RECORDS on page 17)

On the Stand

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

club and ballroom locations and one-nighters. potential commercial value of the band, as well as its musical quality.

Little Jack Little

(Reviewed at Ballroom of States, Hamlet's Million-Dollar Pier, Atlantic City)

IT'S still a cheerful little earful that Little dishes out for the dancing delight. Combo is closely knit, the component units blending among themselves and with each other to make thoroughly enjoyable terp juice. Carries the torch for no distinct style, not even letting his own pianology dominate the set-ups. Rather, emphasis is on the rhythmic dance beat, accentuating the melodic content of the current pop fare offered.

Equally adaptable for hotel or ballroom, stand holds four saxes, three brass, and piano, bass, and drums. Little divides his attention between the batoon out front and the second piano for the featuring of the flowery arpeggios that have long characterized his brand of swingmaking. In addition, gives "whispering" voice to the song lyrics. Piano and song specialties mostly Little originals.

For the more orthodox swing setting, and selling it as well as she looks, is blond and beautiful Katherine Quinn, Ovedenker.

Dick Shelton

(Reviewed at the Turnpike Casino, Lincoln, Neb.)

FROM the University of Illinois, by way of the Pitch Bandwagon summer orchestra hunt in 1939, Shelton has an organization which has penciled quite a moderate name for itself in so short a time.

Wax abounds all over the disk, and the freshness that goes with the youngish personnel. Set-up includes three rhythm, three saxes, two brasses, and two fiddles, with Gloria Gilbert and Skip Farrel as the vocalizing adjuncts.

Not present in the crew, Johnny Paddock has stocked the library with all manner of jazz treatments. He gets a great degree of the listenable and the danceable, ranging from rumbas to waltzes, and incidental turn-crumping for comedy vocal timing.

Miss Gilbert has a forceful, strong voice, which she surrounds by nice personal unobtrusiveness and trickery with the eyes. Farrel is equally powerful in the tonal region. They solo modestly, but team up once in a while, with Shelton for threeing.

Paul Paddock, a shining clarinetist, and Dick Elliott, quite some hide-pounding, are the orchestral workmen. Ed Brady is a good pianist, too.

Old/field.

Bob McGrew

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

EMPLOYING solid phrasing which brings out the fullest effects possible with his limited instrumentation, McGrew offers a brand of dance music superior to most outfits of its type to be heard in this area. Crew measures up four saxes, trumpet, piano, bass, and drums, with McGrew playing an occasional fiddle solo. Outfit also carries

two vocalists, which boosts total personnel to 11. Neat appearance and behavior on the stand makes for perfect decor for swank locations. However, the boys possess an ability to cut capers on several novelty tunes and numbers which stack up as good entertainment.

McGrew plays fine solo fiddle which contrasts ear-earingly with the solid reed section, which, incidentally, is uncommonly sharp. The lone horn, played by Arney Liddell, is kept open a lot, but when muted is not chipped. Reeds also double clarinets, fourth stick being a bass, which produces a mellow pleasing effect. Additional doubles on cello and celeste also add variety to the band's dance music.

For novelties McGrew offers Calypso tunes as well as comic routines similar to those of the Southern Bunnies Bunch, cute fern vocalist, handles both rhythm tunes and ballads, while crooner Dick Hyde's pleasing capable voice is confined to the slower ditties. Liddell sings comedy songs.

Chuck Foster

(Reviewed at Hillmore Club, Los Angeles)

RETURNING here after a year's absence, Foster's orchestra is again a favorite of the Southern California clientele. Last time he played here it was a seven months' engagement, and it looks as tho it may be that long or longer this time.

Fronting the ock in a suave manner, Foster is the kind of leader who can get the most out of a band. He uses three instruments per section. Sometimes he augments the reed section by taking up a clarinet or sax. Featuring sweet music, he aims his staff at the dancers.

While Foster does a bit of nice vocalizing through the evening, the assignments are carried out by Jimmy Castle and the Three D's, including Dorothy Brandon, femme singer, Dick Arant, and Don Crawford, Harold's Pruden, pianist, get a solo now and then and does a swell job of it. Castle handles novelties.

Abbott.

Jimmy James

(Reviewed at Beverly Hills Country Club, Newport, Ky.)

MUSICALLY and in appearance this is one of the likeliest dance and show combos to come out of the Cincinnati musicians' local ranks in some time. It measures up well with most of the name bands that usually inhabit this swank niter.

It's a sweet, smooth-working outfit made up of three rhythm, five brass, and four reed, the rhythm and brass showing exceptionally well. Arrangements are apart from the cut and dried, and several built around novelties and hits of by-gone days are real attention-getters. While the sweeter ditties have the edge, James puts the boys thru the paces on occasional swingers and the Latin-type stuff to make for greater variety. Leads beat out a catchy dance tempo and maintain good balance and tone on all their stuff. Their work on the show stands is above par.

Handsome James shows up well out front and holds down the male warble end in good style. Betty Bonney, late of the Manny Prager crew, is a funnet looker with a good voice and a knack for song selling.

Sachs.

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

Mike Riley

(Hour Glass, Newark, N. J., Mutual Network, Tuesday, 11-1-30 a.m.)

STRICTLY a live session makes up this half hour. Riley and his six-piece combo jam over some swing classics, current pops, and ballads. Vocals are worked into nearly every tune by either Riley himself or Marianne Miller or both. Ock's singing is along set lines, and he right down the groove set up by the ock. Riley's "mossing" style is not every two or three bars. The maestro should stick solely to his trombone, on which he does a very good job.

For a small outfit, stuff produced is

solid and unorthodox enough musically to make it interesting to the average listener. Selections used on this show made up a varied bill of fare, which helped, too.

Blue Barron

(Edison Hotel, New York, NBC Blue Network, Tuesday, 11, 11-30 p.m.-12)

REMOTE was exceptionally easy on the Riley crew, but the section of the library played was top-heavy with hit-parade numbers. Latter angle didn't fit in very well with Barron's tag of "music of yesterday and today." Ock's work musically, tho, is sweet, smooth, and bring-

ing with commercialism. The arrangements are 100% too different, but this band gets much more out of them than would be the case with most. Barron uses the singing song title gag for the pops, which, altho lacking in originality, is nevertheless employed very well here.

Much vocalizing is a part of the show. Jimmy Brown, Charlie Fisher, and Hiss Carlyle handle it individually and collectively. All do okeh jobs as band lyric peddlers. Barron does a good bit of the instrumenting himself, and does a better job than most of the radio clan. Nine numbers were played by the ock on stand tonight, which is a couple above the average on most half-hour remotes. It's good music, and this particular string was well done from a continuity standpoint.

7,436,000 ASCAP SHEETS

ASCAP Releases First Figures On Song Sheet Sales—26 Tunes

NEW YORK, April 26.—For the first time in its history ASCAP has today released post-up royalty figures on volume of sheet music sales of nine of the publisher members. List included 26 songs, and number of per piece sales given for each corresponds to the number of sheet copies on which ASCAP has collected the royalty coin. Reason for this revelation at present is to offset similar figures released a couple of weeks ago by BMI. ASCAP claims that the song sale totals that it has now made public show definitely that ASCAP is still the hottest medium for the sheet stuff.

Comparative examples taken from each org's list does show a wide breach between sales, but many extenuating circumstances, such as time elements and selectivity, tend to close this gap somewhat. For instance, Shublo, Berry's reports that *South of the Border* has to date sold 750,000 sheet copies. BMI's *I Hear a Rhapsody* shows a sale total of 200,000 copies, but has only been on the counters a little over four months. On the other hand, Miller Mu-

sic's ASCAPer, *Down Argentine Way*, which more nearly approximates *I Hear a Rhapsody* in age, has to date shown a total of only 130,000 sheet sales.

Two outside angles influence these comparisons, however, and give ASCAP a better argument in one and BMI in the other. In the case of ASCAP's *South of the Border*, the publisher had not only the advantage of air plugs but also the "cream" months for sales. Most publishers figure that the bulk of sheet sales for any one song come in a four-month period. However, this may not, and often is not, the first four months that a song is off the press. Some ditties have been known to hit those crucial four months a year after they have been published. Thus, it can be concluded that *South of the Border* had had its peak in sheet sales, but in the case of BMI's *I Hear a Rhapsody* it can be argued that the song is still in a peak stage as far as counter sheet sales are concerned.

BMI points, too, to the fact that in

recent weeks it has spread the radio plugs over a greater number of songs, to rid itself of the stigma of being too repetitious on any one song. For that reason, BMI says, sheet sales have necessarily dropped somewhat on individual tunes.

In the comparison of ASCAP's *Down Argentine Way*, with 130,000 sales, to BMI's 200,000 for *I Hear a Rhapsody*, the same outside forces are at work. The ASCAP tune has not had the advantage of air plugs, while BMI's has. Secondly, the gamut yet to be run by each on counter sales is still anybody's guess.

Fact remains that ASCAP's big point is that it can run up totals like 900,000

on a tune such as *God Bless America*, while BMI is still only able to roll up a 300,000 marker while holding the air lanes almost exclusively. To what degree the youthfulness of BMI tempers this situation is still in the realm of conjecture.

Other figures culled from the ASCAP list released first to *The Billboard*, include *Gold Mine in the Sky*, over 400,000; *My Prayer*, 300,000; *Chapel in the Moonlight*, 600,000; *Beer Barrel Polka*, 500,000; *Deep Purple*, 400,000; *Scatterbrain*, 440,000; *Little Sir Echo*, 400,000; *In an Old Dutch Garden*, 218,000; *The Angels Sing*, 200,000, and *Woodpecker Song*, 223,875. Total number of sheets listed for the 26 songs came to 7,436,000.

Spivak Big in Bridgeport With \$2,023; Other One-Night Grosses

BRIDGEPORT, Conn., April 26.—Charlie Spivak, in his first Bridgeport appearance last Sunday (20) at the Ritz Ballroom, drew a swell crowd of 2,380 persons, the third largest draw of any band here this season, surpassed only by Jimmy Dorsey, 2,750 persons, September 15, and the McFarland Twins, 2,450, November 26. Admish for Spivak was tpped to 85 cents, making a gross of \$2,023. Spivak drew particularly strong competition from the local Loes-Poll-Lyric Theater, where Horace Heidt held forth for six performances. At the near-by Arena in New Haven Tommy Dorsey was breaking records.

PORT WORTH, Tex., April 26.—Kay Kyser drew 6,500 persons on two appearances here last Saturday (19), one of the largest turnouts ever given a single attraction. Kyser gave a concert at Municipal Auditorium prior to a dance at Casino Park on Lake Worth. Admissions ranged from 75 cents per for the concert to \$1.50 per for the dance.

AUBURNDALE, Mass., April 26.—Vincent Lopez drew 3,950 persons to the Tolem Pole Ballroom last week with tickets at \$1.35 per couple. He drew 2,980 on Friday (18) and fol-

lowing night ballroom was sold out with 3,000 persons. Gross for two nights was a juicy \$2,949.

It was the second largest week-end of the season, and raised by only \$300 the record set by Larry Clinton a few weeks ago.

LINCOLN, Neb., April 26.—Sterling Young propped up R. H. Paulley's Turnpike Casino bank balance last week when at 55 cents top per person he stuffed \$225 in the till on his three days (18-20). Young was making his first appearance here and the take was above the average of the more regular repeaters.

Hank Winder's new band, at 25 cents per and with a Sunday "sweetheart night" (gate free if accompanied), had a good crowd, and not bad money, \$225. It was a two-day stand at the Pla-Mor (19-20). Mrs. Matt Kobalzer's spot.

BOSTON, April 26.—Red Nichols set up some neat grosses during a week's visit to this section. Monday (14) he played the Baymor Ballroom, first time in years spot has been open on Monday, and 500 persons reponated at 65 cents for gents and 65 cents for ladies. Gross was neat \$300. Tuesday and Wednesday Nichols was coupled with the Beverly Twins at the Baymor-Playmor. Five hundred and fifty persons Tuesday and 600 Wednesday combined for a fair take of \$590.

Friday (18) Nichols played Boston College Junior Prom at the Hotel Stratler. With tickets at \$0.50, he drew 350 couples for a swell \$9,080. Saturday at the Baymor 2,270 persons paid the 65-35 figure to bring in a total of \$1,322.

DESS-MOINES, Ia., April 26.—Business very spotty at Truman Ballroom here, with Herbie Kay grossing \$675 Tuesday (22), with 1,100 customers, despite rainy weather.

Bobby Ortega last Saturday (19) pulled in 900 dancers for a \$405 gross, and Bernie Sternberg next day (20) had 1,200 customers on "beat-the-clock" night.

Low Gray's Musical Bees Starter at Rustic Cabin

NEW YORK, April 26.—New York, Low Gray and His Musical Bees, works its first engagement starting Sunday (4) at Rustic Cabin in Brookwood Circle, N. Y. Curtis will do an 18-day stretch at the spot, while Alvino Rey's band ducks out over that period. Gray's band is only six months old and has no office affiliation yet. It's a 14-piece. Leader at one time worked 10th bands for Earl Carroll. Rev returns for a repeat run after Gray's 18 days.

HEY, LOOK MUSIC MAKERS MAKE MERRY

JIMMY DORSEY - GUY LOMBARDO
VINCENT LOPEZ - HARRY JAMES
GENE KRUPA - BLUE BARRON
FRANKIE MASTERS

FLETCHER HENDERSON - CHIQUITO

With Their Bands and Vocalists Are Swinging for the Music Guys at Their

7TH ANNUAL GALA AFFAIR

SUNDAY NIGHT AT MANHATTAN CENTER

For the Time of Your Life, Bring Your Girl or Your Wife.

Make Merry With the Music Makers. Lots of Surprises. It Is Only a Dollar. Proceeds for Relief Fund.

MANHATTAN CENTER

34TH STREET AND 8TH AVENUE, NEW YORK, N. Y.

SUNDAY, MAY 4, 1941, FROM 8:30 P.M. UNTIL (?)

Harry Moss Handling Bunny Berigan Band

NEW YORK, April 26.—Harry Moss, Music Corporation of America exec, has temporarily taken over the Bunny Berigan ark, putting the trumpet-toting maestro on a weekly allowance and using the rest of the money earned on dates to pay off Berigan's creditors, including the American Federation of Musicians and the U. S. Government on taxes due. Berigan signed the agreement with Moss this week after some of Berigan's side men threatened to quit because of a lapse of a salary pay-off.

It's the second time in the past few years that Berigan has found himself in financial hot water. Pict ducking was in Chicago, when James C. Petrillo, then prey of Chi Local 10, took over Berigan's purse strings to pay off the boys in the band and other creditors. Petrillo even appropriated the entire price given the band on a New York theater engagement at that time. Since then Berigan has been able to whitish down most of that debt, but now finds himself with a few more. Moss says that the band has been doing a good job for MCA clients, and he feels that with this arrangement between him and Berigan the latter will be out of the hole in another year.



Held over 3rd Month
Pianist • Composer • Arranger

PAUL

BARON

and his ORCHESTRA

at the ESSEX HOUSE
NEW YORK

Also Conducting the

ILKA CHASE "LUNCHEON at the WALDORF"

Program

for CAMEL CIGARETTES

SATURDAYS 1:30-2:00 P.M. OVER WJZ
BLUE NETWORK — COAST TO COAST
DIR.: WILLIAM MORRIS AGENCY

(Routes are for current week unless so stated in parenthesis.)

A
Alba, Vic. (Comoros) Chi. h.
Adams, Charlie. (Sherman) Chi. h.
Aguiar, Eduardo. (Billmore Bowl) Los Angeles, ca.

B
Barker, Art. (Warwick) NYC, h.
Barker, Ralph. (Southern Mansion) Kansas City, Mo.
Barot, Charles. (Sherman) Chi. h.

C
Cahill, Billy. (Tampa Terrace) Tampa, Fla. h.
Almeria, Dan. (El Chino) NYC, h.
Alma, Bob. (Arcadia Club) Canton, O., no.
Allen, Henry. (Rocky Top) NYC, no.

D
Davis, Eddie. (La Buis) NYC, no.
Davis, Milton. (Rainbow Room) Washington, D. C.
Daw, Freddy. (Merry Gardens) Chi. h.

E
Eckes, Charlie. (Rainbow Room) Long Beach, Calif. h.
Ekins, Skinnay. (Wildfire Bowl) Los Angeles, no.

F
Fahnestock, Teddy. (Park Recreation Parlor) St. Paul, no.
Fenn, Eddie. (El Hat) Chi. h.

G
Garber, Jack. (Palmer House) Chi. h.
Gard, Glenn. (The Ritz) Chi. h.

H
Hallett, Max. (N. Y. Univ.) NYC 2; (Metropolitan) St. Petersburg, Va.
Harris, Jack. (La Canga) NYC, no.

I
Irwin, Marty. (Churchill Tavern) Pittsburgh, Pa.
Ivins, Dan. & His Musical Waves. (Orlando) Decatur, Ill. h.

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

K
Kahn, Dick. (Astor) NYC, h.
Kaye, Ray. (Cuba Charlie) Baltimore, no.
Kaufman, Sam. (Coca-Cola) NYC, h.
Kearney, Tom. (The Ritz) Chi. h.

L
Laska, Sol. (808 Club) Chi. h.
Lester, Frank. (Columbia) New Rochelle, N. Y.
Lewin, Leo. (Siberian) NYC, h.

M
McCune, Bill. (Hastler) Buffalo, h.
McLain, Connie. (Limo) NYC, no.
Madden, Bill. (Traymore) Atlantic City, h.

N
Nagle, Freddie. (Dee Mar Club) Santa Monica, Calif.
Noble, Ray. (Orpheum)avenport, Ia.
Noyes, Art. (Bordewick's) Tuckahoe, N. Y.

O
O'Brien, Tom. (The Ritz) Chi. h.
O'Connell, Tom. (The Ritz) Chi. h.

P
Page, Paul. (Hollywood) Jackson, Miss. h.
Patterson, Tom. (The Ritz) Chi. h.

Q
Quartell, Frank. (Colosimo's) Chi. h.
Quinn, Tom. (The Ritz) Chi. h.

R
Ramsay, Tom. (The Ritz) Chi. h.

S
Sawyer, Tom. (The Ritz) Chi. h.

T
Tucker, Orrin. (Aragon) Chi. h.

U
Ussell, Dave. (Albham) Chi. h.

V
Vance, Tom. (The Ritz) Chi. h.

W
Wald, Jerry. (Child's Spanish Gardens) NYC, no.

X
X... (The Ritz) Chi. h.

Y
Young, Eddie. (Greyhound) Detroit, h.

Z
Z... (The Ritz) Chi. h.

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

Bands on Tour—Advance Dates

BILLY BAER: Coronado Theater, Rockford, Ill., April 29-30; Palace Theater, South Bend, Ind., May 1; Rialto Theater, Joliet, Ill., 4; Orpheum Theater, Madison, Wis., 13-14; Capitol Theater, Davenport, Ia., 16-19; Paramount Theater, Cedar Rapids, Ia., 23.
BOBBY BYRNE: Trianon Ballroom, Toledo, O., May 1; General Motors Building, Detroit, 2; Masonic Temple, Detroit, 3; Trianon Ballroom, Cleveland, 4; Duke University, Durham, N. C., 10; Totem Pole Ballroom, Aburdennd, Mass., 30 (week); Meyers Lake Park, Canton, O., July 20; Eastwood Gardens, Detroit, 23 (week).

ANSON WEEKS: Forty-and-Eight American Legion Armory, Monmouth, Ill., 1; Memorial Hall, Racine, Wis., 2; Red 7; of the Yards Council, 10th Engineers' Armory, Chicago, 3; Queens Ball Strawberry Festival, Humboldt, Tenn., 8; National Guard, Turner Hall, Belleville, Ill., 24.
JIMMIE LUNCFORD: Labor Temple Ballroom, Louisville, Ky., May 8; Palais Royale, South Bend, Ind., 7; Rainbow Ballroom, Denver, 17; University of Colorado, Boulder, 13; Wandermers Ballroom, Idaho Falls, Idaho, 18.
BOB STRONG: Northwestern University, Evanston, Ill., May 8; De Paul University, Chicago, 16.
CLYDE MCCOY: Kemp Theater Circuit in North and South Carolina, May 6-19; Beverly Hills Country Club, Newport, Ky., 23-26 June 5; Mushleback Hotel, Kansas City, Mo., 7-19; Meadowbrook Country Club, St. Louis, 2-7 July 2.

PW Attracts 600 in Macon

MAISON, Ga., April 25—Approximately 600 tickets were sold for the concert and dance of Paul Whiteman at the Shrine Mosque here last week. Tickets brought \$1.25 each advance and \$1.50 at the door. Event was held in the Mosque ballroom, although usually concerts are held in Municipal Auditorium, and it was in the nature of an experiment. Sponsors were the degree team of Al Shakh Temple, which made a small profit.

Local 802 Cold On Equity Plan For Stude Shows

NEW YORK, April 26.—Local 802 of the American Federation of Musicians will not be represented at the first meeting Friday (2) of the Central Control Board governing special matinees of legit shows to be given for high school students, with the admission price set at 25 cents.

All the unions involved in this plan, originated by Alfred Harding, editor of *Equity Magazine*, have oked the plan with the exception of the musicians.

The Central Control Board consists of a representative from each of the organizations involved, and it is probable that at Friday's meeting some action will be taken to put on at least one special matinee this season. However, the plan will not be put into effect officially until the opening of the fall season.

A spokesman for Local 802 indicated a resentment against Actors' Equity instigating the plan to educate the school children toward an appreciation of the legit theater, and having other unions in the business foot the bill.

While this attitude was indicated, the spokesman also said that Local 802 viewed the plan merely as a benefit, and therefore would not deviate from its ban on playing free for benefits, or, as in this case, playing for a percentage of the house.

Spokesman admitted, however, that if the musicians' union didn't participate in the plan there would be little if any ill effect, because straight dramas do not require the use of musicians.

The question of the sum involved, as far as the musicians are concerned, is small, according to the spokesman, but the principle of maintaining the union standards is what Local 802 is concerned with, he said. If Equity is happy up about sponsoring the project, he hinted, Equity should pay for the cost of music.

Warner Pic Houses Play Stage "Road"

NEW HAVEN, Conn., April 26.—The legitimate production of the road-showing *Tobacco Road* will play at least three Warner movie theaters in Connecticut and maybe more. C. C. Barrett, district manager at the New Haven office of the Warner circuit, announced this week.

Southern hillbilly dramas can easily be played in motion picture houses, Barrett said, due to the one scene used through. Already dated are the following Warner houses: Palace, Norwich, May 12; Garden, New London, May 13-14; Strand, Waterbury, May 15-17. Towns listed have not for years played a legitimate and heavy turnout is expected by the movie chain. Barrett said arrangements are now being made for placing *Tobacco Road* in other Warner houses in the State.

Add: The New Generation

BOSTON, April 26.—First night patrons at the Shubert, where *Ross Marie* opened last week, were treated to a real laugh after the final curtain.

As the crowds streamed thru the lobby a sweet young thing clinging to the arm of her hero remarked in a very loud voice, "Oh, I'm so disappointed! They didn't follow the movie at all!"

Wynn Show Folds In Chi; "A&OL," "Eileen" Do Well

CHICAGO, April 26.—(Surprise) disappointment of the season is Ed Wynn's *Boys and Girls Together*, at the Selwyn, which ends its local run tonight (26), giving it four weeks. Receipts were off from the start, no week topping \$13,000, far below expectations. Show folded for the summer and may take to the road again in September. Veterans here feel that Wynn has been away from the Loop too long (about eight years) and the new generation doesn't know him.

The two current leaders are *Arsenic and Old Lace*, at the Grand Opera House, starting its fourth week Monday (26) and grossing a big \$14,900 weekly, and *My Sister Eileen*, in its 11th week, drawing between \$12,000 and \$14,000 per week, plenty good.

Life With Father, in its 63d week at the Blackstone, is still averaging \$12,000 a week, but is scheduled to close at the end of its 68th term. Two-week run of *The Man Who Came to Dinner* ended at the Bringer last Saturday was mild at the 3. a. House rights May 5 with *Twelfth Night*, coming in for four weeks. *Cabin in the Sky* will pick up a month at the Selwyn starting May 4. *The Hellzapoppin* mad show opens at the Auditorium May 11 for an indefinite run. Will stay at least three weeks and may hang on all summer if business holds up. Loop houses went begging for this one, but producers decided on this larger the less conveniently located theater.

Local production of *See My Lawyer* folded last Saturday (19) after a week and a half at the Selwyn and two weeks at the Studebaker. Milled run folded this way.

"Rhine," "Corn" Win Crix Prizes

NEW YORK, April 26.—The New York Drama Critics' Circle Awards for the 1940-41 season go to *Watch on the Rhine*, voted the best American play, and *The Corn Is Green*, voted the best play by a foreign author.

Watch on the Rhine was written by Lillian Hellman and stars Paul Lukas. *The Corn Is Green* was written by Benjn Williams and stars Ethel Barrymore. Both plays were produced by Herman Shumlin, and both are currently running on Broadway.

William Saroyan's *The Beautiful People*, which opened on Broadway Monday (21), received second place, with third place going to *Nature Son*.

While *The Corn Is Green* won the foreign award, thumbs-down, seven ballots had to be taken before a decision could be made as to the best American play. Twelve votes were finally given to *Watch on the Rhine*, six to *The Beautiful People*, and one to *Nature Son*.

The awards will be presented Sunday evening (27) at a dinner to be held at the Algonquin Hotel.

Lunts 24G in Phil; 'Life' 15G

PHILADELPHIA, April 26.—With \$33,000 in the tills in advance, *Three Men on a Horse* closed its fortnight club tonight (26) at the Forest Theater with a big \$52,200 at a \$3 top. Gross of \$24,000 was \$4,000 under the first week, the both weeks were of about proportions, Philadelphia Forum taking over the house for the first two nights of the second week held down the gross, as did ATB subscription on the first stanza. Critics not as enthusiastic over the play.

Life With Father continues on its merry way at the Walnut Street Theater. At a \$2.50 top, still plenty good with \$15,000 for its eighth week ended tonight, after a \$17,000 Easter holiday week. Looks like a cinch to hold out during the entire month of May.

Dramatist-Manager Accord Seen; League May Withdraw Its Suit

NEW YORK, April 26.—As a result of the meeting of the League of New York Theaters Monday (21), negotiations on the basic author-manager agreement will be reopened between the Dramatists' Guild and the League at the League's request. It is indicated that the League will drop its monopoly suit against the Guild, regardless of the decision on the Guild's motion to dismiss.

However, before the Guild will enter into new negotiations it wants to know "specifically what producing managers will be represented by the League's proposed committee and also (we) want to have the assurance that any agreement arrived at between the League's committee and the Guild's committee will be binding upon the managers represented by the League's committee." The Guild also wants "a detailed listing of the specific changes which the League has in mind for consideration and which might form a proper subject for reconsideration."

The Dramatists' Guild is doing nothing further on the suit brought against it by the League except to await the de-

cision of the Supreme Court on the motion to have the case dismissed. It is the Guild's opinion that since the lawsuit was started by the League, it is up to the League, and the League alone, to take further action on the suit.

James F. Heilly, executive secretary of the League, could not be reached for a statement, nor would the League give out any information on action—if any—taken as a result of the petition drawn up by Herman Shumlin and signed by many of the other managers for the discontinuance of the suit against the Guild.

"Arsenic" Clicks in Chi; Cast Excellent

CHICAGO, April 26.—*Arsenic and Old Lace*, which Howard Lindsay and Russel Crouse brought into the Grand Opera House with a strong cast headed by Laura Hope Crews, Ellis Shannon, Ethel W. Stroheim, and Clinton Sundberg, should be here for many weeks, judging by the opening week's business (over \$13,000) and the heavy advance sale. There is little doubt now that the assembled line-up is most capable in extracting every bit of entertainment out of this hilarious Joseph Kesselring murder play.

Melina Crews and Shannon portray with meticulous knowledge the nutty Brewster Sisters, who do away with elderly gentlemen in painless fashion. Wm. Stroheim, acts the role of their mad nephew with admirable conviction.

Clinton Sundberg, as one of the few sane people in the group, handles a difficult role with passable ease, and appears overburdened only in the minor, less interesting spots. Angie Adams made a cute, winsome ingenue (she rubbed for the ailing Helen Twelvetrees on night caught). Others in the cast who get by nicely include Henry Sharp (as Dr. Eisenstein), Herbert Corbell (who puts many a solid laugh as Teddy "Roosevelt" Brewer), Henry Buckler, Charles Jordan, Otis Sheridan, Harold Gray, Richard S. Bishop, and Harry Irvine. Heintberg.

Operetta 33C in Springfield

SPRINGFIELD, Mass., April 26.—Daniel J. Maloney, executive secretary of the Springfield Playgoers' League, said that the Shubert's production of *Blossom Time* at the Court Square Theater here the 23d grossed \$23,300—and that's a conservative figure.

The matinee played to about 50 more people than saw *Flora Robson in Ladies in Retirement*, and the show was almost a complete sellout in the evening, with the family circle and balcony sold out almost a week in advance of playdate.

Maloney also noted that the advance sale for *Alexander Woolcott in The Man Who Came to Dinner* is tremendous, with the date, May 7, almost two weeks away and not a line of advertising appearing in the papers to date.

Wash. House Calls Radio Reviewer "Not Favorable Enough"

WASHINGTON, April 26.—Criticism of plays featured at the National Theater is not wanted, according to Jack Creamer, WIXX reviewer, who airs a theater program every Monday night at midnight. Because he took the liberty of analyzing some shows appearing at the National, Creamer was told by Edmund Finnan, manager of the theater, that no longer would free tickets be supplied WIXX.

Creamer denies that he panned any of the road shows at the National, and said that his attempts to ignore some of the more glaring faults brought complaints from listeners to effect he was leaning over backward to give the theater a lift. Program, sponsored by a local hotel, is called *Two Down Front*, and features a report of every first night at the National or other theaters.

When program idea was being mapped Finnan was reported as unwilling to encourage birth of new critics, but Creamer stated at the time that he didn't feel sufficiently confident to "criticize" shows and it was his plan to make a factual "report." On this basis Finnan pleased two districts each week for Creamer, but after a few weeks Finnan complained that the broadcasts weren't favorable enough.

State, Federal Aid For "Lost Colony"

SALISBURY, N. C., April 26.—Both the Federal Government and the State are co-operating in the production of *The Lost Colony*, Paul Green's symphonic drama which will open its fifth season on Roanoke Island July 3. Recognition by the State came with ratification of an act of the Legislature underwriting the production to the extent of \$10,000 a year, if necessary, in the discretion of the governor, "to serve as a year-to-year guarantee of the continued presentation of this historical and patriotic drama."

The federal government, in formally designating as a national historic site the 15 acres on which the fort built by Sir Walter Raleigh's colonists stood, offered the co-operation of the national park service to "make it possible for *The Lost Colony* to reach an ever-increasing number of the American

Hedgerow N. Y. Season Set

PHILADELPHIA, April 26.—Six plays in New York next season are set for the Hedgerow Theater, repertory group at suburban Morian-Road Valley. A group of Philadelphia and New York sponsors will back the venture. Most of the \$25,000 needed to guarantee the more have been subscribed, already, sponsors including Lee Shubert, Elmer Rice, and Warren P. Munsell.

Gotham season will include works of Shakespeare, Shaw, O'Neill, Susan Glaspell, and two new plays, Claire Leonard is the theater's New York representative.

Review Percentages

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

"The Beautiful People"—61%
 YES: Winchell (*Mirror*), Watts (*Herald-Tribune*), Brown (*Post*), Altonson (*Times*).
 NO: Winchell (*World-Telegram*), Krumpholtz (*PM*).
 NO OPINION: Mantle (*News*), Lockridge (*Sun*), Anderson (*Journal-American*).

BROADWAY RUNS		Performance to April 28 Includes.	
Dramatic	Opened Perf.		
Atlantic and Old Lace (Fol.)	Jan. 10	122	
Beautiful People, The (Gr. Opera)	Apr. 21	8	
Cherry (Gr. Opera)	Oct. 17	230	
Clouds (Rock)	Feb. 13	81	
Corn Is Green, The (Gr. Opera)	Jan. 28	173	
Doctor's Dilemma, The (Herald)	Mar. 11	85	
Flirt to the Wind (Herald)	Mar. 10	120	
Henry Buckler (Times)	Mar. 10	221	
Life With Father (Herald)	Mar. 9, 20	511	
Man Who Came to Dinner, The (Herald)	Oct. 16, 20	840	
My Sister Ellen (Herald)	Jan. 12	120	
My Sister Ellen (Herald)	Mar. 23	130	
Nature Son (Herald)	Mar. 23	40	
Not About a Brother (Herald)	Mar. 10	70	
Out of the Spring (Herald)	Oct. 23	144	
Watch on the Rhine (Herald)	Feb. 11	247	
Watch on the Rhine (Herald)	Mar. 23	87	
Watch on the Rhine (Herald)	Apr. 1	312	
Watch on the Rhine (Herald)	Apr. 1	21	

Musical Comedy		
Lady in the Park (Herald)	Jan. 28	195
Louise Purchase (Herald)	Mar. 23	209
Let's Face It (Herald)	Feb. 24	141
New Orleans (Herald)	Mar. 10	119
Goodbye (Herald)	Dec. 11, 20	256
Pal Joey (Herald)	Dec. 11	141
Passion (Herald)	Oct. 20	268

New Play on Broadway

Reviewed by Eugene Burr

LYCEUM

Beginning Monday Evening, April 21, 1941

THE BEAUTIFUL PEOPLE

A play by William Saroyan. Directed by William Saroyan. Setting designed by Samuel Love and executed by Salzman Brothers. Press agent, Leo Freedman. Stage manager, Peter Kanitz. Presented by William Saroyan, Owen Webster, a Poet and Scientist. Eugene Loring, Harmon, Hinesloven, a Little Old Lady in the Summerlands, Fredica Silemons, Agnes Webster, a Saint, Betty Blair, Jonah Webster, a Religious, Edward Narvany, Harold Webster, a Son and Brother, Curtis Cooksey, William Prim, a Vice-President.

E. J. Ballentine, Dan Hillbox, a Good Companion, Father Kelly, Father Hogan, a Catholic, Edward Narvany, Harold Webster, a Son and Brother, Don Freeman, A Homeless Young Man, Peter Kanitz. The Play Takes Place in the Living Room on the Front Porch, and in the Yard and on the House on Reed Street, and on the Old and New District of San Francisco. Time—Afternoon and Evening of a Summer Day This Year.

The Play is Divided in Two Acts of Two Scenes Each.

William Saroyan's *The Beautiful People*, presented by William Saroyan at the Lyceum Theater Monday night under William Saroyan's direction, could be dismissed in a paragraph if it weren't that a number of people previously accused of intelligence have hailed Mr. Saroyan as the great original genius of this century's drama. That makes it necessary, I suppose, to go into detail concerning a play that is so simple, so astute, and so competent that the task of reviewing it is almost an insult to an adult mind.

On the basis of *The Beautiful People* and the three previous Saroyan productions, it seems clear that Saroyan's wondrous originality consists in taking a musical instrument (preferably a trumpet), having it play an old, familiar tune, and then filling the interstices between the music with dialogic nonsense that contains enough treacherous bathos to convince even a dramatic critic that Mr. Saroyan looks kindly upon the human race. That, at least, is the formula again repeated in *The Beautiful People*, which incidentally, is very nearly identical with the first Saroyan play, *My Heart's in the Highlands*. Writing the same thing over and over again is evidently the distinguishing mark of great originality.

The Websters, father, daughter, and son, live in a house on a hill overlooking San Francisco, using for money a pension check that arrives monthly for a man who has been dead for seven years. The father makes speeches on street corners and uses expletives such as "pole star and pyramid"; the son, described as a poet and scientist, does nothing except write books that are each composed of a single word ("verbs" as the complete text of his masterpiece); and the daughter is a saintly lass who spends most of her time with the many men who pursue her and who protect the thousand mice who live in the house, thereby becoming known as Saint Agnes of the Mice (or Saint for short). She believes the mice bring her flowers arranged to spell her name, but her brother Owen is really responsible. (The father feels that all illusions should be protected.) There is also an older brother who plays the trumpet and who is in New York; but they can hear him playing all the way across the continent.

An old lady who once loved the father comes to visit. When she inquires, a company vice-president comes to say that this pension fraud has been discovered, and is so charmed by the family that he spends the evening and not only continues the pension but raises it \$10. A drunk and a Catholic priest also come in, and the father tells them that the human heart is connected with the pole star and with the pyramid and that therefore he is a very religious man. The daughter, meanwhile, has fallen in love with someone named John, and the son has gone to church to bring back a bun-

away rodent but returns with the wrong mouse. Then, when everyone is assembled at the horns of the other son comes nearer and nearer, and the prodigal returns with a homeless lad in tow. As he plays *Wonderful One* (which he has been playing behind the scenes all thru the "play" and which was evidently written in by the playwright as a serenade to himself) the curtain falls and you can wake up and go home.

That's all, brother. But an synopsis can possibly convey a hint of the fumbling, pretentious, stupidly boring dialog. Saroyan is evidently trying to say in his usual trick-the-way you can't live in a good trick-the-way, that illusions should be protected, and that kindness is wonderful. If, on the other hand, you insist that the whole thing is an allegory based on the Third Crusade or the activities of the NLRB, I can't argue with you. Even if he means what I think he means, he is only saying something that has been said countless times before—and, every case except the three in which he previously said it himself, infinitely better than he says it in *The Beautiful People*. No one who attempts to work in an art form without at least trying to master that form deserves a serious hearing. And certainly no one can be called a writer who is unable to marshal words even into a semblance of elementary coherence.

Pursuing his press-agent tactics, Saroyan tried out the play before free audiences, including one beautiful of people who had never before seen a play. Uncovering new audiences is an excellent thing—but it seems certain that those who saw *The Beautiful People* will carefully avoid seeing another stage play for the rest of their natural lives. It may be that Saroyan, all thru this, is merely enjoying a horse-laugh at the expense of his idolaters (it seems hard to believe that an adult could write *The Beautiful People* without his tongue in his cheek); but, whether he is or not, those who find in his stuff all sorts of nervous indications of genius seem to be wrong. In a theater that is a psychopathic ward, a man in the cell next to those who, when they saw *The Beautiful People* will carefully avoid seeing another stage play for the rest of their natural lives.

With Mr. Saroyan directing as well as producing and writing, you can imagine (if you have a strong imagination) the shambles on the Lyceum stage. The professional actors in the cast offer prodigies of valor, with Curtis Cooksey actually getting a number of effects from the father's astounding, ridiculous speeches, and with E. J. Ballentine's pantomime as the vice-president a masterpiece of solid humor. Three roles, however, aren't even played by actors. Eugene Loring, a splendid dancer and choreographer, plays the son with cartoon effects that go over excellently, but fail to indicate what he might do in a more nearly rational play. Don Freeman, the cartoonist and artist, appears briefly as the trumpet player; and Betty Blair, whom Mr. Saroyan pulled out of the chorus of *Benjamin Mifflin*, attempts the leading role of Saint Agnes. Blair has a sympathetic pastel quality about her, but that's all. As yet she entirely lacks force, projection, and, for that matter, any real acting ability.

It mightn't be a bad idea for Saroyan to take a tip from his own character and, in the future, write only one-word plays; at any rate it would cut down the boredom considerably. For that matter, a one-word review of *The Beautiful People* might be a good idea. You can guess the word.

Theater-Brokerage Ties

BOSTON, April 26.—State legislative committee on mercantile affairs has reported favorably on a bill prohibiting any connection between theaters and ticket brokerage companies.

Shubert's control the Merrick agency here and bill is believed to be outgrowth of beefs. Other agencies have complained they cannot get their tickets direct, but are forced to procure them thru Merrick's.

Proposed measure would make it illegal for any theater to be connected in any way with any agency selling tickets at a premium. Also provides that no theater shall sell any ticket at any other price than that established as the box office price.

Huntberg.

Experimental Theater Offers Successful Tryout Showing

NEW YORK, April 26.—The Experimental Theater, which offered *Knights* as its first production and the tryout of a badly written labor play as its second, yesterday afternoon finally came into its own with the tryout showing of George H. Corey's *Not in Our Stars* at the Billmore Theater. The Corey play, as it stands, is far from perfect, but it displays a gift for rich and human writing and with intelligent reworking should turn out to be a well above average commercial entrant. And it indicates that Mr. Corey, as a playwright, is a gentleman to be watched.

The tale is of the Mollihans, a vigorously Irish family who inhabit the janitor's apartment of a tenement. Pibby, the father, majestically guided a trolley for many years and, the buses have put him out of work and into penury, refuses to abate a jot or tittle of his peculiarly Irish pride. Kevin, the son, was forced to steal because of poverty and his father's refusal to accept relief, he is out of jail on parole, and will have to go back unless he can prove the possession of a job or his father's ability to support him. Rose, the daughter, works as a waitress and wants to marry a young man named Tommy, who is as penniless as her own family. Mollie, the mother, strives valiantly to hold the family together.

The intricacies of the plot—ranging from the hilarious to the pathetic and from realism to two-party farce—are literally beyond description. It would take a clearer head than mine to tell you in coherent detail how Pibby, in order to fool the parole board, started a mythical sand and gravel business on money he had not yet borrowed from

Equity Slate Is Named

NEW YORK, April 26.—The regular ticket of nominees for the vacancies in the Council of Actors' Equity Association, prepared by the nominating committee, was released yesterday by Eleanor Hood, chairman of the nominating committee.

Seventeen names are listed on the ticket on which the members will vote at the annual meeting June 6; 15 have been nominated for the full term of five years and two for a term of three years. From this list 10 will be elected for five years to the council and one for three years.

The 15 names nominated for the five-year terms are John Alexander, E. J. Bunkall, Madia Resde, Beverly Bayne, Calvin Thomas, Raymond Donistone, Robert T. Bates, Richard Tabor, Margaret Webster, Arthur Pearson, Cora Otis Skinner, Louis Calhern, Vivienne Segal, Ethel Waters, and Lillian Gish. The two names nominated for the three-year term are John Kennedy and Jack Tyler.

"Man's" Loop Return Oked In Cast, But NSG at B. O.

CHICAGO, April 26.—Sam H. Harris took a gambling chance by bringing back *The Man Who Came to Dinner* for two weeks, this time at the Ambassador. The new cast, headed by Alexander Woolcott, is as capable as the first lineup, which featured Clifton Webb, certainly Woolcott can look and act more like Woolcott than Webb can, and he surprised with a performance marked with ease and assurance.

The first company at the Harris in 1940 took in many grosses for months. For this fortnight (which included Holy Week) the producers dropped a small bank roll. Woolcott's draw at the B. O. was nil. Show will tour thru June, when it will wind up in Boston.

Brilliant work is contributed by Edith Atwater, who makes an attractive and appealing secretary; Doris Nolan, as the role; Erik Rhodes, as an un-English Noel Coward; Teddy Hart, as a burlesque waiter; Joe E. Marks, as Professor Metz; Walter Coy, as the handsome newspaper man; Arthur Griffin, as the doctor; Janet Fox, as the nurse; and Minnie Dupree, as the host's aged and peculiar sister. Lea Penman, James Tripp, Gretchen Davidson, and Clyde Fillmore compose the Stanley family.

Mollie's skintight cousin, how he promised jobs to all and sundry; how an alderman in search of re-election promised to get Rose's young man on the police force; how Pibby took rent money from the tenants to buy office furniture, with which to impress the parole board; and how, after wild, alternating spasms of near-success and utter failure that had the professional audience in stitches, Pibby finally got the money from the skintight by pretending suicide—and then immediately sat down and decided that, now that his not-yet-established business was running nicely, he would probably run for alderman.

The plot really doesn't matter too much anyhow, so far as the details are concerned. It goes overboard occasionally, and its wildfire alterations in the last act are much too close to Jerry-built farce for comfort; but it serves chiefly as a successfully haldioscopic framework for Mr. Corey's knowing, kindly, and satirical hilarious juxtaposition of Irish character, for his rich humanity and warm understanding, and for the jeweled garment of his dialog. Mr. Corey indulges in no self-conscious flights of purple prose; but he spreads out all the salty, imaginative wealth of Irish verbal embroidery at its best, and does in a dialogic way for Irish-Americans what Synge and Yeats and Lady Gregory did for the home folks. His verbal tapestry made of Irish Irish laced with covering with lumps of corned beef and cabbage.

If the too-past last act had had a synthetically tragic ending instead of a synthetically comic one, and if Mr. Corey's name were O'Casey, *Not in Our Stars* would probably be hailed as the richest and best play of Ireland's most stobbered over modern playwright.

The Experimental Theater did a workmanlike job of the production, too. The direction (it is understood by Whittier) is the work of a hand in it, tho it fails to tone down some of Mr. Corey's rougher spots, is easily adequate; and the cast is something more than that, with Harold Vermilyea, the lacking some of Pibby's grandiose force, doing a fine job as that darning four-flusher, with Ruth Thane McDevitt offering consistently fine work as Mollie, with William Neworth doing a hilarious job as the skintight relative, and with minor assignments excellently filled by Loring Smith, Leo Medham, John Drenth, and G. Swayne Gordon. Best of all, tho, is Walter Burke as the harassed Kelvin. He gives an unobtrusively solid and effective a performance as this reporter has seen all season.

Not in *Our Stars*, with a bit of reworking, should definitely rate a commercial production next season—if only they don't ruin it by allowing Barry Fitzgerald to overplay Pibby.

Eugene Burr.

Revalids Clean Up in Hub; "Marie" 18G; "Road" 14G

BOSTON, April 26.—The two Hub left houses open this week enjoyed nearly capacity business. *Rose Marie* and *Tobacco Road*, both of which have been here before, kept the customers coming into the Shubert and the Plymouth in steady droves. *Rose Marie* has been held over for another week and may be held over for a fourth if business continues. With a \$2.75 top, *opus* has been doing very nicely.

Still another revival on the Shubert hit parade has been penciled in for the month of May, *Gay Divorce*, with Lucile Geay, Ben Blue, and Collins and Stone, being scheduled for its revival presm May 26. May be held back if *Rose Marie* continues at its present pace. Under present plans, *Student Prince* will open May 13 unless current vehicle is held over for more than four weeks.

This week's grosses were as follows: *Rose Marie* (Shubert), 1,500 seats; \$2.75 top). *Webb* and *Collins* and *Stone*, presentable, this one is clearing up. Current week was very juicy \$10,000.

Tobacco Road (Plymouth), 1,480 seats; \$1.65 top). Final stand due to previous bookings. Could easily stay longer. Sweet \$14,000 for total of \$26,000 in two weeks.

AMERICAN SOCIETY OF DRAMATIC ARTS

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CARNEGIE HALL, NEW YORK

BIGGEST CAFE MAKES MONEY

Club Talent

New York:
YVETTE opens at the Copacabana May 4.
THE ASHBURNS are set for the Rainbow Grill May 9 thru Al Grossman.
GRACE DRESDALE called for a Copacabana opening in Rio de Janeiro April 26. **Paul Draper** is on the same boat and will open at the same spot. It'd be hard to get the dates.
BOB REINHART, magician, began an indefinite run at the Rainbow Grill.
MAJORIE JANE and **BOBBY WILDE**, song duetists, are in their eighth week at Zimmerman's.
NANETTE PABARES replaces Adrienne at the Pierre May 1. **PAPPY BELOW** is back at the Village Barn. **HILDA SALAZAR**, after several years in South America, will return here after a Cuban vacation. **THE BILLINGTONS**, set by Jack Lenny, open at Leon & Zaida's May 7.

MARIO AND FLORA are back in town after a holiday run at the Brook, Miami.
BILLY VINE returned from 10 months and two weeks at the Alhambra, Miami, a record, and then hopped to the Le Tote, Montreal, opening April 26 for four weeks.
GUIDO AND DREME, ballroom team, playing the Wesley Hobart here.
EVERETT, formerly of Everett and Evelyn, dance team, now a sergeant at Fort Bragg, N. C.
JACK FIELDS, magician, recently ran up a record eight-week engagement at the Iceland Restaurant, where he also comed.

Chicago:
WHITSON BROTHERS sailing for Rio after their current run at the Palmer House ending June 18.
TRIO AND ART MILLER staying on at the Paramount Club, La Salle, Ill. Set by Tommy Bacco.
WILLIE SHORE, emcee, and **Dora Gilbert**, former vocalist with Dick Jurgens' band, are topping an all-local cast on the 1st Chicago Tonight program over WGN Thursday (1).
SOPHIE TORRES was in town on her way to the El Tiberin, San Francisco, where she opened Monday (26).
JACK COLE DANCERS, now at the Chez Paree, will be held over for the new week-end show opening May 16.
EDWARD was in town last week auditioning night club acts for his forthcoming Broadway show, *Crazy House*.
LLOYD AND WILLIS have been handed two additional weeks at the El-Hat Club.
MILLS BROTHERS have opened at the Capitol Cocktail Lounge.
HELEN MORGAN goes into the El Hat May 2 for two weeks at \$1,200 per.

MAXINE TURNER, afro dancer, picks up dates at the Claridge Hotel, Memphis, Tenn.; Gibson, Cincinnati, and Boyale, Detroit, following her current run at the El Hat.
JACK MARSHALL, at the same club, is dictating with a hat manufacturer who sees possibilities in the hat being the comic in using in the act.
EVERETT FARNEY goes into the Chez Paree May 18.
MAURICE AND MARTHA held at the Esplanade Hotel. Show set by David O'Malley.
RICHARDS ADRIENNE THO will become a foursome in two weeks—two men and two women.
GILLETTE AND RICHARDS and **Leslie Sisters** go into the Magnavator Beach Hotel May 23 for two weeks. **Walter Donahue** (return date), **Helena Sisters**, and **Russ Morgan's** band open the hotel's Beach Walk season June 15. **The Martells** and **Mignon** follow June 27.

Philadelphia:
RADIO ACES, opening originally at the Little Bohemian, doubling at the next-door Club Ball for the rest of their local run.
VESTA NEWTON, singer at Jack Lynch's Walton Roof, is in Mount Sinai Hospital.
THE LAYNE TWINS and **Jean Bunnell** added to the new Frank Palumbo revue.
PAT PURCELL, singer, has a comeback at Yacht Club.
JACK MOHR, senior partner of Jack and Bob's, venturor, N. J., in a serious condition at the Mount Sinai Hospital.
ADAM DI OTTANO, of the Di Ottano

troupe team, taking time out for an operation.
JUANITA JUAREZ makes her local bow at Club Ball.
CLIFF HALL and **SUSAN LANG**, back from Florida, now at Embassy Club.
AL STONE new emcee at Kallner's Little Bathing Hall.
SHERMAN BROTHERS and **TESSIE** take over the lead at Wilson's Cafe.
BARNETT AND BARCLAY added to new show at Palumbo's Cafe.

Boston:
SALLY RAND opens Monday (5) at the Latin Quarter.
PAT ROONEY now at Hobart in Lawrence, Mass.
LARRY THORNTON is now host at Greenwood Hall, formerly the palatial home of the late Thomas W. Lawson.

Atlantic City:
ANNETTE ROSS returns to Club No-mad's revue, which includes **Peggy Heaven**, **Jean Hochelle**, **Charlotte Carlton**, **Elma Martinez**, and **Zola Gray**.
GRACE GORDON at Equine Bar.
JUNE DAWN and **MEL BISHOP** added at Cables Inn, with **NAN DEMAR** the perennial holdover.
MARIE KIRBY, with **Madge Cox**, **Viola Snow**, and **Miriam Printes** have the spotlight at Paddock International.

Los Angeles:
A group of nine girls directed by and including **Berice Locke** will leave here to play an indefinite engagement at Mrs. Kelly's Ritz in Panama. Others are **Phyllis Malby**, **Snookie Bishop**, **Jean McClure**, **Judith Holmes**, **Billie Brown**, **Madeline Devoiler**, **Virginia Perkins**, and **Delores Berger**.

Here and There:
DUDE KIMBALL, after film work in Hollywood, has resumed work in Mid-western theaters and vaudeville.
NINA HERMAN, of the Cheena de Sinoone dancing troupe, has taken leave of absence for a nose plastic surgery job.
ANN BELL, singer, has turned author, with her first book, *Lady's Lady*, being published by the House of Field.
GEORGE NIESSEN, emcee, now in his sixth week at the Airport Inn, Hagerstown, Md.
SKATE-A-MANIA are at the Royal Hotel, Montreal, for two weeks.
GUY GIBBY, Rose Marie, and **Bob Stanley** comprise the floorshow at the Silver Slipper Club, Louisville, Ky.
 VIRGINIA VAUGHN, tap and xylophone dancer, has opened at the Sherman Hotel, Chicago.
JERRY BERSON closed at Wiv's End Club, Miami Beach, Fla., April 16, and opened two days later at the Yacht Club, Pittsburgh.
NICK LUCAS opened Friday (18) at Chez Ami, Buffalo, for a week.
WOODS AND BRAY began a four-week stretch April 15 at Northwood Inn, Royal Oak, Mich.

TRENT PATTERSON is at the Park Lane, Buffalo, for four weeks.
CON-SUBLO FLOWERTON is in the same show.
VICTORIA GORGOVA will be at the Ritz Carlton, Boston, May 15.
ESCO LA RUE, of Hubert, Byrd, and La Rue, is out of the Park Central show temporarily due to a bad arm.
DAVE HACKER is current at the 395 Club, San Francisco, along with **Conselo** and **Melba Ruth Craven**, and **Dorothy Byron Dancers**.
HEWER AND ROOT are holdovers at the Club Ball, Miami.
MAYA AND HARI are current at the Walton Roof, Philadelphia.
JEAN HAMILTON has begun his seventh month at Shadownack, Cleveland, N.Y.
DALE HALL, after an extended stay at George Amato's Club Cafe, Astoria, Ore., has begun an indefinite stand at Bon Villa Club, Idaho Falls, Idaho.

THUR THE COMBINED efforts of Theater Authority and Cincinnati local, **AGTA**, Art and Dolly Lind, nitery performers, will be admitted to the Jewish Consumption Relief Society Home in Denver for treatment. **Dolly** is at present in Bethesda Hospital, Cincinnati.
DOROTHY BLANK, singer, opened at the Danmore Vanderbilt Hotel, Miami Beach, April 17.

The Actor's Awakening

NEW YORK, April 28.—Marty White, emcee, confesses that "last night I dreamed that my name was mentioned in Walter Winchell's column; and because of that mention I was booked to headline Loew's State (and why not?). Tonight I hope to dream of getting my salary. But, and now I'm being cynical, when I wake up in the morning, I'll most likely get a call from my agent to play a benefit."

Chi Cocktail Spots Using More Names And Full Floorshows

CHICAGO, April 26.—Al Greenfield and Milton Schwartz, the talent-minded operators of three cocktail lounges in the Loop, are opening their Rumors Casino May 20 with two bands (Eddie Le Baron and Don Pedro) and a Latin floorshow, Sammy Ross, formerly of the Bon Air Country Club, is producing.

Greenfield and Schwartz are successful ops of the Capitol, Brass Rail, and Yankee Doodle taverns. Strong musical outfits play the Capitol and BR. Mills Brothers moved into the Capitol Wednesday (23) for four weeks at \$850 per. The spot can only accommodate about 85 to 100 people, operators figure, thus the people turned away will prove big boosters for the nitery. Opening night was big.

Drake Hotel's Camellia House will try to remain open all summer. Gold Coast business holding up nicely. Ramon Barneo's band remains, while John Howard's band closes May 5. Sid Hartmann, booker, is negotiating for a return of Hildegarde, but is not ready to pay the four-figure salary demanded by Anna Sosenko, her manager.

Bismarck sliced its show to one act and a line of girls (6) yesterday (25), due to falling receipts. Leonard Keller's band will remain thru spring.

Proser's Mad. Sq. Dantsant Colossal, And Here's Proof

NEW YORK, April 25.—When Monte Proser's Dance Carnival starts its 100-day run at Madison Square Garden May 30, it will accommodate 4,000 in spectator seats (4th and 5th street sides), 5,000 dancers on the 15,000-square-foot dance floor, and 1,500 at bars and cafes.
The dance floor will be spotted with eight 77-foot palm trees and a handstand at each end. The Ninth Avenue end will have a her garden backed by a 110-foot waterfall, and the Eighth Avenue end will have a Pan-American patio featuring tropical fruit drinks. Clark Robinson has designed the spot, which will use a 76-yard blue silk canopy as ceiling.
Admission will be 65 cents evenings, with Saturday and Sunday matinees and evenings 88 cents. Alcoholic drinks will not be served.

Jack Diamond is heading the press staff, aided by Dorothy Kay, Harry Davies, and Curley Harris.
Network wires are being arranged. Larry Clinton and Charlie Barnet bands already set for the opening show, with Benny Goodman penciled in.

Ching Must Pay Waikiki Performers

NEW YORK, April 28.—Robert Ching, operator of the defunct Club Waikiki, has been ordered to make salary restitution to the acts who worked at the spot at the time of its closing.
Ching was originally scheduled to be sentenced Tuesday (22), but countered with the offer to pay out \$40 monthly to take care of a total of approximately \$420, of which \$350 was due Ruth Sato, Kim Toye, and Mella Kella. He was convicted at a previous hearing.
The American Guild of Variety Artists pressed the claim.

Todd 3,200-Seater Drew 220,000 1st 12 Weeks; 17G Nut

CHICAGO, April 26.—An analysis of Mike Todd's 3,200-seat Theater-Cafe, 17 weeks after its opening (December 27), indicates that the spot is still turning in a profit. This club, largest indoor spot in the country, played to 220,000 customers during its first 12 weeks—the length of the first show, *Gay New Orleans*, featuring Gypsy Rose Lee. Since March 14, the opening of the current circus production, *Right This Way*, attendance dropped but attendance week-nights still hovers around 1,300 to 1,500 people, with 3,800 to 5,000 Fridays to Saturdays.

Todd is proving to the cafe business that a club for the masses can make money, provided it has the capacity and the attractions. Club had an operating net of \$15,000 to \$17,500 a week, with some \$7,500 of that figure paid to the two bands and shows. Big week-end business can clear that net, and owners can realize a profit during the remaining four nights of the week.

The 50 cents admission (plus 5 cents tax) is paying for a good share of expenses. Checks have been averaging about \$1.60 week-nights and about \$1 week-ends.

It is interesting to note that the smaller the crowd the larger the average tab will be, due to the fact that the waiters (85 to 100) can serve more speedily and the kitchen and bar can furnish better service. For that reason a "limited attendance" policy was instituted last month. On big nights, after all tables are occupied, only as many people are admitted as leaves the place.

Attendance high for one night was reached on a Saturday last month when 7,200 people turned up. The biggest week during the *Gypsy Rose Lee* run attracted 50,000.

With an eye on family trade, spot bans all sorts of gambling devices and mixing. None of the line girls are permitted to sit with the customers or wander about the place. To encourage kid trade Todd has an extra late Sunday afternoon show. To draw late Saturday trade, there is a third show at 3 a.m., otherwise the two-night policy remains intact.

The Theater-Cafe is proving a tough competitor to the near-by Aragon Ballroom, which features only one name band at higher admission prices, 65 cents for ladies and 95 cents for men. Streets have not been dangerous for the Aragon since Easter Sunday, due to the current run of *Erin Tucker* and *Bonnie Baker*, but management is wondering whether *Berice Cuminis* and band, who follow in middle of May, will be able to withstand the competition of the near-by club.

Current Todd show will run 10 weeks, ending May 23. It is now looking for names to top the next bill. Both the Joe Sanders and Les Brown bands will depart when a new show arrives. Present bill features *Patti Romeo* and his *Toy Boys*, *Lalage*, *Lime Trio*, *Ray Wilbert*, *Lambert*, *Muriel Page*, *Yost's White Guards* (8), and a line of 16 girls.

MOE GALE has signed Sister *Bonetta Tharpe* to a management contract. Tape Agency still retains a partial interest in her. She joins the *Lucky Miller* act at the Savoy Ballroom, New York, May 30.

SEND IN YOUR ROUTES

Routes of bands, acts, vaude troupes, Joe shows, jockey-entertainers, 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 Bruce Editor, *The Billboard*, 25-27 E. Hope 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.

Lexington Hotel, Hawaiian Room, New York

Talent policy: Hawaiian band and floorshows at 8 and midnight. Management: Charles Rochester, managing director; George W. Sutton, Jr., press agent. Prices: Dinner from \$1.75, cover charge 75 cents.

Charles Rochester switched this room to Hawaiian five years ago and, although other Hawaiian spots have come and gone, this room continues to fill up nightly.

Ray Kinney was the opening attraction, and he's back with his usual season here. His music is languorous, soothing, and easy on the ears, and also contains enough rhythm base to make dancing pleasurable. Although authentic Hawaiian music is not really good American dance music, Kinney's dances and arrangements contain enough variations and color to make dancing and listening enjoyable through. Kinney sings tenor pleasantly, aided by George Katanapa's wide-range vocals, and fronts an 11-man combo that includes a conga drummer, two brass, and three reeds.

The floorshow runs only 25 minutes, and that's just right. It has the three Aloha Maids in several undulating numbers. They're a nice looking bunch who sway gently while Kinney warbles *Sing a Hula Song* and later while Alfred and Aggie Auld slap the hip drums. Kinney and Katanapa duet *Sweet Lullaby*, with the latter's falsetto adding that typical Hawaiian touch.

Aggie Auld is spotted for three numbers, in which her long black braids and weaving plumb body hold interest. The only comedy relief is provided by Nagua doing the Cookeyed Mayor and Hlo Hattie numbers, both attractive. The Aloha Maids are Lenus Paulson, who sings nicely, and Lellani Iaea and Nani Todd.

Nalio Shaw, singer, and Jeno Barial's orchestra handle Monday nights, when Kinney's band is off. Barial's combo also plays luncheon music.

Paul Denis.

Rogers Corner, New York

Talent policy: Stage band alternating continuously with organist, and singing and piano entertainment. Management: Joe Rogers, owner; Hy Gardner, press agent. Prices: Lunch from 35 cents in Coffee Shop; dinner from 55 cents in Rendezvous Room; a la carte in Rumba Room; drinks from 20 cents (beer) at the bar.

Dave Schooner and his all-gal band are the main attraction in the Rendezvous Room of this eatery emporium, and are in enough of a novelty and talented sufficiently to fill the entertainment bill required in a spot where there's no dancing. Schooner and the girls come on to the elevated stage every half hour, alternating with Anni Sweet, who taps out listenable fare on the electric organ. Starting at 10 o'clock, Eddie Furman takes over the band intermissions with

his singing and piano playing of old-time favorites and requests.

Four rhythm, three brass, four sax, and three strings make up the instrumentation. Oats double with a bass horn and harp, and Schooner leaves the baton to play the piano occasionally. Hand's forte is a very versatile library covering swing, sweet, classical, pop, etc.

During the evening each gal is featured on at least one solo, and each has a nifty repertoire to display. Vocal choruses are done by the regular female vocalist, Phyllis Arnold. Schooner, drummer Jean Phillips, and a trio of band gals (Three Little Mice). Miss Arnold has pleasant pipes and an obtain delivery. On week-ends, band goes into the Rumba Room, where booters can cut a riff if so disposed.

Food, service, and atmosphere are excellent throughout. Harold Humphrey.

L'Aiglon Restaurant, Chicago

Talent policy: Dance band, continuous entertainment. Management: Teddy Majerua, owner; Alphonse Majerua, manager; Fred Joyce, publicity. Prices: Dinner from \$1.75; drinks from 40 cents; no cover or minimum.

Well-known French restaurant operated by Teddy Majerua since 1927. It is located on the site of two former mansions, and has several dining rooms and a unique cocktail lounge.

Intimate entertainment on tap here, and there is seldom a length limit on engagements. The specialties fit the club's atmosphere.

Dancing started at 6 p.m. and entertainment is continuous. Dance sets are played by Sproce Stamols and His Gypsy Orchestra (5). Leader plays a violin in Continental style and sings American ditties with an accent. Music is often for an intimate dining room.

Two singers take turns at the mike. Fill de Villiers works with the band and concentrates on the pop stir. Owen-dyn Vanzell, soprano, comes on at the finish of each dance set with a pair of semi-classical selections (*Italian Street Song* among them). Both are passable parlor entertainers.

Lilyan Cole plays the novichood between dance sets, and Otto, of the band, also fills in with classical solos.

In the cocktail lounge, young and attractive Isobel De Marco entertains with pop songs and accordion and piano music.

Spot excels in good food and Negroes. Sam Houbberg.

Evergreen Casino, Philadelphia

Talent policy: Dance and show band, piano relief, floorshows at 8 and 11-12. Management: Tenny Newbold, proprietor; Hurra Board, manager; Armand DeFeltre, headliner; Russ Bushman, press agent; Tony Phillips Agency, booker. Prices: Dinner from \$1.25, drinks from 30 cents; \$1 minimum weekdays, \$1.50 Friday and Saturday nights, no cover.

Situated on the outskirts of the city, with country-clubby environs to make it desirable to auto trade, Evergreen Casino gets its biggest play with the starting of spring. The lush atmosphere inside makes it one of the few spots in town that can boast of atmospheric delights. Betting is entirely on a class level, and bookies Tenny Newbold is a bona fide blue blooder. Harry Beard, well known in after-dark circles, is the gracious greeter.

Poolshow has all the necessary attributes, from the righteous to the

risque. Madeline White, a blonde, teen off with smart heel and toe tapping. Wears high heels for a rhythm routine and also to the more classical piano music.

Helene Standish is tall, and a terrific looker. Pipes have a restrained and soothing quality used to excellent advantage on show tunes. *I'll Take Romance* and *Here's My Heart*, with a show-stopper in her spine-tugging *Molly Malone* folk classic.

For the class climax, Nitra and Haveli click handsomely with Spanish dances. Flirt smart and polished on the footwork and costume clicks. Socko finish is a flirtatious Spanish folk dance.

Beth Challa, emcee, is a fem Plein with smart wordage and delivery for her show stories. On the recall, lists the mark with Red Flannel Gown (see Alice Hill Gown) and *Everything I Like Is Hilarious*, *Immortal*, or *Parting*.

Pat Shevlin, with a smart-styled crew of seven that includes a harpist, makes the show and dance setting, with emphasis on show scores. Singer Doris Elliott makes a tasty Steinway decoration to fill in the lull, likewise adorning the mini-piano in the adjoining cocktailists.

M. H. Grodenker.

Forbidden City, New York

Talent policy: Dance band and floorshows at 8, 10, and 12. Management: Mike Larson and Danny Doyle, operators; Alvin Fox Lee, manager; Pete Hensler, music; Dorothy Bore and Jacob, press agents. Prices: Weekday sitdowns \$2, Saturdays and Sundays, \$2.50.

This Oriental night spot, on the site of the Queen Mary Restaurant, bowed Wednesday (23). A press preview was held the previous night. Larson and Doyle, operators of the Island Club and connoisseurs of matters celestial, are bookkeeping.

Opening show has a surplus of talent, running overtime and not giving the talent a chance to show off properly. Ruth Basc emceed, but could not offer her own act because of time limitations. Layout of the spot is not conducive to the best visibility, either.

Opener is Maya Keila, Javanese Jiver, does interpretative dances, using an expressive set of hands to suggest the body movements. Her two numbers went over. Costuming and appearance good.

Del Yan, underneath his Chinese facade, is Del Vernon of the Western world, who does a magic act. His tricks with cards, handkerchiefs, rings, and coins hit their mark, although he was hampered by poor lighting.

Kim Tove, a looker, enters with a duo of songs and returns later to do a charming duet. Louis Ahn, another celestial pretty, while not strong vocally, has a selling personality.

Sen Lee, music, does two dances, and Doc Shee, with a strong voice and good delivery, closes the show.

Miss Cabral did the intros charmingly. Sal Cabral's ark backs the entertainers and provides the dance music.

Joe Cohen.

606 Club, Chicago

Talent policy: Shows at 10:30, 12:30, 2:30, and 4:30 a.m.; show and dance band; intermissions 10-12. Management: Mr. and Mrs. Lou Nathan, owners; Mary White, manager; Swingo Clark, booker. Prices: Drinks from 50 cents; minimum \$1 except ringside tables (\$2).

No lit-up in big here—the humor of nude talent and plenty of it. While strong specialties are interspersed between strips (and they certainly furnish the stronger portion of this 18-set 75-minute show), patrons are primarily interested in discharging and double-entendre routines.

Seven nudes include Olive Sharron, Terry King, Andre Starr, Andre Andre, Dian Rowland, Honey Bee Keller, and June March. Their parading varies only in the costumes they wear. Most of them are young and pretty enough to warrant the brief spots given them.

In the naughty talk group fall Carrie Funnell, beaute blonde, whose control work has been a feature here for months and months, and Mildred (Wacky) Wayne, singer of blue songs that add another shade of the same color when interpreted physically. Both net laughs from late-hour crowds.

Five acts do straight specialties. Joan Hopo, on early, sings sweet and swing tunes in fair manner. Dorothy Keller is

very strong with her stalling and tap routines. Young and winning personality, Jimmy Ray, eccentric sort, show dancer, scored with a couple of original numbers and a dancing impression of Joe Frisco. Don and Bette Lyons, cute tap dancing team, interpreted ideas with engaging, peppery steps and manuevers. Do-lean work. Alyse Carl is a sock tumbler. Her head spins and somersaults on this small floor are strong sights.

Billy Carr carries on at times, a difficult job which he accomplishes with comparative ease. Lends his Al Jolson vocalizing to the finale, which features Margaret Pater's line (4) in a Southern plantation scene. Girls open the show with a gay, creative spring number.

Bob Lake's band (4) on for shows and dance sets. Tripoli Trio struts during intermissions.

Sam Houbberg.

Colony Club, Chicago

Talent policy: Production floorshows at 8, 12, and 2; show and dance band, Latin relief band. Management: Nick Deen and Sonny Goldstone, managers; Fred Joyce, publicity; costumes by Langway. Prices: Dinner from \$1.50; drinks from 50 cents; minimum \$1.50 except Saturdays and Sundays (\$2.50).

Since shows returned to this class Latin spot some seven weeks ago, business has almost doubled. They keep the spectators for longer periods and break up the monotony of continuous dance music.

Current bill has three colorful line numbers produced by Dorothy Hill, and five acts, including Piere and Roland, Yea Haysa, Marie Austin, Lorraine De Wood, and Chiquita. With the exception of Marie Austin, all specialties are in keeping with the quality of the room.

Miss Austin, diminutive soprano of the Henry Heals school, is better off in a more informal environment, with her cute, double-entendre delivery of such pops as *Dece* by the *O-H-O* and *That's For Me*. Jerry Brewer conducts for her.

The Hill line (8) spaces the acts nicely with a swing rumba and samba and striking Brazilian and gaucho dances tastefully costumed and suitably executed.

Piere and Roland are the strongest act on the bill with three beautiful numbers, including a bolero and a fast rumba. The first is a good-looking blond who commands plenty of attention with her graceful work and both make an admirably youthful appearance. Spin in and out of tricks with little apparent effort.

Yea Haysa, new here, is a good-looking Spanish dancer whose work is both commercial and artistic. Chiquita is a Latin dancer who, in a sexy costume, executes a good rumba routine. Lorraine De Wood, an excellent singer, concentrates on familiar south-of-the-border tunes among them *Tonight* and *I Want My Marina*.

Music, a very important feature here, is most capably supplied by Bobby Ramos and Manetto. Ramos doubles as singer and emcee accomplishing both tasks with pleasing results.

Sam Houbberg.

Palladium, Hollywood

Talent policy: Dance band and act; shows at 10:30 and 12:30. Management: Maurice Cohen, manager-director; Earle Volmer, manager; Barney McDevitt, publicity. Prices: Admission, 50 and 75 cents; Saturday, 75 cents and \$1; dinner from 90 cents; drinks from 30 cents.

While the floorshow lists only a few minutes, it is one of the best and is said to have opened a new field not only for the Merry Macs but for other harmony teams. There is so much entertainment offered that it is difficult to tell where the floorshow begins and ends. However, it is definitely the Merry Macs.

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Reviews of Units

"Crazy With the Heat"

(Reviewed Friday Evening, April 26, at Loew's State, New York)

This condensed version of the Broadway musical, *Crazy With the Heat*, marks the first time this house has played such a unit. If business is strong, a second-week option will be taken up, which will also be unusual.

All of the principals, except Lucila Gray and Don Cummings, are in the compressed show. A couple of the original *Crazy With the Heat* blackouts are retained, and some dated ditties of Willie Howard's are thrown in. Gracie Barris, Betty Kean, Mary Kaye and Naldi, Diana Costello, Wilma Horner, and Matthew Smith make up the rest of the featured line-up. The unit is smooth, fast, and enterlain, and should do okay at the box office away from Broadway, too.

Barris opens with Gracie Barris singing *With a Twist of the Wrist*, backed by the chorus boys and girls in a dance. Next scene has Willie Howard and Wilma Horner in the old burlesque bit where the gal sees the invisible piano intruder, etc. Bill good, and goes over.

Mary Kaye and Naldi turn in a couple of their top ballroom numbers from the show. Backed by the chorus in a Parisian atmosphere production, Miss Horner, Matthew Smith, and Howard follow with the café scene, in which Howard is a strutting singer. Hilarious comedy.

Next number, also from the legit production, has Miss Barris and eccentric tap dancer Betty Kean in the *Waiting a Wonderful Time* routine, with six lads doing adagio lifts with each gal. Miss Kean's is a satire on the other's number.

Professor Howard's "goose-will court" is the next blackout, a burlesque with Howard pumping questions to the disillusions. Miss Horner, Smith, and two others are used as line-givers for Howard's comedy. Went big.

Miss Kean and Miss Barris are each on again, former doing her loose-jointed dance work, and latter singing *My Darling Daughter*. Howard follows again with his old but good bit on the Union Square soap-borers telling the stooge that will have to eat strawberries when the revolution comes.

Finals is the chorus and Dices Costello in a Latin conga number. Miss Costello shakes everything but the lease. Parts of her dance should be toned down

somewhat for the not-so-sophisticated customers.

House was packed for last show second day. Pic was MGM's Andy Hardy's Private Secretary. (John Boles and Belief Pippert are the next booking; *So Ends Our Night*, next film.)

Harold Humphrey.

"We're in the Army Now"

(Reviewed Friday, April 25, at the State-Lake Theater, Chicago)

Army post units were inevitable soon after the draft law was passed and this is probably the first of its kind carrying the camp theme through its length (60 minutes). It was produced by Harry Rogers and Jack Pine, both veterans in the unit field, who keep abreast with the times.

It is well cast and sufficiently entertaining but lack of names and comparatively weak singing and dancing ensemble may keep it from playing the top boxes.

The flag-waving scenes are fortunately down to a minimum and the unit is concerned only with entertainment. It has a mixed group of 12 Bill Bunt singers and a similar group of 12 Cecil Borden dancers who, as privates and hostesses, dress up the production numbers. They are passable but fall behind in comparison to the standard vocal ensembles and traveling line.

The ensembles open the show marching down the aisles singing *We're in the Army Now*. Good flash.

Ted and Flo Valett change the scene with an acrobatic novelty which includes a variety of tricks, among them balloon twirling and wheel spinning. Fast, youthful act.

Joe Besser, who shares comedy honors with Johnny Burke, makes the first of several appearances with his straight-man, Jimmy Little, in a draft office scene. Delivers part of his regular act, adapted to fit this particular environment. Note good laughs with his shy, screwy antics.

The singing group returns, spotting the Odell Triplets in a cute version of the *Martins and the Guss*. They all wind up with a good arrangement of *My Hero*. Good bit.

A burlesque blackout with Besser and his straight falls flat.

The Three Trojans, in khaki uniforms, score with a sock tumbling session. The boys get down to business with the first trick and build the turn with a succession of showmanly feats.

The drill scene with Besser is his funniest work in the show. Familiar stuff (recently seen on the screen in *Back Street*), it is nevertheless very funny—and clean.

A production number centered around *I Am an American* features Dorothy Keller, a teen age Shirley Temple personality, in a twinkling bit turn. Finishes on a large drum held above the floor by several of the line boys.

Johnny Burke is next to closing with his version of the war in 1917. Goes big as ever.

All back for a military finale, featuring Bob Hart in a funny waltz dance, and four of the dancer couples in a stirring routine the producers call *Doing the Draft-Asay*. A noisy bit.

Sam Hanighery.

"Red Hot and Beautiful"

(Reviewed at the Oriental Theater, Chicago)

This Harry Howard unit, which was tagged *Gold Diggers of 1941* before coming into the Oriental, is an elaborate, lavishly costumed production, mainly grotesque and working the patriotic angle for all it's worth. Running time is long and should be cut to screenings. Vaude portion is made up of acts that have played the circuit for years.

Playing the burly house, the Oriental has installed runways around the orches-

tra pit and on both sides of the house, on which the line girls parade, and the production numbers are reminiscent of burly. In opening number the girls step from behind the curtain, singing *We Are the Gold Diggers of 1941* as curtain rises on a stairway setting with two score girls in various stages of gorgeous undress parading down the stairs and onto the runways, bringing on the Gooden Trio, two men and a girl, who present a fast and entertaining adagio routine. Hoffman, comedy juggler, follows. He's an old-timer, very good in his line, and garners a lot of laughs with his ball-juggling and manipulation of silk hats, cigar boxes, and the old cane, hat, and cigar stunt.

Gautier's Henklayders, another old vaude stand-by, is a clever dog act in which the pooches go thru amusing routines without visible direction. Score-five in my spot.

The girls are next with a colorful can-can number in which the Stanley Kosloff Dancers interpolate some song specialties. Reynolds and White, comedy musical act, are standard laugh-getters. After some musical foetry, which includes an exploding violin, one of the duo removes male make-up and reveals herself, as a comely blonde adept at playing the violin. The girls go again for an elaborate Indian number featuring a new-nude chorus, with Betty North doing the vocals. Its finale reveals a setting of huge egotism, with Lady Godiva astride two of them, and in center three ladies posed on a pedestal. This would make a fitting finale for the show, but it is followed by the best individual act on the bill, Sybil Bowman, comedienne. With the exception of her Carmen Miranda bit, which was only fair, Miss Bowman was superb in her impressions which included a burlesque of an English bathing beauty, Mrs. P.D.H. and Beatrice Lillie. Received the biggest hand of the show.

Finals is an elaborate patriotic number, somewhat overdone. Includes a roll-call of the nations, with the vocals by Lee Keston (who also appeared intermittently in earlier numbers), and a George Washington and Abe Lincoln bit from the boxes. This last bit could well be eliminated with benefit to the show, as it is ineffective.

Show on the whole is thoroughly entertaining and should do well.

Not Great.

"Maid 'n America"

(Reviewed at the Orpheum, Des Moines, Ia., April 3)

A lavish show, with five spectacle numbers and nine acts, opened its tour here. Built around snappy costumes, extraordinary settings, and above-par acts, the show moves at fast clip.

It features a stately chorus of 16 and eight parade girls whose routines click. (See REVIEW OF UNITS on page 25)

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Week-End Vaude For Little Rock

LITTLE ROCK, Ark., April 26.—Peppito, Continental comic, heads road show. *Rise and Shine*, which opened here at the Robinson Auditorium Sunday (13). Saturday and Sunday shows will be continued thru the summer, with three shows Saturday and four Sunday.

And has 2,000 seats at 30 cents and 1,100 downstairs at 20 cents, with children 10 cents all over. In addition to Peppito, initial bill includes Sugarfoot and Rastus, Olive Miles and Company, Tini, Payne Sisters, Musical Trio, Johnny Bryan, and the Adorabellies. Robert Bell's Hawaiians play on stage.

Springfield Club Starts

SPRINGFIELD, Ill., April 26.—Oleman Gardens, local cafe, has started using floorshows, changing to a bill Sunday. The single acter lineup has Joe Cappel and (6) Drake and Marche, and Frank Payne. Manager is Jasper Thompson. Booking by Ray Lyte, of Dave O'Malley's office in Chicago.

Short Follow-Up Club Reviews

GREENWICH VILLAGE INN, NEW YORK.—Frank McCormick continues here as an ebullient, thoroughly likable comic with a fine gift for handling unruly audiences. Caught several times here recently, he impresses each time with his cleverness in warming up audiences, handling hecklers, ad libbing, and versatility. His single acter times include dances with Ruth Kline (the national) kimbly, and amuses vastly with broad humor. The perfect emcee for this spot.

Miss Edd is a charming blonde who sings sweet tunes with an engaging simplicity and then cuts up a rumbalumba of two. She also handles comedy lines well. Tall, brunet Dolly Reckless is back and doing sleight-of-hand tricks (lighted cigarettes, silks, razor blades, and thread) while going thru an acro dance. A pleasing novelty. Blood Vespene Yeague is on for a lively toe, acro, and comedy routine and a snappy toe-tap to jazz tempo. Did okay.

Small brunette, Roberta Welch, charmed her way thru *Dorothy Hernandez, I Could Write a Book, Chickadeestamango,*

and *Night and Day*. She has a brightly-permally, a deftly-handled wide-range voice, and plenty of personality. Looks like a real comer.

The six chorines in neat, pretty Pollie costumes, do three pleasing routines arranged by Jack Blair. They're the slenderest lot we've seen here in years. Grace Peters, cat, wild bruno's contralto, sings with the Anthony Trini band and also does a few solos from the floor. She has improved much.

Trini's band is okay, with the leader's fiddle giving the sweet numbers added attraction. The DeSavo Trio handles relief music nicely enough.

Jim Wiley is always on hand, along with Jim Pettis, for the handshaking. Paul Denis.

THE HOTEL WESTMINSTER BLUE ROOM

BOSTON.—Harry Drake, booker, has taken charge of this spot and is producing competent little shows on a limited budget. One caught boasted only three acts, but all three were good.

Line of six girls open and appears twice later. One number has girls going among patrons singing *Who Tied Your Tie*. Gag lyrics and tying ribbon around guest's neck contributes to the general hilarity. Emily Adrian, acro dancer, clicks with a sprightly routine. Returns later with a neat novelty in which she maintains a shrill whistle while going thru the acro routine.

De Syvies, Latin-appearing dance team, click with a fast comic and a jazz fiddle. Later present a standard ballroom and a tango. Attractively gowned, this couple has looks, talent, and showmanship.

Judy Lawton, NBC canary, warbles nicely in the lowdown manner. Had trouble with her throat and had to beg off after a few numbers. Made a very definite impression, anyway. Stops shows regularly. Kaplan.

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Name Bands Not Enough, So Philly Adds Film Names

PHILADELPHIA, April 26.—Name bands failing to hit the anticipated heavy gross, the Marie Warner de Luxe here, is now giving preference to picture names.

Anita Louise has been added to the Raymond Scott band May 2 week, with John Holes added for radio's *Truth or Consequences* show May 23 week. Gypsy Rose Lee heading the *Gay New Orleans* unit opens Decoration Day. Fairy Kelly and Zora Pitta open June 6. Also tentatively set are Dorothy Lamour and a gagged "horror" show with Peter Lorre and Bela Lugosa.

Pickman Leaves Lyons

NEW YORK, April 26.—Milton Pickman, recently appointed general manager of Monte Proser's Dance Carnival at Madison Square Garden, resigned his position with the A. & B. Lyons Agency yesterday (25) to devote full time to the Proser enterprise.

Pickman served with the Lyons Agency as a booker and office manager. Pickman took on the Dance Carnival job two weeks ago as chief liaison aide to Proser. Garden dance gets under way May 29.

New Frank Taylor Unit

SALISBURY, N. C., April 26.—Frank Taylor and his young wife are producing a new musical, *52d Street Jamboree*, it's the biggest show of its kind ever produced in the Carolinas.

Scholarships have been going on for four weeks. Will tour theaters of the South and then swing into the North.

Natchez Club To Be Rebuilt

NATCHEZ, Miss., April 26.—Fire April 1 destroyed the Steamers Inn, south of Perdido. Building was owned by George Davis and had been leased to Dan Grenillion, who had sub-leased it to B. Bruce Swayne Jr. Fixtures, including coin machines, were saved. Club will be rebuilt.

Comedian Goes Straight

NEW YORK, April 26.—For 18 years Bobby Pincus has been doing rough-house comedy.

And now he's going straight—he joined Bert Gordon, comedian, at the Adams, Newark, last week, as straight man.

Radio Quiz Show Vaude Date Flop

MILWAUKEE, April 26.—*Truth or Consequences*, one of the country's top quiz shows, head over NBC Saturday night, did a boodle at the Wisconsin Theater and was pulled out Monday (21). The show, created by Ralph Edwards, was booked in for a week, starting Friday (18) on a \$3,500 guarantee.

Business was poor from the start, and after Monday night's show the house management canceled the balance of the engagement. An adjustment on the guarantee was made.

Blame for the flop was placed on an unsatisfactory picture and lack of exploitation. Picture also was pulled, and *Head to Rio* was substituted Tuesday (22) for balance of the week.

Flesh for Camp Wheeler

MACON, Ga., April 26.—Flesh attractions will be used occasionally at Camp Wheeler, about six miles from here, it has been announced.

Lieut. Col. Carter Collins, morale officer, has designated Major Carlos A. Rose to serve as theater officer. Three theaters have been opened. One has a stage which can accommodate stage attractions.

All stage shows will be booked on a percentage basis. Lieutenant Colonel Collins said.

Huey to RKO Studios

SAN FRANCISCO, April 26.—Charlie Huey, press agent of the Golden Gate, vaude house, has been hired by RKO for its studio in Hollywood. Graham Kingsbury takes over his job.

Griffin Accuses Wells, Who Seeks Airing of Tiff Before Membership

NEW YORK, April 26.—Prior to hearing charges of Gerald Griffin against Peter Wells, former president of the New York local of the American Guild of Variety Artists, by the Four A's, the battle between the pair is still very much in the vocal stage.

Wells charged Griffin with being dictatorial in his attitude, with Griffin replying that he'll brook no inflammatory or unjust criticism. Griffin also said that any person with a just complaint will be heard. "Constructive criticism is always welcome."

Meanwhile Griffin is redrafting his charges to include conduct prejudicial to AGVA, an attempt to discredit an AGVA executive, publication of Wells' letter of accusation with intent to besmirch Griffin's character built up thru more than 38 years in the show business and intent to create feeling of uneasiness among AGVA members.

The Four A's board is expected to hear the charges shortly. Wells said he will fight to bring the charges to a membership meeting.

The charges are the result of a complaint by Wells to the Four A's, calling attention to Griffin's being night club editor and advertising solicitor for *The New York Enquirer*. Wells claims Griffin would usually be unable to fight for AGVA once he took an ad from a night club owner. Wells charged that Griffin refused to go to the Boulevard Tavern because the management owed *The Enquirer* \$50.

Charges were dismissed by the AGVA exec board when Griffin called Jack Miller and Arthur Shisels, AGVA organizers, in to testify that the reason for his refusal to go to the Boulevard was that he did not want the management to think he was using his AGVA office to high pressure for the money.

Griffin said that up to now neither the Boulevard Tavern nor the French Monte Carlo (mentioned in subsequent charges) has completed AGVA agreements. He said that organizers have been visiting the spots.

The AGVA exec board dismissed Wells' complaint as having no justification. A

board spokesman said that Wells' letter made no charges, but merely called attention to a situation.

Jack Irving, Chicago executive secretary, in for a visit, reported that the Balaban & Katz theater contract had been signed and prospects for the signing of Mike Todd's Oriental Theater and the Barnes-Carruthers agency were bright.

CHICAGO, April 26.—AGVA local here submitted six nominations for the national board elections, raising the original quota of two due to the large membership in the Chicago area. Nominees include Lew King, Lucille Carewe, Tony Darnay, Ray Conlin Sr., Brent Welborn, and Ginger Gilard.

SAN FRANCISCO, April 26.—Vince Silk, AGVA organizer, has been appointed executive secretary of the local. He succeeds Vic Connors, recently named national representative of the American Federation of Radio Artists.

While Connors held the posts of secretary of both AGVA and AFRA, Silk takes over only the AGVA job. Adele West, who has been Connors' secretary, was named officer manager of AFRA. Max West was appointed part-time AFRA representative and business agent.

Fay's, Prov., Vaude Out

PROVIDENCE, R. I., April 26.—Fay's Theater (1,288 seats) dropped vaude yesterday for a summer policy of double-features, mostly Westerns and action melodramas.

Metropolitan (3,000 seats) continues to use stage shows, with bands as headliners, week-ends.

Vancouver Club Stopped

VANCOUVER, B. C., April 26.—Opposition from churchmen and temperance workers resulted in city council refusing to grant a cabaret license for a \$75,000 night club which Clover Club, Ltd., planned to build 35 feet south of the all-night liquor store.

Ed Sullivan Presents

“CRAZY WITH THE HEAT”
With
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RAYE and NALDI

JANE HOFFMAN

GRACIE BARRIE
WILMA HORNER

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BETTY KEAN
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... and Beauty Chorus
who all extend most grateful appreciation to Mr. Sullivan for the opportunity to participate in this outstanding stage "HIT!"

currently



LOEW'S STATE
NEW YORK



Orpheum, Los Angeles

(Reviewed Wednesday Evening, April 23)

This week's show is full of action. It starts and ends with a sock, but the acts are spotty, slowing down the show.

Following the opening music by Al Lyons pit orchestra, the Noble Trio, two men and a girl gymnast, moves fast and holds attention for the few minutes it's on the stage. One of the men does comedy. Trio finishes when the men hold a rope with their necks while the girl spins in a back-of-the-neck hold and dangles in mid-air. Please.

With Lyons as emcee, the winner of the week's *Hollywood Showcase* program over KKK, Jimmy O'Brien, sings *Roses of Mearny* and *Did Your Mother Come From Ireland* in a good strong Irish tenor. Doesn't do much to sell, but his voice is of sufficient quality to carry him thru. Eddie Emerson, "cancie jumping jack," does a few handspins and backward summersaults. Also does soft shoe and several mid-air summersaults.

Britt Wood, of *Hopalong Cassidy*, plays the harmonica on *Darhous Stratters Ball* and *Double Eagle*. His moping is fair. With dead-pan expression he sings *The Covered Wagon Rolled Along* and *Beverly*, particularly and smooth-working dancer team, offer a Mexican dance and improvisa dances with the audience calling out what it wants. These included rumba, tango, conga, titterbug, and Viennese waltz. Last part of this act is very good.

Frank Gaby and Company, which includes Little Billy and a dummy, offer a ventriloquist act. Material not so good, but Gaby shows that he can do a good job when Billy leaves the mike to let Gaby finish the song.

As a fitting finale, Lyons and orchestra offer a "Goodnight Medley." This included *I'll See You in My Dreams* with Eddie Evans featuring his electric organ, *Sleep*, and Jimmy O'Brien's return to sing *Goodnight Sweetheart*. Book comes when brass trio offers a chorus of *Songs of the Islands* with soprano solo coming in for a solo. On here are Lyons, accordion, and two violins. Sort of nice.

Flx, Face Behind the Mask and The Deal Commands. Sam Abbott.

Oriental, Chicago

(Reviewed Friday Afternoon, April 25)

It's a corny program, but fairly entertaining. Screen fare, revival of *Vivacious Lady*, with Ginger Rogers and James Stewart.

Shoe's billing, "Dick Todd and Orchestra," is a bit misleading, as only the house orchestra is used. Todd does his usual vocalizing. Eddie Peabody, "banjo king," enlivens the show, bouncing in and out and handling the introductions in a pleasantly informal manner.

A lively number by the band, with

Vaudeville Reviews

Peabody accompanying on his banjo, brings on the Starlets, six-girl dancing act in long, bright red dresses, for a lively precision tap session. Girls are pretty, well-matched, and present an entertaining routine. Received a nice hand.

In the debut spot Ada Brown, hefty septa songstress, scored solidly with her song numbers and clowning. She wisely sticks to songs admirably suited to her personality. *Jerico*, *Lasstest Girl in Town*, and *Hallelujah* brought applause, and she encoored with *Rhapsodize* for a good finish.

Stevens Brothers and Big Boy are a standard act that has played the Midwest for years. Big Boy is a bear, and the antics of the animal, his trainer, and three stooges garner many laughs.

The Starlets on again, this time for a tap conga. The sextet, in abbreviated skirts, leads off with a novel conga number, then offers several tap routines interspersed with brief specialties by the individual dancers.

Dick Todd, record artist, led off with the number one song hit, *Amazoola*, to a warm reception, and followed with *Berkeley Square*, *Some of These Days*, and *Harvard*. Todd has a voice and sly personality especially appealing to the women. Sells his stuff nicely.

Ross and La Pierre gave the customers a hearty laugh session. Frank Ross did excellent imitations of Henry Busse and Clyde McCoy, did a funny bilibili impression and a Popeye and Barnacle Bill comedy bit, then some comedy imitations and singing with Anita Pierre that put them over neatly. Eddie Peabody closes the show with a strong banjo playing session. Not Green.

Loew's Capitol, Washington

(Reviewed Thursday Evening, April 24)

Headline act, Lew Parker, pretty much dominates the stage offering this week. Just as soon as orchestra and organ selections conclude, Parker is on center stage ripping off a string of good stories. His material is fresh and his timing promises chuckles.

Opener is given over to the theater's Rhythm Rocketts, who go thru a simple routine and win some applause. Parker's next chore is introduction of Peggy Bernier, and he sticks on stage during her entire appearance. She has a confident manner of putting over comic antics, supported with a good voice for pop tunes. *Tennessee Fish Fry* plus quips with Parker and another vocal number brought rounds of applause.

Rocketts return for a lethargic dance, with red boxes simulating travel luggage. Girls jump up and down on the boxes and get off a brief tap routine, clearing the way for Alphonse Berge and his well-known act of flash frocks. Berge's models come out in foundation garments, and from there on Berge dresses them up by quick twists of yard goods. With a few pins and clever drapes the women leave the stage looking like pages from *Vogue* or *Harper's Bazaar*. Act ends with Parker and Berge going thru a challenge. Parker makes the most of his opportunity, tugging at

the cloth as tho he were strapping a trunk; ending with the girl exposed in most vulnerable portions. Won plenty laughs.

Parker then gives a spot to his stooge, Sid Gold, whose appearance is all too short. His mugging and sound effects call for much more. Parker's solo impressions of public table manners are great. Show closes with *Rockets* out for a stair routine, with a set of wooden steps for each pair of girls. Number is not complicated and brief. When *Rockets* drop back, the Four Co-Mis come out with a series of *catwalks*. Quartet does a flashy acrobatic tap and closes with *cartwheels* and backflips.

Flx is *That Night in Rio*. House practically filled at show caught.

Edgar Jones.

Olympia, Miami, Fla.

(Reviewed Saturday Evening, April 19)

Opener was Virginia Austen with her "Doll Doings." She makes her puppets seem very real and very lovable. Especially good were the dolls doing a rumba, and the act in which her big puppet works a smaller puppet who works a tiny puppet.

Carroll and Gorman, who have appeared in several night clubs down here this winter, sang the usual ditties, including *Carolina in the Morning*. Especially good was their arrangement of *Since the War He's Not the Boss Any More*.

Hal Sherman, doubling as emcee, did dead-pan comic dance that the audience couldn't get enough of. He was called back about 10 times, and each time circled the stage in a kind of roller-skating walk that drew howls.

When they finally let Hal alone, he introduced Miss Orson, doubling from the Ball Club. She sang and imitated Tucker, Richman, Ted Lewis. Was particularly effective with *Send Me Daddy* sung as *Hepporn*, Garbo, and Bries would sing it.

Closer was "Think-a-Drink" Hoffman, who pours any drink called from what appears to be an empty shaker. He won't even stop for coffee (with a doughnut), milk, champagne, or a combie. Everyone seemed to enjoy the drinks, even the man who got a Bromo-Seltzer.

Flx, *The Devil and Mrs. Jones*. Fred J. Gobbelle.

Palace, Akron, O.

(Reviewed Monday Evening, April 21)

The Bliz Brothers, who do joyed waccone while the movies were exploiting wacky comedies, headline a variety bill that proved excellent entertainment. A versatile trio in imitative mummery, the Bliz boys sing, dance, and swing patter. They are liberally at home on the boards, and being without the awkwardness of strictly screen trained entertainers, get the utmost from their material. Audience reaction was top-notch, laughs were loud and long.

Featured number of their act is a travesty of *Snow White* and the Seven Dwarfs, a ludicrous bit, but most amusing is their *Dark Eyes* song.

Ciro Rimes and his rumba-conga band, a South American group, are stars at both Latin rhythms and swing. Rimes doubles as a dancer, a pleasing surprise. Aliza Curango sings Argentine and Brazilian numbers with the same peppery delivery and warm hip-swinging that has made South American entertainers such attractions this season. Charley Boy is band's hot stepper. Strellita, Penn and China offer conga, rumba and comedy dances.

On the screen, *The Love Wolf Takes a Chance* (Col.). Rex McCusnell.

Orpheum, Minneapolis

(Reviewed Friday Evening, April 25)

Wayne King and his orchestra present one of the finest hits ever seen on a local stage. King has learned a great deal about personal appearance and stage slip in a few short years. One of the big secrets of King's success this trip is the very effective lighting arrangement used to bring his ork and his music to the fore.

The King signature, *The Walts You Set for Me*, opened, only to have a trumpet player start the revolution and insist on faster music. Between *Sleepy Time Gal*, *I Love You Truly*, *Twelfth Street Rag*, and *Blas Denude the War* is fought in good humor, with the audience reacting excellently to it.

The Monocled Ambassadors, two male

acrobats from England, are clever with their patter and amazing with their feats. The way their monacles remained in place during all the turning and twisting had the audience applauding for an encore.

The ork next swung into the Mexican mood with *Ecopays* which, with the help of the spots, went over well. The Randall Sisters (trio) brought some fine harmony with *Porfida*, Alexander's *Rogtime Band*, and *Sadie Hawkins Day*. Encored.

Perhaps the most spectacular Wayne King presentation, greatly aided by lights again, followed with King on the sax, the clarinetist and trumpeter joining in playing *Will You Ever Think of Merry Star Dust*, and *Margie*.

The first of two show-stoppers took over next, with Tom and Betty Wender, brother-sister dance team, going over very big with their jitterbug and acrobatics. Betty's *Minnie the Moocher* number is first rate, while Tom's dance with a dummy resembling Betty had the audience calling for more.

The King ork takes over again with *Josephine*, followed by Wayne's vocals of *I Wonder Who's Stealing Her Now* and *Only a Dog*. The audience insisted on more, and King came up with a third.

Don Cunningham, gab and rope act, was the second show-stopper. His jokes had the audience roaring and his roping was excellent. Don came back again and again.

Wayne King orchestra goes into *The Walts You Set for Me* for the finale hand. Here again it was the lighting that did the trick.

Flx, *The Trial of Mary Dugan*. Jack Wotenberg.

Loew-Poli-Globe, Bridgeport, Conn.

(Reviewed Saturday Afternoon, April 26)

With a night club atmosphere, this is one of the best vaude layouts to show here in many a moon. Benny Fields and his *Hollywood Super Club* Secus provide 60 minutes of solid entertainment. Gus Meyers Jr. and his house orchestra of 10 men on stage got show off to a fast tempo with an original arrangement of *Old Folks at Home*. Fields came on to a big reception and after a few wisecracks brought on the Jades, a mixed team with a fast acro dance novelty and some sock handspins, also a different version of an apocryphal routine, with the theme being the upcoming around.

Yvette, a pretty gal in a juggling novelty, routine. Nothing unusual. Strictly routine stuff and slowed show up considerably.

The Five Dario La Conga Dancers, featuring Patricia, provide the Latin atmosphere and get over solidly with their nimble interpretations of the rumba, samba, and conga, with the usual shaking of maracas, clares, and conga drums. The Three Heat Waves, all boys, are show-stoppers with their blend of ruc comedy, imitations, eccentric dancing and music, with one of the boys showing best tapping around these parts in some time. Had to beg off.

Fields had the audience eating out of his hand with his swell warbling and bubbling personality. Did *On Fifth Avenue*, *Berkeley Square*, *You're a Lucky*

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"International Jester"

"International comic, formerly a feature with Benny Hertz's band, who has been doing a single in vaude and musical for a year or two, makes his debut in legitimate vaude, and internationally known character, enjoying freak songs and inventive facial contortions. Should work well in any number of spots in a legit venue. Caught recently at the Hi Hat, Chicago night spot, he was never seen."

EDWARD CHARLOTTE

SHAYNE & ARMSTRONG

Just completed 4 weeks

RADIO CITY MUSIC HALL, New York

Thanks to LEON LEONIDOFF

Direction—Sammy Rauch

Follow, and a medley of late songs. Finale had entire unit doing a hot song.

Pickup was Sign of the Wolf, House, a 3,000 seater, plays four a day and is managed by Harry Rose, assisted by Tony Massala and Harold Engel. Booking by Leo Cohen, of WHM Artists' Bureau. Motown sketch is two bits, with a dime more at night. Samuel A. Leikowitz.

House Managers Check Auto Camps For Vaude Talent

ATLANTA, April 26.—Vaude is booming here. Fourteen local theaters are playing some form of stage attraction as support to films.

Most of these stagehouses are being offered in the neighborhood theaters, there being great competition among de luxe neighborhood houses.

So necessary do some house managers think the stage attraction, and so scarce are good units, that they have been picking up anyone who appears to have any kind of talent. Of course this weakens the lure of stagehouses generally, but the managers feel the public wants to see fresh acts and, when they are scarce, anything will do.

Some managers keep in close contact with tourist and auto camps, where they have found traveling units passing thru, and have put them on the stage.

Only downtown theaters playing vaude constantly is the Capitol (2,500 seats), where the shows have been so mediocre that the management has resorted to plugging the action pictures rather than the stagehouses.

Fred Whitman played the Paramount (2,470 seats) for four days beginning Easter Sunday.

In near-by Fort Benning (Columbus) the soldiers are demanding fresh shows. Augusta, Savannah, Albany, Macon, Thomasville, and many other cities in the State are using stage attractions.

Just as It's Everywhere: Vaude Out, Floorshow In

GRAND FORKS, N. D., April 26.—Vanderbilt is back after an absence of more than 10 years.

But this time, instead of showing in theaters, the acts are used at a night club.

Alce Lieberman now picks up five or six acts weekly on a circuit that operates thru Canada and Minneapolis and St. Paul. Grand Forks is a convenient stop between Winnipeg and the Twin Cities, and the acts will show a full week in Lieberman's One Fifteen Club.

Lieberman came here several years ago and took over a run-down but splendid pool hall. He added a bar, a dance floor, and a bowling alley. Admittance charge is 25 cents.

REVIEWS OF UNITS

(Continued from page 21)

The girls open in shiny pilot costumes and parade in airline hostess suits. Katherine Perry, vibrant, vivacious, offers a pleasing new dance which gets the acts under way. The Three Mack Brothers have a clever act set.

The Corcorans do a Bolero and rumba but, altho the dark-haired girl is alluring, the act was nothing terrific.

Chorus and parade girls return for liven scene, with build-up for Maurice and Betty Whalms' acrobatic dance. Team appears very youthful and versatile, with girl getting heavy hand with graceful set.

Don Popkoff Tammen does a knockout Russian laugh act and finishes with George Actis club that goes over well. Herman Timberg and Judy Kelly follow

Attorney's Rustic Dream Fades

NEW YORK, April 26.—I. Robert Broder, attorney who was feverishly preparing for the life of a country squire with the purchase of a farm in Putnam County, may have to postpone his plans temporarily.

His combination character-foot-man-cook-butler-chambermaid topped and bedded most of Broder's effects into his station wagon and has disappeared. Broder estimates the value of the lot at \$1,800.

The snitcher ignored Broder's books, including many rare theatrical items. Maybe the guy can't read.

Bird Bites Man! Crash! Bang! Plop!

CHICAGO, April 26.—When a bird bites a man, that's news! But it's no laughing matter—at least Raquin, manager for Yvette Darr, parrot dancer, doesn't think so.

Just prior to Miss Darr's State-Lake engagement here, "Rae" was driving from Detroit to Chicago with the act's props, including the parrot. The bird, usually Raquin's, suddenly hopped upon Raquin's shoulder and gave his ear a vicious nip. Taken by surprise, he lost control of the car, which crashed, banging him up.

"Rae" is hobbling around on crutches, but "Polly" is coked, not even a feather ruffled.

with fast chatter and dance routines. Judy has ability and personality.

Chorus again parades for build-up entrance for Don, Dash, and Darr, who practically stop show with clearer dance steps, winding up with Don dancing on drum with pop bottle caps on bottom of his bare feet. Click better than veterans in show.

Show closes with Spanish setting, Staples and Cerny singing and entire troupe returning. Otto Weber.

"Gay New Orleans"

(Reviewed at Oriental Theater, Chicago)

This was Michael Todd's first show in his Theater Cafe (Chicago) which retains a couple of production numbers of his Sancerre unit in his Village at the New York World's Fair. A couple of cast changes include Ruth Dennen, who replaced Ruby Mercer, and the omission of Muriel Page, who is still at Todd's nitery. The original Sancerre plantation set and costumes are most throat-cut.

It is a pretty show and strong enough for the average vaude house. Gypsy Rose Lee's featured billing brought in the men, and should do the same in other cities.

A line of 10 girls and 10 show girls grace the production numbers, with vocal support by Joe Frederick, baritone; Miss Dennen, and a harmony trio, the latter weak on vocal delivery. Frederick has a youthful personality and strong pipes but falls back on showmanship. Miss Dennen, striking brunette, delivers effectively.

The girls dress up the stage in a cheery song and soft-shoe tap opening, and with parade support from the show girls appear successively in a Sancerre specialty, yomantic specialties in which the singers do *It Wouldn't Be Love*, *Not a Star in Sight*, and the *Scarlett O'Hara* finale, pulling in by the teeth a patriotic wind-up labeled *I Hear America Singing*.

A. Robin follows the opening with his amusing novelty in which he produces 101 props from his pockets. Keeps his audience fascinated as he loads up four trunks, links them in train fashion, and foot-toots out. One act of the old school that holds up.

Bols Bols, balancing acrobat, comes out in unceasing exercise during tricks on a roller-supported one-saw perched atop a narrow platform. He also manipulates a girl in control seats while in this precarious position. Good sight act.

Willie West, and McGinty still cut up, building a humor and get healthy laughs. They don't work in front of their own drop, removing the logical reason for some of their motions, but turn in enough entertainment value to stand on its own legs.

Gypsy Rose Lee, next to closing, has a clever variation of the strip. Equipped with good talk material, a catchy musical background, and a strong sense of humor, her best act nets fine response. Returns in the finale for a bit with the singer (Frederick). Eric Nonberg.

PARK CENTRAL HIT

(Continued from page 3)

and no show, so feels it will not be affected by the dispute. St. Regis will close its room for the summer in another week, so is not affected either.

Business was rife for a time this week that the hotels would appeal to either the New York attorney general or Washington on a basis that the AFL union had entered a conspiracy against them. But no such move is contemplated now, it was stated. First, the hotels are probably adopting the attitude that as long as they are seen to be all in the same boat there is not much point in fighting to keep open rooms with shows costing money to operate. The competition is

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Thanks for these Press Comments:

"Puppetry is a fine art when performed by the Salicis." ADA HANAFIN, San Francisco Examiner.

"For man and woman, young and old, from top to grandiosity, I recommend the Salicis Puppets." CLAUDE A. LA BELLE, San Francisco News.

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"Perform shows with their puppets never before seen in a show of this type. Salici's performers are far and always tops in their class." Daily Variety, Hollywood.

P. 1.—Thanks to Sidney Piermont

Direction—PHIL OFFIN, 48 West 48th St., New York

removed, so now they can save money, they figure.

OPERA-ON-TOUR CASE

(Continued from page 3)

LATHEE the right to strike because of the machinery. In this case, phonographs were used as accompaniment.

Said Judge Finch: "What is here enjoined is the inducement by the individual union to enter into a combination to destroy the business of the plaintiff (opera) solely because machinery instead of live musicians is used."

Opera-on-Tour was originally vanked off the boards in Birmingham, Ala., November 12, 1938, when the stagehands walked out on strike just before a scheduled performance of Faust.

This also brought to mind the possible erosion of the plans for B. A. Rolfe's Vode-Vision, which was put out of business the same way by the musicians' union, about three years ago. Vode-Vision, however, has been awaiting decision of the Opera-on-Tour action before making future plans.

It was indicated that the AFM would appeal the case to the Supreme Court.

TOMMY SACCO, Chicago, set Ted and Art Miller into the Paramount Club, La Salle, Ill. for two weeks with options starting April 12.

Vaudefilm Grosses

BG and J. Dorsey Continue Strong; Roxy, State Down; MH May Go 5 Weeks

NEW YORK—Three out of the five Broadway vaudefilm houses—Music Hall, Paramount and Strand—kept the pace of Easter holiday business with a continued rise in grosses at the box office.

Paramount (3,664 seats, \$37,000 house average) clinched the second week of Benny Goodman's personal appearance and the Coscobana Revue on the stage with a hot \$55,000. Film is the Crosby-Hope-Lamour flicker, *Road to Zanzibar*. Opening week of this show caught \$68,000. Pic is set for a four-week run, but Goodman clears out at the end of the third, which should take around \$42,000.

Strand (2,738 seats, \$33,500 house average) scored nicely with \$40,000 for its second week of Jimmy Dorsey on the stage and *Berle Days in The Great Big on the screen*. Show, set for a four-week run, grossed \$42,000 the first week. Third week estimate is set at about \$38,000.

Music Hall (8,864 seats, \$84,000 house average) is continuing its smash box-office pace with a third-week take of \$97,000 for *The Hamilton Woman* and the annual Easter pageant on stage. Both attractions may run into a fifth week, with the fourth week set to take in around \$85,000. First three weeks have grossed a total of \$391,800.

Loew's State (3,327 seats, \$23,500 house average) opened strong, Thursday (24) with a vaude version of the lighter, *Cheer With the Heat* (Willie Howard, Hays and Naldi, Gladie Barrie, Betty Keen, and Diana Costello) and should gross around \$28,000. Film is Andy Hardy's *Private Secretary*. Last week's hit with Clyde McCoy's band, Sims and Bailey, Dean Murphy on stage and *Lady Eve* on the screen, fell below house par with a poor \$19,000.

Roxy (5,835 seats, \$38,000 house average) skimmed around the house par, ac-

counting for \$38,000 the first week of *Lady From Chelyessee* on the screen and stage bill including the Three Fitzsimons, Johnny Howard, and Estelle and LeRoy. Stunting into a second week with an expected \$30,000, from week-end indications.

Carlisle, Bracken, Okeh 18G; "Nude" Unit Average Biz

DETROIT—Return to cool weather for several days helped local theaters playing stagewalks. With business generally down in picture theaters, the two downtown houses playing flesh indicated patronage holding up.

At the Michigan (4,000 seats, house average \$17,000) Karry Carlisle and Eddie Bracken headlined the stagewalk, doing a slightly better than average business, estimated at \$18,000. Film was a world premiere, billed locally as *F. O. B. Detroit* (starburst as *Reaching for the Sun*) based on a local theme, and this undoubtedly helped attendance considerably.

At Raymond Schnitzer's Colonial Theater (1,500 seats, house average \$6,000) the *Nude Ruckus* Revue came in for very close to the house average of \$6,500. In view of local conditions, this was a good draw for a show without star drawing power, according to Schnitzer.

The closing of Jack Broder's Town Theater, which had played stagewalks for two months, apparently threw only a little extra trade to the Colonial, indicating that the two houses failed to overlap seriously in sources of patronage.

Boles Helps Build Dayton, O., to 7½G

DAYTON, O.—John Boles added strength to last week's stagewalk at the Colonial, but only enough to up the gross \$7,800.

This week the house is preparing to handle exceptional crowds with the WLW Boone County Jamboree. Many customers came for the opening show than since *Lone W' Amer* appeared here. To accommodate patrons over the week-end five shows were scheduled for Saturday and six for Sunday.

WLW Billies Big \$13,800 in Ind'p's

INDIANAPOLIS.—WLW's Boone County Jamboree, topped by Lulu Belle and Scotty, put the Lyric (1,892 seats) in the clover for week ended April 24 with a very satisfactory \$13,800. House average is \$8,500.

Pic was *Side On, Vaquero*.

Chi Off; Red 10G for Pic Revival and Todd-Peabody Revue; Army Unit OK 16G

CHICAGO.—Ideal outdoor weather and lack of interest in the current attractions are holding down grosses at the combo temples here this week.

Oriental (3,200 seats, \$13,000 house average) is slipping badly, and the week of April 23, with a revival of *Vicious Lady* and a thin stagewalk topped by Dick Todd and Eddie Peabody, is bringing a red-dipped \$10,000. There is talk of pulling stagewalks after the May 9 week, and Charlie Stone, ork leader, is already on notice. House did better with girl shows, but could not produce seek leg attractions week in and week out. The departure from that policy this week is an unpopular one with the male element. And the accompanying picture has been milked dry around town. Last week, the show unit came in on a week-end with April 24. Harry Howard's unit, *Red, Hot and Beautiful* and *Ebony Queen's Penthouse Mystery* on screen did a good \$15,000; little profit for

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War Benefit \$3.100—And Acts Get Paid

BUFFALO, April 26.—A one-nighter vaude show sponsored by employees of the Curtiss Wright airplane factory here April 19 for the benefit of British War Relief made a good profit, altho the promoters paid every act, contrary to usual benefit practices. Budget ran around \$2,000.

Yield at the Bhee's Buffalo Theater at midnight, the show headlined George Jessel and Romo Vinsons, who were procured thru the William Morris Agency, and show grossed \$3,100, with a total attendance of 2,800 persons. Discots ranged from \$1 to \$1.50. About 18 other traveling acts were hired. Helen Menckman canceled in last minute, the advertised heavily.

"Vanities" Fine 16G

BOSTON.—Earl Carroll's Vanities unit drew a juicy \$16,000 for a full-week stand at the RKO-Boston Theater here, ending Wednesday (23). Tickets were \$3, 44, 55, and 65 cents at the 3,200-seat box.

Pic was *Ride Vaquero* (20th Century-Fox).

Tucker \$2,860 Big

SOUTH BEND, Ind.—Orvin Tucker band and Bonnie Baker grossed a record \$2,860 at the Palace Theater (1,500 seats) here Monday (21), beating the previous one-day high held by Horace Heidt by \$280.

House runs one-day flesh on an average of two days a month.

Buffalo Biz Okeh Despite Competish; Flesh Coming Back

BUFFALO.—A spell of colder weather plus the Easter school vacations helped bring good vaudefilm trade downtown the past week, and strong celluloid bills helped keep the customers coming during latter part of the week. Competitive amusement ventures were Disney's *Panama* in second week at Elksler and several name head one-nighters, including Sammy Kaye, Jimmie Lunceford, and Bob Chester. Bands sponsored for various benefit purposes and garnered great attendance. Vaudefilmers are taking advantage of the trend, with Bob Crosby and Horace Heidt on the early May calendar. Current week looks okeh, only flesh being Palace burly-vaude show, headlining Amy Fung, Chinese dancer.

The 20th Century (seating capacity, 3,200; house average, \$6,500 for pic only) is biding its time with double-features until May 2 when *International Gaiety Revue* opens for a week. Bob Crosby's ork and acts are set to follow May 10 week. Layout, which ended a nine-day stand April 25, was comedy pic *The Dead and Miss Jones*, which grossed around \$9,000. First week did a fairish \$7,000. Co-feature during that time was *Shadows on the Stars*. The *Village Star* turned her was substituted for last two days. Filling gap bill *International Girls Unit* arrives as double pic, *Bringing Up Baby* and first-run *Bookies on Parade*.

The Buffalo (seating capacity, 3,500; bots average, \$11,500 for straight films) is finally returning to concrete vaude bookings, with Horace Heidt band and acts the first flesh attraction on tap for some time. Bill opens May 9 and in the (See BUFFALO BIZ OKEH on page 38)

Spokane Gross Down

SPokane, Wash.—Poor Easter Sunday attendance resulted in Joe Daniels circuit vaude going \$200 under average April 11-13 at the Post Street (1,120 seats). It was a perfect day for Easter bunnies, after nearly a week of clouds and showers.

Bill, a good one, had *Barbarina* and *Her Pomeranians*, *Princess Chrys*, *Vinton* and *Lolette*, *Ernie Patterson*, and *Jim and June Gallagher* plus *Street of Memories* and *Ride, Kelly, Ride* on the screen.

Heidt Big \$3,700

HIDDEPOT, Conn.—Horace Heidt, in his first appearance in this neck of the woods this season, went over great at the Loew-Pub-Lyric (2,048 seats) Sunday (20). House Manager Eddie Madden had to put on a sixth show to take care of crowds, grossing a nice \$3,700.

Frankie Carle, former local led, had to make curtain speech at every performance.

Only band this season to pull larger crowds was Tommy Dorsey.

Vaudeville Notes

CHANDRA-KALY DANCERS booked for the Capitol, Washington, May 9.
COUNT BASIE is set for the Palace, Youngtown, O. June 14, and the Regal, Chicago, August 19.
THE LITTLE LADIES goes to the Lyric, Indianapolis, June 13.
BOLLYWOOD BLONDIES open at the State, Baltimore, Md., May 1.
ARREN and BRODERICK inked in for the Schubert, Cincinnati, May 18, and the Stanley, Pittsburgh, May 23.
ABE LYMAN returns at the Schubert, Cincinnati, May 16.
GLENN MILLER opens at the Chicago, Chicago, June 13.
DANNY KAYE goes back to the Paramount, New York, later part of June or early July.
CELESTIA THEATER, Miami, is set to run thruout May and longer.
VINCENT LOPEZ is penciled in for the Paramount, New York, the latter part of May.
PHIL HARRIS will be at the Chicago, Chicago, July 4.
EDDIE BRACKEN, Jack Leonard, Chick and Lee, and the Duflins comprise the talent at the Paramount, May 7.
THE SPUD-GATS, whose last appearance here was with the RE Circus, are this date in Berlin, Hamburg, and Dresden. Hope to re-enter this country after their Copenhagen dates.
GLENN MILLER band is set for the Chicago, Chicago, June 13.
BILL ROBINSON will tour on same bill with (See VAUDEVILLE NOTES on page 26)

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Hollywood, Florida

CHORUS GIRLS and BURLESQUE People WANTED. Write E. SKOLAK, Capitol Follies Theatre SAN FRANCISCO

Magic

By BILL SACHS

JACK GWYNNE is technical director on the new Hugh Herbert comedy, *Radio Sucker*, now in production on the Universal lot in Hollywood. Jerry Ash, Universal cameraman and member of Los Angeles, Hollywood magic club, is filming the picture, which deals with the adventures of a magician. With Jack and Jerry on the job there'll be no exposing. . . . **THE TWO MYSTIC** mystery, as shown at Wilson's Cafe and Restaurant, Philadelphia. . . . **DR. HARMAN TARBELL**, in Cincinnati, brought trains last Tuesday (22), our day off, phoned the house to say he dropped off to visit for a few hours with Marg and Louise, in at the Shubert, Cincy, last week with the Ted Weems unit. Tarbell, who never seems to find a dearth of private money dates, has a string of engagements in the Middle West and East before heading back to the Texas country, where he faced a "handy a few weeks" book. . . . **MARIONNI** a visitor at the magic desk last Wednesday (23) to talk us into a bit of night flying, only to scare us off by relating that landing on a dark night is pretty much a matter of guess work. Marconi and Louise have been on tour with the Ted Weems band since last December, with no end of the trek yet in sight. They're sticking to magic for the theater states, leaving their mental routine for the stage. . . . **J. S. RAMSEY** has closed his *Harmesia* Magic Show, which he had out in theaters and schools in Arkansas all winter, to join the Russell Bros. Circus as secretary. He reports the season just ended was the best for the Ramsey attraction since 1929. . . . **CHARLES A. NICOL**, for many years business manager on the Oriental tours of his brother, the Ormal Nicola, and himself a magnet of no-man's-land, is settling in San Francisco from a recent violent attack and hold-up in Hollywood. Nicol's pen name was Al Von Arr. . . . **H. A. MACKNIGHT**, hypnotist, winding up eight weeks for the Veterans of Foreign Wars in Washington and Oregon, has signed again with the National Carbon Company for the summer and fall to play key towns in Montana, Idaho, Washington, and Oregon. He was with the latter company for several seasons. . . . **BECK KIEP**, **THE MACKIAN** pulled a full house for the FFA at Seat Pleasant, Md., April 18. . . .

THE GREAT VIRGIL closes his seventh tour under the management of the well-known magic impresario, Henry Hudson Davis, in Colorado May 5, traveling 100,000 miles and giving 600 night and 100 matinee performances in the three-year period. Virgil plans a 60-day tour of Alaska this summer, with a tour of the Deep South slated for the late fall. . . . **SHEFFIELD THE MAGICIAN**, after winding up at Avalon Club, Hot Springs, Ark., moved to the Chex Place, Denver, April 18. At Charleston, W. Va., recently, he had as a visitor Dr. Gossy, whom Sheffield says is a sorcerer with the post-humans. At Columbia, Mo., he was a midnight magic and food session. . . . **JOHN McQUINN** returned to his alma mater, the McKinley High School, Niles, O., for a performance April 18, just 21 years after he used to fool the kids and teachers there as a tricky sophomore. . . . **CARRYNOS ON** at the recent annual magic party of the Boundin Club of Minnesota was pictured in a full page in the art gallery section of *The Minneapolis Sunday Tribune* April 20. Pictured showing their wares were the club's secretary, Arthur Nelson; James J. DeVoll,

Combo Policy of Oriental in Chi Having Troubles

CHICAGO, April 22.—Security of suitable attractions, which can compete with the State-Lake shows is endangering the future of the Oriental combo policy. Both theaters have a 40-cent top and cater to the mass trade. Mike Todd, now managing the Oriental for the landlords, points out that the girl angle is a good come-on, but unless it can be backed up with strong entertainment the customers will pay away. Todd, who closed Thursday (24), Harry Howard, *Red, Hot, and Beautiful*, did better than average business (\$18,800) but its price (around \$5,500) reduced the chances for a big profit. Cheaper bills draw flies. And the Oriental's picture problem is still as acute as ever. State-Lake, on the other hand, has a better selection of pictures and pays more for its shows. Operated by Babalan & Katz, it has a weekly cash budget of \$6,000 to \$8,500, and for that reason gets first call generally on units available in this area. Shows following the current unit, *We're in the Army Now*, include *Maid in America*, which will be topped with a screen name (May 2 week), *Dave Apollo* and *Willie Shaw* unit (May 9), *Ada Leonard-Helen Morgan* all-girl unit (May 16), *Major Bowes* unit and screen name (May 23), and *Grandfather's Politics* unit (May 29). Recent hits, only two weeks set, break in date of *Bela Lugosi-Kate Luke Shaw*, May 2, and *Waldia-Nights* unit, May 9. Type of shows to follow and minimum policy will depend on the business garnered for the next couple of weeks.

Queen of Unmentionables

PHILADELPHIA, April 30.—Warata Bites, stripper, current at Carroll's, local girl, has decided to change her name. Miss St. Louis title. Instead she will bill herself as "Queen of the Undie World."

Another Burly Floor Show

PHILADELPHIA, April 26.—Because of the attack of the burlesque floorshow policy at Carroll's here, Wayne McVeigh, operator of the Twin Cedar Inn at nearby Clementon, N. J., has instituted an anti-burly policy.

Spot has always tried strippers, but now it's burlesque all the way, with *Joie Ravon* in top spot.

Bridgeport Out May 10

BRIDGEPORT, Conn., April 26.—Manager Eddie Madden of the *Low-Pollity* Theater, Bridgeport, says his burlesque will close here Saturday, May 10. *Hinda Wassau*, local gal, is making her third appearance here this season, with great success. Al Smith, manager at the Lerie last season, is now in Fayetteville, N. C., to manage a house for the Empire Amusement Company of New York.

Corio Show for Philly?

PHILADELPHIA, April 26.—Deal is on to reopen the Shubert, which returned to burly only to shutter again, for a single week for a legit featuring Ann Corio. With Miss Corio set to summer as *Tandelyne* in *White Cargo*, plan is to break in the show here before opening at the Windsor Theater, Bronx, and the Flatbush, Brooklyn.

originator of his own version of the ocean man levitation; Arthur Johnson; *Julius P. W. Carter*, of Eagle River, Wis.; Al Grayston, and Arthur Johnson. . . . **RAYMOND SCHEPTEZ** and Company, now in the Rio Grande Valley, will move soon across Texas into the Panhandle, then into New Mexico. Their present tour under the direction of Southern School Assemblies, closes the second week in July. . . . **TERRY LYNN** is currently showing his wares at the Hollenden Hotel, Cleveland. . . . **JULES J. FREELY** is working small theaters in the Hollywood area, doubling his magic with emcee duties. His former partner, Prince Hansen, is working the same sector. . . . **PAUL STADELMAN**'s wooden-headed pal, *Windy Higgins*, who made the papers when he tried to enter the Kentucky gubernatorial race a few years ago, cracked *The Courier-Journal*, Louisville, Ky., April 23 with a two-column photo when he tried to enlist in the army.

Burlesque Notes

(Communications to New York Office)

NEW YORK: **MARGIE HART** departed hurriedly via chartered plane April 13 from the Hudson, Union City, for her Lathrop, Mo., home, on word of her dad's serious illness. She died April 21. . . . **JETTY DEAN** replaced Margie Hart as the balance of Union City week, and Roxanne during Philadelphia week following. . . . **LOU APPELEY**, manager of the Casino, Toronto, turned over a third donation of British Fund money raised by the chorus under direction of producer Lester Montgomery to the local mayor. . . . **VALDA**, dancer, opened at the Star, Brooklyn, April 18. . . . **MILT BRONSON**, stage manager, double celebrated a birthday and his 14th week at the Gaiety April 20. . . . **HELEN HARRY** was birthday-partied April 23 backstage at the Eltinge. This time Lee Brewster, co-showgirl, was the cake baker. . . . **MARLANE** and *Rose LaBore* double-featured the new bill at the Republic April 20. Other new principals, some returned, were Rita Devore, LaRosa Sisters, Stinky and Sherry, Bert Saunders, Dorothy DeHaven, and Dorothy Lawrence. James Cunningham came in the week before. Patricia Perry and Julie Bryan were the features April 27 week. . . . **ED DE VELDEN** and *Billy Miffin*, straight man and comic, respectively, are a new vaude team.

CHARLES KEMPER, comic, played host one day last week to two petty officers of the English warship S. S. Malaya, here undergoing repairs. Met them at the Lambie Club and invited them to the first show he is heading over at the Hudson, Union City. **DICK ECHARDS**, comic, on a first Wheeler, has a new piano set for which he wrote the lyrics. Assisting him are Jess Mack and Bob Calvert. . . . **IRENE BLANEY** and *Markey Woods*, former burlesques, are now at the Cher Place, Chicago. . . . **PAT PARRIE** came to the Eltinge April 26. Max Fernan and Alma Malben booked for May 16. . . . **RITA DEVORE**, dancer, sprained her right ankle at the Empire Newark, April 18 week, but with a doctor's bandage did not lose a single performance. . . . **AIT GARDNER** and *Pat Ryan* are a new comic-straight team in solid theaters near by.

ANN CORIO outfitted in uniforms of royal blue the Gaiety Theater baseball team that played its first 1941 game in Central Park April 29 against a team composed of actors of the *Pasadena Harlot* and *Louisiana Purchase* companies. Back of the uniform lettered "Ann Corio and Her Gaiety Theater Boys." . . . **MARJORIE ROYE** to undergo an abscess removal in the left ear. . . . **DAOME**, dancer, opened at Pay's, Philadelphia, April 24, following a week at the Star, Brooklyn. . . . **GEORGE TUTTLE**, singer, back at the Eltinge April 18, replacing Danny Tucker. . . . **JESS MACK** and *Jean Lee*, with the Kemper show on the first week, celebrated a 16th wedding anniversary recently with a visit to Pasadena Harlot. . . . **THE MILLERS**, Herbert and Lord, of the Gaiety, were generous hosts to many burlesques invited to attend the opening of the hotel's new glass cocktail bar April 20. Among those participating were Maxine Duffison, Bubbles Yvonne, Ann Mitchell, Boo LaVon, Marjorie Roy, Rita Devore, Murray Leonard, Dave Coker, Lanny Pavia, Allen Gilbert, Jewel Mads, Irving Engel, Dave Black, Jules Davis, Sonia DuVal, Barbara Bond, Murray Austin, and Dolores Dawn. . . . **JESSICA ROGERS** now being publicized by Eddie Jafee. Ditto, Charmaine and Ann Corio. . . . **JACK DIAMOND** and *Rheta DeVore* opened at the Gaiety April 18. . . . **SHERBY BRITTON** opened at Lee's & Bick's nibby May 2. Make the spot's third try with burly strippers, previous two being Maxine Duffison and Pat Joyce.

MARION MILLER, after her week (April 18-19) at the Eltinge, moved to Baltimore and Washington. Back here to the Gaiety May 9. . . . **LEON VAN GELDERE**, ex-leader at the Hudson, Union City, together with brother *Boo* at the drums and four other musicians, will officiate another summer on the E. S. Mayflower, running between New York and Bridgeport, Conn. . . . **STELLA MILLS** pictured and storied *ann's* "overlook way to undrape was unique" appeared in *July* last mag., which also illustrated *rotting Stewart*. . . . **RECENT** Show mag had *Marion Miller* photoed in a story called *Is Wiggling To Be the New*

Fad? Same boys had poses of *Pellicie Carroll*, *Marion Waldfield*, and *Paula Lind*. . . . **BUBBLES YVONNE** was birthday-greeted April 9 at the Claridge's new glass bar by Boo LaVon, Murray Leonard, Gretchen, Ben Jacobson, Ruth Simon, and Howard Maloney. . . . **DIMPLES DELATE** opened at Pay's, Philadelphia, April 17, following two weeks at the Star, Brooklyn, and two previously at the Gaiety. . . . **RAMON AND CHICQUITA**, dancers from *Delicias*, were first-timers in burly at the Eltinge April 11 week. . . . **GAILEY**, starting week of April 11, gave chorine's costume job to *Pollice shop*. . . . **JOE FROED**, comic, following two weeks at the Republic, opened April 18 at the National, Detroit, for the first week of the usual summer stock. . . . **MURRAY LEONARD** and *JOE FAYE* have teamed for vaude. . . . **LYNN LAURIE**, former model, is making her first appearance in burly at the Gaiety among *Billy Korod's* show girls. . . . **Ambitious** to become a sculptress some day. . . . **UNO.**

PHILADELPHIA: **JO ANN TAYLOR** made her local bow at the Troc week ended Saturday (20) with a new first unit headed by Roxanne and Hank Henry. . . . **HINDA WASSAU** made her last appearance this season at Orpheum, Reading, Pa., April 25, with *Billy Hagan* on the bill, along with *Sammy Smith*, *Patricia Morgan*, and *Rosa* and *Rosa*. . . . **BILLY (SCRATCH) WALLACE** snapshot is among the exhibits of *Martin Vignas*'s photography at the Academy of Fine Arts here. . . . **MILLY LAVON** is at *Rollaway's* Inn near Marlton, N. J., with *Charita* at the near-by Smart Spot at Haddonfield.

Minn. Burly House In Jam on Taxes

ST. PAUL, Minn., April 26.—One thousand dollar bills were posted here by Harry Hirsch and Harry Katz, proprietors of Alvin, burly house, accused by the U. S. Government of failing to pay ticket taxes. Hirsch and Katz had been indicted Tuesday (23). Government charged taxes approximating \$1,900 for September 13 to November 31, 1940, had not been paid.

LLOYD C. RUDY, operating the Highland Park Conservatory, Detroit, has returned vacuo booking field, taking out an agency license.

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Lynchburg Dandy For Hayworth Unit

WASHINGTON, April 28.—"Bees" Hayworth's Pepper Box Revue opens tomorrow at the Atlas Theater here for a four-day stand, to be followed by the Academy, Lynchburg, Va., May 2-3, the unit's fourth engagement at the latter house this season. J. F. Falls, Academy manager, reveals that the Hayworth company established a house record for a unit show at popular prices during its last stand at the Academy April 4-3, being kept only by Stanley Burnette, who got in an extra show during his engagement there.

Several members of the Hayworth show have left for summer jobs previously signed for. New faces have been added and personnel now includes "Headliners" Hayworth, Marion Andrews, Harry Cornish, Gene Vaughn, Jennie Valone, Alice Wendell, Grace Dilken, Helen Boyce, Mabel Devinsky, the Wyatt Sisters, and the DeWalt Troupe. In the orchestra are Bohand Light, Pralay Wayne, Howard Schone, Fred Myers, and Tony Koon.

Manager Hayworth reports that North Carolina and Virginia are overrun with carnivals, and South Carolina and Virginia are crammed with small vaudeville tent shows. Hayworth unit is set in Virginia houses until May 10.

Cotton Blossom Bows in May 1

FADUCAH, Ky., April 28.—New Cotton Blossom Showboat, under the direction of Capt. James Bonnell, lessee and manager, launches its season here May 1 with a three-day engagement under the auspices of the Illinois Central R. R. Service Club, which has a membership of 3,000. The boat is already virtually sold out for the three nights.

Capt. Bonnell in this season streamlines his offering, discarding the dramas in favor of the revue-type entertainment, including various quiz stunts for prizes, similar to the shows presented on the radio. Each performance will blow off with a patriotic finale.

Gordon Piloting Moore Boy

NEW YORK, April 28.—Edward (Tea) Gordon, who recently closed his vaude unit, is making preparations to handle "Cappy" Alan Moore's Showboat Players this summer, while Moore does his stint in the army. Company opens its third season at Manchester, Conn., in June, with Billie Chesnut doing female leads.

Texas Good for Barty Unit

FALACIOS, Tex., April 28.—Homer Kirk, now playing the Billy Barty Company, reports he is finding conditions exceptionally good in this section for the unit, with present bookings carrying it until May 10, with a possibility of theater dates in Mexico to follow. Lily Dawn joined the unit recently in New Orleans as specialty dancer and chorus producer. Bob Dencock, show's emcee, doubled this week at the El Campo Club here, while the unit played the local Granada Theater.

Two-Man Tenter for N. E.

BOSTON, April 28.—Albert Mayo, Boston magician, and Harry Donatone, veteran slack-wire performer and juggler, have teamed to launch a two-man tent show to make the smaller resort towns in New Hampshire and Maine this summer. Tent and all paraphernalia will be toted on one large truck. Arthur Kinsey, who last summer toured Maine coastal towns with a partner, presenting vaude and pix, also is making plans to launch a small tent trick in that section this season.

ERNIE BERNARD

Phone Contact.
SID COHEN
Auditorium, Buffalo, N. Y.

WANTED

For Williams, Buffalo, Ontario, Ontario, Canada, Black Fox Tents and Billboards. Write to whom.
FLOYD WILLIAMS
8 WEST ST. WASHINGTON, N. Y.

Selective Service Mail

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

Rep Ripples

FORREST A. BROWN, biller with various tenters in the past, is ill as a result of a recent illness and is slated to hit the road again soon. . . . R. E. (DOC) ROBERTSON has closed with Frank H. Young's Clyde R. Pierce Mighty Minstrels to join George D. Floyd's Cotton Blossom Minstrels as business manager. Letter or copy under canvas at Norfolk, Va., May 12. . . . ARTHUR (DOC) FLEMING, now playing Cherokee County, Texas, with his small vaude-pick trip, plans to move it under canvas soon. . . . CONNELLY AND RADCLIFFE, after a brief rest in Des Moines, Ia., will again join the Robertson-Gifford Players for the summer. Lola Radcliffe is mourning the passing of her only sister, Elsie, who died Easter Sunday in Chicago. Lola and Elsie formerly appeared together in vaude and rep as the Radcliffe Sisters. . . . CHIEF BUB PALO, tent show operator, is playing vaude dates in the Boston area. . . . KENNEDY SWAIN is now in his fifth season with the Harley Sadler Show, which last week began its 41st tent tour at Santa Anna, Tex., to a full house. Show's big top seats 1,800, with seven trucks hauling the outfit. Sadler is concentrating on one and two-night stands. . . . N. W. KENNEDY has just finished a successful season in New Hampshire and Maine, presenting vaude and pictures under church auspices. He will show films at Maine resort towns this summer. . . . BYRON GOHRT Tent Show moved indoors at the Jefferson Theater, Monaca, Va., for the week of April 21. Show features pictures, Gohrt's country store, the Novelty Candies.

Lola's Puppets; Douglas, juggler; Holly-vood Punch and Judy show, with Karl Sapp at the piano.

"SLIM" VERMONT is still confined in Ward 9, Soldiers' Home Hospital, Dayton, O., under his right name, Earl V. Balger. He says he is mending slowly, but still has to put considerably more beef on his lanky frame. He has learned to manipulate his new steel teeth, and expects to be out of the nursing home by the time summer sets in. In the meantime he'll appreciate a line from old friends. . . . MORLET TRIO, with various vaude tenters in the past, are keeping busy on merry dates in the Troy, N. Y., sector. . . . DAN DENTON, after a season with the Joe Pauline Players in the Carolinas, has signed as juve lead with the Balfour Stock Players of Marietta, Wis. . . . BOB DRISCOLL, emcee with the Billy Barty unit playing Texas tenters, recently spent a pleasant week in New Orleans with Mae Ferguson, ex-repeter, now with the stock burly at the Lafayette Theater in the Crescent City. . . . MR. AND MRS. HARRY ERGFORD, now at their home in Sterena Point, Wis., preparing for the opening of their tent show season, recently had as visitors Pearl Fern and Company, working Wisconsin towns with a Standard Oil show.

Gifford Moving Into Va., Md.

WINSTON-SALEM, N. C., April 28.—Gifford's Vaude-Pic Show, which has been playing to good returns in North Carolina, will take to canvas soon and move into Virginia and Maryland for the summer. Show will continue featuring religious films and dramatic sketches under colored church auspices. Benjamin J. Gifford is manager.

PHILLY GROSSES

(Continued from page 18)
Strength in the screen's *A Girl, a Guy, and a Dog* went for naught. Tommy Gleason's Royal Guard, Henry King and Arlene, Rose Blane, and Aaren and Broderick rounded out the bill. New bill opened Friday (23) held higher hopes and if weather conditions continue favorable a satisfactory \$20,000 is looked for. Horace Heidt's band holds full

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

Fox and Ross in Combine To Promote Series of Shows

OKLAHOMA CITY, April 28.—S. M. Fox and Hal J. Ross have combined to form a company known as Sam Carroll & Associates to operate derbyshows in auditoriums in larger cities. It is the plan of Fox and Ross to keep two shows going at all times.

Fox's contest, presently under way in Kansas City, Mo., is reported enjoying a healthy play. A second unit, with Ross as the helm, is slated to get going here early in May. According to Fox, arrangements are being made to take care of 10 couples between shows, with the contestants assured of sponsorship from the first day.

GEORGE HOGAN, still holding forth at Rice's Grill, Trenton, N. J., posts in to inquire what's become of Johnny Morgan, Tex Park, and Sam Gore, all formerly with Pop Welock's walkers. "They just seem to have passed out of existence since 1933," Hogan pens.

TOM DAY AND JIMMY BURKE info that they've had the concession rights at the forthcoming San Diego, Calif., contest. They report further that Charlie Leub and Jackie Leonard are working clubs in the San Diego sector.

JOE VAN RAAM JR. is competing in Fox's Speed Derby in Kansas City, Mo. Joe wants to know what's become of Billy Curtis.

GEORGE WALKER, who April 17 began his second year as emcee at Glen Park Casino, Williamsville, N. Y., posts that he was married two months ago, and very happily, too. He falls, however, to name the lucky girl. Reviving a recent discussion in this column, Walker says he believes Phil Murphy has been in the biz longer than any other endurance show emcee. George is

away on this stretch, with billing for Larry Cotton, Frankie Cagle, Fred Lowery, Burton Pierce, Red Farrington, Ollie O'Toole, Donna and Her Don Juana, Ronnie Kemper, Jerry Bowns, Mimi Cahane, Bernice Mattinson, Buddy Soffer, Bess Adams, and Frank De Vol. Screen supports with *Ricardo Montalvo*. . . . Fox's Theater (seating capacity 2,300 house average, \$6,500), tared a bit better with \$6,400 for the week ended Wednesday (23), having strouger support in the flesh flashes. Act intermissions included Joe and Jane McKenna, Cappy Barra Harmonica Swing Ensemble, Ann Fitzchard and Jack Lord, Willie Solar, Jimmy Loomer's house line and Billy Klask's house orchestra. The week in Palm Springs was on the screen. New bill, opening Thursday (24), with Dagmar and Ermin Parke in the burly leads, got away nicely and points to a \$6,700 week. Jack Holtz and Midday, Ted Dooley and Audrey Evans, and Dewey Moore and Martin complete the bill with *Soiland Yard* on the screen.

BUFFALO BIZ OKEH

(Continued from page 28)
meantime theater is doing okeh with strong celluloid fare. The week opening April 25 Buffalo offers *Belita* Davia, *The Great Lie*, which is expected to garner a neat \$14,000. Second film is *The Round-Up*, with *Swamy Pirate* extra. Week ended April 24 Buffalo piled up the best take in several weeks, with *Rud to Zensibar* on screen, which pulled \$14,900. *Free and Easy* and *Autoscopy* Novelty were the added features.

The Hippodrome (seating capacity, 2,000; house average for films only, \$6,700) is returning to flesh bookings with *Major Bowes* more May 2 week.

The Elzinger grossed neatly for the first week (ended April 16) of Walt Disney's *Fantasy*, clocking \$12,000. School vacation helped, as did 18 performances in seven days. Price scale is 50 cents to \$1.50. Second week, ended April 20, dropped off considerably, with only 10 performances given and a result hitting around \$7,000.

VAUDEVILLE NOTES

(Continued from page 24)

the Dick Rogers band. . . . ANITA LOUIRE forced out of the Michigan, Detroit, by illness, and Jimmy Cardie mumbled. . . . BILLY BENVEDICT has joined the cast of the Paramount film, *Obscurity*. Other vaude people in that pic include Henry Johnson, Alice Ernst and Claire May, George McKay, and Tom Dugan. . . . ROBITA ROYCE is mourning the loss of her new car, stolen recently during her Chicago stay. . . . JERRY WALLACE will reorganize the male octet, the Guardsmen, at the completion of the current college semester. . . . EDDIE EDWARDS, formerly of Hoss and Edwards, has teamed with *Madame Helen*. . . . GIL AND BERTIE HANSON are booked for the Erie, Philadelphia, May 3. . . . DUKE ELLINGTON to the Palace, Port Wayne, Ind., three days starting May 9. Same house gets Vincent Lopez for three days starting May 9. Home will book spot acts. . . . MAJOR BOWES unit goes into the Hippodrome, Buffalo, May 2. . . . PATS WALLER booked for the Howard, Washington, May 2. . . . DON CUMMINGS opened at the Olympia, Miami, April 28.

HARRY CLARK says his unit, *Red Hot and Lovers*, is set thru May 24 and will tour the West and West Coast all summer. Nixon and Sands, Ross Sisters, Perry Twins, Starr and Lee, Mill Henkin's band, and a line of 10 girls comprise the line-up.

HERMAN TIMBERG SR. is out of the field in American unit. . . . LOU HOFFMAN, juggler, doubles as George Washington in the patriotic *Halls of Harry Howard's Red, Hot, and Beautiful*.

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Non-Theatrical Films

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(Communications to 1564 Broadway, New York City)

ANFA Elects New Officers; Sets Plans at Annual Meet

Fair trade practice resolution endorsed unanimously—
bright future for non-theatrical film industry foreseen—
Bertram Willoughby elected honorary president.

NEW YORK, April 26.—Allied Non-Theatrical Film Association held its third annual convention and banquet April 19-20 at Hotel Astor here. Meetings were well attended by members representing all phases of the industry, including distributors, producers, roadshowmen, and representatives of film libraries. Following the address of welcome by President Bertram Willoughby the officers and standing committees reported on the activities of the past year. Plans for the coming year were outlined, with particular emphasis on setting up and maintaining fair trade practices and ethical advertising standards.

Members of the association unanimously endorsed a resolution to advertise and publicize all rental rates maintained by them. Whenever newspapers, periodicals, catalogs, or other media are used mention will be made of all scheduled dates of daily, weekly, and other rates. This procedure has been agreed upon for the express purpose of avoiding creating the impression that all films or association members belong in any one specific rental group. Quotation of rental rates will begin May 15 and a copy of such rates will be on file with the Allied Non-Theatrical Film Association.

During the afternoon of the second day's session the following new officers were elected: W. S. Herzog, president; Thomas J. Brandon and Harry A. Kapit, vice-presidents; S. S. u. e. l. Goldstein, treasurer; H. T. Edwards, secretary; George H. Cole, Ben D. Jennings, Horace Jones and Russell C. Roshon, directors. Bertram Willoughby, president for the past two years, was elected honorary president by acclamation.

On the evening of April 19 the annual dinner dance was held with more than 100 members and their friends in attendance. Short speeches were made by Joseph Sullivan, of the Department of Secondary Education; Roger Albright, of Teaching Film Custodians, and Capt. John D. Craig, author and world traveler.

Discussing the future of the non-theatrical film business, Albright painted a rosy picture. He pointed out that progress at present is comparable to the stage reached by the 16mm. field at the turn of the century. In another 20 to 25 years, Albright predicted, the 16mm. film business will be equally important as a national entertainment medium.

In the days before the movies were a factor in the entertainment picture, Albright pointed out, that only a small percentage of the people could afford to spend money for entertainment. The opera, stage productions, etc., were too

expensive and beyond the reach of the majority of Americans. The early nickelodeons opened a new, wide entertainment field within the reach of all. Non-theatrical films are now doing the same job for small theaterless towns, with films exhibited in schools, churches, or halls, Albricht said.

Captain Craig talked about some of his interesting adventures in taking underwater films. He stressed that photographers specializing in adventure films had a wide market, since this product is needed to round out a balanced film program. Speaking for other producers and photographers like himself, Captain Craig feels that the 16mm. field holds promise for wide distribution and profits.

Panel discussions during the convention covered the following subjects: "Libraries and Their Problems," "Legislation and the Non-Theatrical Field," "Machine and Equipment Sales," "Problems of the Distribution and Projection Service of Industries," "Problems of the Distributor," "Membership, Finances, and Welfare Services," and "Making the Most of Your Product."

Astor Heralds New Distribution Plan

NEW YORK, April 26.—After a six-month survey of major problems facing the 16mm. business, Robert M. Savin, president of Astor Pictures, announces an attempt to stabilize distribution of new releases and avoid "routinized competition" created by unrestricted selling and renting of subjects.

First application of the new methods is in connection with the offering of the William B. Hart feature, "Tumbleweeds." Indiscriminate selling of the picture to all libraries will be eliminated, and a library operator in one section of the country will be unable to hook the subject throughout the U. S.

Roadshowmen will be assured hookings at fair prices, Savin says. Furthermore, the exhibitor will not need to rush a picture sale for fear someone else will play the film before him. The new plan will do away with the practice of hurried hookings in an endeavor to beat a competitor in a territory, it is claimed.

Basically, the plan utilizes the same distribution methods in the 16mm. field that have been found successful in regular theatrical distribution channels. Tumbleweeds will be leased to responsible 16mm. library operators for a three-year period. A flat price will be charged, and film rentals will be restricted to a specified territory. The rental is solely up to the operator.

A library owner who acquires the Greater New York territory, for example, will operate solely in the five boroughs of New York City. No other library can ship or lease prints in the territory. All inquiries as to hookings, from any source, will be turned over to the local franchise holder.

Large scale national advertising to aid distributors will be possible, offering country-wide coverage at one time. At the same time a listing of the sources where the picture may be hooked can be broadcast simultaneously to the entire trade.

Future releases of box-office attractions not yet available in 16mm., such as

Hell's Angels, Starface, and Sky Devils, controlled by Astor, depend on the ultimate success of the current distribution experiments. Savin claims that the whole future of the 16mm. industry rests on the outcome.

Unquestionably, if the plan can be made to work, roadshowmen will be the principal beneficiaries. Stabilization of distribution will eliminate at least some of the troubles of securing acceptable releases at reasonable prices, an important factor for roadshowmen.

Exhibitors Plan Memorial Shows

CHICAGO, April 26.—Roadshowmen are lining up Memorial Day shows and planning patriotic features and war news films to round out their programs.

New releases of the war in Europe, the Greek war, and the campaign in Africa are expected to form the basis of many programs. Other roadshowmen reportedly will line such features as Abraham Lincoln and Glory Trail.

American Legion posts are conducting special services, and shows are being rapidly lined up as exhibitors concentrate their activities on the coming dates.

With all the emphasis on patriotism and the Americanism courses which the Legion is sponsoring, showmen are expected to find plenty of dates in all parts of the country. It is expected that more schools will hold special celebrations this year than before, and roadshowmen expect to derive some benefit from these sources, too.

ROUTES

(Continued from page 23)

- Red & Mack (Jeff's) Miami Fla. no.
- Beld, Paul, ex Top Toys (MGM) Toys Theatricals, Calif. no.
- Jones & Root (Ball) Miami Fla. no.
- Bennett, Francis (Sawdust Trail) NYC, no.
- Waltz, Roberts (Capitol) Washington, D. C. no.
- McBarn, Dixie (Lillian Yari) NYC, no.
- Richards, Danny (Jack & Betty) Trenton, N. J. no.
- Rios, Rodia (Barry Hill) Newport, Ky. 28.
- May 7, no.
- Rita & Hanson (Coca Manana) Culver City, Calif. no.
- Waltz, Roberts (Le Montparnasse) NYC, no.
- Roach, Mary (Hollywood) Chi. no.
- Roberts & Farley (New Yorker) NYC, no.
- Robins, A. (Admiral) Cincinnati, O. no.
- Holt, Gene (Shubert) Cincinnati, O. no.
- Benker & Antonio (Wainwright-Astoria) NYC, no.
- Roosbrock, Marie (Leon & Eddie) NYC, no.
- Ross & Lerner (Coral) Chi. no.
- Ross, Stuart (De Robin Hill) NYC, no.
- Rood Rivers (Giveaway) Reading, Pa. no.
- Rosellano, The (Brown) Louisville, Ky. no.
- Russell, Elmer (San Angelo) Tex. no.

- St. Clair & Derant (Geland) NYC, no.
- Stewart, Vera (Henry's) NYC, no.
- Stewart, Florence (Jeanette) Chi. no.
- Scott, Hazel (Cafe Society Downtown) NYC, no.
- Scott, Margaret (Davenport) NYC, no.
- Waltz, Roberts & Charlotte Armstrong (Museum) NYC, no.
- Shaw, Bob (Gay White Way) NYC, no.
- Shaw, Raymond (Billings Deal) Los Angeles, no.
- Shuman, Frank (Bible) NYC, no.
- Shuler, Albert (Luzanne Club) Keamsburg, Pa. no.
- Silber, Sam (Delaney) Phila. no.
- Spicer, Harry (Lulu Quartz) Boston, no.
- Spencer, Kenneth (Cafe Society Downtown) NYC, no.
- Spies, Jack (Shoreham) Washington, no.
- Standers, The (San Soco) Havana, Cuba, no.
- Stanley, Ted (Oriental) Chi. no.
- Stark, Ed & Louise (City) Top Milwaukee, Wis. no.

- Stellar Twins (Marjorie) Alhambra, O. no.
- Stewart, Albert & Bill (Oriental) Chi. no.
- Stewart, Jacques (Action) NYC, no.
- Stirling & Rubin (Beachcomber) Baltimore, no.
- Stuart, Gene (Pioneer Club) NYC, no.
- Stutz, Fred (Fountain) NYC, no.
- Sullivan, Joe (Billion) NYC, no.
- Summer, John (Franklin) Chi. no.
- Suzanne & Christine (Masters) Bronx, N. Y. no.
- Swain, Russell (Warwick) NYC, no.
- Sweeney, Bob (Village Barn) NYC, no.

- Tells (Wend) NYC, no.
- Tapia, Cesar (Harapo-Madrid) NYC, no.
- Tatum, Art (Cafe Society Downtown) NYC, no.
- Thunders (Wendy Barr) Cleveland, no.
- Tip-Top & The (Strand) NYC, no.
- Todd, Dick (Oriental) Chi. no.
- Todd, Michael, Gay New Orleans (Shubert) Cincinnati, O. no.
- Toot (Hansom Gardens) Little Rock, Ark. no.
- Tracy, Al (Harry's New Yorker) Chi. no.
- Trippoli Trio (8th Club) NYC, no.
- Truman, George (Blue-Island) Chi. no.
- Tuck & Jack (George Washington) Jacksonville, Fla. no.
- Tucker, Phil & Peggy (Colony's) Chi. no.
- Tucker, Sophie (Ode Theatre) San Francisco, no.

The Billboard

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Vol. 33 MAY 3, 1941 No. 18

U
Tinner, Jack (Town & Country Club) Milwaukee, Wis. no.

V
Valdes & Peggy (Mik's) West Palm Beach, Fla. no.

W
Vargas & Vida (French Movie Car) NYC, no.
Valencia, Carlos (French Movie Car) NYC, no.
Vermilion, Walter (Fifth Avenue) NYC, no.
Vila & Kevin (Rainbow Room) NYC, no.

Wade, Dick (Chalet Moderne) NYC, no.
Wald, Walter, Dear (Palmer) Cleveland, O.
Walston, Jack (Park Central) NYC, no.
Walton & O'Rourke (Rainbow Room) NYC, no.

Walker, Oscar (Fifth Avenue) NYC, no.
Wayne, Mildred "Woaky" (8th Club) Chi. no.
Weaver, Douglas (Billboard) NYC, no.
Webb, Roberts (Greenwich Village) Ima NYC, no.

Webster (Palmer House) Chi. no.
Whalen, Arlene (Hi Hat) Chi. no.
White, Jack (Hi Club) NYC, no.
Whitson, Peter (Palmer House) Chi. no.
Whit, Ray (Mike Todd's Theater Cafe) Chi. no.

Williams, Doc (St. George) Brooklyn, no.
Williams, Lou (Hermann) Waldport-Asociado NYC, no.

Willie, Paul (Barrett) NYC, no.
Willie, West (McClure) Shubert Cincinnati, O.
Wood & Wood (Luzanne Deal) NYC, no.

(See ROUTES on page 24)

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Statler Twins (Marjorie) Alhambra, O. no.
Stewart, Albert & Bill (Oriental) Chi. no.
Stewart, Jacques (Action) NYC, no.
Stirling & Rubin (Beachcomber) Baltimore, no.
Stuart, Gene (Pioneer Club) NYC, no.
Stutz, Fred (Fountain) NYC, no.
Sullivan, Joe (Billion) NYC, no.
Summer, John (Franklin) Chi. no.
Suzanne & Christine (Masters) Bronx, N. Y. no.
Swain, Russell (Warwick) NYC, no.
Sweeney, Bob (Village Barn) NYC, no.

Tells (Wend) NYC, no.
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Trippoli Trio (8th Club) NYC, no.
Truman, George (Blue-Island) Chi. no.
Tuck & Jack (George Washington) Jacksonville, Fla. no.
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ACLEY—Frank G., comedian and owner-manager of a dramatic show in Texas for 15 years, in El Paso, Tex., April 20 after a five-week illness. He retired from show business four years ago. Survived by his widow, Ora, and a sister, of El Paso.

BOOTH—Inez Metchner, former concert singer, in Curry, Pa., recently after an illness of several years. She toured four seasons with Joseph Philip Sousa's band and later was active in a special concert work for many years, touring the country with her own company.

BRIGHT—R. Gubling, London representative of the Richard J. Madden Play Company and formerly associated with Elizabeth Marbury, in London April 15. Bright was London agent for Eugene O'Neill, W. Somerset Maugham, Paul Vincent Carroll, and Frederick Lonsdale, and had represented Arthur W. Pinero, Henry Arthur Jones, and James M. Barrie. He also handled plays of Charles Frohman. Burial in London April 19.

BRIDGEMAN—Mrs. Dorothy, wife of Herbert Bridgeman, floor manager of Mile H Roller Bank, Denver, recently. Survived by a son.

BROWNE—Edna, veteran musical comedy and vaudeville singer, April 18 at her home in Philadelphia. She retired two years ago.

BRYAN—Alfred, 72, veteran snook and vaude performer, at the home of his daughter in Fort Worth, Tex., April 19 after a month's illness. Bryan, a native of Birmingham, England, began his career at the Theatre Royal, Toronto. He later toured England in stock and rep, returning to the United States about 30 years ago, where he continued in stock. In recent years he was active in Little Theatre work in Fort Worth. Survived by two daughters, three sisters, a brother, and a son. Services April 17, with burial in Greenwood Cemetery, Fort Worth.

CHATBURN—Thomas W., 55, former theater manager, April 21 at the Richmond Hotel, North Adams, Mass., of a heart attack after an illness of several months. At one time he was manager of the Hippodrome Theater, New York, and more recently had been manager of the Richmond Theater, North Adams. He leaves his wife.

CHAUDE—Marion, 64, professionally known as Billie Mearns, April 18 in Milford, Conn., of a heart attack. He had been ill the past few months and seemed to be on the road to recovery. Born in New York in 1877, he graduated from Stevens College an electrical engineer and as an engineer was an associate of Houdini and lamed the country with him. He became a musician 20 years ago and in recent years operated the Press Club, Waterbury, Conn. He was past president of the Harry Houdini Assembly of the Society of American Musicians. Survived by his wife, two daughters, and a son, all of Milford, Conn. Burial in Milford.

COMBES—Arthur, 34, of Carlson Studios, Detroit theatrical sign and accessory plant, April 3 in Receiving Hospital.

Theodore A. Liebler

Theodore A. Liebler, 60, former theatrical producer, April 23 at his home in Old Greenwich, Conn., after a long illness.

Liebler is credited with having brought 540 plays to Broadway, many of them successes. He introduced George Arliss, Kneassers Druce, Mrs. Patrick Campbell, the French musical comedy actress, Rejane, and the Irish Players to the American stage.

Liebler began his career as a producer in the '90s with George C. Tyler. They formed the theatrical producing firm of Liebler & Company and produced such hits as *The Christiana*, *The Children of the Ghetto*, *Sam Sloydis*, *A Gentleman of France*, *The Starob*, *King Rollo*, *Never Mary Ann*, *In the Bishop's Carriage*, *Mrs. Wiggs of the Cabbage Patch*, *The Square Man*, *The Man from Home*, *The Wedding Post*, *The White Slave*, *Cameo Kirby*, *The Deep Purple*, *Remembrance*, *Alfie Zippo*, *Valentine Diesel*, *Forever and Ever*, *Groupy*, and many others.

Liebler directed the tours of many of the leading players of the day, including Eleanor Robson, William Faversham, Arnold Daly, and Margaret Anglu.

He retired in 1912. He leaves his wife and three sons, one of whom, Theodore A. Jr., is a playwright and scenarist.

Buried in the Ossen-Wood Cemetery, Brooklyn.

The Final Curtain

These of burials received when the plant burned March 29.

CONNOR—Tom (Thomas Clarence O'Connor), actor, April 13 in New York. Among the productions in which he appeared were *Student Prince*, *Deary Song*, *Fanny Face*, and *Good Morning, Dearie*. He leaves his wife. Burial in Evergreen Cemetery, Brooklyn, by the Actors' Fund of America.

CONQUEST—Fred, 70, pantomime and animal impersonator, March 19 on the Isle of Wight, England. He had operated the old Drury Lane Theater in Surrey, making his first stage appearance there. He also appeared in Canada and South Africa.

COWAN—William John, 47, secretary-manager of Yonkers, N.Y., Agricultural and Industrial Exhibition Association, April 15 at Fort Sen. Park, after a long illness. He had been secretary-manager since 1927 and in 1928 was president of Western Canada Fair Association. Survived by his widow and five children. Burial in Yonkers April 18.

DELANO—Hattie (Mrs. H. D. Barnes), 80, former actress and opera singer, April 18 in a New York hospital of complications. She appeared with Lillian Russell and Richard Mansfield and had appeared in the original New York production of Gilbert and Sullivan's *Idemita*. Among other productions in which she appeared were *Hobbes*, *Love in Hurra*, *Conjunctio*, *The Mikado*, *Dorothy*, *Mam'zelle Arletta*, *Around the World in Eighty Minutes*, *The Man in the Moon*, and *A Tailor-Made Man*.

In Loving Memory of
GENE DE KOS
Who Died May 4, 1934
Irene

EDMIST—Edward Jr., 19, member of the Three Naturals trio on Station WCLO, April 18 in a Hanstad, Wis., hospital after an illness of several weeks. Survived by his parents and four sisters.

KIDD—Clemence D., 62, one-time superintendent of Natchez City Park and Dunham Memorial Park, caretaker and lately connected with his son, William L. Kidd, in operating the Woodmill night club in Natchez, Miss. In that city April 4 after several weeks' illness. Survived by four sons, William L., Clem J., John P., and Frank J., all of Natchez; a daughter, Mrs. William McKenney, Natchez; three sisters, Mrs. Robert L. Erice, Maggie Editt, and Mrs. Katherine Moser, Dallas; five brothers, William C., Sam G., and Duncan J. Natchez, and Robert V. and Henry, Dallas. Services at St. Mary's Catholic Cathedral in Natchez April 5, with interment in Natchez City Cemetery.

FABIAN—Jacob, 75, former film executive and theater operator, April 24 in Roosevelt Hospital, New York, of a heart attack. He was one of the pioneers in the motion picture industry and was former vice-president of Fox National Pictures, Inc. At one time he headed the Stanley-Fabian Theater Corporation. He retired several years ago and since that time the Fabian enterprises have been directed by his son, Simon H. Fabian, who operates about 40 theaters. Besides his son he leaves his wife, a daughter, and a sister.

FENNIMORE—Ford (Holt), former actor and vaude performer, April 20 at Sellers Sanitarium, El Paso, Tex. He appeared with stock companies in Philadelphia and Cincinnati from 1900 to 1908, and was a member of the old Fox Stock Company. His last engagement was in 1922 in *Behind the Mask*. He leaves his wife, Dorothy Armstrong, a former actress, and two brothers.

FIELDS—Stanley, 57, veteran actor, April 23 in Hollywood of a heart attack. Fields, whose real name was Walter Agnew, began his career as a chorus boy with George M. Cohan, later appearing in vaude with Frank Fay. He went to Hollywood 15 years ago.

FREED—Joseph D. R., 63, president of the Freed Radio Corporation, April 18 at his home in New York after a brief illness. He had been associated with Warner Bros. Pictures as a radio executive in charge of the Brunswick Radio Corporation, and later became vice-president and general manager of the Mutual Corporation. In 1931 he organized and directed the Freed-Brunswick Radio Corporation. He leaves his wife, father, a son, and four nephews.

FILTON—Mrs. Adna E., 61, wife of Fred H. Filton, Schenck film stock artist, at her home in Glenbliss, Calif.,

April 6. Burial in Forest Lawn Memorial Park. Survived by her husband, a son, a daughter, and three sisters.

GATER—Mrs. Jane, 60, mother of Al Gater, singer, April 19 at her home in Trenton, N. J., after a long illness. Two other sons, her husband, and two sisters survive.

HAGBERG—Kenneth, 35, projectionist at the Vogue Theater, Kenosha, Wis., April 8 in Milwaukee County Emergency Hospital from injuries sustained in an auto accident. Hagberg was formerly stage manager at the Orpheum, Kenosha. Survived by his widow, a daughter, a brother, and a sister.

HARRINGTON—Fred, 58, radio actor, recently on the West Coast. He had appeared on Irene Rich's program and in *Calling All Cops*. Cremated at the Lee Angeles Crematory.

HART—William, 68, son of Louisa Kline, former well-known actress, suddenly at his home in Santa Fe, N. M., recently from high blood pressure. Survived by his widow and son.

HARTING—Guy, 83, actor, recently in Melbourne, Australia. Some of the plays in which he appeared in Australia were *The Singer*, with the late Maurice Moscovitch; *On Our Selection*, *Robbery Under Arms*, *The Terror*, and *The Outsider*.

HEARTY—William, 58, stage carpenter for the Lyceum Theater, New York, April 18 of a heart attack. At one time he was in charge of the carpentry department for Cohan and Harris.

HIGGINS—Jack John, 46, formerly with the Ringling-Barnum and Cole Bros.' circuses, as well as various carnivals, at Mercy Hospital, Chicago, April 18. He was working as a bartender in Chicago at the time of his death. Survived by his widow and a 18-year-old daughter.

HILL—Arthur B., 51, film and stage actor and one of the first radio artists, suddenly in Los Angeles April 17. He appeared in 1928 in *Black and White*. He was a member of the Hollywood Chapel. Cremation at the Hollywood Memorial Park Crematory. Survived by his widow, Mrs. Louise Hill, and a brother, Harold, Sonoma, Tex.

HILL—Raymond, 30, radio actor, April 16 in Hollywood. He recently had appeared in several films. He leaves his wife.

HINE—Charles E., 64, former musician with Sells-Flora Circus, in Denver General Hospital recently. For the last few years he played with small orchestras in Denver night clubs. Hine had been blind for 30 years and at the time of his death was a member of the board of the United Workers of the Blind of Colorado.

HUBBELL—Curtis (Curt), 67, owner of Hubbell Display & Equipment Company, in Wichita, Kan., hospital April 9 following an emergency appendectomy. Since 1928 Hubbell has booked talent for conventions and commercial shows in and around Wichita. Survived by his widow, Edith; a son, Stuart; and two sisters, Mrs. A. F. Rogers, Detroit, and Mrs. Kirk Shinn, Galois, Pa.

HYMAN—Arthur P., 59, former stage manager, April 12 in Toledo, O., after a long illness. At one time he was stage manager for the late David Belasco. Later he was one of the founders of the Repertory Little Theater, Toledo, and was its production manager for six years. When the WPA Federal Theater Project was organized in Toledo he was made the managing director. Recently he was associated with Transatlantic, Inc., Cleveland producer. He leaves a son, a daughter, a brother, and two sisters.

JENCKES—Edward Nathaniel Jr., 56, for 23 years a member of the staff of the Springfield (Mass.) Republican and dramatic critic for that paper for many years, in Springfield Hospital April 6. Survived by his widow and daughter.

LACHMANN—Marc, 44, publicity director for Universal Pictures, in National Military Home, Berkeley, Calif., April 23 after a short illness. Lachmann was associated with C. B. Dillingham in the early '30s and was also connected with Will Rogers, Lew Fields, and Ethel Merz. He did the publicity for *Hit the Deck*, *Great Day*, *Pushery*, *Was a Lady*, and others. Survived by his widow, Melva, and a daughter.

LAMAR—Leona (Mrs. Walter Shannon), 48, former vaude performer, April 22 at her home in Englewood, N. J., of a heart attack. She was known as *The Girl with a Thousand Eyes* in a mental act with her husband here and abroad. Her husband died in 1931 and she retired from the stage. She leaves a son and a daughter.

LEWENHAGEN—Fred L., 62, former operator of the Majestic Theater, Wausau, Wis., April 10 in a Wausau hospital after a brief illness. Survived by his widow, three sons, two brothers, and a sister.

LEWIS—Mrs. Louise Berner, 63, Dutch, April 18 at St. Luke's Hospital, New York, after a long illness. She was an organizer of the Women's Symphony Orchestra of Philadelphia. Her husband, George F., a daughter, a sister, and three brothers survive. Services in Philadelphia April 21, with burial in Northwood Cemetery there.

LEWIS—Thurston T., 37, musician and band leader, in a Watertown, N. Y., hospital of pneumonia which developed after he had cut his wrist April 23. Lewis organized the Clayton Professional Band and later joined the B. A. Rolfe musical act. At one time he was assistant leader of the Barnum & Bailey Circus band. In 1931 Lewis was musical director and manager of C. B. Maddox's musical acts in vaudeville. Survived by his widow, Grace M. Simmons Lewis, and a daughter, Elisabeth Ann, of Jamaica, L. I.

LIMPUR—Alben B., 63, London theatrical manager and producer, March 24 at home in London. Among the shows he managed were *Tom Dromes a Horse*, *The First Mrs. Fraser*, *The Vortex*, and *Hay Fever*.

MACKINNON—George C., 45, songwriter and newspaper columnist, April 17 in the Medical Arts Center Hospital, New York, after an operation for gallstones. Among the songs he wrote were *You Set Me on Fire*, *I'm Dark in My Heart*, and *Uncle Sam, Here I Am*, which he recently wrote in collaboration with Tony Perkins. He also appeared on the stage as producer. Mackinnon was a member of the American Society of Composers, Authors, and Publishers. He leaves his wife.

MACLEAN—John W., 70, vocalist with the Caladium Male Chorus for a number of years, recently in New Glasgow, N. B.

McBURNIE—Mrs. Agnes, 59, former rodeo cowgirl, April 23, victim of an accident at her home in Fire Lane, near Blackwood, N. J. She and her husband, a truck rider, were known on the Western rodeo circuits as Mom and Bob McBurnie. Besides her husband she leaves six children.

McKENY—Olive Reese, daughter of Ole Reese, of the old Reese Bros. A Fiddlers, colored show, April 11 in Los Angeles. She leaves her father and a daughter, Susan T.

McLAIN—Albert F., 64, leader of an orchestra that played for barn dances in the Berkshires for 40 years, at the North Adams, Mass., hospital April 18. He leaves four daughters and five sons.

MAGEE—Mrs. George, 79, wife of the owner of the Maple Theater, Branaville, Wis. In that city April 17. Also survived by a daughter and a son.

MAHARAM—Louis, 66, founder and president of the Maharam Fabric Corporation, dealer in theatrical display goods, April 4 in Miami Beach, Fla., of a heart ailment. He leaves his wife, a daughter, and four sons.

MASON—James Redfern, former music critic for the San Francisco Examiner and the Boston Transcript, April 18 at Yuba City, Calif. He was the author of several books on music. Survived by his widow, Phyllis.

MISHOR—Albert F., 46, owner and operator of four motion picture houses in Burbank, Calif., and one in Fillmore, Calif., recently in Burbank.

MITCHELL—William, veteran outdoor showman, in Oklahoma City March 29 of heart disease.

MOREAU—Armand J., 45, district manager for the Mullins & Pinakny picture theater chain of New England, in Portland, Me., April 23 after several months' illness. He began his theatrical career as usher at the old Jefferson Theater, Portland, under manager Michael J. Garrity. After being manager of Garrity's theater in the last World War, Morau became manager of the Suffolk Theater, Holyoke, Mass., and from there went to the Bijou in Springfield, Mass. He joined the Famous Players company in 1921 and served that concern in Rhode Island, Massachusetts, and Maine. His first important position came when he was made personal representative to William F. Gray, who was associated with Hiram Abrams, a leader in the Famous-Players-Lasky combination. When Public took

(See FINAL CURTAIN on page 22)

Births will be found on page 54, Marriages on pages 54 and 67, and Coming Marriages and Divorces on page 67.

NEAR-BOOM TAKES COME IN

Dates in Dixie Give Big Gains

General increases reported at old spots and locations in army-camp territory

CINCINNATI, April 26.—Helped tremendously by good weather breaks in most instances and strong spending made possible by the preparedness program, carnivals opening their seasons in the South in the last several weeks have registered how-in business reminiscent of the last several years' openings, according to reports hitting this city, is also attributed in part to additional patronage obtained from amusement-hungry members of numerous army camps in the Dixie sector.

Especially outstanding were results over Easter week-end when large and small shows alike reported increases of from 35 to 50 per cent over last year's takes in the same towns or territory. An exceptionally strong showing was made by John H. Marks Shows at the opening in Richmond, Va., when the main gate averaged 6,000 paid admissions nightly, while an estimated 9,000 the final Saturday night set a record for the show.

Cetin & Wilson Shows got off to one of the best starts in their history in Petersburg, Va., while Crystal Exposition in Camden, S. C.; Art Lewis in Norfolk, Va.; Blue Ribbon in Columbia, Ga.; Lawrence Greater in Charlotte, N. C.; and numerous others showed off to big business and attendance increases. Joe Gallor's Buckeye State Shows wound up a tour of Mississippi livestock shows to satisfactory proceeds, also hampered at most stands by cold and rain. Business in rides, shows, and concessions was all to the good, although a few operators of these units reported takes slightly under last year's results, but not enough to shade their optimistic views for the season.

West's Fredonia Debut Beats Par Despite Weather

FREDONIA, Kan., April 26.—Although hampered by rain, W. E. West-MotORIZED Shows' business at their opening here under Metro Club auspices, exceeded the expectations of all with it. Organization presents an attractive appearance and debuts with plenty of new tops, panel fronts, banners, and a new lighting system. In the line-up were 6 rides, 9 shows, and 20 concessions. H. G. Canille, The Billboard sales agent, added another Kiddie Ride and recently took delivery on a new truck and house trailer.

Staff includes Mr. and Mrs. W. E. West, owners; Mrs. West, secretary-treasurer; James White, advance agent; Edgar Merks, special agent, sound truck, and banner man; M. J. Clevenger, electrician and lot superintendent; H. Rides and their women are, Merry-Go-Round, Joe Kippinger, Ferris Wheel, Willie Dobb; Loop-Planes, C. R. (Alabama) McArty; Chair- (See WEST'S BEATS PAR on page 68)

"Red Hot and Blue" Title Of New Hennies Girl Show

CHICAGO, April 26.—Elissa Land, best known as Elsie, will be producer and manager of a new girl extravaganza on Henries Bros.' Shows this season. Miss Land has had wide experience in producing shows in Chicago and the Middle West, and she states that in her show for the Henries organization she intends to frame a different type of production than has been seen heretofore in the outdoor show field.

She has been busy the past few weeks with designers, dance directors, costumers, and musicians. This will be her first excursion into the outdoor field. Show will be titled Red Hot and Blue.

Buck Expo Getaway In Trenton, N. J., Proves Successful

TRENTON, N. J., April 26.—Featuring an attractive and well-lighted midway and new color throut, O. C. Buck Exposition Shows bowed in their Silver Jubilee season on Falcon Field here to outstanding business and near-capacity attendance, under Chamberburg Republican Club auspices. Weather was ideal and the 14 rides and 12 Shows were exceptionally well patronized by the midway crowds, which spent freely. A 10-cent gate prevailed.

Shows were well billed here and the three local papers gave good co-operation. Especially noticeable were the transportation facilities. Painted a deep red, the trucks stood out with dignity and newness. Numerous lime tops graced the midway, and a new cookhouse was in operation here. All rides opened on time and Clementine Coffey's Varieties of 1941 did shows, with Doc Wilson guiding the Hippocrome into second place. Isle of Ball opened well. R. Goldie Pitts is building another show, which he will operate in addition to his Ike and Mike attraction. Five Eltons, free attraction, elicited.

Staff has O. C. Buck, owner; James Quinn, general agent; William Gorman, business manager; Richard Tillman, secretary; Lon Russell, press representative; William Orens, special and advertising agent; Tom Heffernan, lot superintendent. (See BUCK'S TRENTON BOW on page 65)

Motor City Chalks Creditable Start At Springfield, O.

SPRINGFIELD, O., April 26.—Big crowds and good weather greeted V. Herwitz's Motor City Shows at their official opening here on April 23. Attendance at the getaway totaled 3,500 and crowds and business were good through opening week. All rides, shows, and concessions reported satisfactory results. A number of visitors from the F. E. Gooding Amusement Company, headed by E. D. Drumm, were on hand.

General Representative Bob Beemson returned to the show for a conference with Owner Herwitz and reported the season's route should be a banner one, with industries in the territory to be played working in full schedule. Capt. Billy Bell's fighting lions, free act, are proving popular. Management complimented by patrons and visiting showfolk on the well-illuminated midway's attractive appearance. New entrance front also proved an attention-getter.



ELISSA LAND, better known as "Elsie," who will be producer and manager of a new girl extravaganza on Henries Bros.' Shows. Although she is credited with wide production experience in the Middle West, this will be her first in the outdoor field. A new type for show for midrange is planned.

Marks' Debut Take At Richmond Hiked 35% Over Last Year

RICHMOND, Va., April 26.—With the main gate averaging 6,000 nightly and an estimated 9,500 on Saturday night setting a record for the organization, John H. Marks Shows wound up the opening week's stand of their 16th annual tour to business which was reported to be 35 per cent better than last year. Aided by ideal weather and located at the CCA Baseball Park, all shows and rides obtained good play from the free-spending crowds.

Shows moved last Sunday night to their Petersburg Pike and Matur Street location, South Richmond, where the midway was augmented by several additional attractions. The Great Walendas, directed by Karl Walenda, proved popular as the free attraction. Visitors included Dave Endy and C. W. Hoffman, Rusty Bros.' Shows; Dr. Bud Cowan, Eddie Macke, Dan West, Fred Kligege, manager for Bob (Stuldee) Hayes; Sam Prell, and Max Linderman.

Executive staff has John H. Marks, president-general manager; James M. Reuter, business manager; Charles A. Abbott, general agent; Willie Lewis, light (See MARKS' GAINS 35% on page 65)

Grosses in East Tallest in Years

Fat payrolls and favorable weather tilt play at rides, concessions, and shows

NEW YORK, April 26.—Spurred by flawless weather and big pay rolls distributed among a record employee population, carnivals appearing in the Eastern sector played to great throngs during Easter week. Such outfits as managed to get open promptly beginning Monday reaped the proverbial harvest. Current week also figures to be a box-office clinic, what with the midsummer weather still prevailing and industry getting better day by day.

Every show heard from, no matter how small, reported grosses resembling the boom years before 1929. Elites did especially well, followed by games and show attractions.

At the O. C. Buck opening stand, Trenton, N. J., upward of 1,200 admissions were reported for the past Saturday alone. The Ben Williams, Charlie Gerard, Phil Beer, Harry Heiler, and other outfits in the metropolitan district and near by started strong.

Kenn Daverton attaching to the midway debut of Eliza Beatty's wild animal unit with Johnny J. Jones Exposition in Washington on May 3, the show itself makes the D. C. stand beginning April 30. Many visitors are expected there.

Gold Medal Winner At Jackson Stand; Line-Up Announced

JACKSON, Tenn., April 26.—Gold Medal Shows played to good business and fair weather at their week's stand, which ended here last Saturday. Much of the work still to be done on the front is expected to be completed in a few weeks, and placing of much of the long line of neon on the main entrance is almost finished, reported Harry E. Wilson, who assumed his press representative and promotional director's duties here. Shows' staff and roster includes Oscar Bloom, owner-general manager; Larry Johnston, general agent; J. T. Richards, secretary; Mrs. Oscar Bloom, treasurer; Harry E. Wilson, press representative and promotional director; G. R. Edwards, advance publicity car; lot superintendent, George Dean; electrician, Clifford (Red) Miller; assistants, George Murphy and Frank Walsh; master mechanic, Paul Wotring; assistant, Frank Duncan; sound truck, Dick Taylor. (See GOLD MEDAL WINNER on page 67)

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DE-BELLE

Budget, Pa.
Week ended April 26, 1941.

With the show in its fourth week of the season, the management decided to check up on each department as to stock on hand, whether human, animal, or mechanical. After hearing patrons bark about not getting their money's worth, it gave the bosses an inkling that perhaps they, too, were not getting what they were paying for.

The first department to be probed was our circus-style cookhouse. Stock on hand totaled two barrels of grits, 10 dummy hams, 15 coffee cans filled with oatmeal, and 50 pounds of ready-mixed hamburger for the daily baked meat loaf, while the grocery receipts already turned into the office came to \$233.94. During their conversation with the boss, the dishwasher came in with a handful of cash register receipts that he had picked up from the store floor, seeing the boss,

he backed out before handing them to the steward.

The girl show came next. Here they found more bally girls drawing chorus-girl salaries than the show had choruses. This was remedied by hiring a woman manager. The birth and stateroom check-up proved that 20 could sleep as cheap as one. This threw the head porter out of work, and he retired to his \$13.000 hotel, which he purchased last season.

Believing that the show's mailman was making too much money, his books were checked and showed him \$18 short of making a living, due to too many letters for the office coming in marked "Postage Due." Seeing that they had checked a bad one, the staff hurried to the Postage Show to check the war-trope expenditure. This department was so far out of line that they never did get it straightened out. The manager of (See BALLYHOO BROS. on page 64)



NEWLYWEDS La Moll and Dorothy Deason, posed for this photo shortly after they were married in Chicago, on April 3. They are now with the Rubin & Cherry Exposition, where they have their Hollywood Monkey attraction.

get under way on May 5 in Louisville, Ky.

While looking forward to the time when the vacant space behind the tents will be as clean as the midway in front of them—Side Show 54.

MR. AND MRS. ED BICKLES arrived in quarters of J. Harry Six Attractions, Buechel, Ky., with two rides and several concessions. Mying LeRoys, with two concessions, and G. A. Lindley, with three, are en route to quarters from the South. Manager Six reports.

HAVING booked their popcorn and other candy concessions with J. Harry Six Attractions, Mr. and Mrs. William Starkey and daughter, Annabel, will join at the opening in Louisville, Ky., on May 3 from their home in Cleveland. It will mark the Starkeys 10th season with it.

THE fact that "There are blank spots to be played on every road" doesn't mean that a seasoned general agent doesn't know some of them.

MEMBERS of Arthur's Mighty American Shows who made several deep-sea fishing trips while the troupe was in Watsonville, Calif., included Mr. and Mrs. Ralph Balcon, Jerry Fox, Mr. and Mrs. Vic Davis, Joe White, Harry Hillman, Mr. and Mrs. George Steen, Blanky Ford, and Timothy Heaver.

LATE arrivals at Banffy's All-American Shows' quarters in Reynoldsville, Pa., included Mr. and Mrs. Al Wallace, Mr. and Mrs. Paul Lane, Bud Brewer and his mother, W. L. Fuller, George Goodman, Tommy Ell, Mr. and Mrs. Timmy Allen, Hooks White, Sam MacMasters, and Chuck Stanko.

MANY ex-carnival American soldiers have learned by now that the former first-while hunter slayer of the road isn't so white washed, but has to get up long before the others to blow that bugle.

MRS. CLARA COSTELLO writes from 1883 Victor Avenue, Omaha, Neb., asking that anyone knowing whereabouts of Edward James Costello, who was with Magic Kuppis Shows when last heard from, have him contact her immediately. She reports that Costello's father, Stephen D. Costello, is seriously ill.

"CHARLES PHILION'S Cafe is center of all jackpots on the midway here," Ray Sharpe, World of Fun Shows, scribbles from Bart Mills, S. C. "My wife Williams joined with his photo concession, while Mr. and Mrs. Neal Mason came on with four concessions. Mr. and Mrs. Eddie O'Shea were recent additions."

A SIDE-SHOW oddity was reading an old IOU that a long-departed manager had given him years ago. Asked why he did not burn it up, as his former employer was dead, he replied, "That is my diploma from the School of Curious Experiences."—Over the Ham.

SAM L. SWAIN writes from Winston-Salem, N. C.: "We opened successfully on our Berpentina Show and had good on Smith's Greater Shows in Sumner, S. C., but because of my wife's health were forced to close. We will be ready to go out soon, however. Made the Eagle Hill Exhibition here on Easter Monday to good results."

COOKHOUSE notes on Beattie Shows from Minneapolis by Jack Galluppo: Opened here to good business and the writer has completed his 46-foot cookhouse dome. Unit also has added a new style light stringer which makes for a good fish. Cookhouse has an all-glass trailer. Mrs. Susie Jenkins is head chef again.

OUR OK, Yeah Department: Trying to book a fair, a show manager said to a fair ste, "With us, profits are secondary. We get a great deal of satisfaction in seeing a fair show and prosper."

AFTER spending most of last season in Jackson Hospital, Miami, Mead, James West, Scotland, taggopher, has recovered and is now with Starr De-Belle's Side

Show on Johnny J. Jones Exposition. Last season was the first in 20 years that the major was unable to troupe. He said he received numerous letters and cards of cheer from friends during his lengthy illness.

OWNER of the Casey All-Canadian Shows, E. J. Casey letters from Winnipeg, Man., quarters: "A crew of six is doing painting and building work and all motors have been overhauled and are ready for opening in Transcona, Man., May 15. Among those working under Assistant Manager Percy Labelle are Joe Lawless, Ernie Willis, Jack Bellis, Art Curtis, and Bob Kerslake. Shows will tour the same territory as last season and a few new spots will be added."

MOST midway show managers are in favor of being loyal to their employees, but some restrict it to "me and my wife, our son William and his wife, and our daughter Julia and her husband, we like"—and the rest is his.—Milo McGee.

OPERATOR of a grocery store in Greenville, Tex., M. Kimbrock also has been active in amusement business a number of years at Hunt County Fair and Greenville's Parade of Progress, as well as having two rides and a number of concessions. His store has been a success for traveling showfolk for the last 15 years and in the last several weeks he's had a number of visits from showfolk, who stopped off while en route to join their shows.

TRAINMASTER Art Courtney, West's World's Wonder Shows, working with a



LELAND GARLAND, former concession owner with C. F. Zeigler United Shows, is now a private in Company F, 158th Infantry, 46th Division, at Fort Berkeley, Tex. Mrs. Paul Sturm, his mother, is operating concessions with the Zeigler Shows.

green crew, broke all train-loading records of the shows when stakes were pulled at Dothan, Ala., Bob Buckler reports. With all strange hands, none of whom had worked with a carnival before, he had the train loaded and ready to roll in less than four hours. Arriving in Montgomery, Ala., in a heavy rain, Art directed his crew and had every ride and show ready to go at noon on a rated hot

YEARS ago a railroad show had a wreck that demoralized the workmen's sleepers. Feeling sorry for the best, the manager let 20 six and eight-horse drivers sleep on the floor of his private car. The thanks he got? The drivers claimed that they got cramped up in it.—Whitely Cooks.

NOTES from Dodson's World's Fair Shows by Jack C. Philion from Jacksonville, Fla.: Everything was in readiness for shows opening in Charleston, S. C., under auspices of the fire department. Organization is carrying 13 rides, 17 shows, 2 free acts, and 3 bands including Charles Clark's American Legion Post concert band. Mr. and Mrs. J. C. Weer will have a new Rocket and Rolluplane, and A. E. Pugal, Milwaukee, arrived with his Penny Arcade.

PUNLAND SHOWS notes from Columbia, S. C., by Ted C. Taylor: General Agent Herbert L. Wiggins is doing good work in Virginia, Maryland, and New Jersey. Moe Jackson, second agent, is sporting a new panel truck, and Electrician Clyde and Mrs. Ridemour are living in their new trailer. A new transformer wagon was purchased from Miller

Bros.' Shows, and four seats have been added. Mrs. Al and L. E. Heth have new trailers. J. J. Marlow's Hill Show is clicking, and Charles Sutton, legal adjuster, is working with General Agent Wiggins.

A **SHOWMAN**, who always paid off with quarters and dimes but who fed his help in his own cookhouse, heard one of his employees squeak about being fed on grills. "Yeah, yeah!" yelled the manager, "go down to the cookhouse! You can buy a nice meal down there for 20 cents!"

JOE BROWN'S RADIO GANG, Station WJVA, Richmond, Va., held its annual spring outing on John H. Marks Show's midway on April 22. Gene Thelma Marks, 7-year-old daughter of the show's owner, assisted by her mother, Mrs. Elizabeth Marks, acted as hostess and welcomed the 148 members of the gang at the main entrance. The children, mostly under 16 years old, took in the shows and rides and reported an enjoyable afternoon. L. W. (Duke) Jeanette staged a special performance in his Circus Side Show and refreshments were served at conclusion of activities. Brown gave the shows numerous advance plugs over his Saturday morning program.

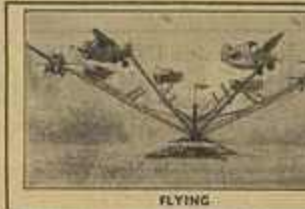
NOTES from Zachary Bros.' Shows by Carl O. Bartels, secretary: Cookhouse this year is office-owned, with Mrs. Vi Winters as manager; Charles Lasher, griddle; Sadler Herbert, chef, and Joe Plinder, kitchen. Mrs. Bartels left the shows in Florence, S. C., to visit her daughter and grandchildren in Jackson, Mich. She will rejoin in Winchester, Va. Arnold Haycock has his Unborn Show and What Is It booked with the organization. Fred Smith, with two concessions, joined in Charleston, S. C. Mr. Paul booked his frozen custard stand, and C. W. Parker came on with scales. Cor Julian booked his pea-pool, and Melvin Wilson pea game. Adolph Voeberg and Mrs. Kinzel have their two kiddie rides signed.

BEST way to let the boss know you've spent a hard day working on the lot is to drop down into one of the chairs under the office awning and go to sleep. He's bound to see you.

DINTY MOORE ride and Penny Arcade owner, is elated over business his Scooter and Arcade have been doing since Galveston (Tex.) Beach officially opened on April 12. He will operate the units there all season, where he is said to have one of the largest and most elaborate Arcades in operation. There are 315 machines and about 3,000 feet of item in and around the arcade. Scooter is decorated with about 2,500 feet of neon. Staff includes Moore; J. M. McCordy, assistant manager; Bob Liggins and Preston Lundford, mechanical slim Menzies, stock keeper, and Mrs. Dinty Moore, treasurer. Moore also has an elaborate Arcade on Hill Haven Show. It is managed by Jimmy Davis.

Lewiston Freaks in Final Indoor Stand at Akron, O.

AKRON, O., April 26.—Harry Lewiston's World's Fair Freaks opened its final indoor stand of the season at 324 South Main Street here on April 21. Show is believed to be the first of its type to play locally in two years. Unit will remain here for two weeks. Lewiston said that Ohio territory has been profitable for the unit, particularly in cities where national defense projects are under way. Lewiston added that he soon will make a decision on plans for the summer.



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Want Contact, Casey Jones, Philadelphia, Pa. Wm. Harding Ohio Hill Station. Can take three with own outfit. Also, Miss. Side Hets for 1000.00. 1100-1100. 1100-1100. Call 200 for more info. and 1100 show. Business, good condition. Address all items to:
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Might Make It
THE MAN who was all in the cookhouse at night after checking in at the office and refrain from lying about his grosses has a pretty fair chance of slipping thru the Peardy Gates.—DIME JAM JOHNSON.

Showmen's League of America



Sherman Hotel
Chicago

CHICAGO, April 26.—Vice-President Harry W. Henneke, in town for few days, presided at the April 18 meeting. With him at the table were Secretary Joe Streibich and Past President J. C. McCaffery. Application of Vernon L. McBevy and reinstatement of Nabo Egger were presented. Judd Goldman is at his home and showing marked improvement. A letter from Jack Lydick advises he will leave Veterans' Hospital, Dayton, O., on April 27. Tom Rankine and James Murphy are still confined at their homes. Al Rossman has a fluorescent desk lamp, presented by Vice-President Henneke, as an award for the individual obtaining the most listings for the Amusement World Directory. John J. O'Connell and James C. Lamont were elected to membership. Members were guests of the Chicago Stadium and the Bernes-Carruthers office at the Olympia Circus.

Brother Jack Weiner, after attending his first meeting, left to join the Henneke Bros. Shows. Joe Archer was back in town, as was Harry Paul after a long absence. Committee named to work with the members of the National Association of Amusement Parks, Pools, and Beaches in staging the trade exhibit in December includes M. J. Doolan, chairman; Charles F. Gow, Sr., T. Jessop, Morris A. Huff, L. C. Kelley, Ned E. Toril, Lew Keller, John O'Shea, and Albert J. Swesney. Action was taken to revise the bylaws, and committee appointed has Lew Keller, J. C. McCaffery, Morris A. Huff, S. T. Jessop, and A. L. Rossman. Pat Parcel visited the rooms.

John L. Lerman left for St. Louis and the Royal American Shows. Andy Markan and John Courtney visited, as did Edger Schooley, Bill Cansky, Al Rossman, M. O'Brien, Ray Oshea, Vince McCabe, Jack Benjamin, Nate and Max Hirsch, Leo Berrington, Rudy Singer, Peter Pivor, John O'Shea, Bob Revitt, Edger Byrnes, Edward Murphy, Gaston Olderman, Irving Malitz, Nate Eagle, Frank Eblenz, Max Brantman, Mel Smith, John A. Pollit, James Campbell, George W. Johnson, Bernie Mendelson, Sunny Berns, Sam Holsen, Fleck Williams, and Lew Keller. Jack Hawthorn left to join the Tilley Shows.

Ladies' Auxiliary

Auxiliary held its regular biweekly meeting April 11 at the Sherman Hotel, with these officers presiding: Mrs. Joseph I. Stusbich, president; Mrs. William Cansky, first vice-president; Mrs. Ed Clifton, third vice-president; Mrs. Janette Wall, secretary, and Mrs. Lew Keller, treasurer.

In attendance were Mrs. Frances Barth, Rose Page, Nan Rankine, L. Lawrence, Leah M., Brunlewe, Mrs. Nate Hirsch, Mrs. Ray Oshea, Anne Young, Mrs. Edna O'Shea, Marie Brown, Mrs. Henry Holden, Mrs. Anne Doolan, Mrs. Kelley, Beale Simon, Mrs. Al Lato, and Elsie Miller. President Streibich also introduced a new member, Mrs. Kelley. A letter from Mrs. Charles Drives thanking members for flowers sent to her during her convalescence was received. Myrtle Hirsch also thanked club for flowers sent during her recent bereavement. Mrs. Nate Hirsch also thanked members for flowers and cards sent during her illness.

A standing vote of thanks was given Sister Frances Barth for the silk American flag she presented to the club. On May 9 the Auxiliary will hold a closing party and dinner at the Sherman Hotel, 8:30 p.m. All members are invited to attend. At the April 11 meeting the registered \$1 prize was awarded to First Vice-President Mrs. William Cansky.

Auxiliary held a social on April 18 at the Sherman Hotel, with Mrs. Henry Holden as hostess. Beautiful prizes were awarded and a large crowd was on hand.

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Club Activities



National Showmen's Assn

Palace Theater Building
New York

NEW YORK, April 26.—Final meeting of the season was presided over by Secretary Sam Rothstein. President Max Linderman sent his regrets at being unable to attend from Philadelphia, where he is preparing his World of Mirth Shows for opening. Members are pleased with the bronze memorial plaque installed in the rooms, and Brother Jack Lichter received a standing vote of thanks for his efforts in securing it. Brother D. D. Simmons reported that the Palisades Amusement Park Night April 18 was successful with a crowd of over 200 attending. Brother Eddie Berner is a constant visitor after his long illness. Brother Robert White Jr. is out of the hospital and will be able to resume work soon.

Vice-President Omar C. Buck's Exposition Shows were visited in Trenton, N. J., by Brothers Morris Led, Sam Walker, Sam Cohen, Sam Pinkel, and Ross Manning. Brother Dave Endy was in town for a few days, as was Brother Charles Lewis. Assistant Treasurer Joseph Hughes advised that from observations made on his trips, the season should be a good one. Brothers Sam Lager and Harry Bandler left for Philadelphia, and Brother Al Katzen went to Salem, N. J. Brother Ralph Decker will have his Girl Show on Brother Fred Phillips' Fair-at-Home Shows, and Brother James Daveport will have three shows with the B. & V. Shows.

Birthday congratulations to Adolph J. Kaus, Frank C. Pope, Archie Parr, April 30; Harry DeMatteo, Virgil Derr, May 1; Harry Rosen, David Solt, Ross Manning, S. Thomas Fallon, Jr., Martin Lamuello, Dan Cristie, & Fred LaRoine, John Ryan, & George D. Watson, 6.

Ladies' Auxiliary

Wednesday night's meeting drew a large crowd, although many members are now on the road. Sister Ruth Hobbs left soon with her husband to join Fred's World's Fair Shows, while Sister Anna Lager goes to World of Mirth Shows. Sister Helen Hoy joined Singer's Midwinters, and Sister Jane McKee went to Chicago, where she will work in a park this summer. Vice-President Elma Laures opens with Prudent's Shows, and Sister Stella Fedberg and husband will join the B. & V. Shows. Sisters Madge Hoch and Etta Riley also will open with a show soon.

Sister Irene Stearns returned after a visit with her mother, who was ill. On May 1 the Annual Strawberry Festival will be held in the rooms, and members are again reminded that winner of the crocheted bedspread will be determined then. On May 7 club will hold the regular card party at the rooms.



Michigan Showmen's Assn

156 Temple Street
Detroit

DETROIT, April 26.—Since many members are working at parks and shows near by, meetings are being held at midnight. April 21 meeting was presided over by President Harry Ross, who is about, but slowly recovering from a recent operation. Brother Ben Morrison's Finance committee report showed the club's financial status is in an exceptionally good condition. Harry Wain, entertainment committee chairman, made his final report on the club's recent spring party and at its conclusion members gave him committee a rising vote of thanks. Much credit for the event's success belongs to the operator of the Club Trocadero. In addition to providing its regular showmen, featuring Cecil Lee's orchestra, with Larry Kent, leader; Ben Berthel singer, Dolores Lamotte, the Mexican Bombshell; Beth Farrell, acrobatic dancer, and Bancroft and Cannon, comedy dance team, Troc-

adero management also ably assisted Wain in obtaining those great artists: Jack Campbell, Roger Sisters, Cliff Moore, Bob White, and Gus Moldavin.

At the suggestion of Brother Abe Levine members expressed the organization's appreciation and thanks to the night club's manager and the guests stars for their generous efforts. Among recent visitors were Jack Gallagher, Al Kaufman, Charles Bolen, Max Brown, William Bloom, and W. Tait. Myrtle Stone and Joe Burns are completing their string of concessions and expect to leave soon. Sammy Goldstein also expects to open soon. Sammy Wilson and Art Frayn were in an auto accident here recently and although Sam's car was badly damaged, no one was injured.

Heart of America Showmen's Club

Reid Hotel
Kansas City

KANSAS CITY, Mo., April 26.—April 18 meeting was called to order by First Vice-President Chester F. Levin, with Secretary G. C. McDonald and Treasurer Harry Altshuler also present. After routine business an early adjournment was in order. Acting entertainment committee, composed of Brothers Harold (Whitely) Elliott and Harry Altshuler, served lunch and refreshments, and members of the Ladies' Auxiliary were guests. Next meeting is the final one of the season. Brother Elmer F. Houston will be host to members, and luncheon will be served after the meeting. Doc Partello visited while en route to St. Louis to join the Royal American Shows. Mr. and Mrs. Frank Kretow visited while en route to Springfield, Ill. Mrs. Bud Anderson accompanied Jackie Wilcox here on a business trip, and Brother Jim Laughlin came in from St. Joseph, Mo., on business.

Brothers George Hook and Harry Driscoll visited Dew Lang's Famous Shows at Springfield, Mo. Brother William Maloney, concessionaire, left with his concessions to join the Al Baysinger Shows. Brother Dave Stevens is back at Research Hospital for observation. Brother D. W. Wetzbrenner will leave soon on an extended Eastern trip. Brother J. Bennett Murphy returned last week after visiting several shows in the Midwest. Brother and Mrs. P. M. Jones were in the city on business. Banquet and Ball Committee has completed plans for the annual event, which will be held on New Year's Eve at the Hotel Continental.

Ladies' Auxiliary

Ruth Martens, president, called the April 18 meeting to order and appointed Bird Bratner warder. Twenty members responded to roll call. Harry Altshuler, representing the men's club, invited members to join the men at a buffet supper after the meeting. Bird Bratner, finance committee chairman, in the absence of Treasurer Helen Smith, read the financial statement, which showed a substantial increase over the same period for 1940. Nell Weber, entertainment committee chairman, thanked her men-

Pacific Coast Showmen's Assn

623 1/2 South Grand Ave., at Wilshire
Los Angeles

LOS ANGELES, April 26.—Club is settled on its summer schedule, which is from noon to 6 p.m., excepting meeting nights, which are held the second and fourth Mondays of the month. Show rules prevail for the Ladies' Auxiliary. Charlie Walper was in town last week on business and returned to the West Coast Circus Shows at San Jose, Calif. Ray Johnson has the part of a Negro porter in HKO's Tom, Dick, and Harry pic. Clyde and Topsy Gooding and George Rich landed in Astoria, Ore., and will open soon with the "Browning Bros." Amusement Company.

Cal and Betty Lipra expect to head north soon. They have signed with the Charlie Ziegler Shows. Ben Berns has just completed a year as club custodian. Ed J. Frankford visited the rooms this week. G. L. (Mike) Wright is a regular visitor. Bert and George Chapman took first prize in The Hollywood Citizens patchwork baseball puzzle contest. Le Vant and Etwards, mentalists, visited. They are holding independent dates. Charlie Nelson is confined to his home with an injured foot. Joe Mettler visited from the Joyland Shows.

bers for their help and announced the summer party will be held in July.

Myrtle Duroan and Mattie Hawk returned from a visit to Dee Lang's Famous Shows at Springfield, Mo., and brought greetings from Viola Parry, Mrs. Dee Lange, and Marie Jones. Because many shows are scheduled to appear in (See HASC on page 31)



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\$125.00—Easel Popcorn Machine, working order.
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\$5.00—Sawdust & Theatrical Trucks, good selection.
\$25.00—Miniature Restaurant, 8 feet. good. For arrangement. Want to buy Chicago Rink, Skating and Candy Free Machine. Pay cash. **WELL'S CURIOSITY SHOP**, 20 S. 2nd St., Phila., Pa.

BEE'S OLD RELIABLE SHOWS, INC., WANTS
Special Agent that can attend to all duties, good and well equipped. Must have transportation and be able to sell all items. To whom we have a proposition that will pay him well. Why is it the name of this ad? Well, don't tell. Concessions—Any tented-concession using Blank, \$25.00 per week until June. Shows still doing, first lot in the season. Ferris Wheel, Hot Air Balloon, \$25.00. Have 30-foot Panel Front and Top, 24x72, will furnish to anyone with equipment for Tenn-Ore.
ELIZABETHTOWN, KY. THIS WEEK. FRANKFORT, KY. NEXT WEEK

ZACCHINI BROS.' SHOWS WANT
Stock Concessions of all kinds. Will sell on Diggins. Cookhouse Help, salary from office. Double Show Property for Great Shows, Pitt Shows, India, Living Magazine Covers, Nails, and other Sales. All wanted from office. Charlotte Ride Help that drive some. Ball-Play, Ferris Wheel and Merry-Go-Round Help.
Planned April Show, Winchester, Va., week April 28th, with its own five celebrities in a show to follow. Prospect on girl. Longtime Concessions as well as show. All set in touch with **BRUNO ZACCHINI**, General Manager, P. O.—Rice Station, write. Good proposition for Penny Arcade.

Celtn & Wilson
Petersburg, Va. Week ended April 19. Location, Mark Orange Ball grounds. Attractions, YFW Post and Central Labor Union. Business, excellent. Weather, clear and warm.

Shows' debut here set an opening week record for the organization from an attendance and business standpoint, with big crowds on hand even for the preview opening on April 12. Easter Monday resulted in a good matinee, while the record opening crowd was registered Monday night. Business held up thruout the week. Charles Cohen's Moon Rocket topped rides, with Soccer, Octopus, Rolloppers, and Ferris Wheel also doing well. Paradise Song and Dance Revue, with Princess Mimi and Princess Olga, closed, as did Lauther's Side Show. Paul Arden is a singer and talker on the Paradise Show. Father Waters joined recently. Johnny McNeill, formerly with O'Rear's popcorn and candied apples, visited from Aberdeen, Wash., where he is a soldier. Delmar's Lion Act, with Capt. Billy Kelly in the arena, was popular, as was Pop Veen's Six Queens of the Sky. Visitors included Mr. Max Linderman, World of Mirrh Shows; Mrs. Frank Bergen, Mrs. Frank Campbell, Bob Hallock, Mr. and Mrs. Jack Wright, Peary Hoffman, T. G. Woodward, David B. Eudy, William Chick, Remmie Arnold, Erin Lund, Mr. and Mrs. Ray Hawkins, Sam Lawrence, and Mr. and Mrs. Jimmy Connor. Tony Lewis entertained his sister and niece Mrs. L. Mitteldorfer and Flora Mitteldorfer, at dinner in Mike Roman's cookhouse. **RAYMOND D. MURRAY.**

Wallace Bros.
Clarksville, Tenn. Week ended April 19th. Location, ball park. Attractions, American Legion Post. Business, fair. Weather, variable with high winds. Pay gets, 10 cents.

Shows were located here on a high knoll, which was swept by winds of high velocity every day. Workmen were kept busy driving stakes to keep tents in the air, while Saturday's matinee was canceled because it was too dangerous to operate several of the rides. Attendance, which was slow early in the week, picked up Friday and Saturday nights and stand was chalked up on right side. Newsboys from The Leaf-Chronicle and The Nashville Tennessean were guests of the management. Tuesday and Wednesday nights and were given special shows at Mabel Mack's Mide Circus and Mary Webb's Side Show. Several of the personnel made shopping trips to Nashville, Tenn. General Agent A. R. (Hubb) Wadley, who had been ill with a bad cold, left Sunday night to assume his duties ahead of the show. Louella Hardin celebrated her birthday and received several gifts. Manager E. E. Farrow and the writer made a hurried business trip to Evansville, Tenn. Visitors included Mr. and Mrs. Hatch, Miss Cook, L. E. Roth, and William Dowd. **WALTER B. FOX.**

Dee Lang
Springfield, Mo. Week ended April 19. Attractions, American Legion Post. Business, poor. Weather, rain.

The 200-mile run here was made in good time and everything opened on time. Rains, which continued with but slight abatement through, knifed attendance and business, however. Two nights were good, as was Saturday's matinee. Frank Fellows visited at the

office wagon, as did Gene and Red Hammond and Leonard Allen. Noble C. Fairly left on a 10-day business trip.

Fort Smith, Ark. Week ended April 12. Location, 18th and O Streets. Attractions, YFW Post. Business, excellent. Weather, good.

Tok from Texarkana, Ark., was uneventful and shows opened early Monday night to a large crowd, which stayed late. Each night's attendance increased and Saturday's matinee resembled a Children's Day at a fair. The midway was packed with thousands of children, made possible thru a tie-up with all school appointments within a radius of 30 miles. Business on the day was outstanding. O. B. Little, YFW Post commander, gave good co-operation. Mr. and Mrs. George Howk and Mr. and Mrs. Harry Duncan were guests of the Dees. Langs and the Noble C. Fairlys. Jenny Lotrithon and Ray Elberhook were married and received a substantial sum of money as a wedding present from members of the shows. Claude Morris, of Cole Bros. Circus, and Jimmy Watts visited, and Lew Gordon joined with his photo gallery.

DAN J. MBOGH.



JOHN LORMAN, who will be special agent with Royal American Shows this season, is a veteran of the carnival field. He started with Buxtock & Perari Shows more than a quarter century ago. For years he operated his own organization, Lorman & Robinson Shows. Photo by Alwell.

Bee's Old Reliable
Glasgow, Ky. Week ended April 19. Business, good. Weather, variable. Pay gets, 10 cents.

Opening here Monday night was fair after a good run in from Dickson, Tenn. Tuesday's business topped opening night, and Wednesday, Thursday, and Friday were fair despite rain. Saturday night was the best for the shows here in over three years. Willard Davidson's Musical Show did well, as did M. H. Campbell's Girl Show and Billy Blinn's Athletic Show. All concessions reported a good week. L. E. (Eddie) Roth, owner Hine Sibson Shows, visited with the management Friday night. Sheriff Doyle and his chief deputy, Earnest Smith, gave good co-operation. Virginia McLemore, daughter of the manager, who is attending school in Jackson, Tenn., spent her 12th birthday with her parents here and then returned to Jackson. **B. FELTON ROBERTSON.**

Lawrence Greater
Charlotte, N. C. Week ended April 12. Location, Wilkinson Boulevard showgrounds. Attractions, Central Labor Union. Business, satisfactory, despite cool nights. Weather, fair. Pay gets, 10 cents.

Shows arrived from quarters on schedule, but encountered difficulty locating on the proper location because of angry lot, which resulted from a week-long rain prior to opening. An efficient tow-truck crew overcame the difficulty, however, and generous application of sawdust put the lot in good condition. Shows were well publicized. General

Manager Sam Lawrence received many congratulatory messages on opening night, including one from John Lundy, executive secretary National Showmen's Association. Numerous city and State officials stated at the inaugural to find a well-illuminated midway. New office wagon, a three-compartment custom-built trailer, attracted much attention. Good co-operation was received from The Observer and The News, as well as Station WBOC, where show talent was featured several times on 15-minute broadcasts. Visitors included H. C. Lee, Lee Amusement; Curtis Bockus, Dodson's World's Fair Shows; Tommy Thomas and Louis Bismuth; Jimmy J. Jones Exposition, and Bernie Shapiro. **BILL SWIDGER.**

Mighty Monarch
Monroe, La. Week ended April 19. Business, good. Weather, fair and warm.

All reported good business. Line-up includes Earl Pound's attraction, featuring Pat, the wonder horse, and has been clicking. Mr. and Mrs. Minnie and their two sons have the cookhouse. Mr. and Mrs. M. E. Johnson, from Dox Swan, Million-Dollar Show; Sunshine Minstrel; Dan Hildy's Circus Side Show; Ten-in-One; Fred Thomas's Kiddie Ride; Mr. and Mrs. Billy Clark sponsoring Mr. and Mrs. Fern, frozen custard, and Mr. and Mrs. N. Crane, popcorn, and candy apples. Fred Thomas had to return to his home in Jacksonville, Fla., because of ill health, but his Kiddie Ride is still with it. Joe Potoma is in charge of shows and trucks; Mrs. Nina Scott, banners; Charles Mass, fronts and navas; and Ray Lester, sound track. Charlie Fay joined with his Girl Revue. **MIDGE McCLATH.**

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TAFT HOTEL 208-10 South Eighth St.
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Subway Connection to All Sections of the City.
DAILY AND WEEKLY RATES.
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THE FLYING ZACCHINI TRIO

THE YOUNGEST FLYERS IN AMERICA TODAY

Duina, Egizio and George Zacchini, sons and daughter of EDMONDO ZACCHINI, inventor of the "HUMAN CANNON BALL ACT," wish to present one of the best flying acts in America today. Featuring the most difficult and thrilling tricks done on the flying trapeze, all performed with perfect elegance and grace.

Available for Fairs, Parks, Carnivals,
and Amusement Resorts.

At Liberty June 1, 1941.

PERMANENT ADDRESS:

EDMONDO ZACCHINI

2603 Fountain Blvd.

Tampa, Fla.

Golden Belt

Paragould, Ark. Week ended April 7. Location, Labor Park. Auspices, American Legion Post. Business, very good. Weather, good.

Shows third week out proved a real one and Saturday night drew near-capacity crowds. Saturday afternoon also was a winner. American Legion Post co-operated, as did city and county officials. Local paper was liberal with space. All concessions reported a big week. Florida Gensler's cookhouse is popular. Miller Brothers joined, with two concessions. Members exchanged visits with Frisk Greater Shows' personnel. Mrs. Tom Wells visited while en route from Omaha, Neb., to see her brother, Lee Moss, who is seriously ill in a Newport, Ark. hospital. Among visitors were Mr. and Mrs. Frank Rutledge, Mr. and Mrs. Bill Norwood, Mr. and Mrs. Bob O'Leary, Mr. and Mrs. Doyt, and R. A. Cory. Harry Lamson, general agent, returned. B. Miller, special agent, is doing a good billing and banner job.

W. H. KELLY.

Crystal Expo

Candlen, S. C. Week ended April 19. Auspices, American Legion Post. Business, fair. Weather, ideal.

Aided by good weather, shows' opening stand here was a winner. Everything was ready at opening, and the midway was well received by patrons. Contrary to reports, the labor situation went beyond shows' calculations. In addition to all old rides and general help, the new applicants not only exceeded shows' demands, but proved to be top-notchers. Chattanooga Express, managed by Messrs. Montague and Crown led the show, with the Mousetail a close second. All rides did well with Octopus and Tilt-a-Whirl near the top. Mr. and Mrs. Harry Benjamin, concessionaire, closed here. Capt. Speedy Phoenix and

Art Carver's Tompoteensers, free acts, proved popular. The writer returned here from a trip into West Virginia.

HENRY LEWIS.

Blue Ribbon

Roma, Ga. Week ended April 16. Location, Lindale Pike. Auspices, Spanish-American War Veterans Post. Business, good. Weather, fair.

Move from Carrollton, Ga., was made in good time, and L. H. Hardin did good job of laying out the lot. Shows, rides, and concessions reported good business. Friday and Saturday were the best days. The Gienke Revue clicked, as did Fred Clark's Motorbros and Capt. Harry Heider's Showboat. Doomingar led rides, with Rides-O and Ferris Wheels next in line. Babe LaBarrie's Life Show is still proving popular, as is Art Alexander's Ponyland. Visits were exchanged with the personnel of Mighty Showboy Midway and Sooty Bros.' Shows. Howard Chase has added two more concessions, and D. D. Hale joined with two. Booster's Club is proving popular, with Wednesday night meetings featuring a Kangaroo Court.

LEE PADEN.

Frisk Greater

Cape Girardeau, Mo. Week ended April 29. Location, Fairgrounds. Business, fair. Weather, variable.

Poor weather the first part of the week held down attendance, but the last half resulted in fair business and weather. Show fronts for the Musical Revue is about completed. Members exchanged visits with personnel of the Barker Shows. Among visitors here were Leo Rorts, L. B. Amusement Company, and Eugene Cook. The writer renewed acquaintances with members of Jake Miller's Paradise Shows. Al Wilson, with big make show, joined here. Lee Moss, digger and arcade operator, is slowly recovering from a recent appendectomy. Clara Burch, for the past three seasons an employee of the Stream concessions, left here to be inducted into the army. Juncoboro, Ark. April 7-16. Location, Cole showgrounds. Auspices, American Legion Post. Business, good. Weather, fair.

Let here was a small one, but shows (See Direct From the Lots on page 27)

HAPPYLAND SHOWS, INC.

WANTS

To hear from showmen with or without outfits, for shows of all kinds. Want especially to hear from A-1 SIDE SHOW, RO-LO Fun House for sale or will place Manager for same. This show is booked solid for the 1941 season. All still dates are in thriving industrial centers and these are followed by eight of the best fairs in the State of Michigan.

Address: HAPPYLAND SHOWS, INC., DEARBORN, MICHIGAN.

DUE TO DISAPPOINTMENT CAN PLACE SIDESHOW

WILL FURNISH COMPLETE OUTFIT. Will place Snake Show and Glass House. We have exhibitors at E. Liverpool, Ohio, and Charleston, Pa. Besides 4 other exhibitors and a route of 14 fairs starting at Huntington, Ga. Can place Workington in all departments. Ten Daring Girls, office paid. Will sell four completely equipped Ball Game and book or show. Want legitimate concessions that work for stock only.

BANTLY'S ALL AMERICAN SHOW

This week, Do 500, Pa.; May 5th, Glenshire; May 12th, Uniontown, Pa.; At Wallace points near Griffee Man.

FRISK GREATER SHOWS, INC., WANT

ROLLO-PLANE, FERRIS WHEEL OR SCOOTER

SHOWS: 1.1k, 10-10-Ons, Fun House, Fat Show, and want Operator for Girl Show. We have a complete outfit.

CONCESSIONS: Balgame, Waccha, Spring Game, Bowling Alley, Outcast, Wastrels, Pitch-Till-U-Win, Cork Gallery, Hi Roller, or any Legitimate Concession. No travel.

Have big route of Fairs, starting June 23rd. Come on now. Mention Frisk, write. Address as per route. Gettysburg, Pa., April 29-May 3; Mason City, Iowa, May 5-10.

GIRLS—GIRLS—GIRLS

FAIR AT HOME SHOWS, INC.

WANTED: Dancers and Posing Girls for two newly framed Shows. Salary—\$22 weekly to start. Boots, Helen, Arline, Terry, Thelma, Jackie, Miki, and any and all girls that have worked for me or know me, write, or come on. Also Girls for Panny Pitch and Ball Games.

Address: MOLLIE DECKER, week April 28th, Summit, N. J.; then Sayreville, N. J.

WANTED ORGANIZED 10-IN-1 OR MANAGER

Will furnish complete outfit. Place Shows of merit with or without outfit. Place Ball Games, Lake Gallery, Dark Gallery, Strong Games, Burger, Candy Apple, Candy Fats, Outcast, or any Black Shows that don't conflict. High Help with semi-outlet operations, come on.

BLUE RIBBON SHOWS

MADISONVILLE, KY., THIS WEEK

CAN USE A FEW GOOD WHEEL MEN
ALSO OTHER RIDE HELP

HARRY MAMSCH

4147 DICKINSON AVE., CHICAGO, ILL.

WP Launches Tour With Auspicious Dearborn Preview

DEARBORN, Mich., April 28.—World of Pleasure Shows, under Manager John Quinn, launched their tour with an auspicious preview stand at the new lot at West Warren Avenue and Wyoming Road here on April 11. Location was a good one as traffic is especially heavy at that point and the surrounding territory seemed thickly populated with outdoor amusement seekers. Lee J. Young reported. Weather for the first four days was ideal and huge crowds turned out on Easter Sunday, with rides, shows, and concessions registering one of their best spring grosses in a number of years.

Lot accommodated only 5 rides, 3 shows, 12 concessions, but the layout was a good one and the midway presented an attractive appearance. Engagement is sponsored by American Legion Post, and the committee, headed by Adjutant Robert Hynett, gave good cooperation. Thomas Midway Cafe opened its first season on the shows to splendid patronage. Howard's Penny Arcade, also making its initial stand with Manager Quinn, is neatly fringed and has been doing well. Oaty VanZille, vet carmel corn and candy concessionaire, has two flashy stores at the entrance to the midway.

Numerous showmen and parkmen from Detroit and vicinity visited. They included Tiny Smith, Pontiac, Mich., formerly of Shelly Bros. Amusement Company, whose brother, Frank, is expected to join the shows in a special promotional capacity soon.

Los Angeles

LOS ANGELES, April 28.—Benny Sheridan, former office clerk for J. M. Brown at the Golden Gate International Exposition, San Francisco, is now with the Scooter ride at the beach here. Rody Dillon, brother of Harry, is in charge of the Venice and Ocean Park Scooters. Nate Miller has recovered from a serious illness. Lew Poyser is here for the season. Harry Mason, of the Bert Francis & Sons Shows, was a recent visitor. He is playing schools and halls in this section with his natural history and reptile exhibit. He says that business in the Northwest is good.

Tom Hughes, ride operator, returned for a brief visit after a four-week stay in Florida. He reports his rides have opened in the Midwest and South to good business. Elmer A. Bell, former ride foreman for Hughes, is in government service in Honolulu. Frank Tex Kieninger, well known in carnival circles, has his Star of Alaska showboat in San Francisco near Fisherman's Wharf. He is contemplating adding rides to his equipment. It is reported here that Charles C. Fuller, Sacramento, will manage the Alton Shows, playing desert towns, and not take out his own show as planned.

Mrs. Clarence Allen is operating a Merry-Go-Round in Sunland, Calif. Ben Bero, custodian of the Pacific Coast Showmen's Association, has had to replace his 14-pound steel brace that he has been wearing since 1939. He removed the brace for a time but had to replace it and is now experimenting with leaving it off every few days.

turns planned are coronation and military balls, parades, and a music festival. One day will be set aside for Governor Bricker and his staff.

Big Bill for Ill. Home Show

MOUNT VERNON, Ill., April 26.—Better Homes Show in the Armory here on April 25-5 under auspices of Illinois Reserve Militia had 50 display booths and a variety of attractions, reported E. R. Gray, of American Decorator, who furnished booths, decorations, and free acts. Robert Kobacker was general manager. Entertainment bill included Herd Brothers, acro tap dancers; Porveter Brothers, of Pioneers of the Sunset Trail; WEBQ performers, musical turn; Jake Jacobs, lightning cartoonist; Bert and Corinne Deano, slack wire, and Janice Masters, who furnished musical accompaniment.

Attractions for Pa. Jubilee

EMPORIUM, Pa., April 26.—Three organizations, fire department, American Legion Post, and band association, plan a variety of attractions for the 48-day Diamond Jubilee here commemorating the naming of Emporium, Midway will be located on one of the main streets and there will be free acts and special events. During the week there will be conventions of American Legion and firemen's groups and a Boy Scout Day, each of which will stage large parades for prizes. Frank Egan and Edward D. White will direct the event.

Miss. Fete Budget Doubled

CLARSDALE, Miss., April 26.—Budget for the 15th annual four-day Cotton Festival here has been nearly doubled by the sponsoring Delta Staple Cotton Festival Association, reported Russell L. Howland, managing director. It will be held in the spring this year instead of the fall as heretofore, and the event's theme will be Dr. Roger's discovery of the Mississippi River. John B. Rogers Producing Company has been signed to stage a nightly historical spectacle with cast of 800, and there will be Theatre-Duffield fireworks and free acts and rides. Al Burke is spectacle director.

Shorts

MERLE A. BEAM, director of six-day Confluence (Pa.) Old Home Week and seven-day Hollisville (Pa.) Streets Fair, both under auspices of community firemen groups, reported parades will form part of the programs at both events. Hollisville draws large crowds from nearby Johnstown annually.

FOR the first time the Cumberland County Motor Show, Amherst, N. E., will feature a carnival, P. J. Elliott who will again manage the show, staged under auspices of the Canadian Legion Post and North Nova Scotia Highlanders Reserve, reporting the P. J. Elliott Shows would play the date. It will be held outdoors for one day. Heretofore it ran three to five days.

RAY STOBICKER, general manager of Great Western Amusement Company and half-brother of the late Vernon Newcombe, special events promoter, reported he recently had charge of a show in Yuma, Ariz., and is now working on a celebration in Ontario, Calif., under auspices of the Lions' Club.

DAILY presentation of two free acts and a midway will highlight the four-day annual Waterford (Pa.) Community Fair, reported R. J. Salmon, secretary.

J. R. EDWARDS reported his shows will be midway attractions at the six-day annual Navarre (O.) Volunteer Firemen's Celebration. There will also be nightly merchandise awards, free acts, and contests.

MILWAUKEE city council voted \$5,000 to support the 1941 Midsummer Festival.

TRISTON (N. J.) American Legion Post sponsored a thrill show April 27 on the fairgrounds, presenting Howard Dutton's air show.

SHAINAVON (Bask.) will have a two-day fair in July, sponsored by the Showmen Club.

THOUSANDS turned out for the Silver Smelt Carnival on April 18-20 at Marquette, Wis., and Menominee, Mich. Entertainment included French Flyers,

roller skaters; Savage and Ware, acrobats; Miss Jeanette, tap dancer, and Tommy Richards, emcee.

FOURTH annual St. Louis Home Show in Municipal Auditorium on April 12-20 featured Maurice J. Francoll, operator of radio-controlled automobiles and other devices.

ROOPE LUDY, general chairman of the third annual Portland (Ind.) Kids' Day and manager of the Hines Theater here, reported the program would include a free show in the Hines, several free acts, and a parade.

FIREMEN'S STREET FAIR

HOLLSOPPLE, PA., MAY 2-14
PARADES—FREE ACTS—EXHIBITS

West Cook Valley, Thomas, Lewis, Perry, Arnold, Gallant, Green, Aar, Zorner, Sweeney, Fries, Insinger, and many others. Big COOK COUNTY CELEBRATION, HOMEBURST, PA., follows. All booked with no advertising in this col. Directional Job signs. Clubs for letters, no help. Write or wire

M. A. DEAM, WINDSOR, PA.

WANT CARNIVAL

for
Rocky Mountain Rodeo

The Week of June 30
Write or call
Flathead Post #7, American Legion
Kalispell, Montana

WANTED

CARNIVAL OR RIDES AND SHOWS
Annual 4th of July Celebration
FAIR GROUNDS, ALGONA, IOWA
E. L. Vincent, Secretary

WANTED

Legitimate Concessions for
FIREMEN'S CELEBRATION
AUGUST 6-7-8-9
Write S. D. LIGHT, Green Springs, Ohio

WANTED

Rides and Concessions, no Carnival, for
JULY 31-AUGUST 1.
Write at once.
KNOX VOL FIRE CO., Knox, Pa.

CARNIVAL WANTED

Week June 23 to 29, Inc. Reading, Ohio, industrial plants adjoining Cincinnati, and adjacent to \$22,000,000 Weight Accumulation plant, with a \$2,000,000 deluxe project in close proximity. Percentage on 25¢ rate. Sponsored by READING POLICE DEPARTMENT, Reading, Ohio.

WANTED

Rides, Shows, and Concessions by the Late City Commission on August 22, 23 and 24. The average daily attendance last year was 7,500 persons. At the same time, Write W. H. BURSON, Secy., P. O. Box 730, Lees City, Ohio.

CARNIVAL WANTED

July 4, 5, 6
16TH ANNUAL PICNIC CELEBRATION

Attention: one to invite donated at Fanny's Park, U. S. Highway #21, near Halls, Tenn. Five-day picnic picnic with picnic grounds. Particular interest in carnival and rides. See full information at once to T. S. ESPEY, Halls, Tenn.

ELKS' BAND SPRING FROLIC

New Philadelphia, O., June 4-7
Can use clean Shows and legitimate Concessions.
JACK REDROW
P. O. Box 421 Massillon, O.

Waterford Community Fair

Sept. 10, 11, 12, 13
Want Rides and Shows. Few Concessions still open. Write
R. J. SALMON, Secy., Waterford, Pa.

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES,
PREMIUMS AND SPECIALTIES

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25 Opera Place, Cincinnati, O.)

Program Plans Set For Stretator Event

STRETATOR, Ill., April 26.—Preliminary plans for Stretator's ninth annual Independence Day Celebration were completed this week with annual election of officers and appointment of committees. E. J. Barrett was elected general chairman, succeeding William J. Lewis, who held the office the past six years. Lewis, who was not a candidate for re-election, was chosen chairman of the board of directors.

Barrett, chairman of the midway committee for the past six years, picked Andy Bakalar, circus performer, as chairman of the entertainment committee. Al Dietman succeeds Barrett on the midway. W. J. Hara was re-elected secretary-treasurer.

Jerry Gutch was named chairman of the preview committee, which plans a five-hour program. Midway will be centered in the city park and will extend to adjacent streets recently repaved. Plans call for the handling of 40,000 people, based on an average estimate of the past five years. Only the highest type entertainment will be booked, in accordance with programs of previous celebrations, Bakalar said.

Minn. Show Draws 165,000; Big Act Program Featured

MINNEAPOLIS, April 26.—Eighteenth annual Northwest Sportsman's Show closed Sunday to near-capacity crowds in the Minneapolis Auditorium as attendance for the nine-day exposition reached the 165,000 mark.

Exhibitors and visitors pronounced the entertainment bill which featured Mark Hilling's trained seal the best ever presented here by the director, General Shows, Inc. It included Tom Whited, cowboy; Frank Hogan's Labrador retriever; Anders Haugen's ski jumper; Shootings Manafelds; Wilhelm Brothers, archers, and Chiefs Evergreen Tree, Chischoose, and Needshelber. Program was emceed by Kautsabel and Roy Dean, assisted by Rolfe Johnson, WCCO sports announcer. Publicity was handled by Strong & Kinzie, who reported news space and radio time was nearly double that of previous years.

Midway for Dayton Centen; 19 Counties To Take Part

DAYTON, O., April 26.—Dayton will observe the 100th anniversary of the signing of its charter with a four-day Dayton Centennial-Miami Valley Celebration, with 19 counties participating. Features will be a huge pageant, *Frontiers of Freedom*, to be staged nightly on the fairgrounds; a midway, and industrial exhibits.

Content is under way to select three queens thru newspaper coupons. Capt. Elliott Roosevelt, stationed at Wright Field, is chairman of a committee seeking theater participation. Other fea-

WANTED Rodeo and Shows

For week of June 20-July 8
Annual Celebration

Franklin Volunteer Fire Company
Franklin, W. Va.

WEST TENNESSEE PAGEANT OF PROGRESS AND ANNUAL TOMATO FESTIVAL

MILAN, TENN., JUNE 28 THRU JULY 5, 1941

Milan is the home of the 1941 \$25,000,000 Government Shell Loading Project, 15,000 workers with \$500,000.00 payroll weekly. Project completed in December, our 2000,000 lb. mounds of produce. Shows—Independent Rides and Shows, Spectacular Free Acts, Gunshooters, Concessions all kinds. Excludes no Slings, Phobos, No Ovens, Novelties, Eats and Drinks of all kinds. Blanked Wheel, etc. THIS WILL BE THE LARGEST FOURTH OF JULY CELEBRATION IN COUNTRY. West Program Salesmen—Admitt.

WEST TENN. PAGEANT OF PROGRESS, BOX 48, MILAN, TENN.

NOTE—Close to 100% Baby Show, 20 Towns, 5 Counties to seek.

Running Time of Chi Stadium Show Cut; Crowds Good

CHICAGO, April 26.—The Greater Olympia Circus, now entering its second week, has been trimmed down to a reasonable running time and is going along like clockwork. The Chicago Stadium and James-Carruthers, co-producers, have put together a show packed with entertainment and it is attracting sizeable crowds, attendance so far having been ahead of last year. Immediately after the opening performance Sam J. Levy began cutting the show to bring it down to two and a half hours. Running time of a number of acts was cut three to five minutes. The result is a faster, smoother, and more entertaining performance. The public's reaction has been good, and it is expected that word-of-mouth advertising will largely increase attendance during the second and closing week.

The Program

The program as caught the opening night, April 16, included 31 displays:

1. Grand Entry, in which the entire company participated. Flashily costumed, this feature set the show off to a pleasing start.

2. Comedy acrobats, The Bell Trio, Georgette Brothers, Three Aces, and Nelson and Nelson, doing the regulation circus ground acrobatics and novelty.
3. Capt. Turner Jacobs. Presenting the best act of his career, Captain Jacobs displays excellent showmanship in the handling of his well-trained group of lions and tigers, putting them thru their paces with finished precision and speed. Features are his roll-over and rearing tiger, rope-walking lion, and man on the rolling globe of fire. Act is nicely dressed and gets a fine reception.

4. Circus equestrian on the track. Standstill bits that serve to break the necessary walk between acts.

5. Lorenzo and Vicki. Paul Lorenzo has revamped his high act, making it more spectacular with a pole breakaway done by Vicki that brings gasps from the audience.

6. Chinese acrobatic ensemble. The Fung Wong Troupe, the Jim Wong Troupe, and the Wang Hei Troupe in amazing ground acrobatics, contortion, plate-juggling, single bar, and other stunts.

7. Elephants. Eleven pachyderms, including Will Hill's, Adele Nelson's, Big's, and Rogers', in well-done routines. Group in center ring is worked by Dolly Jacobs.

8. Clown stunt. A Trip to Mars, in which a clown in a rocket ship is hoisted to top of the auditorium, where rockets open and clown make a slide to track hanging by one foot.

9. Balancing acts. Stage 1, the Canerella, unsupported ladder; center ring, James Evans and Company, foot juggling, and Stage 2, the Zavattia, unsupported ladder. Three top-notch acts that furnish excellent entertainment.

10. Riding act. The Walter Guise Troupe, graceful and entertaining barrel riding routines.

11. Loop of Death. The Nixon man (See CHI STADIUM SHOW on page 43)

Frank Lewis, Ex-Showman, New Mayor of Shelby, Mont.

SHELBY, Mont., April 26.—Frank T. (Montana) Lewis, former circus and carnival man, won the mayorship of Shelby in one of the hottest elections in the history of this city. He takes office May 5.

When Lewis came to Shelby in 1936 the city government was barring all carnivals and other shows from the town. It is said that one of the first things he will do will be to rid the city of all the closed-town ordinances and Green River laws which have been in effect for several years.

Lewis was in show business for more than 20 years with carnivals and circuses. Circuses he was with are Christy Brock, Bailey Bros., Hagenbeck-Wallace, Bud Anderson, and Seal Bros. The last season he was on the road was 1936, which he spent with Robbins Bros. Circus.

Upon coming here he bought an interest in the Decker and Plymouth agency. Early in 1938 Lewis broke his neck and was laid up for a year. His wife, Marion, owns and operates the Marion Lewis Style Shop, of Shelby.



FRANK T. LEWIS, former circus and carnival man, who was recently elected mayor of Shelby, Mont., where he has lived since 1936. He will take office May 5.

Providence Shrine Again at Track

PROVIDENCE, R. I., April 26.—Earl C. Whidden, director of the annual Shrine Circus here, announced this week that the 1941 show would again be staged at Narragansett Park race track. About 40 acts will be booked. Those already lined up include Willie West, and McGinty; the Gaudsmin Brothers, Harry Leffars' Flying act, Four Queens, Mickey King, and Dr. Milliet.

J. C. Martichor is producing the show, and Al Hartung, Boston agent, is doing the booking. Nightly prize giveaways will include autos and \$500 in cash, along with smaller prizes. A belly stunt this year involves floating a barrel down the Hockanigum River 33 miles to Providence, with ticket purchasers asked to guess the time required for the barrel to make the trip. Correct guess nets winner an automobile prize.

Heavy publicity campaign this year will include press, radio, billboards, window cards, and action window displays. A downtown ticket office was opened last week. A ticket-selling competition has 55 girls taking part, with \$1,500 as top prize.

Show will give daily matinees, with the Tuesday afternoon performance especially for crippled kids and juvenile hospital patients, who will be given free transportation, ice cream, and peanuts.

Fan Papers Home With Circus Lithos

NATCHEZ, Miss., April 26.—Hartman Moritz, Natchez booker, formerly with Ringling Bros. and Barnum & Bailey Circus, is still a circus fan after an absence of several years from the traveling troupes.

Moritz recently remodeled his home here and in making-over the downstairs he came upon the idea of plastering lithos all over the walls of the rooms. As a result, friends who have been guests in Moritz's home recently and at his office were amazed at the circus posters and lithos. All imaginable circus scenes are on the posters and the circus atmosphere prevails at his home and at his brokerage office.

Big Show Passes "Famous '40"; Looks Like an All-Time Record

NEW YORK, April 26.—Biggest news in circus business today is the Ringling-Barnum take at the Garden. Show set some new marks throughout last week's Easter span with jammed houses and was expecting a breather this week despite a heavy advance sale. The weather didn't come, most afternoons and evenings bringing near-capacity crowds and the future sale still going strong.

While no figures have been announced, it is known that the gross is ahead of 1940, which broke records. Experts in such matters think the take will go past \$700,000, which is considered an all-time mark. The 1940 take was over \$600,000. Run will end on May 4 with 28 days (27 performances) pocketed, trail then leading to Boston for five days

HW Interests File Suit Against Sam Howard, Leo Singer

LOS ANGELES, April 26.—Suit for the return of two elephants, Jennals and Tribby, said by the Hagenbeck-Wallace show, to have been abandoned in the East during a circus tour, was filed in Superior Court here April 19. Defendants in the case are Sam Howard and Leo Singer, whom it is claimed rented the elephants last December 9 for a tour of the United States with Singer's Midgels.

Plaintiff, represented here by Paul Engles, claims that when the troupe reached Boston, the elephants were abandoned by Howard and Singer. Animals were left in charge of an attendant, the charge states.

Approximately \$2,000 in costs is asked by the plaintiff.



LOUIS CHERTKOW, who has businerved on a number of shows, including the Seal Bros., Russell Bros., Barney Bros., Civic Bros., and Atterbury Bros. circuses, is with the 10th Bombing Squadron at March Field, Calif. He is pictured here in the cockpit of an army plane. He is also known as Chick Johnson and has been with a few carnivals.

Owensboro Day At Cole Quarters

LOUISVILLE, Ky., April 26.—Last Sunday was Owensboro Day at Cole Bros.' Circus quarters on the State Fair grounds here. Manager Zack Terrell learned that more than 300 persons now living in Louisville were formerly residents of his home town, Owensboro, Ky. He sent each of them a special invitation to visit the quarters, and 300 of them took advantage of it and roamed about the grounds, visited the zoo, and inspected the new tents. Photographers from The Courier-Journal, Louisville, and the Owensboro papers were on hand, and as a result of the great success of the day this Cole show has landed much additional art in the repertory of both cities. Manager Terrell was on hand in the circus office to greet his many friends.

Ora O. Parks landed half-page stories and art in the Louisville papers the week before the opening, while Harry Thomas continues to click with the radio stations.

The Mulwood Dairy, from which the show has been purchasing milk, printed 10,000 circus circulars at its own expense and wrapped them around milk bottles last week. The Ford plant distributed herds to all of its employees in the pay envelopes April 18. Two downtown ticket sales were opened one week prior to the show's premiere. Since the tents went up hundreds of people have visited the lot daily.

DATON, O., April 26.—Dayton's first circus will be Cole Bros., showing here at the fairgrounds May 8. Advance cut with first posters was in town yesterday.

Ringling-Barnum has Dayton scheduled for June 18, but has been advised that it cannot show here then, inasmuch as Dayton is staging a centennial celebration and will have use of the fairgrounds. Also, there will be a carnival on the grounds, and city ordinances forbid a circus and carnival here at the same time.

Cole Bros.' No. 1 advertising car billed Terra Haute, Ind., April 16 for its showing there May 1, when it will have as opposition the Gooding Greaser Shows. Both shows will be on the Denting showgrounds at 28th and Wabash.

Big Show Passes "Famous '40"; Looks Like an All-Time Record

(opening Tuesday) and the canvas debut in Baltimore on May 12 for a three-day eleg.

Dutton Folks Due Soon

CINCINNATI, April 26.—Nellie Dutton and William McK. Bauman, of the Dutton Circus Attractions, are due in New York the middle of May from Africa, where they have been with Pogo's Circus for several years.

An RCA ace-letter telegram sent by them from the SS. Robin Gray to the BellBoard, received at Cinthant, Mass. April 26 and forwarded by mail to Cincinnati, reads: "Arrive New York middle May with animals and equipment after six years' absence. Please publish."

St. L. Police Show Expecting Record Due to 4 More Days

ST. LOUIS, April 26.—The annual St. Louis Police Circus, which opened April 17 to run thru April 30, bids fair to break all previous records from both attendance and a profit standpoint.

This is the first time since the show has been held at the Arena that it is running for 14 days. In 1939 and 1940, the only two previous times that it has been held at the Arena, the show ran 10 days. The additional four days are certain to increase the gross and attendance this year, as in previous years many were turned away.

The St. Louis Police Ketter Association, which is handling the event this year, reports that the annual program has grossed several thousand dollars more than any previous program.

Fancher & Marco have booked and produced the show for the third successive year, and Chaucery Nelson is managing the show, with Barry Buchanan the equestrian director. Acts are headed by Ben Kyle, Clyde Beatty, Pecky (See ST. L. POLICE SHOW on page 52)

YP Plays to 4,100 Under Pasadena PTA

PASADENA, Calif., April 26.—The Yankee-Patterson Circus played here April 19 under auspices of the Parent-Teacher Association to 4,100 admissions, according to Jimmy Wood, of Wood-Thornton Productions. Matinee business was the largest this show has had on the West Coast, Wood reported.

Acts appearing in the two rings included Elmore Velarde, Ora Lennard, swinging ladder; Bill Dedrick's Y-P number; Ben Manuel, Basal Velarde, trapeze; Irene McAfee and her Hollywood movie star dog; Hugh Winston and his seals; Babe Velarde, slack rope; Ora and Minerva, bar act; Gus Lind and Pine Troupe, foot juggling; Oliver Dan, head balancing; Coonruff Gardner and his elephants; Overta Tyler, arch act; Dale Duo, trapeze; Irma Dale, upside-down act; Art L-Rue, George Perkins, Larry Valli, Jack McAfee, Bernie Ortega, clown, and Charles E. Post's band.

Two Shows Within 8 Days In Prospect for Canton, O.

CANTON, O., April 26.—Two circuses within eight days are in prospect for Canton this spring.

William Shiel, secretary to Mayor Ed S. Folk, has granted a permit to Wallace Bros. Circus to exhibit here May 7, and Cole Bros.' Circus, according to Shiel, asked that May 15 be reserved for it, although no representative of the show has been here as yet to obtain a permit.

Springer RB Announcer

NEW YORK, April 26.—Three overnight the name of Arthur L. Springer was omitted from the Ringling-Barnum list of personnel published recently. This is Springer's third season as announcer.

Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati, O.)

GENE CLARK, acrobat, is in the army at Camp Claiborne, San Diego, Calif.

BARB THOMASON, who abandoned her aerial act last year when her baby was born, is soon to resume training.

OSBOURNE BALL presented a floorshow at the Hermosa Billmore Hotel, Hermosa Beach, Calif., Saturday night (18).

JAMES MCKENNA attended the Hamid-Morton Circus at Providence, R. I., April 14.

OSCAR O'DAY, of the O'Day Brothers, worked the Omaha (Neb.) Shrine Circus with the Kenneth Waite Troupe.

BURDYE O'MARR, who trouped with the Al O. Barnes Circus with Prince Omwah, is living in Los Angeles.

HARRY EARL, of Corey, Pa., says plans there are working day and night on war orders and that the town is a good one for circuses.

DICK GERALD has abandoned his limbing act for the present and is working on the national defense program.

A **SHELL** worker in a certain circus side show would have his public believe he is a slight-of-hand performer, which isn't fair to the latter.

ARNOLD LARELLAS, who have been playing night spots in Texas, are filling dates in and around Cincinnati, where they expect to be for several weeks.

H. O. SPINKS, former property man, has recovered from injuries which laid him up in a hospital for some time and spent a few days in Chicago last week before returning to his job in Detroit.

BARNEY AND JIMMY ANDERSEN, comedy acrobats and clowns, are working night clubs out of Canton, O., until they join Lewis Bros. Circus at Jackson, Mich., May 10.

LEIGHTON BROTHERS, of Button Willow, Calif., are presenting their trained dog act at night spots around Los Angeles, and also playing army camps.

WAYNE COFFIN and wife (Viola Rowland), who were with the Sells-Floto Circus, are living in Los Angeles, where he is the leader of the Los Angeles Mail Carriers' band.

CIRCUSES playing Sandusky, O., must clean up the grounds when they leave or \$30 of a \$100 deposit will be retained by the city, Robert L. J. Wagner, city manager, has announced.

JUNUS EDWARDS, press agent of Russell Bros. Circus, contracted the interest of the fairgrounds at Portland, Ind., April 23 for the show's date there May 25.

THE PLAYING FIREMEN, free act with the Great Lakes Exposition Shows, spent Easter visiting with Bob Fisher's Peaches Fryer, who stopped over in Huntsville, Ala., while en route to Tallahassee, Tenn.

KARL SHIPLEY has secured a release from his fair booking contracts and will return to the Pat Purcell unit of Jimmie Lynch's Death Dodgers for his third season. Shipley will join immediately following the Chicago Stadium Circus.

CARLY C. EMERIE, ex-trouper, left Cincinnati April 24 on one of his usual circus-ratting trips. His first stop was to Louisville, Ky., for the opening of Cole Bros. From there he was to go to St. Louis and then to Rolla, Mo., for the opening of Russell Bros.

VENTON to Hermosa Beach, Calif., include Mrs. Rowland, who was the guest of her daughter and son-in-law, the Ken Maynards. The Maynards are making a trip thru the South. They recently purchased a new automobile in Fort Worth, Tex.

THE DELIZICE acrobatic troupe, billed as the "Sweethearts of the Circus World," and featuring Franline, 13; Lucy, 7, and Oyley, 2, headlined the Sandusky show sponsored by the F.H.

Fair, and Leather Club in Trenton, N. J., April 23.

VIHNON J. McREAVY is in San Francisco, Calif., handling promotion for the Polack show's date there. The dates in Eugene, Ore., and Sacramento, Calif., were handled by Carl Soules and Cliff McDonald. Harry Payne, press agent, says everything points to a banner date in San Francisco.

MATT SAUNDERN, who trouped many years ago with the old Buffalo Bill Show in the press department and who is now city manager of the Looe Circuit in Bridgeport, Conn., back in town there after visiting the Ringling show at the Garden in New York. He says that this year's show is the best ever.

EIGHTY THOUSAND DOLLARS worth of new clothes was the subject of a feature story on Cole Bros. Circus in The Courier-Journal, Louisville, Ky., April 21. The story accompanied more than a half page of art picturing the big top; Babe, 70-year-old elephant; stake drivers at work, and workers at menial tasks.

WILLIAM HARMON and Clarence Walter are in New York helping to organize the new Walter J. Matis Circus, which will open the middle of May, says Harmon. Walters and Harmon will have all the concessions, Casey Whitaker, who will also be with the show, is honeymooning in the Carolinas.

FIRST CIRCUS for North Canton, O., in several years will be Mills Bros., contracted to show there May 5 under auspices of the Boosters' Club, a group of citizens assisting the high school athletic teams and band. The Boosters' Club is sharing in the advance ticket sale being conducted by school students and members of the club.

LEON TRAINER of tows, Fred Delmar has sold his lion act and John Terrell Jacobs, with whom he will be associated this season. Delmar recently left Richmond, Va., where he wintered, and will work a mixed group of four male lions and two female Bengal tigers for Jacobs, who is booked with the Jay Gould Million-Dollar Circus.

HARRY WINSLOW, last season of the executive staff of Lewis Bros. Circus and prior to that with the advance of several other circuses, is in Massillon, O., preparing to assist J. W. Newcom, managing director of the Eke's Band spring fete, to be held in New Philadelphia, O., early in June. Winslow will direct the advance exploitation and ticket sale.

SIAMESE TWINS, Mary and Margaret Gibb, stopped in Cincinnati April 24 while en route to Louisville, Ky., to join Cole Bros. Circus. They were accompanied by their parents, Mr. and Mrs. John R. Gibb. The 28-year-old twins, whose home is in Holyoke, Mass., have been in show business 14 years, having formerly trouped with the Ringling show.

DR. H. F. TROUTMAN, of Pogo, W. Va., caught Wallace Bros. Circus in Beckley, W. Va., April 21 and was shown every courtesy by Ray Rogers, manager; Ralph Curtin, the Tan Arakia, Helene Harstall, and Norma Powers. Troutman says Rogers has his best program this year and displays master showmanship in presenting Baron Nowak. Business in Beckley was big despite a coal strike there.

SWISS-BARNES SHOW, which was scheduled to open April 28 at Charleston, N. C., under auspices of the Boy Scouts, has much new wardrobe and a new feature act, the LaBelle Band Trio, reports Elmer C. Myers, general agent. The billing truck is in charge of A. H. Orant, who left the show's quarters at Whiteville, N. C., April 16. Owners George R. and Charles W. Hoers and E. A. Barnes and their families recently returned to quarters after wintering at Miami Beach, Fla. Walt Davis and his Wyoming Bandsters, a cowboy band, will be featured in the concert. H. H. Hall is side show manager.

FRANK ROBINSON, of Owen Sound, Ont., bought part of the animals and equipment of the Schultz Circus, which had been held as alien property by the

RB Honors Unused Pass 50 Years Old

NEW YORK, April 25.—An unused circus pass will admit Francis E. Falkenberg, of Hartsdale, N. Y., to the Big Show at Madison Square Garden, he was interested in a letter from the circus people.

Falkenberg found the unused pass among articles of his late uncle, Edwin Erroy Hurd, who was given the pass for allowing the circus to post bills on his fence. Upon writing to the show to learn if the pass were still good, he was sent a new pass.

Canadian government. The animals included two lions, several monkeys, a half dozen dogs, ponies, and a mule. The animals were taken to Owen Sound by Consuelo Florio, who had been co-trainer with Capt. William Schultz, of the Schultz manager. Schultz is returned for the duration of the war at a camp near Ottawa.

CHARLES SEIGRIST Showmen's Club members who listened to the Fifth Avenue wagon broadcast of the Ringling-Barnum circus band under the direction of Marie Evans, with description of various Big Show program features by F. Beverly Kelley, wired the two executives congratulations after the Sunday night (April 20) broadcast from New York. Seigrist Showmen's Club members from Canton, Akron, Youngstown, Dover, and Wooster, O., heard the broadcast, which was arranged several weeks ago by Kelley, who is in charge of radio exploitation for the Big Show.

CHARLEY POST and his band, who have been playing dates with the Yankee-Paterson Circus, were to split up April 26 to play for the YP show in Los Angeles and for the Newhall-Santana Rodeo at Sausalito, Calif. The band has also been engaged to play at the Firemen's Circus at the Rose Bowl in Pasadena, Calif. for the second year. Post will split his band for this date also in order to play an engagement at Santa Ana, Calif., for the Bert Levy office. Post says he has just sent three wire messages to the Millmore Music Publishing Company. They are *The Helmsmen*, *The Los Angeles Police Band March*, and *The Long Beach Band March*. Two of the men who were with Post's band in 1886 on Col. Tim McCoy's Wild West Show are now with Marie Evans on the Ringling show. They are E. L. Sherbondy, bass drum, and Max Ring, flute and piccolo.

F. M. FARRELL, of Ithaca, N. Y., writes: "In the April 19 issue of The Billboard Arthur C. Miller told that while hooking a show in small towns he came across a farmer who had an old cage wagon stored under some hay in the barn near Wellsville, N. Y. That wagon might have belonged to Stadel Bros. Circus, a wagon show that went out of Wellsville the seasons of 1895 and '98. I was in my teens at that time and I played alto in the big show band. We had a tuba player in the band named Fred Leonard. He was from Wellsville and he used to tell us about the Rogers Circus, a wagon show, that he was with a year or two before. I understood him to say that the Rogers show went out of Wellsville or wintered near there, so the cage might have been of the Rogers show. Miller also mentioned seeing a show stored in a tobacco shed in New York State. That show is stored in a shed in Big Flats, N. Y., and I remember seeing the show while going thru Watkins, N. Y., to Big Flats. The natives in Canton, Pa., said it was 20 years since the Charles Lee London Circus last toured. It is 43 years this summer since the Lee show last toured. I saw the show in Connetquot, N. Y., in August, 1898. A few weeks later the show closed."

C. A. Klein To Have Two Circus Units

NEW WATERFORD, O., April 25.—C. A. Klein, managing director of Klein's Attractions, has announced that he will have two circus units playing Ohio, West Virginia, and Pennsylvania fairs this season. He also said that two musical reviews would be organized for the fairs, due to the increased number of fairs booked for 1941.

Recently returned from a hooking trip thru Ohio, Klein reports having signed contracts for his attractions at 25 fairs.

The Corral

(Communications to 25-27 Opera Place, Cincinnati, O.)

DONN LEGGS, owner-manager of the Litchfield (Ill.) Rodeo, says the show is a permanent one and will be held every Sunday this summer.

THE RINEHART TROUPE has added Marie Wolf Baker, known as Princess Marie, who will work the Birmingham (Ala.) Rodeo. Marie has been with Cole Bros. Circus the last three seasons.

SON BAIN, Antelope, Ore., has been signed to provide the bucking horses for the rodeo at the annual Tygh Valley (Ore.) Fair. George Nelson will be in charge of calf roping.

WAYNE MCGILL, Killeen, Tex., who is 8 years old and weighs 63 pounds, is the only outsider ever to appear in the Huntsville (Tex.) Prison Rodeo. Wayne has been riding since he was 2.

ANNUAL NIGHT RODEO at St. Paul, Ore., will be held three days this year, with one of the three performances being a daylight affair. Officers recently re-elected were Ray Managers, president; John McKittrick, vice-president, and Carl Smith, secretary-treasurer.

THE RODEO at Cedar Rapids, Ia., which has been held since 1929, will return this year under the sponsorship of the All-Iowa Fair. Entertaining a four-day show, Charles Moore, manager, said he expects about 100 contestants. Several carloads of steers have been delivered and are ready.

PREVIEW of The Clearholm (Alta.) Stampede attracted 500. Stampede itself is held in June. Feature of the preview was a Brahms Bull riding contest, with a purse of \$50 for the rider who could ride for 10 seconds. Roy Baird, of Oranum, stayed on eight seconds. This bull is one of two Brahms in Canada. Both owned by Burton and Streeter ranches.

Guthrie '89ers Draws Well

THE BOY CELEBRATION at Guthrie, Okla., April 22-23, drew an estimated 10,500 and the rodeo in connection with the celebration was well attended. A rodeo parade thru the downtown district preceded the Monday night show. Final rodeo performance saw Dorothy Ruth Carey, Guthrie, crowned queen. More than 100 performers competed for prize money exceeding \$1,500. Contestants included Ethel and Juanita Howell, trick riders and ropers; Wayne McKill, 9-year-old calf roper; Albert Sells, clown, and Monte Warner and daughters, trick riders and ropers.

TO MAKE it easier for owners of bucking horses to win the special cash prize for the best horse at the 1941 Calgary (Alta.) Exhibition and Stampede, the stamped committee has revised the rules pertaining to the award. In the future the \$150 prize will go to the horse which comes out twice during the week and performs at a 91 per cent or better average. Last year the average was 92.5 or better for this time during the week. Under the new rules the top stamped horse will be awarded \$150. If the winning horse averages 91 per cent or better twice during the week, an extra \$50 will be added. Second best horse will be awarded \$75; third, \$50, and fourth to eighth \$35 each.

PIONEER DAY Celebration at Okemah, Okla., attracted 50,000 with its varied program, including a rodeo, parades, dances, Indian shows, and appearances of Ken Maynard, Western film star, and Don Wilson, radio announcer. Other guests included Lew Frazier and his Circle O Ranch band. Wilson served as guest announcer at the rodeo performances, and Maynard put on a specialty act with his horse, Tarzan. The rodeo took place in the Pecan Bowl. About 2,300 attended the Sunday show, with good crowds also reported for the (See CORRAL on page 49)

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Gates, Spending Rise in Detroit

Eastwood biz 50% over '40—bigger revenues are indicated for Edgewater

DETROIT, April 25.—At opening of the season last week-end Eastwood Park reported a 50 per cent increase in business over 1940, and Edgewater Park reported the best box since 1929. Despite showers and wind, weather was considered excellent for getting out the trade. In comparison with fine weather that has plagued openers in former years.

Business increase applied to rides, concessions, and Panhouse in Eastwood, according to Manager Henry Wagner. A modernistic restaurant building has been erected and the old structure razed. Center of remodeling is the Bubble Bounce, popular in its debut. Three new circular stands with multicolor lighting (See *BETTER IN DETROIT* on page 53)

Beaches Near Los Helped by Weather

LOS ANGELES, April 26.—Advent of fair and warm weather is increasing attendance at Ocean Park, Santa Monica, Venice, and Long Beach piers. Newspapers estimated crowds conservatively, but takes proved the figures to be considerably off. Water is reported a little cool for bathing.

At Long Beach are Dora Fisher Cornell and her son, Adrian. She will be remembered as outstaying in repertoire years ago, as she was leading lady with Cornell's Bumpy Dumpty.

Mark Kirkendall has recovered from injuries sustained in an auto accident early last winter.

Friends at the beach of Ole Baldwin report he is now at home in Kokomo, Ind. He is almost as well known in this field as in that of minstrelsy. He was with Haverly and Beach & Bowers.

With the long rainy period evidently over, business at Pete Koran's Museum in Long Beach is good. Amatin King and Professor Leary, capably handling the inside.

Report is that a friend of beach concessionaires, Barry Gray, who recently observed his 80th birthday, will soon make a swing around to renew old acquaintances.

Walled Lake Take-Off Okch

WALLED LAKE, Mich., April 26.—At Walled Lake Park, 25 miles northwest of Detroit, reopening on Easter Sunday, business was excellent, said Fred W. Ferris, operator, who predicted a season considerably above that of 1940. Business last week-end was off considerably because of weather. On Saturday a near-tornado hit the district not far from the park. A Sportland has been installed on the midway. A Sportland, independently operated across the road from the park, proved popular several seasons ago. Other improvements include planting of 175 trees. Robert Templeton, formerly of Edgewater (Minn.) Park, is joining as promotion manager, park management remaining in hands of J. H. Pearce, brother of the owner.

New Feature for Pa. Spot

HERSHHEY, Pa., April 26.—With an Aerial Joyride from the World's Fair as its outstanding piece of new equipment, Hershey Park will open on May 11. New pavilions and bridges and a revamped shooting gallery are announced. Manager J. B. Eollenberger said that free seats will be booked at intervals and orchestras also will be used as free features. Midget auto races will again be held in Hershey Stadium, starting on May 30 and continuing on weekly schedule all summer. They are held at night except on holidays, and run until 11 or 11:30, so that little extra park business results from the attraction.



REAR VIEW OF THE STREAMLINED FRONT OF THE \$25,000 midget auto speedway being rushed to completion in Riverside Park, Agawan, Springfield, Mass., for opening on May 2. Said to be one of only four of its size in the country, it was built under direction of Joseph Drabow, who constructed the new Roller Coaster. A match race between majors of Springfield and Hartford will be one of the opening night stunts. Dedication ceremonies will be aired over Station WSPR. First shipment of 14 cars have been given a test run over the speedway.

Richwine Puts Out 30G for Pa. Grove

MECHANICSBURG, Pa., April 26.—Roy E. Richwine, owner-manager of Williams Grove Park here, advanced opening from May 3 to April 27 because of favorable weather. About \$30,000 was spent this spring for new rides and improvements, he said.

Among new attractions is Left-in-the-Dark, a ride by the R. E. Chambers Company, installed in a building occupying over 3,000 square feet. One of biggest attractions is the Zipper Coaster with 2,300 feet of track. Animated lights have been installed on the midway and nearly all men have been replaced with indirect lighting similar to that at the World's Fair and most of the wiring is underground. Park has nine other rides, 50 concessions and the Mount Vernon Theater for vaude and pictures.

Built up by Owner Richwine during the past few years from a local amusement spot to a center of recreation covering much water territory, the park had over 300 outings last year, and plans bookings so far are heaviest in history. Spots does not handle wine, liquor, or beer. After Decoration Day it will be open nightly.

Jeff Beach Sale Is Talked

DETROIT, April 26.—Reopening of Jefferson Beach Park here has been set for May 18. Negotiations which have been under way several weeks for sale of the property to undisclosed interests by R. C. Mahon and associates, who have operated it about five years. Opening date was decided upon, however, said Louis Wagner, park manager, and work has been started so that it will open then, regardless of whose hands it is in.

Briefs From All Around the Field

VENTNOR, N. J.—Council finally voted to ask bids for construction of a new pier to replace the auditorium destroyed by fire on August 1. Proposed structure will be built according to plans already approved at an estimated cost of \$35,000. It will be similar to the former structure but considerably smaller.

ATLANTIC CITY.—Encouraged by success of the annual good-will trip last month to New England, business and amusement interests have started discussion on having the Chamber of Commerce sponsor a second trip before start of summer. Trip would take the resort's good-will ambassadors deep into the South. Tentative plans call for leaving

Big Mass. Project Reported for Beach Area Hit by Fire

MARSHFIELD, Mass., April 26.—Plans for what it is said will be the most modern tavern in the State were being drawn today, five days after a fire that swept thru this beach resort town, with estimated damage of \$1,350,000. Hundreds of homes, stores, churches, and the famed Casino were destroyed. Plans include provision for a wider highway along the beachfront.

It is understood a group of Boston financiers is interested in constructing a new amusement center at the resort. It was said a large Casino would be built and that an amusement park would be opened near it. Casino would be used for dancing, roller skating, and as an Arcade. Park would have another Arcade, rides, and concessions, and would be largest in this area.

Several prominent Massachusetts politicians were said to be interested. It was reported that a Boston architect had been commissioned to plan the amusement center as soon as possible, so that the spot would be ready for the 1942 season.

Douglass N. O. Zoo Head

NEW ORLEANS, April 26.—Audubon Park Commission this week named George Douglass Jr., to succeed Frank E. Neelis as superintendent of the park and to direct the big zoo. New spot head has directed and organized festivals and pageants in City Park for the past 10 years and is 54 years old. Neelis died on February 11.

EAST MAUCH CHUNK, Pa.—Pat Gallagher was granted a year's lease on Memorial Park by the park commission, lease providing for operation of the pavilion and refreshment stand.

ATLANTIC CITY.—Mayor Thomas D. Taggart Jr. announced start of construction of a Philip Morris exhibit on Hamd's Million-Dollar Pier, cost being estimated at \$50,000. Final arrangements were made by George A. Hamd, pier operator, and Al Lyon, executive vice-president of (See *PARK BRIEFS* on page 53)

Splash Doings Jam Galveston

Day on beach is declared best since early '20s—mainland tunnel started

GALVESTON, Tex., April 26.—Between 35,000 and 40,000 at Galveston Beach saw a big Splash Day on April 26 and the first known contest for most efficient surfers. Police worked hours before to open it way for 42 contestants from a dozen near-by cities, with Janet Hall, Houston blonde, winning \$100 cash and a week as guest of the beach association. Concessionaires here for 20 years or more declared the jam was biggest since the International Pageant at the beach in postwar days of the '30s. W. D. McMillan, president of Galveston Beach Association, said.

In addition to the cashop contest, opening day was festivity by night fireworks and the Great Glytcof fireworks art. Chico, trained champion of Houston Zoo, performed and later sat with judges in the cashop contest. Rain fell early in the morning and then held off until midnight but a strong norther made surf bathing unpopular. A better day drew smaller patronage on Monday, State-wide holiday in honor of San Jacinto.

Beach will hold the ninth annual Oleander Festival on June 7 and 8 with W. D. Bendorup as general chairman. Miss Galveston will be selected on opening day and Miss Texas on the second day. Preliminary steps toward construction of a tunnel between Galveston Island and the mainland, to cost \$6,500,000, have been announced.

Savin Rock's Early Play Best in Years

NEW HAVEN, Conn., April 26.—Press-season business at Savin Rock Park, scant five miles from this city's humming munitions factories, is reported best in years, and operators predict a big season. Concessions and rides, which opened with advent of warm weather report that not only are week-end takes heavy but that nightly business is excellent. Stands and rides are being slicked up with much paint, and workmen are daily freshening up the resort.

Besides the employment boom to benefit it, park will have numerous special events. Already set is West Haven Day on May 24. Other events will be State Primaries Association convention in August, expected to draw 3,000, and State Dumb Corp competition, figured for 3,000. Back for the season are Dave Edwards, operator of games, including (See *SAVIN ROCK'S RISE* on page 51)

New Building for Philly Zoo

PHILADELPHIA, April 26.—Philadelphia Zoo observed moving day on April 18 when it was closed all day while keepers moved elephants, hippopotamuses, a tiger, and rhinoceros to new quarters. Eight animals, largest in the zoo, were moved from a dilapidated building to a new, ultramodern, fireproof structure. Barren cages, indoors and out, will permit the animals to be plainly seen. Main entrance here from east side. The new Psychoderm House will be opened to the public on May 4 with dedication exercises marking the first major building to be erected in 23 years at the zoo.

Enlarging at Gary, Ind.

GARY, Ind., April 26.—Point Amusement Park at junction of routes 12 and 20, will open its season on May 24 under management of Roy Maypole and Harry Moffett. The spot, which was operated part of last season, is being considerably expanded. Among rides and other attractions are Flying Boomer, Hey-Do, Octopus, Mechanical Bears, Merry-Go-Round, miniature railway, and Madden's shooting gallery. New additions are on for a tie-up with Babuza Gardens, dance hall at the Point.

American Recreational Equipment Association

By R. S. UZZELL

American Museum of Public Recreation is headed for a long life of service to the industry. The life of the temporary charter is expiring but the trustees and officers have in preparation an application for a permanent charter under the educational laws of the State of New York, which will make this worthy institution tax exempt, not only under the State but also under Federal laws. The educational value and the further fact that its officers and trustees serve without salary assure tax exemption for all time.

The strength and vigor of this institution is attested by its survival through these strenuous times since its inception in 1927. Our first president, the late D. S. Humphrey, served it faithfully until his death, while his successor, Fred W. Pearce, has taken an equally vital interest and has personally procured some more new members who make annual payments of dues for its support. A time and comprehensive pamphlet illustrating our museum is available only for the asking. And we are anxious to continue to broaden our membership and our services to the industry.

Keller In on Rise

Charles F. Keller is making things happen at Bay Shore. He hit it on the nose when industry is having a go down there such as it has not known since the last boom. While the location is 16 miles from Baltimore, it has as its stellar attraction the salt water bathing in Chesapeake Bay. It is sure to profit by having within easy reach two of the very large industrial plants of that area, and Fort Howard is a neighbor, as it were. Charley works while some people sleep and knows not the meaning of a short day during the operating season.

Leonard Schloss has it placed in his lap. Washington, D. C. goes ahead of Pittsburgh in population with a city filled with people who have short hours and good pay. He will surely enjoy one of his best seasons, if not the very best. He is ready. Prudently, he has selected good reliable concessionaires and has kept them for many years. No three-year turnover for him. He likes to see his concessionaires make money. Some of them have fine winter homes in Florida and Schloss envies them, not.

Leonard Traube has surely made a study of Barnum. His article noting the 50th year of the passing of America's greatest showman is well worth reading and preservation. Your author would like to guess that Leonard has read at least three books on the circus man.

Danny Bauer feels a new surge for doing things at his park. That tropical surm flattened the park but not Danny.

He rebuilt his big eating place in '30 and has been coming along since. No stagnation for this man and his hard-working family at New Bedford, Mass.

Women Managers Capable

Paul Helme, the late departed, is carrying on at Edgewater, Detroit, thru his daughter, Mrs. Edna McNab. She should meet Anna Ingersoll, of Lake County, St. Joseph, Mo., and Mrs. Minette Dixon, Lake Michigan, Rossville, Ga., and Chattanooga, Tenn. These two women have made things happen and have shown that it can be done by women. They are sticklers for cleanliness, morally, and physically, and will testify that it pays abundantly as a good-will producer. On picnics, where women and children have a voice, they take a high average. All real men are ready to give suggestions to our women managers with no thought of competition. Mr. McNab is a candidate of being grown up in the business which is in a measure second nature to her. Paul's friends will wish her well.

Heavy Publicity Is Given Opening at Agawam May 2

SPRINGFIELD, Mass., April 26.—Re-opening of Riverside Park, Agawam, on May 2, as announced by Owner-Manager Edward J. Carroll, will be nearly a month earlier than last year. It has been well played up in newspapers and on billboards in Western Massachusetts and Connecticut by Harry Storm, publicity and advertising chief.

Promotional work is bringing results. Advertising Club of Springfield voted to hold its 22d annual souvenir banquet and "circus jamboree" in the park on May 16. A big top will be put up for dancing and circus acts, and more than 500 prizes will be given out. On the following day Indian Motorcycle Company will hold its annual party. During May the park will be open nights and Saturdays and Sundays. After Decoration Day it will be operated daily. To avoid the traffic jams of last year more land has been cleared to accommodate 3,500 additional cars.

New attractions include Cyclone Coaster, Auto Speedway, Lad-in-the-Dark, Mirror Maze, Miniature Railroad, and Riverside Restaurant. These remain from last year: Wild Animal Circus, Whip, Merry-Go-Round, Dodgem, Show Boat, Pantheon, Airplane, shooting gallery, Motor Scoot, Rotational, archery, bowling game, Loop-the-Loop, photo gallery, speedboats on river, drive-in theater, Riverside Ballroom, roller skating, and many games.

Riverview in Des Moines Studying '41 Gate Policy

DES MOINES, Ia., April 26.—Riverview Park, with several new rides, will reopen on Decoration Day, said Manager Robert Reichardt, who is starting his first full season. He succeeded Irving H. Grossman in mid-1939, last year. It is still undecided whether or not to have a free gate. Last year an experimental 10-cent gate charge was made, customers receiving coupons to be exchanged anywhere in the park. This turned out fairly well.

A new Flying Scooter will replace an Airplane Swing and a Roll-o-Plane will take the place of a Lundy Loop. A Ferris Wheel may be installed, as the park has been without one for two years. Ballroom will have eight weeks of local bands, with some one-nighters and week-end stands by traveling orks. Park has an agreement to use remote control on local bands if it desires to broadcast. Jimmy Lunceford will play an American Legion dance on May 9.

H. G. Ryan will again head the promotion department, with R. Edwin Deits as game manager, and M. D. Murphy as superintendent. Harry Caple will operate the roller rink.

With the Zoos

MOOSE JAW, Sask.—Election of 23 directors, report from Treasurer A. S. deBoesen on improved finances, and an intimation by the president, Dr. W. W. Irwin, that a lease on the park site for five years from April 1 had been obtained from the owner marked the annual meeting of Moose Jaw Wild Animal Park Society. Additional pens will be built this year.

HOUSTON, Tex.—Nellie, an elephant in Hermann Park Zoo here, died on April 5 after a 28-year illness. Brought to the zoo in 1924 by purchase from the Ringling circus, she was given company

in Hana, but her mate was never very friendly. She was 48 years old, born in Hamburg, Germany, and sold to a circus at the age of 8, according to Hana Nogel, zoo superintendent. First pigtail monkey to be born in Texas arrived on April 1. The zoo recently bought the parents, Jim and Sally.

HERSHHEY, Pa.—Born to a female hell python at Hershey Batavia Zoo, were 11 lively and wriggling infants. This is an upset of a long-held zoological doctrine, still printed in the books, that all pythons are egg-laying snakes, said Ward Walker, director of Hershey Zoo.

PHILADELPHIA.—Jo-Jo, Annie, and Snooks, chimpanzees that since 1939 have amused young patrons in Philadelphia Zoo, having reached the age of 5, have been split out. Annie is being kept for exhibit purposes, but Jo-Jo and Snooks have been sold and the money used to buy a younger team. Keeper John Regan has started teaching Fiji, first arrival of the new team, which will make its debut at reopening of the Baby Zoo on May 4. The three new animals were obtained from Warren Buck's zoo, Camden, N. J. Without milks since 1936, the zoo now has four, presented to Cur-

ator Roger Conant by Stephen Bakky, Philadelphia, the male and three females being valued at \$500 a pair. Besides a 1939 milk, which did not live long, the zoo had milks only in 1922 and 1928. Another new-comer Polly, pet parrot. Conant said at least one parrot a month is given and that during parrot fever epidemics "they come in wholesale."

NEW ORLEANS.—Individuals and firms donated 234 new animals to Audubon Park Zoo here the past year despite the fact that the city appropriation to the gardens is called "woefully inadequate" by zoo officials. Acting superintendent J. A. Hayes said at the recent meeting that the \$600,000 zoo now has 144 mammals, 178 birds, and from 1,200 to 1,400 fish. Four sea lions, gifts of a citizen, are en route from California to boost the colony to seven. It was the 23d annual meeting of the sponsoring group, Frank Neelke, for many years superintendent, died last fall.

MILWAUKEE.—About 35 animals in Washington Park Zoo here were moved outdoors on April 11, earliest in years that they have left winter quarters. Monkeys and lions will remain inside (See WITH THE ZOOS on page 54)

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Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

Ops and Entries Turn Out Big at Cleveland Meet

CLEVELAND, April 26.—Fourth annual convention of the Roller Skating Sunk Operators' Association of the United States and national amateur roller skating championships opened a four-day run Tuesday night with a cocktail party and dinner in the Cleveland Hotel.

Reports from the three Cleveland newspapers and sports announcers from the four radio stations, with about 30 rink operators, officials, and more than 20 guests, attended. Fred A. Martin, Detroit, secretary and treasurer of the ASSOA, was toastmaster, introducing Fred H. Freeman, Boston, president of the ASSOA, who welcomed members and guests, and Perry H. Dawson, Des Moines, Iowa, as the "father of roller skating championships and roller dancing" in this country.

The program events were started Wednesday morning with novice men's and women's school figures. In the afternoon there were junior dance eliminations and at night novice men's and women's free skating and junior dance finale.

More than 100 contestants registered early for the championships and nearly 150 operators registered before doors of the Public Auditorium opened Wednesday morning. Attendance on Wednesday, first day, was over 5,000, which, according to Secretary Martin, was the largest opening day the organization has ever had and even larger than that of the final night last year in Cleveland.

While advance sale of tickets had been only fair, the tremendous publicity

given the convention and championships in newspapers and over the radio convinced officials that records would be broken. Final results, processing of the convention, and registration of delegates will appear next week.

\$16,000 In. Spot Under Way

HARLAN, Ia., April 26.—B. B. Gibson, manager of the Gibson Company, announced on April 25 that work had started here on a roller rink to cost \$16,000, including \$4,000 for the location. It is expected to be ready for operation by June 10. Tentative plans call for dancing Thursday nights, with skating scheduled for remainder of the week. It will be a 60 by 140-foot frame building, equipped with 75-watt sound system, colored indirect lighting effects, and 200 sets of Chicago skates. Interior will be finished in knotty pine. There will be a 16-foot open-ceiling entrance in rustic design. At the door will be rest, check, and concession rooms.

WITH closing of one of the most successful seasons in history of Winter Garden Rollerway, Dorchester, Mass., Manager Fred H. Freeman announced Chem-Ton Rollerway, also in Dorchester, would begin nightly operations and Saturday and Sunday matinees. It will continue on this schedule until late June, when it will operate four nights weekly for remainder of summer. Nantasket Rollerway in Paragon Park, Nantasket Beach, Mass., also under Winter Garden management, will open on May 10. Its skating area and promenades are being re-surfaced with maple.

TECH ROLLERWAY, Cambridge, Mass., managed by Joe and Ed Pambrooks, has been operating to good business despite unseasonably warm weather in recent weeks. Situated across the street from Massachusetts Institute of Technology, it is heavily patronized by MIT and Harvard students. Groups from Boston schools also frequent the spot. Prices are 50 cents for men and 40 cents for women. Thursday is women's night and Friday is race night. Midnight skates are featured on Saturdays.

ROLLER rink in Hazel Park, Hazelton, Pa., opened recently.

EASTWOOD PARK RINK, Detroit, which has been open all winter under the management of Frank Kay, is about to change to a summer policy, according to Henry Wagner, park manager. Winter business was excellent and showed some improvement over 1939-40. Jack LaRue, who operated a rink in Kalamazoo, Mich., for two years, is new promotion manager for the park.

DIXON'S Roller Rink has opened in the Edine Building, Oconomowoc, Wis., offering skating on Tuesday, Wednesday, Friday, Saturday, and Sunday nights, and Saturday and Sunday afternoons.

NILES AND JO-ANN, roller skaters, continue their circuit of Philadelphia night clubs, having recently opened an indefinite engagement at Wilson's Cafe in that city.

B. J. KELLY, operator of the Ches Voca Roller Rink, Philadelphia, is opening a spot in Spring Lane, N. J., aimed at catching summer resort business.

RAY HADLEY, who has played rinks in the West for the past three years, reported he spent the winter in Nashville, Tenn., giving private lessons in figure skating. He also has Saturday afternoon classes in Old Hickory (Tenn.) Roller Rink, operated by Mr. and Mrs. Charles Ratney. He plans to return to the West this summer.

O. SHEPHERD reopened his 50 by 120-foot portable rink in Natchez, Miss., on April 10 to good business. Associated with him is his brother, E. L. Shepherd, who plan a two months' stand in Natchez.

CHICAGO'S Riverview Roller Rink's winter contest concluded April 30 with awarding of prizes. First awards, diamond-gold medals, were presented to Eleanor Miller and Clarence Magel. Second prize, silver medals, to Mary Bragg and Walter Kiefer, and third prize, bronze medals, to Delores Thomas and Frank Mangum. Contest was begun

at Broadway Armory rink but because of defense measures the rink was closed to skaters and contest was continued at Riverview. Judges were Betty Lee, Illinois senior figure skating champion; Louis Bergman, Illinois State novice figure skating champion; and Carl Kinley, also a champion figure skater.

JAMES H. JAMES plans operation of a roller rink in Junction City, Kan., location of an army post, having recently taken delivery on a 48 by 110-foot self-locking sectional Transill portable floor, reported Charles Trambill, of Transill Portable Skating Rink Company.

OTTO FUCHS, owner of Ing Skating Palace, Rockford, Ill., is featuring combination dancing and skating sessions for one price. His recent initial trial brought 1,000 patrons. He operates nightly except Sundays.

SUNSET Park Roller Rink, Williamsport, Pa., staged its fifth anniversary celebration on April 26, when souvenirs were distributed.

ALBERT J. RILEY, manager of Casino Rollerway on Kottings Lake, Billerica, Mass., who recently returned from a Florida vacation, reported he will reopen the newly decorated spot on May 10. It will be open to the public nightly except Tuesdays and Thursdays, reserved for private parties. Roller dance classes, a regular feature last year, will again be held on Wednesday nights after regular sessions. During a recent trip to Albany, N. Y., Manager Riley visited Pick's new Rollatorium that opened early last winter. It has an electric organ, and roller dancing is taught.

CHI STADIUM SHOW

(Continued from page 43)
and W. in a performing motorcycle stunts inside an ironing globe, one cross-crossing the walls of the globe in all directions while the other stands in a perilous position atop of globe.

12. Wire walking. Entertaining wire acts by Don Francisco, Ray Goody, and Maximo. Goody is featured in a backward somersault, feat to feat.

13. The Gainsmith Brothers. This standard comedy vaude act, in which the Gainsmiths and three peedles clown, garnered many laughs. On opening night much of the act's effect was lost in the large auditorium, but mikes have now been installed around the auditorium.

14. Aerial ballet. Swinging ladders, trapeze, etc., with the Three-Francis, Flo Mayo, Ethel Hamilton, Jacques Teeter, Joan Spaulding and the Misses Sharon, Malloy, O'Dell, Cathall, Fyachette, Waldron, Jayne, Rogers, Raabe, Pettie, Riddle, Wenzel, Roberts, Walker, and Cogar participating. The Evening featured a spectacular triple aerial, and for a finale Joan Spaulding was featured in her coe-arm plange, done high in the air. Miss Spaulding showed remarkable endurance, doing more than 100 plange.

15. The Waldorfs. A flash high act, two motorcycling props around a circular track atop a high pole while a man and woman perform acrobatic stunts on traps at end of circling arm.

17. Walters' Aerial Bars and Roberts' Aerial Bars. Standard bar acts that provide thrills and entertainment with their somersaulting, pirouetting, and leaping.

18. Little Fred's Dogs. Clever comedy act in which a troupe of bulldogs provide many laughs with their chasing of rubber balloons. Very good but should be considerably shortened.

19. Clown band stunts, with the old bucket of water gag as the finale.

20. Bounding rope. La Tosca (Censatelli) precedes her act with a graceful toe number on top of a huge drum, then goes into her bounding rope routine, finishing with a double back somersault on the rope. A flashy act, well received.

21. Ray's Hlimberg's, and Wilber's ponies and dogs to ring and on stages. Clever routines that please the kids.

22. Yogo and Rayno in rope slides.

Jeon and Bobbie Dars, teeth slides, and the Great Peiza doing his upside-down loop walk, trapeze leaps, and his sensational rope leap in which he leaps into space with a noose around his neck. A real thriller that gets plenty of applause.

23. Lempe. The Zerbena Troupe (Christians) in old-time loops over elephants.

24. Riding act. The Ellis Troupe (the Repenski) have a new and occasionally spectacular act—a variation of the old tallho act. Troupe of 11 in tallho drawn by four horses make a great flash in its red and white wardrobe, and as the tallho circles the ring the troupe does somersaults, shoulder catches, and other stunts usually done only on the ground or on horses. Finally with a triple somersault from the moving vehicle. A remarkably fine act from a flash and entertainment standpoint, and easily the hit of the show.

25. Clowns in auto. This gag, handled nicely by Whitley Harris, in which come 15 clowns emerge from an auto, still gets the laughs.

26. The Huxley Troupe. Five-piece high-wire act. Nicely costumed and using chromium bicycle poles, they present a diverting routine of stunts.

27. Rudy Rudynoff and Company. Rudy, his wife, and son, in center ring and on track, present a pleasing routine with their well-trained high-school horses.

28. Acrobatics. On the platforms the Repenski and the Christians in spectacular teeterboard routines, and in center ring the Maxellos, clever Huxley artists.

29. Ernie Wiswell and Company present the Funny Foot.

30. Flying Lemus. The Flying Lemus and the Flying LaPerras present an excellent exhibition on the flying trapeze.

31. Finale. A spectacular high dive by Ellis Carver. Instead of her usual five dive, a radium lighting effect is used. The leader and Miss Carver, radium lighted in a darkened house, stand out vividly and Miss Carver makes a beautiful swim dive into a small tank.

A satisfying show, which will be more satisfying when the necessary cuts have been made. For a first night it ran with remarkable speed and smoothness.

The boys in Cleve All include Earl Shipley, Everett Hart, Joe Coyle, Roy Barrett, Chester Barnett, Dorothy Barnett, Smiley Daly, Oscar Lowande, Harry Kellum, Whitey Harris, Nelson Brothers (John and Harry), Red Carter, Roy Thomas, Della Thomas, Eugene Maxwell, Angie Augustad, Osgood Brothers, Shorty Sylvester, Peggy Sylvester, Al New, Ted Tooley, "Maise" Hupp, Frank Little, Bob Sperry, Ernie Wiswell, Verne Thomas, and the Three Acts.

CORRAL

(Continued from page 43)
other performances. Results: Golf Roping—Jack Shipworth, Jess Goodspeed, Sid Morehead, Earl Moore, Bruik Riding—Earl Wofford, Junior Martin, Tank Bolton, Andy Curtis, Bullroving—Earl Wofford, Frank Harkins, Robt. Flowers, Oleg Hark, Bull Riding—Dale Adams, Muts Hogan, Charlie Colbert, Tank Bolton.

TWO-DAY RODEO at Clinton, Okla., held in connection with a pioneer jubilee April 18-19, drew 1,200 the first day, but cool weather the second cut attendance to 700. Seventy cowboys registered, 40 of them in calf-roping contest.

Rodeo committee members were P. G. Senkirk, George Boyles, Harold Hutson, "Foxy" Hutson, and Carl Wallon. Announcer was Monte Hiner. Beneficial First Day—Calf Roping, Roy Morris, P. D. Jones, J. W. Kromer, Bronk Riding, Ace Elmore, Stub McLean, Jim Neville, Bullroving, Bill Wofford, Bob Neff, Marion Ross. Steer Roping, Marion Ross, John Stovall, Pea Reynolds. Second Day—Calf Roping, Mel Auker, Charles Montgomery, Frank Summers, Bronk Riding, John Stovall, Pete Glade, Ansel Fry, Bullroving, Bob Neff, Couck Dent, Ace Elmore, Steer Roping, Morris Ross, Chuck Dent, Pea Reynolds.

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New receipts in 1940, 1941, 1942, 1943, 1944, 1945, 1946, 1947, 1948, 1949, 1950, 1951, 1952, 1953, 1954, 1955, 1956, 1957, 1958, 1959, 1960, 1961, 1962, 1963, 1964, 1965, 1966, 1967, 1968, 1969, 1970, 1971, 1972, 1973, 1974, 1975, 1976, 1977, 1978, 1979, 1980, 1981, 1982, 1983, 1984, 1985, 1986, 1987, 1988, 1989, 1990, 1991, 1992, 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 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Badgers Pull 765,464 at 76

Superior Cops First for Gate

Marshfield tops grandstand in '40 figures for district and county fairs

MADISON, Wis., April 26.—The 1940 Tri-State Fair, Superior, placed first in gate admissions and Central Wisconsin State Fair, Marshfield, was tops in grandstand attendance among county and district fairs, according to the Fairman's Handbook, a State department of agriculture bulletin. Gate in Superior was 59,332 and grandstand in Marshfield drew 17,759.

Gate attendance leaders followed Superior as follows: Marshfield, 51,384; Eckron, 51,292; Chippewa Falls, 48,830; Beaver Dam, 34,487; Oshkosh, 33,087; Manitowoc, 29,427; La Crosse, 25,617; Monroe, 22,823; Plymouth, 21,000; Wausau, 19,811; De Pere, 19,672.

In grandstand admissions Elkhorn ranked second, with 10,856; Beaver Dam, third, 10,327, and Chippewa Falls, fourth, 14,858.

Total gate admissions of 765,464 were reported for last year by 76 county and district fairs and total grandstand attendance of 394,440. Gate receipts throughout the State were down \$15,063 in 1940 as compared with 1939, and grandstand receipts were down \$8,838, due to the "most unfavorable weather in many years."

Hankinson Deserts AAA To Join CSRA; 26,732 at Reading

READING, Pa., April 26.—Opening of the Eastern auto-racing season on Reading Fairgrounds here last Sunday attracted 26,732 to see events conducted by Ralph A. Hankinson. He has broken with the contest board of the American Automobile Association and, with approval of Reading fair officials, raced under rules of Consolidated States Racing Association. He will continue under the CSRA. It was declared, after 14 years under the AAA board, with which he has had differences that evidently will not be patched up.

Roy E. Richwine, proprietor of Williams Grove Park and Speedway, Mechanicsburg, Pa., announced that he would continue to race this season under AAA sanction. This was announced after word had been received that Hankinson had gone under the CSRA banner.

Central New Yorkers Elect and Talk Shop

CORTLAND, N. Y., April 25.—R. E. Bacon, Brookfield, was elected president of Central New York Association of Agricultural Societies at its annual meeting in the Hotel Cortland here. The session on April 7 included discussions on the Effect of Part-Mutual Race Meetings Upon County Fairs, Standardizing of Fencing Regulations for Horse Cars on Grounds, and Holding of Sunday Performances. Roger Littlefield, Norwich, was elected vice-president; J. Victor Patten, Bath, secretary, and Edward Harbman, Elmira, treasurer. Harbman succeeded himself and Patten succeeded J. Earl Williamson, Elmira, who has given up fair work because of a position with the War Department.

Attractionists and supply men attending were Joe Hughes, George A. Yonick, Inc., Troy, Pa.; E. G. Stone Company, and Metropolitan Show Prints, Troy; Antonelli, Antwerp; Fireworks Company, Frank Stanley, Stanley's Acts and Races, and Pete Smith, Smith Tent & Awning Company.

Joe Hughes explained workings of the defense tax affecting fairs that book attractions on percentage rather than flat rate. It was decided to issue a booklet with race classes of association members,



DESPITE the addition of a moustache, friends will recognize the above gentleman as Fred H. Phillips, lance corporal with the Royal Canadian Active Service Force, stationed "somewhere in England." Phillips, editor of The Dispatch Rider, his wife's daily, is a well-known Canadian circus writer and press-agent-on-leave of Fredrick (N. B.) Fair. At the New York World's Fair of 1939 he represented the New Brunswick tourist bureau. (P. S.: The lip decoration is an accredited mark of regimental distinction.)

Bills in Neb. May Die in Legislature

LINCOLN, Neb., April 25.—Degree of quiet which has surrounded the two State Fair reorganization measures in the Legislature leads to belief that both will fade into oblivion with the session. Both are attempts to cut down the claims of the State board of agriculture's "self-perpetuation" in office.

The county fair men's organization at its annual meeting in January removed Percy Reed, many years on the board as State Fair secretary, replacing him with E. J. Mills. This step, county fair men declare, was in the right direction and, even though the bills do not get by, they feel that progress has been made in the move for State Fair reorganization.



ADMINISTRATION BUILDINGS AND ENTRANCE to Eastern Idaho State Fair, Blackfoot, shown here, have been erected at a cost of \$25,000. Twelve counties contribute toward support of the annual. About \$90,000 in improvements have been made in the past three years, reported Secretary-Manager Eric Sundquist. A new grandstand has been built at a cost of \$23,000, a large commercial building cost \$26,000, other buildings have been remodeled, and there has been much landscaping.

Blackfoot Ups Outlay for Acts

East. Idaho puts \$90,000 into plant—BC grandstand show will be presented

BLACKFOOT, Idaho, April 25.—With improvements made in the past three years by expenditures of about \$90,000, Eastern Idaho State Fair here will be held this year with a considerable increase in appropriations for entertainment and premiums, said Secretary-Manager Eric Sundquist.

Revenue and acts for grandstand show have been booked thru Barnes-Carruthers Fair Booking Association, and there will also be a horse show, horse-pulling contests, horse racing, and high-school band contests. Two years ago a potato picking contest between the governors of Maine and the governor of Idaho created so much publicity and favorable comment that a 1941 contest will be tried on a larger scale, governors of five States having been invited to participate on opening day.

Administration buildings and entrance cost \$25,000; new grandstand, \$19,000; large commercial building, \$20,000; other structures have been remodeled, and much landscaping has been done. The fair is supported by 12 counties.

National Speedways Gain Fourth Track in Minnesota

PRENTON, Minn., April 26.—At the monthly meeting of directors of Pillsbury County Fair last week, the board contracted with National Speedways, headed by Gaylord White and Al Sweeney, to furnish the first auto racing program here under sanction of the Central States Racing Association.

The Prenton track is the fourth in Minnesota to join the rapid expansion plan undertaken by National Speedways in the Northwest.

Ark. Aid Bill To Be Defined

RUSSELLVILLE, Ark., April 25.—Senator Clyde E. Byrd, El Dorado, president of Arkansas Livestock Show Association, told more than 300 county fair officials and boosters here for the Western Arkansas Fair Clinic this week that he was preparing a synopsis of the 1941 act of the Legislature providing an appropriation for county fairs. Purpose, he said, is to "show how county fairs may qualify for participation in the \$35,000 appropriation set up for distribution. He came to represent Col. T. H. Barton, oil magnate, past president of fair association. J. W. Hall, head of Arkansas Teck, presided at the clinic.

Budget Boss Queries Detroit's Profit Claims

LANSING, Mich., April 26.—Profits claimed by management of Michigan State Fair are questioned by Leo J. Nowicki, State budget director, who said on Thursday that unpaid bills for the 1940 fair, totaling more than \$22,000, have reached him. Board of managers had reported a profit of \$114 after auditors had completed a survey of receipts and disbursements.

Nowicki declared he had been informed that the fair had an actual deficit of \$90,000, which had been partially made up by rentals for the Coliseum after the fair had been held.

"Since these unpaid bills are mostly for utility services and printing tickets," he said, "I cannot understand why the management would not have known about them and considered them in its final statement of profit and loss."

Dr. Linwood W. Snow, Northville, former fair manager, submitted a supplemental claim for expenses, Nowicki said. Dr. Snow, who resigned last month, collected \$1,500 in book expense money after a reported dispute with the budget director.

Auto Racing Pilots Plentiful, Says Sloan

CHICAGO, April 26.—Returning from a three-week trip thru the Southwest and Pacific Coast States, John A. Sloan, president of Racing Corporation of America, reported that more nationally known auto racing pilots will compete under RCA colors than at any time in the past.

"Despite the fact that many of America's crack auto pilots are now assembling bombers, all of these men have arranged for leaves during the 1941 fair racing season, and with increased bank rolls the result of winter and spring employment, their racing machines will be in better shape than at the opening of past racing seasons."

Sloan completed negotiations for addition of two Offenhausers, two Millers, and an aviation-motored racing creation while in California. These machines will augment the regular line-up of cars already signed to run over RCA-handled IMCA-sanctioned fair circuits.

Wellington, O., Independent Annual May Get Old Charter

WILLINGTON, O., April 25.—About 500 members of Wellington Agricultural Society, which for 85 years has sponsored Wellington Independent Fair, will meet here again to consider assuming the charter and name of Lorain County Fair. Win H. Kinnan, Ohio State Fair manager, and Byron Sandies, Junior State Fair manager, will attend and assist in drawing up new bylaws. Secretary William B. Murray, of the Wellington society, said.

The debt-ridden Lorain County Fair, after years of reverses, was not held last year and no dates were requested this year. Deadline for assignment of dates was in February. A county fair, failing to operate for two successive years, loses the right to State and county aid.

While Lorain County Fair, held at Elyria in the industrial north end of the county, was operated at a loss for a number of years, Wellington Fair, held in the agricultural section, has set new records for entries and never failed to meet obligations.

Beamer Resigns in Michigan

DETROIT, April 26.—Elmer A. Beamer, State commissioner of agriculture and in charge of all fairs in the State, resigned this week. Gov. Murray D. Van Wageningen has appointed Leo V. Carr to the post, but the appointment has not been confirmed by the State Senate, and the office remains vacant.

N. M. State in New Set-Up

ALBUQUERQUE, N. M., April 26.—A law passed by the Legislature and signed by Gov. John E. Mills and calculated to aid New Mexico State Fair here authorizes an annual appropriation of \$25,000 for the fair and increases the commission members from three to five, to include representatives of sheep and cattle industries.

Around the Grounds

LA PORTE, Ind.—Johnny J. Jones Exposition has been signed for La Porte County Fair, Secretary J. A. Terry reported. He expects the 1941 edition to be highly successful. Factories in the city are operating at capacity and there are few unemployed. It is expected that a federal ordinance plant now under construction will be in operation by fair time. It will employ about 13,000.

EUSTIS, Fla.—Officials of Lake County Fair Association reported that all operating expenses and part of permanent costs were paid out of 1941 operations. Over \$1,000 was paid for labor, including construction and maintenance costs.

CALGARY, Alta.—Grandstand and seats on Calgary Exhibition grounds will be repainted before fair time. Other improvements will include banking of all turns on the half-mile track and alterations to bleachers.

TIPTON, Ind.—A new grandstand unit will be constructed at Cedar County Fairgrounds here this summer and the present structure will be torn down. The 1941 fair will be held about a month later than usual. Under a new policy seats will be admitted free.

ALBANY, N. Y.—To promote and finance harness racing are among purposes of Saratoga Harness Racing Association, Inc., Saratoga Springs, N. Y., which has been granted a charter of incorporation by the secretary of state here. Promoters and subscribers named are W. Ellis Gilmore, Grace W. Gilmore, Saratoga Springs, and Everett W. Stephenson, Schenectady, N. Y.

BEDFORD, Pa.—Premiums for the 1941 Bedford Fair have been increased in numerous departments, said President William Brice Jr. Officers and directors plan extensions in several branches. Speed prizes will be increased. Art Lewis Show will be on the midway.

SHELBY, O.—By a vote of 61 to 31 Main Street merchants here approved closing the street for the 1941 Shelby Street Fair in a poll taken by city officials. City council will act on an ordinance to close the street for the four-day fair.

COLUMBUS, O.—Payment of a purse for a horse race run three years ago is proposed in the sundry claims bill pending before the House finance committee here. A horse named Jackie Sparh won a race at Ohio State fair here on August 29, 1938, but officials paid off to the wrong man. The bill proposes to pay the horse's owner, Henry E. Warwick, Cleveland, the sum of \$154.16.

WLS Barn Dance Band, Swedish Bell Ringers, Vernis, Lee, and Mary; Jimmie James, and a novelty dancing act.

MRS. D. E. WALDO, of DuWald's Attractions, cyclista, who was injured seriously about 18 months ago and had to undergo spinal treatment, is recovering and plans to play fair this year, reported D. E. Waldo.

LA CROSSE (Wis.) Interstate Fair Association has booked Barker Bros. Circus and the WLS quiz show.

LUCKY TETER'S Hell Drivers opened in Birmingham, Ala., on April 30 before a large and enthusiastic crowd, reported Art Wright, publicity director. Harry Woolman, driver, sustained a minor head injury during the show.

Fair Elections

KROSAUGUA, Ia.—L. H. Vardeman was elected chairman of the executive board of Van Buren-Jefferson County Fair here and Fred Paulkner was named secretary.

WALLA WALLA, Wash.—President M. R. Loney, Vice-President J. Oeger, Secretary Lewis Stewart, and Treasurer H. W. Burgess were re-elected by South-eastern Washington Fair Association.

VEVAY, Ind.—Switzerland County Fair Association named Walter Lee, president; Lon Bates, vice-president; Jewelina Vandever, secretary; Roland Campbell, treasurer.

EUSTIS, Fla.—Lake County Fair Association re-elected L. L. Polk, president; C. W. Pringle, vice-president; K. W. Loeck, treasurer; Karl Lehman, secretary-manager.

DANVILLE, Ark.—Yell County Fair Association re-elected Judge J. E. Chambers, president, and named F. E. Smith, Bay Carter, vice-presidents; Lenore Abbott, secretary; Bill Gatlin, treasurer; E. A. Hansen, general manager.

HUNTINGTON, Ind.—Huntington County 4-H Fair Board re-elected Monroe Kist, chairman, and named Charles H. Cline, vice-chairman, and Fred A. Loers, secretary-treasurer.

GRAND FORKS, N. D.—Directors of Greater Grand Forks State Fair named Oscar Lunstedt, president; George Bray, vice-president; T. B. Wells, secretary; Frank C. Smith, treasurer, and re-elected Ralph Lynch, manager.

BETTER IN DETROIT

(Continued from page 46)
and open fronts have been erected for cigarettes, scales, and palmistry. Shooting gallery, made realistic a year ago, is proving strong local interest in marksmanship. A full-size undecorated truck, installed in front of the booth, is a strong bally.

Ballroom, open during winter for occasional special dances, will again be used for picnics and parties. In some cases its use will be donated and in others a nominal charge will be made. Picnics are to be promoted more heavily than ever, the new picnic grove having been completed at cost of \$12,000. It has a band shell, milk bar, 75-foot refreshment bar, baseball diamond, race track, eight barbecue pits, 50 trees, and tables and benches for 1,500.

Jack La Rue, well known in endurance show promotion and publicity, and who recently had a skating rink in Kalamazoo, Mich., has been named promotion manager. George McAllister, with the park last year, is now superintendent of rides, succeeding Harry Dunningan, who died last fall.

In Edgewater Park H. P. McNab, promotion manager last year, was named general manager, following the death of the veteran, Paul Heinze, Mrs. B. F. (Edna) McNab, a daughter of the deceased owner, has been actively associated with the park since a number of years. Ownership of Heinze's interest has passed to his widow, who resides on the grounds. Charles S. Ross, the other partner, was here a week giving attention to the situation created by the changes. At the opening the volume of spending indicated that revenues will be increased. Two new rides are an Octopus and Flying Scooter. Extensive remodeling of the Arcade has been completed. Special attention will be given to booking outtings, with William H. McNab, father of the new manager, temporarily handling the work.

PARK BRIEFS

(Continued from page 46)
Philip Morris Company, for the exhibit, on the downtown side of the pier, next to Collier's exhibit. Among features will be two electrical signs, 15 by 30 feet and 25 by 70 feet.

NEW ORLEANS.—With regular opening set for May 4, Manager Harry J. Best, Postchartrain Beach, announced signing the Flying Bebees as opening free act for two weeks. He plans the biggest fireworks display in history of the beach and will arrange special programs for army and navy men stationed on Lake Pontchartrain and encircling the beach. Opening day will see dedication of the new bathhouse, with capacity of 4,100, and a Funhouse, Beach was open on Sundays in April and patronage was good despite cool weather. Greg Moore will again handle publicity.

SAVIN ROCK'S BIZ

(Continued from page 46)
a new basketball team; A) Best, refreshments; John Knecht, concessionaire; Sam Strong, concourse; Mrs. Margaret Hurlbert; Bill Rogers, managing kiddie park and Ferris Wheel; Joseph Juliano, operating two Scooters, two Carousels, and Water Rider; William Savage; Flory McCarthy, shooting gallery, and Joseph Sheffield, magazine stand and target practice.

The Thunderbolt, heavy draw for Coaster fans, has been rejuvenated under direction of Dick Gray, vet boxing promoter, who will stage amateur and pro bouts in White City Stadium. Sam Applebaum is outlining his Funhouse completely in noon, and Frank Targakie has made changes in his Old Mill. Other attractions will include renewal of midge auto races Tuesday nights, State League semi-pro ball on Sundays, and special events by numerous civic groups from all parts of the State.

WITH THE ZOOS

(Continued from page 47)
until warmer weather. Acting upon a suggestion from 24 first and second-grade school pupils, directors of Washington Park Zoological Society agreed to name San Diego Queenie's seventh lion cub Janus, it having been born on January 16, 1941.

JACKSON, Miss.—Largest crowd ever in Livingston Park Zoo saw the opening on April 13 of the new monkey island. Easter eggs were hidden on the island and a hunt was staged by the 40 monks. Island is part of complete modernization at cost of \$50,000. New moats have been completed for deer, camels, zebras, and birds, with other species to have new outdoor quarters in hot weather. E. K. Bennett, superintendent, hopes all work will be finished in the summer of 1942. Flower beds, rock gardens, and pools are being added. Work is a WPA project thru city sponsorship.

PORT WORTH, Tex.—Additions to Forest Park Zoo here include 3 3-year-old chimpanzees, 10 Guinea baboons, 4 Capped monkeys, 10 African green monkeys, 7 spider-monkeys, 4 ringtail monkeys, 2 spotted monkeys, a pair of toucanette tropical birds of South America, four tigers, and new snakes for the pit operated each summer by Harry Jackson. Specimens were purchased in New York by zookeeper Hamilton Hittcock and Jackson, money being furnished by zoo friends and the park board. New animals brought out a record spring crowd of nearly 20,000 on April 20.

MADISON, Wis.—Twentive diagnosis indicates two six-month-old tiger cubs Henry VIII, Park Zoo here, are suffering from muscle dystrophy. While it is believed cod-liver oil may be the cause, Director Fred Winkelmann is unable to understand why two lion cubs, almost the same age, fed on the same foods, and raised in the same manner, are healthy. Wheat-germ oil and cod-liver oil have been removed from the diet of the tiger cubs and some improvement has been noted, it is said.

PHOENIX, Ariz.—F. E. Torres, president of Torres Packing Company here, has begun establishment of a zoo adjacent to his plant. Twenty acres have been set aside and construction of pen-shedders, water troughs, and wire fencing is in progress. Torres is undertaking the project as a memorial to his late father, E. A. Torres. It will be named the E. A. Torres Memorial Zoo and will be free. It will be confined to animals native to Arizona. Already on hand are elk, buffalo, antelope, and male-tailed deer. Others will be brought in when pens are

completed. A dam is being constructed across a canal and the lake it will impound will form a sanctuary for water animals. Landscaping work is being done.

DENVER.—The War was blamed for failure of George A. Collins, assistant manager of improvements and parks for the city and county, to purchase a dozen spider monkeys for Denver Zoo. Recently returned from a tour of many zoos and parks, he said prices were too high and available animals were undesirable. The zoo, which annually attracts more than 1,000,000 visitors, has no budget of its own, and its expenses, which are less than \$20,000 yearly, come from the park department budget. Collins is to confer with Mayor Stapleton and George E. Crainier, manager of improvements and parks, on zoo improvements, the need for which has been the subject of much talk and publicity and some possible animal purchases. Margaret, big brown bear, gave birth to three cubs on April 8. They will soon be placed on exhibition on Monkey Island. A Denver couple has presented 30 gay tropical birds, many of them of rare species.

HASC

(Continued from page 39)
the vicinity, it was decided to keep the rooms open this summer. The night's wards, a collar and cuff set donated by Myrtle Duncan, went to Martha Wallers. Bed of water tumblers, donated by Toke Riley, was won by Jess Nathan. Home Lee Elliott passed the penny box. Ernest Martone thanked the members for their co-operation during the last few months.

Members were pleased to have Mrs. Bud Anderson in attendance after her serious illness. She thanked all for the flowers and cards sent her. This was the final meeting of the summer. Jackie Wilcox, Billie Willis, and Ruth Spallo left for their respective summer encampments, and Hattie Hawk will move to her summer home at Fairyland Park. Margaret Haney returned from Alabama.

Sellon THE STRATOSPHERE MAN

WORLD'S HIGHEST AERIAL ACT

A great "sell" feature for any program. Two new, excellent publicity stands secure favorable reaction and large attendance.

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Permanent Address: Care of The Billboard, Cincinnati, O.

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923 NO. CENTRAL AVE., CHICAGO, ILL.

FERRIS WHEEL WANTED

Also Several Shows

LOUISA FIREMEN'S FAIR

July 4th and 5th

Write L. S. KEY

331 7 1/2 Street Charlottesville, Va.

WANTED

To contract independent sales or a General Rep

SHERIDAN COUNTY FAIR

Dates: August 20, 21, 22, 1941. Address: GED. R. WHITE, Box 48, Story, Wyoming

KNOX COUNTY FAIR, Inc.

August 12-15, 1941, at Bismarck, Ind.

Write: Bismarck, Ind. all type Shows except Old Time, Non-paying Concessions. Booking independent only. Inquiries: (In person) my mother, MARGARET, R. Y. HARRISON, 508 Broadway, Cincinnati, Ind. until June 1; then Bismarck.

Grandstand Shows

LARGEST program ever booked for Bedford (Pa.) Fair will be presented this year, reported President William Brice Jr., acts having been booked thru George A. Hamid, Inc. Wednesday, Thrill Day, will have Lucky Teter and His Hell Drivers, and there will be Hankinson auto races on Saturday.

AFTER a two-month vacation in West Palm Beach, Fla., Mr. and Mrs. Paul Steiner returned to their home in Detroit. He reports that the Steiner Trio, comedy bars, has 14 weeks of fairs booked to open about the middle of June in Iowa.

C. A. KLEIN Attractions signed contracts for the 1941 Ashland (O.) Fair. Klein said his circus unit would play one day and his musical revue would be featured on closing day.

MOST PRETENTIOUS free act program ever presented at La Porte (Ind.) County Fair has been signed for 1941 thru Barnes-Carruthers, said Secretary J. A. Terry. It will include Clark and Bailey, Seven Predyzors, Atlantic Brothers, Phil Lopez, Littlejohns, Fibbers, and Hollywood Aerial Ballet. For the Saturday night program, some WLS acts have been booked, including Grace Wilson, Mae and Bob.

CLASSIFIED RATE

10c a Word

Minimum \$2 Cash With Copy

Forms Close in Cincinnati (25 Opera Place)

Thursday for Following Week's Issue

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when specifying the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

AGENTS & DISTRIBUTORS

AGENTS — MAKE MONEY SELLING BOOKS. Novelties, Jokes, Fun Cards, etc. Samples for 10c. Big assortment, \$1.00. **BONAGURA**, 1112 Broadway, New York.

COPIES OF \$2.00 AND \$3.00 PATTERNS — Beautiful fabric, sells like hot cakes for \$50 each. Fast turnover, good profits. Large assortment, color values. Free outlines and information. **VALLEY TIES**, 82 St. Paul St., Dept. B, Rochester, N. Y.

DISTRIBUTOR FOR ILLINOIS BY MANUFACTURER OF coin-operated Travelogue Picture Machine. Motion picture film, natural color, list at \$22.50, including three film changes. **MAC SANDERS**, 2837 W. Polo, Los Angeles, Calif. my12x

KEY CHECK STAMPING — OUTFITS — BIG profits stamping Checks, Name Plates, Social Security Plates. **THE ART MFG. CO.**, 301 DeGraff St., Brooklyn, N. Y. my1x

GET OUT OF THE RUT — SELL KOEHLER'S "Original 9ell" Sign Signs, Checkbooks, Revenues, etc. Experience unnecessary. **335 Gertz St. Louis, Mo.** my31x

WANTED — PERMANENT REPRESENTATIVE for Midwest Uniforms, Smocks, Aprons, Frock, Nurses, Doctors', Waitresses' Uniforms. Smart styles. Fine quality. Exceptional commission. Line free. **MOOVER**, 251 W. 19th St., Dept. 16-6C, New York. my24x

SALESMEN WANTED

NEW SENSATIONAL BOOK MATCH LINE — Pays big daily profits. 3 color designs, low price, other fast selling features. Also Advertising Tape, Business Stationery, Business Card, Business necessary. Free Outline. Write **WILSON**, 1604 MATCH, 2134 VanBuren, Dept. 25, Chicago. my12x

SELL BUSINESS CARDS, STATIONERY, BOOKS, Stationery, Games, Toys, Banners, Name Cards, Salesbooks, Advertising Specialties, Periodicals, Picture Cards, Tapes, Pricing Sets. Lowest prices. 40% commission. Experience unnecessary. Free credit. Sales portfolio free. **WILSON**, 2134 VanBuren, Dept. 25, Chicago. my12x

BUSINESS OPPORTUNITIES

A-1 COMPLETE MODERN PENNY ARCADE — Sell or locate on flat rent or percentage. No Jan. **CLAZBER**, 10021 Grayton, Detroit, Mich. my12x

FOR SALE — ROLLER RINK BUILDING AND equipment, now doing a good business. **EMIT GOLDING JR.**, Mentem, Ill. my12x

NATIONAL CANDY FLOSS MACHINE CO. — and Confection Society Co. for sale. Long established. Success good will, pattern, and \$4,500 stock for \$100 cash. **RICHARD KUMNER**, 8 Ridgeland Manor, Rye, N. Y. my12x

FITCHMEN! SOLICITORS! — MAKE EXTRA money with new Stamping Outfit. Stamp Checks, Plates, Folds. Catalog 50-18. **F. H. HANSON**, 303 W. Erie, Chicago. my12x

START ELECTRIC ENGRAVING BUSINESS! Engrave on keyfobs, jewelry, mirrors, small tools. Astonishing earnings reported. Free investment. Details free. **MOORE MANUFACTURING COMPANY**, 651 S. State, Chicago. my12x

YOU CAN MAKE \$10.00 TO \$50.00 DAILY operating our Ball-Throwing Games. Outfits provided. **LAMARCA**, 743A Martin, S. E., Atlanta, Ga. my12x

INSTRUCTIONS BOOKS & CARTOONS

YOU CAN ENTERTAIN FOR ALL OCCASIONS with our Trick Drawings and Gag Pictures. Carving 10c. **BALDA ART SERVICE**, Oakbrook, Ill. my12x

PERSONALS

WHEN YOU PRAY — WOULD YOU REALLY like to receive what you desire? Ontology can help you. Ontology promises happiness, prosperity, companionship. Teaches mind healing. Schuler many problems. Request free prof. **KEENE**, 831-850 S. State, Chicago. my2x

MISCELLANEOUS

COLORADO BLUE SPRUCE TREES — 2 YEARS old, 100% strong, 25' spruce for \$1.00. **WOCKY MOUNTAIN EVERGREEN CO.**, Dept. A-2, Evergreen, Colo. my11x

GET THE BEST FOR YOUR MONEY IN PLYSTER Novelties. Large assortment. Finest and attractive; prompt service. In deposit, balance C. O. D. **INDIANAPOLIS STATIONARY CO.**, new address: 1549 Madison Ave., on State Road 21, Indianapolis, Ind. my11x

PRINTING

FREE — SAMPLES OF OUR NEW DESIGN in Flashy 3-Color Window Cards, 14x22, non-bleeding, \$3.00 hundred. **TRIBUNE PRESS**, Box 357-B, Fowler, Ind. my12x

"SHOW-Y" WINDOW CARDS — 14x22 "WHITE" 2-color ink — 100, \$1.95. Bumper \$1.25, 25x5 1/2, 100, \$2.25, 500, \$11.00, wire line. **Paraffined Strips, prices. SOLIDAYS**, Knox, Ind. my12x

WINDOW CARDS — 14x22, ONE COLOR, 100, \$2.50. 50% deposit, balance C. O. D., plus shipping charges. **THE BELL PRESS**, Windsor, Penn. my12x

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. Not to be advertised as "used" in The Billboard.

A COMPLETE STOCK OF REBUILT 5c SELECTIVE Candy Bar Machines — All kinds. **Bargain! ADAIR COMPANY**, 733 S. Euclid Ave., Oak Park, Ill. my12x

A-1 BARGAIN — SEEBURG SHOOT THE CHUTE, \$69.50; Chicken Sam, \$31.00; Tom Mix Rifle, \$10.00; Aime Girl, \$25.00; Vest Pocket Rifle, \$2.50; Doves, \$10.00; 217.50; Multicolor Electric Crane, \$45.00; Free Play Machine, \$5.00. **SEIBURG DISTRIBUTING**, Broadway, Albany, N. Y. my12x

ARCADE MACHINES SACRIFICE — \$5,000.00 worth for \$3,500.00 each. Enough machines for a complete Arcade. **Must buy good used Franchises. McGUIRE**, 1322 Lee, Los Angeles, Calif. my10x

BALL GUM, N. 1. FACTORY FRESH, 12c BOX. Tin, Stick, Midway Chicks, every Variety Gum. **AMERICAN CHEWING M.**, Pleasant Newark, N. J. np-my12x

BARGAINS IN FINE USED EQUIPMENT — Ready to place. Milk Jumbo Machine (7 lbs. play), \$75.00 (almost new); Jamming Glasses (15-100), \$25.00; Mills Blue Prints, Serials 400.00, \$50.00, club finished 15-10 cent set; Bally Bell (chrome finished and trimmed), 9.25c (1/2) cabinet to match, \$83.00 complete. **Fred J. Davies**, All makes Phonographs, Rockwell Park, \$35.00. **Three-in-One Free Play**, 21-cent new, \$32.50; **Seeburg Ray Gun**, \$30.00. **We buy sell trade**. In a certified deposit all orders. **THE P. K. BAILEY COMPANY**, 674 and 674 1/2, Cambridge, Ohio. my12x

CASH FOR 300 AND 600 — ALSO COUNTER for Franchises. **Went Jennings**, **Barned**, **Rollins**, all types Legal Equipment. **Write lowest MASSERELLI'S**, Kingston, N. C. my12x

CLOSE OUT — AMPS, \$5.00; SNACKS, \$8.50; 2c Columbus Peanut, \$2.50; 3c Candy Bar, \$5.00; 15c Shreds Pack Cigarettes, \$5.00. **EASTERN**, 350 Mulberry, Newark, N. J. my12x

D.C. TURNBULL AND POWER MOTORS FOR all Radio's Phonographs. **Will trade for A.C. set.** **PARANORMY RUBICAL CO.**, 1433 N. Wabash St., Chicago, Ill. Dept. Wabash 6556. my12x

GOODBODY HAS A MESSAGE FOR EVERY OPERATOR reading this advertisement. Send in your name and address at once. **JOHN GOODBODY**, 1824 E. Main, Rochester, N. Y. my10x

IN A-1 CONDITION — PACES RACES, BROWN Cabinets, \$90.00; **Tenors**, \$17.50; **1940 Race Meet**, \$17.50; **Ray's Trick**, \$25.00; **Royal Drive**, \$15.00; **Little Square Ball**, \$60.00; **Saratoga**, \$65.00; **10c Dr. Two Three**, 1935 Model, P. P. \$32.50; **Bally's Defender**, like new \$165.00. **1/3 with order**, balance C. O. D. **SICKING INC.**, 927 E. Broadway, Louisiana, Va. my12x

JUMBO PARADES, BIG GAME, 1-2-3-5 MILLS Flashing, and other games that are in. **FLASHING**, **TABLER'S COIN MACHINE CO.**, 414 Erie, Wis. my12x

SEND FOR BADER'S 3 PAGE COIN MACHINE Catalog. Over 1,000 second-hand Machines. **Bargains**, **Accessories**, **Parts**, and **Supplies**. **BADER NOVELTY**, 2546 N. 30th, Milwaukee, Wis. my12x

SPOT CASH FOR SLOTS, WURLITZER PHONOGRAPHS, and Counters Games. State price and description first letter. **MUSIC MACHINE CO.**, 42 Eighth St., Augusta, Ga. "We buy — we sell." my12x

TRADING FOO! WANTS SLOTS, COUNTER Games, Vesp Rocket Wurlitzers. State price. Cash paid. **KING HARRY'S**, 26 13th St., Augusta, Ga. my10x

WHITE SAILS, TRIUMPH, \$17.50; **COMMODORE**, \$22.50; **Stop and Go**, **Circolo**, **Blivy**, **Tracy**, **Play**, \$12.50; **Novelty**, **Crucible**, \$10.00; **Barbells**, **Bally Reserve**, **Booster**, **Air-Walk**, **Stoner**, **Leas**, \$4.50; **Challengers**, \$12.50; **Spark Plug** (2c Automatic), **Grand National**, \$5.00; **Seeburg's Ray Gun** (Hitter Conversion), \$25.00. **Trade for anything.** **1-Rova President**, 10 Column, used only 1,000 packs; 1-10 Column Royal, 1-6 Column Royal, 2-8 Column Royal. **Cliff Wilson**, 212 E. Chestnut, Arkansas City, Kan. my12x

7 ROTARIES, \$50.00; **SPORT SPECIAL**, \$15.00; **Delby Day**, \$30.00; **Gold Cup**, \$10.00; **7-9 Grand**, **GED. J.**, **KEPPEL**, 2006 Detroit, Cleveland, O. my12x

1c ERIC DINGERS FLOOR MODELS, AT \$23.00. 5c Multicolor Crane, \$49.00; **Electric 5c** Hoists at \$20.00; **Small Seams** at \$25.00; 4 Column Cigarette Machines at \$30.00; **Bally Bowling Alley** at \$25.00. **Send one-half cash with order**, balance C. O. D. **HARRIS**, 1751 Eastern Parkway, Schenectady, N. Y. my12x

8 COLUMN STAINLESS STEEL CIGARETTE Machines with match columns, \$7.50; **Du-Crease 3c Candy Bar** Machine, 41 bars, \$19.50 each. **TURKEL**, 151 Rhode Island, East Orange, N. J. my12x

13 ABT TARGET SKILLS, MODEL V, BLUE cabinet, late model, perfect condition, \$12.50; 3 Challengers, \$10.00. **One-third deposit**, **DENSON NOVELTY CO.**, Cameron, Texas. my12x

18 DROP PICTURE MACHINES, \$10.00 EACH. 10, \$150.00; 2 Mills Punching Bag, \$97.00 each; 1-1) **Game**, \$15.00; **Evans' Country Bowling Alley**, \$115.00. **SAMUEL ANDERSON**, York Beach, Me. my12x

300 COLUMBUS MODEL A PENNY PEANUT Vendors, like new with **Vesp Grip Locks**, \$3.50 each. **J. L. GARRAHAN**, Shawtown, Pa. my12x

FOR SALE SECOND-HAND GOODS

ABOUT ALL DIFFERENT MAKES POPPERS. Twelve Quirt Geared Popping Kettles, \$7.50 each. **CARAMEL CORN EQUIPMENT**, 122 S. Halsted, Chicago, Ill. my12x

ALL KINDS POPCORN MACHINES — **BURCH**, Candy Cooker, Perfect, guaranteed, **Forrest** twelve quart geared aluminum Popping Kettle, **NORTHBIDGE CO.**, Indianapolis, Iowa. my11x

CORN POPPERS, GRAINED KETTLES, GRIDDLES, Moves, lanterns, burners, tanks, tubing, repairs. **Lowest prices.** **IOWA LIGHT CO.**, 111 Locust, Des Moines, Iowa. my12x

CRISPETTE MACHINE — LARGE CORN POPPER, Candy Cooker, Cocoa Kettle, 5,000 Large Crispette Wraps, \$5.00. **CHARLES MAX**, Box 933, Springfield, Ill. my10x

FOR SALE — SHORT RANGE SHOOTING CALIBER, complete, \$125.00; **Kirk's Guns** Weight Scale, \$75.00. **Arcade Machines**, **Coin Machines**, **Scale**, **AUTOMATIC VENDERS**, 31 Summit Ave., Providence, Rhode Island. my12x

FOR CORN MACHINE — POTATO CHOP CUTTING MACHINE, **Wm. Roper**, **LONG EAKING**, 1976 High St., Springfield, Ohio. my12x

POP CORN WAGON — CREATOR, STEAM ENGINE, peanut heater, gasoline equipment, \$125.00. **KRISPY K'AT CORN MACHINE CO.**, 177 S. Halsted, Chicago, Ill. my12x

POPCORN HOUSE — Size 6ft., wired for electric equipment; **Popcorn Popper**, **Caramel Corn Cooker**, **Cocoa Kettle**, **Hot Mils**, **Hot Item**, **Tray**, and **Gasoline tank**. **J. E. BROWN**, Augusta, Ill. my12x

TEN YEAR ACCUMULATION OF STONES removed from jewelry, Opals, Garnets, etc. 200 assorted, \$2.00. **E. LOWE**, Box 525, Chicago, Ill. my12x

50X100 PORTABLE RINK — COMPLETELY equipped, \$975.00. Also 148 pairs of new Chicago skates, 50 with system, \$575.00. **Call or wire Miles**, **Johnson Hotel**, Bedford, Ind. my12x

FOR SALE — SECOND-HAND SHOW PROPERTY

COOKHOUSE — 8x14, COMPLETE READY TO operate, \$65.00; **new 12x12 Pole Tent**, \$20.00. **Send deposit.** **EDWIN DEBERT**, 2730 Weyford, Detroit, Mich. my12x

FOR SALE — SIXTEEN AND TWENTY-FOUR Seat Chalk Plates complete, **K500**, **Arm**, **Plane** and **Chair Plane**. **CALVIN CRUNER**, Pickensville, Ill. my12x

FOR SALE — 40X10 WHITE TENT, 8 FT. Walls, \$150.00; **small Pole**, like new, \$60.00. **Wm. KETROW**, **Central Delivery**, Springfield, Ill. my12x

FROZEN CUSTARD MACHINE — E. Z. FRETZE, 10x stainless steel cabinet, good working condition, \$100.00. **N. LEWIS**, **Point Pleasant**, N. C. my12x

FUN HOUSE, KNOWN AS FUN ON THE FARM, mounted on Mack Truck. Price \$900.00. **ANDERSON TENT CO.**, Fair St., Northampton, Mass. my10x

WILL TRADE BARREL O' FUN, ALL ELECT. first class issue, for net Eric Dingers or Family Arcade. Also consider show top 30X10. **N. J. POTTS**, **Gen. Del.**, Rogers, Ark. my12x

MOTION PICTURE FILMS & EQUIPMENT

NOTICE

News and display advertisements of interest to roadshowmen will be found in The Billboard's news department. Look for "Non-Theatrical Films" in the index on page 3.

A LARGE SHIPMENT OF '38 AND '39 RE-LEASES in 35MM. Roadshow Attractions received. **Musical**, **Western**, **Horror**, **Comedy**, **Serials**, and **Slapstick** Comedies. **Outright** sale only. **BUSSA FILM EXCHANGE**, **Freshburg, 2c.** my10x

ATTENTION, OPERATORS — MERCHANTS! Free Movies. Biggest show outdoor amusement world today. **Talkie Programs**, **Equipments** rented. **No. 603**, **3100th Bldg.**, **Chicago, Ill.** my12x

ATTENTION, ROADSHOWMEN — SAVE money on your 16MM. **500 Rentals**, **Lights** tell you how. **Write today.** **INSTITUTIONAL CINEMA SERVICE, INC.**, 1560-A Broadway, New York. my12x

BARGAIN — SIXTEEN MM. FEATURES AND Comedies for sale. **HART'S STUDIO**, **Box 22**, **La Verne, Tex.** my12x

BARGAIN — 35MM. AND 16MM. PROJECTORS, etc. **Large**, **16c.**, **3c.**, **stamps**. **AMERICAN SALES & SERVICE**, 220 W. 42d St., New York. my12x

CAN USE PORTABLE 35MM. SOUND PROJECTORS, Silent and Sound Films. **PHIL BLAND**, 1015 S. Walsh, Chicago. my12x

CIRCUIT OPERATORS — TELL US HOW MANY films you are showing and we will rent you 35 and 16 millimeter complete programs at a price to meet your income. **MERTZ**, **Virginia, Ill.** my12x

BIG PROFITS 16MM. ROADSHOWS — THEATRES communities. Complete sound equipment. **money-making** film programs **rented weekly**. **Rich territories** available. **SOUTHERN VISUAL**, **Box 2405**, **Memphis, Tenn.** my12x

FOUR SALE — 1) **FAIR HOLMES PORTABLE** Education (35MM.), 2,000 ft. Maxtrines, 15 Watt Amplifier, 100 ft. Speaker Cable, **South Speaker**, **Accessories**, **Film**, **Perfect condition**. **MISS VIRGINIA BROUGHTON**, 2249 Park Ave., Cincinnati, O. my12x

NEW AND LIKE NEW FEATURES AND Shorts — 35MM. 150 ft. **Good** product. **None**. **Send free list.** **VICTOR FILM**, **Box 422**, **Cincinnati, O.** my12x

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.** my12x

ASK FOR LITERATURE ON THE NEW MARFIL Precision Enlarger-Reducer. **Take copy** from 1 1/2x2 to 5x7. **Enlarge up to 10x12** portrait size or **reduce to 3/8 inch**. **None like it** on the market. **Send for free catalog.** **HARKS & FULLER, INC.**, **Dept. 831**, **Rochester, N. Y.** my12x

DIME PHOTO OUTFITS CHEAP — ALL SIZES. **Better drop in** and see them. **All the latest improvements**, **Bargains**. **P. O. Q. CAMERA CO.**, **1 E. 25th St.**, **Chicago, Ill.** my10x

DRAFTED IN ARMY — SELL MY INTERNATIONAL Photomatic, bought 4 months ago. **Big savings**, **\$550.00 cash**. **BEN SCHEFFMAN**, 2711 4th S., Minneapolis, Minn. my12x

PHOTO OPERATORS — WHY BE SATISFIED — with half a direct positive outfit? **We furnish** Free with each double photo outfit a **visualizer** and **fixing table**. **Lowest prices.** **GLOSSIC MFG. CO.**, **206 Cass St.**, **East Peoria, Ill.** my12x

ROLLS DEVELOPED — TWO PRINTS EACH and two free **Entertainment Coupons**, 25c. **Reprints**, 2c each; 100 or more, 1c. **SUMMER'S STUDIO**, **Unionville, Mo.** my12x

4 FOR DIME OUTFITS — DOUBLE CAMERA for 15x22 and 2 1/2x3 1/2 photos, only \$25.00; 11x14 Camera, \$10.00; 45 Camera, \$25.00; **Enlarger** for 5x7 and 3 1/2x5 enlargements, \$10.00; **Center Panel**, \$65.00; **"Dion"** Photo Machine, \$100.00. **OLSON SALES CO.**, 315 9th St., Des Moines, Ia. my12x

4 FOR 10 SUPPLIES FOR LESS — NEW COMBINATION machine making 1 1/2x2 and 3x5 prints and full length 16mm. **165 Camera**, **Positive**, 1 1/2x2-50, \$4.75 per roll. **We carry all sizes**. **Class**, **Frames**, **Folders**, **Backgrounds**. **Free catalog.** **HANLEY'S PHOTO COMPANY**, 205 East 12th Street, Kansas City, Mo. my10x

COSTUMES, UNIFORMS, WARDROBES

SPECIAL SALE ON UNIFORMS — LARGE QUANTITY to choose from. **new and used** of all kinds. **Also** **Dress Suits**, **Character Wardrobe**. **For sale or hire.** **No catalogs.** **Descriptions on samples** will be returned. **DAVID'S OUTFITTERS**, 125 W. 40th, New York. my12x

SCENERY AND BANNERS

BEST CARNIVAL SIDE SHOW BANNERS AND Modern Pictorial Panels. Positively no disappointments. NIEMAN STUDIOS, 1236 S. Halsted St., Chicago, Ill. my10

MAGICAL APPARATUS

A LATEST 216-PAGE ILLUSTRATED PROFESSIONAL Magic Catalogue of Tricks, Books, Supplies, Ventriloquist Figures, etc. 25c. KANTERS, 9-1311 Walnut, Philadelphia, Pa. my10

A CATALOGUE OF MINDREADING, MENTALISM, Spirit Effects, Magic, Horoscopes, Tarot, Cards, Buddha, 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. my24

BARGAIN LISTS FREE — HUNDREDS TRICKS and Illusions at half price. Get yours now. Don't delay. EXCEPTIONAL MYSTERIES, Marion, O. my3

CHINESE STICKS, 1/2x1 SQUARE, ROUTINE Pattern, Shrinking Wand and Tube, both just paid. \$1.00. Bargain lists, stamps. MAC'S MAGIC SHOP, 206-B Main, Ft. Worth, Tex. my3

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City, N. Y. my3

NO DEPOSIT REQUIRED! RENT LATEST Magic, Mental Effects, Illusions. Large descriptive 1941 lists, stamps. MACGUSHON'S Glen Forest Rd., Roscoe, Ill. my3

VENTRILLOQUIST SPECIAL—TURNING HEAD, movable mouth, eyes able to side any size. STOOD, TURNER, 405 Empire Trunk St., Joseph, Mo. my3

TATTOOING SUPPLIES

BIGGEST OPPORTUNITY IN TATTOOING now! Oufits, Supplies, guaranteed Remover. Full instructions included. Write TATTOOING SUPPLY COMPANY, 651 South State, Chicago. x

ANIMALS, BIRDS, REPTILES

ALLIGATORS, SNAKE DENS, CHAMELEONS, etc. specialties. Wildlife, Raccoons, Fox, Fish, Squirrels, and Racing Turtles. BOSS ALLEN, Ocala, Fla. my10

ANIMALS, BIRDS, AND SNAKES FOR SHOW talks — Now contracting Trained Wild Animal Acts for coming season. SNAKE KING, Brownville, Tex. my3

FRESH REPTILES — 8 DIAMOND RATTLE snakes, \$10.00; 6 Hammer Snakes, including one Boa, \$10.00; Mexican Green Rattlesnakes, 6; 95; Mexican King Cobras, \$5.00; Boas, 2; \$7.50; Leopard Iguanas, \$3.00; Hamlet Toads, \$1.50 dozen. Write WORLD'S REPTILE IMPORTER, Laredo, Tex. my3

LIVE ARMADILLOS, \$2.50 PAIR, \$4.50 — Guaranteed feeders. Mother and Babies, \$9.50. Armadillo Babies, Lemas, Novelties. APPEL ARMADILLO FARM, Comfort, Tex. x

ANIMALS, BIRDS, REPTILES — WRITE FOR large free all new 1941 Spring Catalog, now ready. MEENS BROS. & WARD, Oceanide, N. Y. my3

RHESUS AND JAVA MONKEYS, MACAWS, Emus. Birds of all kinds. Write for list. BIRD EXCHANGE, Box 7, Bait, Calif. my17

TAME TEXAS BOB CAT, \$10.00; BLACK RING-tail Female Bobcat, \$20.00; Mexican Ocotilla Yellow Head Talking Parrot, \$25.00. ALAM FET SHOP, 132-4 Loyola, San Antonio, Tex. x

4 TRAINED DOVES AND PROPS — REAL ACT work for anybody. Fifteen dollars. Seven Bird Figures, \$9. Magic taken in trade. Send for Magic List. THOS. FINN, Hotrick Falls, N. Y. my3

PARTNERS WANTED

FARTY WITH FORTABLE PICTURE SHOW and good transportation, join good vaudeville show, playing Western territory. H. KAY LEWIS, Winchester, Ind. my3

HELP WANTED

A-1 FLOOR MANAGER—THIRTY OR OVER, for skating rink. Information and lowest salary immediately. Permanent if satisfactory. BOX C-102, Billboard, Cincinnati. my3

BAR PERFORMER AND TOP HAND TO HAND Balance wanted. Write BOX C-103, care of The Billboard, Cincinnati, O. my3

EDDIE HERMAN WANTS TALKERS FOR GIRL and Cook shows. Girls want to work, come on, don't shy. GREAT SUTTON SHOWS, Princeton, Ind. my3

FIRST TRUMPET AND DRUMMER — OTHER Musicians write, state desires. Reliable band, state salary. RAY STOLZENBERG, 704 Euclid St., Austin, Miss. my3

GIRLS — CHORUS SPECIALTIES, STRIP TEASE Steady work year round. Send photo. A. C. PATTERSON, 1-428 Canal St., New Orleans, La. my3

Show Family Album



OTIS L. OLIVER'S Unkissed Bride Company, upon reaching the top of Pike's Peak, Denver, July 22, 1920, paused to have this photo snapped. Left to right are Otis L. Oliver, now selling outdoor spectacles in the West; Vala Hellman, Hollywood film actress; Chris and Fanny Erwin, in business at Molalla, Ore.; "Rip" Hopkins, St. Paul; Charles Hooker and Ardis Davis, operating a dance school in New York, and C. L. Schneider, operator of a fruit ranch at Colton, Ore.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is especially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be included. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

IMMEDIATELY—TENOR SAX, CLARINET MAN for large band. Experienced, single, no habits. Steady work. Location, fair salary. CONE WENDELL, 850 Hudson St., Lake Charles, La. my3

LADY TRUMPET, SAX, ALTO, TENOR, PIANO, other instruments. Immediate job. Heavy. Write, state experience, age, reference. CONDUCTOR, General Delivery, Minneapolis, Minn. my3

MEDICINE PERFORMERS; PIANO PLAYER; must read; sobriety essential; salary sure. Write, tell all, salary expected, if you want answer. H. DEGRACE, Princeton, Ind. my3

MODERN MUSICIANS — ALL INSTRUMENTS. Cafe location opening May 10. Doubles, Singers preferred. Union, young. State all. BOB MEYER, General Delivery, Omaha, Neb. my3

OPERATOR WANTED — EXPERIENCED WITH portable machine and condenser under canvas. Week stand, wage money and extra if you drive truck. Write stating all and be prepared to join on wire. CHARLIE HUNTER, Okla., S. C. my3

PROFESSIONAL DANCER — TAP OR BALLET, to teach in Chicago's finest school. Good salary. Write JOE KEITH STUDIOS, 14 W. Lake St., Chicago. my3

THREE MAN DANCE BAND, IMMEDIATELY — Play nine club. Permanent. Need singing, comedy. Moderate salary. BOX 285, Clear Lake, Iowa. my3

WANT EXPERIENCED FERRIS WHEEL OPERATOR for Summit Beach Park, Akron, O. Single, sober and reliable. Apply A. E. KENNEDY, Box 787, Huntington, W. Va. my3

WANTED—TWO COMBINATION BILLIERS FOR circus. One to drive semi. Must be able to post and lithograph. AL CLARKSON, General Delivery, Springfield, Ill. my3

WANTED — LEAPERS AND CATCHERS. Prefer men out of draft age. Send photo and what experience. FLOYD NELSON, Raleigh Hotel, Chicago. my3

WANTED—VERSATILE SINGING AND PLAYING Trio or Quartet. Entire summer season. Five miles from Atlantic City. BAYSHORE'S CAFE, Somers Point, New Jersey. my3

WANTED—MED. PEOPLE IN ALL LINES. Hill-billies. State all in first letter. Show opens May 12. JERRY PRANTZ, Slatersburg, Pa. my3

WANTED—MENFALTS OR MIND READING Act. Give full particulars of your act and salary wanted in your first letter. ALVIN RAY, 15 N. 4th St., La Fayette, Indiana. my3

4 PIECE GIRLS' ORCHESTRA TO PLAY at summer resort in Adirondacks. Versatile girls preferred. Consider four pieces versatile male orchestra. Write at once JAMES LALLEY, Pochontas Club, Keeseville, N. Y. my3

WANTED TO BUY

WANTED — TWELVE IRON CLAWS OR twelve Erie Diggers; state model, price expected. All replies. WASHINGTON TRUCK TERMINAL, Washington, D. C. my3

DOUBLE SLOT STEEL CABINETS WANTED FOR cash; either light or heavy; sugar proof, Menus or Castles; must take all machines. Write lowest price and description. SKILL COIN MACHINE, 324 S. Broadway, Dayton, Ohio. my3

WANT SHOWBOAT IN OR AROUND NEW York City. Send description, location, etc. BOX 241, care Billboard, 1564 Broadway, New York City. my3

WANTED — PHOTOMATIC MACHINES. ATLAS VENDING CO. (INC.), 410 N. Broad St., Elizabeth, N. J. x

At Liberty Advertisements

See Word (First Line Large Light Capital) 2x a Word (First Line Small Light Capital) 1x a Word (Entire Ad Small Light Type)

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. Thereafter when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of reply.

AT LIBERTY AGENTS AND MANAGERS

Clara Agn, Contractor, 2410 1/2 Division, Detroit. Radio Special, "World's Best" must to great commission, park, theatrical, band and orchestra agencies, expert. Contractors, Brokers, high volume. Free. You will have new, state salary. Robert Paul, 110 N. Winton St., Jackson, Mich. my3

AT LIBERTY BANDS AND ORCHESTRAS

GEORGE NEADERHISER

and His Orchestra—12 pieces, including vocalists and front. Large modern lobby, wide show, sound and transportation. Average age, 20. Radio, stage, club, hotel experience. Available June first. Agents, take notice. Write GEORGE NEADERHISER, Hotel Mid-Way, Emporia, Kansas. my3

EXTRA FINE FIVE PIECE

band, mostly sweet. Available for summer, Michigan territory. Quality of small, trained band at average manager's budget. Write BANDLEADER, Box C-101, care The Billboard, Cincinnati, Ohio. my3

WANTED — A SUMMER JOB FOR DANCE ORCHESTRA. Will consider any offer. Contact FRANK FRONTO, Box 314, Cecil, Pa. my3

Melody Club — 401, two boys. The show, excellent musicians. Girl, Pleasant street, 1000 10th or 11th, Available May 5. Write Night, care 284 Delaware, Buffalo, N. Y. my3

New Douglas and His Orchestra — Modern Sens. Power Dance Orchestra available for location of work. Complete musician. Please equipment, including Concert Ventriloquist. Large library of special arrangements. Radio and stage experience. Address full particulars to Tony Douglas Orchestra, care Club Conductor of Miami, Columbus, Ga. my3

Boaty's Band Small Band—Five men and beautiful, available for location of work. Excellent musician. Arrangements, radio, available for five show numbers. How working, state price. Write Tony Douglas Orchestra, care Club Conductor of Miami, Columbus, Ga. my3

Well Organized 5 Piece Band and Girl Vocalist — Union, write answer location, send preferred. Write or wire State Price, 2826 Main, Kansas City, Mo. my17

AT LIBERTY CIRCUS AND CARNIVAL

HALF AND HALF — PHOTO ON REQUEST. Apply to DONALD COOK, 60 New Park, Lynn, Mass. my3

THREE CLOWNS—5 ACTS. GO ANYWHERE. Great for units. Address RIDICULOUS TRIO, Billboard, Chicago. my3

VAN AND HIS WONDER DOGS — TRICKS, Posing, Balancing Act. Also Talking Dog and all kinds of advertising. Blue ribbon winner at Midwest Fair. G. VANCE HAYDEN, 104 54th St., West New York, N. J. my3

At Liberty—Showbusiness Act. No spectators. One man. Will accept bid offer. Paul L. Johnston, Beale 1, Cincinnati, Ohio. my3

AT LIBERTY COLORED PEOPLE

AVAILABLE MAY 5TH—HITTEBUG JAM. Bored. Last Colored Revue for theaters, fine clubs. Floor show and dances. BUDDY FARRINGTON, P. O. Box 1597, Durham, N. C. my3

AT LIBERTY DRAMATIC ARTISTS

ENGLISHMAN—TWO YEARS' TRAINING with a worthwhile Broadway amateur little theater group. Credited with sixty-five public appearances, various characterizations (one act plays). Unprofessionally seeks a break professionally. Well received in all past performances. No draft or family ties. SAMUEL JAY HALL, 254 W. 12th St., New York, N. Y. my3

Jerry and Viola Brown—Max, General Ballroom, Charleston, Conn.; Tuxedo, Ingomar or Band, Boston, Orange, Davenport, Chicago and Hotel, Miami Beach, Specialties, Miami, Wichita, Oregon, Mass., Texas, etc. Write for more info. Please have card. Jerry Brown, Hotel Boston, Ocala, Fla. my3

Paul Burt at Liberty—Character, General Ballroom, 2x a Word (First Line Small Light Capital) 1x a Word (Entire Ad Small Light Type) 2x a Word (First Line Small Light Capital) 1x a Word (Entire Ad Small Light Type) 1710 Highland Ave., Baltimore, Md. my3

Team at Liberty—Character, Gen. Ball, Single and Talking Revue. Write for details. Good working. Reliable, experienced. Here and home theater. W. Lewis, Gen. Del., Duquesne, Illinois. Write—136 Crawford. my3

AT LIBERTY MISCELLANEOUS

Young Man—Miscellaneous, ready work. Good father for want of musician or leader. Addressing advertising agent. Will double as bookkeeper or typist. Date, Accept nothing. Boston, Toronto, Ill. my19

AT LIBERTY M. P. OPERATORS

1026M. Professional — Age 34; 12 years' machine experience. Expert Contractor, Booking, and other. Have car and truck. Write for details. Bill, care me immediately. Norman Wallace, General Delivery, Austin, Tex. my3

AT LIBERTY MUSICIANS

ALTO, CLARINET, TENOR

All essentials; draft exempt. Name experienced. Address E. C. TUSSEY, 5126 Silver Street, Norwood, Ohio. my3

GEORGE RIDER — THEA-

the, Radio and Club Organist at Liberty now and for the coming summer season. Own Hammond Organ. Smooth rhythm, colorful harmonies. All requests. No roller, nrk. 1322 Oak St., Columbus, O. my3

Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by EMIL ZUBRYN — Communications to 1564 Broadway, New York

Specialties --

Current trends all combine to create new and bigger demands for novelty items of all kinds

Many trends combine to center increased attention on merchandise specialties and to insure a bigger total business in this field from year to year. The national income is climbing and defense preparations are speeding up the circulation of money. Reports of retail trade from all parts of the country are very encouraging. When retail trade is increasing that is a sign that people have money to spend.

Merchandise trends for the past several years show that consumers are buying an increasing proportion of specialties, so that when the figures show a growing total of retail sales it is a sure sign that specialties of all kinds have shown rapid increases in sales.

The sales of novelties, premiums, and specialty merchandise of all kinds is also helped by the mood or psychology of the people at the present time. World news is almost continuously discouraging, but there is something about novelty merchandise that adds pep to business. Premiums and novelties as used in merchandising programs today are an expression of enthusiasm for the privileges which are still ours and they also stimulate the interests of the people in business and trade. Advertising that is enlivened by the use of premium or novelty merchandise indicates the spirit that is America. It gives hope to business and gives pleasure to the purchaser.

With so many trends in favor of the increasing use of novelties, premiums, prizes, and all kinds of specialty merchandise, it is important that those concerned with the manufacture and distribution of such merchandise get into the swim and push toward new sales quotas and into new markets. Many firms will also find it an opportune time to enter the field of novelty and specialty merchandise because, obviously, all of the plants in the country will not be completely occupied with the heavy goods industries. The people themselves will demand an increasing quantity of novelties to give a more pleasant atmosphere to industry. As in the last war, even the presence of men in the training camps creates vast new markets for many kinds of novelties.

From the manufacturing viewpoint there are at least three great markets or outlets for novelties and specialties in the United States. The market most readily available is usually regarded as the syndicates, chains, and other large national users of premiums and attention-getting items. The methods for reaching this market are so well known that it is not necessary to mention them. One thing not always considered is the short life of any item used by the big buyers. They soon turn to other items and keep demanding newer and newer specialties.

There is then a secondary big market for novelties, premiums, and specialties which is made up of the medium and small users of such merchandise. This is the market largely covered by distributors and it is an important market indeed. It is very likely to increase rapidly unless our economic system should be seriously upset. In other words, the prospects for distributing firms in the specialty field are very encouraging.

There is a third market, the most expansive of them all, made up of the thousands of comparatively small retail outlets that dot the length and breadth of the nation. The excellent work that the federal government is now doing in keeping a check on retail sales thru various channels and outlets shows the total importance of these thousands of small stores and establishments. The American system of business still rests on a chain of thousands upon thousands of small retail establishments. These thousands of small outlets still deliver the bulk of advertised goods and specialty merchandise to the people.

Manufacturers and distributors need to begin giving more attention to this market. After the first two markets have been covered, any merchandise item or novelty has a still greater market in the thousands of small outlets over the nation. Distributing firms are the logical ones

to make plans for reaching this market, but in this field more than in the other two the manufacturer needs to support his product and his distributors with well-planned promotion and advertising.

Speed is the watchword in the merchandising of all novelties and specialty items and in reaching all markets a fast advertising medium is needed. The Billboard is the fastest medium to reach a large section of this field at present and its field of service is rapidly being enlarged. Distributors and thousands of retail outlets in all parts of the country eagerly watch its pages for various merchandise specialties.

Manufacturers of novelties and premiums have always been able to quickly adapt their products to the changing times. Many new novelties and games are appearing which reflect the patriotic and business spirit of the nation. Many may overlook the fact that the country is being made over by the extension of electric power thru government dams to every part of the country, creating big new markets for small radio sets, gadgets, and electrical specialties of all kinds. While we read the war news an electrical revolution is reaching the small towns and rural sections.

These and many other trends mean better business for premiums and specialties.

ATTENTION

- INTEREST
- COLOR
- ACTION



AND SALES GALORE

- TREMENDOUS INTEREST APPEAL
- A SLATE OF GLOBE-WIDE COLOR
- CONSTANT "EYE-CATCHING" ACTION

ATTRACTION FOR THE BUYER

Showing how specialty items keep pace with current trends.

PLACE ORDERS NOW!

THE RESPONSE **T-E-R-R-I-F-I-C!**

We wish to thank our numerous friends and jobbers throughout the country for their quick response.

ORDER NOW!

and get in line for second quota of METRO BINGO BLOWERS being shipped May 5.



Jobbers, write for confidential price list and illustrations.

Headquarters for all Bingo Supplies.

METRO MFG. CO. 28 W. 15 St. NEW YORK

OUR NEW 1941 CATALOG IS NOW READY

Again we present to you — for the 1941 season — a Bigger and Better Catalog than ever before! Upwards of 400 illustrated pages! Packed with the "cream" of the World's Merchandise Market. The newest, Outstanding Items! The latest Novelty creations! Precious merchandise and specialties of all kinds! You'll find everything that's new in our new 1941 General Catalog! Send for your FREE COPY today!

CELLMAN BROS. MINNEAPOLIS, MINN. 119 NORTH 4TH STREET.

BULOVA — GRUEN — WALTHAM — ELGIN



WE LEAD FOR PRICE AND QUALITY

Wrist & Pocket Watches FOR LADIES AND GENTS. Reconditioned, Guaranteed Like New. 1341 Styles now available. Write for Free Catalogue.

NORMAN ROSEN

801 SANSON ST.

Wholesale Jeweler

PHILADELPHIA, PA.

I. ROBBINS & SONS
203 MARKET ST. PITTSBURGH, PA.
SOLD 11 BLOWERS IN 21 DAYS
Operators in the Pittsburgh area should visit the I. Robbins showrooms for a demonstration of the Aero Bingo Blower.

OVER **300** BINGO BLOWERS SOLD!!

... to Jobbers Since Nov. 7



Jobbers, Write to:

Manufacturers

MORRIS MANDELL

1123 Broadway New York City

NEW LOW PRICED 7-WAY LAMP BARGAINS

... Every Lamp Equipped with Nite-Lite

★ Here's a way to sell MORE lamps and make MORE PROFIT on your lamp sales. Feature these two brand new "Artistic" creations. Sell them IN PAIRS . . . both bridge lamp and floor lamp at a matching unit. Or sell them separately. At our low prices you can mark them up generously and still feature these QUALITY lamps at prices that will create a satisfactory volume of sales and assure quick turnover.



No. 230 A. ARTISTIC 7 way FLOOR LAMP. Antiqued ivory finish with beautiful gold trim, or bronze with gold trim. Eight inch glass reflector bowl equipped with LARGE MOGUL SOCKET and 3 way switch. Will take standard 100, 200 or 300 watt bulb. Beautiful light-penetrating pleated parchment shade, cellophane wrapped. Complete with rubber cord and plug. Height 61".

No. 230 B. ARTISTIC BRIDGE LAMP. with 3" glass reflector bowl and pleated parchment shade to match the floor lamp. Choice of antiqued ivory or bronze finish with polished gold trim. Be sure to state finish desired. Height 37". Rubber cord and plug.

COSTS YOU ONLY

\$2.95 EACH

IN LOTS OF SIX OR MORE

Be sure to state style and finish desired.

ORDER TODAY! LAMPS LIKE THESE WILL NEVER COST YOU LESS!

ARTISTIC LAMP AND SHADE WORKS

Designers and Manufacturers of High Grade Lamps
1530 Armitage Avenue . . . CHICAGO, ILL.

NEW, AMAZING, AUTOMATIC

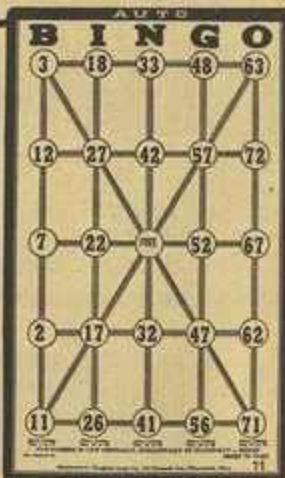
BINGO BOARD

• Truly sensational is this new BINGO Board. Requires no corn, glass, beans or loose markers. Highly recommended for indoors and out, wherever Bingo is played. Nothing to blow away . . . nothing to sweep up.

• Outlasts cheap Bingo cards for years. Front of board printed in numerous rich colors and varnished. Movable discs printed in 2 colors and varnished. Back is also varnished. Rounded corners and edges sprayed with Duco scolor make the card both sanitary and waterproof. Soiled boards can be easily cleaned and made to look like new simply by wiping them with a damp cloth.

• When number is called a slight touch of the finger raises red disc showing duplicate number. Makes checking easy. A slight downward shake of the card makes board available for the next game.

• Extremely attractive and durable. Board measures 10 1/2 by 6 1/2 and is 3/8 inch thick. It's the greatest advance in Bingo game supplies ever invented.



• Wholesalers, distributors, Bingo game operators, WRITE AT ONCE for complete information. Give complete description for catalog houses supplied. This new remarkable Bingo board invention is in tremendous demand. Get the facts now!

Manufactured by **HOUGHOM GAME COMPANY**
510 PLYMOUTH AVE., MINNEAPOLIS, MINN.

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 OUTST AND MOST LOVABLE DOLL. Zippier arrangement on back allows placing of room for pajamas or bathing suit, which fits 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. B4N199
Per Dozen \$18.50
Each 1.58

24 Inches Tall
NO. B4N198
Per Dozen \$24.00
Each 2.10

N. SHURE CO., ADAMS & WELLS STS., CHICAGO

HAVE YOU SEEN THE—

Nu-Way TRANSPARENT KNIFE
and JUICER

- Easy to Clean
- Stainless
- Sanitary
- Handles Won't Slip
- No Sharpening
- Durable

K-A Full Size
Knife with a new
beveled saw tooth edge
that easily cuts oranges,
lemons, grapefruit, vegetables,
cucumbers, etc. No serrated teeth—
Razor-sharp—Stainless—Resists soiling.
The best value plastic knife on the market
today. 3 Jewel Tone Colors. The Nu-Way Plastic
Juicer is crystal clear—strong and designed to get
all the juice from fruit and combined with our stainless steel
JUICER. BOTH ITEMS ARE ACID AND ALKALINE RESISTANT. SEND ONLY 25¢ FOR SAMPLES OF
both items. Wire for information and quantity prices—

★ BOOTH NO. 31—PREMIUM SHOW ★

NU-DELL MFG. CO., INC.
501 W. HURON ST. CHICAGO, ILL.

Class Items in Demand
As West Coast Trade Booms

Government defense dough and private spending stimulate business considerably—merchandise users report business up 20-40%—predict new records for season

LOS ANGELES, April 26.—News that President Roosevelt had signed a bill providing for the fifth supplemental defense appropriation, giving this section \$12,500,000 for port facilities and an ammunition depot, was well received among concessionaires and other merchandise users. All this activity means even more spending with concessionaires, who are already reporting a 20 to 40 per cent increase over the same eight-week period of last year. The trend in merchandise is to class items, it is reported. With a number of end-weeks, recent business, increased by pre-Easter admissions at piers, has been unusually good. Appearance of new merchandise items on stands also helped to promote gross sales. Operators of pitch-till-you-win games at Ocean Park, Santa Monica, Venice, Hermosa Beach, and Long Beach report an increasing demand for porcelain novelties such as Seaside, cowboy ash trays, and hearts-and-diamond bandolier lamps.

The workers are finding a big demand for the new cactus weave ties recently placed on the market. They are available in latest designs and colors. Because of the weave the ties give unusual service. The colors are fast. Firms handling ties in this section include Union Hosiery & Hosiery Company, owned and operated by J. C. Bippes. The firm carries a complete line designed for the workers.

At the Acme Novelty Company, managed by Ben Goldfarb, shell novelties are claiming much interest. Party favors, including balloons, shakers, and canes, are also getting a big play.

Along boardwalks guess-your-age and guess-your-State or guess-your-home-town to increase takes. Prizes used by them include canes and feathered dolls, hats, and souvenir paper weights. In some instances small sacks of dirt bearing a smiling, tan, and labeled "The Latest Dirt From Hollywood" are claiming interest among the visiting firemen. Since they can be addressed and mailed without additional wrapping, demand is increasing as the number of tourists grows. Another popular item is a small crate containing small pellets representing oranges and bearing the caption, "This Is the Crate of Oranges I Promised You From California." A small box showing an orange tree laden with fruit, with snow-covered mountains in the background, is also popular. It bears the legend, "A Winter Scene in Southern California."

View cards are seen in large numbers in boardwalk novelty stores. It is anticipated that the current season will bring a greater influx of tourists than ever before.

Class merchandise is being displayed in greater quantities by carnivals. Joyland Shows, managed by Hugh Bowen, with Mrs. Nellie Bowen as secretary-treasurer, reports business well over what it was for this period last year. The show is adding new spots to its regular routing.

Ball games are unusually popular this year, and takes have soared. According to Harold Entfield, concessionaire, demand is increasing for Chinese cats, fox terris, ship models, clocks, and citrus boxes.

Expansion of rural electrification projects in the State has boosted the calls for electrical appliances. In this line, electric clocks lead, followed by percolators, pressing irons, waffle irons, lamps, and toasters. The new lightweight iron that steams as it presses is popular with housewives playing hings. Broilers and grills are going

SMOKERS' SAFETY SMOKING KIT
FOR YOUR CAR MADE OF STAINLESS TENSITE
SMOKES ON STEERING POST

• CIGARETTES
• MATCHES
• ASH TRAY

Check Color:
RED
WHITE
BLACK
ANY COLOR WALNUT

SEND ONE DOLLAR

VON GUNTEN ENTERPRISES
999 COPLEY RD., ARKON, OHIO
Dept. X
DISTRIBUTORS WANTED

It's NEW!

BABY GRAND PIANO RADIO

ENTIRELY DIFFERENT

Authentic grand piano reproductions. Hand finished light wood cabinets. 80-80 radio with 5 full working tubes. Reorders coming in fast. Show these profits.

ORDER SAMPLE TODAY—\$16.95
(Special quantity discounts)

EVANS NOVELTY CO.
A Division of Precision Sales Co.
Dept. E-1, 800 W. Washington, 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 TRAYS
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
INDIANAPOLIS, IND.

Fine Diamonds at OUT-OF-PAWN Low Prices

Liquidation of unclaimed loan pledges and 300 cash buying power enable us to offer GENUINE DIAMONDS at remarkably low prices—far less than original cost.

1. Best Ladies Brilliant Blue White
Solitaire Diamond Ring, Modern
Diamond-Trimmed Setting \$49.50

2. Best Ladies Brilliant Blue White
Solitaire Diamond Ring, Modern
Diamond-Trimmed Setting \$9.00

3. Best Ladies Brilliant Blue White
Solitaire Diamond Ring, Modern
Diamond-Trimmed Setting \$9.00

Handmade, stone-washed, business in excellent condition. SHIPPED for FREE PRE-inspection and APPROVAL. Send for our FREE LIST of Additional Offerings of brilliant gems at unheard-of low prices.

Lloyd J. Butler, President,
PRUDENTIAL LOAN ASSOCIATION
(Trustworthy)
150-MB North Clark Street, Chicago.

BULOVA—ELGIN WALTHAM—HAMILTON

GUARANTEED LIKE NEW

SEND FOR 1941 CATALOG

BERMAN GREEN CO.
801 Sanson St., Philadelphia, Pa.

PREMIUM USERS' SENSATIONAL LOW PRICES Write for our new 1941 Catalog



610 B—STRATO-CLOCK \$365 each
Session Electric Movement



621 B—WINGS OF VICTORY \$485 each
Session Electric Movement



622 B—FISHING OUTFIT \$395 each



606 B—INGERSOLL "Nurist" \$165 each



626 B—ARVIN RADIO \$515 each
Radio (Ivory)



561 B—CROSLY 5-TUBE RADIO \$735 each



566 B—FLUORESCENT DESK LAMP \$355 each
(BULB SOCI)



624 B—CANDID CAMERA 70c each



528 B—WINDSOR NAUTICAL CLOCK \$240 each



505 B—INGERSOLL "Seneca" 79c each



601 B—1 GAL. "THERM-A-JUG" 77c each



547 B—"VICTOR" 8" FAN \$240 each

TERMS: 1/3 Deposit With Order, Balance C. O. D. BE SURE TO WRITE FOR NEW LARGE 1941 CATALOG—JUST OFF THE PRESS

NATIONAL PRODUCTS CO. DEPT. B, 29 W. COURT ST., CINCINNATI, OHIO

IN OUR OWN BUILDING WHERE WE OCCUPY OVER 50,000 SQ. FT. OF FLOOR SPACE

FRAMING A JOINT!
HERE'S WHAT YOU NEED

- 80481—Aluminum Milk Bottles, Each \$.35
 - 85101—Wood Pint Milk Bottles, Each .35
 - 80109—Three Dials, Gross 9.25
 - 81122—"Wink" Spooler Balls, Doz. 1.50
 - 81015—Rubber Covered Balls, Doz. .85
 - 80384—2 Inch Wood Balls, Per 100 .45
 - VARNISHED RACK RINGS
 - 80322—Kettle Rack Wagon, Per 100 \$2.10
 - 80410—Cane Rack Rings, Per 100 2.10
- Wholesale, Retail, Rings, Hooks, Bays, Cakes, Cork Gums, Adhesive Tapes, Etc.
Write for Prices on Items Not Listed.

LEVIN BROTHERS
TERRE HAUTE, INDIANA 25% Deposit Required With All C. O. D. Orders

★ RECONDITIONED and GUARANTEED **\$2.95** Up
ELGINS
Waltham, Hamilton, Etc.
Also Lutton, New Haven, etc. (Write for Free Catalog)
Mid-West Watch Corp.
5 South Washburn Ave., CHICAGO

NEW FUNNY JOKES
LIVE DETECTORS, each set, \$3.50
Bitter Chocolates \$1.50
FOR A DRAFTS, new set \$3.50
Squirrels & Mice \$1.25
Kiss Good (metal) \$1.25
Six games (Luster) \$1.50
Black Eye Joke, new type \$1.50
MAGNOLIA MOV. CORP., 128 Park Row, N. Y.

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.

strong, but the demand is spotted. Other items being awarded include toilet sets, fitted bags, cutlery, glasses, neckties, kitchen scales, knife and fork sets, mirrors, thermos jugs, refrigerator curtain sets, kitchen utensils, cigarette cases and lighters, and sandwich trays.

Because Californians are great vacationists, spending many week-ends at the beach or in the mountains, portable radios are clicking at the game concession operated by Eddie Harris. Cocktail sets are popular, and lamps, waffle irons, blankets, fitted bags, and clocks are also awarded at the bubbling ball game.

Candy is the big number with Leon Whitney at his shooting gallery. Royal and Ruby Freeman are giving away large quantities of Chinese cats, Popovers, and Charlie McCarthys at their balloon-dart game. At the hot games, games are clicking solidly. Cal Enfield, Frank Gillis, and Jack Shelton, The Billboard agent, say dice, mah trays, pillows, blankets, and Chinese cats are the drawing items at the Enfield bottle game.

Pitchmen still find flying birds and balloons their leaders. John Parsons is featuring Mexican hats, penknives, and parasols at his stand.

Since the defense program is right in their backyard here on the West Coast, and because people are air-minded, winged jewelry is going strong with Chester Prusick, jewelry worker. He is also featuring wood cut-out names. Other numbers bringing in good revenue include rings, Social Security plates, Scotty dog pins, and crosses.

O. D. Harris has the photo gallery and is doing a big business. He has a layout of soldiers' pictures to belly his spot,

'41 WINNERS

a few of the hundreds of items from our General Catalog . . . state got your free copy . . . state line of business.



No. 6754 Table Lamp
Dox. (no less sold) \$5.40



No. 6611 Bomber Lamp
Each \$3.25



No. 6516 Vanity-Lite
Each \$0.85

CONTINENTAL PREMIUM MART
822 N. Third St., Milwaukee, Wis.

NOW IN OUR NEW HEADQUARTERS
3333 LINDELL BLVD.

"At the Triangle"—Main Cross Roads of St. Louis
WHERE OLIVE, LINDELL AND LOCUST STREETS CROSS
GREATLY ENLARGED SPACE—IMPROVED MODERN FACILITIES. Quicker and More Efficient Handling of Your Rush Demands, FEATURING THE NEWEST IN NOVELTIES—PREMIUMS—CONCESSION GOODS. We Appreciate and Solicit a Continuance of Your Valued Patronage.

ACME **PREMIUM SUPPLY CORP.**
3333 LINDELL BLVD. ST. LOUIS, MO.

Fluorescent Sweeps Nation

HOTTEST SPECIALTY OF A GENERATION — AS EASY TO INSTALL AS CHANGING A BULB!

Plugs in any socket. Fits 4" or 6" ceiling ring.



THIS MODEL WITH LAMPS In lots of \$4.75 12 or more, only \$4

Get your own list. Other two lamp fixtures sell at \$12.20 up to \$17.50 retail.

SPECTACULAR PREMIUM! A SENSATION AT FAIRS AND CARNIVALS! BIG HOUSEHOLD SALES!

Tremendous production—unprecedented manufacturing discovery—now makes possible all-time low prices on two-lamp fixtures—WITH LAMPS. Other fixtures in some brackets now make fluorescent one of the hottest sellers ever offered for home use. Also complete line for stores, offices, factories.

The Sensational BULLET Light of a Hundred Uses

DON'T overlook Fluorescent. It's the biggest thing that's hit the country in twenty years. It's spreading like a prairie fire in a high wind. Sales jumped from one to eight million, 1936-1941, according to the million. But we get best prices on quality fixtures, line of such a manufacturer direct and get advantage of retailing, all-time low cost in fixtures superiority designed for household use. A fortune for the man who can see the monthly check.



Retail \$5.95 Price in lots of 12 or more WITH LAMP, only \$3.55

A piece of a screw in, OR to hang on any wall on screw or picture hook and plugged in—any socket. Same as model shown in like bulb to any standard socket. A DEWARD form for both, come, light, electric, and stores, see and telephone numbers, listbook, and in stores and offices, too. A spectacular premium for households.

RUSH YOUR NAME

Every minute counts. If you can see a spectacular premium from your name, rush, and let us know immediately—quantity needed. If you can see in a picture or illustration, send name, street, zip and ask for complete distributor—agent, set-up. This is the fastest thing you'll see in years. If you're going to get the premium.

NORTH AMERICAN MANUFACTURING CO. 433 East Erie St., Dept. 85, Chicago, Illinois

FIVE BIG SPECIALS FOR HOMES

- The two fixtures shown in this ad are in home form. Three others include:
 - A 2-20 model with lamp, 6.0 x 1 1/2 x 1 1/2 ready to hang and install on AC \$5.00.
 - A 1-20 model with lamp at \$3.75.
 - A 1-15 model with lamp at \$3.25.
 - A 1-10 model with lamp at \$2.75.
 - A 1-5 model with lamp at \$2.25.

NAME _____
 ADDRESS _____
 CITY _____ STATE _____

Small Radios in Merchandising

Whatever developments or changes may take place in the manufacture of radio sets, there will always be a big market for the small sets. There is a big market in selling the small sets direct to the individual or the home, and there is a big market for the use of small radios in merchandising programs. Statistics for the last two years show that both markets are growing at a rapid pace.

There is no conflict between the selling of small radio sets and the more expensive sets, even in retail stores. The use of small sets will always be an aid to selling more merchandise, whether it be chewing gum, expensive radio sets, or automobiles. There are several points about small radio sets that make them of universal and permanent appeal. It is well to keep these factors in mind in any plans for selling merchandise.

Trade estimates, based on government reports and other facts, indicate that more than 20,000,000 homes have radios and it is also suggested that more than 11,000,000 homes have more than one set. It is not only possible to sell two sets for practically every home, but there should be no need to talk of saturation until a set has been sold for practically every room.

part of our daily living the stronger will be the trend for each person to have his program preferences. Also, which means that each member of the family needs an individual radio to hear his favorite program at the time he wants to hear it. Which means, not simply two sets for the average family, but a small set for each individual in the home in addition to the larger family set.

The various merchandising plans that have been tried with small sets show clearly that the small radios have a universal appeal. The price appeal is expected, of course, to reach the great mass market. But rich and poor, high and low, educated and uneducated, all find a strong desire to own a small individual radio. The use of the small sets as prizes in sales contests show that salesmen who make thousands of dollars a year will work hard to win a small set. There is a place in every life for a small radio set.

Building on Appeals

These appeals are old stuff and yet it is by keeping such basic ideas in mind that new fires and new enthusiasms can be kindled into new merchandising programs. The sales or promotion manager who is planning a new drive can be assured that almost any use he makes of small radio sets in his campaign will get results.

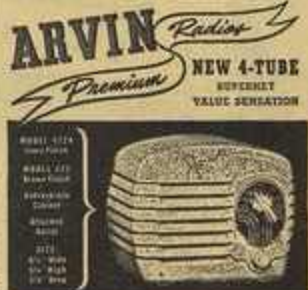
World conditions change fast, new ideas and inventions pile upon each other and the people themselves get into the swing. Small radio sets, quickly improved in design and also adapting all improvements in reception, fit into the picture of the modern world as something personal and indispensable. The merchandiser who lets this spirit take hold upon him can get purely appeal into all his campaigns. No matter what changes take place, the small set fits into the program in some way.

The very fact that the trade has recently begun to speak of "personal" radio sets indicates the depth of appeal that can be put into a small instrument and that these small articles can be used to give personal appeal to sales plans and drives.

Just as the small sets are adaptable in construction and design, so are they adaptable to practically all types of promotions and merchandising needs. They have a power which ranges all the way from attracting attention to advertising or displays to provoking the prospective customer to act.

Merchandising Examples

There are many examples now current which illustrate the wide usage to which a small set can be put. The ingenuity of sales, advertising, and promotion men will develop many variations and angles for the extended use of sets from month to month. They cannot go wrong on



Arvin's radio... The ultimate ideal for the American home or apartment is to have music available in every room, and the small radio set will do more than any other item to make such an ideal possible.

MANUFACTURERS GET double value by boosting distributor sales of their products.

The ultimate ideal for the American home or apartment is to have music available in every room, and the small radio set will do more than any other item to make such an ideal possible.

Whatever upsets may occur in world conditions, there is a pride in individual ownership which the small set can be made to satisfy. The expensive radio may appeal to family pride, but the small set makes it possible for each member of the family to have an individual radio. The price range and the convenience of the small sets make it possible for both young and old to really own an individual radio. This deep desire to own a radio has been evident in the rapid sales of the small sets and this demand will continue for the desire to own it as deep as human nature itself.

Consumers Learn

Another deep current that insures the permanence of the consumer demand for small sets is that many people have noted how rapidly new inventions and improvements are made in radio. They know that radio engineers are always busy on new ideas and that the most economical way to have the very latest in radio sets is by the frequent purchase of small sets. The average American wants the very latest in everything and this desire is especially keen when it comes to radio sets. The mass market looks to the rapid succession of improved small sets as typical of modern progress. Whether they get them as premiums, as contest prizes, as special awards, in merchandise deals, or by outright purchase, the masses of the people grow more keenly interested in new and small sets all the time.

The longer radio broadcasts are a

LOOK!

New!
P. D. Q. AUTOMATIC PHOTO MACHINE
Today's Big Money Maker

Takes and Finishes Black and White, or Sepsia Photographs IN ONE MINUTE.

Complete outfit costs about \$60. That's all you require to start this Big Money Business.

Joe May, Ark., writes: "CROSSED \$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 TIRE EYES. Easy to operate. Simple instructions teach you how quickly. Facilitating 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. BBS, Chicago, Ill.

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.

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.

ARMY CAMP MDSE.

U. S. ARMY HANDBOOK	
GAMES, DIVERSED	
MOTHER, SWEETHEART, WIFE, SISTER	Individually \$2.00
ARMY MILITARY SEWING KIT	33.00
ARMY INSIGNIA FOUNTAIN PEN & PENCIL COMB.	80
ARMY TRAVELING KIT, 10.00	1.80
ARMY TRAVELING KIT, 15.00	.65
ARMY TRAVELING KIT, 20.00	1.00
ARMY TRAVELING KIT, 25.00	1.25
ARMY NAVY or MARINE LAPEL PINS, Gold	2.25
ARMY NAVY or MARINE LAPEL PINS, Silver	.60
ARMY NAVY or MARINE LAPEL PINS, Brass	1.50
ARMY NAVY or MARINE LAPEL PINS, Nickel	1.75
ARMY NAVY or MARINE LAPEL PINS, Gold	1.50

BENGOR PRODUCTS CO.

676 BROADWAY, NEW YORK, N. Y.

ELGIN, WALTHAM, BULOVA

Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG.

LOUIS PERLOFF
 729 Walnut St., Philadelphia, Pa.

appeal. It is a matter of keeping faith in the potent uses that can be made of small radios and of keeping up a stream of variations in the advertising and promotion campaigns.

The uses of small radio sets in modern merchandising is typical of the progressive spirit that prevails in all merchandising of specialties. In calling attention to the factors which inspire the manufacturers and sellers of small radios is in reality describing the high caliber of all promotions of specialties today. The featuring of the favorable factors back of one article helps to stimulate new ideas in the use of many other specialties.

One of the important trends in pushing small sets at present is a move by the manufacturers themselves to support distributors by regular advertising. Distributing firms have been active in pushing radio sets for premiums, prizes, sales leaders, and for many other uses, but many of them have felt that manufacturers do not show a strong enough faith in the merchandising value of the sets and the many uses to which they can be put.

Distributors are often compelled to specialize even in the promotion of specialty merchandise. They may have to confine themselves to the limits of a definite territory, or appeal to a very special type of customer. But to whatever market the distributor may direct his appeal, his advertising and promotion is usually strengthened if the manufacturer gives general or institutional support to the radio set or other product.

Double Promotion

It may seem idealistic to say that manufacturer and distributor should cooperate to the extent of carrying on a double-headed campaign. The distributor will naturally be more selective in his markets and in the type of business he goes after.

The manufacturer can support the specialized markets of his distributors by going into the same markets with broader and more general appeals. The basic or institutional approaches of the manufacturer will not only increase the sales of the particular distributor but it will also boost the general selling power of the manufacturer's products. With the manufacturer and the distributor driving toward the same objective with small radios and other specialties, it is possible to double or treble sales results with a minimum outlay in promotion. In other words, all money spent in pushing the sales will pay double value when both parties are pushing the same merchandise at the same time.

factors on the number of radio sets manufactured, and the proportion of small sets in the grand total, shows at once what an immense demand there is for the small receivers. In round num-

Admiral 3-WAY BANTAM Special Radio
 Special Radio
 PLAYS ON BATTERIES AND AC
 DOES BIG SET WORKS MANY WAYS
 IT'S HOT!
 A "WOW" FOR SALES ACTION **\$12.95**

NATIONALLY ADVERTISED
 DISTRIBUTORS are good boosters of trade-marked merchandise.

bers it is indicated that the sales of all sets has increased by about 3,000,000 each year for some years. The high percentage of small sets in this annual increase in itself guarantees a future market. Judging from all the current trends, small radio sets have every prospect of leading the merchandising parade for several years. Perhaps it is better to say that small radio receivers, due to the universal appeal, will rank among the best specialties for putting punch into advertising, sales contests, merchandising drives, prize contests and specialty promotions of all kinds. keen merchandisers can put their trust in the small sets for a multitude of uses.

Bingo Business Promotion Needed

NEW YORK, April 26—Stronger merchandise values, a new promotional approach, and better planned parties are needed to make 1941 an outstanding year, according to representative bingo operators. It is well known that many operators do not give the time and thought to working out novel methods for stimulating public interest in games. Only a handful of the really big operators give the bingo promotion the attention it requires.

The little fellow, if he is to succeed, must follow the lead of the big operators and work out methods to fit the situation in his own locality. Indifference and lack of concentration on promotional effort means continuous drop in attendance and loss in profits.

The Billboard will endeavor to report from time to time on new wrinkles that have proved business builders for bingo operators. For example, while it is admitted that last year's business was satisfactory, it might have been much better had merchandise been varied and had interest in better merchandise been foreseen. Flagging interest in some sections decreased attendance thru inability of operators to work out new twists to the game.

There is unanimity of opinion among operators as to what should be done in making a bingo event a success. Above all, the players must be assured worthwhile prizes and have a reason for wanting to come back to the game. Variations on the usual methods of play will set like a shot in the arm in rekindling waning interest.

Some players will not return if choice of prizes is limited or if the merchandise is ordinary run-of-the-mill. More cooperation on the part of operators in providing outstanding items would be appreciated by the players. So would early start of program and prompt attention to any complaints.

Bingo is well established as a form of public entertainment. It has gained a place in the American way of living, and, if it is to continue to grow, new ideas must be injected into operating methods. Following a dull routine or offering only a slight refresh of usual procedure, will only react to the ultimate loss of operators.

Tomorrow May Be Too Late!
DON'T DELAY! ACT NOW!
GET MORE PLAY—MAKE MORE PROFIT!
 World Famous--Nationally Advertised--Precision Built
8 mm. Univex Movie Cameras

LIMITED NUMBER **\$4** NET
 WHILE THEY LAST F.O.B. CHICAGO
 25% cash with order. Rated Films, net 10 days.
 A Sizzling Offer For Operators. First time any wanted item with such terrific appeal has ever been offered at such an amazing low price!



SEND \$4.50 FOR PREPAID SAMPLE TODAY
 Outclasses other premiums because it's NATIONALLY KNOWN by name and for its wonderful results! A sure-fire premium! True View Univex makes professional quality 8 mm. movies. F 5.6 lens. Optical view finder. Jiffy loading. Exactly the same model as sold in leading department stores.
 Don't wait! Order today!
TRADERS COMPANY
 Merchandise Mart Chicago, Ill.

Yes... Something ENTIRELY DIFFERENT in Radios!
the NEW BABY GRAND PIANO RADIO
 Get there First!
 ORDER SAMPLE TODAY \$18.95

NEW MARKETS are secured when distributors sell specialties as a private brand.
 Although there will be uncertainties and changes in many lines of industry, present conditions and the increased flow of money will quicken the public interest in small radio sets. People want radio receivers how more than ever to get news, or else to get music or other type of program that will take them as far away as possible from discouraging news. The appearance of new materials and new ideas in design make it possible to increase the appeal of the small sets and keep alive a constant interest in what is new in the small radio field.
 The appearance of the personal or camera-type of radio sets shows clearly that the useful ideas in the small set field have not yet been exhausted by any means.
 A glance at the 1939 Census of Manu-

HOUSE-BROKE PETE
 The Nation's latest novelty sensation! Pete's performance gives everyone a laugh. Although his aim is bad and he completely misses the tin hydrant, Pete sends a fine stream that neatly extinguishes smoldering cigarettes. No. 81289 sets for 49c. Sold to dealers for \$3.75 per dozen. Jobbers' price per dozen, \$2.99. ONE DOZEN FREE WITH EACH ORDER OF 3 DOZEN. Ship. wt. per dozen, 6 lbs.
 Write for new catalog. State your business. We do not sell retail. Prices less 2% cash. 25% deposit on all C. O. D. orders.
JOSEPH HAGN CO.
 Wholesale Distributors Since 1917
 217-223 W. MADISON ST., CHICAGO

ATTENTION--NOVELTY MEN--ATTENTION
SENSATIONAL LOW PRICES
 Orders Shipped Same Day
 FLYING BIRDS—Inside Whistle..... Gross \$4.75
 Balloons, Circus Banners..... \$7.00
 7" Fan Whistles..... 2.00
 7" Fan Whistles..... 4.00
 7" Fan Whistles..... 6.00
 Great Size May Wind Dolls..... 21.00
 Miniature Ride in Cowboy Hat..... 1.20
 Mexican Cattle Mata with Tassels..... 15.00
 Nails, Box..... 1.50
 Ladies' Sweater Game..... Gross \$4.75
 China Head Sweater Game..... 6.00
 Christmas Popcorn Game..... 7.50
 Bamboo Drink Handle Game..... 4.75
 Ornished or Girl's Whistle Whips..... 7.50
 Lamp For Tails..... 9.00
 Whip Socklet Mitt Battle..... 1.20
NO ORDERS SHIPPED WITHOUT ONE THIRD DEPOSIT. BALANCE C. O. D.
NO CATALOGS—ORDER FROM ABOVE PRICE LIST—NO CATALOGS
MILTON D. MYER CO.
 332 Third Ave. The Under Selling Supply House Pittsburgh, Pa.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

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.

Movie Camera

Traders Company is offering operators and premium users the nationally advertised, Univox True View Model 8mm. movie camera, said to be the only precision-built movie camera in its price field. It is equipped with 3.6 lens, optical view finder, and other features usually found only in higher-priced merchandise. Camera is guaranteed by the manufacturer and also carries a film insurance policy. Traders Company reports it is being offered for a limited time.

Window Catch

A new item that should be of interest to agents, house-to-house workers, and demonstrators is a safety window catch which eliminates the use of sticks, etc., in holding windows up. Churches, schools, offices, tourist cabins, hotels, hospitals, and homes are prospective customers for the item. Sturdily built, it is stamped from high-grade steel and is nickel-plated so heavily that it resembles chromium plating. Springs are triple wound and guaranteed for life. Higher tips are specially molded. Product of Guaranteed Products Company.



which acts as a valve ball in breaking up gas bubbles. The device controls the flow of the beer and reduces escaping to a minimum. A greater number of glasses of beer per barrel is produced with the device, it is claimed. Normally priced, the item is a proven seller, appealing to bar owners.

Drum Lamp

Fitting into the trend toward patriotic items is the new line of "drum" items. Outstanding is the drum lamp. It is 10 inches high and is finished in polished brass with red plastic, or polished chromium with white plastic. It uses 40 or 60-watt bulbs and has a variety of uses. Merchandise users are reporting big demand for it. Other items in the drum line include a bank, cigarette server, and ash tray. Products of Chase Brass & Copper Company.

New Lens

A new absorptive lens which reduces glare in glasses and meets specifications of the U. S. Army Air Corps for ultra-violet and infra-red absorption was recently announced. It provides increased protection and eye comfort. Lenses are made without power and are intended for sun-glass use exclusively. They are medium-priced and do not distort color values. Samples are of good quality. Product of American Optical Company.

Magic Pocketbook

The magic pocketbook is a novel item recently introduced by the Davol Manufacturing Company. It is a billfold with a little mystery angle. The trick idea is based on the old Jacob's ladder principle. Bills are inserted on one leaf of the folder and allowed. When released the money transfers to the other side. Aside from the novelty angle, the billfold is practical and well made. They come in an assortment of colors and are available for men and women.

Souvenirs

Mills Sales Company announces a special folder listing over 300 items offered to those working military and naval stations. Items are mostly of the souvenir type that servicemen can send home to their families and friends. Folder will be furnished to anyone interested in this type of merchandise.

Greeting Cards

Different from the ordinary run of greeting cards is the new line issued by the Marry Manufacturing Company. It is said to be colorful, original, and one of the funniest collections produced.

Foam Controller

A new valve ball foam control device assures a uniform collar on every glass of draft beer, reports the Gordon Manufacturing Company. Uniformity is achieved thru a rust-proof double-wire mesh ball containing a clay marble

Visitors to N. Y. Spend \$20,000,000 Yearly

NEW YORK, April 28.—In addition to the millions of residents here, it should be noted that tourist-visitors offer an additional source of revenue to concessionaires and novelty and souvenir workers. A survey by the New York Convention and Visitors' Bureau showed that approximately 500,000 visitors arrive in New York annually.

These visitors, according to C. N. Nichols, the bureau's executive director, include only those who visit the city for pleasure. Nichols' figures reveal that average spending of a person is \$39, of which 16 per cent is for entertainment, 21 per cent for purchases, and 47 per cent for living.

This class of visitor comes in groups of an average two and one-half and passes three days in the city. They bring \$20,000,000 worth of business to the city each year.

Demand Grows for Housewares Items

NEW YORK, April 28.—Housewares are productive staple items for bingo operators, house-to-house canvassers, and other merchandise users. Demand for products is not essential and the easy-to-use utility of housewares appeals to housewives. Products now on the market include beauty and usefulness, a combination no woman can resist.

In addition to the old familiar standbys, such as toasters, electric clocks, waffle irons, and pressing irons, the demand for practical gadgets for the home is constant. For example, glass knives have met with favor. One firm puts out a rubber clothesline for people who live in small quarters. The line stretches to 8 feet and will support 15 pounds. Soiling angle is that even the daintiest of fabrics will not be damaged when hung up to dry.

Statistical figures covering housewares sales for March show an increase of 22 per cent over the corresponding month last year. Gains have been helped along by improvement in electromotive cast iron, and earthenware goods. The Gerson program may limit production of aluminum products, but demonstrators will find a wide variety of housewares still available.

Several new electrical appliances have met with satisfactory demand. One, an electric broiler that also toasts and fries, works on AC or DC current. A combination skillet and griddle, described as a Skiddle, is useful in frying a variety of foods. Made of heavy gauge steel, chrome finished, its flat design facilitates cleaning.

Demonstrators have reported consistent success with garnishing sets, safety grater, rotary mincers, and spiral slicers. Combos are in vogue. A combination vegetable peeler, shredder, and slicer favored by pitchers has a natural grip handle. The item works faster, is easier to hold, while a twisting blade is adapted to all types of vegetable surfaces.

Hot irons may be kept out of reach of inquisitive children by a cadmium-plated wall device for hanging the iron until it is needed. Housewives are also interested in cutlery, knife and fork sets, sandwich trays, and kitchen utensils. A good demonstrator item is a butcher knife and cleaver set. The knife has an eight-inch blade and the cleaver is household size.

Merchandise users featuring items for the home can't make a mistake, for the need for housewares is ever present. The government housing program is expected to materially increase the demand, particularly in sections where new projects are under way. The modern housewife, moving into a new home, is certain to discard old equipment in favor of newer and time-saving devices.

Quiz Salesboards Held Legal in Ohio

COLUMBUS, O., April 28.—A salesboard known as "Quiz-Ser-Ser" based on the question and answer game, was held legal by Judge Joseph M. Clifford in Common Pleas Court here April 19.

This decision overruled that of the Municipal Court, which held the device illegal. According to the briefs filed in the case, the board contains a number

BINGO BUSINESS

By JOHN CARY

A TOTAL of 222 bingo parties were held in Cincinnati in March, with an attendance of 249,971 persons and gross receipts of \$265,599. The attendance figures are not as large as in January or last October. However, it is said that more parties were held during March than during any month since council first required sponsors to report on parties.

THE JANUARY term of the grand jury of Union County, New Jersey, recommended that gambling laws of New Jersey be changed to permit "legitimate charitable, civic and religious organizations to conduct bingo and card parties," now prohibited. A resolution was sent to Governor Charles Edison, the State Legislature, and Justice Clarence E. Case of the State Supreme Court. Favorable action is expected soon.

THE LAW in Neisner, Miss., doesn't mind operators running games now, although they frowned on bingo games several months ago. Newest bingo location is in a Main Street room. Business is good now, for soldiers from near-by communities are bingo fans. The troops arrive in corps every week-end in a spending mood and bingo operators get more than their share of the money.

A local night club is still operating bingo games Wednesday and Sunday nights. Crowds average from 300 to 200 nightly, with discarded merchandise prizes offered. Games is operated by Jack Kaiser and Johnny Banguinetti for owners Bill and Frank Eist.

PARTICULARLY important for bingo operators in small towns and rural areas is the fact that sales of general merchandise is increasing. According to a report issued by the Commerce Department, March sales topped the same 1940 month by 9 per cent. Indications are that this summer will see new records made.

Wise operators can capitalize on increased demand for general merchandise by offering better items. West Coast operators noticed the demand for class items and were quick to feature blankets, portable radios, fitted bags, and high-grade electric specialties. Results, as reported in a story elsewhere on this page, were exceptional and interest was stimulated. Anticipating and meeting public demand is a prime essential for the alert operator.

BINGO TAKES its place for the first time among the nightly diversions offered guests at the classy beachfront hotel in Atlantic City. With the second night of Easter Sunday, bingos are being held that nightly bingo parties will be staged for the guests.

ANNUAL CARD parties in Reading, Pa., run by various civic, charitable, and fraternal organizations, will incorporate bingo in their programs. The news was hailed by local bingo operators for the city has been noted for the large number of card parties held annually at this time of the year. Some of the biggest organizations scheduling bingo parties include the Ladies' Auxiliary of the Keystone Band and the Amity Township Playground Association. In addition to the private parties, there are almost 50 regular bingo parties in operation in this eastern corner of the State.

IDENTICAL BILLS to legalize bingo are pending in both houses of the Michigan Legislature. The measure provides specifically that any raffish shall not be construed as gambling or in violation of State laws if sponsored by church, veterans' or fraternal groups for their own benefit.

of sealed questions. The participant selects any question; and if he answers it within a specified time is entitled to receive an award.

Judge ruled out another board, however, which contained "the chance for larger awards."



Pop Baker, game manufacturer, reports the new deluxe Baker Bingo Blower one of the most popular items he has ever had in his catalog. With a flood of orders coming in from readers in response to recent advertising in The Billboard.

Oak Rubber Company's latest balloon catalog is one of the most attractive volumes ever published by the firm. It is printed in colors on glossy stock and illustrates a wide variety of items. Among articles pictured are patriotic and ornamental balloons, Superman line, numerous Walt Disney characters in ordinary balloon and tow-up types, a bomber, striped and scenic prints made by the By-Old process, Pudgy Pig novelty airship assortment, novelty heads, gold and silver balloons, circus prints, streamers, de luxe, and party assortments; sports balloons, decorative prints, display box outfits, children of many lands in tow-up form, a penny line, holiday and lodge prints, squawkers, a line for gas inflation; giant, packaged, and advertising balloons; inflated toys, and squeeze-me dolls.

AMERICA'S GREATEST BOXED SUMMER CANDY VALUES—FROM 1¢ up

For Corn Games? Stock Wholes! Ball Games? Guess Your Weight and Age! Shooting Galleries?

Remailer Packed, Cellophane Wrapped, Conform With Pure Food & Drug Act.

Write for FREE Illustrated Circular!

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EVERYTHING Wagon Jobs.

House Concessions, Premium & Sales-Back Operators, **BIG PROFITS.**
 Dress Hats, **GOOGLES**, Lipsticks, Buttons, Corsets, Bands, Brides' Accessories, **METAL FLAG LABEL BUTTONS**, 100 for 50c. Free Catalog, **WRITE**.

SPRING SPECIALS!
 Men's Suits, White Shoes, Polish, Fly Swatters, Soap/Powders, Wristers, Cleaners, Etc.

KNIFE & PEN DEALS
 Nudes, Patriotic, Midget, Hunting, Jackmaster, 12 to Deal with 1c. 35c Card, Per Deal \$1.80
FLAME-KIT-PEN/DEAL—12 With Push Caps—Take 1c 34—Your Own \$2.
Include Dep. and Postage.

CHAMPION SPECIALTY CO. 314-F Central St., Kansas City, Mo.



BOWLING PINS! ... SKATE PINS!
 NOW—It's the season for promoting bowling pins and skating pins. Six new styles—shown above—complete the show in our Catalog No. 23. Write for it today. Start your business.

HARRY PAKULA & CO.
 5 No. Wabash Ave., Chicago, Ill.

America's Latest Craze
YOUR NAME
 in Raised Coral Colored Letters on a Genuine Tropical **SEA-SHELL BROOCH**
 Takes 1/2 Minute to Assemble
 Flash—color—pop—never appeal. Fastest selling novelty in years. Cost 4 in 6, selling retail 25¢ at Fairs, Conventions, Home-coming, Birthdays, Parties, Shows and Department Stores. Price list: 100,000 pieces, \$1.50 a gross, \$1.00 a dozen. Printed Brooch, 100,000 pieces, \$1.00 a gross, \$1.00 a dozen. Letters, 200,000 pieces, \$1.50 a gross, \$1.00 a dozen. 100,000 pieces, \$1.00 a gross, \$1.00 a dozen. Here's a Killer. Selling Like Wildfire.
Your Name on a Sea Shell Vase
 Sold with Thousands of Other Novelty Items. Profit 100% with this item. Sample size \$2.00, \$1.20 a gross, \$1.00 a dozen.
J. A. WYTHE & SON
 6307 N. E. 2nd Ave., Miami, Florida
 10000 Broadway, Long Beach, Calif. 30000
 Price list free.

SELL ACE BLADES
 Millions Sold
 Ace blades are sold in bulk quantities. Each blade made in all in combined aluminum. Not very much. Price 10¢ per 100. Profit 50% on each trade. No inventory. Low prices for free blade, factory prices.
ACE BLADE CO.
 55 E. Erie St., Dept. 317, Buffalo, N. Y.

WALTHAM
 New Push-Button Pen—Lever Pen—Combinations.
 The new Waltham 21-point package gets you the real money. Write for price list to 41 E. Wabash Ave., Chicago, Ill.
STARR PEN CO.
 820 W. Adams St., Dept. C, Chicago, Ill.

HURRICANE WINDPROOF LIGHTERS are New, Modern and Smart. They will stand smoking conditions and contain smoking convenience. The first hot light to be used within the reach of every smoker. Small, handy, Light Weight—Hurry! Hurry! Hurry!—No local operation. Lighters packed in individual boxes and are shown in display case.
 Sample 50¢; Dozen \$2.00.
NEW METHOD MFG. CO.
 Box 8-58, Bradford, Pa.

Make 80c Profit—\$1.00 Sales
 The profitable products. Make them yourself. Material supplied with labels. For Auto, Metal, Gas, Lubricator. Your name on labels. FREE OFFER. Write for **DELVERE PRODUCTS CO.**, Dept. 10, Dayton, Ohio.

MEDICINE MEN
 Write today for the new wholesale catalog of Tandy, Oil, Balm, Soap, Tablets, Herbs, etc. Low prices—fast service. (Product Liability Insurance Covered).
GENERAL PRODUCTS LABORATORIES
 Manufacturing Pharmacists
 137 E. Spring St., Orem, Utah

FELT RUGS
 Lowest Prices. Samples \$1.00. Pattern Provided.
EASTERN MILLS, EVERETT, MASS.

PAPER MEN
 Come to Texas for real money. National publications will use all summer. Millions being spent in Texas. Write
E. MUFF, 5416 Phoenix, Dallas, Texas

The PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**
 (Cincinnati Office)

FRANK H. DANIELS... pipes from Hanover, Wis.: "A year ago I was taken ill and I spent most of last summer in General Hospital, Madison, Wis., where I underwent three major operations. I returned home last fall and have been trying to get in shape to return to the road. There were several trouper acts at the Madison hospital and we always shared 'The Billboard'."

FITCHMEN are the dyed-in-the-wool optimists. They continually look to the future.

DOC G. H. PATTERSON... tells from Johnson City, Tenn., that he will open a platform show soon with Doc W. V. Kover. He says business has been good in the indoor spots they have worked together recently.

JACK SCHARDING... tips from Anderson, Ind., that the courthouse lawn there is closed to pitchmen. Signs are placed on the cannons at each corner of the lawn, reading, "No pitchmen or vendors allowed." Jack says he learned that the town is closed because of pitchmen fighting among themselves.

ARE YOU boys and girls on your feet? The entire season's under way, you know.

FRED W. HUDSPETH... writes from Cleveland in behalf of Eddie Murray, who was recently sentenced to three years in a federal penitentiary on a charge of using the mails to defraud. Hudspeth says Murray has a chance for a parole in eight months if \$300 is raised, and he says Mr. Levy of the La Bear Company, will put up half of that amount. Those who have contributed are "Red" McCool, Fred Shaffer, Harry Bernstein, Ray Kummer, "Speedy" Ross, Earl David, Jack David, Al McManan, Don P. F. White, Doc Ferrister, Jack Andrews, Tim Sullivan, Phil Kraft, Bill Gordon, and Fred Hudspeth.

LET'S HAVE MORE lists of those who are working special events this season.

JACK ROBERTS... arrived in Milan, Tenn., April 23 for a week. Nashville, Tenn., is open on your O. M., he says. He recently met Stanley McInert, there, who he says was doing well with a new razor blade layout. McInert told Roberts that he was definitely thru with stores and intended to work only virgin spots. Roberts also saw Al Tracey, jamming hopes, and Joe Clark with corn medicines. Both seemed to be

in the money. Roberts is looking forward to a big season with his paper deal.

EVEN IF the breaks are tough a smile will go much farther than a frown.

STANLEY MALDRETT... writes from Birmingham, Ala.: "Who popped in on me here but Walter Britton of procer fame. He is now a prison guard with the Alabama State Prison."

EDDIE REED... reports from Chicago that he is working ink sticks and doing cash. Pitchdom is well represented in the Windy City and most of the boys seem to be doing fairly well, he says. Reed is leaving soon for a hop thru the Western country. He is sorry to learn that Eddie Pine is in a hospital in Tennessee.

TED TRAVIS... writes from Birmingham, Ala.: "Congratulations to Texas I met Mr. and Mrs. Ralph Pierce, Mr. and Mrs. Clarence Pierce, and Mr. and Mrs. Moses E. Sparks and son Jimmie. In Birmingham I met Bill Burton working radio tape, also Bill Banard. Stanley Maldrett is getting the long green in Green's store there. In Jackson, Tenn., recently I met W. A. Doc Miller and Willard Griffin, the latter of weeks. He and his wife work closely together. He has no need way of working. He just works, and as long as he can drive a '41 Cadillac and a Covered Wagon trailer he is not doing bad. He is an example of what work will do. I met George Earle in St. Louis recently. Would like to see pipes from Paul and Ethel Miller, Freddie Kraves, Al (Pop) Adams, Don Pedigan, Doris Randall, Jack Hietch, and Justine Hendricks."

Pitchdom Five Years Ago

Chic Denton was still taking the baths at Mineral Wells, Tex. He saw on the lot there at a Monday trade day Doc King, Red Newman, and Charles Cohen. ... D. J. (Dutch) Varga and wife were in Cincinnati, working shops. They visited The Billboard while there. ... Eddie Nicholson had been working paper in the coal fields of Kentucky and West Virginia for six weeks. He found plenty of folks on Saturdays in Williamson, W. Va. ... Harry Woodruff was in Des Moines, Ia., selling pens, and was heading west. ... Ole Monk was in Halstead, Kan. ... Art Cox had been in

Events for Two Weeks

- April 28-May 2
- CALIF.**—Lodi, Leelan Pkino 3-4, Oakland, Oregon Show, 30-May 4
- ILL.**—Chicago, Greater Olympia Circus, April 28-May 2
- IND.**—Fort Wayne, Dog Show, 4
- KAN.**—Pawnee, Spring Jubilee, 25-May 2
- MO.**—Pittsburg, Dog Show, 27
- MISS.**—Cotton, Northwest Miss. Livestock & Horse Show, April 29-May 2
- MO.**—Joplin, Fiesta, week of April 28
- MO.**—Joplin, Dog Show, 28
- MO.**—Springfield, Spide Blossom Festival, 1-3
- MO.**—Springfield, Dog Show, 29
- N. H.**—Concord, Dog Show, 2
- MASS.**—Manchester, Dog Show, 2
- N. Y.**—Buffalo, Dog Show, 27
- PA.**—Pittsburg, Dog Show, 27
- PA.**—Pittsburg, Horse Show, 27
- TEX.**—Beaumont, Dog Show, 19
- TEX.**—Corpus Christi, Dog Show, 2-4
- VA.**—Winchester, Apple Blossom Festival, 1-2
- WIS.**—Sheboygan, Turners' Show, 1-2

- O.—Cincinnati, Music Festival, 2-10
- OKLA.**—Holliston, Arkansas Day, 2-10
- TEX.**—Tule, Dog Show, 4
- PA.**—Bryn Mawr, Dog Show, 18
- IND.**—Indianapolis, Fremont's Street Fair, 3-11
- IND.**—Indianapolis, Fremont's Jubilee, 3-10
- TENN.**—Burlington, Strawberry Festival, 6-8
- TEX.**—Plainsville, Dairy Show, 2-10
- VA.**—Roanoke, Pood Show, 5-10
- WASH.**—Spokane, Livestock Show, 1-5
- WASH.**—Seattle, Dog Show, 10-11
- ONT.**—Montreal, Que. Shrine Circus, 2-10
- Winnipeg, Man.** Shrine Circus, 2-10

Herman Kirfer Hospital, Detroit, with tuberculosis for several weeks. ... A. G. Carey was heading Malto, Mont., territory good for sheet writers. ... Doc Tex Worthe was working in and around Trenton, Pa. ... Doc F. C. Kreis had been producing amateur shows for the PWA in Scranton, Pa. Conditions there were poor and pitchmen were not getting the job, except George Hughes, who was pitching salve and shaving cream to fair business. Doc Starr was in Scranton, Pa., looking for a partner. ... George J. (Hairy) Mitchell and Odis

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 They Squeezed When Squeezed
 Newest and greatest sensation of the day!
 Get facts from your jobber, or write us immediately.
THE OAK RUBBER CO.
 HARRISBURG, PA.

Sold by the Leading Jobbers

NEW JEWELRY FOR ENGRAVERS
 Complete Jewelry Line, Starting Silver Mount, Charms, Lockets, Rings, Pins, Buttons, etc.
 Write for price list
G. F. A. L. O.
 Box 22,000, St. Louis, Mo.
MAJESTIC BLDG. CO., 307 5th Ave., New York, N.Y.

ELGIN & WALTHAM REBUILT WATCHES
 \$1.75
 7 Jewel, 18 Size, in S. H. Engined Case, \$1
 Send for Price List. Money Back if Not Satisfied.
CASEBROT CITY WATER MATERIAL CO., 113 N. Broadway, St. Louis, Mo.

5 USED, RUNNING, Pocket & Wrist WATCHES \$7.50
 American and Swiss, your assortment
B. LOWE, Box 525, Chicago, Ill.

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 400 OPPORTUNITIES
 Household goods, display and home, wearing apparel, cosmetics, jewelry and gifts are a lot of the thousands of articles shown in this exciting catalog. 1-4-41. Address, name and dealer.
200 PAGES
 Choiceful of interesting goods. Size: 10x12. Free! Ideas Gal may increase your earnings \$5 to \$15 a day and thrilling return per centage \$5 to \$15 a day and thrilling return per centage. Get your copy by sending for it today.
SPONS. CO., 541 Biltm, La Center, Minn.

PRES. ROOSEVELT HAS DESIGNATED MAY 18 AS "I AM AN AMERICAN DAY"
 Cash in on the surge of newspaper, radio and magazine publicity, thousands of parades and patriotic meetings. Take advantage now of this rare opportunity to sell every man, woman, child, store, service organization, and more of these hot items.

"I AM AN AMERICAN" PERKANT
 9"x12" or 18" etc., with glued back, 80¢
 18" x 24" with glued back, \$1.75
 Sample 10¢

"I AM AN AMERICAN" BANNER
 Red, white and blue on rayon material. Woven construction. Glue on, spray, gold and tan thread.
 9"x12" \$1.20 Doz.—\$2.00 Gr.—Sample 10¢
 9"x18" \$1.40 Doz.—\$2.50 Gr.—Sample 20¢
 WITH GOLD FRINGE BOTTOM
 9"x12" \$1.30 Doz.—\$2.75 Gr.—Sample 20¢

SPECIAL SAMPLE OFFER!
 One 9x12 banner, one 9x12 banner, one 9x12 banner, and one 9x12 banner, with fringe, all the only \$40. Postpaid.

25¢ shipment F. O. D. New York. 25¢ shipment with order, Baltimore, G. O. D.
DINGLEMAN CO., 107 W. 41st St., New York, N. Y.

LISTEN!
DO YOU REALLY WANT TO MAKE MONEY?
HERE'S A REAL OPPORTUNITY—
CASH IN ON BIG PROFITS!



**OUR DuPONT
PLASTIC
KNIFE &
JUICER!!**

FOR THE FIRST TIME IN
HISTORY, WE OFFER THIS
COMBINATION OF TWO
TERRIFIC SELLERS!!!

1 GROSS OF DuPONT PLASTIC KNIVES The Combination
1 GROSS OF DuPONT PLASTIC JUICERS For **\$24.50**
Per Gross

GET IN ON THE GROUND FLOOR!!!

PLASTIC CREATIONS
ATLANTIC CITY, N. J.

(Scotty) Stitt was holding down a spot in Gary, Ind. . . Bill Westfall just finished two weeks in a Buffalo chain store and was headed for New England. Etiole Gillespie was working with him. They caught Jack Lang and Johnny Schlemming working peddle in a Buffalo store. . . Blotson had just made a 50-mile jump to Chambliss, Ga. from Woodstock, Ga. for a three-day stay under auspices of the Odd Fellows. He was visited by Mr. and Mrs. Chet Morris and son. . . J. B. Birdsong had some

thru the tornado at Gainesville, Ga. with only a few cuts, but his auto was badly smashed. . . D. R. Tinsley was working pens in Rochester, N. Y. . . That's all.

IF YOU ARE a pitchee you have friends who appreciate reading about you. This column is glad to receive your pipes, and whether you see a big or little shot in the profession you're welcome to shoot them in.

WEST'S BEATS PAR

(Continued from page 31)
plane, Blackie Doolittle, Kiddie Rides and Mix-Up, H. O. Caudle.

Shows

Hall of Oddities, Doc Rodah, manager and front talker; George White, Rubber Girl, Chief Littlewater; Leo Palmer, electric chair; Wilber Pfundhoff, human pin cushion; Madame Maxine, mentalist; El Rio Family, impalement and Australian whip-cracking; Duke Tabblo, illusionist; Dennis Galbraith, tickets. Peaches and Temptation, Ace Martin, manager; Mary White, Spanish Casino, Ace Merrill, manager; Mary Martin, Louise Doolittle, and Opal Lindsay. Jugglstand, Blackie Knox and Athletic Arena, Frank Scheels.

Concessionary: Tony Anthony, bucket game; J. B. Strubfield, duquipped; Chief Decker, stringer; Lonnie Karr, alum spiff; Doc Graves, roll-down; Paul Kearns, Fred Houtcomb, bingo; J. W. Stiles, fish-pend; Eddie Stone, nail steez; photo gallery; Mrs. Joe Kippinger, front; Ruby Scheels, darkroom. Poops Fry, diggers; Capt. Bill Moorehead, long-range lead gallop; M. J. Clevenger, Richard Burnett, popcorn; Mrs. J. Clevenger, Mrs. J. W. Stiles, penny pitch; Nicholas Harrison, palmistry stand; cockhouses, L. D. Craft, the cage and griddle; Dewans, Walter Mrs. Chandis, cashier.

BUCK'S TRENTON BOW

(Continued from page 31)
intendent; Jack Wells, electrician; Joe Falco, transportation, and Walter Knake, artist.

Shows

Varieties of 1941, Clementine Coffey, manager; Lou Barber, Jerry O'Day, Doris Payne, Porky Stone, Peggy Fisher, and Ann Praseck; Carl Barber, Fred DeCarton, and Thomas Brady, musicians; Isle of Ball, Mrs. Coffey, manager; east,

Princess Luana, Sunny Watson, Ann Linden, Eleanor Cavallo, David Watson, Johnny Kelli, and Joseph Cavallo, musicians; George Linden and Curley Fisher, ticket sellers.

Ike and Mike, Mr. and Mrs. R. Goldie Pitts, operator; Leo Martins, assistant; Side Show, Blato Pano, manager; Winsome Willie, fat girl; Blato, iron-tongue man; M. E. Button, three-legged man; Prince Dennis and Lady Kish; Professor Rustia, tattoo; Markie Logsdon, magic; Lady Junnet, sword box; George La-Gasse, ventriloquist; Ray-Raynette, singer; Frank Palouca, talker; Charles McDonald, inside talker; Pop Kelly and John Walter, tickets; Gangler's Circus, Joe Gangler, manager, Mr. and Mrs. George Hitchson, Mr. and Mrs. Floyd DeLong, Buster Allen, and Charles Kessler, assistants.

Rides

Océopus, Oscar Ralph and George Mansy; Chalroplane, Charles (Tex) Sumarfield, foreman; Bub Cobsurn; Ferris Wheel; Jack Russell, foreman; James Sabia and Red Lynch.

Cookhouse, Lloyd Coffey, owner-manager; L. C. Colman, chef; Jim Howard, headwaiter; George Fulton, night man; Abbie Jenner, griddle, and Freshie, cashier, Penny Arcade, Al Lord and E. C. Evans; bingo, James Ashner, Donald Anthony, Anthony Paho, and Granville Buck, manager; James Evans, popcorn; Harry and Raymond Schwartz, custard machine; E. C. Evans and Al Lord, Penny Arcade; John Mirewick, diggers; R. Johnson, cigarette shooting gallery; C. E. Evans, ball game; Bob Buffington, rat game; Joe Buffington, pin game; Mrs. Al Lord and Louise Anderson, penny pitch, and Dud Buffington, pea-pool.

MARKS GAINS 35%

(Continued from page 31)
adjuster; Joseph Wharton, secretary; Thomas J. Nelson, auditor; Walter D. Nealand, publicity director; Dave Rumborg, advertising agent; James Zabrutski, transportation superintendent; Joe Sonntag, electrician; T. A. (Red) Schult, salesman, main gate, and The Billboard sales agent; Eddie Hollinger, manager commissary department; Al Palmer, trainer, and Chester Romashier, sound technician.

Shows

La Conga Orléanos Revue, Mabelle Klidder, owner; Ray Valley, manager and talker; La Rae Valley, Frances Hoak, Leah Saink, Margaret Dewitt, Rosa Brooks, Dorothy Dean, and Gypsy Lee, dancers; Larry Kelley, emcee; Melvin Griffith, band leader; Lewis Long, superintendent and tickets; Henry Wray, boss, carnaveman, and Harry Roberts, electrician; Speedy Merrill's Wall of Death Motor-drome, Speedy Merrill, owner-manager; Speedy and Hazel Merrill and Ralph Justice, featured riders; Carl Davis, talker; Bob Schwartz, tickets, and Wade Brown, starter.

Congress of Freak Oddities, L. W. (Duke) Jeannette, owner-manager; Mrs. L. W. Jeannette, secretary; Duke Jeannette, Ted Keller, and James Wilson, front; Marion Jeannette, flexible lady; Major O. Satarday, fire-ester; James (Tee) Duseen, human pin cushion; Clara Toles, electrical wizard; Tony and Angelo, joined together; Margeret Clark, doubled bodied woman; Joseph Brown, iron tongue act; Captain Le Roy, tattooed man; Sealo, seal boy and Bobby, dog-faced girl; Ralph Davis, midget entertainer; Laila Gomez, girl with three arms; annex, Marge Flynn; Otis Barber, as emcee; Don Wilkins, lecturer; Billy Duncan, nurse.

Club Chocolate Minstrel Revue, E. C. (Doc) Anderson, owner-manager, Evelyn Redding Anderson, producer and feature orchestra, Dan Johnson, Charles A. Burt, and James A. Thomas, trumpets; Angus Farley and Doc Anderson, trombones; Jack Paster, pianist and saxophones; Jack Canada, drums; Walter Berry and Jeanbo Hall, comedians; Ruby Carrington, Mildred Wilkins, Josephine Arrington, Viola Bartley, Mary Hall, Evelyn Adams, and Callie M. Harris, chorists; Willie (Foots) Collins, bow caveman; Pat O'Connor, talker. Miss America, George Brown, owner-manager; Bill King, talker; Georgia Brown, Muriel Neilson, Ann Huff, Roberts Payden, and Patricia Harmon, Monkey Speedway, Rubie Nixon, owner-manager; Mrs. Huse Brown, secretary; Penny Arcade, C. Jack Shafer, owner-manager.

Rides

Moon Rocket, E. I. Jenkins, manager; Fred (Tex) Leatherman, foreman; Jimmy Phillips and Sam H. Long, assistants; Curly Wilson, church; Francis

Blauvelt, tickets. Merry-Go-Round, James Anderson, foreman; Williams Johnson, platform; Slim Lyman, church; Edman, Hunschler, tickets; Whip, Roy Harding, foreman; Walter Matzke, church, and Jessie Harmsberger, Holy Speedway, C. L. (Dutch) Leister, foreman; C. H. Davis, and Virgil Leatherman, assistants; Marge Cramer, tickets.

Concessions

Mr. and Mrs. Frank Downing, ball game; H. L. Heiser, long-range shooting gallery; Perrottas Brothers, balloon game, ball game, and duck pond; John Hays Jr., diggers; Max Forbes, 2 Jack Potts, 1. Popen custard, Walter M., Eddie R., and Harold Holliday, Bryant Seaman's concessions, Pea pool, Harold Brown, J. E. Conarty; pen game, Mr. and Mrs. H. Hooper, ball game, A. De Fortier, chicken, Raymond Goode and Jack De-gamo, Raymond Goode and Jack De-gamo, nail stands, Curley Stanley, John Andreouki, T. M. Wilson, Whiskey Exam, and John Mason; milk bottle game, Mrs. Seamona, Mrs. Rhipman, and Russell Smith.

Chet Dunn's concessions, pitch-till-you-win, Mrs. C. A. Dunn, manager; Wilbur Beverage, Ball game, Mrs. C. A. Dunn, owner; Jim Landfair, George F. Welch, candy application, popcorn, and nut stand, E. L. Jenkins, concessions, penny pitch, Hazel Zabrutski, penny pitch, Red Leatherman; penny pitch, Harvey Karlin, penny pitch, Mrs. Joe Zeno, Hat game, E. M. Hedgecock, Austin J. Chiles, Barney Able, Eddie Kempinski, and Edward Whitehill, and Leona Able, penny pitch; Mrs. Curtis Raftery, hoop-la, Bingo, H. W. Jones, owner; Ralph Planagan, manager; C. C. Eckert, caller; Stephen Kari, Jack Burke, Eleanor Eckert, and Pete O'Connor.

Midway Cafeteria, Eddie Hollinger, manager; James Foster, chef; Joe Gorden, assistant; Myrtle Kubitz, cashier; Eddie Rummage, griddle; Walters, Carl Davis, Robert Hoagland, Eddie Spaatz, Frank Brown, and Sam Edwards; John Harris and Ben Rolling, dishwashers, and John Ford, yardman; Orabrand, Chuck Gallagher, manager; John Lee, helper.

BALLYHOO BROS.

(Continued from page 31)
the show explained that because of the war, nets were being used to catch bombs, which made nets unreasonably high.

As they went along on their checking tour the bosses were surprised to learn that everyone on the show made money except the office, yet everyone wound up broke except the office. To our efficiency expert this didn't make sense, but he agreed with the show treasurer that there was nothing wrong with the system so long as it all came back to the wagon.

The Side Show was next in line. The giant measured 3 feet less than billed, and his salary was reduced at the rate of \$2 per foot. The fat boy, whose letter stated he weighed 600 pounds at a salary of \$24 per week, was weighed and found to be 300 pounds short of contract price. They figured his salary at the rate of \$4 per 100 on the hoof and cut him 50 per cent with the understanding that he would be weighed weekly and paid for any increase in heft. We are sure that the circus-style cookhouse will protect the office.

The midgets were the only ones who gave the office more than contracted for. The one who had come on as a 2 foot tall showed a 4, and the 3-foot midget measured 7. This was settled by the midgets agreeing to tear down the rides. After checking all these leaks the bosses forgot to check the cost of contracting fairs the show didn't own.

MAJOR PRIVILEGE

Miss. Livestock Circuit Okeh for Buckeye State

LAUREL, Miss., April 28.—Joe Galber's Buckeye State Shows opened a week's stand here Monday after ending their trek of the Mississippi circuit of livestock shows to satisfactory business, although rain and cold at most of the spots sent gross results below last year's take over the same route. Local engagement is under auspices of the Veterans of Foreign Wars Post. A number of changes have been made in concession and show line-up, since opening, and the management is framing its own cookhouse. It will be in charge of Arthur Walker.

A new top has been ordered for the new Girl Hero, and a new track will be added. Owner Galber made several business trips during the local stand. Mrs. Ruth Alexander spent the week with her father and brother, Carl, concessionaires. Bert Donaldson and Cliff Taylor also visited.

MILITARY SOUVENIRS

With Insignia

Army, Navy, Marine & Air Corps

Flag Base Pin, Button Back	\$0.80
43	
Flag Buttons (100 Buttons 70¢)	7.20
1000 Buttons	1.20
Three Pins with Buttons (1 Gross \$13.50), Dozen Sets	1.20
Military Jewelry Assortment, 21 Gross	7.95
Military Watch, Pockets, 21 (Gross \$21.00), Dozen	1.80
Military Pillow Top, 21 (Gross \$21.00), Dozen	1.80
Pinpoint, 212 Insignia (Gross \$18.00), Dozen	1.20
21 (Gross \$21.00), Dozen	1.85
Woolly Backcloth Ribbon, Navy Rib (Gross \$21.50), Dozen	1.85
Military Wall, Pockets, 21 (Gross \$21.50), Dozen	1.85
Pocket Concrete Lighter, 22 (Each \$2.50), Dozen	3.60
Hockey Kites, 21 (Gross \$21.00), Dozen	1.85
Frontal Pen & Pencil Box, 21 Boxes (Gross \$21.00), Dozen	1.90
Pocket Lighter, Navy Ribbon, 24 Rib Assortment (Gross \$39.00), Dozen	3.45
Novelty Stamp, Key Chains (Gross \$2.50), Dozen	3.4
Wool Buttons, 21, 17 Buttons (Gross \$22.50), Each	7.95
Compass, 4 Varieties, 21 (Gross \$48.00), Dozen	3.60
Penknife & Gun, 21 (Gross Assorted \$21.00), Dozen	1.80
Pincher Beam, 21 (Gross \$21.00), Dozen	1.80
Gun, 21, Assorted (Gross \$21.00), Dozen	1.80
Buttons, 100, Fitted (Gross \$8.45), Doz.	72
Buttons, 100, Fitted (Gross \$8.45), Doz.	8.95
Trench Mirrors, 21 (Gross \$8.50), Doz.	8.50
Army & Navy Buttons, Books, Full Assortment, 21 (Gross \$12.00), Dozen	1.75

Also 101 other Military novelties in a NEW MILITARY CIRCULAR JUST ISSUED which will be sent ONLY with order. 35 YEARS OF VALUE GIVING. Deposit or Full Payment with All Orders.

MILLS SALES CO.
951 BROADWAY, New York, N. Y.
WORLD'S LOWEST PRICED WHOLESALES

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •

AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Ashland Building, Clark and Randolph Streets, Chicago

Support — A plan for uniting the industry and its organizations in strong moral support of national defense

In many ways the coin machine industry has expressed its hearty support of national defense. Some of the State and city associations have concrete plans for supporting the cause. In order to crystallize the sentiment of the industry on this subject, the following plan is outlined for immediate enactment by all organizations within the industry.

A Committee on Defense Support representing the Coin Machine Industry, this committee to speak for the industry and to suggest policies, ideas, and plans by which the industry as a whole, or organizations within the industry, may give to the general program of national defense. Homer E. Capehart, of Indianapolis, has agreed to act as general chairman of the committee, and his experience in public speaking will be an adjunct in this office.

An executive board composed of the presidents of the three coin machine organizations that are national in scope is named to perform those duties and functions that ordinarily belong to an executive committee. These officials are George Moloney, president of Coin Machine Industries, Inc.; J. E. Broyles, president of Automatic Phonograph Manufacturers' Association, and Nathaniel Leverone, president of National Automatic Merchandising Association.

James A. Gilmore, secretary of Coin Machine Industries, Inc., will act as secretary to the general committee, maintaining headquarters at the Sherman Hotel, Chicago.

The membership of the general committee will be made up of the presidents of the State and city associations throughout the country. There are more than 40 active coin machine associations in the nation at present, and the framework for probably 50 additional organizations is in existence. A lot of experience in organization work has been gained by many members of the trade and all these men will be able to contribute ideas and suggestions for a strong moral support of the nation in carrying out its defense program.

The editors of the coin machine trade papers are named to form a publicity sub-committee, and the publications will give regular and appropriate mention of the national defense program and of various activities and expressions of the coin machine industry in support of that program.

There are certain well-known methods by which the industry can give moral support to defense. At an early date Harvey Carr will outline a plan for a speakers' bureau composed of members of the coin machine industry. He suggests that the industry has a number of qualified public speakers, including James T. Mangan, Nat Leverone, and Homer E. Capehart. These men are qualified to express the patriotic sentiments of the trade at meetings of its own organizations and also to represent the industry at civic and business meetings. It will be an advantage to the industry to have qualified members of the trade speak at civic and patriotic meetings, and to list these speakers will be an important step forward.



Defense cartoon by Temple in *The New Orleans Times-Picayune*.

Some organizations within the industry have been following a policy of co-operating in every possible way with various civic and patriotic organizations and clubs. This type of work can be increased over a wide field once some concrete examples and plans are placed before the coin machine groups. Plans have been tried for co-operation with the American Legion, contributions to the Red Cross and to other charities and to patriotic

groups of all kinds.

The music division of the industry has been able to make a real contribution in support of patriotism and defense by placing patriotic records on the thousands of music boxes in all parts of the country. These records have not been money-makers for the operators and hence it cannot be said that the machines carry these records simply for profit. The patriotic tunes help to boost national morale, an important factor in any time of crisis.

The principal work of the Committee on Defense Support will be to stimulate and enlist the industry and its many organizations in active support of all those ideals and policies that mean so much to national safety now and in the future. By articles and speeches and suggestions the industry can be united in support of the nation and its ideals.

History has shown that the coin machine industry fares best in democratic nations and when travel and all peaceful pursuits are encouraged. For that reason the industry can heartily support national defense.

Southern Automatic Preps for Big Biz

LOUISVILLE, Ky., April 26 (Distributor's release).—With one of the largest stocks of equipment in company history now on hand, Southern Automatic Music Company officials state that they are getting ready for the biggest season in local coin machine history.

"Not only have we a tremendous stock of phonographs and used games of every description ready to go to work for our customers, but we have added an exceptionally valuable service which is expected to make our offerings much more desirable," advises Leo Weinberger, Southern Automatic official.

"We have created a new, enlarged department for refashioning phonographs and we have placed it under the management of a highly experienced cabinet man who has learned and followed his trade in the finest furniture factories. It comes to us from one of the largest factories in the country. Under his direction our used phonograph equipment will be refashioned in March-Ohio walnut and will reach operators with a finish as gleaming and new in appearance as when the machines first left the packing cases.

"With this set-up and with the Southern Automatic method of checking and reconditioning phonograph mechanisms, we intend to serve a much larger market than ever before," Weinberger declared. "In addition to this service we are remodeling our showrooms to allow more room for display. Contractors are at present busy putting a new front on our quarters, and the completed operators will find more equipment than ever before on display for their inspection."

Majors of '41 Makes Debut

CHICAGO, April 26 (Manufacturer's release).—Scheduled for its debut next week, the new Chicago Coin replay game, Majors of '41, has production lines humming at the enlarged plants of the company, according to officials.

"Built in the tradition of all Chicago Coin games, Majors of '41 has already achieved a popular acceptance among distributors and jobbers. Its reception by operators is assured," declares Sam Gensberg, company executive.

"Majors of '41, the first game produced by the new and improved facilities of our plants, is truly indicative of the new order in game design which is planned for future releases. New features, backed by construction and materials which have no equal for quality, make this game absolutely dependable in operation as well as in earning power.

"Among the play-making features built into Majors of '41 are permanent line award four bonus-run burners with their respective awards, and a special award lane and high scoring. More than the usual amount of flashy, colorful action takes place on both the playfield and the backboard. The ability of the new Chicago Coin attraction to make and hold play has been proved beyond a doubt in the many tests made to date."

Allied Reports Plan for Savings

CHICAGO, April 26 (Distributor's release).—The sure way to provide bargain in reconditioned equipment is for us to buy for cash, sell for cash, and give our customers the benefit of the savings, said Sam Kleinman, official of Allied Novelty Company, Chicago.

"That policy was adopted by us when we found how much money is actually saved operators, usually considerably more than they realized. Everyone knows that when we buy for cash we can get better equipment for less money. Modern efficient methods in our reconditioning departments again insure dependable workmanship at less cost.

"Then selling for cash and obviating much bookkeeping, collection, finance, and other work makes still more savings possible. It all adds up to quite a bit in dollars and cents, which can be passed on to operators in the form of lower prices. We urge operators to test out the truth of this on their next purchase and note the difference in cost."



R. E. SMITH AND W. F. YOUNG, D. D. Jennings & Company representatives, discussing the famous Jennings Chief mechanism. (Manufacturer's release.)

Roadside Stands Feature Cub, Ace

CHICAGO, April 26 (Manufacturer's release).—Roadside stands are dotting America more than ever before and they are reported featuring two of the mightiest midget money-makers, Cub and Ace," report Daval officials.

"According to a visitor to the Daval plant," they continued, "who has just traveled over 17,000 miles touring thru the country, a large number of roadside stands and other roadside spots are featuring four and five of the Cub and Ace machines.

"He talks about one place, midway between Seattle and Spokane, where he found six of the machines. They were located on the tables in the dining hall and it was interesting to note couples sitting about and playing them and also interesting to note how, when some of the tables stopped playing, the waitress would remove the machine to another table where it was wanted. The proprietor reported that due to the small size of the machines they made it interesting for his guests to sit at his tables longer and helped to stimulate his business, while at the same time entertaining the folks and bringing profits to both him and the operator.

"This idea is probably one of the most novel that has ever been used in the coin machine business."

Baker Factory Swamped With Biz

CHICAGO, April 26 (Manufacturer's release).—"A beehive has nothing on the Baker Novelty Company, Chicago, for activity," reports a Baker company spokesman. "Production is going on at a terrific rate in an endeavor to keep up with the business pouring in for Lucky Strike, counter cigarette game.

"The trade was quick to grab this winner, and the location success of the game has caused a continuous deluge of orders. Lucky Strike is a radical departure from the usual three reels or dock of counter machines. Lucky Strike packs big game appeal and profits into the confines of a counter game and is proving a tremendous favorite."

"The Baker factory further reports brisk activity on Salute and on 1941 Baker's Passers, horse race console.

Cleveland Coin To Open in Columbus

CLEVELAND, April 26 (Distributor's release).—Due to the ever-increasing sales and the demand for prompter service, Morris B. Gisser, of the Cleveland Coin Machine Exchange, Cleveland, and Woolf Solomon, field representative of the same company, are opening a distributing and jobbing office in Columbus, O., about May 1. The new office will be known as the Central Coin Machine Exchange, Inc., and will be located at 391 South High Street.

All the releases of Genco Manufactur-

ing, J. H. Keeney & Company, Exhibit Supply Company, Scientific Manufacturing Company, as well as other leading manufacturers, will be distributed thru the Columbus office. In addition to new games, a complete stock of reconditioned games and parts will be available to the trade at all times.

"The Central Ohio Coin Machine Exchange, Inc., will not operate any equipment, but will concentrate on catering to the needs of the operators throughout the territory," it was stated. Woolf Solomon will be general manager of the Columbus office.

Operators coming into the Central Ohio Coin Exchange office will feel welcomed and at home, as Henrietta Braunstein, secretary to Morris Gisser at Cleveland, will be in charge of the office as well as salesroom.

Miraben Sale Marks Progress

CHICAGO, April 26 (Manufacturer's release).—"The present sale offering of reconditioned and remodeled phonographs marks another mile-post in the progress of the Miraben Company," declares Ben Lutsko.

"A steadily increasing demand for our remodeling jobs has enabled us to produce remodeled equipment in greater quantities and at lower cost. This," said Lutsko, "allows us to offer savings to operators."

"Leo Lutsko, just in off the road, reports that the law of supply and demand is working well in the territories he covered. He says that Miraben's ability to supply the demand for remodeled phonographs has made the company name a byword among music men. He advises that the reception accorded him by operators was warm and enthusiastic."

Operators Hail Victor Esquire

CHICAGO, April 26 (Manufacturer's release).—Harold Schaeff, head of the Victor Vending Corporation, reports that the New Esquire Premium Vendor has proved to be a brilliant money-maker for operators, according to the number of letters received praising the machine for their fine performance.

Schaeff said: "To our knowledge the Esquire Premium Vendor is the only machine suitable for premium display. That feature is the very thing that draws the trade. The attractive and practical premiums are always in plain sight and right at the point of sale."

"Another advantage is that the ball gun is concealed from view, thereby eliminating any possible chance of cheating the machine by shaking or tipping," concluded Schaeff.

Automatic Hostess Sets New Marks

CHICAGO, April 26 (Manufacturer's release).—"The swing is definitely to Automatic Hostess music among top-flight music merchants," declares Henry T. Roberts, vice-president and general manager of Automatic Instrument Company, Chicago.

"Already in 67 cities this new system is proving a success and providing music merchants with a new road to prosperity and independence. That success has fostered keen interest on the part of hundreds of other music operators. There are many reasons for the sensational success of Automatic Hostess, but the chief reasons may be summed up in these words: Infinitely greater satisfaction, infinitely greater profits.

"We all know what is meant by infinitely greater profits, but why is infinitely greater satisfaction so important to the music merchant? Because it means just about everything to him. First, Automatic Hostess is so satisfactory to locations that the choicest spots, even such as never before open to recorded music, almost beg to get it. That means the music operator can take his own pick of the choicest spots and write his own ticket as to terms.

"Then, competition is so minimized that low locations, unreasonable demands from owners, and other causes of grief are practically non-existent. That is what we mean by infinitely greater satisfaction. Going into finer locations and giving the public the human touch in reports, besides so much more in entertainment and musical variety, this system gets much heavier play. Mechanically, it is simpler, much of the individual location mechanism being centrally located, thus servicing is greatly reduced."



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Western Standard Deluxe Coin, 5c & 10c, \$10.00
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SILVER KING

\$5.50 Each in lots of 10

ONE OF THE 250 MODELS

SOLD-ON-TIME PAYMENT\$12.50
6 for
\$60.00
1c, 5c or
10c Play
1-3 DEPOSIT**HERE'S THAT TERRIFIC
LUCKY
STRIKE****CIGARETTE
COUNTER**
5 or 10 C. or 15 C.
Full Gum Vending
New 9 or 10 Star
brand cigarettes—
play, high reward
10 packs (150-
E 0049). For-
time talking feature, 14 play.

\$14.75 Order Quick!

WRITE FOR TIME PAYMENT PLAN

TORR 2047A-50. 68
PHILA., PA.**MERCHANDISE MACHINES****Maryland Vending Machine
Operators Form State Assn.**

Official title Maryland Automatic Merchandising Association—first group of kind in State—B. W. Scheuer, of Vendomat, president—officers and board named

BALTIMORE, Md., April 26.—Formation of a vending machine association for the State of Maryland has been announced here following a meeting at which the Maryland Automatic Merchandising Association was formed. W. R. Scheuer, of Vendomat Corporation of America, was chosen president. Other officers elected are E. R. Morse, Canteen Company, vice-president and treasurer; J. Gilbert Stine, Serv-U-Vending Company, vice-president, and Ingham Emerson, Baltimore, secretary. Serving on the board of directors are W. J. Boersma, Boersma Vending Company, Baltimore; H. L. Christensen, Serv-U-Vending Company, Hagerstown; Ingham Emerson; Joseph Garlink, Jack & Jill Ice Cream Company, Baltimore; E. R. Morse; John N. Raley, Raley Vending Company, Baltimore; B. W. Scheuer; Lee E. Selms, Hagerstown, Md.; J. Gilbert Stine, and Marie J. Weber, Baltimore.

Headquarters for the new association have been established at 11 East Leo Street, Baltimore. This is said to be the first time that such an organization has been formed in Maryland. Officers express the hope that they will be able

to do much for the industry as an organized group.

"An interesting angle to the formation of this organization," declared an association spokesman, "is that it reveals the strides that have been made in the automatic vending of commodities such as candies, soft drinks, etc., throughout the State. It reveals the growth of this business to the point that it has been found advisable to band together to promote our common interest, namely better automatic merchandising."

The officers of the organization as well as the directorate occupy an important place in the field of automatic vending. All are well qualified by a background of wide experience to serve the aims of the group.

**Beverage Vender
Operations Expand
In Washington**

WASHINGTON, April 26.—A steady climb in beverage vending machine installations is being made in the nation's capital and it is estimated that there are approximately 800 soft drink dispensers in operation. This is at least double the number in operation a year ago.

The largest operator of bulk or cup vending machines is Spacarb of Washington, Inc., headed by Sherman Trowbridge. The firm started from scratch a year ago, and now operates by far the largest number of bulk vending units in the city.

It is estimated that there are some 150 bulk or cup vending machines in operation here.

The Coca-Cola concern is the largest operator of bottle vending machines. It is estimated that this firm operates at least another 150 machines. There are some 50 of the large size Coca-Cola venders, while there must be at least another 100 of the smaller units ranging from the 24-bottle size up.

It is interesting to note that the number of beverage dispenser installations has shown a sharp upswing since the advent of the warm weather, and operators here look for the number of these vending machines to be doubled during the current year.

Among the installations is included the Hecht Company, prominent department store, in which three Spacarb machines are now in operation. Another prominent spot in the department store field is the local Sears, Roebuck & Company retail store on Bladensburg Road, where Canteen beverage units are in operation.

Fifty Revco Venders, lot cream vending machines, are now in operation here, it is reported by the Washington branch, Simco Sales Service, distributors and operators of these machines here. Included among the best spots are leading government office buildings.

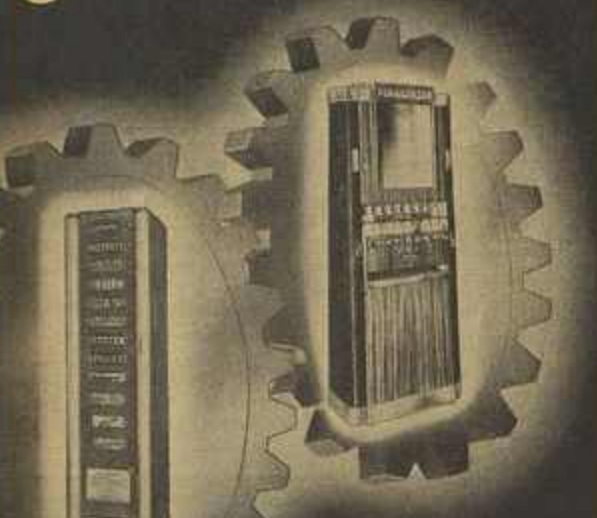
More of these Revco Venders will be installed during the current season, it is stated.

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BULK VENDING EQUIPMENT

Designed for greater sales built for trouble-free, lasting service—is it any wonder operators everywhere have turned to Northwestern for bigger opportunities, greater profits in the bulk vending field? You, too, can enjoy faster, easier servicing and profits never possible with ordinary venders. Write today for details on our complete line—your liberal trade-in and financing offers. Start right now to build toward bigger operating success with Northwestern—machines built for operating!

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5 EAST ARMSTRONG STREET, MORRIS, ILL.**Model 39 Bell**
\$9.85
Each in Lots of 100 or More
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BARGAINSAll kinds of Merchandise Bell Gum,
1/2 in., 3/4 in. Stands—Brackets—
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14 Hershey 40 Bar \$1.99	14 Cris-O-Mat G. \$4.99
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14 Sales Gum 2 Cof. 2.99	14 Imp 6.99
14 Hershey 24 Bar 2.99	14 Home-Run B. 12.50
14 Eveready 4 Cof. 2.99	14 Hot-a-One . . . 12.99
14 Cigarette 2 Cof. 2.99	14 Scouting B. 2. . . 12.99
14 Warner Brand 2.99	14 Top-Tek Pay. 13.99
14 Log Cabin 2 Cof. 2.99	14 Marvel B.O. . . . 15.00
14 In-a-Bag 2.99	14 Tokon Payoff. 15.00
14 Cent-a-Minute 2.99	14 L. Berry T.P. . . 21.99
14 "Ball Gum, 25 . . . 2.99	14 Ex-Ray T.P. . . 21.99
14 Boxes 2.75	14 75 Cts., Bal. C.O.D.
14 Patchette Nuts . . . 2.99	Send for Complete List.

ASCO, 140 ASTOR ST., NEWARK, N. J.**FAST MONEY MAKING
1c SKILL GAMES
• ONLY \$17.50 EA. •****HOLE IN ONE** **FREE!** 1000 Balls of Gum With Each Game. **SPITFIRE**
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Keep service down to a minimum with the DUGRENIER, CHAMFORD, expensive, merchandise-vended CANDY MAN 3c candy bar machine. We present your assignment—every detail—before shipping. You know just what machine you'll get and the exact time of arrival when on location. What's more, we guarantee this. If any part or parts of our machine develop an actual defect in workmanship or materials within one year from date shipment is made to purchaser, we will pay you each cent on every line of things.

If you're looking for a trouble-free, worry-free running operation, the CHAMFORD and CANDY MAN are your machines. Inquire about them today—Buy them today!

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Write for literature and see how we can help you with your vending machine business. We will send you a free literature kit and a free estimate on your machine. We will also send you a free estimate on your machine. We will also send you a free estimate on your machine.

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SMALL DOWN PAYMENT 24 MONTHS TO PAY

ONLY \$12.50 MODEL MODEL

NATIONALLY FAMOUS ADAMS CHEWING GUM

Here they are—the 3 BIG REASONS why smart operators all over the country are earning BIGGER, BETTER AND STEADIER PROFITS operating the DuGrenier 1c ADAMS GUM VENDORS!!!

- 1. EASY TO LOCATE** . . . because of its beauty . . . its nationally famous Adams Gum and its perfect size! It's the very same type machine now in operation in the Schuylers and on the "15" platforms in Chicago, New York, Philadelphia and Boston . . . chosen because it's BEST . . . from a mechanical and money-making standpoint by smart operators ALL OVER THE COUNTRY!
 - 2. EASIER TO BUY** . . . Model Model costs only \$12.50 . . . make a small down payment and you can take 24 months to pay the balance. That means the machine actually pays for itself out of profits long before the two years are up and you have a fine, safe, steady income business for years and years! It's the sweetest deal in all merchandise machine history!
 - 3. EASIEST TO OPERATE** . . . because it's a real operator's machine—built the way an operator wants a machine—built—sturdy! Quickly serviced! Perfect performance! Easy collecting! Fool-proof in every way! PROVEN "America's Finest" by actual operation of thousands of machines!
- Get Going Now!! Write, wire or phone us today!! Your first order will convince you that you are in a safe and sound—sure success business!! It's the one sure perfect addition to your present route regardless of what type equipment you are now operating that will bring you real returns for years!!



YOU NEW OPERATORS WHO ARE JUST GOING INTO THE GUM VENDING FIELD . . . WRITE FOR C. V.'S NEW FREE BOOK "PROFITS FROM PENNIES" . . . IT WILL START YOU OFF ON A PROVEN PATH TO SUCCESS.

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Model 500
3 1/2 x 15
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1 1/2 x 15

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1/3 Deposit Required.

Send for Literature of Complete Line.

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ONE SNACKS FREE WITH ORDER OF FIVE!

SPECIAL! WHILE THEY LAST, Only **\$7.95** FOR EACH.

Reconditioned like new! Every one guaranteed perfect or your money back! Rush 1/3 deposit. Balance C. O. D. One year 30 day guarantee—write they last!

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Express 2 Col. 1c Mtl. \$1.50
Express 2 Col. 1c Mtl. \$1.50
Express 2 Col. 1c Mtl. \$1.50
Express 2 Col. 1c Mtl. \$1.50

MIDWAY VENDING MACHINE CORP.
621 West 42nd Street NEW YORK

350 Gather for Mass. CMA Banquet

BOSTON, April 26.—More than 350 persons gathered at the Coconut Grove night club last night for the second annual banquet of the Cigarette Merchants' Association of Massachusetts. This association bought out the house for the night for the special party.

The club's floorshow, headed by Mickey Albert and his orchestra, played for the banquet.

Members of the association, guests, and representatives of the various cigarette manufacturing firms turned out for the affair, which was said to have been even better than the first banquet last year.

On Saturday delegates from CMA's of Philadelphia, Connecticut, Rhode Island, Ohio, New York, and New Jersey were guests of the Massachusetts organization at a luncheon, which was followed by a meeting of the Interstate CMA.

Assisting CMA Manager Walter Guild in preparing for the banquet were Al Sharenow, Samuel M. Goldstein, Frank Fendel, Julian Karger, and Albert M. Coulter.

Gil Welton in Chi For Two Events

CHICAGO, April 26. (Manufacturer's release).—Gil Welton, sales manager of the Victor Vending Corporation, Chicago, is in Chicago for two reasons—to celebrate his birthday and the 60-day anniversary of Victor's new Equire Premium Vender.

Welton declares that in over 14 years of experience in the vending machine business he has never handled a penny machine which has the appeal of the Equire Premium deal. "It is a machine which can be located in hundreds of spots which would never before consider a penny machine," declares Welton.

Harold Schaaf, president of Victor Vending, reports that the factory is busy working overtime to produce enough Equires to make immediate delivery.

HERE IS NEWS!

ADAMS CHEWING GUM 1c

★Outdoor Gum Vendors Bring EXTRA Profits

G. V. now brings you a new type of ADAMS GUM Vendor—Built tough, expressly for outdoor locations. It has been put to acid tests in rough and tumble neighborhoods and has been found to be as safe as a bank vault—and as weatherproof as your own home! Because of the many difficult problems involved no one has ever dared to build a vendor for exclusive outdoor use before. The G. V. Outdoor ADAMS Gum Vendor successfully copes with all these problems and brings you a fool-proof machine—IT CAN'T BE BROKEN INTO . . . PROFITS CAN'T BE STOLEN . . . RAIN CAN'T RUIN YOUR MERCHANDISE! It can't be tipped or tilted because it's ANCHORED to the wall! Even the window is made of an indestructible plastic rather than glass; and the rugged, heavy-proof lock is on the BOTTOM of the machine! And PLUS these incomparable safety features, the new G. V. Outdoor ADAMS GUM Vendor gives you all the famous operating advantages of the standard models . . . perfect performance, attractive appearance, DuGrenier mechanism! Make this your biggest spring and summer season with a couple of "OUTDOOR" ADAMS GUM VENDORS! Warm weather can be profitable weather when you sell the popular ADAMS GUM in this great outdoor vendor. REMEMBER!!! The G. V. Standard model . . . the proven vendor for profitable operation on all locations* will insure you a steady income regardless of the type of equipment you now operate! WRITE, WIRE, PHONE TODAY FOR COMPLETE, DETAILED LIBERAL TERMS . . . PAY AS YOU EARN. The price for both the OUTDOOR and STANDARD models is only \$12.50. GET STARTED NOW!!!

G.V.CORP 33 WEST 46TH ST., N.Y.

Esquire Premium Vendor Creates Profit Stampede

Sample Premiums
Actually Displayed in
Vendor!

BALL GUM CONCEALED
ELIMINATES CHEATING



U. S. PATENT APPLIED FOR—BEWARE
OF IMITATIONS!

Complete Unit Consists of the Following:
1. ESQUIRE PREMIUM VENDOR—STAND-
ARD POWDER BLUE FINISH
2. DISPLAY INSERT IN MACHINE
3. DOZER SMALL 2 BLADE KNIVES
4. DOZER LARGE SINGLE BLADE KNIVES.
MACHINE FILLED WITH 100 BALLS OF
GUM, INCLUDING 50 STRIPED BALLS.
READY TO SET ON LOCATION.

ENTIRE DEAL \$12.50
FOR ONLY

MACHINE TAKES IN 5¢ OR 10¢—PAY LOCATION
25¢, 50¢, OR \$1.75—YOUR NET RETURN
\$9.25. You may substitute the one dozen small
knives for one dozen Function Parts. Vendor
may be had in red porcelain finish with chrome
trim and base for only 50 cents additional. By
returning insert, this machine may be immedi-
ately converted to a bulk merchandise vendor
for Candies, Nuts, etc. DON'T BE MISLED
BY CHEAP IMITATIONS AND INFERIOR
MERCHANDISE. BE FIRST IN YOUR
TERRITORY WITH THIS PROVEN
MONEY MAKER.

Terms: 1/2 Cash With Order, Balance C. O. D.
Full amount with order when you C. O. D. order.

VICTOR VENDING CORP.
3711 W. GRAND AVENUE, CHICAGO

MERCHANDISE and NOVELTY VENDOR OPERATORS



Slightly used novelties
and ball gum vendors.
Machines filled com-
plete with display
items. Multiple prizes
and ball gum, ready
for location.

GROSS INCOME
\$9.50 TO \$10.00

Complete operating in-
structions furnished
with machine.

SINGLE LOTS
\$17.50 EACH

1/2 Deposit—
Balance C. O. D.

RED LINE VENDING CO.

110 W. Prospect St., New Hampton, Ia.

"What's Ahead?" Theme of Confectioners' Convention

Fifty-eighth annual convention of National Confection-
ers' Association opens June 2 at Chicago's Palmer House
—Elaborate program planned

CHICAGO, April 26.—Theme of the 58th annual convention of the National Confectioners' Association, opening here at the Palmer House for a week's stay June 2 will be "What's Ahead for Confectioners?" according to announcement this week by Fred W. Amend, general convention chairman. Six committees representing candy manufacturers from all parts of the country are reported rounding the program into shape. Already scheduled by the program committee is a presentation on the international situation and the confectionery industry for the opening session Monday noon. This will be followed by an analysis of the raw material situation by speakers representing different segments of the raw material industry. Also on the program will be discussions of new merchandising problems and the effects of the defense program on production and employment. A report will also be given on the legislative situation, as it affects the confectionery industry.

Exposition committee reports that practically all the booth space has been taken. New machinery, new products, and new techniques will be shown. This committee will also have charge of the forum session to which all production men have been invited.

Invitations have been extended to the Associated Retail Confectioners of the United States and to all manufacturing confectioners who are not already members of the association.

Dallas

DALLAS, April 26.—Placement of new beverage vending equipment is in full swing in this sector. With the advancement of warmer weather, many of the old locations are now being serviced with new equipment, and many new spots opening for the summer trade are turning to automatic vendors.

Charley Kanawyer has placed a new phone in the recently opened Paradise Restaurant here.

Recent visitors at the Brock & Robins Rock-Ola showrooms here were operators C. E. Whitney and Ike Leonard, of Chickasha, and George Boudie, Tulsa. Leonard has just recovered from a siege of the flu. Also on the sick list last week was Ben Hutchins, of Lawton.

Jack London, of the London Music Company, has announced purchase of four new View-a-Scope movie machines from Brock & Robins. The machines are the first movie machines introduced in this territory, London said.

B. H. Williams, manager of the Commercial Music Company, visited Dallas last week.

The many friends of John Bachman are glad to see him back on the street again. John has recovered from a trip to the hospital, where he went for a general check-up after a severe illness.

Rose & Harvey, aggressive young coin machine operators, are adding a number of new machines to their large assortment.

Two recent visitors to local coin machine row were Nathan Gottlieb, of D. Gottlieb & Company, Chicago, and Elton Ray, who heads the supply and materials departments of the Chicago manufacturing firm. Gottlieb stopped over to see his brother Murray. Ray also visited his brother Joe, local coin machine man. The two coin machine executives concluded their vacation trip to Billet, Miss. After several days of fishing in the Gulf port town they returned to Chicago.

H. W. (Dick) Smalley is now a full-fledged coin machine operator on his own. After several years as operator for other local firms, Dick is in business for himself. He is operating an extensive

Proposed Taxes Include Items Used in Venders

WASHINGTON, April 26.—New defense tax proposals now before the Congress would affect various products now widely distributed thru vending machines. Most of the new taxes are revivals of World War I tax levies, estimated to bring over a \$1,000,000,000 to the Treasury Department.

Some of the items which would be taxed under the proposed levies and the estimated return are:

Candy and Gum—New 5 per cent tax, \$2,000,000.

Cigars and Tobacco—Old tax rate (according to grade) doubled, \$200,000,000 (including cigarettes).

Cigarettes—Increase from \$2.25 to \$4 per thousand.

Matches—New tax would be 2 per cent of retail price per thousand. Present tax is 3 1/2 cents per thousand on plain matches with colored stripes, \$7,100,000.

Bott Drinks—New tax of 1 cent per bottle or equivalent, \$132,500,000.

Various levies are also proposed on automatic parts and accessories, amusement admission tickets, bowling alleys, billiard balls, cigars, cellophane, checks, clocks, watches, glass doors, and imitation furs. This gasoline, jewelry, liquor, luggage, musical instruments, photographs and records, photographic apparatus, playing cards, radio sets and parts, refrigerators, safe deposit boxes, sporting goods, telegrams, telephones, tires and tubes, and passenger transportation.

The main section of the proposed tax bill, designed to raise the remainder of the \$13,500,000,000 which must be taken from the American taxpayer next year, would increase the basic individual income tax rate from 4 to 6 per cent and would begin the imposition of surtaxes beginning at \$2,000 net income instead of \$4,000 at present. It was also proposed that the 4 per cent rate be retained, but with the imposition of an 11 per cent surtax on the first dollar of taxable income. To the present 24 per cent corporation tax a 6 per cent surtax would be added. It was also proposed, in other quarters, that the present 10 per cent earned income credit allowed on income taxes be dropped.

chain of marble tables, counter games, and phonographs.

Arthur Flahn reports that Dally's Billie's Billie is in excellent demand by operators of the Southwest. Also registering good sales are Gottlieb's New Hawk and Genco's Ten Spot. Also climbing up to top rank in sales with the Arthur Flahn Distributing Company is Hippocrite, new marble table product of Gottlieb.

In the city recently for inspection and purchase of new equipment were Willard White, Ralph Clayton, and Lee Moore, of Fort Worth; Ronnie Hale, Texasians, and Bill Brown, of Comstock.

Mazine Wamble, attractive and efficient private secretary for Arthur Flahn, has recently been advanced to an executive position with the Arthur Flahn Distributing Company. Miss Wamble is one of the two charming twin daughters of C. E. Wamble, who is associated with the Watbot Sales Company.

Coming Events

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 of 1941," celebrating "I Am an American" Day at 7:30 p.m. in the Continental Ballroom, Newark, N. J.

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 3—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.

Los Angeles

LOS ANGELES, April 26.—Tom Wall and Joe Orsini, of California Games, have returned from a two-week stay at Sun Valley. Tom says they both came back well, hearty, and without broken bones despite the fact that they did a lot of skiing. Tom and Joe make it a point to go to Sun Valley at least once a year.

Herb McClellan, of Herb McClellan Company, had plenty of fun this week with one of those electric handshakers. He pulled it twice within 90 minutes on Glen McCarter, who came from San Jacinto, Calif., to see some of the new games on display. Tom Wall told The Billboard: "Tell them McClellan is using a joke that's five years old and still getting a kick out of it."

Old Brown, of Mills Sales, says business is good. It was slow for a couple of months but this week it skyrocketed. He says he believes the money the government is spending for defense is just beginning to get into circulation and that the boys can expect big things from now on. Brown is back from a brief visit to Las Vegas, Nev. Frank Flie, serviceman, has been inducted into the army.

A. A. Southwestern Vending Company, 11-A Kaplan has returned from Chicago, where he recently went on business. James F. Jones, manager, is planning a good-will tour thru six States.

Ed Smith, manager of California Samples Distributing Company, has returned from the San Francisco branch. While he was away Ed LaFargue, sales representative, was kept busy showing Westlake machines.

Frank Navarro, one of the leading operators in Southern California, is back after a brief trip to Mexico City, where he has a branch. He reports Rock-Ola going strong both north and south of the border.

Jean J. Minthorne, Rock-Ola distributor, goes in for desk gadgets. He has a miniature wheelbarrow in both his cigarette and matches. His pencils are held by a wooden cut-out of a Mexican taking a siesta. Minthorne supplies machines for Time Out for Rhythm, Columbia picture with Ann Miller and Rudy Vallee, and Lady Be Good, with Marcy Roanor. The latter film, an MGM production, will show a cavalcade of Rock-Ola machines from the earliest to the latest ToneColumbia. A Rock-Ola is in Mr. District Attorney's a Republic flinger with Vinona Barnett and Dennis O'Keefe.

Tell the Advertiser in The Billboard
Where You Got His Address.

EASTERN FLASHES

NEW YORK, April 26.—These unseasonable week-ends find the boys practically deserting Coin Row on Saturdays, since of business requires many of them to put in an appearance, but they are out and away as soon as possible.

At Schlusinger, of Square Amusement Company, Poughkeepsie, spent two days in the city and reports he concluded some successful deals. . . . Dave Frazzani, of Cent-a-Mint, is back in town early long enough to map out another tour made necessary by the hit his tender is making. . . . Sam Sachs, of Amie Sales Company, had a fine showing in Philadelphia for the operators' meeting. The Quaker City boys were impressed, and many of Amie's super models are expected to be on location soon. . . . Bill Rabkin, of International Microscope Reel Company, recently returned from a vacation and has the Long Island plant humming with activity to appease the Arcade boys calling for Microscope equipment.

Doc Eaton, Eastern regional director for Buckley Music System, all smiles as he reads a report from Willie Blatt. Blatt's Brooklyn headquarters for Buckley are now as well known as the Bell Telephone System. . . . Bert Lane, of Seal-Board Sales, has quite a surprise in mind for the trade. . . . Estelle Kolman drove down from the De Cramer factory in Barnhill, Mass., for a few days in New York. At the company's local office, Solly Solomon returned to work after a tussle with a stubborn appendix.

PAST FLASHES

Max (Trunking's) Zeitner, of Modern Vending, has a collection of orchestra leaders' autographs on a page ad Modern in *The Billboard*. . . . Al Stern, of Henschel Coin Machine Company, Chicago, made the rounds with Bert Lane. . . . Jack Kay, of Ace, is working on a spring clearance of used equipment. . . . Eric Banko, of National Novelty, reports that more and more operators are taking advantage of the Noter Table games which give them an opportunity to place games in the weekly spots that crowd the pin tables before. . . . Jack Devlin, of Pittsburgh, says he used game more so fast he hardly has a chance to let his stock. Fitz reports that Bally's Play Ball will make sales history. . . . Hymie Budin, caught strolling along Coin Row looking very prosperous, comments that Stoner's Unp is the finest baseball game he has handled. . . . George Ponzar is very busy. . . . When not tied down in his office he moves thru his territory hanging at the doors of out-of-town column. Ponzar, with the efficient help of Jack Mitnick and Seymour Pilch, is creating sales records with Scientific's Betting Practice, Packard's Pla-Mor Bonus, and the games of Gottlieb and Success.

Bony Vending Company is installing extension phones thru its showrooms. Now all the boys will have to do is stretch out their hands and answer calls. . . . Marc Mynaves is so busy up here he doesn't find much time to visit brother Mike on Coin Row. He did make the trip recently and was surprised to see the many changes made in the 10th Avenue showrooms and the 63 Street Arcade headquarters. Brother Mike was so pre-occupied he didn't notice that the visitor was his brother. "You'll have to wait your turn. Look around and see what you want and I'll be with you in a few minutes," was Mike's greeting.

COIN EBOTS

Bill Alberg, of Brooklyn Amusement, claims the demand for Evans' Tommy Gun is getting bigger and bigger. . . . Harry Prater and Ernest Kanner are running a special sale in Queens sales' new salerooms. . . . Cover at Scientific Max Lester is busy working out a national distribution set-up for Betting Practice. "It seems everyone in the industry wants to handle the hit," he says. . . . Tony Caspario reports that Weston is being rushed with orders since Exhibits Do-Be-Mi has appeared on location, with operators eager to get their share of collections the machine assures. . . . Irving Mitchell, well known for shipping out only perfect reconditioned games, has reached another milestone in his career. A large distributor ordered games, requesting Mitch to fill in any pins he desired. Irving gave the customer all the best of it. . . . Charles Liechmann, of Federal, is cus-



MITCHELL C. DOUMANY, Du-Gromer's West Virginia representative, snapped this shot of pretty Elizabeth Williams, of Beckley, W. Va., purchasing her sweets from one of the Candy Man 3-cent vendors operated by E. J. Journey, of that city.

man in the industry not looking for larger quarters. Orders for used equipment come in so regularly he doesn't need storage space. . . . Murray Sandow, of Simon Sales, announces that his 42d Street showrooms will be the outlet for the finest reconditioned used games of all makes. . . . The IBMitone speaker displayed at the Modern showrooms intrigues operators visiting Nat Cohn. . . . O. V. Corporation's new outdoor Adams Gum Vender is making a hit, and Miss A. M. Strong has started a file of letters received from satisfied operators. . . . Jack Berger, of Newark Coin, has had some difficulty securing crates to ship his used games, but claims he has the problem licked.

Al E. Cohen, of Asco, reports that many of his customers are taking advantage of his trade-in plan to buy new Daval's "21". . . . Jack Kitchberg, of Crown, says he finds the warm weather receding his business. . . . Edward Corstian, of Pellades, reports his orders increase each week. **HERE AND THERE** . . . Irving Morris wonders when Jersey op-

erators make their collections. Some of the boys start airing their wares early in the morning and are still at it when Morris prepares to call it a day. . . . Benny (Shug) Sugarman, of Music Systems of New Jersey, Inc., says he is a Buckley Music System booster because the box has increased his business. . . . Eddie Lane's newest, *When the Lince Bloom Again*, will be recorded by Claude Thornhill. Abe Lyman is also scheduled to give the number a wailing soon. . . . Irv Greenstein claims that Hercules is located in the center of the pin game business in Newark. "I started business all along on this block," he said, "and now you can find a down jobber within a mile. Don't get me wrong, I'm still getting all the business I can handle and all the boys here are fine neighbors." Dave Stern, of Royal, Elizabeth, has high praise for his home town, claiming it is fast becoming one of the best towns for the industry. . . . Baltimore and out-of-town operators are hooding Roy McClintic with orders in connection with the special buys he has featured. . . . Art Hyberg, of Galvert, Baltimore, wants the world to know he's had a lucky strike with Baker's Lucky Strike. . . . Ed Raverty, of Owl Mint, reports that Harmon Bonettes are making a big hit throughout New England. . . . Paul E. Davis, of Syracuse, intends giving his mail man a special Christmas gift. "These out-of-town orders certainly made that fellow's bundle much heavier these past few weeks," he explained. . . . Jules Cohnin, of Selden Distributing Company, Albany, N. Y., has been featuring one-ball and counter games.

Beverage Venders On U. S. Battleship

NEW YORK, April 26 (Manufacturer's release).—Five Bally beverage venders are in operation on the recently launched battleship, U. S. S. North Carolina, according to officials of Standard Beverage Corporation, operating organization with headquarters in this city. "The first Bally beverage vender installed on the North Carolina," the Standard official stated, "sold more than 1,000 drinks the first day. Four additional venders were immediately placed aboard the vessel, and all are doing a big business furnishing high quality, perfectly carbonated beverage to the naval crew already manning the North Carolina and the civilian corps which is doing the final construction work. Bally beverage venders, on the beach, greatest units in our Navy and scores of venders in aircraft and other defense plants demonstrate the fact that the coin-machine industry has a definite part in the defense program."

Samples of Candy To Meet Stiff Army Specifications Submitted

CHICAGO, April 26.—Candy vending machine operators should soon be the indirect beneficiaries of the U. S. Army's search for a candy bar that "will retain its character under the blistering heat of the tropics and the frigid temperature of Alaska, which will fortify the American soldier with a vitamin B complex, be edible months after it has been prepared, contains all the minerals, proteins, and fats essential in an active ration, and still satisfy the soldier's sweet tooth."

Such a bar has long been the dream of many candy bar vending machine operators. If it is possible for manufacturers to turn out enough of such bars for the commercial markets in addition to army requirements, it should find a place in most machines. Problem was given to the National Confectioners' Association by G. G. Hanson, of the Subsistence Laboratory, Quartermaster Corps of the U. S. Army here. **New Samples Ready** After a search for the best answer, the National Confectioners' Association, serving as the go-between in the experimental work, submitted the samples to the quartermaster laboratory, where research workers began putting the candy thru temperature tests ranging from subzero to 120 degrees above. A number of the samples were prepared by confection manufacturers in the Chicago area. Army officers said the chocolate candy, known as fudge confection in quartermaster parlance, will go to make up part of the field ration of a soldier who finds himself far away from kitchen facilities

at sea. A tin can containing a one ounce piece of the candy, five milk biscuits of white and wholewheat flour, three pressed tablets of sugar, and one-fourth ounce of soluble coffee has been termed the "B unit" of the type of field ration.

The vitamin B complex of the candy was described as a combination of the various grades of that type of vitamin. The candy also is to contain the better known food elements—proteins, fats, and carbohydrates. Once the candy samples have gone thru the temperature tests, the confection is given an actual field trial where opinions are collected from the soldiers and army medical officers on the taste-fulness and quality.

POK-O-REEL

WITH COIN DIVIDER

\$18.50

10 DAY FREE TRIAL
MONEY-BACK GUARANTEE
1 YEAR MECHANICAL GUARANTEE

KLIX JACK GAME

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WITH COIN DIVIDER

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ROLL-A-PACK

The Very Newest Coin-Operated One Game, A Game With Real Action and a Thrill.

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One of 4 ROLL A PACK, Only \$65.00

175 Certified Operators, 200,000 B's ROLL A PACK by the Game and SAVE Yourself \$5.00.

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Vendrink Cola-Cola Dispensing Machines

WILL PAY CASH. STATE MODEL. CORDITION. PRICE. BOX 242, The Billboard, 1886 Broadway, New York, N. Y.

ATTENTION, OPERATORS!

A better quality coated chewing gum. Always fresh. 5 1/2" and 5 1/4" Ball Gum also Peller Gum. Write for samples and prices.

U. G. GRANDBOIS CO., Kalamazoo, Mich.

SPECIALIZING TO THE VENDING MACHINE TRADE

Featuring Rainbow Peanuts, Blue Brilliance Red, Orange, Green and Yellow Peanuts, and Boston Shook Beans. Packed 20 lb. cartons, run 900 to a second. Price 10% per lb. F. O. B. Motor City, N. J.

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MUSIC MERCHANDISING

Boston Design Institute To Conduct Phono Design Contest

Barney Blatt, of Atlas Coin Machine Company, donates first prize of \$100

BOSTON, April 26.—The Institute of Modern Art of Boston, in conjunction with the Atlas Coin Machine Company, this city, announces a competition for the design of an automatic phonograph, according to an announcement from the Institute.

The competition is open to accredited artists, architects, and designers. The contest will close June 1 and awards will be announced June 15. The main prize is \$100.

In announcing the design competition, the Institute specified a "design featuring plastics." They elaborated upon this, stating that artists must remember that the phonograph business has reached vast proportions and that designs must appeal to people in all sections of the country.

The instructions stated: "Automatic phonograph manufacturers are concerned with such terms as maximum eye and play appeal. They are interested in illuminated coin entries, streamlining for easy cleaning, visible or invisible record changers, and construction factors such as ability to withstand and eliminate vibration and wearage."

"Remember," the instructions concluded, "that the most aesthetic design conceivable might be a flop economically. We must achieve a balance between something that is chaotic and yet has potential sales value and display appeal."

The competition came about thru the exhibition of an automatic phonograph at the Institute. It occasioned so much comment that the directors decided to

Trend Toward Reducing Phono Fees Noticed

CHICAGO, April 26.—Example set by the State of Washington last month in eliminating tax on automatic phonographs and imposing just fees on pin games seems to be having repercussions throughout the country.

Legislature of that State made a thorough investigation of the various types of coin-operated equipment and reached the conclusion that while pin games have a potential earning power sufficient to warrant a fair tax, earnings from phonos are such that a tax, no matter how small, would hurt the business to the extent that operators would be forced to pull machines from smaller locations where small business men depend on the machines to help them make a profit.

During the past week several more instances of parallel reasoning on the part of State and city lawmakers have come to light.

In the State of South Carolina the Legislature is still refusing to entertain a bill to increase tax on phonos.

In Georgia Governor Talmadge has ordered that tax officials collect only one-fourth of a location tax because the tax would work a hardship on many small businesses where phonos are placed. By so doing the governor overruled a recent State Court of Appeals decision that any location having a music box and facilities for dancing automatically became subject to the State dance hall tax. Governor's decree stands until the next meeting of the Legislature, when the Assembly can either ratify or rescind his decree.

Another example of this trend to lower phono tax fees is the proposal of an ordinance in Winchester, Ky., during the past week aimed to reduce the annual fee on phonographs by more than a third.

Sat. Eve. Post Story On Fla. Jook Joints

CHICAGO, April 26.—The current issue of The Saturday Evening Post (April 26) has a story on page 20 entitled Land of the Jook. Authored by Theodore Pratt, article throws light on the origin of the much-disputed word "jook" and how it came to be applied to automatic phonographs.

Story is essentially an expose of living conditions among migratory workers employed on the Florida vegetable farms in the Lake Okechobee region north of Palm Beach. It tells the role played by phonos in contributing to the social life of these people and lists names of recordings currently most popular in these spots.

to Buckley Music System operators and distributors everywhere in the country. They have proved that they can get the best locations with the better tons of the Buckley Music System. They have also proved to the trade that locations prefer Buckley. In this trip through the country there is no doubt that the fact the Buckley Music System was so outstanding everywhere is just as impressive to everyone in this industry as it was to this one man.

"We feel that this is becoming even more prominent. Letters being received daily advise us of the fact that more and more of the finer locations everywhere in the country are being equipped with the Buckley Music System. The word seems to be traveling from one location to another and jumping State lines as it goes along. More and more operators and distributors advise us that Buckley Music System is appearing on more locations in their territory than ever before."

Buckley Music System Everywhere

CHICAGO, April 25 (Manufacturers' release).—Buckley Music System with direct touch-to-touch action is a national music system. H. R. Perkins, of Buckley Music System, Inc., reports:

"One of the best known men in the industry," Perkins said, "just returned from an extensive trip, called at my office and told me that he saw Buckley Music System equipment on leading locations wherever he traveled."

"Naturally this is a great compliment

State Revenue Commissioner To Address Ark. Music Assn. Meet

LITTLE ROCK, Ark., April 26.—Arkansas Music Operators' Association is scheduled to hold a meeting at the Marion Hotel here tomorrow which will be marked by an address from Joe Hardin, State revenue commissioner.

Hardin will address operators on matters pertaining to rules and regulations regarding operation of equipment owned by operators. He is also attending the meeting for the purpose of becoming acquainted with the operators.

F. E. Ragdale, president of the

Arkansas group, reported that it is also possible that E. R. Richardson, supervisor of the vending machine division of the State revenue board, will be present at the meeting.

Offices of the association are maintained at 910 Professional Building here, with Leslie Early, secretary-treasurer, in charge. Ragdale, president, resides in Camden, Ark. Attorney for the group is Albert J. Dekkers, who maintains offices in the Professional Building, Little Rock.

Governor Cuts Location Tax

Reduces fee on dance halls and phono locations by three-fourths

ATLANTA, April 26.—In an executive order handed down April 19, Governor Talmadge ordered that 75% of the \$100 tax on dance halls and similar locations be suspended until the next meeting of the General Assembly, which may then ratify or revoke the governor's action.

This order in effect countermands the decision of the State Court of Appeals holding that any place of business housing an automatic phonograph or other musical instrument and provision for dancing automatically became subject to the dance hall levy of \$100 per year.

Talmadge explained that his action was taken because the Court of Appeals decision had worked a hardship on numerous small businesses in the State where phonos were installed, and for that reason he was suspending three-fourths of the tax. Prior to the Court of Appeals' handing down the decision lump-sum phono spots in with large dance halls the \$100 fee was collected only from the dance places.

In providing for the execution of his order, the governor directed tax authorities to collect only 25% of the tax but made it clear this arrangement would be in effect only until the next meeting of the Legislature.

New York

JAMESTOWN, N. Y., April 26.—Phono and coin machines operators of the Jamestown and Chautauque region are laying plans for a sharp upturn in summer locations and business. Operators here also service roadside places and summer resorts along Chautauque Lake, which annually attracts about 150,000 summer visitors plus daily heavy traffic thru the region.

Early warm weather this spring has already started a pick-up in business but the summer trade will not get into stride until Decoration Day, with the peak of business being during July and August. Besides the pick-up in summer locations, city spots also get a heavy play during the summer, with many more coins being shovled into the slot.

Ellis R. Atwood, Seeburg and Wurlitzer operator in Chautauque and Cattaraugus counties in New York State and Warren County in Pennsylvania, returned from a 10-day vacation this week and made arrangements for new machines in 15 summer locations. Mr. and Mrs. Atwood cruised from New York down the Atlantic Coast and then drove back up the seaboard.

Vincent R. Hokanson, who handles Wurlitzers and Seeburgs in this area, left Wednesday (23) for a two weeks' vacation thru Ohio, Indiana, and Southern Illinois. He plans to visit some of the machine centers. He was accompanied by his family. Hokanson may set a few summer locations, but he concentrates on all-year locations.

Earl W. Sandberg, phono operator in Chautauque and Warren counties, is arranging for a dozen new summer locations. Sandberg is probably the largest individual operator in this area.

Proposed Defense Taxes

WASHINGTON, April 26.—The proposed defense taxes now before Congress would result in the following taxes being levied on music products:

Staxial instruments—new tax of 10 per cent, which would bring \$3,000,000 to the U. S. Treasury; phonographs and records—new tax of 10 per cent, estimated to yield \$4,500,000.

Various other products for which levies are proposed are listed in the vending machine section of this issue.



RUDOLPH WURLITZER VISITS Graham Distributing showrooms. With Henry King and Frank McNicholas (left to right), Rudolph Wurlitzer, chairman of the board of the Rudolph Wurlitzer Company, inspected the 1941 Wurlitzer Victory models at Graham Distributing's Cincinnati showrooms.



HARRY SILVERBERG, OF W. E. NOVELTY COMPANY, accepts Dore Cooper's check for a large order of Seeburg music equipment at the Kansas City, Mo., office of the W. E. organization. Cooper is president of the Peerless Distributing Company and is, according to Silverberg, an ardent Seeburg booster. (Manufacturer's release.)

Swing TO THE NEW TREND!

AUTOMATIC HOSTESS

Top spots! Locations never before available! Your own terms! All this, and independence, too... are yours to command with **AUTOMATIC HOSTESS!** Pioneered by AMI, engineered to amazing simplicity and perfection, plus full patent protection and telephone line approval.

The swing is to this new road to prosperity! In 57 cities, **AUTOMATIC HOSTESS** telephone music has proven the most sensational success. Facts and figures are phenomenal! Investigate today!

Penn and N. J. Phono Operators Hold Big Assn. Party in Philly

PHILADELPHIA, April 29.—A capacity crowd of approximately 350 made it an evening never to be forgotten last Sunday (20) at the Club Ball, when it was turned over to the music machine industry to mark the fourth annual banquet of the Phonograph Operators' Association of Eastern Pennsylvania and New Jersey. Credit for the success of the affair was earned by the banquet and entertainment committee headed by Arthur Pockross, chairman, and including Sid Myers, Jack Sheppard, and Frank Hammond.

The keynote was sounded by Charles W. Young, president of the association, who, in tendering a welcome, stated: "I wish to extend to you members of the Phonograph Operators' Association of Eastern Pennsylvania and New Jersey, to members of other associations, and to our honored guests a cordial welcome. I am very grateful to those manufacturers who have so loyally co-operated with us the past year. The co-operation is sincerely appreciated by our members.

"During the past year many things have occurred which have caused us some anxiety and at times seemed to seriously threaten our business and livelihood. However, thru the spirit of friendliness among our members and our unity of purpose we have hurdled those obstacles. This is truly a great day for the industry, standing united as we do.

"A word to my fellow officers and members. Please accept my heartfelt thanks for your splendid co-operation during my administration. The impartial and businesslike manner in handling the many problems confronted by our membership has truly shown your keen judgment and understanding. I am confident that a continuation of this exemplified spirit of friendliness and support will undoubtedly assure the advancement and stabilization of our business."

Frank Hammond, business manager for the association, called upon the following guests to look in the spotlight for a bow: James Blumre, secretary Coin Machine Industries; Jack Nelson, vice-president, and Cliff Balle, Eastern regional manager of Rock-Ola; Robert Slier, Elizabeth N. J. Seeburg distributor; Frank Engel and Mike Spector, Philadelphia distributors; Martin Mitrnick, president of the Philadelphia Amusement Machine Operators' Association; Joe Aull, Active Amusement Machines Corporation; Archie Berger, Eastern representative of Bally; Harry Pearl, Rock-Ola distributor; Larry Lippitt, Duro-Tone Corporation, North Bergen, N. J.; E. C. Steffens and Sherman Pate, Permo Products Corporation; Monte J. Spiegel, B. D. Lamer Company, Doc Eaton, Eastern Buckley representative; Barney Sugarman, Newark, N. J., distributor; Arthur Pockross, Philadelphia distributor; Maurie H. Oydenker, The Billboard; Meala Sacks, Columbia recording manager; Paul E. Southard, Columbia sales manager; George Prutting, Columbia district manager; Jack Williams, RCA-Victor advertising manager, and Herbert Wendler, RCA-Victor record promotion; Stewart F. Leitchstein; William Vodge; Milton Gordon; Eddie Heller; George Freeman; Abe Lyman, orchestra leader; Melvin Mismar, vice-president, and Dallas S. Ganswer, manager and recording secretary of the Harrisburg, Pa., chapter of the association.

The official guest list included also Samuel Pinkowitz, Jack Brandt, William Rodstein, Al Rodstein, William Blatt,

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PHONO SALE

READY TO OPERATE

WURLITZER "600"

Remodeled with Dome and Sides as Shown

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The only serious note was a pause giving thought to association members who were present in memory. An "in memoriam" note sounded for the late Harry (Red) Scherford, Charles O. Moyer, and Frank (CosmoKore) Viscidi.

Following the first mignon, with assorted courses from the provincial soup to nuts, El Keilner, operator of the Club Ball, presented a combined floorshow.

The association, under the guidance of Business Manager Frank Hammond, comprised of a Philadelphia chapter numbering 79 members; a Harrisburg, Pa., chapter with 44 members, and a membership of 32 in the Newark, N. J., chapter. Maintaining offices in the Schaff Building here, Hammond is assisted by Edna Gallagher, Florence Chickinsky, stenographer; Alfred Kornbau, service representative, and Charles Baker and Isidore Dein, field representatives.

The annual affair, apart from providing an evening of sociability, is in honor of the officers of the association, which include: Philadelphia Chapter—Charles

W. Young, president; Jack Sheppard, vice-president; Harry H. Elkins, secretary; Joseph J. Melwig, treasurer; and a board of directors comprising Benjamin Fierman, Philip Frank, William King, Edward Leggold, William Monahan, Louis K. Busman, and Larry Yanka. Harrisburg Chapter—Martin L. Shurey, president; Melvin Mismar, vice-president; Sol Hoffman, secretary-treasurer; Dallas S. Ganswer, recording secretary, and a board of directors comprising Harry H. Gormley, William J. Embar, M. P. Malarky, Philip Pata, Matthew Fikow, and Walter C. Yost. Newark Chapter—David Stern, president; Humbert Betts, vice-president; Robert Weller, secretary; Edward Marks, treasurer, and a board of directors comprising Humbert Betts, August Herkert, Edward Marks, David Stern, and Robert Weller.

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News Notes

When Hecce Heidt went Friday (2) at the Stanley Theater, Pittsburgh, over 1,000 automatic phonographs will bear posters heralding the maestro's arrival and the machines will be loaded with Heidt records. The widespread tie-up was made by Joe Feldman, Warner Bros. publicity director, who contacted a flock of Pittsburgh operators and urged them to co-operate. Some campaign was successfully pulled off a few months ago when Guy Lombardo played the theater.

Panchito, Latin orchestra leader, goes over to Decca this week for some spot recordings—in contrast, first tunes will be a couple of Cuban hot ones, "Acercate Mas" and "Paran Pan Pin." Dean Hudson and his band made their debut on Okeh with "Red River Valley" and "Can't You Tell?" Another promise performance was chalked up by Decca with its first release of Joe Mena, the swing man. Fletcher Henderson and band have signed a year's contract with Columbia to record on the 50-cent disks. Okeh has its first record album out now in Gene Autry's hillbilly ramblings.

Camp News

Reports from operators near Camp Edwards, Mass., say that the musical tastes of the new draftees seem to drift toward old-time tunes, many of which even date back before a lot of the lads were out of knee pants. For example, they say, Paul Whiteman records of a decade ago are going big. As for the current popular things, *Dolores*, *Flight of the Bumblebee*, and *Bing Crosby's* numbers are the top favorites.

Bullish Market

Bernard Blacher, of Amplified Music, Buffalo, writes in to say that the blue buffo hovering over his territory the

Talent and Tunes
On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

By HAROLD HUMPHREY

past few weeks is lifting. Business is brisk again, and this operator lays it to the spring weather. His three top coin-getters now are Jimmy Dorsey's *Amazulu*, Tommy Dorsey's *Oh, Look at Me Now*, and Al Donahue's *Wide Old Owl*. The tunes are important and so are the artists, Blacher says, but even the best records fail to click just on merit when business is generally bad, due to Lent or whatever other circumstance enters into the coin-catching game.

Release Previews

Al Donahue has just made *You're a Double Lovely, Hi, There, Mr. Moon*, and *It's Nothing New for Okeh's* label. Vaughn Monroe did a session of recording for Bluebird last week on the tunes *Aurora*, *Yours*, *Monkey on a String*, and *What You Is Sweeter Than Sweet-heart*. Art Jarrett, who has taken over the late Hal Kemp's band, will do his first recording with this outfit in Chicago after May 14 for Victor. Within the next few months Eddy Duchin will record his second album with all George Gershwin music, including *Embraceable You*, *Wonderful Someone to Watch Over Me*, *Somebody Loves Me*, *They Can't Take That Away From Me*, *Love Walked In*, *Man I Love*, and *Sweetest*. All for Columbia. Decca has made an album of native Puerto Rican native tunes recorded by Juanito Ananibia, currently playing at the Havana Madrid, New York.

This and That

Victor has signed Katherine Grayson, MGM's new singing star, to record on Victor and Red Seal platters. . . . Sammy Kaye has a new vocalist named Maury Cross, who does the singing on Kaye's new record of "Frandy Tavern Polka." . . . Benny Goodman will be the first band leader to play in the new gigantic dance spot to be put into New York's Madison Square Garden. It opens May 30. . . . Larry Ross has recorded Alec Templeton's song, "Mother's Day Song." . . . The musicians' union has finally ruled that the ukulele is a musical instrument, after all these years, and Cilt Edwards, one of the chief exponents of that instrument, had to join the union for the first time in 22 years of playing as he could strum it in the new Warner Bros. film, "Flight Patrol."

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:

LINCOLN, NEB.:

Rock and Rye Polka, Louise Massey and Westerners

A record that's been around a while, but which is just now hitting a heavy play in machines here. It's mostly vocal and has a jumpy polka tempo. The artists are fairly well known, but the title and the tune are no doubt putting it over. Title especially is a natural to pull the necks of tavern patrons.

FORT WORTH, TEX.:

Sleepy Serenade, Woody Herman. Has already been stripped in on many machines in the cattle towns of the Lone Star State. It's a commercial enough sounding ballad and the added zest given it by Herman's name and playing might push it into other corners of the map.

ERIE, PA.:

Nighty Night, Alvino Ray.

First mention of this tune getting any big play on records comes from this neck of the woods. A few other sections of the country have already reported its rise in sheet music sales, so maybe it has its chances. Alvino Ray's electric guitar gives the ditty a nice treatment on this recording, and Eric entertainment sections are peppering it with nickels.

MONTREAL:

Ma Ma Quero, Carmen Miranda.

I Want My Mama is the translation of this jabbercock ditty as sung by the Brazilian hot potato, and operators in the above Canadian city report that it is being played almost to the exclusion of everything else. There's no particular explainable reason for its wave of popularity here. It's not a new record, but has turned out to be just one of those things. Maybe it's Carmen's fetchin' ways.

BINGHAMTON, N. Y.:

Be Honest With Me, Gene Autry.

It's a hullyuddy number, of course, and is pounding along the stretch with all the current favorites in this town. Autry's following is scattered far and wide, and as can be witnessed by the territory involved here, it is not confined to the wild and woolly West. Operators shouldn't forget these items and every once in a while should put them on the machines just for a taster.

Radio's Leading Songs

HERE is a comparative list of 10 songs broadcast most often during the week ended April 28 and the week before, ended April 19. 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—Do I Worry?	2
2—Mida Mida	4
3—Wine Old Owl	10
4—Amazulu	1
5—My Sister and I	—
6—Ten Hearts That Pass in the Night	8
7—There'll Be Some Changes Made	5
8—Things I Love	—
9—Time and Time Again	—
10—If All Comes Back to Me Now	2

Hart Distribs Get Packard Music Line

INDIANAPOLIS, April 30 (Manufacturer's release).—Homer E. Capehart has announced the appointment of the Hart Music Company as Packard distributor for Eastern Washington. A new distribution center has just been opened by Hart at 3140 Elliott Avenue, Seattle. The firm will also maintain an office in Everett, Wash.

"Joe Hart, owner of the new distributing company, is well known among the operators of the Northwest," said a Packard spokesman. "He will be ably assisted in the handling of the Packard Pla-Mor line by Bud Kinney, who has had long experience in the automatic music business. Kinney will serve as manager of the Hart Music Company."

"A complete stock of Packard Pla-Mor equipment will be carried at all times, and operators are welcome to visit their new establishment at any time."

Capehart, on making this announcement, stated: "The appointment of the Hart Music Company as a Packard Pla-Mor distributor gives me great personal pleasure. It carries out our policy of having Packard Pla-Mor equipment handled by the one outstanding distributor in each territory."

Poetic Disk Selection

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"So get these songs for us to play"

"And it will be a happy day:"

"1. Week-End Polka (Mac wants this); 2. My Sister and I; 3. Everything Happens to Me, by Tommy Dorsey; 4. Beer Barrel Polka (Martha and Peg want this)."

This is the manner in which a location requested Samuel L. Lermer, of Stanley Music & Amusement Company, Philadelphia, to place records on his music machine. Lermer reports: "The poetic location owner operates the Cherry Tree Inn in Philadelphia."

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PRESIDENT FRED MILLS, of Mills Novelty Company; Vince Shaw, coin sales manager; Marian Shaw, red-headed vocalist, and Joe Reichman, "the Pagliacci of the piano," star up the Mills Express, and Marian discovers one of their latest recordings. (Manufacturer's release.)

WOODY HERMAN (Decca 3712)

Close (Song of the Swoon)—PT. VC. *Let's Get Away From It All*—PT. VC.

Herman makes consistently excellent records, and this latest is no exception. If anything it's a bit better than some previous efforts, because Woody's vocal work on the familiar Neil Moret standard on the A side is better than it has been on a few recent releases, and because Muriel Lane has her best work, opportunity so far with the lyrics of the B side. Herman sings *Close* with fine feeling, and backed by cogent scoring and a slow, compelling tempo, it's a good bet for coin phones. Reverse highlights medium, danceable tempo, the leader's ebullient, and Miss Lane's highly capable warbling.

COUNT BASIE (Decca Album Set No. 218)

One o'Clock Jump—Six 10-inch records.

Decca offers here a veritable field day between two covers for lovers of the best in colored jazz and, of course, for Basie addicts. The disks are not new ones, all having been released at some previous time, but packaged in the effective and physically attractive manner Decca habitually brings to its albums, they make a pretty complete thesaurus of the sort of music that has made the Count one of the immortals of jazz.

KATE SMITH (Columbia Album Set C-50)

Kate Smith U. S. A.—Four 10-inch records.

The American motif is also carried thru on this Columbia Kate Smith album, albeit not to the same degree. The songs included in it are eight of Miss Smith's favorite tunes, no one of which is a flag-waver, but the timely angle is advanced in the album's title and cover design, and inspired, apparently, by Kate's Americanism activities and charity work, and of course, her *God Bless America* contribution. Sales should be big here, for a number of reasons, not the least of which is this singer's name and warm, clean vocal style.

ART KASSEL (Bluebird B-11121)

Dog House Polka—PT. VC. *Lullaby Land*—W. VC.

A combination of a fairly amusing lyric and the swingy polka tempo immortalized in *Beer Barrel Polka* results in an acceptable A side here, but one that will probably mean little or nothing except among Kassel's most loyal followers. *Plattermate* is not even acceptable, however, offering as it does a dreary waltz melody and quavering, enervated as usual, Harvey Crawford tries hard on the words on this side.

MITCHELL AYRES (Bluebird B-11118)

Minnie From Trinidad—PT. VC. *Schönlücke at Sunrise*—PT.

From the new movie, *Ziegfeld Girl*, comes a novelty ditty (on the A side here) that will find its way into numerous wax incarnations before it's thru. And unfortunately, the song doesn't merit it, since it's one of those would-be funny lyric numbers grafted onto the increasingly popular Latin tempos. Mary Ann Mercer, Tommy Taylor, and the ensemble strive to lend humor and meaning to wordage into which those virtues weren't written in the first place.

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 14)

the job is too much for them. Reverse is light, buoyant, lilting, and nicely scored. Its titular pun may attract attention, and the band's work won't let things down.

ARTIE SHAW (Victor 27385)

Alone Together—PT. Who's Excited?—PT.

Shaw continues his march thru musical comedy songs and other hits of former years with the *Flying Colours* number on side A. Altho it's realized that Artie can't evolve the most sensational arrangement in the world for every one of these standards to which he brings his rich, full band, this, however, could have been bettered in a number of spots. It's head-and-shoulders above most contemporary platters, musically speaking, but it hasn't got much excitement of other Shaw disks along similar lines, except in isolated passages. The strings and Shaw's clarinet, as usual, stand out. Reverse is a swinger, a Shaw original that again features his intricate solo work. It's good, but this sort of thing can be left for other more ordinary orks to do.

WILL BRADLEY (Columbia 36052)

What D'Ya Gonna Do From Your Heart?—PT. VC. *Talking to the Wind*—PT. VC.

Two meaningless pop tunes come from this band on this disk, played solidly enough, and accented well by Lynne Banner and Terry Allen on sides A and B, respectively, but they're just another pair of ditties that probably won't mean too much, and as such they're a waste of time for an ork as capable of turning out unusual things as is this one. First side is rhythmic and the second is slow ballad, which at least supplies contrast.

TONY PASTOR (Bluebird B-11119)

Briggin'—PT. VC. *Copley Square*—PT.

Pastor, whose vocal efforts customarily reveal a high percentage of gravel mixed in with the words, surprises on side A here with an excellently sung version of a song in the *Larynx* tradition. Time and lyrics are homesy and blend nicely with Tony's style, at least the traces of it that remain in this interpretation. This is really a good singing job (with Pastor at the mike most of the way), and may do much to boost his stock with disk fiends. Backing is a stomp tune with the usual riffs, solos, and ensembles.

RAY KINNEY (Decca Album Set No. 191)

Favorite Nocturn Songs—Five 10-inch records.

The title of this Decca album is the best description of the songs it contains. Numbers like *La-La-A* and *Pagan Love Song* are included, and delivered in the forthright Kinney style they make good listening, even if one's taste doesn't run

to grass-skirt melodies and rhythms. Kinney's name, plus good-looking album designing, makes this particularly saleable to people who favor Hawaiian areas.

JIMMY DORSEY (Decca 3710 and 3711)

My Sister and I—PT. VC. *In the Bush of the Night*—PT. VC. *La Route*—PT. VC. *Minnie From Trinidad*—PT. VC.

First record combines a dramatic instrumental arrangement and a lengthy Bob Eberly vocal on the A side, both excellent, with a version of Rimsky-Korsakoff's *Scheherazade* that is similar in form to Dorsey's recent *Yours* platter. Eberly leads off with a slow ballad vocal, and goes to swing for the next chorus, with Helen O'Connell for the rhythmic last-chorus vocalizing. It's a highly effective pattern, for it offers so much more during its three-minute course than most stomp-tempo, stereotyped observations. *La Route's* familiar melody is taken at a medium jump tempo, with Jimmy's solo work outstanding, while the reverse here is largely Miss O'Connell's detailing of the sad story of *Minnie*. A song must be pretty weak if even Helen's individual and excellent style can't accomplish much with it.

TOMMY TUCKER (Okeh 6131)

Jenny—PT. VC. *My Ship*—PT. VC.

Lot of vocal on the A side here, and all of it done by Amy Arnall and the Voices Three with no appreciation of the humor to be extracted from the great Ira Gershwin lyric. In Tucker's typical buoyant tempo, it grinds on and on for chorus after chorus, each one sounding alike, with not only the singers but the band as well exhibiting nothing but routine stuff that assuredly can't be blamed on the material. *Flopper* is a boy's ballad that isn't presented with any more life or brilliancy than its companion on the A side.

GENE KRUPA (Okeh 6130)

Let's Get Away From It All—PT. VC. *Just a Little Bit South of North Carolina*—PT. VC.

Nothing unusual stands out on these latest Krupa sides. Scoring is ordinary, beat is toe-tapping enough (which is to be expected on a Krupa disk), and Anita O'Day sings both sides in an attempt at a style that doesn't always come off. At times she succeeds in being cute and effective, but in other places the effort to be a little different fails, not in its purpose, but in its listenability.

JIMMIE LUNCEFORD (Columbia 36054)

Dinah—PT. Parts 1 and 2.

This can have appeal only for the most ardent Lunceford fans, or for those who prefer their musical entertainment as screamingly loud and foolish as it possibly can be. Outside of one or two spots on either side, the venerable standard is mutilated beyond much recognition, and we're there in no denying the jazz merit of many of the solos, on the whole it's a fast, boiler-factory version in which everything and anything goes—including the eardrums of anyone but the most fanatical hep-cats.

DANNY KAYE (Columbia 36042)

My Ship—V. *The Princess of Pure Delight*—V.

Kaye's second record, like his first, contains two numbers from the show in which he is meeting with such success, *Lady in the Dark*. But unlike the first disk, one half of this one (the A side) is a beautiful ballad number more suited to someone with a definite singing voice, rather than to a comedian. Kaye's delineation combines sentimental crooning, recitative, and swing singing in a confusion arrangement (that also includes a choral group), which is neither fish, fowl, nor good record listening. Reverse is much better, because it offers Kaye the chance for comic voice changes and amusing song story-telling.

UNA MAE CARLISLE (Bluebird B-11120)

It's Sad But True—V. *Blitzkrieg Baby*—V.

If any prize were offered for not only the worst song of the year, but the one

in the poorest taste, there is no question about *Blitzkrieg Baby's* ability to win it. Tin Pan Alley customarily rushes to bring out effusions on contemporary happenings, but something like this—with the parenthetical subtitle *You Can't Bomb Me*, and lines such as "you look so cute dressed up in your parachute"—is the absolute nadir of bad taste, to say nothing of stupidity, as far as this observer is concerned. Miss Carlisle's vocal style is always interestingly effective, and it's not her fault that this side can't be listened to without a strong inclination to see how it feels to break a record. *Plattermate* is not the best song in the world, but it's a harmless ballad that Una Mae voices nicely in her intimate, provocative style.

HORACE HEIDT (Columbia 36053)

Pete the Piper—PT. VC. *A Knife, a Fork, and a Spoon*—PT. VC.

Two more songs from Heidt's *Pot o' Gold* picture are backed up here, but either of them is the sort of tune calculated to evoke much dancing in the streets, or anywhere else, for that matter. Tunes are both novelties, and they light and buoyant in the typical Heidt vein, are innately cute and a slight insult to even the least captious record listener.



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BUCKLEY MUSIC SYSTEM INC - 4225 W - LAKE ST - CHICAGO



ANOTHER BUCKLEY INSTALLATION made by Hill Music Company, Cincinnati. Left to right: Carol Gable, band vocalist; A. L. Duke, and Robert Maloney, manager. (Manufacturer's release.)

er's intelligence. Donna and her Don Juana occupy the vocal spotlight on both sides, and deliver only pedestrian quartet harmonizing. The disk will probably find its biggest market among those people who have seen Horace and the band in the film, and who want to hear again the numbers coming from the screen.

LANNY ROSS (Victor 27390)

Ace Maria—V. Mother's Day Song—V.
After a series of aimless recordings, mostly of his own compositions, no one of which was worth the effort, Ross finally cuts a pair of sides that ought to have a satisfactory steady sale over a long period of time. The famous Bach-Gounod song on the A side, as well as its companion piece, finds sensitive, understanding treatment in Lanny's hands, and his tenoring has rarely sounded better.

DICK ROBERTSON (Decca 3716)

The Farmer in the Dell—V. Mary Had a Little Lamb—V.

The children's hour arrives with this newest Robertson release. This is, to all intents and purposes, designed exclusively for the kiddies, for on both sides Dick relates the familiar children's song stories, with medium tempo instrumental accompaniment that not only backs him up, but separates the vocal stanzas in place. Altho it's a little out of the ordinary for Robertson, this pleading will probably pay nice dividends because of its simple, easy approach to a couple of ditties that a good many mothers will want for their offspring.

AL DONAHUE (Okeh 6136)

Jumpy' at the Jake Kos—PT. VO. Tebu—T.

Side A is a good enough ride tune, played exceptionally well by Donahue's new swing band, with shading, precision, and general scoring out of the top drawer. Don Keating and the band boys wrangle the lyrics effectively. The pairing is a slow, undulating version of the Afro-Cuban Tebu, with native tenor and an excellent hot trumpet passage sharing the stand-out honors. Arrangement throbbing this side is extremely effective.

KING SISTERS (Bluebird B-11122)

My Sister and I—V. I Understand—V.

The Kings do an about-face on their latest release, foregoing for the moment their habitual swing-singing in favor of a pair of slow-tempo ballads, both of which are heading for the heights as pop tunes. Except for a slight over-stressing of the harmony on one part-

My Sister and I, the girls do a highly commendable job on both songs, singing them moodily and yet rhythmically. Vocal arrangements make the most of each melody, with neither side confined exclusively to four-note stinging. The several solo bits strung thruout are well done, and contrast nicely with the group harmonizing.

BILLIE HOLIDAY (Okeh 6134)

Georgia on My Mind—V. Let's Do It—V.

Selection of the Cole Porter hit of another year for the B side backing here was not the greatest that could have been made, for the torch style of Miss Holiday does not lend itself too well to a song whose main attributes are sophisticated, amusing rhymes and a lilting rhythmic lift. On Georgia Billie is more in her element, and she turns out one of the best vocal versions of this revived number. The piano interlude between her choruses on this side rate a bow.

Phono Lothario

MINNEAPOLIS, April 28—It had to happen, and it finally did. Patsy, magic voice girl here who answers requests for records over telephone phono system, had one customer fall in love with her voice.

The poor Lothario, however, does not realize that Patsy could be one of eight magic voice girls.

He drops in nickel after nickel just to hear her voice. He is begging for a date. He sends letters daily. He wants to meet her.

The man's wife became disgusted with him and left for California. But he still wants Patsy.

The eight Patsys at Magic Voice headquarters are going to flip a coin one of these days and the loser has to accept the phono Lothario's date.

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- THESE THINGS YOU LEFT ME
- 6106 HAMTRAMK
- WIRE BRUSH STOMP
- 5883 HIGH ON A WINDY HILL
- IT ALL COMES BACK TO ME NOW
- 5715 NEVER TOOK A LESSON IN MY LIFE TONIGHT

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Record Buying Guide



An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

GOING STRONG

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country. Recordings listed without an explanation are those that have appeared under this heading for one week or more and have thus become such established successes that they require no further explanation.

Oh, Look at Me Now. Not unexpectedly, the TOMMY DORSEY* recording of this entertaining ditty has made the final leap into the blue-ribbon class after several weeks of building nicely. A majority of operators report favorable returns on it now.

The Wise Old Owl. Another song that has been climbing rapidly, and that at last has become popular enough to land up here, is this BMI number, as recorded particularly by AL DONAHUE*. He has things pretty much his own way here, with JOE RICHMAN*, RICK ROBERTSON*, and TEDDY POWELL*, are pretty fair in some locations.

There'll Be Some Changes Made. (8th week) BENNY GOODMAN*, VAUGHN MONROE*, TED WEEMS*.

It All Comes Back to Me Now. (5th week) GENE KRUPA*, HAL KEMP*, TED WEEMS*.

Amapola. (4th 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.

Dolores. Advancing nicely to a point where it may soon threaten the phono leaders for supremacy is this picture song, as waxed by both TOMMY DORSEY* and BING CROSBY*. Dorsey is featured in the movie from which it comes, and as the film plays around the country, profits on his disk (as well as on Crosby's) should increase.

The Band Played On. GUY LOMBARDO* is thus far unchallenged on this recording, and here again is a case where a movie is helping matters. From the Jimmy Cagney picture, *Strawberry Blonde*, this is being heard by a lot of audiences, and they in turn are going for it on the machines. Lombardo's disk is constantly improving.

Friendly Tavern Polka. Also fulfilling the promise it showed a couple of weeks ago is the HORACE HEIDT* record of this light and lighing number. It still is not enjoying nationwide popularity, but it is definitely pointing in that direction.

Boogie Woogie Bugle Boy. Doing well enough, but showing signs that it will never go any higher is the ANDREWS SISTERS' version of this song they do in their current picture, *Back Street*. WOODY HERMAN* also has a disk that is attracting some nickels.

C'bye Now. Another HORACE HEIDT* waxing that is keeping step with his Taverna recording. An appealing little number, this looks good, in Heidt's version, to be up among the leaders soon.

I Understand. Great improvement over its lackadaisical performance of a week ago was registered during the past week by the JIMMY DORSEY* recording of this ASCAP* ballad. A number of additional operators have now placed it on their machines, and it's beginning to move nicely.

I, Yi, Yi, Yi, Yi. Skipping a bit in this ANDREWS SISTERS' record of a song done in *That Night in Rio*. Perhaps the reason is that operators are flipping the disk over and finding a likely looking item on the reverse (see last listing in this section).

Do I Worry? A "Possibility" last week, this is making good in an extremely encouraging manner. Both TOMMY DORSEY* and the INK SPOTS* have fast-moving disks of it, and indications are that both records will move considerably higher before they're thru.

Until Tomorrow. After an improvement last week, this SAMMY KAYE* record has settled into a rut again, some machines are doing well with it, but in general there's not the amount of action on it that there should have been.

I'll Be With You in Apple Blossom Time. This is the other side of the ANDREWS SISTERS' record of I, Yi, Yi, Yi, Yi, and it's beginning to attract nice attention in a number of places. It's likely to spread itself soon and climb much farther up the ladder.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which are still being mentioned on enough reports to warrant their inclusion in the Guide, even though they most probably will never climb into "Going Strong."

New San Antonio Rose. (11th week) Holding on. BING CROSBY*, BOB WILLS.

Tonight. (10th week) Still around. 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.

No. 10 Lullaby Lane. TOKY PASTOR* and JOE REICHMAN* have versions of this that are meeting with some success in scattered locations. EDDY DUCHIN* also has a fairly promising record of it.

Yours. The JIMMY DORSEY* recording of this Latin tune, known also as *Querencia Mocha*, is beginning to get around in a likely looking way. It might turn into another Amepola for the music machines.

Walkin' by the River. An excellent song, written and recorded by UNA MAE CARLISLE, that is getting some attention in her vocal version. There's very little to prevent this one from being an exceedingly profitable item for the boxes.

Intermezzo. Operators had better watch this one. So far no particular record of it has come along, out of all those available on it, to make a mark for itself, but that is likely to happen any day now.

Everything Happens To Me. A clever lyric and a nice melody, plus some excellent recordings of it, make this song a good bet for the phono network. Operators may soon find that they're missing out on a good thing if they haven't got it.

* Indicates a vocal chart is included on this recording. Double-meaning records are purposely omitted from this column.

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FOR
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**Victor
AND
Bluebird
RECORDS**



**VICTOR "POPULAR" RELEASE NO. 421
LIST PRICE 50c**

- 27882 'We Go Well Together' Marion Jan Scott and his Top Notchers
- 27891 'Gaddy' 'Two Hearts That Pass in the Night' Spring and Sissy with Sammy Kaye
- 27888 'I Love It So' 'You Belong to Me' Tommy Dorsey
- 27888 'It's Got, Got True' Variations in G. Joe Reinman

**BLUEBIRD "POPULAR" RELEASE NO. 327
LIST PRICE 35c**

- B-11123 'Intermezzo' 'Blue Dreams' Baby Freddy Martin
- B-11124 'Mighty Lak' a Rose 'I Understand' Sonny Dunham
- B-11125 'I Went Out of My Way' 'Summertime' Joan Merrill with Orch. cond. by Lou Irving
- B-11126 'Jazz Boogie' 'Sally, Who? You Ought to Be' Earl Hines
- B-11127 'Marta Esmé' 'Made to My Mind' Tony Pastor
- B-11128 'Love at Last' 'There'll Come Another Day' Bert Kennedy
- B-11129 'Fugazzi-Vari La Gloriosa' 'Sawmills in England' Vaughn Monroe
- B-11130 'The Night We Met in Hawaii' 'Swiss' Larry Clinton's Bluebird Orchestra

**BLUEBIRD RELEASE NO. 327
OLD FAMILIAR TUNES—LIST PRICE 35c**

- B-8076 'Loving You Too Well' I Played My Heart and Last Roy Hall & his Blue Ridge Entertainers
- B-8077 'If You Love Your Mother' I Will Meet My Precious Mother Morris Brothers
- B-8078 'Wasn't You Sometimes Dream of Me' 'Sweet Mama, You Top Tall' Tennessee Tumblers

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Philadelphia

PHILADELPHIA, April 28.—Sam Lerner, president of Stanley Music & Amusement Company, looking forward to a big resort season, has enlarged his Stanley Arcade on the Boardwalk in Wildwood, N. J. When the season gets under way there on Decoration Day the establishment will take in three Boardwalk stores. Plans are under construction now and is being designed as an armory, with an array of target guns lining the front of the wooden walk. Arcade will have at least 350 machines. Marvin Kesler and Al Berger, who have managed the Arcade the past two seasons for Lerner, will be back.

Paul Zeisner, formerly with Raymond Rosen Company, local Victor-Bluebird distributor, has been made chief record buyer for the Wanamaker department stores in Philadelphia and New York.

Bodie Snyderman, head of the Overbrook Amusement Company, whose great strides in the music machine operation field since starting several months ago prove that the industry is not exclusive for the male of the species, also finds time for worthy charitable endeavors. An active member of the Cherra Bicker Cholon, well-known local charitable organization, Miss Snyderman is credited with turning in the biggest collection in the organization's Aid to Britain campaign. Through her untiring efforts substantial contributions were made by the town's pinball and music machine operators.

In the South Philadelphia section another pinball operation blossoms. Anthony Riechetti and John Riechetti have organized the Duplex Amusement Company, with offices at 1611 Snyder Avenue.

Al Rodstein, head of Arco Sales Company, amusement machine distributor,

has leased the three-story building at 602 North Broad Street, in which section the distributors are fast congregating.

West Oak Lane section of the city, one of the town's newest developments, gets another new music machine operator. Harry Yanka has organized the Playtime Music Company and established operations at 5143 Opanta Avenue.

Jack Beresin, president of Berlo Vending Company, has been appointed an additional co-chairman of the general committee-making arrangements for the annual convention of the Variety Clubs in Atlantic City mid-May. Beresin was also appointed as co-chairman of the banquet committee for the showmen's jubilee.

Recording artists visiting town for personal appearances are becoming frequent callers upon the music machine gentry. In recent weeks operators met up with Will Bradley, Harry Wood, and Abe Lyman, and this week finds Horace Heidt paying his respects.

Stanley Carroll, who operates the center-city night spot that bears his name and well known among the music machine gentry, is entering the recording business by having Charlie Gaines, band leader at his club, record Charlie's original tune, *I Haven't the Courage*, which he will distribute privately for the music machines.

Overbrook Amusement Company grabbed off one of the most attractive locations in town in setting up Packard equipment at Dick Huber's new Melrose Diner at 15th and Passyunk Avenue. The diner was recently erected at a cost of \$49,000.

Local industry can look forward to the entrance of a proposed Amusement Merchandising Machine Corporation here. Laurice B. Levy, local attorney, has filed petition for a charter for the new organization, its purposes "to buy, sell, operate, lease, service, distribute, and repair coin-operated amusement and merchandising machines and parts and merchandise of all kinds and of a kindred nature."

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Another Philly Newspaper Advocates Legalized Gambling

(Following editorial appeared in The Philadelphia News April 21, 1941)

THE recent developments in the war in Europe make it appear a very definite gamble concerning the ultimate outcome.

So as we go further and further on the side of Great Britain we are figuratively betting \$7,000,000,000, or as much more as is deemed necessary, that we can pick the winner.

We hope we are right.

Certainly, it is going to be a much more complex world to live in if we are wrong.

But what we started to say is that we can't see where this is very much different from betting that 431 will be tomorrow's number.

All life, for that matter, is a gamble.

Matter of Choice

We know of quite a lot of people who have made very considerable hits at church bingo parties.

We know people who have won turkeys, automobiles, trips to summer resorts, and even Irish sweepstakes.

In each of these cases the winners received several hundred times the value of their original investment of 5 to 25 cents. Then, too, we've known persons who have lost in these same raffles or on the numbers or the Irish sweepstakes.

They got weeks of happy anticipation for the investment of a comparative few cents, followed by a day or two of gloom when they discovered they had not won.

But all in all everyone had a pretty good time of it for a very small outlay. As a matter of fact, none of them—winners and losers—could get the same amount of thrill for so little in any other way.

We might add that the writer does not wager on the numbers, the races, or any of the other games of chance, including church bingo games. No, not because he doesn't think such things should be operated, but because he just doesn't care about it.

In that we are different from the great majority of people, who will gamble no matter how many laws are passed or how many G men, police, and reformers are sent out to stop them.

And we differ from the rest of the human race, that small group that doesn't gamble for this reason or that in that we DO NOT think everyone else should have the same idea or be forced into it.

Let Our Private Lives Alone

Gambling does not ruin everybody who gambles, any more than liquor ruins everyone who drinks. Weaklings are going to be ruined by whatever vices they are susceptible to, and nothing can save them.

Prohibition did not save one confirmed drunkard, but it did make a lot of confirmed drunkards, some corpses, and a terrific number of racketeers, criminals, and murderers.

The gambling instinct merely is one phase of the universal profit-making instinct—a desire to speed up the profit system with the aid of chance for one's own profit.

What else is the stock market, we'd like to ask? Or a host of investments that we could mention?

Well, anyway, gambling is going to continue—and with employment

and pay rolls up—increase, no matter what anyone tries to do to STOP IT.

So why not see to it that gamblers, big and little, get a fair show for their money?

And as we said the other day, why not take some of the profits (which now are and have been for too long flowing merrily into the pockets of untaxed law breakers) and use them for the urgently needed city, State, and federal expenditures for defense, instead of burdening the taxpayers with additional levies?

We could get enough to pay for the defense program—well, the major part of it—by legalizing gambling and slapping appropriate taxes on it.

The war itself is a huge gamble, so why not finance it by the same method?

Curbs on Travel

(Following editorial appeared in The New York Times April 13, 1941.)

The hope for abolition of travel restrictions between the United States and Canada, recently expressed in Parliament by the Dominion Finance Minister, will be warmly echoed by our own public. There is little danger of subversive elements from over the border coming down to hamper our armament activities, because Canada has already put her possible trouble-makers in safe keeping.

The Minister evidently had in mind the United States requirement that visiting Canadians must be equipped with passports duly visaed. It is the effect of this upon our own travel into Canada that he and other Canadians deplore. Canada requires no passports from Americans, but an impression to the contrary has been created and it seems hard to eradicate. It is strengthened by the fact that the American immigration authorities demand some evidence, not necessarily a passport, but documentary if possible, that the returning tourist is a United States citizen. A birth certificate or a tax receipt will serve, in the discretion of

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the examining officer, but Americans evidently prefer a right to dependence upon discretion.

Our own people want to go to the Dominion to enjoy its unrivaled scenery and open hospitality, and they see no necessity for providing themselves with documentary evidence to insure their return. Canadians, who need American dollars to pay for their huge purchases of war material and machines, want them to come. They impose no restrictions upon our tourists. This attitude should be two-sided, and made so if possible before the summer holiday season begins.

Canada's monetary restrictions upon purely pleasure travel in the United States by her own people fall into a

different category. They have been accepted uncomplainingly by Canadians who realize that private pleasure must give way to war needs. Americans also understand this and appreciate the Canadian spirit, as Dr. Schuyler Baldwin Terry, of Chicago University, ably points out in a letter to The Montreal Star. The money comes to the United States anyway, but it is being spent here for more serious purposes.

Cleveland Music Men Select May Hit Tune

CLEVELAND, April 26.—Phonograph Merchants' Association of Cleveland has selected as its hit tune for May Just Plain Folks, by Tiny Hill, Mary Kay, and Harold Dettler.

The tune is available on Bluebird records, played by Vaughn Monroe's orchestra, and on Ohah records, by Tiny Hill.

Kirby Names Minves Distrib

LOS ANGELES, April 26.—Appointment of Mike Minves, of New York, as Eastern distributor for the Kiss Tester was announced by E. W. Kirby, of Moneymaker Machines, here. Kirby said that Kiss Tester is clicking solidly over the country and getting good plays in arcades.



BILL DONLON'S ARCADE at Sytan Beach, N. Y., completely equipped by International Mutoscope Reel Company, Inc., Long Island City, N. Y.

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New Orleans

NEW ORLEANS, April 26.—The predicted spring revival in playing of pin-ball machines is being realized beyond most optimistic expectations in downtown locations of the city. With steady play in the mornings and afternoons it is impossible at best spots to even get a glimpse of how players are faring at machines. In a sad day for the kiltzer, a happier one for operator, but most pleased is the location owner. Ask any restaurant, bar, or drugstore owner what the return of pin games, after many months' absence, has meant to his business. The consensus of such replies is that the addition of the pin games is the difference between profit and loss on net business operations.

Owner of one of the largest business-restaurant says: "Return of the pin games has helped my business and my profits are best in many months. When the machines first came back and we were instructed that the operators' association would not tolerate minors playing or pay-off to players, I was skeptical about popularity of the games as entertainment machines only. At first, my predictions were justified, but with return of warm weather and installation of latest-type games, patronage has increased steadily. For the past week I have never seen at any time such a steady play. I am glad to see the games back and I am sure our customers feel the same way about it." (This operator has two machines on location, a Gottlieb Horoscope and a Keeney Wild Fire.)

Sales of Columbia and Okeh records this far in April are running 27 per cent ahead of the same period a year ago and are well in excess of any month in several years, according to Ernie Oertle, head of Dixie Music Sales Company.

The best April business in the firm's history is reported by Decca Distributing Corporation. H. W. McCormick, Southern sales manager, looks for no usual slump

over letdown this year, crediting greater home use of disks plus the big spring patronage for coin phonographs and phone systems for a 32 per cent increase in sales over the first four months of last year.

A good rural demand for Roll-a-Pack counter games is reported by Fred King, of the C. & N. Sales Company, following an extensive business trip thru Louisiana and Mississippi.

Charles Wicker, sales manager of the J. H. Peres Amusement Company, Wurlitzer distributor in Louisiana, left early this week for a trip thru the sugar and rice belt. Al Mendes, district sales manager for R. Wurlitzer Company, also left this week for North Louisiana and East Texas.

The Dixie Coin Machine Company, dis-

Coming Events

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 of 1941," celebrating "I Am an American" Day at 7:30 p.m. in the Continental Ballroom, Newark, N. J.

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.

tributor for several of the leading pin game makers in this territory, report good demands for Gottlieb's Horoscope, Keeney's Wild Fire, Bally's Play Ball and Mytic, Stoner's Imp, Exhibit's Do-Re-Mi, and in one-ball free-play class, Bally's Blue Grass.

Dixie Coin Machine Company has purchased the pin game route of the liquidated firm of Pipitone & Pace, Nick Carbojal, Dixie company head, announces.

Virgil Christopher, district sales representative of the Bally factory, returns to New Orleans Saturday after a trip to Nashville, Tenn.

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1940 Borelago, \$110.00; Quacker, Super King, \$85.00; Andy Parades, \$75.00; 49. Centennial Gold Award Glo. Reels @ \$37.50; 25 Pearls Reel @ \$7.00; 25 Pearls Spoke @ \$12.00; Western Baseball, Free Price, \$50.00; Payette, \$75.00; 10 Cattle Dime J. P. @ \$90.00; A. Mills & Bell @ \$229.00; 3 Paces Jr. Reels @ \$75.00; SCHWARTZ & CO., 401 Bismarck Ave., Fremont, N.



ED HEAD, Brooklyn Dodger pitcher, tries his hand at Scientific's Baffling Practice, while Don Ross, another ballplayer, and his daughter, Linda, look on. The gentleman with the hat is one of those rubic Brooklyn fans who couldn't resist offering a free score of advice. The picture was taken at St. George Hotel Pharmacy, Brooklyn.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION

for the LATEST NOVELTIES, PRIZES, PREMIUMS AND SPECIALTIES

New Aluminum Substitutes Suggested to OPM by Experts

WASHINGTON, April 26.—With substitutes for aluminum becoming an increasing problem, due to need of conserving the supply for defense needs and essential civilian products, the Office of Production Management revealed this week suggestions received from an advisory group of the National Academy of Sciences. Emphasizing the fact that all suggestions "must be taken only as guides," the report stated:

"Known substitutes for aluminum are, in general, those materials that were originally replaced by aluminum, such as brass, zinc, and chromium for chromium-plating and nickel for nickel-plating, which themselves are so scarce as to be questionable present-day substitutes. Substitutions, therefore, should generally come from materials not at

present subject to priorities." Among the Academy's recommendations were that aluminum foil be replaced by oiled paper, glassine, tinfoil, leafroll, or cellophane; that aluminum bottle caps be replaced by paper, plastic, or some form of sheet steel properly coated; that, in general, plastics alone, cast iron, steel, wood, paper, glass, and ceramics be substituted where it is essential that a substitution be made.

The committee also recommended several methods of aluminum conservation to those manufacturers using the metal.

Aluminum Production

The OPM said that by December the Aluminum Company of America would be producing 53,065,000 pounds of aluminum a month, 10,000,000 pounds more than in March, and that new plants of other companies would go on full operating schedules late this year.

The report estimated that 75,000,000 pounds of old metal scrap could be recovered from junk dealers and said that a 5,000,000-pound shipment originally intended for France, still held in New York, could be returned to American defense production.

Substitute for Sheet Aluminum

CHICAGO, April 26.—Transportation equipment manufacturers here are reported to be watching with interest experiments with new lightweight panel that has a fiber face half as heavy as aluminum and one-seventh as heavy as steel.

According to William Leonard, writing in *The Chicago Journal of Commerce*, the panel material, known as "Fybr-Tech," is made of a core of basswood veneer with sheets of vulcanized fiber glued to each side with a resin bond, and set by heat and pressure. Recent tests made at the University of Wisconsin showed that, in spite of its light weight, the material has a tensile strength of nearly 6,000 pounds to the square inch with the grain of the fiber one way, and of nearly 13,000 pounds to the square inch with the grain at right angles.

Fybr-Tech is not 100 per cent fireproof, but it is slow burning, the bond between the fiber and the wood is waterproof and the fiber faces themselves can be made waterproof. Technical Ply-Woods, 228 North La Salle Street, its makers, claim.

The material is being used by General Motors Corporation in place of aluminum for luggage racks in 600 of its newest Greyhound buses, and other manufacturers of transportation equipment are studying possibilities of using it for seat backs, interior trim, partitions, headlinings, window trim, and other interior applications.

"Several large aircraft companies are testing Fybr-Tech now," James R. Fitzpatrick, director of the company, said, "with possibilities of finding places where it can be used for sheet aluminum. We think it has a definite field as a substitute for aluminum where aluminum is now used in sheet form."

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The "Sweetheart" of Counter Machines
Sample ROLL A PACK just \$12.50.
Case of ROLL A PACKS only \$45.00.
Buy ROLL A PACKS by the Case and save yourself \$5.00. All orders require 1/2 certified deposit, balance C. O. D.
Contact your nearest distributor or write direct. Notice: ROLL A PACK available with Ball Gum Attachment only \$2.50 extra.

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ESQUIRE — TOPPER
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GREAT TO BUY!

. . . because immediate profits are amazing—AND THEY'LL BE JUST AS BIG A YEAR FROM NOW!

GREAT TO SELL!

. . . because every **BATTING PRACTICE** machine makes a strong friend and a repeat customer for us!

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DELIVERIES
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NEWARK, N. J.

G. V. Corp. Offers Outdoor Gum Vender

NEW YORK, April 26 (Distributor's release)—G. V. Corporation is offering an Adams Gum vender built expressly for outdoor locations. The machine was custom built for a number of G. V. customers operating some of the toughest neighborhoods. During the past two years demand for a machine that could stand up under all conditions increased steadily, and the firm, noting how well the machine was being received, decided to make it available to the entire industry.

"With two years of location tests to back up this machine," reports W. H. Mann, G. V. president and designer of the machine, "there was no reason why operators should not benefit from the added profits. Many new location possibilities open up. Vender is foolproof.

It can't be broken into and merchandise can't be ruined by rain.

"Every conceivable angle to protect the operator was taken into consideration. Even the window, since it looks like glass, is made of indestructible plastic. In addition to the safety features the machine has all the advantages of our standard models.

"Many operators are already using this machine with our standard indoor and outdoor models to cover every promising location in their territory."

Pennsylvania

WILKES-BARRE, Pa., April 26.—The advent of warm weather has hastened the appearance of apple vending machines here.

The Wilkes-Barre Sunday Independent continues its suggestions regarding pinball machines, citing that near-by Plymouth is one of the "towns in Wyoming Valley that has not seen the wisdom of realizing revenue on pinball machines."

The Wilkes-Barre Record published a cartoon, *Laff-a-Day*, by George Wolfe and syndicated by the King Features Syndicate, Inc., showing a man hitting a jackpot on a bell machine and picking up the coins which fell on the floor. There is a crack in the floor right next to the machine and a bartender near by is quoted as saying, "The crack in the floor takes care of the house percentage!"

In the annual North End Minstrel show held this week in Wilkes-Barre, the Gay Wags were seen using a bell machine as a prop in the barroom, with a sailor scoring a hit every time he inserts a nickel, while one of the principals gets plenty of laughs when he loses every time he inserts a coin.

According to The Scranton Tribune, counterfeit coin passers have effected a successful invasion of the city hall in Scranton. When the cigarette vending machine in the main corridor was opened it disclosed counterfeit coins.

Fort Worth

FORT WORTH, Tex., April 26.—Rain, rain, and more rain, but operators are not complaining, because it means good pasture and good pasture means fat cattle, hogs, and sheep which go to help make up this town's spending money. The recent rains also assure bumper grain crops which will be harvested about the last of May.

Outdoor spots are off to a good start. With so much building and army camp activities in evidence in this section, the summer looks very promising.

Operator Walter Thammish is sporting a new Olds. Walter has opened a new night club, the La Ponda, on Mansfield Highway about seven miles out from town.

Bob Cowan has been adding a lot of new and used Sparks to his already large route of counter games.

I. D. Hightower is driving a new Olds. I. D. and his brother Warren, leading Fort Worth operators, report that business is good.

Dick Dixon, local operator, says his is sleek and proves it by purchasing new and used equipment for his route.

Clayton Senter is featuring counter games in most of his exclusive spots. He is regularly adding new counter units to his string.

Operator McDougall, head of the McDougall Novelty Company, is back in the operating business 100 per cent. He also operates a leading cafe in the city.

Sid Johnson, leading coinman of the southeast ward, is adding new machines to his line weekly. Sid favors counter games and goes in for Daval and Grotchen machines.

Edie Vinson, manager of the Fort Worth Novelty Company, has been adding new wall box installations. He also has been buying new phones.

Stafford Page and Tommy Lortimore report good business. They operate music and amusement, and their attractive showroom window carries the unique name of Pageomatic Company.

What Every Music Machine Operator Should Know

Weekly features in *The Billboard* that should be required reading on the part of all automatic phonograph operators who are interested in increasing their profits. For profits can be increased only thru a thorough knowledge of the music business and all the component parts that go into the playing, recording, and marketing of a song, an artist, and a record.

RECORD BUYING GUIDE—A complete, comprehensive analysis of current popular songs and recordings from the standpoint of their value to automatic phonograph operators. Based upon weekly reports from the leading operators in 30 key centers, the music machine industry is appraised of hits, near hits, and potential hits in, on, and for the machines.

ON THE RECORDS—A critical analysis of the latest record releases, stressing their commercial value and importance to phonograph operators. This column is designed to aid operators in the selection of material for their machines, employing a descriptive appraisal and evaluation of every record released in which the operator might be interested.

MUSIC POPULARITY CHART—A full page of listings showing the 10 national and the 10 regional (in the East, in the Midwest, in the South, on the West Coast) best selling records in retail stores throughout the country—the 15 national and the 15 regional sheet music leaders—the songs most played on the radio, and the number of performances achieved by each—and the records most popular on music machines.

TALENT AND TUNES ON MUSIC MACHINES—A column for phonograph operators of all news, suggestions, advice, and opinions that can possibly be of aid to him in the most profitable conducting of his business. News notes, territorial favorites, excerpts from letters from operators, promotional and exploitation stunts make this feature invaluable for music machine men.

ORCHESTRA NOTES and BANDS ON TOUR—Each column tells where orchestras are playing and where they will be playing for the next number of weeks, all of which operators should know so that a particular band's disks may be played up when that band is in a certain territory.

ON THE STAND—A review of every orchestra seen and heard in in-person appearances, the critical comment based upon the band's present or potential commercial value as well as its musical quality.

ON THE AIR—Critical comment on dance programs heard on the radio from the standpoint of showmanship, presentation, and general listening appeal. Bands make records, and operators want good records; a band's records will resemble its work over the air; operators should know what's right and what's wrong with all phases of an orchestra's performance.

MUSIC ITEMS—The news and items of the music writing and publishing business, encompassing the newest tunes written by known and unknown writers and the placing of these tunes for publication with leading music publishing houses.

GROSS STORIES—The amount of business done by an orchestra in its personal appearances is the best indication of the public's reaction to it. Every week *The Billboard* runs numerous stories giving attendance and gross figures on bands both large and small. Operators need the information contained in this type of story.

GENERAL NEWS—Complete, concise general coverage of the entire field of music, written clearly, impartially, and accurately.



MORRIS GIESER, of Cleveland Coin Machine Exchange, Exhibit Supply Company's Cleveland distributor, looks over Double Play, Exhibit's new baseball game. Exhibit Sales Manager John Christ (right) looks on. (Manufacturer's release.)

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21 STEUBEN ST. BROOKLYN, N.Y.



ANOTHER OUTSTANDING FEATURE ON THE
WORLD'S OUTSTANDING MONEYMAKER!

BUCKLEY 1941 DAILY DOUBLE TRACK ODDS

Yes, BUCKLEY 1941 DAILY DOUBLE TRACK ODDS NOW WITH VICTORY TRACK's new feature... that's what makes 'em HOT, COOL, and FIZZ! THE CASHBOX THAT HOLDS OVER \$200.00 IN NICKELS! You've never seen such profits—because there's never been anything so terrific & new-making as BUCKLEY 1941 DAILY DOUBLE TRACK ODDS! It's got everything! DOUBLE CASHBOW! FEEL the perfect mechanism and HEAR THE BIG PROFITS! "This street" each floor that's full-speed, lamp-glowed, single-proof, 6-foot 5-1/2 inch of actual room, which assures you that every possible bag is GONE! Solid steel and laminated steel full-proof cabinet... "Buckley" "Full Play" glass that can't be drilled... Ball bearing clutch handle that can't be bent or broken... New type Variator positively prevents "chattering" of the motor... GET GOING NOW with the sensational BUCKLEY 1941 DAILY DOUBLE TRACK ODDS... It's the wonder of all time! WAIT! WAIT! FRODO!

BUCKLEY MANUFACTURING CO. 4227 W. LAKE ST. CHICAGO, ILL.

U-Need-a-Pak Not Affected by Tax

NEW YORK, April 26 (Manufacturer's News).—Murray Wiener, sales manager of U-Need-a-Pak Corporation, reports he has received many letters and telegrams from operators in connection with the proposed federal tax increase on cigarettes. The tax will increase price of cigarettes, and operators are wondering what effect this will have on their operations.

"A proposed forced increase in the sale price of cigarettes will not affect the operation of U-Need-a-Pak equipment," said Wiener. "We foresee this possibility a long time ago. The coin mechanisms on our Norman 2nd Geddes-designed Model 300 cigarette merchandiser, as well as the Model A and B machines, can be easily adjusted to take various combinations of nickels and dimes up to 35 cents."

may become greater. Grootchen's new counter game, Yaskee, has been enjoying some widespread activity, as have the Rock-Ola Hi-Tone phones, according to Nelson.

At Mayflower Novelty Company, Herman Paeter reports business has been on the upgrade consistently. Paeter is optimistic over prospects of the coming season and looks forward to an increased trade for the year—if machines are available.

Leo Stern, of Mayflower Novelty Company, St. Paul, and Dorothy Smith, of Minneapolis, will exchange marriage vows May 15.

Oscar (Ozzie) Truppman, of Acme Novelty Company, reports business has been good. Wurlitzer phones are moving steadily. Efforts being made to attract tourist trade to Minnesota are taking hold in good shape, and prospects for the spring and summer season are excellent, he said.

Sid Levin, of Hy-G Amusement Company, says his firm is well pleased with the manner in which Seeburg Symphonolas are being received by operators throughout this territory. New Seeburg installations are being opened up regularly.

Recent visitors to the Twin Cities were Richard Grant, of Seton, Minn.; B. R. Couch, Fordville, N. D.; Walter Jannicke, Glencoe, Minn.; Fritz Frank, St. Cloud; Fisher & Conklin, Brainerd; H. Caray, Watertown, S. D.; William Dody, Clarkville, Ia.; and Del Agnes, Sioux Rapids, Ia.

Ken Williams, St. Paul operator, reports his route has been increasing steadily with many new locations being opened.

Chuck Carter, of Star Sales Company, St. Paul, has had a successful winter and looks forward to doing even better during the spring and summer, he reports.

Business at Silent Sales Company, according to William Spink's Cohen, has been moving upward in a steady trend. New equipment is arriving slowly but surely, and ops are moving

* DERBY SPECIAL *

BLOTS		Lancer		COUNTER MACHINES	
Over 300 New and Used	\$19.50	Big Top	\$3.50	Iron	\$ 8.50
Wills, Jennings, Pace, Watkins,	49.00	Wedge	49.00	Cent a Pak	6.00
Columbia	\$15.00 up	Wild Gun	39.00	Empire	6.50
FREE PLAY		Wid Spin	39.00	Poling	7.50
Punch	\$24.50	Ball Over	19.50	X-Ray	17.50
Hollywood	10.50	Chester	9.50	Tavern	3.50
Power House	37.50	Iron Ship	32.50	Scouting	4.50
All American	23.50	Vaseline	32.50	Indian Dice	6.50
Line Up	23.50	Line Up	39.50	John Will	8.50
Jack	27.50	Fisher	22.50	Bar Boy	9.50
Spacem	6.50	School Day	62.50	High Stakes	2.50
Triumph	11.50	Buckaroo	12.50	Red One	4.50
C. O. D.	16.50	Scott Way	22.50	Safe Hit	14.50
Double Feature	22.50	Stone Baseball	17.50	Square Shooter	9.50
Flagship	12.50	Rover Six	14.50	Penny Pusher	7.50
Wings	22.50	On Track	27.50	Goal Line	4.50
Big League	24.50	MISCELLANEOUS		Roll a Gent	7.50
Consuet	12.50	Air Rader	\$109.50	Whispering Eye	6.50
Open Line	40.00	Billy Submarine	50.50	Wild Cards	4.50
Lucky Strike	17.50	Katby Wife	34.50	Hold and Draw	4.50
Duke Finch	37.50	Banker	18.50	Roll 21	4.50
Shoe Champ	27.50	Ball in the Barrel	74.50	Zephyr	7.50
Albatross	57.50	Billy Aloys	14.50	Ticket	2.50
Chubb	7.50	Stone Ball	29.00	Rhinoc	4.50
Fox Hunt	35.50	AUTOMATICS		Punch a Ball	2.50
Plymouth	35.50	Bronco	\$14.50	A. B. G. Gun	17.50
Avalon	14.50	Prize	14.50	Seven Grand	12.50
Sea	12.50	Entry	24.50	Reco	3.50
Castle God	24.50	CONSOLES		Head and Tail	3.50
Wool Baseball	64.50	Party Race	\$55.50	Old Club House	3.50
Super Charge	15.50	Party Day	24.50	Grand Stand	12.50
Scotty Boy	24.50	Knock	22.50	Tally	4.50
Red Hot	19.50	Fishing Trip	18.50	PHONOGRAPHS	
Scotty	27.50	Tan Folan	16.50	Used Phonographs	
Goody	14.50	Colony	34.50	All Makes and Models	
Goody	23.50	Dark Horse	18.50		
Yacht Club	29.50	Kr. Club	27.50		
Star Ball Extra	39.50	Fast Time	34.50		
Free Race	9.50	Jackpot	44.50		
Air Line	16.50	Silver Mine	99.50		
Line Light	32.50	Saratoga	94.50		

All Machines Reconditioned—1/3 Deposit, Balance C. O. D.
OHIO SPECIALTY COMPANY
539 SOUTH SECOND STREET, LOUISVILLE, KENTUCKY

Minneapolis-St. Paul

MINNEAPOLIS, April 26.—With the May 1 deadline for new pinball machine licenses in Minneapolis coming up, many operators are preparing to obtain their permits for the units they operate. It is estimated there must be some 1,100 machines in operation in the city. License fee is \$50 yearly, payable at the rate of \$25 May 1 and \$25 November 1.

Spencer Ott, Seeburg field representative, and John Baxter, Seeburg engineer, conducted the Seeburg service school at Hy-G Amusement Company here Thursday and Friday. About 50 operators attended the school each day, with classes getting under way at 9:30 each morning. Henry H. Greenstein and Jonas Bessler, Hy-G officers, were in charge for their firm.

Archie LaBeau, head of LaBeau Novelty Company, St. Paul, left this week for a business trip to Missouri and will be back at his desk early next week. Meanwhile, according to N. L. Nelson, of LaBeau, the spring and summer seasons look bright, providing the distributors are able to get machines from the manufacturers. Shortages on machines are already noticeable, Nelson said, and

the units out on location almost as fast as they get in, according to the Spinix.

Sam Tarant, of Mayflower Novelty Company, is in Rapid City, S. D., on business, while Morris Roisman, of that firm, is in Chicago.

Fisher & Conklin, Brainerd operators, have been having signal success with Pacogram. During the past week they placed their 13th unit in their territory.

Jackie Phibbs, former welterweight boxing champion of the world, got plenty of publicity both for himself and the coin machine business during his short course at Mayflower Novelty Company preparatory to entering the industry. The local newspapers, in interviews with Jackie, played up the fact that he was learning the coin machine and phono business from Sam Tarant, whom he first met in the ring years ago when both were welterweights.

GEORGIA OPERATORS!

COME IN—SEE AND
PLAY THE GREATEST
GAME WE HAVE HAN-
DLED IN THE PAST TEN
YEARS!



SCIENTIFIC'S BATTING PRACTICE

This startling new baseball game **MUST** be seen to be really appreciated! At last—here's a 100% LEGAL SKILL GAME that actually tops ALL gaming records—a game that will be a money-making standby FOR YEARS TO COME, because it's REAL BASEBALL in the most modern and attractive form ever produced!

GEORGIA OPS! BATTING PRACTICE DEMANDS YOUR IMMEDIATE ATTENTION! IT ANSWERS ALL YOUR OPERATING PROBLEMS!

YES, WE'RE DELIVERING THEM NOW!

RUSH YOUR ORDER TODAY!

HANKIN MUSIC CO.

708 SPRING STREET, N. W.

ATLANTA, GEORGIA

The Birth of a Nickel

SMALL, light in weight, ever present and ever in demand, accepted as rather commonplace, yet without it there would be no coin machine industry—the nickel. Did you ever stop to think what would happen to the industry if suddenly the supply of nickels were taken away? To dispel any thoughts about the birth of the lowly nickel the writer recently made a trip thru the Denver mint, upon permission of Mark Skinner, superintendent. And if anyone in the future tells you it's easy to make money, tell him that as far as coinage is concerned it's an involved process.

The life-blood of the coin machine business gets its start in the make-up room. Only pure nickel, all of which is obtained in Canada, and electro-lytic pure copper is used. A set of scales so accurate they can weigh a one-hundredth (.01) troy is used to obtain the proper balance. The coins contain one-fourth nickel and three-fourths copper, and this balance must be exact as to weight and fineness.

The proper weight balance of nickel and copper then goes to the ingot melting room, where it is placed in a melting furnace with a temperature range of 2,400 degrees. The resulting molten mixture is then poured into ingots of 66 ounces each. These ingots are washed in a mixture of sulphuric acid and water to remove grease and dirt and to bring out a brighter color. The ingots are then topped and the rough edges cut off. There are 56 ingots in a melt, which will make about \$750 in nickels.

Into the rolling room go the ingots, where they are put thru a

breakdown, and then given an intermediary and finished roll with as much as 50 tons of pressure at a time. The original foot-long ingot finally emerges about 6½ feet long. Micrometer tests are made for standard weight and thickness, and if a coin is three grains over or under standard thickness of 62-thousandths it is condemned. Nickels are punched three at a time and about 30 minutes is required to punch out \$750.

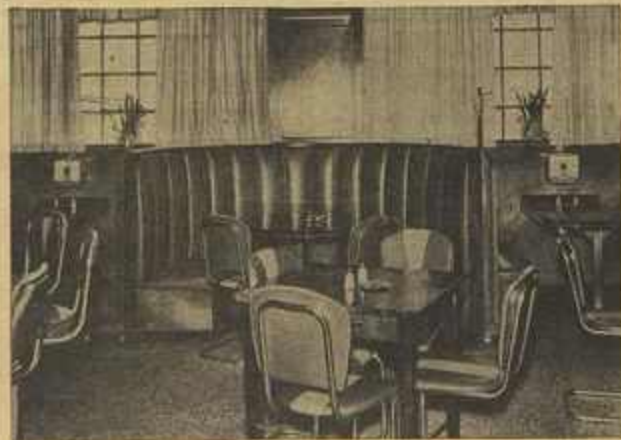
Punched blanks are then taken

to a bleach room, where they are first annealed, or softened, by being put in a furnace at a temperature of 1,400 degrees, with enough atmosphere admitted to prevent oxidation. Following a sulphuric acid wash, coins are put in a cream-of-tartar solution to polish and then in a centrifugal extractor for drying. There is a .35 ounce loss in handling. However, the room has a lead floor which drains into subterranean tanks where particles of metal are recovered thru a series of baffle tanks.

Finally, the blank coin is ready for the press room, where it is first put into the upsetting machine to form the border. Then a press with reverse and adverse dies stamps the coins on both sides in one opera-

tion. Sixty tons of pressure is used in this stamping, which stamps about 100 coins a minute. Coins are then placed in an automatic counting machine which packs them \$50 to a bag. They are then ready for distribution.

Despite 24-hour seven-day-a-week shifts, there is a definite shortage of all coins except dollars at the Denver mint, and the mint is unable to meet orders for new coins. The increased use of coin-operated machines is acknowledged one of the important reasons for this shortage. So you see, Uncle Sam has the same trouble most of us have, he can't make enough money. And the next time the subject of nickels comes up, remember what the lone, unpretentious coin has to go thru before it is eligible to go into a coin machine and eventually mean \$\$\$ to you.



"THE SMARTEST THE LOCATION, the more apt it is to feature Keeney Wall Boxes for remote selection of music," according to J. H. (Jack) Keeney, head of J. H. Keeney & Company. The above picture was taken in a Baltimore location which features Keeney wall boxes. (Manufacturer's release.)

Interstate Named Packard Distrib

INDIANAPOLIS, April 26 (Manufacturer's release).—Homer E. Capenart has announced the appointment of the Interstate Novelty Company, Spokane, Wash., as Packard distributor for Western Washington.

"Ed Perry, owner of Interstate Novelty Company, has long been an outstanding distributor in Western Washington and is well known to operators, not only in his own territory but thruout the West," declared Capenart in making the announcement.

Perry, on receiving the franchise, said: "I am very happy to be able to give the operators of this area Homer Capenart's Packard Pla-Mat remote-control equipment, which I consider the finest made. It is trouble free and well built. I am pleased to recommend Packard Pla-Mat equipment to all operators, because it will take in more money and make more net profit for them than any other kind or type of automatic music equipment available today."



**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 Dice spin in opposite directions. Matching name, color and brand awards 1 package, 2 packages or jackpot of 10 packages (equivalent of 150 to 200).

**Operator's
Special Price**

\$14.75
Ex.

F. O. E. Chicago

Write for Quantity
Prices in Case Lists
of 5, 24 and 96

OTHER OUTSTANDING BAKER HITS:

★ **SALUTE** ★
★ **BAKER'S PACERS** ★

THE BAKER NOVELTY COMPANY INC.

1624 WASHINGTON BOULEVARD—CHICAGO, ILL.

LOOK AT WHAT YOU GET FOR YOUR MONEY—BILL FREY'S SPECIALS FOR TODAY

Mill FIVE BELLS, 5¢ Play, Used Two Weeks, Like New	220.00
Mill FIVE BELLS, 5¢ Play, Used Seven Weeks	220.00
Mill WEST POCKET BELLS, 5¢ Play, Blue & Gold Cabinets, Never Used	30.00
Mill WEST POCKET BELLS, 5¢ Play, Blue & Gold Cabinets, Used 7 Weeks	50.00
Mill WEST POCKET BELLS, 5¢ Play, Green Cabinets, Bought This Year	25.00
Mill JUMBO PARADE, Fruit Reel, Cash Payout, 5¢ Play, Floor Sample	117.00
Mill BLUEPRINT, Original Cabinet, 50¢ Play, Floor Sample	132.00
Mill BLUEPRINT, Original Cabinet, 50¢ Play, Floor Sample	178.00
Machine SUGAR KING, 5¢ to 25¢ Play, Floor Sample	50.00
Machine COLUMBIA BELLS, 5¢ to 25¢ Play, Floor Sample	62.50
Machine COCAINE, 5¢ to 25¢ Play, Floor Sample	50.00
Machine LUCKY STAR, 5¢ Play	50.00
Machine LUCKY LUCRES, 5-25¢ Game, 200.00	
Machine BARBETTES, 5¢ Play, 572.00	175.00
Machine RAIN, Street Cabinet	100.00

Write for Our Price List.

HILL FREY, INC., 140 N. W. First Street, Miami, Florida

**You can ALWAYS depend on JOE ASH—ALL WAYS
FINEST FREE PLAYS READY FOR SHIPMENT!**

All American	50.00	Blue Spot	51.50	Bonnie	22.50
Crestline	24.50	Double Feature	12.50	Diele	20.00
Fleet	27.50	Ferretion	37.50	Gate Star	32.50
Happy	16.50	Lander	42.50	Luxville	15.50
Mill 1-2-3, 1940	14.50	O'Boy	14.50	Powerhouse	25.50
P. J. Ann, Reels 67.50		Ration	18.50	Ray	14.50
Roller Derby	14.50	Red White & Blue	29.50	Roar Game	14.50
Starburst	14.50	Starburst	57.50	Sooty	15.50

Send Out and Desat Ace (in original carton), \$7.00 Each.

1/3 With Order, Balance C. O. D. WRITE FOR COMPLETE LIST!

ACTIVE AMUSEMENT MACHINES CORP.
900 North Franklin Street, Philadelphia, Pa. Phone: Market 2556

Denver

DENVER, April 26.—Business has increased so rapidly with Wolf Sales Company that additional warehousing and storage space had to be contracted for. Recent visitors and purchasers of equipment include Oscar Messer, of Pueblo; Joe Piccoli, of Durango; W. E. Bosche, of Eaton, N. M.; Paul Bosche, of Alamosa, and Charlie Curtis, of Alt.

Visitors at the Mountain States Munde Distributors included E. Jones, of Gunnison; Henry Chippe, of Rock Springs; George Parsons, of Rawlins; Jack Shuman, of Cheyenne; Guy Farrens, of Casper; C. A. Bore, of La Junta; O. H. Scott, of Pueblo; Johnny Burke and Homer Rose, of Sterling, and George Florina, of Santa Fe, N. M.

Installation

James A. Gilmors, secretary of Coin Machine Industries, Inc., calls attention to the change in the date for the installation of officers of the organization. Corrections of the date have not as yet been made in all the trade papers.

The new date is Wednesday evening, April 30, 6:30 p.m., Bal Tabarin, Hotel Sherman, Chicago.

An enjoyable program is promised to all who come.

Sales promotion for Your Choice beverage vander manufactured for the Refreshment Vending & Machine Corporation by Wells-Gardner and distributed in this territory by Burnett-Vorbeck Company, is being handled by Mountain State Music Distributors. The machine is a selective vander offering 12 flavors of drinks. According to Jim Gaddis, Mountain States, which is covering Colorado, Wyoming, New Mexico, Kansas, Nebraska, Southern Montana, and Southwestern South Dakota, has 78 orders for machines on hand.

Detroit

DETROIT, April 26.—The perennial draw of Penny Arcades for Detroit patrons was proved again this week when Eastwood Amusement Park opened for the season. A couple of the early midweek nights were cold and attendance was generally only fair. However, indoor attractions were doing well. At one semi-open concession, however, attendance was several times above the average of other unsheltered attractions—the Penny Arcade. The cold weather kept crowds from gathering at the regular concessions but patrons were willing to spend on the machines.

Floyd L. Huensgarde and Betty Marshall, who operate Betty's Stockade, a neighborhood swing bowl on Woodward Avenue, have formed a partnership as Great Lakes Amusements to enter the operating field with a route of three different makes of ray guns.

Emphasis upon coin machines in amusement parks was further marked by the decision of Fred W. Pearce, veteran operator of Walled Lake Park here, to make a new sportland in the park piece of new construction in the park this year. Realizing the importance of having at least one important attraction added each year in a park, Pearce is concentrating attention upon the Sportland this season.

United Music Operators, 55 strong, held a meeting Tuesday in the Fort Shelby Hotel. With most important operating problems now working smoothly, the evening was devoted largely to handling matters of record sales and selection and social contacts.

James Ashley, of American Novelty Company, reports that operators of music machines around Detroit have money in the bank for the first time in three years.

Ben Robinson, of the Robinson Sales Company, back from a business trip thru Northern Michigan, is enthusiastic over prospects for Baiting Practice, particularly in a territory as rabid over baseball as are Detroit and Michigan.

Buffalo

BUFFALO, April 25.—After-Easter trading here is animated, despite a sudden cold spell which put the damper on folk's stepping out. On locations, trade continues at a fair pace.

It looks as the beverage and ice cream vending will come into its own this

summer, and there are indications that several new operators may join this fall.

An old piece is now being remedied, with the old 25-cycle being changed to 60-cycle current on the Lake Shore, where a good many of the best summer locations are situated. This development will help operators in buying and changing around of equipment, but entails much work until things are settled.

Fred Van De Walker, Modern Automatic Music Company, who has a good number of summer spots on Lake Erie, is busy changing cycles on his older machines, and getting parts from the Warrenton factory.

Jim Hakasale, Troquels Amusement Company, reports good business in the music line.

Phil Rich, American Cigarettes Machine Company, has set up a complete installation of Packard's Pla-Mar wall boxes in his show window and is attracting nice comment.

J. H. Winfield Company is ending Texas Leaguers a good item and sold several this week. Scientific Betting Practice is also a good seller.

At Atlas Photograph the same old problem is still pressing: Orders for the new Seeburgs come in faster than they can be filled.

Bernie Blacher, Amplified Music Company, is finding phono cash boxes pretty well filled these days. He has just bought a new Seeburg standard model for one of his locations, and is mighty pleased with it.

Royal Amusement Company is still using its Seeburg central station music, the income from this novelty isn't all it was at first.

Death

KOLBER—Ed, well-known vending machine operator, recently in Dallas, He operated the Consolidated Amusement Company in that city.

Marrriages

SCALLET - EVANGELISTA, Albert Scallet, of the Hude Vending Company, Hazleton, Pa., to Rose Evangelista on Easter Sunday.

Baby Production

GORDON—Born to Mickey and Helen Gordon in Chicago April 14, a son named Allen M. Father is member of New City Sales Company, Chicago.



MARVEL KEEPS THE WIRES HOT!

WESTERN UNION

THE DAVAL COMPANY,
2043 CARROLL AVE., CHICAGO

MARVEL OUTGAINS, OUTLASTS,
OUTPLAYS AND OUTSHINES ANY
CIGARETTE REEL TOKEN PAYOUT
COUNTER GAME EVER BUILT!!
RUSH OUR ORDERS QUICK! YOU
ARE TO BE COMPLEMENTED ON
NOT BOASTING PRICE!!

STILL ONLY
10 FOR \$275.

SAMPLE \$32.50
BALL GUM MODEL
\$2 EXTRA

DAVAL, 2043 CARROLL AVE., CHICAGO
Pacific Coast: MAC MOHR CO. 2916 W. PICO BLVD - LOS ANGELES, CALIF.



NOTICE

WE WANT THE WORLD TO KNOW THAT
WE ARE THE MICHIGAN DISTRIBUTORS

For Scientific's
BATTING PRACTICE

WE CONSIDER BATTING PRACTICE THE
MOST REMARKABLE COIN MACHINE IN
THE PAST DECADE.

IN PLAIN TALK, IT IS A 100% LEGAL
GAME THAT TAKES IN AS MUCH
MONEY WITHOUT ANY AWARDS WHAT-
SOEVER AS THE BEST PAYOUT GAME
ON AN AWARD BASIS.

YOU WILL OPERATE BATTING PRACTICE
EVENTUALLY. WHY NOT BE
AMONG THE FIRST AND CAPTURE THE
BEST LOCATIONS IN YOUR TERRITORY?

ORDER NOW!
ROBINSON SALES CO.
3100 Grand River Ave., Detroit, Mich.

Monarch Execs On Double Shift

CHICAGO, April 28 (Distributor's Release).—Buckling down to the business of supplying coinmen from Coast to Coast with new and used equipment are Monarch Coin Machine Company executives, Roy Bazelon, Al Stern, and Clayton Nemaroff.

"With Roy back at his desk after a brief but rejuvenating rest in Florida, we are all on our toes and doing the biggest job in our history," Al Stern declared. "The widespread fame of Monarch service is making us the supply source for operators in all parts of the country. As our customer list continues to grow, the hours we spend at our desks, on the phone, and in the shipping and reconditioning departments grow more and more extended.

"The facilities for service which were installed when we first occupied our new three-story office and warehouse building have since been added to in every department to make our service much more efficient than ever, and this improvement process is a continual one made necessary by the ever-increasing business Monarch is enjoying. Our service is improved, too, by the increased variety and quantity of stock which we make it a point to have on hand at all times."

Toronto

TORONTO, April 28.—Merchants of amusement equipment look forward to big business this summer. The demand for phonographs and other amusement machines from summer resorts is the heaviest in years. Jobbers and operators predict a shortage before summer gets under way.

Military and air training centers have taken up most of the surplus equipment that in other years had been used in summer locations. Prices on used equipment have skyrocketed, due to the embargo placed on the importation of amusement machines last December. Operators feel that while larger grosses are anticipated, increases in percentages is necessary to offset the sudden rise in prices. In other years there was stiff competition in the summer field, but with the demand this year greater than the supply, keen competition will be a thing of the past. The hunt for greater profits will be stemmed because of extra war taxes levied on profits.

Local members of the Ontario Amusement Machine Association plan a fishing expedition to their favorite spot to compete for the fishing rod offered by the association as a prize for the largest fish caught in Ontario waters. "No credit for fish stories," says Director Bill Painter.

Steve Halpin, director of AMI of Canada, was in town for the opening of the new showrooms of Acme Automatic Sales, distributor. The company is featuring a new selective wall box which has been creating much interest.

The largest arcade in the province will be opened by Vignora Bros. and Donald Fielding & Company of Toronto, at Sunnyside Beach. The building was formerly used as a roller rink.

"Commercial"—A two-line item appearing under a Toronto heading last March in *The Billboard*, announcing the signing of contracts between Sunnyside Beach and the Automatic Phonograph Company of Toronto, resulted in a \$1,000 sale of Penny Arcade equipment. The party of the first part read the item in Western Canada, contacted the party of the second part in Toronto—result, a \$1,000 sale.

Ringers Majestic Corporation, Toronto, was recently appointed distributor of Decca Records for territory between Kingston and Port Arthur.

Rumors has it that two American manufacturers of coin machine equipment are to establish branch plants in this province before the end of the summer. Their identity is being withheld temporarily, but official announcement is to be made soon.

PHONOGRAPH
HEADQUARTERS

GERBER
&
GLASS

WURLITZER

16-Record MARBL-GLO

With Illuminated Dome
As Illustrated



Complete \$69.50
Ready to Operate

400 War. MARBL-GLOS 39.50
716 Phono. Spec. . . . 44.50
616 Wurlitzer Regular 44.50
616 War. Ill. Grill . . . 49.50
500 War. Keyboard . . . 134.50
500 War. Keyboard,

Slug Proof . . . 149.50
600 Wurlitzer Rotary 124.50
600 War. Rotary,
Slug Proof . . . 139.50
600 War. Keyboard,
Slug Proof . . . 144.50

MISCELLANEOUS

Anti-Aircraft (Brown) 64.50
Rotary Merch. 79.50
De Luxe Digger 59.50
Mutoscope (New)
Punching Bags . 195.00
Love Testers (New) . 195.00
IMP \$12.50
LIBERTY BELL 34.50

PIKE'S PEAK



\$32.50

100%
LEGAL

1/3 Deposit With Order

GERBER & GLASS

914 Diversey Blvd., Chicago

NOTICE TO THE TRADE

YOU CAN GET IMMEDIATE
DELIVERIES OF SCIENTIFIC'S

BATTING PRACTICE

FROM THE
FOLLOWING DISTRIBUTORS

GEO. PONSER CO.

NEW YORK & NEWARK

TRIMOUNT

COIN MACHINE CO.
BOSTON

BANNER

SPECIALTY CO.
PHILADELPHIA

GENERAL

VENDING SERVICE CO.
BALTIMORE

ROBINSON

SALES CO.
DETROIT

HANKIN

MUSIC CO.
ATLANTA

MOSELEY

VENDING MACH. EXCH., INC.
RICHMOND

WE ARE APPOINTING NEW DISTRIBUTORS AS FAST AS WE CAN MAKE
DELIVERIES! WATCH THIS PUBLICATION FROM WEEK TO WEEK
FOR NEW DISTRIBUTOR APPOINTMENTS.

SCIENTIFIC MACHINE CORP.
21 STEUBEN ST. BROOKLYN, N.Y.

BEAT THE RISE IN PRICES!

THE RISE IN PRICE IS INEVITABLE! TAKE ADVANTAGE OF THESE VERY LOW PRICES WHILE WE STILL HAVE THESE MACHINES IN STOCK

PHONOGRAPHS	NOVELTY GAMES
WURLITZERS	(Free Play)
Model 300 (Keyboard)	Blower's DOUBLE FEATURE
Model 300A (Keyboard)	SPORTY
Model 400	WHITE SPOT
Model 400A	ANABEL
Model 24	THREE SCORE
Model 410A	DOGHERBY
Model 410 (Lift Up A Girl)	SUMMER TIME
	LITE O' CARDS
	LUCKY STRIKE
	OMEVRON
	SUPER CHARGER
	LOT O' FUN
	GROSS LINE
	BUCKAROO
	HOLLER DERBY
	CONQUEST
	THRILLER
	LARGER

1939 ROCKOLA
COUNTER MODEL
MIRABEN CABINET \$39.50

SEEBURG

Model A	\$122.50
Com.	65.00
Model A	16.00
10 Ruled	17.50

MILLS

1225 THIRDS OF MUSIC	\$122.50
1240 THIRDS OF MUSIC	127.50

COUNTER GAMES

TOTS (Used Two Weeks)	\$ 8.95
X-RAYS	10.95
GINGER (With Base)	11.95
SPARKS	11.95
SCOOTER (New)	7.95
TOTALIZER (Banded)	9.95
DRILL SHOT, F.A.	10.95
MERCURY	14.95

PAYOUT GAMES

GOLD MEDALS, Exceptionally Slow	\$34.50
DERBY CLOCK	34.50
DERBY THIRDMULT.	19.50

ONE-THIRD DEPOSIT MUST ACCOMPANY ALL ORDERS—BALANCE C. O. D.

ANY ORDER LESS THAN \$25.00, CASH IN FULL WITH ORDER.

ACME NOVELTY CO.

1124 HENNEPIN

MINNEAPOLIS, MINNESOTA

EXCLUSIVE DISTRIBUTORS FOR WURLITZER IN NORTHWEST

Yankee Offers Double Service

CHICAGO, April 26 (Manufacturer's release).—Restricted use of essential war materials for civilian purposes has been one of the determining factors in construction of the new Yankee Double Header game, according to Groeiches officials.

"Now, more than ever, it is important for every operator to get the maximum use from every piece of equipment he owns or purchases," says Karl Klein, "and this consideration prompted us to

install both cigarette and fruit reels in one and the same machine. Imagine what it means to an operator to be able to run the identical game on either kind of symbols, without making any mechanical change on Yankee other than sliding a window mask from one side to the other and turning over the reversible reward card.

"Sales response from all territories into which sample Yankees have been shipped points to another half-eye scored by Groeiches designers. Operators are quick to realize the extra value which they are getting in each Yankee, and the extra operating opportunities which its use provides."



SOUTHERN MUSIC COMPANY EXECUTIVE, F. M. ORTLE, reports that his organization received a line writing in The New Orleans Times-Picayune on the occasion of opening of a new three-story building by the firm. Above is a reproduction of the picture which appeared in the newspaper. (Distributor's release.)

Philadelphia Slug Ring Broken; To Face Counterfeiting Charges

PHILADELPHIA, April 26.—If you coin-operated any type of coin-operated machine, be it amusement, music, vending, or even a telephone box, that the slug you put into it is a nickel you are guilty of passing a counterfeit coin. Acting on that assumption, the United States Government has broken up a coin slug racket engaged in by a Philadelphia gang that is estimated to have cleaned up more than \$500,000 during the past year at the expense of business houses and principally the coin-operated machine industry.

It was learned last Friday (18) that evidence against at least eight individuals suspected of distributing the slugs will be presented to a federal grand jury. The evidence was collected in independent investigations by internal revenue agents, it was said.

The slugs were said to be made of an alloy of copper, nickel, and zinc in 5, 10, and 25-cent sizes, and to conform so closely with the weight and finish of legal coins that no coin selector reacted to them. It was said that seven mechanical and special ejecting devices were used vainly on these slugs.

George L. Droecker and U. E. Baughman, secret-service agents attached to the Philadelphia office, were assigned to investigate the slug racket several months ago after the government began receiving numerous complaints from both business houses and amusement machine operators. Neither Droecker nor Baughman would comment on their investigation. However, it was said that the individuals believed responsible for the distribution of the slugs here will be prosecuted under a federal act relating to counterfeiting, because the slugs so nearly resemble real coins in their component make-up.

Method Used

Contact with prospective purchasers of the slugs, it was learned, was made thru circulars the racketeers would print for small storekeepers and thru advertisements in cheap magazines. The slugs were described in the printed circulars as the "super coin check" for use in "illegal gambling slot machines of the slug-proof type." The slugs are made of

"special material," the advertisement said.

The slugs were sold in lots. The 5-cent slugs cost 25 cents a dozen, up to \$35 for 2,000. The 10-cent slugs sold for 35 cents a dozen, up to \$95 for 2,000, and the 25-cent slugs went at 60 cents a dozen, up to \$45 for 2,000. It has not been determined, it was said, whether the slugs were made in this territory or merely shipped here. The evidence at hand will be turned over to Assistant U. S. Attorney James P. McCormick for presentation to the federal grand jury at an early date.

Owl Mint Has Strong Factory Line-Up

BOSTON, April 26 (Distributor's release)—Ed, Al, and Jack Ravrey, of Owl Mint Machine Company, have released a new list of manufacturers the firm represents. The brothers take pride in the fact that at present they represent the leading factories in the coin machine business. This means that operators dealing with them are assured of getting many of the best machines built.

Owl now represents Mills Novelty Company, Genco Manufacturing Company, the Daval Company, Victor Vending Corporation, Green-Chen Toak Company, H. C. Evans & Company, Baker Novelty Company, Chicago Coin Manufacturing Company, Bally Manufacturing Company, Paul Bennett & Company, Western Products, Inc., Exhibit Supply Company, D. Gottlieb & Company, and J. H. Kenney & Company.

"We believe this to be about the most impressive representation of any one distributing firm in the industry," says this trio of noted coinmen. We are proud of the progress we have made for these manufacturers through the New England territory.

"Operators call around to see the new machines at our place first because we make it our business to get the new machines for them. The number of daily trade-ins makes it possible for us to carry a fine used machine stock. From all standpoints, therefore, we are set to do business with operators on their own beats."

STONER'S 'UMP'

7 exciting ways to win!

High score appeal and fascinating skill shots, Big special Home Run award. Everybody's thinking baseball. Cash in on UMP this season. It's a hit!

STONER CORPORATION

AURORA, ILLINOIS

Order today!
\$109.50

BARGAINS

The Machines listed below are slightly used and offered subject to great sale.

S-BALL FREE PLAY	
1 Bally Mystic	\$27.50
1 Bally Governor	19.50
1 Bally C. O. D.	10.00
1 Bally Panther	19.50
1 Bally Sea Tamer	19.50
1 Bally Mr. Ohio	19.50
1 Bally Bobbies	19.50
1 Gottlieb Shooting Alley	22.00
2 Baker South Boy	19.50
1 Baker Stock Out	10.00
1 Kenney Wizard	49.50
2 Kenney Howler	49.50
1 Kenney Red Hot	27.50
1 Kenney Cavalry	\$17.50
1 Kenney Big Six	14.50
1 Exhibit Landscape	22.50
1 Exhibit Contact	22.50
1 Exhibit Stars	52.50
1 Exhibit Flagship	10.00
1 Exhibit Music	7.00
1 Exhibit Stars	17.50
1 Chicago Coin Ocean Park	17.50
2 Chicago Coin Sport Parade	17.50
1 Exhibit Labor	17.50
3 Bally Flickers, Free Play	57.50
1 Baker Phoenix, Big play	\$139.50
1 Binner Blitz	16.00
1 Evans Lucky Lane	99.50
1 Bally Road Play	99.50
1 Metropolitan Air Walker, original state	100.00
3 1023 Operator, Patent No. 2,125,000	85.00
1 Mills Junior Parade, G.P.	109.50
2 Bally Santa Anita	109.50

1-BALL	
1 Bally Scott Special	\$ 82.50
2 Bally Santa Anita	117.50
2 Bally Road Play	97.50
1 Bally Derby, G.P.	8.50
1 Bally Dark Horse	97.50
1 Mills 1-2-3 Master	17.50
1 Exhibit Congo, machine	11.50
1 Pacific Pioneer Parley, G.P.	3.50
1 Road Out Three Up, G.P.	10.00

MOSELEY VENDING MACHINE EX., INC.
40 BROAD STREET, RICHMOND, VA.
Day Phone 3-4511 Night Phone 5-2228

Bodin Brings You Bigger, Better Bargains!!

Stars	\$60.00	Flicker	\$67.50
Red, White & Blue	55.00	O'Boy	12.50
Leader	59.00	Nobby	15.50
Gold Star	55.00	1/3 with odds, Balance G.O.D.	

NEW!—IN CASES! SPARKIES—\$59.50—

Write for Our Complete List of All the Latest & Best New and Used Machines Today!!

BUDIN'S, INC. 174 SO. PORTLAND AVE., BROOKLYN, N. Y. Telephone: NE 9-2700

MAKES MOHR MONEY THAN YOU EVER DREAMED POSSIBLE!

THE SENSATIONAL, NEW "AMERICAN EAGLE" WITH "DEFENSE" REELS

WE BOOSTED the PROFITS BUT NOT the PRICE!!

10 FOR \$275. SAMPLE \$32.50

Ball Gum Med. \$2 Extra ORDER NOW!!

DAVAL'S PACIFIC COAST REPRESENTATIVE **MAC MOHR CO.** 2916 W. PICO BLVD. LOS ANGELES, CALIF.

THE HOUSE OF "GOOD WILL"

STARS	\$86.00	STRAY-C	\$89.50	SPOT	\$86.50
Playhouse	25.00	Liner	17.50	PARADE	91.00
Tronka	47.50	Landscape	17.50	Leader	36.00
Castles	27.50	Road	12.50	Chromadee	12.00
O'Boy	11.50	Big Chief	34.00	Balloon Desc.	49.50

All Games Reconditioned and Shipped Like New. We Carry a Complete Stock of New and Used Free Play Games. Terms: 1/3 Deposit, Balance C. O. D. Write for Complete List. **AMBASSADOR VENDING COMPANY, 789 CONEY ISLAND AVENUE, BROOKLYN, N. Y.**

KEEP YOUR PIN GAMES PROFITABLE with OUR NEW COMPLETE PARTS SERVICE!

Now is the Time to Put Your Machines in Money-Making Order! We have the Industry's Greatest Stock of Parts and Supplies for All Makes of Pin Games—Ready for Immediate Delivery!

WRITE FOR OUR NEWLY PUBLISHED LIST—YOU'LL SAVE MONEY!

All Orders Shipped Same Day Received!

AL STERN MFRS. SUPPLY CO. 513 W. Washington Blvd. CHICAGO, ILLINOIS



Ponser Back From N. Y. State Trip

NEW YORK, April 26 (Distributor's release).—George Ponser, who managed

to get away from his local business for a week on the road, returned with a batch of orders for Batting Practice. Ponser covered almost every jobber and distributor in New York State.

"I am convinced," says Ponser, "that Batting Practice is in the hit class and will make money for operators. When I returned to New York wires and phone calls began coming in for repeat business. When the boys reorder, it's a money-maker."



BERT LANE Says:

GOT A NEW GAME COMING FROM GENCO—LOOKS TERRIFIC!!

SEABOARD SALES, INC.

818 10th Ave., N. Y. Wisconsin 7-0888

STERLING BARGAINS

Manly Air Racer Guns, like new, \$25.00
 Manly Hand Fire Submarine Guns . . . 25.00
 Manly Hand Fire Gun . . . 25.00
 Manly Hand Fire, Like New . . . 25.00
 Manly Hand, Red Arrow Attack . . . 25.00
 Manly Gunset, 20-1 Oads . . . 125.00
 Manly Gold Cup . . . 27.50
 Manly Game with 2nd Pk. Box . . . 25.00
 Manly Gunset, 20-1 Oads . . . 25.00
 Manly Lucky Lion, Like New . . . 25.00
 Manly, Vaid, Pocket Bell . . . 27.50
 Manly, 1/3 Dancer, Deluxe C. O. 2.

Write for our complete list of Used Machines.

STERLING NOVELTY CO.

622 S. Broadway, LEXINGTON, KY.

ABT of N. J. Changes Banquet Date to May 18

NEWARK, N. J., April 26.—Amusement Board of Trade of New Jersey, Inc., reports that it has changed the date of its exhibit and banquet to May 18 in order to celebrate "I Am an American Day," which has been proclaimed by President Roosevelt.

"As soon as the exhibit and banquet committee learned that the day had been proclaimed as a patriotic day, the banquet scheduled for April 27 was immediately changed to the new date," an association spokesman declared.

"Consequently the tone of the banquet will be patriotic. Decorations and souvenirs will be in keeping with the occasion. Even the door prizes will be symbolic of the day. A floorshow of top talent and a name musical organization have been booked thru a New York theatrical agency.

"A special souvenir journal is now being prepared which will include the proclamation of President Roosevelt naming Sunday, May 18, as 'I Am an American Day,' as well as other features which will make this program an unusual remembrance of the occasion."

"Table reservations are now being made and from all indications the affair will be a sellout. Twice as many reservations have been received over the corresponding period before last year's banquet.

Among the guests to be invited to attend the exhibit and banquet are many leaders in manufacturing circles, trade associations, and publications.

Al Stern Starts Operator Service

CHICAGO, April 26 (Distributor's release).—A new operator service, featuring what is claimed to be the most complete supply of parts and incidental equipment in the country, was inaugurated this week with the formation of the Manufacturers Supply Company under the direction of Al Stern, well-known coinman.

"Our offices are located just outside the Loop at 533 West Washington Boulevard," said Stern, "and the we have just opened our doors for business, we have already attracted a number of coinmen who were pleased and surprised at the variety of parts and supplies available thru our service."

"We are making a bid for the patronage of the nation's coinmen thru just only the great stock to be constantly maintained, but thru a fast efficient order and shipping department that will get materials thru to the purchasers without loss of valuable time."



PRESENTED TO
 THE
JACK R. MOORE ORGANIZATION
 IN APPRECIATION
 FOR THE MOST OUTSTANDING AND AGGRESSIVE
 YEAR IN THE SALE AND DISTRIBUTION OF
 SYMPHONOLAS AND ACCESSORIES FOR
THE J. P. SEEBURG CORPORATION
 MARCH 28, 1941

SEEBURG REGIONAL MANAGER DON DONOHUE (right) presents the Jack R. Moore Organization with a bronze plaque in honor of the Moore organization's sales and service record in distribution of Seeburg music products. Jack Moore accepts honor during recent sales convention held in Portland, Ore. (Manufacturer's release.)

Error!

(Reprinted from Mark Hellinger's column)

The bar and grill customer, seated in the back of the saloon, called over the bartender. He pointed angrily to a phonograph machine that played musical selections when a coin was deposited in the box.

"See here," growled the customer. "I dropped a nickel in the machine to play record No. 4—and No. 10 got on!"

The bartender shrugged. "You think that's something?" he returned. "I once dropped a nickel in a pay phone to call a redhead—and her husband got on!" . . .

Scientific Names New Distributors

BROOKLYN, April 26 (Manufacturer's release).—Scientific's Max Levine announced this week that three more distributors had been chosen to handle its highly praised new baseball game, Batting Practice.

The Hankin Music Company was named to cover Georgia; General Vending Service Company, Baltimore and Washington, and Robinson Sales Company, Michigan.

"We're happy to welcome Morris Hankin, General Vending, and Robinson Sales into the fold of Batting Practice distributors," said Levine. Distributors now include George Jensen Company, for New York and New Jersey; Banner Specialty Company, for Pennsylvania, and Tripartite Coin Machine Company, for Massachusetts. Additional distributorships are to be awarded and a complete announcement of the Batting Practice distributor network will be released soon.

The overwhelming operators' demand for the baseball thriller has made distributors throughout the U. S. eager to acquire rights for their respective territories. One distributor announced he enjoys selling Batting Practice "for the simple reason that I know I'm doing my customers a favor by steering them on to this opportunity to make profits legally and steadily."

The games have been on location long enough to prove they have a year-round appeal. Despite the large quantities of Batting Practice already sold, demand for more games is taking Scientific's plant facilities. Reports from operators state collections are remarkable in their initial size with continuous growth week after week.

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Glassgold Reports Western Activity

KANSAS CITY, Mo., April 26 (Distributor's release).—Burnhart (Nip) Glassgold, sales manager of Arthur H. DuGrenier, Inc., currently traveling in the West with Joe Snow, DuGrenier representative, reports operators are doing a big job with their Champion cigarette merchandisers and the Candy Man 5-cent candy bar machines.

Western operators are holding their operations to sizable proportions, says Glassgold. Frank Pasene and Frank Buncero, of Arnie Amusement Company, this city, have placed their largest order to date for Champions and Candy Man machines. Reliable Vending, Detroit; Ray Frink, Fontaine; Star Vending, Toledo, and Buddie's Box Lunch, Toledo, have placed additional orders for vendors.

Glassgold will cover Omaha, Neb.; Joplin, Mo., and Pittsburg, Kan., before swinging east on the last leg of his trip. He is expected back in New York the end of next week.

Devices Mfg. Sales To New Quarters

CHICAGO, April 26 (Distributor's release).—Devices Manufacturing, Bata Company, formerly located at 1113 South Newberry Avenue, Chicago, has moved to 763 Milwaukee Avenue.

Anton Obodinski, head of the firm, declared: "Our new quarters are centrally located with large space and the finest facilities in order to give better service to our customers, who are buying ever-increasing amounts of our new and used equipment in the vending and amusement line."

Grand National Is Remodeling

CHICAGO, April 26 (Distributor's release).—Final plans for the extensive remodeling of Grand National Sales Company, Chicago, have been approved by Al Sebring, head of the company. "We expect to have the contractors in here and working by next week the very latest," said Sebring.

"We need the increased 5,000 square feet of space urgently because of the rapidly expanding volume of our business. Upward trends for the past several months led us to expect the increase is surpassing our expectations, and we are fully preparing for it."

An important sidelight on the remodeling program was given by Mac Churcia, sales manager at Grand National. "Operators have found that we have a large enough variety to satisfy their most varied demands," said Churcia. "In the future, our enlarged floor space will permit us to give operators an even more extensive selection. We are getting shipments out as fast as orders are received now—and our additional facilities will mean that it will be practically impossible for us to get behind, again."

New Soundies Subjects

CHICAGO, April 26.—An additional reel for the Panoram movie machine has been released. Eight subjects, known as Soundies, are contained on the reel, approximately 1,000 feet of 16mm. film. Each Soundie plays for about three minutes.

The titles and players are as follows: Gray Gordon and band in *Scrub Me, Mama*, with a *Boogie Beat*; Merleottt Hicks handles the vocaling and Cliff Perce the dance routine; the *Boop Boys* present a new and novel version of *Old MacDonald Had a Farm*; Les Brown features his lovely-looking girl singer, Doris Day, in *Once Over, Lightly*; Joy Hodges with Rudolph Primi Jr. music in *A Song and a Dance with Alan Baldwin*; the Andre Dancaers are starred in *MI Rumba* with Mano Rodrigo music; the Kiboukora give an unusual presentation of *Chinatown, My Chinatown*; Ellen Connor, cute vocalist, with Herbie Kay orchestra gives out in *Say Si Si*; final number is *La Compered* from the Havana Madrid Show.

Baltimore

BALTIMORE, Md., April 26.—Keeney's Texas Leaguer is showing ten here with a sellout on all that have been received to date, it is reported by the Roy McGinnis organization. The McGinnis firm also reports a continued brisk demand for Keeney's Wild Fire and Exhibit's new Do-It-All.

"We still are unable to get enough Gottlieb's new 'Horseshoe number', says Irvin Blumenfeld, of General Vending Service. All shipments received to date," he said, "have been gobbled up in short order. Daval's '21' continues to hold the spotlight in its field, and the only problem we have here, too, is delivery."

The Hub Enterprises still is unable to get enough Genco's Ten-Spot and Rock-Ola phonos in spite of the large shipments that have been received in recent weeks, it is reported.

Sales of Wurlitzer machines here represent a substantial gain over the corresponding period of last year, it is reported. This line is distributed locally by the Penn, Coin-o-Matic Company, of which David Margolin is manager.

Irving Levy, head of the Giant Sales & Vending Company, states an impressive sales increase is being enjoyed in Mason's 1-cent mints, vended thru the Mason's cent-a-mint machines, for which the Giant organization is local distributor and operator.

Michael Lettler, district sales representative for Mason, Au. & Manager-Holmer Company, manufacturer of the Mason line of confections, spent several days in the Baltimore market during the past week contacting the candy vending machine operators.

Fifty Revco Venders, ice-cream vending machines, are now in operation in the Baltimore area, according to Joseph Gerlink, manager of the Baltimore branch of Simco Sales Service, distributor and operator of the machines here.



A MIDGET IN SIZE



A GIANT IN EARNINGS

Completely automatic payout machine, with Bell reels, metered jackpot. An 8 inch cube, weighs only 15 lbs.; cash box holds \$45 in nickels. A beautiful machine; either chrome plated or in hammeroid blue and gold. Order direct from your distributor today!

VEST POCKET BELL

Mills Novelty Company, 4100 Fullerton Avenue, Chicago, Ill.

WANTED!!

PENNY ARCADE MACHINES OF ALL KINDS IN ANY QUANTITY. CASH WAITING. SEND COMPLETE LIST, QUOTING YOUR LOWEST PRICES FIRST LETTER. BOX D-28, CARE THE BILLBOARD, CINCINNATI, O.

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 Microscope Reel Co., Inc.
44-01 11th St., Long Island City, N. Y.

MILLS PHONOGRAPHS CONSOLES BELLS TABLES
Distributor
KEYSTONE NOVELTY & MFG. CO.
24th & Huntington Sts., Philadelphia, Pa.
Baltimore Office
815 Cathedral St., Baltimore, Md.

SOUTHERN AUTOMATIC Announces

A SENSATIONAL NEW SERVICE FOR MUSIC OPERATORS! WE HAVE JUST ADDED A NEW CABINET REFINISHING DEPARTMENT TO OUR LOUISVILLE PLANT. IT IS UNDER THE DIRECTION OF A SKILLED CABINET AND SPRAY MAN WHO COMES TO US FROM ONE OF THE COUNTRY'S LARGEST FURNITURE MANUFACTURERS, AND FROM NOW ON USED PHONOGRAPHS WILL BE SHIPPED WITH NEW MARBL-GLO OR WALNUT FINISHES!

Order Any One of the Following A-1 Reconditioned and Refinished Phonographs! A Trial Will Convince You That You Should Place a Quantity Order!

SEEBURGS	MILLS
SELECTAPHONE-1935... \$ 15.00	DO RE MI... \$ 25.00
B. O. or D. 12 RECORD... 25.00	THROSE OF MUSIC... 125.00
MODEL H, 12 Record Multi-Selector, Illuminated Cabinet... 58.25	
23 RECORD K or O... 75.00	
HEX LATE 1937... 22.50	
ROYAL LATE 1937... 30.00	
NEW or CASINO... 115.00	
CROWN or HONORARY GRAND... 125.00	
MAYFAIR... 120.00	
TOURIST... 125.00	
CLASSIC... 73.25	
CADET, Manual Selector... 73.00	
JOHN BAKER, Manual Selector... 73.00	
CADET, Electric Selector... 135.00	
COMMANDER, Electric Selector... 135.00	
ENVOY, Electric Selector... 225.00	
MAJOR, Electric Selector... 225.00	
COLONEL, Electric Selector... 225.00	

NOTICE!
ANY OF THE ABOVE MACHINES WHICH ARE ALREADY EQUIPPED FOR REMOTE CONTROL, \$50.00 HIGHER.

MONEY-MAKING PAYTABLES AND CONSOLES
MILLS 1-2-3 PAYOUT... \$25.00
RAILROAD, 7 SLOTS... 19.50
SUNSHINE DEBRY... 19.50
GREENLAND... 42.50
PREAKNESS... 19.50
GALLOPING DOMINOS... 50.00
ZIPPER... \$15.00
JENNINGS DEBRY DAY... 27.50
TAN FORAN... 27.50
TRUCK KING... 27.50
LIBERTY BELL... 27.50
SILVER BELLS... 27.50
PADES RADES, Black Cabinet... 50.00

LEGAL EQUIPMENT
Snootless Skill Shot or Zoom... \$ 17.00
Microscope Traveling Crane... 65.00
Rock-Ola Ten Pins... 25.00
Black Cabinet, Kamey Anti Air Grid Gun... 49.50
Light Green Cabinet, Keeney Anti Air Grid Gun... 44.50
Snooty Chicken Ban Revolve with Base... \$ 49.50
Snooty Snoot the Chute Raffle with Base... 70.50
Billy Kamey Flipper Gun... 105.50
Keeney Air Hailer... 115.50

HERE ARE A FEW OF THE HUNDREDS OF PROFITABLE FREE PLAY GAMES READY FOR IMMEDIATE DELIVERY!

ALPS... \$10.95	THREE INN... \$10.95	ROLLER... \$24.50
ALABAMA... 15.00	FOUR FIVE SIX... 12.50	RED HOT... 24.50
AIR PORT... 15.00	FLASHB... 16.00	ROXY... 27.50
AVALON... 15.50	FOLLIER... 27.50	SPORTS... 24.50
BIG LIP... 15.50	FLEET... 42.50	PRODS... 15.95
ANABEL... 42.50	FOX HUNT... 44.50	PIKE KICK... 10.95
ARABIA... 27.50	FOUR SEAS... 50.00	SUPPER BIX... 12.50
ALL AMERICAN... 50.00	GUN CLUB... 12.50	SCOOOP... 15.95
BAND... 10.95	GOLDEN GATE... 12.50	SUPPER... 12.50
100% TEN... 12.50	GLASS... 22.50	SHAGGER... 12.50
BOUNTY... 10.95	GOLD STAR... 50.00	STOP & GO... 15.50
BIG SIX... 10.95	HEADLINER... 12.50	STROKE CHAMP... 22.50
BLACK OUT... 12.50	HOME RUN... 29.50	SPORTS... 24.50
BOX SCORE... 17.50	HOLD OVER... 30.00	SHORT STOP... 29.50
BURGARD... 17.50	JUMPER... 19.50	SPORTY... 29.50
BIG TOWN... 20.50	JOLLY... 22.50	SUMMETIME... 42.50
BIG LEAGUE... 20.50	KEEN A BALL... 10.95	SCORE A LINE... 39.50
BIG SHOW... 20.50	KICK... 10.95	SPEEDWAY... 42.50
BOWLING... 20.50	LIBERTY... 10.95	SPREAD DEMON... 42.50
BLODIE... 30.50	LOT OF FUN... 12.50	SKYLINE... 42.50
BRITE SPOT... 12.50	LUCKY... 24.50	STARS... 27.50
BIRDWAGON... 40.50	LEADER... 22.50	ROYALTY... 12.50
BIG ONION... 50.50	LINE UP... 29.50	SKOOL DAYS... 39.50
BUCKOUT... 12.50	LANDSLIDE... 42.50	STRATOLINER... 69.50
CANNON... 10.95	LEASER... 65.00	TOPPER... 77.50
CONQUEST... 10.95	MIAMI... 10.95	SPORTS... 24.50
COWBOY... 12.50	MAJOR... 12.50	PARADE... 77.50
CHAMPION... 12.50	MELODY... 22.50	TRIPLE PLAY... 10.95
CORCO... 12.50	MERRY-DO... 22.50	TRIPLE... 10.95
CONTACT... 12.50	MOUSE... 22.50	THREAT... 10.95
COMMODORE... 12.50	NIPPI... 22.50	TRUCKLE... 10.95
COQUIN... 12.50	OH BOY... 24.50	TRIO... 10.95
CONVENTION... 39.50	ON THE WAY... 34.50	TRUMP... 12.50
CROSSLINE... 49.50	OR DECK... 34.50	THRILLER... 12.50
CHAMP... 12.50	SHUFFLE... 37.50	THREE UP... 19.50
DAVY JONES... 12.50	SHIP TEN... 12.50	TRAP... 42.50
DANDY... 12.50	PYRAMID... 12.50	THREE SCORE... 42.50
DIMOND... 12.50	PUNCH... 24.50	VARIETY... 12.50
DRUM MAJOR... 37.50	PLAYBATE... 24.50	WAGNER... 12.50
DOUBLE FEATURE... 22.50	POLO... 42.50	VACATION... 39.50
DIXIE... 44.50	POWER HOUSE... 47.50	VELVET... 77.50
DUPLEX... 47.50	PROGRESS... 49.50	WIPPER... 42.50
DO RE MI... 75.50	PARADISE... 62.50	YACHT CLUB... 34.50
	RINK... 10.95	ZIP... 19.50
	RECORD... 12.50	ZOMBIE... 42.50

TERMS: 1/3 DEPOSIT, BALANCE ORDER NOTIFY

Southern Automatic Music Company

"The House That Confidence Built!"
542 S. SECOND ST., LOUISVILLE, KY.
331 N. CAPITAL AVE., INDIANAPOLIS, IND.
312 W. 7TH ST., CINCINNATI, OHIO
425 BROAD ST., NASHVILLE, TENN.

FOUR BIG OFFICES

"Took in \$ (How Much Do You Think?) first 8 days!"

Can you guess the 8-day net reported above (name of operator on request)? If you're thinking of average console profits, you're guessing too low—because Bally Consoles top the average in every type of location. A Free Trial Sample will convince you! Write for details today!

HIGH HAND POKER CONSOLE REPLAY MODEL

Ball action plus poker appeal—
and fascinating "second draw"
HOLD & DRAW feature. Also built
in ROYAL DRAW payout model.



BIG-TOP 3-REEL ELECTRIC CONSOLE BELL

Combines console flash and bell action—insuring long life on location and record-breaking collections. Built in PAYOUT and REPLAY models, choice of Conic Animal or BELL-FRUIT reels—a gold-mine either way!

MINT VENDER

attachment now available
for all Bally Consoles.

SKILLFIELD

attachment now available
for all Bally Consoles.

READY SOON!

BOLL-EM 2-Red Dice-Console with new sensational "Double-or-Nothing" build-up feature. Test machines now out-performing all competitors. Write for advance information.

BALLY MFG. COMPANY

260 BELMONT AVENUE CHICAGO



COLONIAL CLICKS IN MURPHY'S CAFE, Buffalo, a downtown location with a long-established clientele. Always a good phone location, it is said that it hit a new collection high when a Wurlitzer Colonial model was installed. Harry Berger, owner of the cafe, credits the popularity of the machine to its beauty.

Gottlieb Revealed As Letter Collector

CHICAGO, April 28 (Manufacturer's release).—Psychologists say we're all collectors of some sort or other, whether it's trophies, antiques, coins, stamps, or just simply odds and ends. Coin-machine men are no exception, as Dave Gottlieb this week revealed. His pet is a collection of letters, carefully treasured.

What kind of letters? "Unsolicited letters from operators throughout the United States," says Dave, "wherein they express their gratification for the success they've enjoyed with Gottlieb games and Gottlieb co-operation. We receive many such letters, and in the past we've taken them more or less for granted and filed them away. But to me, they're a particular pride and joy, and I've decided to preserve them in special scrap-books as a permanent memento."

"After all, there's more to business success than getting in plenty of orders and doing big business. Of course, that's highly satisfactory in itself to any manufacturer, but above and beyond that, the greatest delight comes from knowing that you are helping your customers to make more money so that they can acquire more of life's advantages for their families."

"When operators take time and trouble to write in intimate details of their experiences and express their satisfaction over our products and our efforts in behalf of their success, I prize their letters and want to keep every one where it can be an inspiration to us."

Lieberman Sales Reported Rising

CHICAGO, April 26 (Distributor's release).—"I think you can call me the busiest salesman in the industry today," declares Bud Lieberman. "With the continually rising demand for our new and used equipment keeping me on the jump, and with the constant flow of games into our warehouse, supervision of all these activities leaves little time for attention to outside interests."

"Herb Bonner, working in the territory, reports that his days, too, are filled to the brim with activity and the results of his work can be seen in the increasing number of steady Lieberman customers."

"As always, we now have a complete stock of equipment of every type, suitable for every kind of operation anywhere, and, as always, we are busily engaged in taking care of the needs of our customers, both far and near."

Release New Western Games

CHICAGO, April 26 (Manufacturer's release).—Release of several of the new games in the new Western Line has been announced by Don Anderson, Western Products, Inc., sales manager.

"With production on a full-time, highly efficient basis, in anticipation of

an assured operator acceptance, we release our new games this week," said Anderson. "The present release consists of Seven Flashers and Barrage, two different types of games which have been thoroughly tested for money-making possibilities and found entirely up to expectations."

"As a matter of fact, Seven Flashers proved so profitable on test that we followed the suggestion of a number of prominent columnists who aided us in the tests and have developed three different models to meet all operating requirements. The first of the Seven Flashers is a console type, multiple payout game. The second model is a deluxe multiple payout, and the third model a 1 or 3-ball multiple replay game. Our distributors enthusiastically predict that these games will be top in sales within a short time."

"Another amazing game in our new line is Barrage, an unusually different type of 8-ball novelty replay game and one that is also destined to make a big difference in operating profits, if we are to judge by tests and the comments of witnesses."

Harry Payne Is Rolling Big, Steady Profits Right Down Your Alley With...



CUB

SAMPLE \$13.95
CASE \$75.00
OF 6

ACE

SAMPLE \$14.95
CASE \$80.00
OF 6



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 @ 5c \$50.00
Pays Out: 1 Average! 17.28

Profit: \$32.72
SEMI-THICK, PRICE \$3.38. WRITE FOR CATALOG.
Special Territories Are Open. Write Today.

AJAX BOARD CORP. • 54-56 BLEECKER STREET • NEW YORK

QUALITY SPEAKS FOR ITSELF

ONE-BALL FREE PLAY

Dark Horse \$97.50
Round Trip 34.50
Agent Receipt 74.00
Mills 1-2-3 (1940) 74.00
Mills 1-2-3 (1938) 74.00
Lucky 77.50
Cameo 10.00
High Five 10.00
Smootland 10.00
Big Prize 48.50
Jumbo Parade 78.00

FIVE-BALL FREE PLAY

Airliner \$70.00
Lulu-Fun 10.00
Starburst 10.00
Biggest 10.00
Puzzle 12.00
Lucky Bunks 10.00
Triumph 10.00
Kam-a-Ball 10.00
Cross Park 14.00
Starcharge 14.00
Smootland 22.50

FIVE-BALL FREE PLAY

White Balls \$22.50
Swinging Silver 17.50
Comedian 17.50
Feller 17.50
Lions-Que and 17.50
On Deck 17.50
O'Boy 17.50
Red Hat 17.50
Rise 15.50
Sporty 22.50
Yacht Club 24.50

178 Distrib. With Conv. Salesmen C. O. D.

MODERN AUTOMATIC EXCHANGE, INC.

2018 Carnegie Ave., Cleveland, Ohio

3307 South Ave., Youngstown, Ohio

Look To The GENERAL For LEADERSHIP!

20 American \$27.50
Big Chief 52.50
Big Time 67.00
Bonnie 24.00
Cannon 32.00
Double Feature 22.50
Flirt 42.50
Gold Star 48.50

Exclusive Distributors
in Maryland and D. C. for
SCIENTIFIC'S
SENSATIONAL HIT
"BATTING PRACTICE"

Long Star \$28.50
Merry Go Round 22.50
Parade 62.50
Red, White and Blue 65.00
Rotation 39.00
Rose Crown 22.50
Super Six 17.50
Twin Oaks 29.50

Many other games in stock. Write for complete list of America's finest reconditioned machines.
173 Cash with Order, Baltimore C. O. D.

THE GENERAL VENDING SERVICE CO. 306 NO. CRY ST. BALTIMORE, MD.

H. G. Payne Co.

312-314 BROADWAY
NASHVILLE, TENN.



"BALLY PLAY BALL is a hit with Dice operators," says Nick Carbojal, Dice Coin Machine Company, New Orleans. Left to right: Melvin Mellory, Louisiana Amusement Company; Nick Carbojal; Chris Christopher, Southern district manager, Bally Manufacturing Company; Herb E. Mills, veteran Louisiana operator. (Manufacturer's release.)

Trippe Opening St. Louis Arcade

ST. LOUIS, April 26 (Distributor's release)—What may be the largest arcade in the Middle West is being opened at 6th and Chestnut streets, in St. Louis, by Ideal Amusement Company, a branch of Ideal Novelty Company, headed by Carl Trippe.

"Within a few seconds of the city's largest department stores, the arcade will contain 150 penny and nickel amusement devices of every description," Trippe said, "with room for 50 more if the trade warrants it. Elaborate murals of battle scenes from Europe will cover the walls."

Another announcement from Trippe concerns the appointment of Frank Scherer, who will take charge of road repairs and installations for Ideal Novelty Company.

Scherer's appointment follows closely that of Earl Bowman as manager of the phonograph sales division at Ideal Novelty. All tools and equipment of the Machine Shop, formerly operated by Scherer and Bowman, have been transferred to the second floor shop of Ideal's new building.

Offers Something "New and Different"

BROOKLYN, April 26 (Distributor's release)—To be a successful operator you must own equipment that can be depended upon for a steady income," says Dave Robbins, of D. Robbins & Company, Brooklyn.

"You must also have equipment that

is different so that merchants pick up their ears and take notice when you explain your machines.

"We have two machines which have been proved to meet the qualifications of being different and also permanent money-makers. One of these machines is our free weight scale, which sends a stick of Adams gum for each penny and then gives you weight free. The other machine is our Double Value Phone. Operators of these machines can meet and beat any competition in their territory. Both machines are ready for immediate delivery."

Bally Perfects New Anti-Nudger

CHICAGO, April 26 (Manufacturer's release)—A new super-sensitive anti-nudge device is the newest creation of Bally engineers, according to announcement by Ray Moloney, president of Bally Manufacturing Company.

"Outstanding feature of the device," Moloney said, "is the fact that, although instantly responsive to the slightest cabinet-juggling, it cannot be operated by the action of depositing the coin. Therefore, the device can be set to a greater degree of sensitivity than has been possible in the past. The new device operates on an entirely new principle and is the result of several months of experimental work by Bally engineers. The standard pendulum-type anti-tilt continues in use on Bally games, so that the operator now has double protection—just another reason why you can bank on a Bally game!"

CHROME



Solidly Chrome Plated, with ten rich, red, diamond studs—forever brilliant and appealing. Manufactured only by Mills Novelty Co., Chicago

BELL



3 BAR JACKPOT F-5240

1640 Holes — Takes in \$82.00
Pays Out Average \$48.69 — Av. Profit \$33.31

PRICE \$3.65 EACH

OTHER FAST SELLERS

- 1025 Hole, F-5280, Wonder 3 Bar Jackpot at \$2.73
- 1200 Hole, F-5275, Horses at 3.92
- 800 Hole, F-5270, Pocket Dice at 1.89
- 720 Hole, F-5255, Pocket Jack at 1.86
- 600 Hole, F-5305, Royal at 2.12

CHAS. A. BREWER & SONS

Largest Board and Card House in the World
6320 Harvard Ave., CHICAGO, U. S. A.

IT'S DAVAL'S "21"

* Once again ATLAS brings you the BIGGEST PROFIT PRODUCER in history —DAVAL'S "21" —the game you had NOW for BIG, BUREAU, FIRE, STEADY EARNER!

SAMPLE \$19.75
CASE OF 4 \$72.50

1/2 with orders
Bal. C. O. D.

FOR '41

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

SPECIAL PRICES ★★ THIS WEEK

Big American .. \$40.00	Flicker .. \$65.00	Rapid Fire .. \$30.00	Rosaline .. \$15.00
14-4 .. 15.00	Double Ranch .. 25.00	Shore Patrol .. 25.00	Chips .. 15.00
Three Stars .. 25.00	Four Aces .. 55.00	Cowboy .. 19.50	Attention .. 35.00
Donk .. 12.50	Bar-Roy .. 30.00	Rip .. 19.50	Broadway .. 65.00
And .. 25.00	Score Sheet .. 15.00	Luft .. 45.50	Super Six .. 18.00
And .. 25.00	4-2-8 (1940) .. 79.00	Home Run .. 24.50	Three Stars, New 45.00
Lightning .. 24.50	Club .. 7.00	Gold Star .. 35.00	Lucky Strike .. 14.75
Line Up .. 55.00	Trax .. 7.00	Lead .. 25.00	Challenge .. 14.50
Double Feature .. 19.00	Trax .. 7.00	1-2-3 .. 25.00	Kesney Gun .. 25.50

While what you want with 1/3 deposit. Mention 1st, 2nd, and 3rd choice for prompt delivery.

LEHIGH SPECIALTY CO., 2d and Green Streets, Philadelphia, Pennsylvania

FREE PLAY PIN GAMES

Airmap .. \$10.00	Comet .. \$17.50	Super Six .. \$15.00
Big Six .. 10.00	Dice Feature .. 17.50	Big Ten .. 24.50
Centred .. 10.00	Lancer .. 17.50	Merry-Go-Round .. 27.50
Widow .. 10.00	Mr. Chips .. 17.50	Scorpy .. 25.50
Star & Go .. 10.00	Red Hot .. 17.50	On Johnny .. 30.00
Zenith .. 15.00		
Aviation .. 12.50		
Chief .. 12.50		
Flash .. 12.50		
Golden Gate .. 12.50		
Shore Charger .. 12.50		
Twinkle .. 12.50		
Zip .. 12.50		
Trapper .. 14.50		

SPECIALS !!

Junior Parade, F. P. .. \$79.50
Samuel, Br. Co., G.P. .. 68.50
Guillotine, G.P. .. 115.00
Bally Big Top, F.P. .. 115.00
Walloping Big Game, F.P., B. U. .. 115.00

Write for Prices on Used Quarter Games.

H. G. PAYNE COMPANY

312 BROADWAY
NASHVILLE, TENNESSEE

ROTOR TABLE GAMES

USED BUT LIKE NEW! \$134.50 ONLY

ROTOR TABLE GAMES make you game locations out of the weakest restaurants, cafes and night clubs — and they stay in location forever. Can be bought on our Outfit Plan without extra charge.

5% OFF for full cash with credit. Outfitter's check, non-issued check, or money order only.

NATIONAL NOVELTY CO.

183 Merrick Road, Merrick, Long Island, N. Y.

JUST OUT! NEW DELUXE TEXAS LEAGUER

NOW—18 BALLS 5c! IDEAL
FOR HIGH SCORE AWARDS!

DIXIE SALES CO.

888 Union Ave., MEMPHIS, TENN.

BOYLE AMUSEMENT CO.
802 N. W. 8th St., Oklahoma City, Okla.

SPECIFY 1a, 2c or 5c PLAY

JUST OUT! NEW DELUXE TEXAS LEAGUER

NOW—18 BALLS 5c! IDEAL
FOR HIGH SCORE AWARDS!

SILENT SALES CO.

200 11th Ave., So.
Minneapolis, Minn.

SPECIFY 1a, 2c or 5c PLAY

JUST OUT! NEW DELUXE TEXAS LEAGUER

NOW—18 BALLS 5c! IDEAL
FOR HIGH SCORE AWARDS!

ROY MCGINNIS

2011 Maryland Ave.
Baltimore, Md.

SPECIFY 1a, 2c or 5c PLAY

JUST OUT! NEW DELUXE TEXAS LEAGUER

NOW—18 BALLS 5c! IDEAL
FOR HIGH SCORE AWARDS!

Western Distributors, Inc.

1226 S. W. 16th St., Portland, Ore.
3126 Elliott Ave., Seattle, Washington

SPECIFY 1a, 2c or 5c PLAY

Seek To License Bookies in Large Illinois Cities

SPRINGFIELD, Ill., April 28.—Amendments to the McGrath Bill seeking to license bookmakers in Illinois cities with a population of more than 50,000 were submitted to the House license and miscellany committee April 28 by Representative H. V. Libonati, of Chicago, in behalf of Representative Leo D. Crowley, of Peoria.

Only 10 Illinois cities have 50,000 or more population. They are Chicago, Cicero, Decatur, East St. Louis, Evanston, Oak Park, Peoria, Rockford, and Springfield.

The original measure was offered in the House last March 18 by Representative Ernest McGrath (D., Brookfield). The McGrath measure proposed to put control of bookmakers under the State department of registration and education, while the Crowley-Libonati amendments would put control in the hands of mayors.

Backed by Kelly's Associates

The amendments were said to have strong Chicago backing. While it is not sponsored by Mayor Edward J. Kelly of Chicago, many of his political associates are reported to favor it as the solution of a local problem. Also said to be supporting its passage are wire service companies seeking a legal outlet in Illinois for their race news.

In 1935 the Legislature passed a bill legalizing handbook betting under State regulation and Gov. Henry Horner vetoed it. Three years ago Mayor Kelly sponsored a Chicago ordinance for licensing bookies as agents of race tracks and the Circuit Court held it was invalid.

The new regulatory plan contains numerous features not possessed by the unsuccessful measure. But probably most important, its proponents assert, is the fact that in addition to providing revenue to cities where it is used the plan would give authorities power to regulate a system of gambling from which millions of dollars are annually flowing into criminal channels.

Control Given to Mayors

In giving permission to cities to license and regulate the business of bookmaking, the bill would designate the mayor of a city choosing to exercise this privilege as the local bookmaking control commissioner. He would have the power to issue and revoke licenses, to hear testimony relative to such action, and to administer oaths and issue subpoenas for witnesses, books, and documents.

A license appeal commission would be created, its members to be the director of public safety, another representative of the State designated by the governor, and a third member named by the local mayor. The commission would be empowered to compel testimony under oath and force production of books and receipts.

Any five residents of a city could file a complaint against the possessor of a bookmaking license under the proposed law. Such complaint would require a hearing. Recourse to the courts would be provided for to compel obedience to subpoenas, and the courts would review disputed acts of the appeal commission.

The 1935 handbook bill was favored by many civic leaders, including Frank J. Lynch, then president of the Chicago Crime Commission, and Henry B. Chamberlin, operating director of the commission.

Census Report Says Independents Sell 75% of Retail Goods

WASHINGTON, April 28.—Independent retail stores accounted for nearly three-fourths of all retail sales volume in 1939, according to figures made public this week by Veril D. Reed, acting director of the census. Total retail trade was \$42,041,790,000, of which 74.7 per cent or \$31,499,859,000 was handled by independent merchants.

Chains, although outnumbered 13 to 1 by independents, did 21.7 per cent of the trade, with other types of businesses accounting for the remainder. Independents numbered 1,024,065 stores, chains

Revenue Proposals

WASHINGTON, April 26.—Tax experts in looking for sources of revenue for national defense have suggested a federal tax of 5 per cent of sale or rental price on coin-operated devices.

Other items mentioned in tax proposals of interest to the coin machine trade are a revival of former luxury taxes on soft drinks, candy, chewing gum, and liquor, and taxes on movie films, light bulbs, and similar items.

123,198, and other types 22,495. The average independent's sales volume was \$19,338 as compared with \$73,914 for the average chain outlet.

Of total 1939 sales by independent retailers, 18 per cent of dollar volume was done in grocery and combination stores, 15 per cent by motor vehicle dealers, 6 per cent by filling stations, and 7 per cent by department stores. In contrast, 31 per cent of chain volume was done in grocery and combination stores, and

another 22 per cent went to department stores.

Since 1935 independent retailers have increased their share of total retail trade. The 74.7 per cent figure for 1939 compared with 75.3 per cent in 1935 and 77.1 per cent in 1929. That the gain was at the expense of chains is shown by the fact that chains accounted for only 11.7 per cent in 1939 as compared with 23.3 per cent in 1935. In 1929 the share of chains was 20.3 per cent.

NYSSC Moves To New Quarters

NEW YORK, April 26 (Distribution release)—New York Specialty Supply Company moved this week to new and larger quarters at 643 10th Avenue, between 45th and 46th streets, in the heart of CoCo Bo.

"I am very happy that I was able to secure a place in the center of activity," said Leon Berman. "The operators and jobbers will now be able to secure parts and supplies with a minimum amount of effort."

MID-SPRING SPECIALS—

MILLS 1-2-3 \$47.50
1939 Free Play Model

Western Baseball, Walnut, . . . \$70.50
Keeney's Aerial Aircraft, Blast, . . . 57.50
Keeney's Aerial Aircraft, Brown, . . . 64.50
Seeborg's Shoot-the-Chutes, . . . 89.50
Seeborg's Jailbird, . . . 69.50
Evans' Ten Strike, . . . 49.50

BARGAINS IN PHONOGRAPHS!

SEEBORG'S WURLITZER'S
Model C (12 38
Records) . . . \$54.50
Colonial, RCF 250.50
Comet, V. 8222.50
Maytag, 1939 744.50
Piano, 1939 134.50
Riviera 20 74.50
Royal . . . 82.00

THE CREAM OF OUR FREE PLAYS!

BALLY'S Gold Cup . . . \$44.00
Best Model, . . . 60.50
Law Model, 60.50
BAKER'S Ducky, . . . \$37.50
Line-Up . . . 42.50
GENCO'S Game, . . . \$42.00
Cadillac . . . 42.00
Mr. Chips, . . . 34.50

Write Today for Complete Price List

Terms: 1/3 Deposit, Balance C. O. D.

Atlas NOVELTY CO.
2200 N. WESTERN AVE., CHICAGO, ILL.
ASSOC. ATLAS AUTOMATIC MUSIC CO., 3939 Grand River Ave., DETROIT
OFFICES: ATLAS NOVELTY COMPANY, 2219 Fifth Ave., PITTSBURGH

YOU CAN "MAKE BOOK" ON THIS ONE!

DOUBLE SHOT

BOOK BOARD

1500 HOLES—5c PER SALE

Board Takes In . . . \$68.00
Average Payoff . . . \$33.30
Average Profit . . . \$34.70

GLOBE PRINTING COMPANY
1023-27 RACE ST., PHILA., PA.

MAY SPECIALS!!

All-Balls	\$12.50	Rubbles	\$ 7.50	Beauty	\$12.50
Wardle	13.50	Bumper, Wg.	7.00	Cadillac	21.50
Crowley	20.50	Crystal	6.00	Double Feature	25.50
Fisher	83.50	Fishes	11.50	Favonia	15.50
Flashlight	8.50	July	15.50	Landings	15.50
Line-Up	17.50	Leader	25.50	Lunar	12.50
Low Hit	10.50	Nv. Child	10.50	Wassery	12.50
O'Boy	10.00	On Deck	22.50	Powderhouse	25.50
Pete	15.50	Red Hot	15.50	Repeater	22.50
Roller Derby	17.50	Releases	17.50	Scotty	14.50
Wings	19.50	Shuttle	52.50	Summerhouse	15.50
Acro Card	9.50	Score Champ	19.50	Three Score	18.50
Ten Basher, Wp.	8.00	Carroll	7.50	Variety	15.50
Tupper	8.50	Zombie	47.50	Yacht Club	16.50

One-Third Deposit Required With All Orders, Balance C. O. D., F. O. D., Newark.
Please List Second Choice.

CROWN DISTRIBUTORS
862 MULBERRY ST., NEWARK, N. J.
(Tel: Newark 2-7731)

OUT NEXT WEEK!

Chicago Coin's

MAJORS



BETTER THAN OUR '40 MAJORS

10 Baby Grand Nationals.....	\$ 88.00
5 Baby Grand Arrows.....	110.00
1 Baby Basketball.....	50.00
1 Bantley Track Odds.....	139.00
1 Mills Spinning Wheel.....	75.50
4 Mills 1-2-3 Latent Type Cash Mod.....	25.50
1 Mills 1-2-3 Free Play.....	84.50
1 Jennings Multiple Rear.....	40.50
10 Jennings Good Luck.....	47.50
2 Mills Junior Parade, Free Play.....	94.50
1 Jennings Fast Time, Free Play.....	79.50
2 Pass Show Cabinet King Pin.....	90.50
3 Brown Cabinet Arrow Head Feast Race, 30 Pay, High Bet.....	100.50
3 Brown Cabinet Pass Race, 30 Pay, High Bet.....	97.50
5c 10c 25c Mills Blue Fronts, O.A.....	25.50
1939 Rock-Ola Deluxe Phonograph.....	139.00
Like '40 Rock-Ola Master Floor Section.....	188.00
Like '40 Rock-Ola Super Deluxe Floor Section.....	220.00
1939 Keyboard Wurlitzer 600s, Like New, Slip Proof.....	140.00
1939 Keyboard Wurlitzer 600s, Like New, Slip Proof.....	137.00
10 Wurlitzer 615s, Clean.....	40.00
Shipping Out 50 Navy Tablets, Write for Price, Order Direct From This Ad.	
One Third Deposit — Balance C. O. D.	
JONES SALES CO.	
1330-32 TRADE AVE., HICKORY, N. C.	

Exhibit Announces Game--Double Play

CHICAGO, April 26 (Manufacturer's release).—"Now that the baseball season is under way, operators all over the country are demanding a good baseball game. The release of Double Play by Exhibit is timely, as this fast-play baseball game will do an excellent job wherever operated," say officials of the Exhibit Supply Company.

"The word is out that Double Play is really producing on test locations and is destined to be another Exhibit hit. The celebrated new scoring feature, used for the first time on the game, goes over big with players. Double Play, with its many ways to score, wide-open play-board bumpers, and terrific suspense build-up, is sure to be a location favorite for many months to come.

"Due to the advance demand, there is pressure on the production department to constantly increase the daily output. However, precautionary measures have already been taken which will assure our customers that each Double Play shipped has been carefully inspected and is ready to give the same trouble-free mechanical performance for which Exhibit games are noted."

Percy Smith, Exhibit arcade sales manager, reports he is swamped with orders ranging from single machine purchases to orders for complete arcades.

"New arcade machines much in demand include new streamlined Lite-Up Card Vender, (three) Wheels of Love, Magic Heart, Ramoosie (fortune teller), Cockeyed Circus (peek-in-machine), new vitalizer, and new athletic machines, such as Bicycle Trainer, Hammer Striker, Bag Puncher, Coin Machine, and Five Striker," said Smith.

SAVOY'S WEEKLY SPECIALS RECONDITIONED and GUARANTEED

Arabel.....	\$27.50	Lucky.....	\$14.00	Scam-Card.....	\$17.50
All American.....	43.50	Powerhouse.....	27.50	Big Time.....	84.50
Blindie.....	22.50	Polo.....	22.50	Big Show.....	14.50
Crashline.....	29.50	Stratford.....	43.50		
Paradise.....	37.50	Sports Parade.....	80.50		
Fantasy (Jack Pot).....	14.50	Stars.....	50.50	SPECIAL!!	
Gold Star.....	37.00	Triumph.....	14.50	DOUBLE FEATURE.....	\$12.50
Leader.....	42.00	Flicker.....	57.50	HOLDOVER.....	17.50
Mr. Chips.....	14.50	Red, White & Blue.....	54.50	LINEUP.....	25.50
				1/3 Dem., Bal. C. O. D.	

SAVOY VENDING CO. 651 ATLANTIC AVE. BROOKLYN, N. Y.

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
2143 Locust St.
ST. LOUIS, MO. OR CALL ROVELTY CO.

OPERATORS WANTED
To Work With Us On
PERCENTAGE BASIS
We Have Free Play Pinballs
S. & W. COIN MACHINE EXCHANGE
2714 Grand River Ave. Detroit, Mich.

Baby Production

STEER—A daughter to Mr. and Mrs. W. S. Siegel recently in Marshallfield, Wis. Siegel has been an operator of automatic phonographs for many years.

HERE HE IS FOLKS TATTOO BILL

TATTOO BILL... A design for cash... Slot machine symbols... 1200 Re-holes... \$7 per sale... Takes in \$60.00... Winning tickets repeat up to 14 times... Each winning ticket and last punch on board each receives a choice of \$1.25 or one punch in "Jackpot," not both... Total average payout \$33.75... Total average profit \$26.25... Additional profit from the Re-arrangement is \$3.00... making maximum profit \$29.25... Extra-thick board.

SUPERIOR PRODUCTS
14 NO. PEORIA ST. CHICAGO, ILL.

WORLD'S FASTEST GROWING BALEBRAND FACTORY BECOMES THE LARGEST!

Advertise in The Billboard—You'll Be Satisfied With Results.

JUST OUT! NEW DELUXE TEXAS LEAGUER

NOW—18 BALLS 5c! IDEAL
FOR HIGH SCORE AWARDS!

J. H. WINFIELD CO.

1018 Main St.
Buffalo, N. Y.

SPECIFY 1c, 2c or 5c PLAY

JUST OUT! NEW DELUXE TEXAS LEAGUER

NOW—18 BALLS 5c! IDEAL
FOR HIGH SCORE AWARDS!

**MONARCH
COIN MACHINE CO.**

1545 N. Fairfield Ave.
Chicago, Illinois

SPECIFY 1c, 2c or 5c PLAY

JUST OUT! NEW DELUXE TEXAS LEAGUER

NOW—18 BALLS 5c! IDEAL
FOR HIGH SCORE AWARDS!

REX AMUSEMENT CO.

710 S. Salina St.
Syracuse, N. Y.

SPECIFY 1c, 2c or 5c PLAY

JUST OUT! NEW DELUXE TEXAS LEAGUER

NOW—18 BALLS 5c! IDEAL
FOR HIGH SCORE AWARDS!

ROBINSON SALES CO.

3100 Grand River Ave.
Detroit, Michigan

SPECIFY 1c, 2c or 5c PLAY

JUST OUT! NEW DELUXE TEXAS LEAGUER

NOW—18 BALLS 5c! IDEAL
FOR HIGH SCORE AWARDS!

**FRIEDMAN
AMUSEMENT CO.**

441 Edgewood Ave., S. E.
Atlanta, Georgia

SPECIFY 1c, 2c or 5c PLAY

JUST OUT! NEW DELUXE TEXAS LEAGUER

NOW—18 BALLS 5c! IDEAL
FOR HIGH SCORE AWARDS!

SAVOY VENDING CO., Inc.

651-53 Atlantic Ave.
Brooklyn, N. Y.

SPECIFY 1c, 2c or 5c PLAY

JUST OUT! NEW DELUXE TEXAS LEAGUER

NOW—18 BALLS 5c! IDEAL
FOR HIGH SCORE AWARDS!

ARCO SALES CO.

802 N. Broad St.,
Philadelphia, Pa.

SPECIFY 1c, 2c or 5c PLAY

JUST OUT! NEW DELUXE TEXAS LEAGUER

NOW—18 BALLS 5c! IDEAL
FOR HIGH SCORE AWARDS!

MIKE MUNVES CORP.

593 10th Ave.
New York City, N. Y.

SPECIFY 1c, 2c or 5c PLAY

At First Despised, The Nickel Now Is Most Popular Coin

MILWAUKEE, April 26.—Here's a story of an unusual "career," as related in *The Milwaukee Journal*, April 20, for the benefit of Milwaukeeans by John D. Voss, agent in charge of the Secret Service office in the Federal Building. It is the story of the lowly American nickel or "tweezy," "Born" in the Philadelphia mint 15 years ago, it was officially known at first as the "shield type" nickel. Congress authorized its "birth" May 16, 1866, despite a disapproving attitude by the public.

"Altho the nickel's first appearance was frowned on by the public because it was satisfied with the 1, 2, and 3-cent pieces," said Voss, "the coin grew immensely popular as years went by.

Shield and Star Circle

"The original 5-cent piece consisted of a shield on the obverse and a circle of 13 stars and the numeral '5' on the reverse. During the 17 years of that coin's production a total of 158,941,989 was struck off.

"In 1863 the first Liberty nickel was produced. It had a 'Liberty head' on the obverse and a 'V' on the reverse. This design, with slight modifications, was in use for 30 years and was struck off 602,083,717 times.

"The first 'buffalo' nickel was produced in 1913, and in the ensuing 25 years a total of 1,212,916,248 was produced by the mints."

Last Change in 1938

Voss said that the nickel's design was last changed in 1938. On November 15 of that year 12,700,000 of the "Jefferson type" of 5-cent pieces were released to the public. The total of all nickels minted to March 16, 1941, was 2,396,336,412, according to Voss.

What has made the nickel so popular? Nickel cigars, candy bars, ice-cream bars, juke boxes, telephones, and all sorts of mechanical sales and gambling devices are held responsible for the great demand for nickels, according to Voss. He said that due to the items mentioned, the United States mints in 1940 utilized 258 tons of nickels in the production of 259,730,159 new Jefferson 5-cent pieces.

While a nickel is only 1-20th of a dollar, counterfeiting of the lowly coin has become a large factor in the task of Voss to suppress counterfeiting of the nation's currency in Wisconsin.

Students Made Coins

Only a short time ago Voss rounded up 18 Madison high school students who admitted manufacturing counterfeit nickels in the school laboratory.

"The students," said Voss, "confessed that they used the bogus coins to play pinball machines in Madison. They were released after being lectured on the serious penalties provided by the government for counterfeiting American coins." (Persons convicted of counterfeiting

pennies or nickels are subject to a prison term of three years, a fine up to \$1,000 or both.)

More counterfeit nickels appear in Milwaukee and Wisconsin during the summer or resort season than at any other time of the year, according to Voss. For that reason he especially urges Wisconsin resort operators to beware of slugs from now on.

Genco Promises Surprise Game

CHICAGO, April 26 (Manufacturers' release).—The cat's been let out of the bag by Genco Manufacturing Company that its new game, *Hi Hat*, which is due for release soon, is packed with surprise features that'll "awaken even the most jaded players' appetites," as they term it.

"I'm not saying exactly what we've got on *Hi Hat*, but you can bet it's something terrific," remarked Meyer Genzburg, Genco official. "I'm sure *Hi Hat* won't be any exception in the long succession of Genco hit games—and, as a matter of fact, our reports from test locations is convincing evidence that *Hi Hat* will be one of the biggest hits we've ever produced."

Said a prominent Eastern operator: "I already have a big pre-release order in for *Hi Hat*. It's no wonder that I've got so much confidence in the Genco line. They've been giving operators one smash hit after another, and I've definitely proved to myself that I make more money, have far less operating difficulties, and always get larger trade-in prices on Genco games than on any other. More power to Genco and I'm betting that *Hi Hat* will be another terrific number."

HERE IS YOUR—

"Lucky Break"



REAL POOL TICKETS, TOO!

DIE CUT SHAPE!

PERFECT FOR "HI-LO" PLAY! Beautiful new tickets illustrating pool ball in actual colors. 1000 holes with 191 winners. 12 step-up jackpot. \$25.00 top award to shoot for!

No. 1000 Lucky Break—"A" (5c Play—Special Thick)
TAKES IN . . . \$80.00
AVERAGE PROFIT . . . \$8.83
No. 1000 Lucky Break—"B"
PERCENTAGE PROFIT . . . \$41.59
BRAND NEW! AN AMAZING VARIETY OF POWERFUL HITS! WRITE FOR LATEST GARDNER CIRCULARS NOW!

GARDNER & CO.
2307 ARCHER * CHICAGO, ILL.



AT CHICAGO HEADQUARTERS of Atlas Novelty Company, game reconditioning is an important part of Atlas service. Here is Jim Green demonstrating the air-brush finishing which Atlas uses to ensure perfect paint jobs. (Distributor's release.)

KEEP YOUR EYE ON WESTERN!

6-COIN MULTIPLE PLAY!

1 OR 5 BALL FREE PLAY GAME!

BIG BUILD-UP JACKPOT!

DISTRIBUTORS! TERRITORY FOR THE SENSATIONAL NEW WESTERN LINE IS NOW AVAILABLE! WRITE AT ONCE!

SEVEN-FLASHERS

2 BIG JACKPOT ROLL OVERS!

20 SETS OF CHANGING ODDS!

ALL GLO ROLL OVER! LITES ALL SELECTIONS!

IMMEDIATE DELIVERY!

NEW FEATURES! DIFFERENT PLAY! AMAZINGLY PROFITABLE! THAT'S WESTERN'S NEW SEVEN FLASHERS! MORE ACTION ON THE FLASHY LIGHTUP BACKBOARD—MORE SUSPENSE AND THRILLS ON THE LIVELY PLAYING FIELD... SEVEN FLASHERS... THE GREATEST FREE GAME MONEY MAKER ON THE MARKET! GET YOURS TODAY!

WESTERN PRODUCTS, INC.

925 W. NORTH AVE., CHICAGO

HERE'S THAT TERRIFIC LUCKY STRIKE

CIGARETTE COUNTER GAME WITH Ball Gum Wand. Now Has New! Has new popular brand cigarette play, high award 10 packs (190-1 odds). Fun, time killing feature. 14 play.

\$14.75 Order Quick!

The Calvert Novelty Co.
708 N. Howard St., Baltimore, Md.

ROLL A PACK

The "SWEETHEART" of COUNTER MACHINES

SAMPLE ONLY \$12.50

BASE OF 4, \$45.00. Save \$5.00.

Roll-A-Pack & P.A.C.K. available with Ball Gum Attachment. Only \$2.00 Extra. Cash with Order. Balance O. O. D.

THE ATLAS SALES CO.
1221 LORAIN AVE., CLEVELAND, OHIO

Imps. \$7.50; Liberty, \$17.50;
Q. T., 1c Play, \$30.00; Mills Slots, \$25.00

O'BRIEN
89 THAMES ST., NEWPORT, R. I.

Coimnen Salute Texas Leaguer

CHICAGO, April 28 (Manufacturer's release).—Texas Leaguer, skill type amusement game released by J. H. Keeney & Company, is a top-bracket money-maker, according to J. H. (Jack) Keeney, head of the company.

"Check-ups by our distributors show that Texas Leaguer is capturing the play wherever installed," said Keeney. "The game holds a strong fascination for the player because play requires a quick eye and accurate, muscular reflexes. The need for skill is one of the chief reasons for Texas Leaguer's growing popularity. It embodies the most popular of all game themes, baseball.

"Rising sales continue to keep our Texas Leaguer production lines going at top speed. A constant stream of machines goes thru our shipping rooms every day, heading for all parts of the country.

"We are especially proud of the great enthusiasm which our distributors are showing for Texas Leaguer," Keeney declared. "Because the game is meeting a vital operating need, their sales efforts in its behalf are strong, as is reflected in the production rate."

Garrison Gets Ariz. Music Franchise

PHOENIX, Ariz., April 26 (Distributor's release).—Distribution of the new phonograph in Arizona has been taken over by the Garrison Sales Company, headed by Roy E. Garrison, widely known Arizona coin machine man.

Garrison is concentrating on music and remote-control equipment. New models, he reports, are meeting with a highly favorable reception and the sales trend is definitely upward at the present time.

The optimistic over present conditions and future prospects, Garrison believes that organization could definitely better the lot of Arizona coin machine men.

ANOTHER BIG REASON WHY IT PAYS YOU TO DEAL WITH "OWL MINT" — DISTRIBUTORS FOR —

Baker Novelty Co.	Exhibit Supply Co.	Mills Novelty Co.
Bally Mfg. Co.	Genco Mfg. Co.	Paul Bennett & Co.
Chicago Coin Mach. Co.	Gnutches Tool Co.	Victor Vending Corp.
Daval Co.	H. C. Evans & Co.	Western Products, Inc.
D. Gottlieb & Co.	J. H. Keeney & Co.	

WRITE NOW FOR PRICE LIST OF MACHINES!

ED. RAVREBY
Ready To Serve You

OWL MINT MACHINE CO. 245 COLUMBUS AVE. BOSTON, MASS.

ROCKY MOUNTAIN HEADQUARTERS

ARCADE MACHINES AND GUNS

Complete Stocks — New and Used. Lowest Prices

Denver Distributing Company

1856-58 Arapahoe St., Denver, Colorado

COIN OPERATED MACHINES AND SUPPLIES

I. L. MITCHELL & CO

DEFINITELY! . . . THE BEST PIN GAMES FOR YOUR MONEY

WRITE FOR OUR COMPLETE LIST

1070 Broadway, BROOKLYN, N. Y.

ON TO VICTORY!

Join the parade of operators who are matching to BIGGER and BETTER used game values by consulting our price list before making any purchase. Win higher net profits by REDUCING the COST of your games. GET THE BEST FOR THE LEAST! A PENNY POST CARD WILL PUT YOU ON THE RIGHT ROAD! WRITE FOR OUR NEW, FREE PRICE LIST NOW!!!

ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.

Paytables - FOR SALE - 1 Ball Free Plays

15 Sport Specials — 10 Grand Strands — 15 Record Times
25 1939 and 1940 1-2-3's — 15 Grand Nationals

GRAND NATIONAL SALES CO. 2300-09 West Armitage Avenue CHICAGO, ILLINOIS



Equipped With 75 - 25% COIN DIVIDER.
 Large Cash Capacity,
 Size 6 1/2" wide x 7" high x 9" deep, weight 10 lbs.
 BALL GUM VENDER

GROETCHEN TOOL CO.

YANKEE Double Header

★ It's Front Page News for every operator! **DOUBLE VALUE** for your money! Two complete Games, each one tremendously popular, for the price of one! That is **YANKEE**.

Presented in a superbly styled cabinet, eye appealing, play compelling, **YANKEE** offers to the operator the choice of Cigarette or Fruit Symbols, on the same three reels.

Think what **YANKEE** means to you! Now you run it as a Cigarette Game, with the 1:10 winner rhythm, then you change to Fruit Symbols with the 1:12 Winner Frequency.

What's more, you can make this change right on location, without tools, in two minutes or less, by following simple instructions.

PACKED SIX TO A CARTON—Straight Penny or Nickel Play

TWO GAMES IN ONE

Respectable Metal Banded Plating
 All-Steel Body, of Good
 Cigarette and Fruit Symbols, Sturdy
 Chassis on Bottom.

\$19.75

Double Your Profits With **YANKEE**
 West Coast Office: JOHN KAGAN, 978 1/2 S. Stearns Dr., Los Angeles, Cal.
130 N. Union, Chicago

BEST FREE PLAY BUYS

Amstel	\$23.00	All American	\$50.00
Atlixon	28.50	Bandwagon	38.50
Big Chief	35.00	Copelanders	45.50
Blonde	18.50	Brita Spet	15.00
Brookland	48.50	Castille	30.00
Crestline	31.50	Clair	21.50
From Major	17.50	Diaper	28.00
Fizz	55.00	Four Roses	53.50
Gold Star	34.50	Jolly	15.50
Lendable	18.00	Leader	37.50
Power House	25.00	White	45.50
Reverend	15.00	Roy	15.00
Shen Up	55.00	Sports Parade	58.50
Stetson	55.00	Six	37.50
Tombie	47.50	Snow Days	40.50
Velvet	67.50	O'Day	15.00
Wavy	16.00	Big Town	15.00
Dark Feature	10.00	Big Show	12.50
Red Hot	12.50		

And Many Other Bargains in New and Used Games. 1/2 Cash, Balance C. O. D.

FEDERAL VENDING CO.
 2504 Amsterdam Ave. N. Y. C.
 Wadsworth 3-0840

IN A-1 CONDITION

1941 WESTERN MAJOR LEAGUE Free
 Play Baseball, Used Only
 Two Months, at \$69.50 Each
 Also 1941 EVANS TEN STRIKE Free
 Plays at \$49.50 Each

AMERICAN COIN MACHINE CO.
 818 Carondelet St.
 New Orleans, La.

ATTENTION COIN MACHINE OPERATORS!!!

PROVEY JOHN, the Coin Machine Operator,
 President, Full particulars furnished upon request.

Lone Star Sales Company
 687 N. Bishop Ave. Dallas, Texas

ADVERTISEMENT IN THE BILLBOARD
 —YOU'LL BE SATISFIED
 WITH RESULTS.

Detroit

DETROIT, April 25.—John Dobranich, of the Zora Recording Studios, is bringing out four new record releases of Croatian and Serbian songs for phonograph operators.

Bud Saueve, of A. P. Saueve Company, reports the acquisition of eight new counties for the Rock-Ola line: Washtenaw, Lenawee, Livingston, Lapeer, St. Clair, Sanilac, Huron, and Tuscola. In order to handle the large volume of business, four spaces has been doubled in the store and an electric elevator installed.

The newly formed Paramount Coin Machine Company has established headquarters in the downtown area. It is the first operating company to establish downtown headquarters in several years.

Mel Platin, accountant for several large operators, heads the company with David Keisman. The company is specializing in ray guns almost exclusively at the present time.

Who Makes 'Em?

We have an urgent request for the names of manufacturers of cup (bulk) beverage machines that dispense two or more different kinds of drinks (selective).

A Canadian reader inquires about the maker of a machine called the "James Roosevelt Special Television." He says it is not Panoram.

A reader inquires about a counter device originally marketed as the G. & M. Match Vender, having a dice game and an electric lighter. Records indicate this was a very old-timer made in Chicago. Is anything like it now on the market?

Who made a counter machine called Marvel? Our records are incomplete on this machine.

Also a call for the complete address of maker of a target changer, presumably made by Excel Company of Boston.

CLOSEOUT—USED CIGARETTE MACHINES

ALL THESE MACHINES IN GOOD OPERATING CONDITION

No. Out.	Make	Model	Vents	Shards	Price Each	Lots of 5	
6	National	Repaired	6-20	20¢	End.	\$27.50	\$26.00
6	National	Repaired	6-20	15¢	End.	25.00	23.00
6	National	Repaired	6-20	20¢	Angle Iron	17.00	15.00
6	National	Repaired	6-20	15¢	Angle Iron	15.00	13.50
6	Stewart & McGuire	Frister Launch	15 or 20¢	End.	12.50	11.00	
7	Stewart & McGuire		20¢	End.	30.00		
7	Stewart & McGuire		15¢	End.	25.00		
6	Stewart & McGuire		20¢	Angle Iron	8.00	7.00	
6	Stewart & McGuire		10¢	Angle Iron	7.00	6.00	
4	Stewart & McGuire		15¢	Angle Iron	6.00	4.50	
4	Stewart & McGuire		20¢	Angle Iron	5.75	5.50	
6	Mills Owl		15 or 20¢	End.	13.50	12.50	
6	Kickerbockers		45¢	End.	5.00		
7	Gorilla		20¢	End.	12.00	10.00	
7	Gorilla		15¢	End.	10.00	8.00	
6	Gorilla		15¢	None	4.00	3.00	
6	Masters		15¢	End.	8.00	2.50	
6	Used-A-Pak		Round	15¢	6.50	5.50	
6	Stewart-McGuire Penny Changer Gun Unit			None	15.00	10.00	
41	Bar Selective Type DuDremer Candy Vender—Bliss Quarter				11.00		

Our terms are 1/2 deposit with order, balance C. O. D., F. O. B. Cleveland, Ohio.
 BE SURE to specify 15¢ or 20¢ Vending. Your requirements will be given our immediate attention.

NATIONAL VENDING MACHINE SALES CO.
 2904 EUCLID AVE. FACTORY REPRESENTATIVES CLEVELAND, O.

THE BEST GAMES FOR THE LEAST MONEY

Triumph	\$19.00	Roxy	\$17.50	Mills O.T., 10¢ Play	\$38.00
Attention	25.00	Iron Up	25.00	Saddle Club	25.00
Broadway	25.00	Grand Grand	25.00	Truckline 1937	25.00
Crestline	47.00	Gold Owl	45.00	Chicken Barn	27.50
Charm	12.50	Mapleone	40.00	Robbie Van Piss	40.00
Fortuna	42.50	Mills 1-2-3, New Style	55.00	Model Fun	11.50
Leader	45.00	1940	55.00	Challenge	12.50
Meadow	22.50	Pace Matrix	75.00	Home Run Ball Gum	9.50

1/2 Deposit, Balance C. O. D.

ATLAS VENDING COMPANY, Inc. 410 N. Broad St. ELIZABETH, N. J.

WANT TO BUY ARCADE MACHINES

MUTOSCOPES — LOVE METERS — VITALIZERS — HI-BALLS
 BLOW BALLS — POST CARD MACHINES
 WILL PAY CASH FOR ALL TYPES ARCADE MACHINES

WRITE
 Southwestern Vending Machine Co.
 2332 WEST PICO ST., LOS ANGELES, CALIF.

BALLY MACHINE GUN DEFENDER, \$139.50

BALLY BULLSEYE	\$42.50	FLOOR SAMPLES	
BALLY RAPID FIRE	109.50	KEENEY ANTI AIRCRAFT, Brown	\$52.50
CHICKEN SAM	42.50	Cabinet	\$9.50

WHAT HAVE YOU TO TRADE?
AJAX NOVELTY CO. 8707 WOODWARD AVE. DETROIT, MICH.

JUST OUT! NEW DELUXE TEXAS LEAGUER

NOW—18 BALLS 5c! IDEAL
FOR HIGH SCORE AWARDS!

CENTRAL DIST. CO.

Grand at 23rd, Kansas City, Mo.
607 W. Douglas, Wichita, Kan.

SPECIFY 1c, 2c or 5c PLAY

JUST OUT! NEW DELUXE TEXAS LEAGUER

NOW—18 BALLS 5c! IDEAL
FOR HIGH SCORE AWARDS!

PLATTE
AUTOMATIC AMUSEMENT CO.
107 N. Jeffers St.
North Platte, Neb.

SPECIFY 1c, 2c or 5c PLAY

JUST OUT! NEW DELUXE TEXAS LEAGUER

NOW—18 BALLS 5c! IDEAL
FOR HIGH SCORE AWARDS!

JOHN GOODBODY

1824 East Main St.
Rochester, N. Y.

SPECIFY 1c, 2c or 5c PLAY

JUST OUT! NEW DELUXE TEXAS LEAGUER

NOW—18 BALLS 5c! IDEAL
FOR HIGH SCORE AWARDS!

ATLAS NOVELTY CO.

2200 N. Western Ave.
Chicago, Illinois

SPECIFY 1c, 2c or 5c PLAY

JUST OUT! NEW DELUXE TEXAS LEAGUER

NOW—18 BALLS 5c! IDEAL
FOR HIGH SCORE AWARDS!

Owl Mint Machine Co., Inc.

245 Columbus Avenue
Boston, Mass.

SPECIFY 1c, 2c or 5c PLAY

JUST OUT! NEW DELUXE TEXAS LEAGUER

NOW—18 BALLS 5c! IDEAL
FOR HIGH SCORE AWARDS!

SOUTHERN AUTOMATIC MUSIC CO.

540 S. 2nd St. 812 W. 7th St.
Louisville, Ky. Cincinnati, O.
631 N. Capitol 425 Broad St.
Indianapolis, Ind. Nashville, Tenn.

SPECIFY 1c, 2c or 5c PLAY

JUST OUT! NEW DELUXE TEXAS LEAGUER

NOW—18 BALLS 5c! IDEAL
FOR HIGH SCORE AWARDS!

Birmingham Vending Co.

2117 Third Ave., North
Birmingham, Alabama

SPECIFY 1c, 2c or 5c PLAY

JUST OUT! NEW DELUXE TEXAS LEAGUER

NOW—18 BALLS 5c! IDEAL
FOR HIGH SCORE AWARDS!

ACTIVE AMUSEMENT MACHINES CORP.

900 N. Franklin St.,
Philadelphia, Pa.

SPECIFY 1c, 2c or 5c PLAY

New Atlanta Mayor Takes First Step To Liberalize Laws

ATLANTA, April 26.—Mayor LeCraw, in office since January, took his first step along the road to liberalizing local city laws this week when he suggested that licensing of mixed drink saloons would provide additional city revenue and asserted that it should be given careful study.

LeCraw was elected on a liberal platform and stated before election that he would not seek to interfere with or restrict the private lives of Atlanta residents by foisting local laws of such a nature. Instead he promised to rescind those statutes that already were restrictions on individual liberties.

At the present time the city sells no mixed drink licenses, although under the State law it is legal to sell such beverages if the alcoholic content is not greater than 21 per cent.

Fifty-Six Attend Moore Sales Meet

PORTLAND, Ore., April 26 (Distributor's release).—Fifty-six persons, including 36 employees, attended the banquet at the fourth annual convention of Jack R. Moore employees. It was the first convention that was open to all employees of the company, and it is reported that the result of that innovation has already been noted in increased interest and activity throughout the various branches.

The first day of the meet was taken up with conferences of branch managers, talks on company policy, and pep talks. Dan Donohue, of Seeburg, presented Moore with a plaque for outstanding sales. The second day's sessions were open to general discussion and talks on Holly products, represented by George W. Jenkins. Each employee received a gift, and Bud Willis was presented a wrist watch for his work with the San Francisco office.

Among the guests were Jack A. Russell, Chicago attorney, and Mrs. Russell; Mr. and Mrs. Paul A. Layton, Holly distributors of Los Angeles; Mac Mohr, Los Angeles, and Moore's mother, Mrs. C. M. Stoeber, Portland. Included in the list of employees attending were: From San Francisco, J. A. Ruggiero, manager; Mrs. Ruggiero, and Mrs. Juanita Caro, secretary. From Salt Lake City, George L. Chasick, manager; Mrs. Chasick, Butch Nebeker, assistant manager, and Iris Nielsen, secretary. From Spokane, Paul Miller, manager; Mr. and Mrs. Louis Olivieri, Mr. and Mrs. Dale Grimes, and Art Rud. From Seattle, Thelma Oliver, pin game unit manager; C. R. Robinson, phone manager; Mrs. Robinson, Doris DeLong, and Earl Street.

Monte Ballou, local night club entertainer, emceed at the party following the banquet, and Ruth Johnson, of the local office, entertained with dancing.



FRANKIE MASTERS and Marion Frances presenting Nat Cohn with an autographed record of their latest recording. The orchestra leader and his vocalist, guests at Modern Vending, met music operators and handed out many souvenir records.

ORDER SAMPLE TODAY

"CUB"

3 Reel-3 Way Play With
Automatic Coin Dividers

*A REAL OPERATOR'S MACHINE—3

Reels—Cub, Reel and Drive, Game
Coin Dividers
Cub Model 33—
25.00, Also
Cub Model 34—
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4600.00, 4605.00,
4610.00, 4615.00,
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4670.00, 4675.00,
4680.00, 4685.00,
4690.00, 4695.00,
4700.00, 4705.00,
4710.00, 4715.00,
4720.00, 4725.00,
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New ADJUSTABLE from 18 to 15, 12 or 9 BALLS

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Boom Town Sales Boom

CHICAGO, April 26 (Manufacturer's release).—"Boom Town, our new game with new features, is enjoying a sales boom that is unparalleled," declares Charles Castle, Success Manufacturing Corporation sales promotion chief.

"Several factors are responsible for Boom Town's immediate popularity and successful earning performance," Castle stated. "Not the least of these is the new play theme with the buy-back feature. Add to that the build-up jackpot award, awards for high score, special bumper awards, and unlimited buy-backs and it can be readily seen why Boom Town has become the most demanded game of the season.

"The buy-back is responsible for triple the amount of play and profits that can be achieved with ordinary games, and the results of its great earning power are being felt here at our factory where, even with increased production line equipment, we are straining to meet the big demand."

Castle advises that deliveries at this time are being made on Boom Town according to schedule. He also reports that Night Bomber deliveries are being speeded to take care of the increasing demand for this gun machine.

Opens Omaha Business

OMAHA, Neb., April 26.—Joe Haney, former automobile dealer, has opened a new coin machine company in Omaha. Besides handling pinball games, Haney will operate Wurlitzer photographs, he reports.

Haney is operating under the name of American Sales Company and is the sole owner and operator. "If I continue to grow in the next year as I have in the first month of operation, I will be one of the largest dealers in Omaha," declares Haney.

A-BARGAIN

Blue Prints, \$22.00; 6-10-274 Blue Prints, \$11.00; Moon Balls, Cosmos and Jennings \$6.41; 20 Mills 25¢ Blue Game, \$50.00; Paces and King, new 3000 serial, \$25.00; Callahan, \$22.00; Capella, \$15.00; Mercury, \$15.00; 49 and 12, \$14.75. All equipment in excellent condition ready for operation. Write for prices. C. O. D. EAGLE VENDOR CO., 205 Tenth St., Tampa, Fla.

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Leader	37.50	MAJOR'S 1941	O'Boy	15.00
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BALL**15 BALLS FOR 5¢**

BIG ONE-INCH BALLS . . . IT'S A REAL THRILL TO SMACK THEM "ON THE NOSE" AND WATCH THEM SAIL THROUGH THE AIR! FILLS THE PLAYER WITH THAT "COME-AGAIN" PEP THAT MEANS NICKELS BY THE THOUSANDS!

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. . . SEE THOSE
RUNS PILE UP
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15 BALLS, 15 TIMES AT BAT . . . GIVES 'EM A REAL RUN FOR THEIR MONEY, WITH ACTION A-PLenty AND THRILLS GALORE! YET IT'S A FAST, FURIOUS GAME THAT'S OVER AS QUICK AS A TRIPLE PLAY!

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